



Village of Weston Comprehensive Plan Volume 1: Conditions and Issues

Recommended by Village Plan Commission: Date

Adopted by Village of Weston Board: Date

DRAFT 2 - March 2026

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Adoption and Amendment History

Updated: ANTICIPATED ADOPTION FOLLOWING COMPLETION OF VISION AND DIRECTIONS VOLUME IN 2027

Purpose: Complete update of similar volume adopted by Village in 2016, including replacement Chapter 9—Parks and Recreation from 2024 with formatting and photo updates.

Amended:



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Chapter 1—Introduction

Purpose of this Document

This is the first of three volumes of the Village of Weston’s Comprehensive Plan. Together with the Vision and Directions volume (Volume 2), it meets the required elements in Section 66.1001(2)(a) of Wisconsin Statutes. Volume 3 consists of supplemental plans that usually cover specific topics (e.g., Community Entryway and Wayfinding Plan) or geographic areas (e.g., Schofield Avenue Corridor Plan). This Conditions and Issues volume contains background information supporting Volumes 2 and 3, particularly the anticipated 10-year update to Volume 2.

Before planning where the Village of Weston should head, the Village must first understand its history, current conditions, trends, and projections. An exploration of existing conditions, trends and issues has many benefits, including helping to:

- Identify and capitalize on Weston’s particular assets and opportunities.
- Match future developable land supply and infrastructure with expected growth demands.
- Prevent poorly planned development; costly mistakes; environmental damage; and inefficient road, utility, and service delivery.

Weston’s Context

The Village of Weston is a 21.67 square mile municipality in Marathon County, located in central Wisconsin (see Map 1-1). The Village is about two miles east of Interstate 39/U.S. Highway 51 and State Highway 29 runs through Weston. Weston is well connected to other urban areas in the State and Midwest via these highways. The Eau Claire River traverses the northern part of the Village on its way to the Wisconsin River/Lake Wausau to the west.

The Village is the second most populous municipality in Marathon County, next to the City of Wausau, with a January 2024 population of 15,868 as estimated by the Wisconsin Department of Administration (DOA). According to the Census Bureau, the Village’s population increased 23.1% between 2000 and 2010 and 5.8% between 2010 and 2020.

For many years, Weston’s proximity to Wausau made it a bedroom community relying mostly on residential development for property tax revenue. The Village of Weston has evolved to also provide significant amounts of commercial, industrial, and health care related development. This has in part been fueled by the Village’s two tax incremental districts, in addition to its now-significant population and excellent regional highway access.

Map 1-1 shows a number of regional and intergovernmental features of importance to the Village of Weston, as follows:

- All of the Village plus all or parts of surrounding municipalities are within the D.C. Everest Area School District.
- The Village shares borders with the Town of Weston to its north, City of Wausau to its northwest, Town of Ringle to its east, Village of Kronenwetter to its south, Town of Reid to its southeast, and City of Schofield and Village of Rothschild to its west.
- The Village shares an extraterritorial zoning area with the Town of Weston, where Village-administered zoning controls.
- The Village of Weston’s extraterritorial land division review jurisdiction, formed under different statutory rules, includes some overlapping and some different areas and may require discussions with Wausau to finalize.
- The Sewer Service Area depicted on this map represents the outer legal boundaries where the Village may extend sanitary sewer, as directed by State water quality rules. The Village does not presently provide sewer service to all of these areas; for that information see Map 7-1: Natural Features instead.

Historic Overview

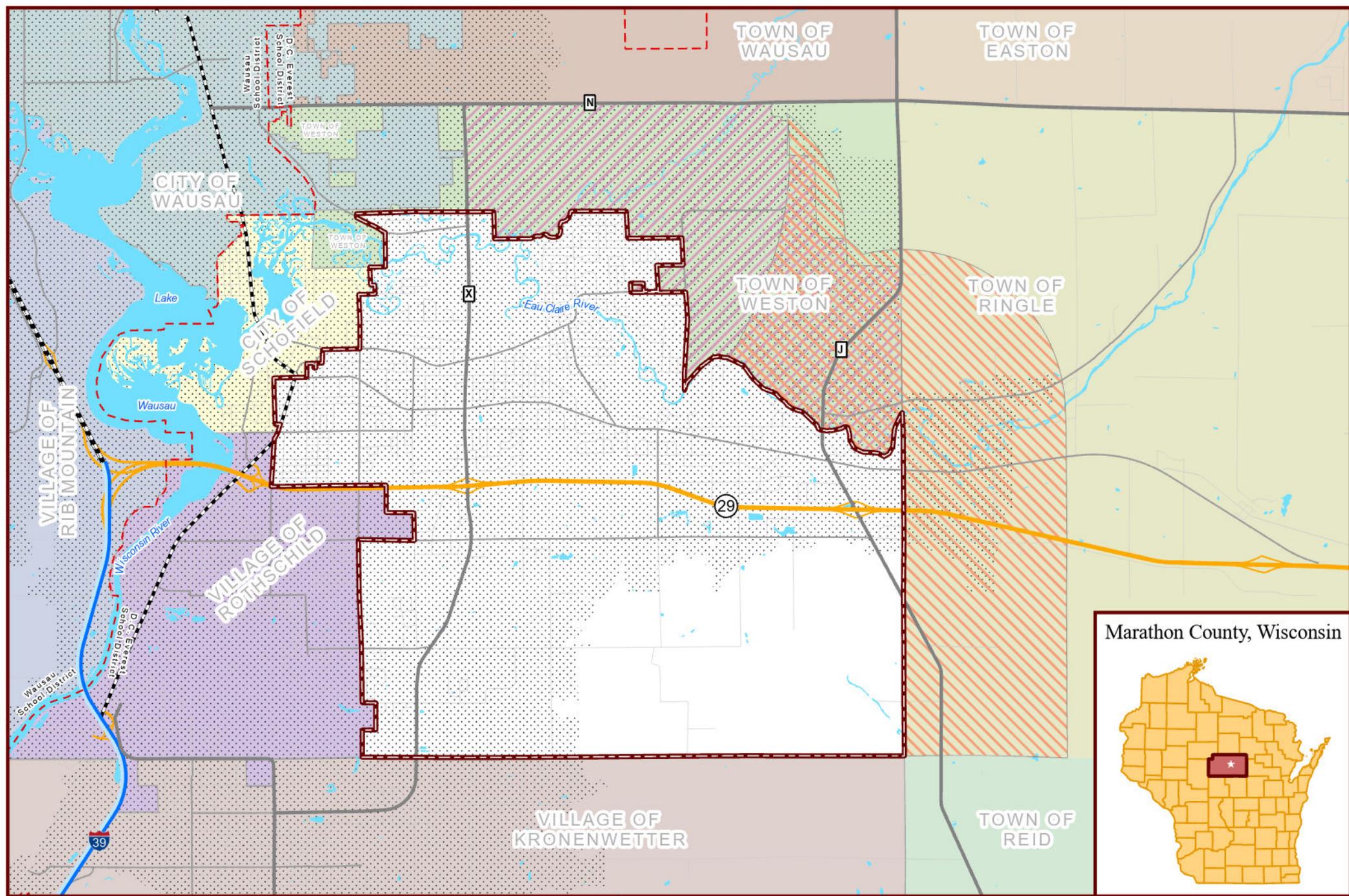
Land in what is now the Village of Weston was once heavily wooded with Hemlock, White Pine, and Red Pine and inhabited only by Native Americans. In 1836, the Menomonie Indians signed a treaty giving European settlers title to a strip of land along the Wisconsin River as far north as Wausau, with the first commerce hunting and fur trading.

By 1839, the lumber industry developed. Lumbermen began cutting the virgin pine trees and sending them down the Wisconsin River to mills in Mosinee and Stevens Point. Lumber mills were developed in Schofield and Wausau on the Wisconsin River, and, in the Town of Weston on the Eau Claire River. At the lumbering era’s height, there were several mills along the Eau Claire River, including near the current sites of the Ross Avenue bridge, Kellyland Park, and the Dells of the Eau Claire River County Park. By the early 20th Century, the virgin forests were clear-cut and the lumber mills closed. The only remaining evidence is a few pilings along the Eau Claire River that have survived the elements. Current wooded areas are second or third growth wood lots, in wetlands, and along rivers and streams.

Agriculture then developed as Weston’s main form of commerce. The gently rolling soils that remained after logging were fertile and suitable for a variety of crops. There are a few residences and other structures in the Village that are more than one hundred years old, usually related to this farming heritage.

The origins of what is now the Village of Weston go back to the mid-1850s. The Marathon County Board officially designated this area as the Town of Eau Claire on November 12, 1856. This original town consisted of land in the current Village of Weston, Town of Weston, Village of Kronenwetter, Town of Rib Mountain, City of Schofield, and Village of Rothschild. The town’s boundaries were reduced and the name was changed in 1859 to the Town of Weston. The town’s boundaries were changed again in 1996 when about two-thirds of the 1859 town was incorporated as the Village of Weston, leaving the remaining northern rural area of the 1859 town as the Town of Weston.





Marathon County, Wisconsin

Village of Weston
Village of Weston
Comprehensive Plan

1-1

Regional Jurisdictions

Map Date: April 16, 2015
 Adoption Date: XX.XX.XXXX
 Created by the Village of Weston Technology and GIS Dept.

0 0.5 1 Miles

Legend

Village of Weston	Weston Extraterritorial Land Division Review Jurisdiction	US Highways	State Highways
School District Boundaries	Sewer Service Area	Interstate Highways	Other Major Roadways
Weston Extraterritorial Zoning Area	Surface Water	County Highways	Local Roadways

Chapter 2—Demographics

Chapter Overview

This chapter describes existing and recent demographic and employment trends affecting the Village of Weston. (Weston’s trends before around 2000 can be challenging to analyze. In the early 1990s, the then-Town of Weston lost population to Rothschild via annexation to that Village. In 1996, the Village of Weston incorporated from about two-thirds of the remaining Town of Weston. Since the now-incorporated Village comprises most of the developed areas of Weston, pre-2000 data for the Town can provide a reasonable picture of change in the area now incorporated as the Village of Weston. So, as a general rule, pre-2000 Census data attributed to the Village of Weston in this chapter is actually for the then-Town of Weston.)

Population

As shown in Figure 2-1, population and household growth rates in Weston have been greater than for either Marathon County or the State. Further, the Village’s household growth rate has exceeded its population growth rate due to continued decreases in household sizes. Between 2010 and 2020, the Village’s aged 45-64 population increased 20% while its aged 65+ population increased over 50%.

The population of Marathon County grew from 134,063 in 2010 to 138,013 in 2020—an increase of 2.9%. Population growth in Marathon County has been concentrated in suburban municipalities surrounding Wausau, like Weston.

Demographics Summary

- Between 2010 and 2020, the Village of Weston’s population grew by 5.8%, compared to 2.9% for the County and 3.6% for the State.
- The number of Village households increased by 10.2% in the same time period, suggesting a continued trend towards smaller households.
- Weston’s 2020 median age of 37.9 years old is about 3 years younger than the County median and 2 years younger than that the State median—even though the Village’s median age has increased.
- The Village’s 2020 median household income was \$75,565—about \$1,000 higher than both County and State median income.
- Employment in Marathon County has remained steady over the past 20+ years, with top sectors including Manufacturing; Education and Health Services; and Trade, Transportation, and Utilities.



Figure 2-1: Demographic Change, 1980-2020

Jurisdiction	Counts					% Change		
	1980*	1990*	2000	2010	2020	1980 to 2020	2000 to 2010	2010 to 2020
Population								
Weston	11,342	11,450	12,079	14,868	15,723	38.6%	23.1%	5.8%
County	111,270	115,400	125,834	134,063	138,013	20.5%	6.5%	2.9%
State	4,705,767	4,891,769	5,363,675	5,686,986	5,893,718	20.9%	6.0%	3.6%
Households								
Weston	3,830	4,123	4,572	5,772	6,358	50.1%	26.2%	10.2%
County	37,865	41,534	47,402	53,176	55,998	40.4%	12.2%	5.3%
State	1,652,261	1,822,118	2,084,544	2,279,768	2,377,935	40.0%	9.4%	4.3%
Average Household Size								
Weston	2.96	2.74	2.61	2.54	2.36	-14.2%	-2.7%	-7.1%
County	2.9	2.75	2.6	2.49	2.39	-14.1%	-4.2%	-4.0%
State	2.35	2.68	2.5	2.43	2.38	3.4%	-2.8%	-2.1%

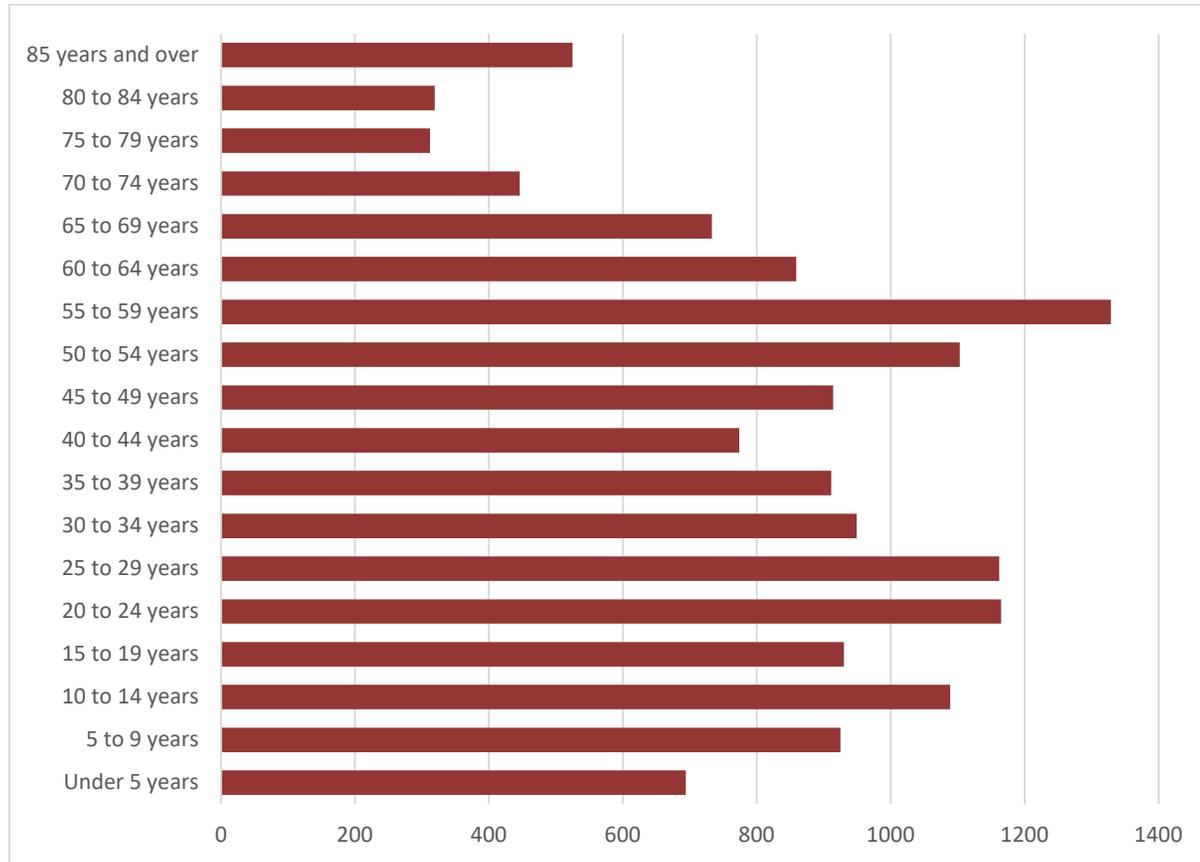
Source: US Census Bureau

Note: * Data for 1980 and 1990 is for the then-Town of Weston. Data for 2000 through 2020 is for the Village of Weston only.



Figure 2-2 shows population by age group. The distribution of population across age groups in the Village reflects a slightly younger overall population than the County and State. Still, the largest 5-year age group in the Village in 2020 was between 55 and 59 years old, suggesting an aging population many of whom moved to Weston during its period of significant growth from the late 1990s to late 2000s. Weston’s median age in 2020 was 37.9 years old.

Figure 2-2: Population by Age Group, 2020



Source: U.S. Census Bureau, 2020



Figure 2-3: Weston Race and Ethnicity, 2010-2020

Race or Ethnicity	2010		2020		% change
	Count	Percent of Population	Count	Percent of Population	2010 to 2020
White	12,897	86.7%	12,692	80.7%	-6.0%
Asian	1,297	8.7%	1,720	10.9%	+2.2%
Black / African American	112	0.8%	171	1.1%	+0.3%
American Indian / Alaska Native	52	0.3%	80	0.5%	+0.2%
Native Hawaiian / Pacific Islander	1	0.00%	4	0.01%	+0.0%
Other	7	0.0%	44	0.3%	0.2%
Two or more races	201	1.4%	501	3.2%	+1.8%
Hispanic or Latino	301	2.0%	511	3.3%	+1.2%
Total	14,868	100%	15,723	100%	+5.8%

Source: U.S. Census Bureau, 2020

The Village has gradually become more racially and ethnically diverse. Per the U.S. Census Bureau’s American Community Survey (ACS), the Asian-American population in the Village increased by over 400 residents from 2010 to 2020 to represent over 11% of the Village population. The Village’s population of Hispanic or Latino descent plus its population of two or more races also increased.



Education

According to the ACS, 94.2% of Village residents had a high school education or higher in the early 2020s. This compares to 92.9% for the County, and 93.7% for the State. 30.9% of Village residents have a bachelor’s degree or higher, which is higher than the County but lower than the State (33.7%). Marathon County as a whole has comparatively high trade and manufacturing sector jobs, which often do not require an advanced degree but offer comparable wages.

Figure 2-4: Educational Attainment for Population Age 25 and over, 2023

	Village of Weston	Marathon County	Wisconsin
Less than 9th Grade	2.3%	3.4%	2.4%
9th to 12th Grade, No Diploma	3.5%	3.7%	3.9%
High School Graduate	31.5%	32.3%	29.5%
Some College, No Degree	24.1%	19.7%	19.2%
Associate’s Degree	14.6%	13.0%	11.2%
Bachelor’s Degree	24.0%	18.8%	22.2%
Graduate or Professional Degree	6.9%	9.2%	11.5%

Source: U.S. Census Bureau, 2019-2023 American Community Survey



Income

Median household income in the Village was \$75,565 in 2023. This is slightly higher than Marathon County. Weston also had a larger proportion of those making \$15,000-\$49,999 and those making \$75,000 - \$149,999 per year and proportionally fewer of those making over \$150,000 than the State.

Figure 2-5: Household Income, 2023

	Village of Weston		County	State
Income Level	Number of Households	Percentage of Total Households		
Less than \$10,000	140	2.1	3.7	4.5
\$10,000 - \$14,999	127	1.9	2.4	3.3
\$15,000 - \$24,999	479	7.2	6.4	6.5
\$25,000 - \$34,999	712	10.7	8.0	6.9
\$35,000 - \$49,999	839	12.6	11.8	11.4
\$50,000 - \$74,999	992	14.9	18.6	17.6
\$75,000 - \$99,999	1,072	16.1	15.6	13.8
\$100,000 - \$149,000	1,298	19.5	18.9	18.8
\$150,000 - \$199,999	573	8.6	7.1	8.7
\$200,000 or More	413	6.2	7.4	8.5
Total Households	6,645	100	100	100
Median Household Income		\$75,565	\$74,141	\$74,631

Source: US Census Bureau, 2019-2023 (American Community Survey)



Employment

The Wisconsin Department of Workforce Development (DWD) collects data on non-farm employment, but this is only available on the County level. The DWD estimated non-farm employment in Marathon County to be 65,030 in 2013 and 69,978 in 2023. Figure 2-6 lists 2023 employment statistics by industry for Marathon County. The County's top employment sectors are Manufacturing; Education and Health Services; and Trade, Transportation, and Utilities.

Figure 2-6: Employment by Industry, Marathon County, 2023

Industry	2023 Average Monthly Employment	5-year change
Manufacturing	18,608	+1,830
Education and Health Services	13,907	-132
Trade, Transportation, and Utilities	13,513	-1,817
Leisure and Hospitality	6,033	-20
Professional and Business Services	5,868	-451
Financial Activities	4,102	-1,140
Construction	2,931	+348
Public Administration	1,970	+5
Other Services	1,407	-19
Natural Resources and Mining	1,147	+39
Information	492	+14
Total, All Industries	69,978	-1,344

Source: Wisconsin Department of Workforce Development, Marathon County 2025 Workforce Profile

Chapter 3—Projections

Chapter Overview

This chapter outlines population and employment projections for and affecting the Village of Weston, prepared by outside agencies. Housing unit and land demand forecasts are included in the next chapter.

Population Projections

Population projections for the Village of Weston and Marathon County, shown in Figure 3-1, were prepared by the Wisconsin Department of Administration (DOA). In 2014, they over projected Weston’s 2020 population by about 800 residents. The DOA’s updated projections, released in 2024, suggest a future 881 person or 5.6% decrease in Village population from 2020 to 2050. This is similar to the projected County population decrease of 5.5% (-7,633 residents) during the same period. The DOA’s projections appear due to a variety of factors, but include decreasing birth rates, modest housing construction and immigration (i.e., people moving into Weston from somewhere else), decreasing populations of reproductive age, aging and eventual passing on of the large Baby Boom generation.

Projections Summary

- The State projects that the Village’s population will decrease by about 880 people (5.6%) from 2020 to 2050, with such projection likely influenced by an aging population, slower recent housing construction, and birth rate declines.
- Regional employment, though, is projected to increase. The largest anticipated increases in regional employment through 2030 are in Food Preparation and Serving Related, Management, and Business and Financial Operations occupations.

Figure 3-1: DOA Population Projections, 2020-2050

	Decennial Census Counts		DOA Projections		
	2010	2020	2030	2040	2050
Village of Weston	14,868	15,723	15,575	15,328	14,842
Marathon County	134,063	138,013	136,750	134,615	130,380

Source: U.S Census Bureau; Wisconsin Department of Administration, 2024



Employment Projections

The Wisconsin Department of Workforce Development (DWD) has prepared employment projections through 2030 for the North Central Workforce Development Area—comprised of Adams, Portage, Wood, Marathon, Oneida, Langlade, Forest, Vilas, and Lincoln Counties. Per Figure 3-2, the largest anticipated increases in employment are in the Food Preparation and Serving Related, Management, and Business and Financial Operations occupations. The projected increases generally reflect a workforce necessary to provide day-to-day services and to support the Area’s existing industries.

Figure 3-2: 2030 Projected Employment for the North Central Workforce Development Area

Occupation	2020 Employment	2030 Projected Employment	% Change
Office and Administrative Support Occupations	25,460	23,948	-6%
Production Occupations	23,613	24,119	+2%
Transportation and Material Moving Occupations	20,645	22,354	+8%
Sales and Related Occupations	19,550	19,236	-2%
Food Preparation and Serving Related Occupations	13,712	15,410	+12%
Healthcare Practitioners and Technical Occupations	13,058	12,625	-3%
Management Occupations	12,410	13,719	+11%
Education, Training, and Library Occupations	9,955	10,384	+4%
Business and Financial Operations Occupations	9,791	10,897	+11%

Source: North Central Wisconsin Workforce Development Board, July 2024



Chapter 4—Land Use

Chapter Overview

This chapter contains background information and projected demand related to the use of land in and around the Village of Weston. The first step in planning for a desired future land use pattern is an accurate depiction of the Village’s existing land uses, trends, and projected needs.

Existing Land Use

Since the Village of Weston was incorporated in 1996, it has experienced a significant amount of development. Historically, Weston developed along Schofield Avenue, which was previously State Highway 29 before its relocation. To date, most of the Village’s development has occurred north of new State Highway 29, where land suitability is generally higher and utilities more widely available than to the south.

Commercial land uses are concentrated along Schofield Avenue and Business Highway 51, serving both local and regional needs.

A major commercial/health care hub has developed around the interchange of State Highway 29 and Camp Phillips Road (County Highway X). Development includes the Marshfield Medical Center – Weston (formerly known as the Weston Regional Medical Center), which opened in 2006 in the southwest quadrant of this intersection. Aspirus Weston Clinic and the Stine Eye Center are north of Highway 29 in the Shadow Ridge development area.

The Village has both older and more modern industrial areas. Older industrial areas are near the northwest corner of the Village adjacent to the City of Schofield’s industrial area and around the intersection of Schofield Avenue and Mesker Street. The modern Weston Business and Technology Park is located between Schofield and Weston Avenues near the Village’s east end and with excellent Highway 29 access and visibility.

Land Use Summary

- The Village has a broad mix of residential, commercial, industrial, and health care related land uses.
- There are remnant land use conflicts along Schofield Avenue and Camp Phillips Road. These areas have transitioned from chiefly residential to mixed use areas as highway traffic has changed over time.
- There are approximately 2,300 acres of undeveloped but developable lands within the Village limits that Weston has planned for development, which generally reflects the projected land development demand through 2050.
- Despite a large amount of vacant land south of Highway 29, a lack of utilities and environmental constraints have limited development there.

The Village contains a variety of residential developments including single family homes, duplexes, multiple family units, and mobile homes in a handful of parks. Most residential development is located north of Highway 29, although a few single-family subdivisions have developed south of Highway 29 particularly west of Camp Phillips Road.

The Village contains significant wetlands and agricultural land, particularly south of Highway 29. The Eau Claire River meanders through the north half of the Village and is flanked by floodplains and wetlands in some areas and steep embankments in others. Map 4-1 presents the land use pattern in the Village as of 2025. Figure 4-1 calculates existing land uses in the Village as of 2025.

Figure 4-1: Existing Land Use, 2025

Land Use	Acres	Percentage
Residential	4,238	34%
Commercial	701	6%
Industrial	529	4%
Institutional	645	5%
Utility/Transportation	152	1%
Recreational	519	4%
Ag and Forestry	4,193	34%
Other Open Lands	1,496	12%
Total	12,473	100%

Source: Village of Weston.

Note: Does not include approximately 95,800 acres in public rights-of-way and surface waters.

Based on a similar inventory completed in 2014, there has been approximately 600 acres developed in the Village over the past 10 years, much of it removed from agricultural use.



2025 Land Use



Map Date: 4/17/2025
Adoption Date: XX/XX/XXXX

Created by the Village of Weston Technology and GIS Department

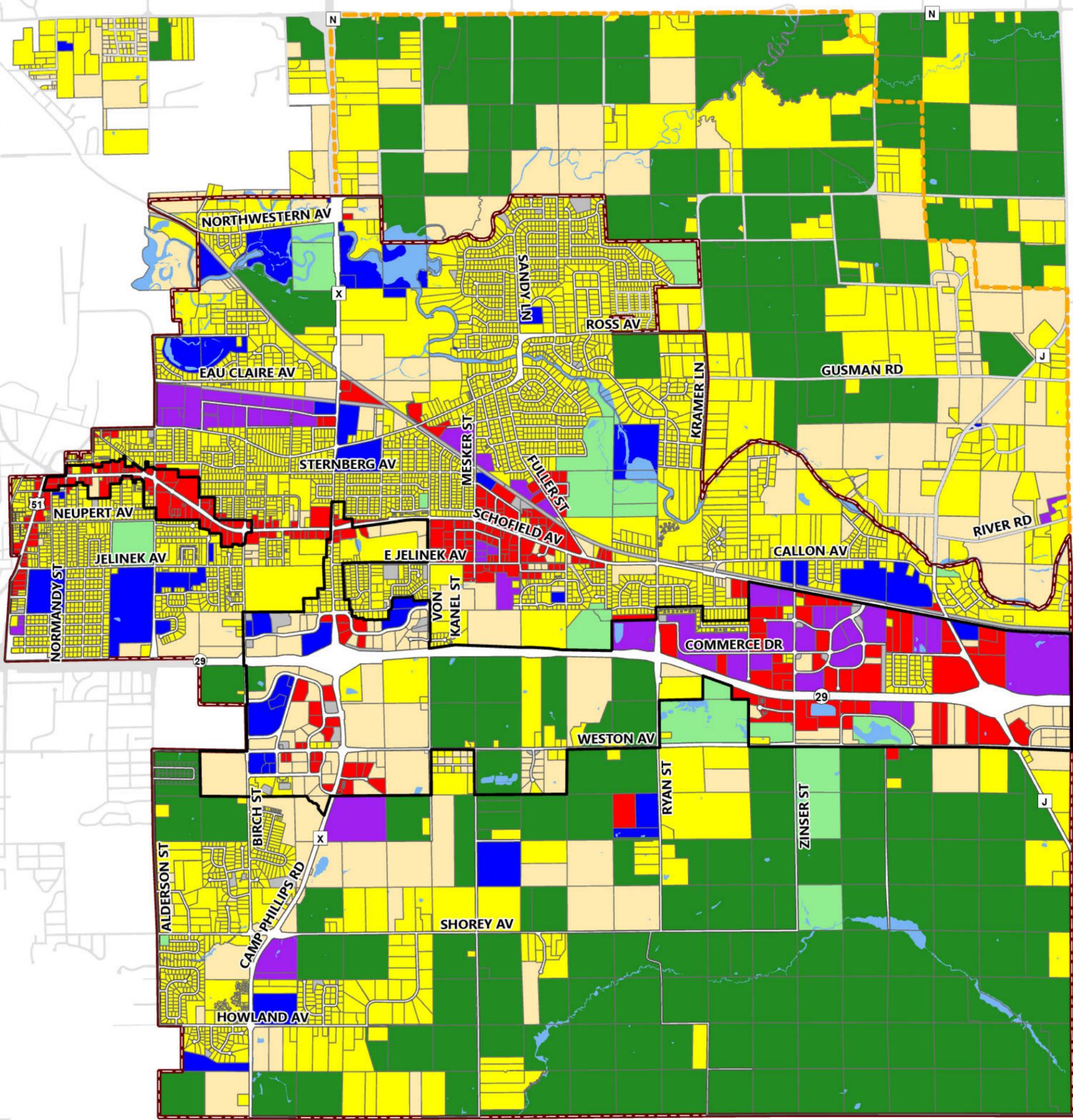


Legend

- Village of Weston 2025 Boundary
- Weston Extraterritorial Zoning Area Boundary
- Village of Weston Tax Incremental Districts
- Town of Weston
- Parcel Boundary
- Residential
- Commercial
- Industrial
- Institutional
- Utility/Transportation
- Recreational
- Agriculture/Forestry
- Other Open Lands
- Surface Water
- Public Rights-of-Way

Land Use Dispersal in the Village of Weston		
Land Use	Percentage	Acreage
Residential	30.8%	4268
Commercial	5.1%	703
Industrial	3.8%	523
Institutional	4.2%	586
Utility/Transportation	1.1%	152
Recreational	3.5%	485
Agriculture/Forestry	29.9%	4141
Other Open Lands	10.7%	1483
Public Rights-of-Way	9.1%	1268
Surface Water	1.8%	258

Note: This map represents the primary use of each parcel of land in 2025. It is not necessarily reflective of either current zoning or desired future land use. Lands shown on this map cover all of the Village and Town of Weston.



Land Development Plans and Regulations

The Village adopted a full update of its general zoning ordinance in 2015, followed by a full update of its subdivision regulations in 2016. Shoreland, shoreland-wetland, and floodplain zoning regulations have also been updated to meet state and federal mandates and protect property. These updates have provided a modern framework for regulating land use and development in Weston. The Village has also used corridor planning to guide future development along the Weston Avenue, Schofield Avenue, and Camp Phillips Road corridors.

Land Use Conflicts

Wise land use decisions and regulations have resulted in limited areas of land use conflict in Weston. Areas of conflict are most obvious where areas and corridors have been transitioning from one to another predominate land use. This includes developing areas as they interface with remaining farmed and forested areas. There also remain land use conflicts along Schofield Avenue and Camp Phillips Road. These corridors have transitioned from chiefly residential to mixed use/commercial areas as highway traffic has increased and commercial demand has grown. Conflicts exist where older homes interface with modern commercial uses, and for access to older homes and older commercial development along increasingly busy roadways.

Available Land Supply

Understanding how much land is potentially available for land development is critical to future land use planning. Village staff and consultants overlaid existing “Agriculture and Forestry” and “Other Open Lands” on Map 4-1 on top of the Village’s Future Land Use map from its pre-2027 Vision & Directions plan volume to understand how much vacant land is available for development by general land use type. This analysis netted out planned “Environmental Corridor” lands—mainly floodplain and wetland—and considered lands currently in the Village of Weston only.

As suggested in Figure 4-2, there were approximately 2,300 acres (3.6 square miles) of vacant, potentially developable lands within the Village at time of writing. Of this total, approximately nearly 50% is planned for residential development at Village densities using municipal sewer and water, with some of the planned mixed use/flex area also possible for higher-density residential use. The remaining vacant lands are planned for rural density housing, commercial/office, industrial, or mixed uses.

Figure 4-2: Vacant Developable Land, Village of Weston, 2025

Projected Land Use	Acres	Percentage
Rural Density Residential	523	23%
Village Density Residential	1,096	48%
Industrial	167	7%
Commercial/Office	377	16%
Mixed Use/Flex	143	6%
Total	2,306	100%

Source: Village of Weston; MDROffers Consulting

As indicated on Map 7-1 later in this volume, public sewer and water service is currently available or close to some of these vacant lands, with areas more distant not practically available for development at this time. Further, high bedrock limits development potential in some areas not designated as “Environmental Corridor”. Other vacant lands have access issues. Still others have property owners with little to no development interest. These and other factors limit the *effective* supply of land for future development.

Finally, the Weston Avenue and particularly the Schofield Avenue and Camp Phillips Road Corridor Plans identify a significant amount of already-developed land in those corridors that may be appropriate for redevelopment. These redevelopment areas are not factored in the above assessment of available land for development.

Land Demand Forecast

Projecting the demand for future land uses helped the Village plan enough land for different types of uses in its Future Land Use map, presented in the Vision and Directions volume. This may result in adjustments in the amount of vacant land planned for different land uses compared to what is shown in Figure 4-2 above, which was based on the version of the Future Land Use map adopted in 2024. Figure 4-3 and the remainder of this section document the Village’s land demand projections through 2050.

These land demand projections section include a number of assumptions, such as on residential density, average household sizes, new housing units per year, and the mix between different land use types. These assumptions and projections should not be understood as Village policy. The Village may affect the actual amount of land required for new development by policy choices such as different minimum residential lot sizes and redevelopment incentives.

The Village’s consultant first projected the amount of land for future residential development between 2020 and 2050. This first projection was informed by trends in residential permitting and land development over the past decade. Between 2014 and 2025, the Village issued permits for 590 new housing units and had an increase of 352 acres in residential land, resulting in an average of 0.60 acre per new housing unit. The consultant used a slightly lower rate—0.50 acres per unit—for the land demand projections in Figure 4-3 to account for higher expected future densities (driven by higher land and infrastructure costs).

The consultant projected the land needed for future industrial development between 2020 and 2050 based on trends in industrial land development over the past decade. From 2014 to 2025, an average of 23 acres of industrial land was developed in Weston per year. The consultant projected an annual future demand of 20 acres of industrial land for development through 2040.

The Village’s consultant projected future land demand for commercial, institutional, parkland, and utility land uses by applying the existing ratio of these developed land uses to developed residential land within the Village. Using these ratios, the consultant projected that for every 10 acres of new residential development, there would be a corresponding need for 1.65 acres for commercial development and 2.75 acres for all other types of land development (excluding industrial).

The consultant then added projected infrastructure needs for this development—mainly roads and stormwater management areas—to arrive at a base projected need for nearly 1,800 acres for land development between 2025 and 2030. Because of inefficiencies in land development, land owner preferences, and access and other issues associated with land development, the consultant then applied a 25% flexibility factor to arrive at an estimated 2,300+ acre land area need for new development between 2025 and 2050. Approximately half of the projected land demand is for residential uses, with much of the remainder anticipated for future industrial development. This projection does not include redeveloped land, which may tilt towards commercial uses.

Much of the acreage theoretically available to accommodate these future land use demands is in agricultural use today. This means that expansion into currently undeveloped areas would require a significant conversion of farmland to developed land if growth in Weston follows the trajectory estimated in Figure 4-3.

Demand and Supply Comparison

Comparing the results from Figures 4-2 and 4-3 suggests that the Village has about the correct amount of land planned for development via its pre-2027 Future Land Use map to accommodate expected demand through around 2050. However, not all land planned for development will actually develop in this period, based on environmental constraints, distance to utility services, and/or landowner interest. Therefore, a conservative approach would be for the Village to plan for somewhat more development land than demanded.

Figure 4-3: Projected Land Demand for New Development, 2025-2050

	2025	2030	2035	2040	2045	2050	Projected Increase 2025-2050	
Total Population	15,206	15,672	15,986	16,427	16,857	17,355	2,149	people
Households/Occupied Housing Units	6,583	6,844	7,105	7,366	7,628	7,889	1,306	people
Average Household Size (persons/HH)	2.31	2.29	2.25	2.23	2.21	2.20	-0.11	persons/ household
Total Housing Units (occupied & vacant)	6,929	7,204	7,479	7,754	8,029	8,304	1,375	units
Residential Land Use Demand (acres)	4,238	4,376	4,513	4,651	4,788	4,926	688	acres
Commercial Land Use Demand (acres)	701	724	746	769	792	814	113	acres
Industrial Land Use Demand (acres)	529	629	729	829	929	1,029	500	acres
Demand for Other Developed Land Uses (acres)	1,316	1,354	1,392	1,429	1,467	1,505	189	acres
Subtotal Land Use Demand (acres)	6,784	7,082	7,380	7,678	7,976	8,274	1,490	acres
Public Infrastructure Demand (acres)	1,357	1,416	1,476	1,536	1,595	1,655	298	acres
Total Land Use Demand (acres)	8,141	8,498	8,856	9,214	9,571	9,929	1,788	acres
Total Land Use Demand w/ 25% Flexibility	8,141	8,674	9,121	9,568	10,015	10,462	2,321	acres

Sources: US Census Bureau, Village of Weston, MDROffers Consulting



Chapter 5—Economic Development

Chapter Overview

This chapter describes current conditions, trends, strengths, and opportunities in the local and regional economy. Employment patterns and economic trends generally occur on a regional scale. Often residents of one community work in another. Further, changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

County Economic Environment

Originally, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure—railroads, roads, and dams for power—enabled the County to evolve beyond simple agricultural and logging operations. Resources that once left unprocessed were transformed into finished products in the County, providing employment opportunities and adding value to forest and agricultural products. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying area industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, utilities, government, trade, finance, insurance and real estate. Marathon County now enjoys a diversified economy.

Economic Base Analysis

Key sectors of a regional economy can be identified by size; by growth or decline in employment; and by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a region, affecting the growth

Economic Development Summary

- The regional economic base still centers around manufacturing, with Weston being a significant contributor.
- The Village’s economic base has diversified over time, aided by two long-standing tax incremental districts. The Village is now a leader in health care in the region.
- Highway 29 and the Village’s two interchanges are modern drivers of economic development serving Weston and the broader region, though commercial service and retail development has been challenging.
- Mixed use redevelopment along the Camp Phillips Road and Schofield Avenue corridors serves more localized commercial service, retail, and housing needs.
- Weston’s documented housing shortage is an impediment to economic development.

and health of many dependent sectors such as retail, transportation, construction, and local services. Top industry groups for Marathon County, based on location quotients, are in Figure 5-1. The County’s economic base was compared against the nation’s. A location quotient of 5, for instance, means that the industry in question is five times as concentrated in the area of analysis compared to the rest of the nation. Marathon County’s strongest industry, according to this standard, is Paper Manufacturing (NAICS code 322)—an industry that is 12 times as strong in Marathon County compared to the United States as a whole. Wood product manufacturing (NAICS code 321) and animal production and aquaculture (NAICS code 112) are also several times more concentrated in Marathon County than elsewhere in the United States. In sum, manufacturing within a variety of different industries is key to Marathon County’s economy.

Figure 5-1: Top Industries by Location Quotient, Marathon County

Industry	Marathon County, Wisconsin
Paper manufacturing	12.04
Wood product manufacturing	9.95
Animal production and aquaculture	6.56
Fabricated metal product manufacturing	6.43
Machinery manufacturing	6.28
Nonmetallic mineral product manufacturing	5.16
Food manufacturing	4.32
Furniture and related product manufacturing	3.77

Source: Bureau of Labor Statistics, 2024

Local Economic Environment

Historically, commercial and industrial development in the Village was concentrated along Schofield Avenue and/or Business Highway 51. Retail and commercial service businesses are concentrated along Schofield Avenue between its intersection with Business Highway 51 and Birch Street. Most modern manufacturing in the Village is now concentrated in different phases of the Weston Business and Technology Park, extending west from the interchange of County Highway J and State Highway 29, first north and then south of Highway 29. The Camp Phillips Road (County Highway X) and State Highway 29 interchange area has also had a significant amount of new development over the past two decades. The Marshfield Medical Center – Weston (formerly known as the Weston Regional Medical Center) dominates its southwest quadrant. The Village has designated other quadrants of this interchange for higher-end commercial



development, which has been slower to emerge based on shifts in buying habits, the continued strength of the Schofield Avenue and Rib Mountain for commercial uses, and shifts in buying to internet sources.

Tax Incremental Districts (TIDs) and Benefits

The Village has two TIDs, designed to foster mixed use redevelopment and industrial, commercial, office, and healthcare development. The TID boundaries are shown on Map 4-1 in the previous chapter. The original, larger TID #1 spans 2,230 acres from the Weston Business and Technology Park near the Village’s east end to the Marshfield Medical Center – Weston near its west end, generally along the Weston Avenue Corridor. A 2018 project plan amendment added lands along the Camp Phillips Road Corridor to help implement the associated Corridor Plan. The smaller TID #2 spans 110 acres along the Schofield Avenue corridor between Birch Street and Business Highway 51, and was last amended in 2022 to help implement the Schofield Avenue Corridor Plan and encourage further mixed use development. The Village must close both TID #1 and TID #2 no later than May 17, 2031 and make or allocate expenditures by May 17, 2026. The final year of increment collection is 2032. Either TID may be closed before 2031 if all expenses have been paid and no more are anticipated or desired.

Through these TIDs, the Village has encouraged significant economic development, infrastructure enhancements, and community appearance improvements. These have included:

- Marshfield Medical Center – Weston, which encompasses Ministry Saint Clare’s Hospital constructed in 2006.
- Adjacent Stone Ridge and Cross Pointe Business Parks, which include a hotel, financial institutions, offices and related uses, a senior housing complex, an assisted living facility, and a handful of remaining vacant lots.
- Shadow Ridge and Barbican Center commercial and office development centers, straddling County Highway X just north of State Highway 29, which include hotels, clinics, and restaurants, but also some remaining vacant lots.
- The original Weston Business and Technology Park located between Schofield Avenue and State Highway 29, which is now almost completely developed with industrial uses.
- The Weston Business and Technology Park – South, which came later but is also now also almost completely developed.
- Larger-scale commercial service and retail development along Schofield Avenue.
- Extensive urbanization and beautification of Schofield and Weston Avenues to serve the economic development and community needs.

Employment Characteristics

Figure 5-2 illustrates the breakdown, by occupation, of the employed population of the Village from 2012 to 2023. The “employed population” is defined as people living in the Village who are 16 years and older. In 2023, the Village had an employed population of 8,571—an increase of over 1,000 employed people from 2012. Jobs in the education, health care, and social assistance sectors employ the most Village residents, followed by manufacturing. From 2012 to 2023, the greatest increase in workers occurred in educational services, health care, and social assistance. Manufacturing and construction employment also increased. The greatest worker decreases from 2012 to 2023 occurred in retail and wholesale trades—perhaps indicative of the increase in online buying and in automation.

Figure 5-2: Occupation by Sector, Village of Weston Residents, 2012-2023

Industry Sector	Number of Workers, 2012	Number of Workers, 2023	2012 to 2023 Change
Agriculture, forestry, fishing and hunting, and mining	16	27	+11
Public administration	105	222	+117
Information	146	115	-31
Transportation and warehousing, and utilities	236	261	+25
Other services, except public administration	258	450	+192
Wholesale trade	343	273	-70
Construction	350	533	+183
Professional, scientific, and management, and administrative and waste management services	454	582	+128
Arts, entertainment, and recreation, and accommodation and food services	500	590	+90
Finance and insurance, and real estate, rental and leasing	646	637	-9
Retail trade	977	843	-134
Manufacturing	1,711	1,860	+149
Educational services, and health care and social assistance	1,803	2,178	+375
Total Employed Population	7,545	8,571	+1,026

Source: US Census Bureau, 2019-2023 (American Community Survey)



Major Employers

Figure 5-3 lists the prominent employers in Marathon County. The D.C. Everest Area School District, which Weston is a part of, is among the top employers in the County.

Figure 5-3: Major Employers in Marathon County, 2020

Establishment	Service or Product	Number of Employees
Aspirus	General medical and surgical hospital	1000+ employees
Greenheck Fan Corporation	Industrial and commercial fan and blower manufacturing	1000+ employees
Kolbe and Kolbe Millwork	Wood window and door manufacturing	1000+ employees
Regal Rexnord	Electric motors and power transmission manufacturing	1000+ employees
Marathon Cheese	Dairy product merchant wholesalers	500-999 employees
D.C. Everest Area School District	Elementary and secondary schools	500-999 employees
Marathon Electric	Electric motors and generators manufacturing	500-999 employees
Mount View Care Center	Skilled nursing facility	500-999 employees
Liberty Mutual Group Inc.	Direct property and casualty insurers	500-999 employees
Wausau Metals/Milco	Metal window and door manufacturing	500-999 employees

Source: 2020 US Census



Figure 5-4 lists the top ten employers in the Village of Weston itself, from a different source than Figure 5-3.

Figure 5-4: Major Employers in Weston, 2024

Rank	Employers	Employees
1	L&S Electric	250 - 499
2	Marshfield Health Clinic	250 - 499
3	DC Everest Area School District	250 - 499
4	Crystal Finishing	100 - 249
5	Target	100 - 249
6	Pick N Save	100 - 249
7	K-Tech Cleaning	100 - 249
8	Weston Health & Rehab Center (Rennes Group)	100 - 249
9	Aspirus YMCA	100 - 249
10	Old Castle Building Envelope	100 - 249
11	JD Tube Benders	100 - 249
12	Country Fresh Meats	100 - 249

*Source: Wisconsin Department of Workforce Development.
 Note: Not all DC Everest Area School District employees are in the Village of Weston—at least partially explaining the different reported employees between Figures 5-3 and 5-4.*



Chapter 6—Housing

Chapter Overview

This chapter provides an inventory and analysis of housing conditions and trends in the Village of Weston.

Housing and Household Characteristics

As shown on Figure 6-1, in 2020 in the Village:

- There were 6,670 housing units of which 96% were occupied (i.e., 4% vacancy).
- 61% of all housing units were owner-occupied, which represented a slight decrease from the 63% in 2010 and was lower than the percentages for both Marathon County and State.
- The average household size of 2.33 persons in 2020, which decreased from the 2.63-person average size in 2010.
- 28% of households had someone 65 years or older—up from 13% in 2010.

Figure 6-1: Housing Units by Type and Tenure

	V. Weston	County	Wisconsin
Total Housing Units	6,670	59,828	2,727,726
Total Occupied Housing Units	6,399	56,517	2,428,361
Owner Occupied Units	61%	72%	66%
Renter Occupied Units	39%	28%	34%
Average Household Size	2.33	2.36	2.31
One Person Households	30%	28%	30%
Householder 65 or older	28%	31%	31%

Source: 2020 US Census

Housing Summary

- Households continue to get smaller and older in Weston.
- While most new housing units in the 2010s were multiple-family units, the main housing type in the Village remains single-family homes.
- Since 2010, the Village has issued permits for an average of about 50 new housing units per year.
- The median 2025 price for an existing single-family home in Weston was \$287,446.
- Weston has a shortage of housing that is affordable to the local workforce, like line, health care, and commercial service employees, teachers, and fire fighters.
- The ages of housing and population in Weston suggests that the next 20 years may have significant housing turnover, which may address some of the current housing shortage.

Changes in Housing Stock—Census Data

Figure 6-2 notes changes in the housing stock between 2010 and 2020. During this period, the Census Bureau reported over 300 net additional housing units, despite a reported decrease of around 140 mobile homes. The increase was concentrated in multifamily housing units in 10+ unit buildings (including senior housing). While few single-family homes appear to have been built, detached single family homes still made up most of the Village’s total stock and the owner-occupancy rate changed very little during the 2010s. The data suggests the possibility of some different classifications of the same housing units between 2010 and 2020.

Figure 6-2: Changes in Housing Stock, Village of Weston, 2010-2020

	2010	2020	% Change
Total Housing Units	6,364	6,670	+4.8%
Occupied Housing Units (Households)	5,772	6,399	+10.9%
Vacancy Rate	9%	4%	-5%
Owner Occupied Housing Units	3,704	3,905	+5.4%
Renter Occupied Housing Units	2,068	2,494	+20.6%
Owner Occupied Housing Units (% of total)	62%	61%	-1%
Seasonal Use	18	21	+16.7%
Single Family Homes	4,065	4,003	-2%
Detached	3,705	3,551	-4.2%
Attached (Rowhouses, etc.)	360	452	+25.6%
Duplexes	391	474	+21.2%
Multifamily Units (3-9 unit buildings)	919	1,019	+10.9%
Multifamily Units (10+ unit buildings)	141	459	+25.5%
Mobile Homes	585	446	-23.8%

Source: US Census Bureau, 2010 and 2020 Decennial Censuses

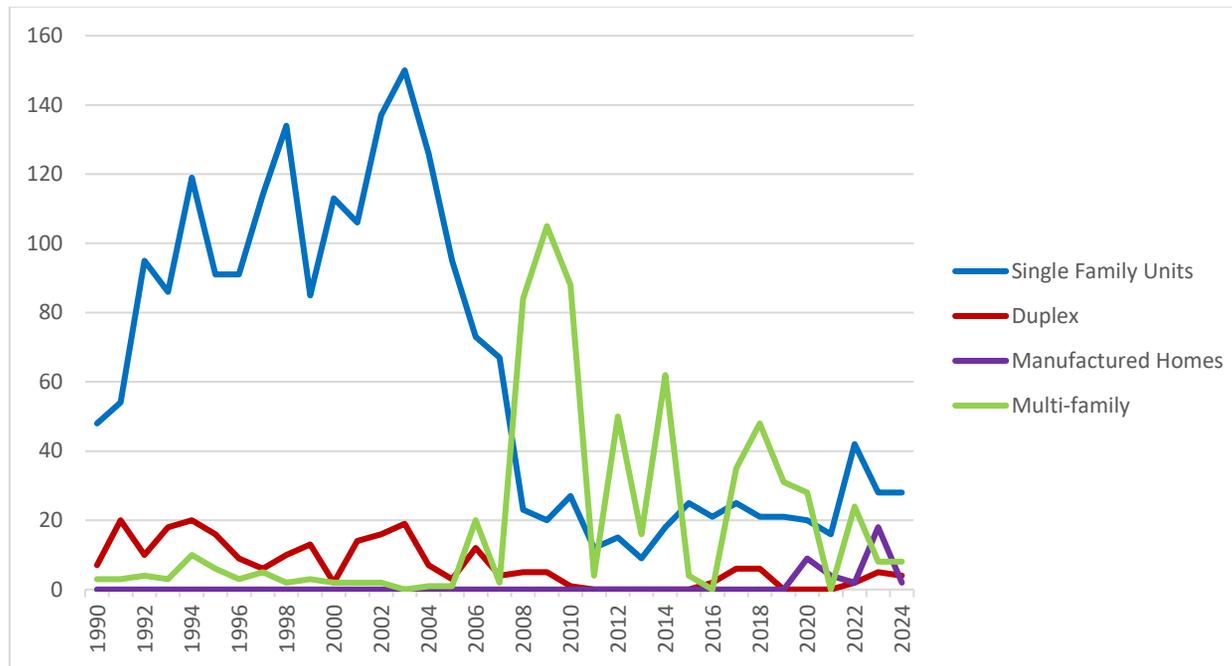


Changes in Housing Stock—Building Permit Data

Village building permit data provides a general consistent but somewhat different (and likely more accurate) picture of residential building activity than Census data. Figure 6-3 indicates that over 3,000 housing units were built in the Village between 1990 and 2024. Of this total, 70% were single-family homes, 8% were duplex units, and 22% were multiple-family units (typically “apartments”).

In the first decade of the Village’s incorporation, an average of 111 new single-family homes were built each year. The dramatic decrease by the mid- to late-2000s coincides with the 2008 subprime mortgage crisis—a national event that nearly halted new home construction nationwide. A shrinking supply of readily-developable land, higher prices relative to wages, and changing consumer preferences may also have been contributors. Since 2008, a majority of new housing built in the Village has been multiple-family units. Since 2010, the Village has permitted an average of 51 new housing units per year, including an average of 22 new single-family homes, two duplex units, and 27 multiple-family units each year.

Figure 6-3: Residential Building Permits by Unit Type, Village of Weston, 1990-2024



Housing Age

The age of a community’s housing stock typically reflects several important factors, including size, offered amenities, and overall maintenance costs. Housing age often reflects different regional and national trends in housing development. Housing predating the 1940s, for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and home sizes have increased, though that trend has reversed in recent years as home and land prices have accelerated beyond incomes.

Figure 6-4 shows the range of housing ages as captured in the 2020 Census. Nearly one-half of all housing units in the Village were built in the 1990s and 2000s, which coincides both with the Village’s highest population growth years and its currently-expanding age 55+ population. This suggests that the next 20 or so years may be a period of significant housing turnover in Weston.

Figure 6-4: Age of Housing Stock, Village of Weston

Decade Built	Number	Percentage
2010s	384	5.8%
2000s	1,781	26.9%
1990s	1,317	19.9%
1980s	682	10.3%
1970s	1,291	19.5%
1960s	523	7.9%
1950s	437	6.6%
Before 1949	199	3.0%
Total	6,612	

Source: US Census Bureau, 2020 American Community Survey

Size and Condition of Housing

Figure 6-5 includes a report of several select measures of physical condition and compares them to Marathon County and Wisconsin data. The median house size in the Village, as measured by number of rooms, is similar to the County and State. In 2020, 53.6% of the Village’s housing stock was classified as being a detached single-family home, which is lower than the percentage in both Marathon County and Wisconsin. 10.2% of housing units in the Village were in structures with 10 or more units, which is greater than the percentage in Marathon County but on par with the percentage across Wisconsin.

Figure 6-5 Size and Condition of Housing

	Village of Weston	Marathon County	Wisconsin
Median Number of Rooms	5.6	5.9	5.6
Single Family Residences (% of total housing units)	53.6%	73%	66.6%
In buildings with 10 or more units	10.2%	8.7%	11.0%
Lacking in complete plumbing facilities	0%	0.4%	0.4%
Lacking in complete kitchen facilities	0%	0.8%	0.9%

Source: US Census Bureau, 2020 (American Community Survey)

Home Values

Figure 6-6 shows median housing value for single family owner-occupied homes for the Village, County, and State—using different sources. Per self-reported Census data, the Village of Weston had a median housing value of \$142,100 in 2010, which increased to \$163,500 in 2020. Both of these values were similar to the median housing value of Marathon County, but slightly lower than the median housing value in Wisconsin. The Village’s consultant believes that people tend to underreport their home value to the Census Bureau, basing it either on assessed value or feeling that it may be to their advantage to report low.

Figure 6-6: Median Self-Reported Housing Value

	2010	2020	Change, 2010-2020
Village of Weston	\$142,100	\$163,500	15%
Marathon County	\$142,600	\$161,500	13%
Wisconsin	\$169,000	\$189,200	12%

Source: US Census Bureau (American Community Survey)

Figure 6-7 shows the range of housing values in the Village compared to Marathon County as a whole. In the 2019-23 period, the Village of Weston had a greater percentage of housing valued under \$50,000 and a greater percentage of housing valued between \$200,000 to \$299,999 than the County as a whole. This may be indicative of the number of mobile homes remaining in the Village, plus the number of new single-family homes built mainly for middle- to upper-middle class households in the 1990s and 2000s especially.



Figure 6-7: Range of Housing Values

	Village of Weston	Marathon County
<\$50,000	9.7%	3.6%
\$50,000 to \$99,999	2.1%	8.8%
\$100,000 to \$149,999	7.7%	16.4%
\$150,000 to \$199,999	21.9%	19.4%
\$200,000 to \$299,999	40.2%	29.4%
\$300,000 or more	18.4%	22.6%

Source: US Census Bureau, 2019-2023 (American Community Survey)

Zillow reports that the median existing home sale price in Weston in 2025 was \$287,446. This is higher than the reported \$262,403 average price in Marathon County but lower than the \$325,770 average price Statewide. This higher statewide price is driven by many sales in the State’s larger metro areas. Regardless, home prices have increased significantly in Weston over the past several years. This is due to a combination of low inventory due to low home building in the 2010s, high demand, rising mortgage rates, and the COVID-19 pandemic, among other factors.

Housing Affordability and Availability

Several factors impact the varied levels of housing affordability. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the home. Household size and income are also key factors contributing to what housing options are available and accessible to residents.

The U.S. Department of Housing and Urban Development (HUD) recommends that rental-housing costs not exceed 30% of monthly household income, correlating with typical private mortgage lending practices. Those spending in excess of 30% of their total household income on housing costs may be facing affordability difficulties. Per the 2022 Wausau Metro Housing Assessment, 30.1% of Weston households are cost-burdened, spending more than 30% of their income on housing costs. This includes 18.2% of owner-occupied households and 45.4% of renter-occupied households.

Figure 6-8 shows that select Village median owner-occupied costs, for both households with and without a mortgage, are similar to those of Marathon County and slightly lower than those of the State. Costs are similar for owners with and without mortgages and for renters.



Figure 6-8: Median Monthly Housing Costs

	Owner Occupied		Renter Occupied
	With Mortgage	No Mortgage	Median Gross Rent
Village of Weston	\$1,455	\$590	\$975
Marathon County	\$1,444	\$574	\$950
Wisconsin	\$1,652	\$647	\$1,045

Source: US Census Bureau, 2019-2023 (American Community Survey)

Regional Housing Studies

As documented in the 2022 *Wausau Metropolitan Area Housing Assessment* prepared by the Northcentral Wisconsin Regional Planning Commission (NCWRPC), 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, indirectly straining the supply of middle-income housing. Through the *Assessment*, the authors encourage building a variety of housing at all prices to reduce competition for middle-income housing. For the Village in particular, the *Assessment* suggests:

- Need for 1,995 new housing units between 2020 and 2040 to meet current and expected demand—or 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.

NCWRPC next collaborated with Centergy, Inc. on the *Centergy Regional Housing Study 2025*. This *Study* focused on housing needs for the region’s workforce by analyzing existing conditions and providing recommendations for a five-county regional that included Marathon County. The *Study* authors suggested that 6,336 additional housing units would be needed in Marathon County by 2040, including an immediate need of 2,217 units. The *Study’s* focus is to expand the supply of new housing units renting between \$900 and \$1,499 per month or between \$200,000 and \$299,999 to purchase. Recommendations are summarized as follows:

- Advocate for new development in the Centergy region.
- Encourage counties and municipalities to enable and expedite housing development.
- Consider creating a regional housing fund that secures low-cost gap financing for developments that address the region’s workforce housing needs.



Chapter 7—Natural and Agricultural Resources

Chapter Overview

This chapter describes the agricultural and natural resources within the Village and surrounding area. Because natural resource features do not follow geopolitical boundaries, it is important to consider their patterns and inter-relationships on a broader scale. In addition, many of the programs for protecting or mitigating impacts to natural resources are administered at the County, State, or Federal level. Of particular interest are geographic areas of the landscape encompassing valued natural resource features grouped below by resource type, including water, soils, and biological resources.

Natural Resources Overview

The Village is relatively flat with the exception of some undulating terrain in its northern sections. Most soils are well drained and suitable for agriculture or for various types of development. There are extensive wetlands in the southern sections of the Village. Two rivers and three creeks run through the Village. Map 7-1 depicts the geographic location of these features, described in detail on the following pages.

Natural and Agricultural Resources Summary

- Weston’s natural areas feature forested areas, wetlands, and the Eau Claire and other river corridors. The Eau Claire River and surrounding lands are perhaps the Village’s most significant natural asset.
- All of these features contribute to natural functions, recreational opportunities, health, and aesthetics in the community, and enhance the values of adjacent private property.
- Future development south of Highway 29 is limited by wetlands and hydric soils in that area, though such features may prove an asset for nature- and recreational-based development.
- Farming is a minor economic activity in the Village of Weston, but there remain farms south of Highway 29 and in the Weston extraterritorial zoning area.

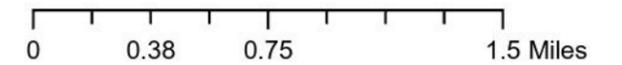


Natural Features



Map Date: 4/17/2025
Adoption Date: XX/XX/XXXX

Created by the Village of Weston Technology and GIS Department



Legend

- Municipal Boundaries
- Weston Extraterritorial Zoning Area Boundary
- Roads and Highways

Resource Features

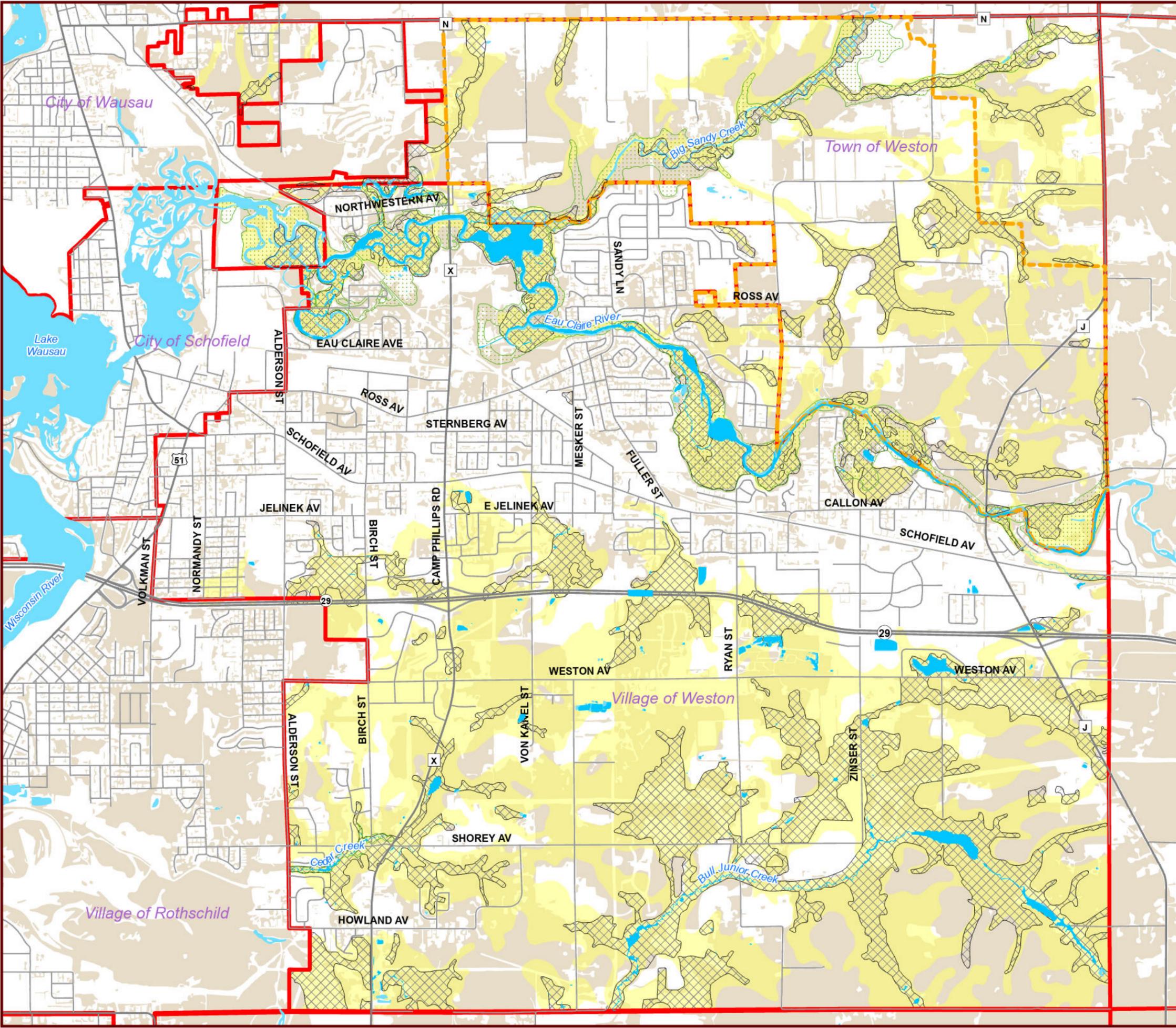
- Surface Water
- NRCS Hydric Soils¹
- DNR Wetlands²
- FEMA 100-year Floodplain³
- Marathon County Forested Areas⁴

¹ NRCS - Natural Resources Conservation Service
Some hydric soils may also be forested

² DNR - Department of Natural Resources

³ FEMA - Federal Emergency Management Agency

⁴ Marathon County Forested Areas - Some hydric soils areas are also forested



Water Resources

Watersheds

Watershed identification is important for water quality management, stormwater management, flood control, sanitary sewer delivery, and habitat planning.

In 2021, Marathon County update its Land and Water Resource Management Plan (LWRMP). The primary intent of the LWRMP is to identify a vision for natural resource management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources. Marathon County encompasses portions of 22 watersheds. The Wisconsin Department of Natural Resources (WDNR) has ranked these watersheds according to water pollution impacts and designated seven as “priority watersheds” to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. Both watersheds in the Village of Weston—the Bull Junior Creek Watershed and the Lower Eau Claire River Watershed—have been identified as priority watersheds.

The County’s Department of Conservation, Planning and Zoning works with the WDNR to implement that program. Program funding is used to hire staff to assist in developing management plans for each priority watershed and to provide cost sharing to landowners for implementation of “best management practices” (BMPs) to achieve the program objectives.

Surface Water Bodies

While Weston does not have any significant lakes, several rivers and creeks pass through the Village, as shown on Map 7-1. The Eau Claire River meanders through the central part of the Village and empties into the Wisconsin River in the City of Schofield. The Eau Claire River hosts recreational activities within it (paddling, fishing) and alongside it (camping, trails). The Big Sandy Creek, which runs through the northern sections of the Town of Weston and empties into the Eau Claire River at the Village’s north edge, is mostly wooded and natural. Finally, Bull Junior Creek and Cedar Creek run through wetland and other low areas in the southern sections of the Village.

Outstanding Resource Waters (ORW) and Exceptional Resource Waters (ERW) designations are derived from an amendment to the U.S. Clean Water Act, which directed states to identify waters that were largely unaffected by pollution and should remain that way. There are no designated ORWs or ERWs in the Village of Weston.

Floodplains

Floodplains consist of land likely to be covered by floodwater during the regional (100-year) flood. Floodplain areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRMs). In the Village,

areas within the 100-year floodplain are mostly located adjacent to the Eau Claire River (see Map 7-1). The floodplain is divided into the floodway and the flood fringe. The floodway includes the river channel and those portions of the floodplain adjoining the channel required to carry the regional flood flow. The floodfringe is that portion of the floodplain outside of the floodway modeled to be covered by floodwaters during the 100-year flood, but generally with standing rather than flowing water.

Wetlands

In Wisconsin, a “wetland” was defined by the State Legislature in 1978 as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.” There are dozens of wetland types in Wisconsin, characterized by vegetation, soil type and degree of saturation or water cover. Some of the more prominent wetland types are:

- Aquatic Bed wetlands, which contain plants growing entirely on or in a water body no deeper than 6-feet. Plants may include pond-weed, duckweed, lotus and water-lilies.
- Marshes, which are characterized by standing water and dominated by cattails, bulrushes, pickerel-weed, lake sedges and/or giant bur-reed
- Sedge or “Wet Meadow” wetlands, which may have saturated soils, rather than standing water, more often than not. Sedges, grasses and reeds are dominant, but look also for blue flag iris, marsh milkweed, sneeze-weed, mint and several species of goldenrod and aster.
- Scrub/Shrub wetlands, which include bogs and alder thickets and are characterized by woody shrubs and small trees such as tag alder, bog birch, willow and dogwood.
- Forested wetlands, which include bogs and forested floodplain complexes. They are characterized by trees 20 feet or more in height such as tamarack, white cedar, black spruce, elm, black ash, green ash, and silver maple.

In the Village, wetlands are mostly associated with the rivers and streams and are shown on Map 7-1. These wetlands are based on data from the WDNR, and likely do not reflect every field-delineated wetland. Wetlands along the Eau Claire River mostly consist of forested wetlands. There are large areas of wetlands south of State Highway 29 along and near Bull Junior Creek. These mostly consist of scrub/shrub, emergent/wet meadow, and forested type wetlands. Most of the wetlands along Cedar Creek consist of scrub/shrub type wetlands.

Wetlands have a number of benefits, including for wildlife habitat and flood control. Wetlands also pose obvious challenges to development. As a result, filling and alteration of wetlands is regulated at the local, State, and Federal levels.

Groundwater

Depth to groundwater in the Village is generally less than 20-feet below soil surface, although in some areas average well depth is about 100 feet. Groundwater is shallowest in the eastern half of the Village. The Marathon County Groundwater Protection Guide is intended to guide local and County officials in setting policy. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection. At time of writing, Marathon County was in the process of updating its 2001 Guide.

Hydric Soils

Hydric soils form under conditions of saturation, flooding, or ponding long enough during the growing season to develop anaerobic conditions, making them a key indicator of wetlands. Many areas of hydric soils were, in fact, once wetlands before the land was filled, drained, and/or tiled. Identifying hydric soils helps signal areas that may in fact be wetlands or otherwise may have development constraints. Hydric soils in the Village of Weston are shown on Map 7-1. They are prominent in southern parts of the Village, south of Highway 29, as well as lands between Kersten Road and Highway J in the northeast part of the Village and its potential future growth area.

Soil Resources

Soil Types

There are two predominant soil associations in the Village. Mahtomedi-Fordum-Sturgeon soils are generally located in the stream valleys. Mosinee-Meadland-Dancy dominate the center and the eastern edge of the Village. Susceptibility for soil erosion is generally lower in the Village than the average soil loss rate in Marathon County overall, and is therefore not a significant concern.

Steep Slopes

Steep slopes are defined as slopes with gradients over 12%. Development in areas with steep slopes is restricted due to the increased potential for soil erosion and runoff. Construction is usually significantly more expensive in areas with steep slopes and extending utilities to such areas can be challenging. Steeps slopes in and near the Village are generally located adjacent to the Eau Claire River and Cedar Creek, and are therefore not a significant concern.

Non-Metallic Mining

There are about 400 operating or abandoned sand, gravel, decomposed (“rotten”) granite, and stone excavation sites in Marathon County. In 1989, the County adopted a Non-metallic Mining Ordinance that requires reclamation of these sites to a purposeful and acceptable landscape appearance and use. The program is administered by the Marathon County Conservation, Planning and Zoning Department and

includes incentives to reclaim abandoned excavations. There are three known active non-metallic mine sites in the Village: the Babl site on Ryan Street, County Concrete’s site off Ringle Avenue, and a 2025-approved site along Weston Avenue.

Productive Agricultural Soils and Farming

Map 7-2 illustrates the following soil groups in the Village and Town of Weston that have been identified by the Natural Resources Conservation Service (NRCS) as land with potentially high suitability for farming (assuming they do not already hold non-farm development):

- “All areas are prime farmland” have soils with ideal physical and chemical characteristics for producing food, feed, fiber, and forage crops with minimal inputs and no significant limitations. These are scattered throughout the Weston area.
- “Farmland of statewide importance” have soils that are nearly as productive as prime farmland but may have minor limitations, such as less favorable climate or soil properties, and are still important for agricultural production at the state level. These predominate on lands that have been mostly developed with the Weston Business and Technology Park, as generally flat open farmlands are also usually quite suitable for industrial development.
- “Prime farmland if drained” have soils that meet the criteria for prime farmland when artificially drained to remove excess water, which would otherwise limit their agricultural productivity. These often coincide with hydric soils shown on Map 7-1.

There remain few productive farms in Weston, both as a result of non-farm development and significant changes in the farm economy over the past several years.



Soil Suitability for Agriculture

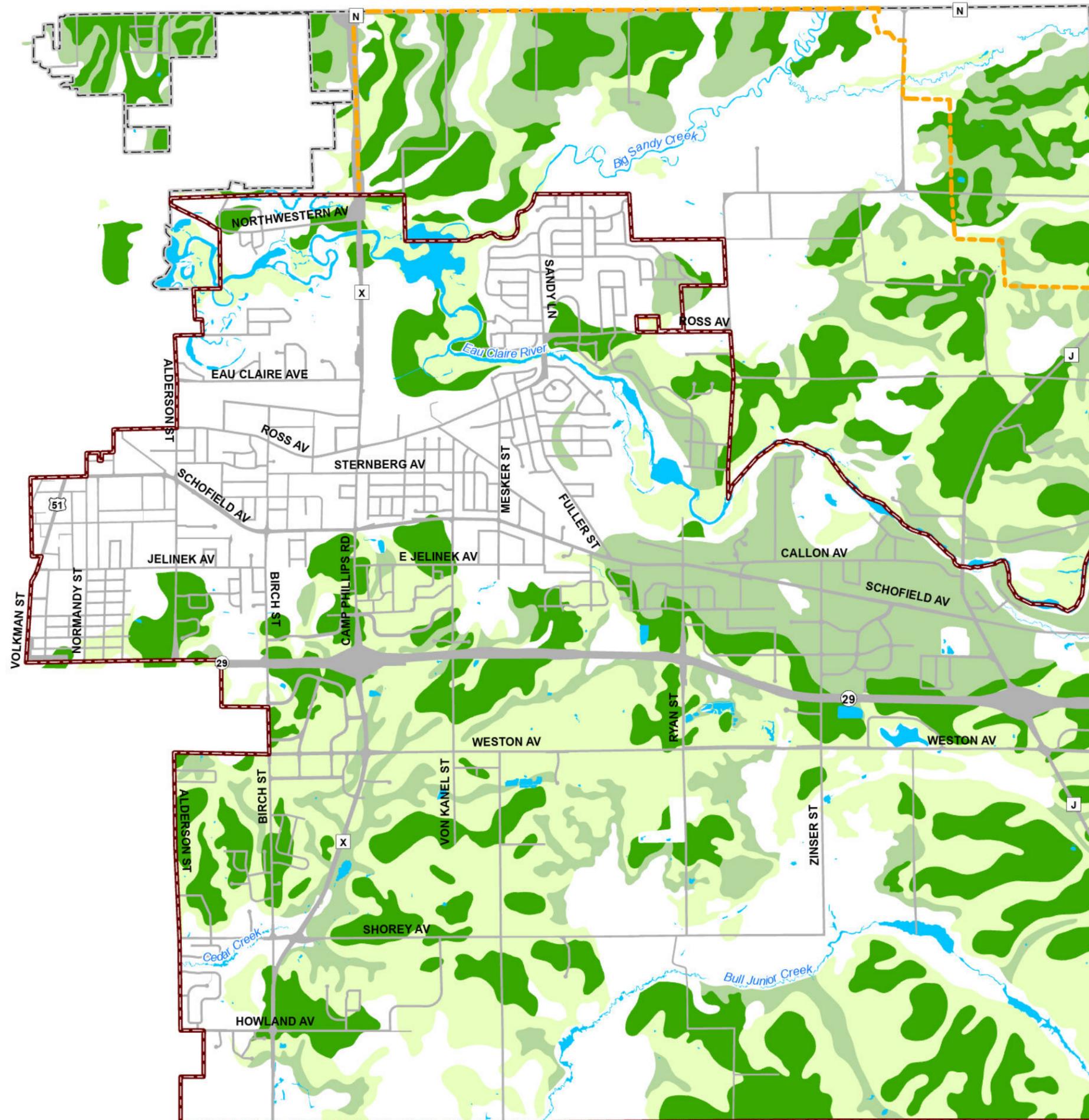


Map Date: 4/17/2025
Adoption Date: XX/XX/XXXX
Created by the Village of Weston Technology and GIS Department



Legend

- | | |
|---|------------------------------------|
| Village of Weston Boundary | NRCS Soil Suitability Class |
| Weston Extraterritorial Zoning Boundary | All areas are prime farmland |
| Town of Weston Boundary | Farmland of statewide importance |
| Right-of-way | Prime farmland if drained |
| Surface Water | |



Prime farmland derived from NRCS (Natural Resource Conservation Service) Web Soil Survey Data

Not all 'farmland' on map is actually being farmed; this map is intended to represent the quality of underlying soils for farm crops.

Biological Resources

Forest Resources

Trees are visually pleasing, environmentally beneficial, and an important link between community residents and the natural environment. They provide habitat and sanctuary for birds and other wildlife, rejuvenate oxygen and control air pollution, shade and microclimate control for nearby buildings.

Much of the southern part of Weston, along with the northern river corridors, is in more natural forest, as represented on Map 7-1 earlier in this chapter. Most remaining natural woodlands in the area are located south of State Highway 29 or along the Eau Claire River. Active forestry (commercial cutting) and enrollment in the State Managed Forest Land program is not significant in the Village.

The Village of Weston's urban forest is comprised of the trees on the Village's park lands and open spaces, public rights-of-way, boulevards and terraces, and privately owned and maintained gardens, yards, and open spaces.

Wildlife Resources and Habitat

Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles, and amphibians that typically live in the area. Common types of wildlife include bear, badger, wolf, deer, wild turkeys, raccoon, squirrels, songbirds, waterfowl and raptors. Wildlife resources are abundant in the many undisturbed sanctuaries, refuges, reserves, and scattered habitats. Numerous other species of migrating birds use habitat in the area for food, shelter, and resting stops during seasonal migration.

There are some aquatic endangered, threatened, or special concern species located within the Village, particularly within its river and creek corridors (government sections #, #, and #). The exact type and species present in any given section can be learned from submittal of an Endangered Resources (ER) review for the affected area to the WDNR, advised before any development occurs in that section. Each ER review is a WDNR screening of a proposed development project area for potential impacts on endangered resources like rare plants, animals, and natural communities and to ensure the project complies with associated State law. More information is available at <https://dnr.wisconsin.gov/topic/erreview/review>.

Primary Environmental Corridors

Environmental corridors are groupings of natural resources, usually situated along a linear waterway or drainage feature. They all contain some type of water feature, such as a river, stream, lake, or wetland, and are often bounded by areas of steep topography, or "rims". They also typically contain a variety of woodlands, grasslands, native plant communities, and wildlife habitat areas.

Primary environmental corridors are the highest quality corridors within the community. They have the largest land areas, the richest diversity of wildlife, and the highest quality water features. Also, primary environmental corridors typically run along the entire length of a water body.

Regional Planning Commission guidelines suggest that primary environmental corridors are a minimum of 400 acres in size, at least two miles long, and a minimum width of 200 feet. Based on these guidelines, the Village of Weston has four areas that meet the criteria for a primary environmental corridor:

- Eau Claire River Corridor
- Big Sandy Creek Lowland Corridor
- Cedar Creek Corridor
- Bull Junior Creek Corridor

These primary environmental corridors provide unique opportunities for recreational development. They provide opportunities for fishing, swimming, hiking, hunting, cross country skiing, and nature interpretation. Multi-purpose trail development along these corridors often provides users with a variety of year-round, barrier-free recreation opportunities.

The Eau Claire River Corridor has the highest potential for recreational development. Approximately one half of the corridor lies in a wetland protection district. The Eau Claire River, which is accessible by canoe or small boat, is known for bass, pan fish, and northern pike fishing. The Eau Claire River corridor has a number of scenic woodlands, rapids, and other natural, cultural, and historic features within the Village. The River features a water (paddling, tubing) trail with three current launches at Yellowbanks Park, Babl Lane, and Highway J. The Village, several scout camps, and other private associations own and preserve land and water on the Eau Claire River.

A section of the Bull Junior Creek corridor was developed in 2009. This creek goes through the Dale E. Smith Waterfowl Refuge. This area contains an observation tower, two picnic areas and a waterfowl pond. It allows patrons a place to picnic and partake in bird watching/photography in a natural setting.

Chapter 8—Cultural Resources

Chapter Overview

This chapter overviews Weston’s cultural resources, which is a broad term that can encompass many aspects of community heritage and character. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties. Cultural resources help to evoke the sense of place and identity that makes an area distinctive.

Background

Weston has a rich historical foundation dating back to the 19th century. The Town of Weston dates to the 1840s with the earliest sawmills built along the Eau Claire River. John B. DuBay built the first dam and mill on this River. Mills also included one later owned by Dr. William Scholfield and a mill further up the river, which was eventually owned by William and N. D. Kelly. The Town was known as Eau Claire until 1859 when the name was changed to Weston, reportedly after an early settler who operated a saw mill at Callon.

Early maps identify the settlements of Callon and Kelly in the east central portion of Weston. The first recorded Town election occurred in 1869. By 1874, the Wisconsin Valley Railroad (later Chicago, Milwaukee and St. Paul) reached Weston on its way to Wausau. The Milwaukee, Lake Shore and Western (Chicago and Northwestern) was constructed through the Town in 1880. This is now the alignment of the Mountain-Bay State Trail.

The railroad, the Eau Claire River, and proximity to the Wisconsin River led to urbanization and the creation of several separate municipalities. Schofield incorporated as a separate community in 1904, and Rothschild followed in 1917. The Village of Weston was incorporated from the Town of Weston in 1996, and since then has been one of the fastest growing areas in the Wausau metro area.

Weston holds cultural value through its recreational spaces, community events, and local landmarks. The Village is home to a growing network of parks, land and water trails, and gathering places like the Farmer’s Market, all of which foster a sense of community.

Cultural Resources Summary

- Rivers, parks, trails, camps, schools, festivals, and events in Weston contribute to its culture and sense of place.
- Development has meant the original rural character (and most associated buildings) that defined Weston for years has largely given way to a suburban development form.

Historic and Archeological Sites

The Village of Weston does not have any properties listed on the on the National Register of Historic Places or a historic preservation district or commission. Also, although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone.

The Wisconsin Historical Society maintains the Wisconsin Architecture and History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be current. The inventory may be reviewed at www.wisconsinhistory.org/ahi/. There are 11 historic properties in the Village of Weston that are included in the AHI, three of which have been demolished since being recorded.

Archaeological sites are identified only at the township level. The State Historic Preservation Office (SHPO) has identified 13 archaeological sites and historic cemeteries listed as being in the “Town of Weston,” which includes the City of Schofield, Village of Weston, and Village of Rothschild.

Wisconsin Statute §157.70 provides for the protection of all human burial sites, including all marked and unmarked burials and cemeteries. There are currently 133 cemeteries and burial areas identified in Marathon County, and it is likely that other cemeteries and burials may be present. Suspected burial mounds or unmarked burials must be reported to the State Burial Sites Preservation Office. If human remains are uncovered during excavation, all work must cease pending review of the Burial Sites Preservation Office. All cemeteries and burials in Marathon County are to be catalogued under Wisconsin Statute §157.70 to provide maximum protection of these sites. Another burial ground may be located in the Village although not identified on State records. The location of this unnamed burial ground is between Schofield Avenue, Sternberg Street, Birch Street, and Camp Phillips Road.

Other Cultural Resources

For a community without significant historic resources, a cultural identity must be developed in other ways. For Weston, the following are key elements of the Village’s culture:

- Its park system, particularly Kennedy Park, the Aquatic Center, and the Weston Dog Park.
- Its trail network, particularly the Mountain-Bay Trail, Eau Claire River Trail, and snowmobile trails in winter.
- D.C. Everest schools and the Greenheck Turner Community Center within the Village, including sports and performing arts events.
- The various other recreational facilities and camps in and near the Village.
- Community events, such as the 5K Glow Fun Run/Walk.
- Gathering places, such as the Farmer’s Market, restaurants, and coffee shops.

Chapter 9—Transportation

Chapter Overview

This chapter describes the transportation system in the Village of Weston, and issues and plans affecting the Village’s transportation system. This system consists of a variety of roads; some of which the Village owns and maintains, while others are part of County or State highway systems. In addition to roads, the transportation system includes facilities for pedestrian and bicyclists, railroads, airports, and public transit.

Existing Transportation Planning Efforts

The Marathon County Metropolitan Planning Commission is the official Metropolitan Planning Organization (MPO) for the Wausau area, as designated by the Governor of Wisconsin, and is commonly referred to as the Wausau MPO. Weston is within the MPO—both by being within its planning area and by providing a member of the Commission. The Wausau MPO’s primary objectives are to develop and maintain a Long-Range Transportation Plan (LRTP) and to create and update a short-term Transportation Improvement Program (TIP) that identifies federal and state-funded projects, along with other significant transportation projects within the MPO area. The Wausau MPO is staffed by the Marathon County Department of Conservation, Planning and Zoning. All member municipalities are assessed a part of staff payroll costs each year.

Regional transportation planning efforts are presented in various plans and studies. Findings and recommendations presented in these plans should be integrated into local community planning efforts when relevant and appropriate. Recent transportation plans prepared by Marathon County or the Wausau MPO are as follows.

Transportation Summary

- Weston is well served by the regional highway network, including Highway 29 with interchanges at Camp Phillips Road and County Highway J.
- The function of roads like Camp Phillips Road, Schofield Avenue, and Weston Avenue have changed over time, but their designs have been slower to adapt.
- The Village has undertaken a phased approach to upgrade Weston Avenue and Schofield Avenue in recent years, with Ross Avenue and Camp Phillips Road improvements on the horizon.
- Village roads are generally in good condition, its pavement rating system and capital improvement program advising upgrades when necessary.
- The Village’s bike and pedestrian facilities are growing into a system, with gaps being addressed through a Bicycle and Pedestrian Master Plan.

Long Range Transportation Plan (LRTP) for the Wausau Metropolitan Area (2022-2050)

Every five years, the MPO updates its Long Range Transportation Plan (LRTP). The LRTP identifies the current conditions in the area and identifies and recommends solutions to the issues regarding the deficiencies of the roadways in the metro area. Its goals are to develop the transportation system to best support economic development and optimize the area's financial resources, minimize negative social and environmental impacts, and maintain a safe and efficient multi-modal transportation system while fostering regional cooperation among the County's municipalities and agencies. The LRTP includes several major projects across the MPO area. Those in Weston include redevelopment of Camp Phillips Road/County Highway X from Ross Avenue to Weston Avenue, an easterly extension of Northwestern Avenue from County Highway X to Sandy Lane, a possible diamond interchange at Ryan Street and Highway 29.

Transportation Improvement Program (TIP) 2025-2028

This plan is updated annually and contains all the projects impacting the functionally classified transportation system. Any project scheduled to receive state and federal funding over the next four years, or projects which may have prospects to receive such funding, must be included in the TIP. The TIP includes the financial budgets for each project including anticipated federal, state and local funding sources. The Village is responsible for submitting its priority transportation projects to the MPO. Proposed projects in Weston, and their projected construction year (with some final year projects typically extended), include the following:

- County Highway J bridge replacement (2026)
- Jelinek Avenue/Alderson Street intersection reconstruction (2026)
- Ross Avenue reconstruction, from Metro Drive to Alderson Street (2027)
- Howland Ave from Alderson Street to Woodland Drive (2027)
- Ross Avenue/Kramer Lane reconstruction, from River Bend Road to Pauls Avenue (2028)
- Camp Phillips Road (County Highway X) reconstruction, from Sternberg to Eau Claire Avenues (2028)
- Birch Street reconstruction, from Jelinek Avenue to Community Center Drive (2028)
- Northwestern Avenue extension to Sandy Meadow Neighborhood (2028)
- Schofield Avenue from Birch Street to County Highway X (2030)
- Business Highway 51 pavement replacement, Everest Drive to Eau Claire River Bridge (2030)
- Municipal Street extension to the south including overpass over State Highway 29 (Year TBD)
- Multiuse path construction on Alderson from Weston to Howland, on Howland from Alderson to County Highway X, and on Shorey from Alderson to County Highway X (Year TBD)
- Reconstruction of Camp Phillips Road intersections with Schofield and Jelinek Avenues (Year TBD)

Transit Development Plan (TDP) (2022)

The MPO assists in the planning functions for transit in the Wausau area. Every five years the MPO, in conjunction with the Wausau Area Transit System, d.b.a. Metro Ride, creates a TDP. This document identifies the current conditions in the area for transit and identifies, and recommends solutions to the issues regarding transit. Metro Ride service ended in Weston in 2015. However, the 2022 TDP provided a scenario for future Metro Ride reintroduction into Weston as well as nearby communities like Rib Mountain, Rothschild, and Schofield.

2024-2028 Coordinated Public Transit-Human Services Transportation Plan

This plan was written in response to a federal transit law that requires any projects that deals with enhancing transit options for the elderly and those with disabilities to have a written plan that details stakeholder involvement and provides strategies for improving transit alternatives that serve those communities.

Wausau MPO Bicycle and Pedestrian Plan (2021)

This plan identifies the current conditions and recommends solutions to the issues regarding bicycle and pedestrian accommodations in the metro area. Project recommendations in Weston include paved shoulders/bike lanes along Weston Avenue, Schofield Avenue, Jelinek Avenue, Alderson Street, Birch Street, and Ross Avenue.

Road Network

Functional Classification

A functionally classified road system is one in which streets and highways are grouped into classes according to the character of service they provide, ranging from a high degree of travel mobility to land access functions. At the upper limit of the system are those roads that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limit are those roads that emphasize direct access, categorized as follows and shown on Map 9-1:

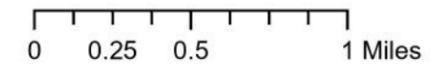
- **Principal Arterial Street.** A highway that has significant traffic capacity and serves interstate and interregional trips, usually with no direct access for abutting land uses.
- **Minor Arterial Street.** A public street that serves longer intra-urban trips and traffic traveling through the urban area and has limited to no direct access for abutting land uses.
- **Collector Street.** A public street that collects and distributes internal traffic within an urban area, such as within a residential neighborhood, providing access between local and arterial streets and limited access for abutting land uses.
- **Local Street.** A street designed to provide access to abutting land uses and leading into a collector street or into an arterial street, but which is not designed to carry through traffic from outside the neighborhood in which it is located.

Functional Class of Roads



Map Date: 4/17/2025
Adoption Date: XX/XX/XXXX

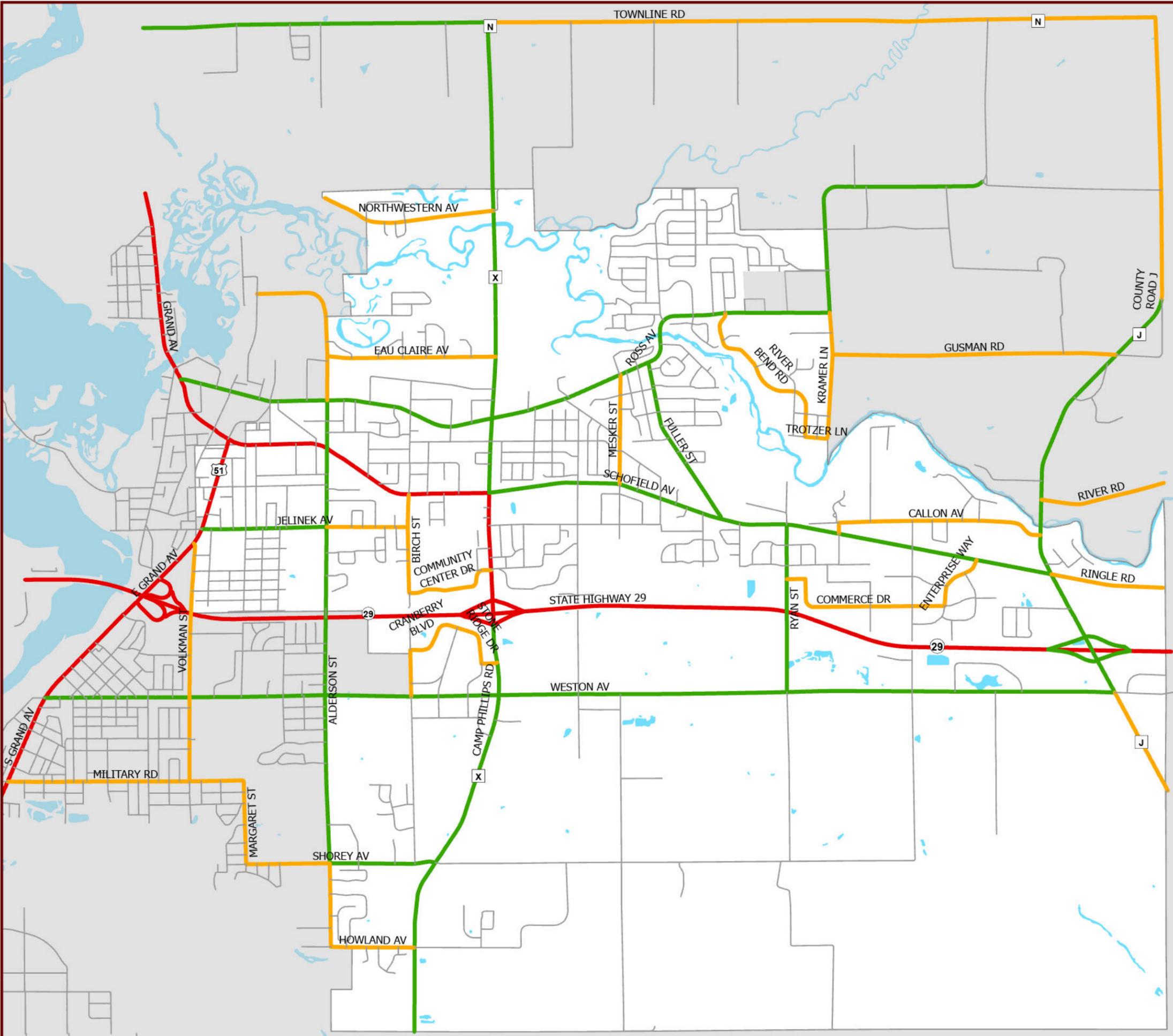
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and GIS Department



Legend

Road Classification

- Principal Arterial
- Minor Arterial
- Collector
- Local
- Village of Weston
- Surface Water



Jurisdiction

While jurisdiction refers to governmental ownership, it does not necessarily correspond to responsibility. For example, some State-owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a State or local road, only that its service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the Wisconsin Department of Transportation (WisDOT).

Following is a brief description of the major road facilities located in the Village. Where available, data regarding functional classification, jurisdiction, and Annual Average Daily Traffic (AADT) from the Wisconsin Department of Transportation is summarized below.

State Highway 29

State Highway 29 is an east-west four-lane divided principal arterial that passes through the entire Village. The segment of State Highway 29 through the Village is designed to freeway standards with grade separated interchanges. State Highway 29 is an important east-west route through central Wisconsin and connects to Eau Claire and Minneapolis to the west and Green Bay to the east. Grade-separated interchanges are located at Business Highway 51, Camp Phillips Road (County Highway X), and County Highway J.

State Highway 29 is heavily traveled. In 2001, traffic volumes ranged between 11,900 trips east of County Highway J to 29,400 west of Business Highway 51. By 2023, these rates were 13,800 and 43,200 respectively, suggesting that daily traffic rates have increased, particularly in the western segment. Specific interchange ramp volumes are indicated in Figure 9-1.

Figure 9-1: Average Daily Traffic on Highway 29 Interchange Ramps, Weston, 2023

	Business Highway 51	County Highway X	County Highway J
Westbound On	7,700	8,200	2,800
Westbound Off	1,500	1,600	890
Eastbound On	1,400	1,700	950
Eastbound Off	8,300	7,800	2,600

Source: Wisconsin Department of Transportation

Camp Phillips Road (County Highway X)

Camp Phillips Road is a minor arterial through most of Weston, except for between Schofield Avenue and State Highway 29, where Camp Phillips Road is designated as a principal arterial. Figure 9-2 indicates average daily traffic volumes on Camp Phillips Road over time. The increase in traffic in 2010 was due to the construction of the Marshfield Medical Center – Weston (formerly known as the Weston Regional Medical Center) earlier in the decade. Camp Phillips Road traffic has remained relatively steady over the past decade.

Figure 9-2: Average Daily Traffic, Camp Phillips Road Near State Highway 29

	1998	2001	2010	2023
Between Highway 29 and Schofield Ave	12,900	12,800	16,600	15,900
Between Highway 29 and Weston Ave	4,900	6,100	12,200	12,800

Source: Wisconsin Department of Transportation

Ross Avenue

Ross Avenue is designated as a collector east of Camp Phillips Road and a minor arterial west of Camp Phillips Road. This road is one of the main access routes into the Schofield Industrial Park and carries a fair amount of truck traffic, school traffic, and local road traffic. The Ross Avenue bridge across the Eau Claire River is one of the few river crossings in Weston.

Schofield Avenue

Schofield Avenue is designated as a minor arterial east of Camp Phillips Road and a principal arterial west of Camp Phillips Road. Schofield Avenue is the primary commercial corridor in the Village. Prior to construction of the State Highway 29 freeway, Schofield Avenue served as State Highway 29. Prior to the Village taking over jurisdiction of Schofield Avenue, it was known as County Highway JJ. West of Birch Street, it has been improved as a four-lane divided urban roadway, with landscaping and other aesthetic enhancements. East of Birch Street, it remains a four-lane highway with a continuous center turn lane from Camp Phillips Road to Ryan Street, where it transitions to a four-lane road until County Highway J. After County Highway J, it transitions into Ringle Avenue and becomes a rural two-lane highway. In 2025, Schofield Avenue was resurfaced between Normandy and Birch Street.

County Highway J

County Highway J is a major north-south collector that serves the eastern section of the Village. County Highway J has a grade-separated interchange at State Highway 29 in the Village of Weston. As indicated in Figure 9-3, traffic volumes along County Highway J near State

Highway 29 are a fraction of those of Camp Phillips Road near State Highway 29, but have recently increased since 2010, likely due to increased industrial development in the eastern part of the Village.

Figure 9-3: Average Daily Traffic, County Highway J near Highway 29

	1998	2001	2010	2023
Between Highway 29 and Schofield Ave	3,100	3,300	4,100	6,100
Between Highway 29 and Weston Ave	1,700	1,600	2,600	3,600

Source: Wisconsin Department of Transportation

Weston Avenue

Weston Avenue parallels Highway 29, spanning the Village of Weston and extending east and west. It is classified as a collector road east of Camp Phillips Road and minor arterial west of Camp Phillips Road. The portion of Weston Avenue between Birch Street and Camp Phillips Road was urbanized and widened in the mid-2000s. More recently, the Village has undertaken a multi-phase effort to upgrade other segments of Weston Avenue. In 2023, an eastern segment between Progress Way and County Highway J was rebuilt. In 2024, the Weston Avenue/Alderson Street intersection was rebuilt as a roundabout and the Weston Avenue segment between Alderson and Birch Streets was repaved with a multiuse path built on its south side. Also in 2024, the Weston Avenue segment between Camp Phillips Road and Von Kanel Street was built with stormwater management and utility improvements. In 2025, the Weston Avenue segment between Von Kanel and Ryan Streets was rebuilt with utilities.

Business Highway 51

Located at the Village’s west end, and extending to the south, Business Highway 51 is classified by WisDOT as a principal arterial.

Road Maintenance

The Village has a five-year Capital Improvement Program (CIP) for scheduling road reconstructions and a maintenance plan for activities which help extend the life of street surfaces and improvements. The CIP covers major reconstruction including curb and gutter, minor reconstruction, and seal coating. The Village spends \$300,000 to \$400,000 annually on road maintenance, which includes seal coating and asphalt crack sealing. Funding for major projects is typically obtained through borrowing and assessments. Funding for minor projects and general maintenance comes from the general levy.



Pavement Surface Evaluation Rating (PASER)

WisDOT requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. The data from these plans provides the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a resource that enables communities and the State to assess Wisconsin's local roadway system.

Weston uses PASER as its pavement rating system. PASER was designed by the Transportation Information Center of the University of Wisconsin-Madison. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows.

- 1-3: failed to poor condition
- 4-5: fair condition
- 6-7: good condition
- 8-10: very good to excellent condition

The results of Weston's most recent PASER rating effort are shown on Map 9-2.

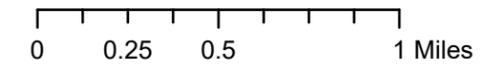


Local Road Conditions



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Adoption Date: XX/XX/XXXX

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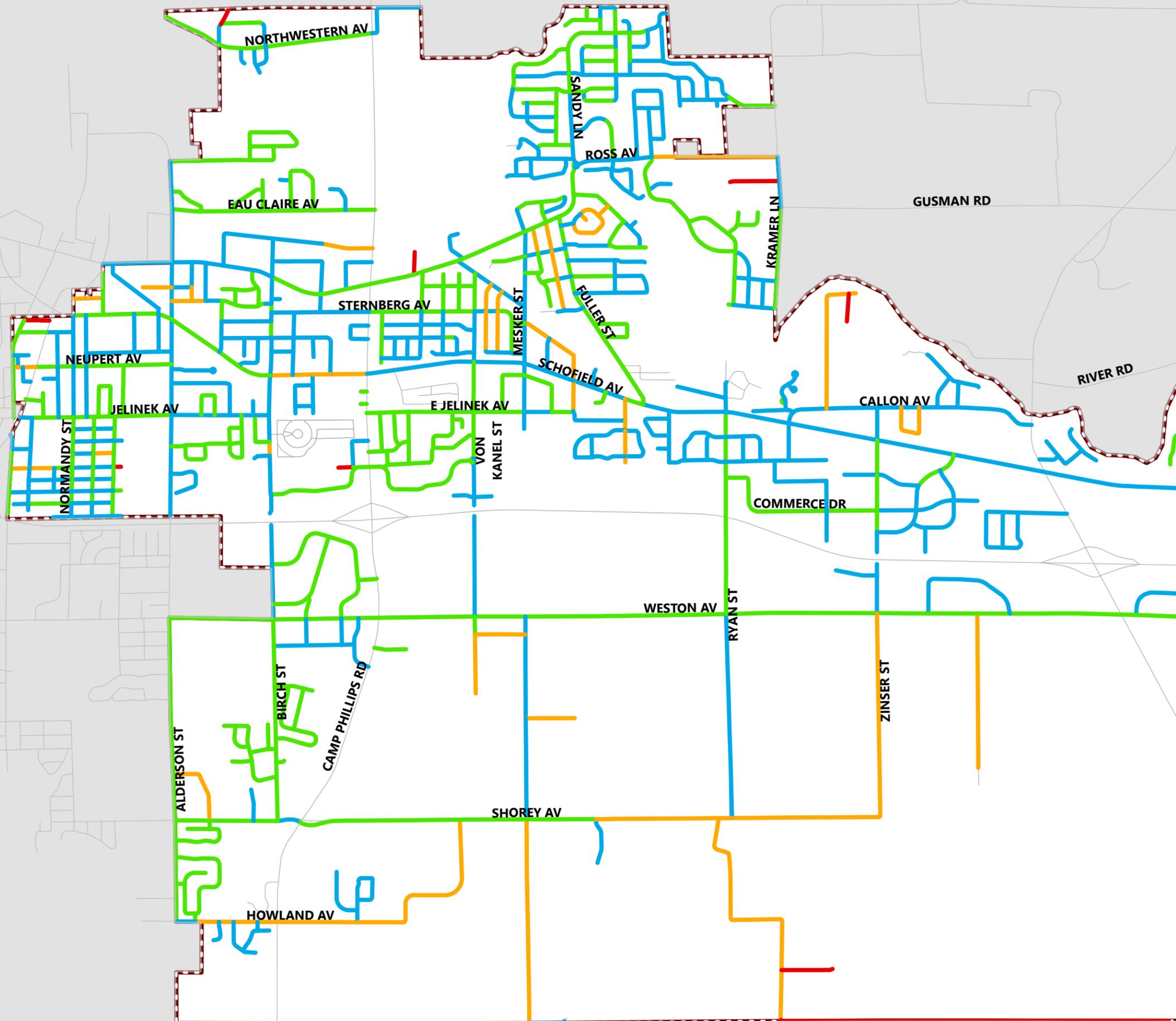
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PASER Rating

- 1 - 3 (Failed to Poor)
- 4 - 5 (Fair)
- 6 - 7 (Good)
- 8 - 10 (Very Good to Excellent)

Other Jurisdiction Highways; Private Roads

Village of Weston



Note: PASER Values from WisDOT Information System for Local Roads (WISLR)

Roads exhibiting a surface condition rating at or below “fair” should be examined for reconstruction or repaving in the near future. As indicated in Figure 9-4, roughly 14.6% of roadway miles in Weston need this attention. Conversely, 85.4% are rated in “good” or better condition, and should therefore require only preventative maintenance in the near future.

Figure 9-4: Surface Condition Rating Summary, Village of Weston Roads

	1 Failed	2 Very Poor	3 Poor	4 Fair	5 Fair	6 Good	7 Good	8 Very Good	9 Excellent	10 Excellent	Total
Miles	0.25	0.09	2.65	5.91	9.10	17.80	38.44	20.83	12.59	15.04	122.70
%	0.2%	0.1%	2.2%	4.8%	7.4%	14.5%	31.3%	17.0%	10.3%	12.3%	100%

Source: WisDOT (WISLR), 2026

Access Management

Wisconsin was one of the first states to recognize the relationship between highway operations and the use of abutting lands. Under Chapter 233, WisDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State highways or connecting highways. WisDOT regulations require new subdivisions to have internal street systems, limit direct vehicular access to the highways from individual lots, include improvement setbacks from highways, and establish access patterns to adjacent unplatted land.

Marathon County issues driveway permits and implements access restrictions on all properties fronting a County Highway, except close to State Highway 29 where WisDOT maintains access control. The *County Trunk Highway Access-Driveway Policy* addresses the requirements regarding culverts, access width, slope, visibility and spacing.

The Village controls access on local streets, like Schofield and Weston Avenues. Since Schofield Avenue was originally a state trunk highway and for a short time a county trunk highway, there are often existing access control conditions which need to be determined before additional access points are approved on the Schofield Avenue corridor. Access management has become stricter on these roads in conjunction with new development and redevelopment, per Chapter 71 (Street Access Control) of the Weston Municipal Code.

Other Transportation Modes

Pedestrian and Bicycle Facilities

The Village encourages linking neighborhoods with parks, schools, and shopping center via sidewalks or paths. New sidewalks or paths are included with reconstruction of arterial and collector roads, like Schofield Avenue, Weston Avenue and Ross Avenue. Sidewalks are

also required for new subdivisions in the Village. The Village’s off-street trail network is described and mapped in the Parks and Recreation chapter. The Village is undertaking a Bike and Pedestrian Master Plan in 2025.

Transit

Public transit service began in the Village through the Wausau Area Transit System in January 2006. This service is known as Metro Ride. The service was discontinued in 2012 to balance the Village’s budget. A referendum to continue service was passed in June 2012, and service resumed in January 2013. The Village fulfilled its referendum obligation, but service was eventually discontinued at the end of December 2014 after another Village referendum voted in favor of withdrawing transit service.

Rail

Rail access in Weston is limited to an older industrial area in the northwest corner of the Village.

Airports

The Central Wisconsin Airport (CWA) is a joint venture of Marathon and Portage Counties. It is the only area airport that provides scheduled air passenger services. CWA is located at the east edge of Mosinee. In the mid-2010s, the airport underwent a \$10 million modernization program. Service is provided through American Eagle and Delta Connection, with 5 flights daily that connect through Minneapolis and Chicago. The Wausau Municipal Airport, located in the City of Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters, and privately owned aircraft. Air charter, flight instruction, aircraft rental, scenic rides, as well as aviation line services such as refueling, transportation, lodging, and catering are available.

Chapter 10—Community Facilities

Chapter Overview

This chapter describes the existing community facilities and services located in or provided by the Village of Weston. Community facilities include an array of services, and their associated facilities, associated with schools, libraries, public protection, and health care.

Village Facilities—General

Village operations are conducted primarily the Weston Municipal Center. The Weston Municipal Center is located on a 13-acre site at 4747 Camp Phillips Road. The Municipal Center was newly constructed in 2022. It houses the Village’s administrative offices, meeting spaces, and municipal vehicles and equipment.

The Village Department of Public Works also maintains the Ryan Street Recycling Center, located on a 40-acre site along the west side of Ryan Street approximately ¼ mile south of Weston Avenue. This is a WDNR-licensed recycling site that accepts various types of compostable yard waste and woody vegetation. The Village also operates a general storage building at this site.

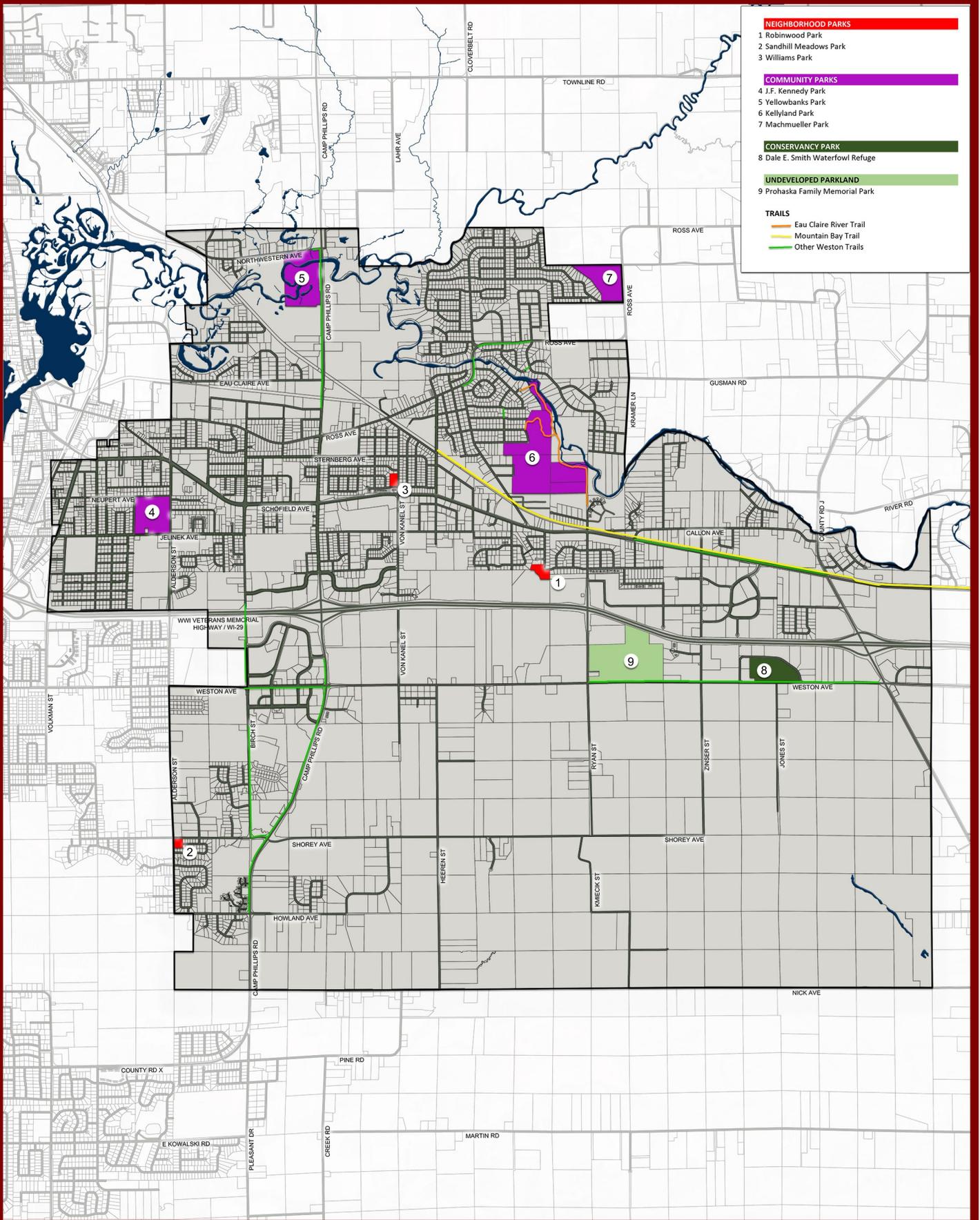
The Village owns the 4.4-acre site and building that houses South Area Fire and Emergency Response (SAFER) District’s Station 2, described further below.

Village Park and Recreational Facility Overview

The Village provides over 358 acres of active and accessible passive public parklands, as mapped on Map 10-1 and summarized in Figure 10-1. The current inventory ranges from larger community parks like J.F. Kennedy Park, to neighborhood parks like Robinwood Park, to conservancy areas like Dale E. Smith Waterfowl Refuge. The D.C. Everest School District also provides several recreational facilities to Village residents, including playgrounds and green space at most school locations, available for public use after school hours, and the Greenheck Turner Community Center, which provides an indoor artificial turf facility, jump pit, batting cages, and simulators.

Community Facilities Summary

- Village-owned facilities include the modern Municipal Center on Camp Phillips Road, completed in 2022.
- The Village owns nearly 360 acres of parkland, from active use community parks to more passive conservancy areas.
- Weston residents are served by the D.C. Everest Area School District, which has six of its schools located in the Village.
- Weston collaborates with other area municipalities on public services, most notably police and fire protection.



- NEIGHBORHOOD PARKS**
- 1 Robinwood Park
- 2 Sandhill Meadows Park
- 3 Williams Park
- COMMUNITY PARKS**
- 4 J.F. Kennedy Park
- 5 Yellowbanks Park
- 6 Kellyland Park
- 7 Machmueller Park
- CONSERVANCY PARK**
- 8 Dale E. Smith Waterfowl Refuge
- UNDEVELOPED PARKLAND**
- 9 Prohaska Family Memorial Park

- TRAILS**
- Orange Eau Claire River Trail
- Yellow Mountain Bay Trail
- Green Other Weston Trails



Map 10-1
VILLAGE OF WESTON
PARK LOCATION MAP
(VILLAGE-OWNED)



RETLER
 corporation
 3317 BUSINESS PARK DRIVE
 STEVENS POINT, WI 54482

Figure 10-1: Village of Weston Existing Park Facilities

Park Name	Type	Size	Location	Amenity Summary
Robinwood Park	Neighborhood Park	5.12 acres	6412 Teagan Lane, near center of the Village, north of Highway 29	Playground equipment, ballfield, basketball court, off-street parking, restrooms, shelter
Sandhill Meadows Park	Neighborhood Park	1.99 acres	2500 Parkway Lane, at southwest corner of the Village, next to Shorey Avenue	Playground equipment, soccer field, sand volleyball, basketball court, off-street parking, shelter
Williams Park	Neighborhood Park	2.53 acres	5500 Von Kanel Street, near the center of the Village, north of 29	Playground equipment, sand volleyball off-street parking
J.F. Kennedy Park	Community Park	34.51 acres	6002 Alderson Street, in west-central Weston, between Neupert and Jelinek Avenues and near D.C. Everest Junior and Senior High Schools	Playground equipment, Babe Ruth baseball field, batting cages, 4 little league/softball fields, ice hockey and skating rinks, soccer field, sand volleyball, aquatic center, horseshoe pits, skate park, concessions, off-street parking, restrooms, shelter
Yellowbanks Park	Community Park	52.77 acres	3903 Northwestern Avenue, along the Eau Claire River in the northcentral part of the Village	Trails, nature area, playground equipment, disc golf, sand volleyball, horseshoe pits, kayak/canoe launch, off-street parking, restrooms, 2 open-sided shelters
Kellyland Park	Community Park	117.54 acres	6100 Rogan Lane, in the northcentral part of the Village, north of Schofield Avenue and abutting the Eau Claire River	Trails nature area, playground equipment, 4 soccer fields, sand volleyball, basketball court, horseshoe pits, dog park, off-street parking, pet exercise and watering, restrooms, shelter
Machmueller Park	Community Park	31.49 acres	7200 Quintin Street Located in the northeast part of the Village along Ross Avenue	Nature area, playground equipment, soccer field, softball/little league field, 3 tee ball fields, Born Learning trail, fitness equipment off-street parking, restrooms, shelter
Dale E. Smith Waterfowl Refuge	Conservancy Park	30.9 acres	Located in the east-central part of the Village along Weston Avenue	Trails, wooden bridge, pond, observation tower, 2 open shelters
Prohaska Family Memorial Park	Largely undeveloped Parkland	84.32 acres	7403 Ryan Street, near the center of the Village, south of Hwy 29	Trails, lakes, open space, off-street parking

Source: Village of Weston

In 2023, the Village updated its *Comprehensive Outdoor Recreation Plan* with recommendations for system expansion and improvement through 2028. That *Plan* sets the goal for Weston to provide a park and recreation system that meets the needs of the Village’s 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.

Protective Services

Police Protection

The Mountain Bay Metropolitan Police Department is a multi-jurisdictional police department established on May 1, 2024 to serve the Villages of Rothschild and Weston, the City of Schofield, and the Town of Weston. The Department is comprised of 39 sworn officers and four clerical staff and currently operates from the Rothschild Village Hall at 211 Grand Avenue. The Department resulted from the merger of prior police departments. In August 2024, the Mountain Bay Metropolitan Police Department purchased 7.9 acres at 3600 Community Center Drive in Weston for development of a new headquarters. The proposed approximately 25,000 square foot headquarters building would house both the Police Department and Rothschild Area Municipal Court. At time of writing, the funding commitments for its construction among member municipalities and the Mountain Bay Metropolitan Police Department Oversight Board were being made.

Fire and Emergency Medical Service (EMS)

On January 1, 2014, the South Area Fire and Emergency Response (SAFER) District began operations in the Village of Weston and the then-Town of Rib Mountain, with the merger of the Weston and Rib Mountain Fire Departments. SAFER now offers full fire and emergency medical services (EMS) at the paramedic level; fire inspections; interfacility transfer services at the RN and critical care paramedic level; confined space, high and low-angle rope, water, and ice rescue services; and public relations efforts. SAFER is the primary fire, rescue, & EMS response agency for the Village of Rib Mountain, Village of Weston, Town of Weston, and Town of Marathon. SAFER also responds to fire calls in parts of the Town of Stettin with the Town of Maine Fire Department. EMS only contract areas include the Town of Ringle, Town of Easton, and the Town of Guenther. SAFER operates from two stations. Station 1 is at 224225 Hummingbird Road in Rib Mountain and Station 2 is at 5303 Mesker Street in Weston, on a Village-owned site.

E-911 Dispatch Service

The Marathon County Sheriff’s Department Communications Division provides E-911 Dispatch for all Police, Fire, and EMS agencies in Marathon County. The Communications Division services 85 user agencies and also provides alert paging support for the Emergency Management Office, District Attorney, and Medical Examiner’s Office.

The users are served by a microwave linked voice repeater radio system, consisting of a control center at the Sheriff’s Department, and nine remote radio tower sites spread throughout the County. The system is also utilized by the Marathon Highway Department, the Wausau Fire Department, and other agencies to support their radio communications.

Municipal Court

The Rothschild Area Municipal Court serves six municipalities including the Village of Weston, addressing traffic and ordinance citations.

Libraries

The Village of Weston is served by the Marathon County Public Library (MCPL) system. While no libraries are located in the Village, there are two major libraries located in adjacent communities. The County's headquarters library is located on First Street in downtown Wausau. This main library is open seven days a week and offers over 368,000 volumes and offers thousands of events each year. As of 2019, MCPL had over 74,000 active library cardholders in Marathon County, over 53% of the County's population. The Rothschild Area Branch Library is the branch closest to the Village of Weston, and has 3,240 square feet of space holding over 31,500 volumes.

Educational Facilities

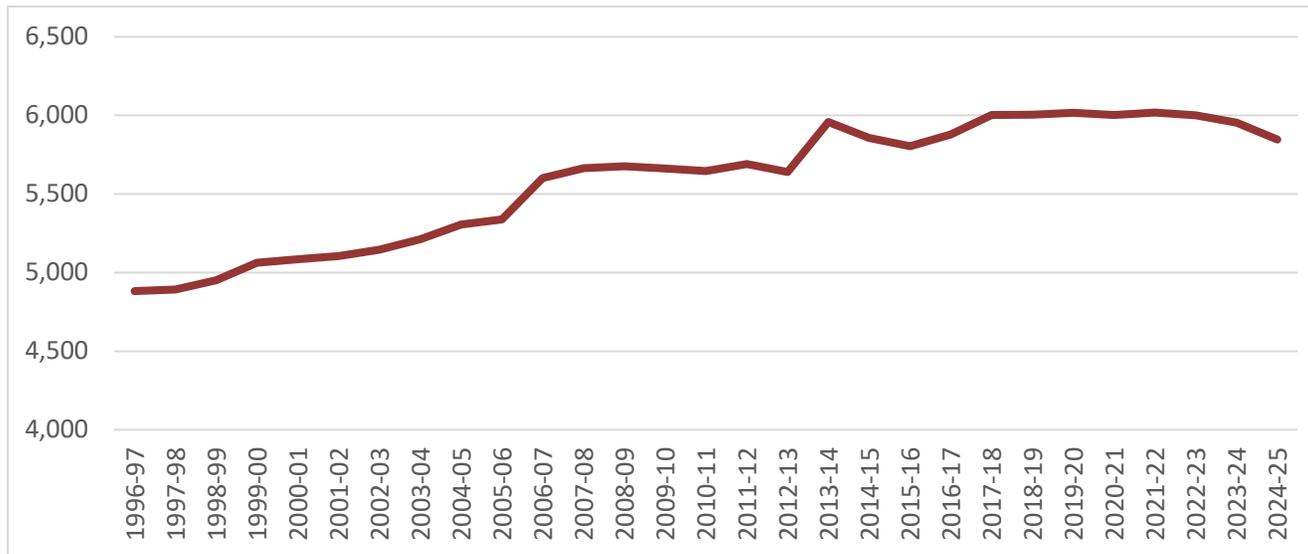
Primary and Secondary Schools

The Village of Weston is served by the D.C. Everest Area School District, which has six elementary schools, a middle school, a junior high school, a high school, and a charter school for grades 6-12. Six of the District's schools are within the Village of Weston. These include Weston and Mountain Bay Elementary Schools, Idea Charter School, D.C. Everest Middle School, D.C. Everest Junior High, and D.C. Everest Senior High.

The District's Greenheck Turner Community Center shares a campus with the senior high school. The Center contains indoor walking lanes, sports simulators, batting cages, indoor turf fields with bleacher seating, basketball courts, racquetball courts, a large fitness center, a group fitness studio, and an ice arena for hockey and skating. The District also maintains the Twin Oaks Environmental Center, located in the nearby Village of Kronenwetter, and the Eau Claire Nature Center.

After growing significantly in the 2000s and early-2010s, enrollment in the D.C. Everest Area School District has remained stable over the past decade, at around 5,900 students. This is due to a combination of demographic factors, including decreasing birth rates and an aging population as well as less housing construction in the 2010s and 2020s compared to the 1990s and 2000s. Enrollment since the mid-1990s is shown in Figure 10-2.

Figure 10-2: D.C. Everest Area School District Enrollment



Source: Wisconsin Department of Public Instruction

There are no private schools located within the Village. Several are located elsewhere in the Wausau metro area. Newman Area Catholic Schools owns and maintains a school forest, called the Rudolph Environmental Center, in Weston.

Higher Education

Located in Wausau, Northcentral Technical College (NTC) offers 100+ one- and two-year programs and certificates in agriculture, business, community services, general studies, technical, health, and industrial fields. Approximately 5,900 full- and part-time students attend classes. Through the 2025-26 school year, the University of Wisconsin-Stevens Point (UWSP) has offered courses at a different Wausau campus, leading students to either an associate's degree or guaranteed admission to a four-year University of Wisconsin System college of their choice if they meet the academic requirements. Due in part due to declining enrollment and associated building underutilization, UWSP Wausau programs will co-locate at the NTC campus beginning in the 2026-27 school year. Both organizations

note that, through program partnership and co-location, they will be able to leverage the strengths of each institution, enhance educational pathways, drive workforce development, and support regional economic growth efficiently.

Major Health Care Facilities

Marshfield Medical Center - Weston

The Marshfield Clinic began in 1916 and has since grown to over 700 physicians with 41 Regional Centers in Wisconsin and Upper Michigan. The Marshfield Medical Center – Weston was built as the Weston Regional Medical Center in 2005 in the southwest quadrant of the interchange of State Highway 29 and Camp Phillips Road. In 2023, the Marshfield Medical Center – Weston had over 3,800 admissions and over 17,500 outpatient visits. The Center features advanced heart and vascular health services, including experts in its 24-hour heart center and accredited chest pain center. Additional services at this location include birth services, certified primary stroke center, emergency department, imaging services, lab and prescription services, medical offices and outpatient care, general and orthopedic surgery services, physical therapy and rehabilitation, and a sleep disorder center.

Aspirus Wausau Hospital/Aspirus Weston Clinic

Aspirus Wausau Hospital at 333 Pine Ridge Boulevard in Wausau was created in the 1970s from a merger of St. Mary’s Hospital and Memorial Hospital. A new building was completed in 1979 and expansions followed. The 321-bed facility is a multi-specialty regional health center serving a 12-county region in north central Wisconsin. Annual admissions in the early-2020s totaled 15,000. In 2025, the hospital announced a \$227 million expansion designed to meet growing critical care needs and position the hospital as a destination for complex, specialized care. Aspirus opened its Weston Clinic in January 2004 at the northwest quadrant the State Highway 29 and Camp Phillips Road interchange. The building spans 64,500 square feet and offers primary care services including specialists in family medicine, internal medicine, and pediatrics.

North Central Health Care (NCHC)

Marathon County is also served by NCHC, a public agency that also serves Langlade and Lincoln counties and has its main campus in Wausau. NCHC offers outpatient, day hospital, community support and inpatient services for mental/emotional problems; vocational, life skill training, early intervention, housing and care management services for the developmentally disabled; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are also offered. NCHC also operates a nursing home (Mount View Care Center) that offers skilled nursing services at the main campus in Wausau.

Child Care Facilities

The Wisconsin Child Care Resource and Referral (CCRandR) Agencies is a membership organization made up of over a dozen community-based CCRandR agencies serving Wisconsin. CCRandR agencies assist parents in selecting quality childcare, help to increase the supply of childcare in areas that may be lacking sufficient care, offer information and technical support to potential child care providers, and give technical assistance and support to existing childcare programs. The community-based CCRandR agencies that provide services to Marathon and adjacent counties is Childcaring, Inc., with more information and access to a list of certified childcare providers at <https://dcf.wisconsin.gov/childcare/ccrr>.



Chapter 11—Utilities

Chapter Overview

This chapter describes existing conditions and issues relative to utilities available in the Village of Weston, including sanitary sewer service, municipal water supply, stormwater management, power supply, solid waste management, and broadband internet. Map 11-1 overviews the Village’s water and sewer utility systems.

Sanitary Sewer Service

Sanitary sewer service in the Village of Weston is provided by a collection system owned and operated by Weston Municipal Utilities. There is some interaction with Schofield’s and Rothschild’s system at the Village’s western edges.

Wastewater treatment is provided by Rib Mountain Metropolitan Sewerage District (RMMSD), which is the regional wastewater treatment facility for the southern portion of the Wausau metropolitan area.

Sewer Service Area

The Village of Weston has a defined Sewer Service Area per the *Wausau Urban Area Sewer Service Plan*. Preparation of this plan was mandated by the Wisconsin Department of Natural Resources (WDNR) as one component of the *Upper Wisconsin River Water Quality Plan*, and as a requirement for receiving wastewater treatment facility grants and approval of sanitary sewer extensions. WDNR’s involvement is promulgated under State Administrative Rules and in the Federal Clean Water Act. The boundary of the Sewer Service Area (also known as the “208 Sewer Service Boundary”) sets the 20-year maximum limit for the extension of sanitary sewer services in a cost-effective, environmentally sound manner. Property located within the Sewer Service Area is eligible to receive sanitary sewer service during the 20-year planning period.

Utilities Summary

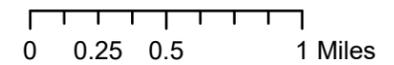
- Village sanitary sewer, water, and stormwater management provision is guided by different system plans and capital improvement programming.
- Sanitary sewer service is a collaborative effort involving the Village and regional agencies.
- The Village provides municipal water service within its municipal limits, plus to other areas in Schofield and Rothschild.
- By the mid-2020s, the Village undertook a major effort to bring utility services to the Weston Avenue corridor between Camp Phillips Road and Ryan Street.
- Broadband internet access in Weston is generally good, except for the Highway J corridor and south of Weston Avenue.

Current Water and Sewer Utility Systems



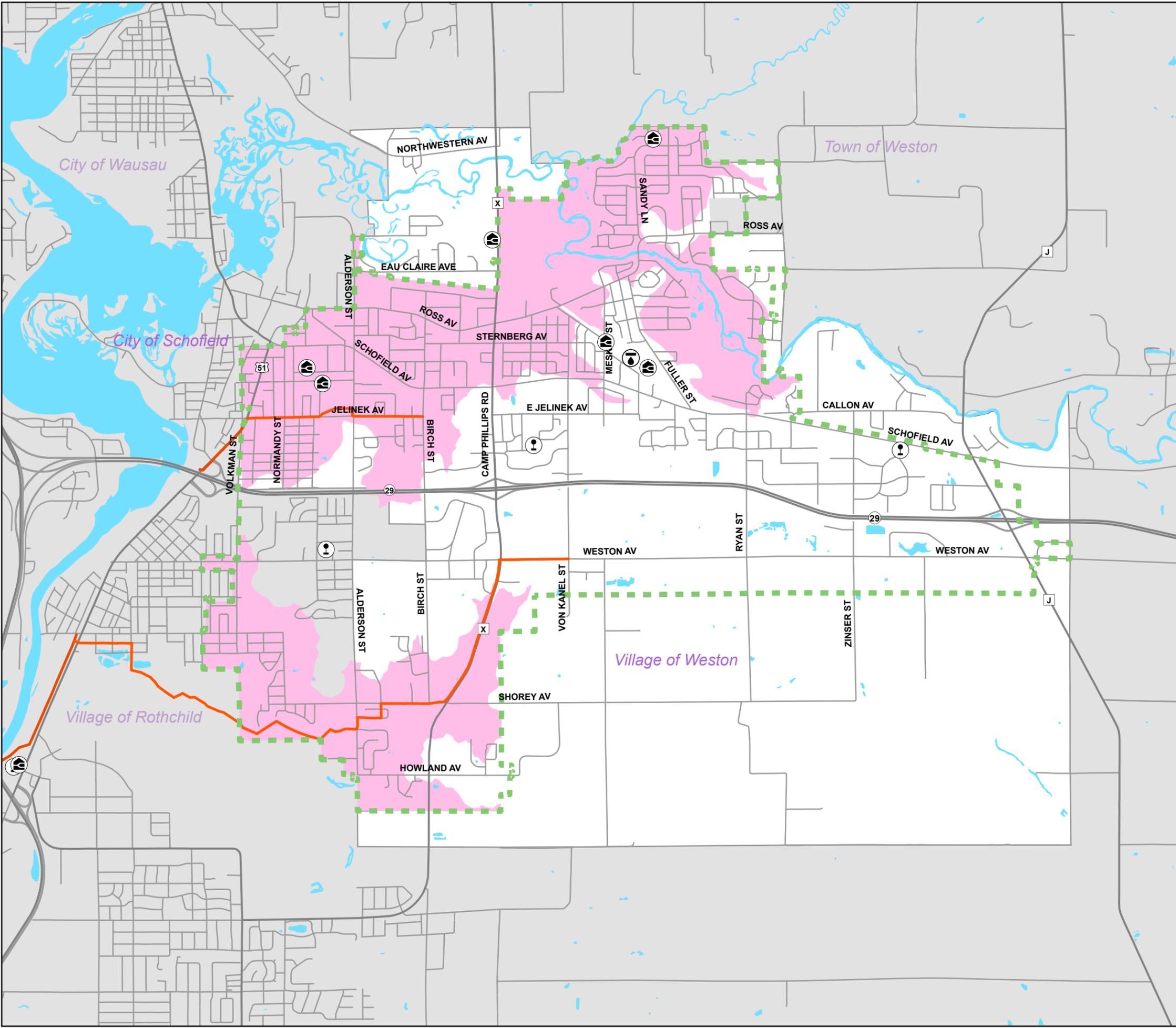
Map Date: 7/10/2025
Adoption Date: XX/XX/XXXX

Created by the Village
of Weston Technology
and GIS Department



Legend

- Water Tower
- Water Production Well
- Water Treatment Plant
- Pressure Reducing Valve Area
- Interceptor Sewer Main¹
- Current Area of Sewer and Water Availability
- Village of Weston
- Surface Water



¹: Interceptor sewer mains flow to Rib Mountain Sanitary District

Property outside the Sewer Service Area is not eligible, unless the boundary is amended. The current Sewer Service Area is shown on Map 1-1 early in this volume. Locations where sanitary sewer service (and water service) is actually installed is shown on Map 11-1.

Wastewater Treatment and Collection Facilities

Wastewater from the Village of Weston is treated by the RMMSD, although a small amount is treated by the Wausau treatment plant. The RMMSD treatment plant was built in 1985 and is in excellent condition. It has capacity to serve anticipated future development within the current Sewer Service Area. Tributary communities to the RMMSD pay as they go for their proportion of treatment costs and any debt service based on loadings. Once the sum total of all communities reaches 100% of capacity, there will be a need for a plant expansion. As part of the RMMSD wastewater treatment plant update, a solar array is being installed to help power the plant.

The wastewater collection system (pipe network and lift stations) is generally in good condition. Sewer pipes and mains are replaced and upgraded in conjunction with road reconstruction or in response to known problems. The Village has a capital improvement program that indicates when pipes will be replaced.

Sanitary Sewer System Planning

In October 2019, Clark Dietz, Inc. prepared the *Sanitary Sewer Master Plan Update* for and at the direction of the Village. In summary, this *Plan Update* showed that the sanitary sewer system is well-situated for the development that is expected to occur over the ensuing twenty years—including within planned growth areas per the Village’s *Comprehensive Plan*. The system is limited hydraulically in very few areas, and the lift stations are capable of handling the expected future flows. Recommended but yet-uncompleted improvements related to the existing system include a Park Terrace lift station upgrade, Fox Street sewer main and lift station upgrades, Cedar Creek interceptor siphon, and system update to allow real time lift station surveillance. Potential facilities to serve future development include a northwest side sewer extension, Yellowbanks Park lift station and force main, current Town of Weston area sewer expansion, and southeast side lift station and force main.

Private On-Site Waste Treatment Systems

While most developed areas of the Village are served by public sanitary sewer, much of the area south of Weston Avenue and east of Camp Phillips Road is currently served by private on-site waste treatment systems (POWTS)—more commonly known as septic systems. There are also a few areas adjacent to the Eau Claire River, mostly developed with single family uses plus Yellowbanks Park, that are on POWTS. The Marathon County Department of Conservation, Planning and Zoning issues permits for POWTS. Soil and site evaluations are required to determine if the proposed system is suitable for a property and location before a permit will be issued. If deemed necessary, floodplain

and/or wetland delineation may also be required prior to permit issuance. In addition, a maintenance agreement must be submitted prior to permit issuance. All septic tanks installed on or after July 1, 1980 are required to be pumped at least once every three years.

Public Water Service

The Village distributes water to properties within its municipal boundary and to some residential customers in Rothschild and Schofield. In addition, the Kerry dairy plant in Rothschild is served by Weston Municipal Utilities through a well and elevated storage tank located on the Kerry site. The system also serves the RMMSD in Rib Mountain on the opposite side of the Wisconsin River. The Kerry arrangement is a result of annexations of territory from the former Town of Weston by the Village of Rothschild. The Kerry plant is located on property owned by the Village of Weston and leased by Kerry.

The Village currently has eight wells with adequate capacity to meet the needs of existing and anticipated development. Wells 7 and 8 came online by 2024 to meet the Village's growing water needs. In 2022, wells 3 and 4 were taken offline due to elevated levels of polyfluoroalkyl substances (PFAS). Temporary treatment systems were implemented at wells 3 and 4 to remove PFAS, with these two wells returning online after several months. Long term solutions to PFAS contamination include installing granular activated carbon, the potential for which is in planning stages. The Village also monitors the wells on Mesker Street and Sternberg Avenue to make sure contamination from the closed landfill does not become an issue. The Village has a wellhead protection plan and wellhead protection zoning district to control land uses in areas near wells or that may be vulnerable to well contamination.

The Village water supply is slightly corrosive, with some high levels of iron and manganese. A blended phosphate is added to sequester these minerals. The water is also chemically treated with chlorine for disinfection, fluoride for dental health, and pH adjustment for corrosion control.

Water storage facilities consist of four elevated water towers (Foremost/Kerry, Summit, Everest, Business and Technology Park).

In December 2020, AECOM prepared a *Water System Master Plan* for and at the direction of the Village. Within this *Plan*, the most significant areas to be addressed in the water system included ensuring adequate supply to meet projected future maximum day demand, storage capacity to meet existing and future requirements, water quality, available fire flows to meet associated requirements, and system expansion to serve future development. The Village's water distribution system is in good working condition. The Village's capital improvement program indicates when pipes will be replaced, often in conjunction with street projects. Recommended but yet-uncompleted improvements from the *Water System Master Plan* include the following:

- Install new 8-inch pipe northwest from Lexington Court to existing 8-inch stub on Shorey Avenue to improve local fire flows near the YMCA.
- Replace existing 1968 AC and 2007 DI 6-inch pipe on Birch Street from Ross Avenue to Bernard Avenue, and on Bernard Avenue from Birch Street to Aspen Street, with 12-inch pipe to address local fire flow deficiencies near the Village's northern industrial area.
- Replace existing 1968 CI and 2002 DI 8-inch pipe on Alderson Street from Jelinek Avenue to Highway 29 with 12-inch pipe to address local fire flow deficiencies near DC Everest Senior High School.
- Replace existing 1961-1968 8-inch asbestos cement pipe on Business Highway 51 with 8-inch pipe. Replace existing 1961 10-inch asbestos cement pipe on Business 51 with 12-inch pipe. Abandon parallel 6-inch pipe on Business 51 and connect 6-inch pipe on South Birch Lane with new 8-inch pipe to the 8-inch replacement pipe on Business 51 to maintain required fire flow on Birch Street.
- Coinciding with planned street projects, install new 12-inch pipe on Kraemer Lane from Kiowa Lane to Quentin Street, and install new 12-inch pipe on Kiowa Lane from Kraemer Lane to Apache Lane, to connect to new Ryan Street river crossing.
- Install new 12-inch pipe on Alderson Road and 8-inch pipe east to connect to existing 8-inch pipe on Warwick Drive to meet fire flow requirement on Alderson Road (i.e., institutional land use in Rothschild).

Through the *Water System Master Plan*, AECOM also advised constructing a 750,000-gallon Weston Avenue water storage facility, replacing the existing 100,000-gallon Summit Tower.

In the near term, Village water system priorities include providing reliable water distribution by closing dead ends (system looping) and ensuring adequate capacity and storage is available. Improving water quality through improved water treatment facilities is also a priority.

Stormwater Management

Stormwater management is a key component of efforts to improve water quality. It generally involves controlling the volume, quality, and storage of runoff. Stormwater management typically consists of structural elements such as curbs, gutters, catch basins, and detention ponds as well as development or construction practices aimed at minimizing runoff and erosion.

In the spring of 2004, the Village created a storm water utility. The utility provides revenue for on-going storm water management and infrastructure.

In October 2022, Strand Associates, Inc. prepared a *Stormwater Quality Management Plan Update* for and at the direction of the Village. The purpose of this *Plan Update* was to provide the Village with a Wisconsin Pollutant Discharge Elimination System (WPDES) permit-compliant plan. A broad priority includes achieving compliance with Wisconsin River Total Maximum Daily Load (TDML) and phosphorous removal requirements. *Plan Update* recommendations include:

- Implement public education, outreach, and involvement efforts.
- Perform illicit discharge inspections at recommended frequencies, and eliminate any illicit discharges discovered.
- Upgrade, administer, and enforce the Village’s construction site erosion control and post-construction stormwater management ordinances.
- Implement the recommended improvements to the construction site erosion control and postconstruction stormwater management programs related to tracking of inspections.
- Implement the recommended pollution prevention for municipal operations program.
- Complete a number of recommended improvements related to Total Suspended Solids (TSS) and Total Phosphorous (TP) reductions, including requiring 30-inch depth sumps for new and replacement inlets, increased frequency of street sweeping with a high-efficiency street sweeper. and implementing additional leaf collection protocols.

Electric and Gas Utilities

Wisconsin Public Service Corporation (WPS) provides electrical and gas power within the Village of Weston. Four existing coal fueled power plants (Weston 1, 2, 3, 4) are located nearby in the Village of Kronenwetter and Rothschild. WPS was purchased by Wisconsin Energy Corporation in June 2014.

Solid Waste Management and Recycling

The Village of Weston provides refuse (garbage) and recycling services to all single-family homes up to 4-unit residential dwellings. In January 2014, the Village introduced single-stream recycling services. As of January 1, 2026, the Village of Weston contracts with Harter’s Fox Valley Disposal for these services.

Multi-family residential dwellings (5-units and over), private developments (under one tax parcel), and all commercial properties are required to contract on their own for refuse and recycling services.

Municipal, commercial, and industrial waste is also accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations. The Marathon County Solid Waste Management Department is in charge of waste management for

non-hazardous solid waste. It consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. The Department opened a Household Hazardous Waste Collection Facility, which is housed at the Ringle Landfill.

Broadband Technology

Broadband refers to high-speed internet access that enables the rapid transmission of data, supporting modern communication, commerce, education, and public services. Broadband is a critical infrastructure component for a municipality like the Village of Weston, much like roads, sewer, water, electricity, and gas. Reliable broadband access supports economic development by attracting businesses, enables remote work and learning, enhances access to healthcare through telemedicine, and facilitates technologies that improve service delivery and sustainability.

Broadband Trends and Issues

Over the past decade, broadband access in the United States has expanded significantly, rising from 67% of adults in 2015 to 79% by 2024. This growth has been fueled by technological advancements, increased investment, and a national shift toward viewing broadband as essential infrastructure. Urban and suburban areas have seen the greatest improvements, while rural and Tribal communities have made slower but meaningful progress, supported by federal and state efforts like the Broadband Equity, Access, and Deployment (BEAD) program. The COVID-19 pandemic further accelerated demand but highlighting persistent digital divides. Despite broader coverage through fiber, wireless, and satellite technologies, affordability and adoption gaps continue to impact millions of Americans.

National Broadband Initiatives

In 2020, the Federal Communications Commission created a new Emergency Broadband Benefit program, with the aim to help Americans with broadband connectivity in response to the effects of the COVID 19 pandemic. \$3.2 billion was appropriated for this program. In 2021, a \$1.2 trillion infrastructure package was passed by Congress, including \$14.2 billion for the Affordable Connectivity Program. Almost 40% of American households qualified for assistance in this program, with the plans to provide at least 100 megabits per second of speed for a maximum of \$30. Multiple internet providers were initially involved in the program, including Spectrum and Frontier which offer internet service in Weston.

In 2021, the Broadband Equity, Access and Deployment (BEAD) program, allocated \$42.45 billion to states, territories, and Tribal entities. It aims to ensure universal access to high-speed broadband—defined as at least 100 Mbps download and 20 Mbps upload—for areas lacking sufficient service. The National Telecommunications and Information Administration (NTIA) administers the program, with

implementation delegated to state broadband offices, utilities, ISPs, and local governments. In 2022, all 56 eligible jurisdictions, including Wisconsin, submitted letters of intent and received initial planning funds, and begin developing Five-Year Action Plans.

Wisconsin received \$1.055 billion in BEAD funding aimed at extending broadband speeds of at least 100/20 Mbps to underserved households and businesses. In 2024, Wisconsin completed its planning and mapping process to identify eligible locations, with results sent to the NTIA and approved in November 2024. On June 6, 2025, NTIA issued a nationwide policy shifting BEAD to a “Benefit of the Bargain” (BOB) round—rescinding all previous awards and redefining scoring criteria based solely on lowest cost, with tech-neutral options (fiber, fixed wireless, LEO satellite). Wisconsin's Public Service Commission (PSC) complied by rescinding preliminary awards and inviting new BEAD BOB Letters of Intent (LOI). LOI submissions closed June 30, 2025, and the new Final Proposal must be submitted by September 4, 2025. Thanks to strong provider interest (~425 applicants covering 95% of locations), Wisconsin remains well-positioned to select cost-effective bidders as soon as the BOB round concludes.

As it relates to the Village of Weston, as of November 2024, most households and businesses portions of the Village south of Highway 29 and east of County Highway X are eligible for BEAD funding, as shown on the map here:

<https://maps.psc.wi.gov/apps/BEADeligibilityMap>.

Statewide Broadband Initiatives

In July 2020, Governor Evers established the Task Force on Broadband Access to advise state leadership on expanding high-speed internet, digital inclusion, and statewide broadband strategy. The Task Force has overseen deployment of 163,000 new fiber connections, service to 93,000 previously unserved locations, and broadband adoption reaching nearly 90% of Wisconsin households. It also led permitting reforms, digital literacy initiatives, workforce training grants, and BEAD planning including data mapping and Tribal coordination efforts. The Task Force recommends continuing state investment to complement BEAD federal funding, streamline permitting, enhance workforce development, and secure affordability measures to achieve universal access by 2029.

As of 2024, according to data from the Federal Communications Commission, 7.8% of Wisconsin homes and businesses lack even a basic internet connection. An additional 8.4% do not have high-speed internet. Over a fifteen-month period in the early-2020s, the Wisconsin Broadband Office engaged with over 184 stakeholder groups and collected data to draft and develop the Wisconsin Digital Equity Plan. Aligned and coordinated with the BEAD plan, the Digital Equity Plan sets an ambitious vision to ensure that all Wisconsinites have equitable access to affordable broadband service and the capacity to fully engage in a digital society. The mission coalesces around five core values that capture the many pieces that are needed to achieve true digital equity across the state. The five core values that frame the plan are: access, affordability, adoption, trust, and sustainability.

Since July 1, 2023, through June 14, 2024, 50 projects representing \$33.4 million in grant awards have closed under the State Broadband Expansion Grant Program and the ARPA Broadband Access Grant Program, created by Governor Evers in 2021 with a \$100 million investment of federal funds. These completed projects have impacted approximately 14,500 locations.

In the 2023-25 Biennial Budget for the State of Wisconsin, Governor Evers proposed \$750 million in General Purpose Revenue for the Broadband Expansion Grant Program (BEGP) to fund fiber and fixed wireless deployment to tens of thousands of homes and businesses in underserved areas. However, the Joint Committee on Finance rejected this amount. In the 2025-27 Biennial Budget for the State, Governor Evers again proposed funding for the BEGP, proposing \$400 million, which again was zeroed out by the Joint Committee on Finance. Leaders from the State’s Task Force on Broadband Access emphasize that additional state funding is crucial to complete broadband deployment in harder-to-reach areas.

Marathon County Broadband Initiatives

Marathon County has actively pursued broadband expansion since 2009, coordinating with Internet Service Providers (ISPs), the PSC, and regional partners to secure state and federal grants. About 15,000 county addresses still lack adequate service, and the county’s Broadband Task Force—comprising county supervisors and community experts—uses local data (e.g., 2,700+ speed tests) to target expansion efforts. In 2025, the County Board endorsed three ISPs (Bug Tussel, Bertram Communications, and Mosaic Technologies) to compete for BEAD funding across 113 project units covering rural communities in the County. Additionally, UW Extension received a \$29.9 million federal grant to expand infrastructure for broadband internet connections to public safety agencies, health care providers, schools and community organizations in Wausau, Platteville, Superior, and the Chippewa Valley region. The infrastructure grant will build more than 600 miles of fiber optic cable impacting 39 communities. Statewide, the network is expected to connect up to 182 institutions. Marathon County continues to encourage households to participate in the Wisconsin Internet SelfReport (WISER) survey to inform planning and secure BEAD funding.

Broadband Coverage in the Weston Area

Broadband is provided in Weston by multiple providers, including Spectrum, Frontier, T-Mobile, TDS Telecom, Hughesnet, and Viasat. As shown in Figure 11-1 from the FCC National Broadband Map (<https://broadbandmap.fcc.gov/home>), most households and businesses in the Village of Weston—particularly in the urban area of the Village north of Highway 29 and west of Highway X—are served by broadband, indicated by the dark blue shading. Broadband coverage is lower in the northeastern and southeastern parts of the Village, especially areas of the Village south of Weston Avenue and along County Highway J.

Figure 11-1: Broadband Access in Weston



Source: FCC National Broadband Map

Chapter 12—Intergovernmental Cooperation

Chapter Overview

This chapter describes the existing mechanisms that the Village of Weston uses to coordinate with other units of government, including Marathon County, adjacent municipalities, the D.C. Everest Area School District, the State of Wisconsin, and the Federal government. The purpose of this analysis is to identify the existing cooperative mechanisms and summarize the major challenges and issues regarding intergovernmental cooperation and regional planning.

Mechanisms for cooperation and coordination primarily take the form of intergovernmental agreements, leases and contracts, and regulatory authority. These can occur between the Village of Weston and other local, regional, State or Federal entities. The chapter incorporates all plans or agreements to which the Village is a party under Wis. Stats. §§ 66.0301, 66.0307 or 66.0309.

Existing Intergovernmental Cooperation

Law Enforcement

The Mountain Bay Metropolitan Police Department (MBMPD) is shared between the Villages of Weston and Rothschild. This arrangement is discussed in Chapter 10: Community Facilities.

Fire and Emergency Response

The South Area Fire and Emergency Response District (SAFER) provides Fire and/or EMS and rescue operations to the Village of Rib Mountain, Village and Town of Weston, and Towns of Easton, Ringle, Guenther, Stettin, and Marathon. This arrangement is discussed in Chapter 10: Community Facilities.

Utilities

Wastewater treatment for the Village is provided by the Rib Mountain Metropolitan Sewerage District (RMMSD), which also treats wastewater from the Village of Rothschild, Village of Kronenwetter, the Village of Rib Mountain, and City of Mosinee. The Village also

Intergovernmental Cooperation Summary

- The Village of Weston has a number of intergovernmental agreements, shared services arrangements, and zoning collaboration with its neighboring communities.
- The Village also depends on successful relationships with Marathon County, the D.C. Everest Area School District, the Wausau MPO, WDNR, and WisDOT.

provides utility services to about 800 residents of the Village of Rothschild and a few residents in Schofield. These arrangements are discussed in Chapter 11: Utilities.

Transportation

The Village of Weston depends on intergovernmental cooperation on roadway planning, maintenance, and improvement. The Village contains several miles of County Highways and State Highways, which are generally managed by Marathon County and the Wisconsin Department of Transportation (WisDOT), respectively. Major transportation projects are coordinated by the Wausau Metropolitan Planning Organization (MPO). These arrangements are discussed in Chapter 9: Transportation.

Recreation

The Village collaborates with the D.C. Everest Area School District, Marathon County, surrounding municipalities, and the Wisconsin Department of Natural Resources (WDNR) on park, trail, and recreational planning and development. These relationships are described in Chapter 10: Community Facilities.

Zoning

The Village of Weston administers extraterritorial zoning over parts of the Town of Weston, via a cooperative relationship with the Town.

Surrounding and Overlapping Governments

D.C. Everest Area School District

The Village is located in the D.C. Everest Area School District, and there is regular communication between Village and school district staffs. The District's offices and several school facilities are located in the Village. The general public uses some recreational facilities located at school sites. In particular, the Greenheck Turner Community Center (GTCC), located on the D.C. Everest Senior High campus.

Marathon County

The County supplies the Village with services including 911 dispatch service; access permits, maintenance, and improvement of County highways; Sewer Service Area planning services; private on-site waste treatment permitting; and animal waste and manure management. In 2024, the County updated its Comprehensive Plan to add components necessary to fully adopt and incorporate the Marathon County Farmland Preservation Plan 2024-2033 and to keep Marathon County eligible for farmland preservation tax credits. At the time of writing, Marathon County was updating Chapter 6 (Water Resources) and Chapter 11 (Recreation, Tourism, and Cultural Resources) of the County Comprehensive Plan.

Surrounding Municipalities

As described and mapped in Chapter 1, the Village abuts other cities, Villages, and towns. The Village has a number of relationships with these municipalities, described elsewhere in this chapter and volume. There are no known conflicts among the plans and policies of the Village and those of surrounding municipalities.

Regional Governmental Agencies

The Village coordinates with the Wausau MPO on regional transportation issues and planning. The Village coordinates with the North Central Wisconsin Regional Planning Commission on regional land use and growth management planning.

State and Federal Agencies

The Village's primary State and Federal agency contacts are the WDNR and WisDOT. The Village collaborates with the IDNR on recreation planning and grants; wetland delineation and permitting; shoreland, shoreland-wetland, and floodplain zoning.

