Village of Weston Comprehensive Plan

Volume 1: Conditions and Issues

Recommended by Village Plan Commission: September 21, 2016

Adopted by Village of Weston Board: October 3, 2016

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Adoption History

Updated: March 2, 2015
Following Plan Commission recommendation on January 12, 2015 (Resolution 15-02)

Full update of similar volume adopted by Village in 2006

Amended: October 3, 2016 (Ordinance 16-042)
Following Plan Commission recommendation on Sept. 21, 2016 (Resolution 16-016)

Amended out-of-date and incorrect information from 2015 Update, coinciding with Volume 2 adoption

Table of Contents

Chapter 1: Introduction and Summary

Before planning where the Village of Weston should head, the village must first understand its history, current conditions, and trends. An exploration of existing conditions and issues can help Weston identify and take advantage of its assets and opportunities. It can also help prevent poor planning and development; costly mistakes; environmental damage; and inefficient road, utility, and service delivery.

This volume 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., Broadband Technology) or geographic areas (e.g., Camp Phillips Corridor). This Conditions and Issues volume contains background information supporting Volumes 2 and 3.

Location and Context

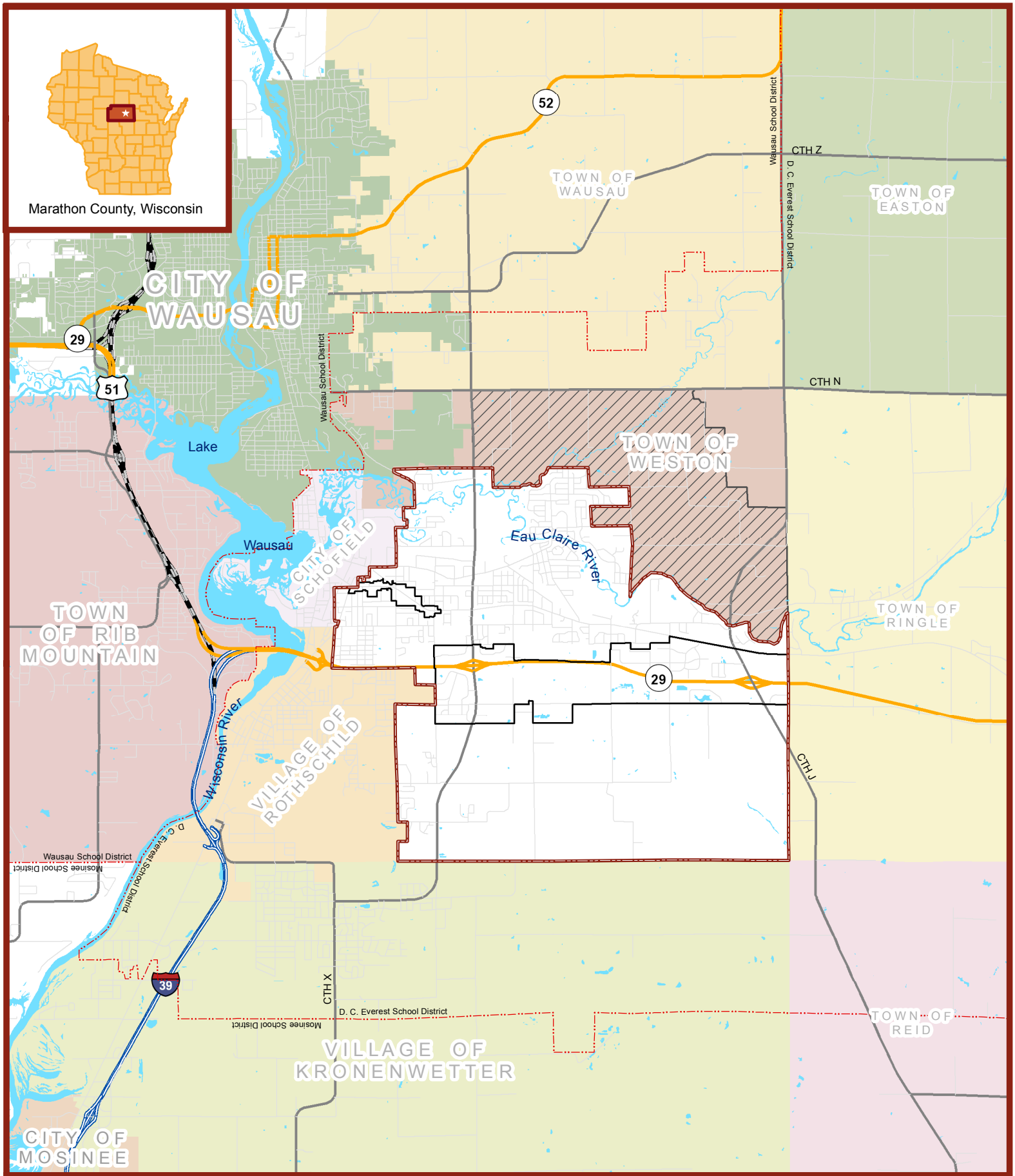
The Village of Weston is a municipality in Marathon County, located in central Wisconsin (see Map 1-1). It is east of U.S. Interstate 39/U.S. Highway 51 and is on State Highway 29. The Village of Weston is connected to other urban areas in the state and Midwest via interstate network.

The village is the second most populous municipality in Marathon County, behind the City of Wausau. The village has an area of about 21.6 square miles and in 2013 a population of 15,052 people, based on an estimate from the Wisconsin Department of Administration. It shares borders with the Town of Weston to its north, the City of Wausau to its northwest, the Town of Ringle to its east, the Village of Kronenwetter to its south, the Town of Reid to its southwest, and the City of Schofield and the Village of Rothschild to its west.

History

The origins of the Village of Weston go back to the mid-1850s. The Marathon County Board officially designated it as the Town of Eau Claire on November 12, 1856. This original town consisted of land in the current Village of Weston, the Town of Weston, the Village of Kronenwetter, the Town of Rib Mountain, the City of Schofield, and the 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 the urban center was incorporated as the Village of Weston, leaving the rural sections of the town as the Town of Weston.

Land in what is now the Village of Weston was once heavily wooded (Hemlock, White Pine, and Red Pine) and inhabited only by Native Americans. The actual beginning of development came in 1836 when the Menomonie Indians signed a treaty giving European settlers title to a strip of land six miles wide along the Wisconsin River as far north as Wausau. The first commerce consisted almost exclusively of hunting and fur trading.



Village of Weston Comprehensive Plan 1-1

Regional Jurisdictions

Map Date: July 14, 2015
Adoption Date: October 3, 2016
Created by the Village of Weston
Tech Services Department

0 0.5 1 Miles

Legend

- Village of Weston
- Weston Extraterritorial Zoning
- TIF Districts
- Surface Water
- Interstate Highways
- US Highways
- State Highways
- County Highways
- Local Roadways
- School District Boundaries

In 1839, the lumber industry developed in the area. Lumbermen began cutting the virgin pine trees and sending them down the Wisconsin River to mills in Mosinee and Stevens Point. As time passed, 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 height of the lumbering era, there were several mills located along the Eau Claire River. Most notably, there were lumber mills near the Ross Avenue Bridge, near Kellyland Park, and at the current site of the Dells of the Eau Claire River County Park. By the early part of the 20th Century, the virgin forests were clear-cut, and the lumber mills ceased to operate.

After the lumbering era, agriculture developed as the Town's main form of commerce. The gently rolling soils that remained after logging were fertile, and suitable for a variety of types of development. Eventually, other businesses developed, residential areas grew, and municipal services followed.

Few reminders of the early history of the Village of Weston remain. There are a few residences and other structures in the village that are more than one hundred years old. However, all the old lumber mills on the Eau Claire River have either been destroyed or they have fallen apart and disintegrated. The only evidence of these mills is a few pilings along the Eau Claire River that have survived the elements. The best example of these pilings can be seen east of the Ross Avenue Bridge in the Eau Claire River. Finally, the early logging operations have removed all the virgin timber that once covered the village. The only forested areas are second or third growth wood lots, wetlands, and wooded areas along rivers and streams.

The Village of Weston has been one of the fastest growing communities in North Central Wisconsin. The population for the Village of Weston increased 23.1% between 2000 and 2010, according to the Census Bureau. The sluggish state of the economy slowed growth starting in the late 2000s, but the village had maintained an annual new housing start rate of 18 housing units per year from 2008 to 2012. For many years, Weston's proximity to Wausau made it a typical bedroom community relying mostly on residential development for property tax revenue. Now, the Village of Weston has significant amounts of commercial, industrial, and health care related development. This has in part been fueled by the Village's two large tax incremental financing (TIF) districts, in addition to its growing population and excellent regional highway access.

Chapter 2: Demographics and Trends

This analysis is intended to describe the existing demographics of the Village of Weston and identify the major demographic trends impacting Weston.

A Note on Historic Demographic Trends

Because the Village of Weston incorporated in 1996, historical trends are limited and difficult to analyze. In early 1990s, the village lost population to Rothschild in an annexation. Since the village comprises most of the developed areas of the Town of Weston, historical data for the Town can provide a "ballpark" picture of demographic change in the area now incorporated as the Village of Weston. So, as a general rule, Census data attributed to the Village of Weston in this chapter prior to 2000 is actually for the then-Town of Weston.

Population

As shown on Figure 2-1, between 1980 and 2010, population and household growth in the Village and Town of Weston grew at a much faster rate than either Marathon County or the State.

The increase in total households over that 30-year period was substantially higher than the increase in population. This is likely due to the decrease in household size, which can in turn be attributed to the growth of "empty nesters." The age groups of 45-64 and 65+ increased by 55 percent each between 2000 and 2010.

Summary

- Weston had above average population growth (23.1%) compared to the County (6.5%) and the State (6%) between 2000 to 2010.
- The number of village households rose by 26.2% in the same time period, suggesting smaller household sizes.
- Weston's 2010 median age of 35.6 years old is about 3 years younger than the median age in the County and State.
- The 2010 median household income for the village was $54,770, about $1,000 higher than County's median income, and $2,000 higher than the State's.

Figure 2-1: Demographic Change, 1980-2010

					% change	
	1980*	1990*	2000	2010	1980 to 2010	2000 to 2010
Total Population						
Weston	11,342	11,450	12,079	14,868	31.1%	23.1%
County	111,270	115,400	125,834	134,063	20.5%	6.5%
State	4,705,767	4,891,769	5,363,675	5,686,986	20.9%	6.0%
Total Households						
Weston	3,830	4,123	4,572	5,772	50.1%	26.2%
County	37,865	41,534	47,402	53,176	40.4%	12.2%
State	1,652,261	1,822,118	2,084,544	2,279,768	40.0%	9.4%
Average Household Size						
Weston	2.96	2.74	2.61	2.54	-14.2%	-2.7%
County	2.9	2.75	2.6	2.49	-14.1%	-4.2%
State	2.35	2.68	2.5	2.43	3.4%	-2.8%

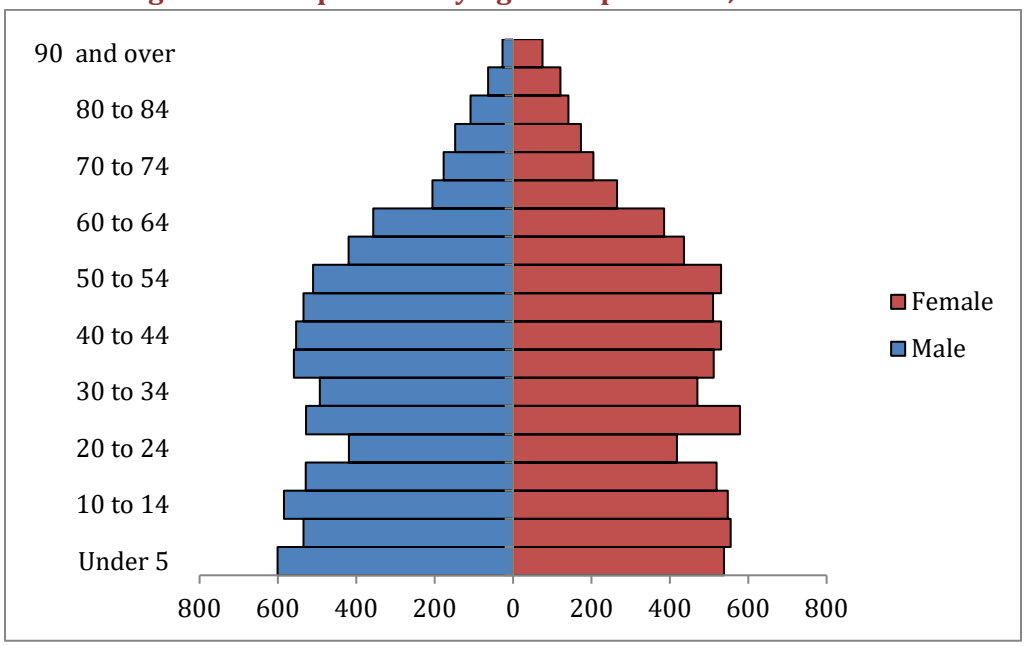
Source: US Census Bureau 1980-2010

** Data for 1980 and 1990 is for the Town of Weston. Data for 2000 and 2010 is for the Village of Weston only.*

The population of Marathon County grew from 125,834 in 2000 to 134,063 in 2010, an increase of 6.5 percent compared to a 6 percent increase in the State and 9.7 percent in the U.S. Population growth in Marathon County has been concentrated in the urbanized area surrounding Wausau.

Figure 2-2 shows population by age group. The largest age groups in the village in 2010 were between 35-54 years old and those under the age of 5. Weston's median age in 2010 was 35.6 years old. The distribution of population across age groups in the village reflects a slightly younger overall population relative to that of the County and State.

Figure 2-2: Population by Age Group and Sex, 2010



Source: U.S. Census Bureau, 2010

Race

The village is becoming more ethnically diverse. Per the U.S. Census Bureau's American Community Survey, the Asian population in the village in the early 2010s consists of 1,299 persons, which has held steady over the past decade. There is an emerging Hispanic population, with about 301 people of Hispanic or Latino origin living in the village, a more than 250 percent increase since 2000 (reflecting State and national trends). In addition, the village has an African-American resident population of about 115 as of the early 2010s.

Education and Income Levels

According the U.S. Census Bureau's American Community Survey, 89.7 percent of village residents had a high school education or higher in the early 2010s. This compares to 88.4 percent for the County, and 89.4 percent for the State. In the village, 21.9 percent of residents have a bachelor's degree or higher. This rate mirrors the County's level of education attainment, but both were lower than the State rate of 26.4 percent. This is likely due to the County's comparatively high number jobs in the trade and manufacturing sectors, which often do not require an advanced degree but offer comparable wages. Other rates of education attainment for the entire population can be seen in Figure 2-3.

Figure 2-3: Educational Attainment for Population Age 25 and Over, 2012

	Village of Weston	Marathon County	Wisconsin
Educational Attainment	**Percentage**		
Less than 9th Grade	3.5	4.9	3.5
9th to 12th Grade, No Diploma	6.9	5.8	6.4
High School Graduate	38.5	38	33.1
Some College, No Degree	18.6	18.2	21.3
Associates Degree	11.1	11.2	9.4
Bachelor's Degree	14.5	14.7	17.5
Graduate or Professional Degree	7.0	7.2	8.9

Source: U.S. Census Bureau 2008-2012 (American Community Survey)

As shown in Figure 2-4, median household income for village residents was $55,367 in 2012. This is slightly higher than Marathon County, with a median income of $53,471 and the State at $51,598. In addition to a higher median income, Weston had a larger proportion of those making $15,000-$24,999 and those making $35,000 - $49,999 per year and proportionally fewer of those making over $200,000 than the rest of the State. This suggests a mixture of working class and middle class residents.

Figure 2-4: Household Income Levels, 2012

	Village of Weston		County	State
Income Level	**Number**	**Percentage**		
Less than $10,000	115	1.9	6.1	5.9
$10,000 - $14,999	286	4.8	3.9	5.3
$15,000 - $24,999	751	12.7	8.5	10.8
$25,000 - $34,999	623	10.6	9.2	10.8
$35,000 - $49,999	943	16.0	12.7	14.8
$50,000 - $74,999	1,189	20.2	18.8	20.1
$75,000 - $99,999	850	14.4	14.9	13.6
$100,000 - $149,000	829	14.1	15.9	12.4
$150,000 - $199,999	198	3.4	5.4	3.5
$200,000 or More	114	1.9	4.5	2.9
Total Households	**5,898**	**100**	**100**	**100**
Median Household Income		**$54,770**	**$53,762**	**$52,627**

Source: US Census Bureau, 2008-2012 (American Community Survey)

Chapter 3: Projections

Projections offer a municipality a glimpse of future growth potential. Population, household, and employment projections are used to shape the Village of Weston's policies and initiatives, included in the Vision and Directions volume (Volume 2).

Projections Summary

- Weston will continue to see growth both in its population and number of households.
- Despite the economic recession in the late 2000s, employment in the region has been steady in the past decade.
- Job creation in the region will be steady, and will reflect the needs of a growing and aging population.

Population Projections

Population and household projections for the Village of Weston and Marathon County, shown in Figures 3-1 and 3-2, were obtained from the Wisconsin Department of Administration. Previous projections from the Department were reasonably accurate, under-projecting Weston's actual 2010 population by about 800 people.

The Department projects the village population to increase by about 5,400, or 37 percent, between 2010 and 2040. This is a significantly higher percentage than the projected County increase of about 14 percent during the same period.

Figure 3-1: Population Projections, 2010-2040

	2010 Census	2015	2020	2025	2030	2035	2040
V. Weston	14,868	15,520	16,770	17,870	18,890	19,700	20,330
County	134,063	136,510	142,200	146,595	150,130	152,120	152,790

Source: Wisconsin Department of Administration, October 2013

Household Projections

Figure 3-2 shows projected households for the Village of Weston and Marathon County. The number previous projections from the Department of Administration were within 5% of the actual number of households in Weston in 2010. The Department projects a 44 percent increase in Village of Weston households between 2010 and 2040, again reflecting the current trend of smaller household sizes.

Figure 3-2: Household Projections, 2010-2040

	2010 Census	2015	2020	2025	2030	2035	2040
V. Weston	5,772	6,085	6,632	7,125	7,596	8,006	8,333
County	53,176	54,657	57,394	59,611	61,524	62,958	63,730

Source: Wisconsin Department of Administration, April 2014

Employment Projections

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 65,630 in 2000 and 65,030 in 2013. Considering the number of layoffs that occurred at area companies in the mid- to late-2000s, this is a surprisingly steady figure. Figure 3-3 lists 2013 employment statistics by industry for Marathon County. The County's top employers are in the following industries: Trade, Transportation, Utilities; Manufacturing; and Education and Health. The lowest paying jobs in the region were in the leisure and hospitality sectors, paying an estimated annual wage of $12,293, just above the national poverty rate threshold for a single individual. The highest paying jobs were in the Construction, Information, and Professional and Business Service industries.

Figure 3-3: Employment by Industry, Marathon County, 2013

Industry	Annual average	1-year change	Total Annual Payroll	Average Yearly Income Per Worker
Natural Resources	936	31	$25,976,865	$27,753.06
Construction	2152	-3	$103,638,680	$48,159.24
Manufacturing	14679	-79	$668,657,932	$45,552.01
Trade, Transportation, Utilities	15559	320	$493,627,475	$31,726.17
Information	518	-	$25,502,906	$49,233.41
Financial Activity	5823	-236	$251,959,132	$43,269.64
Professional and Business Services	4436	290	$211,501,159	$47,678.35
Education and Health	12886	-65	$559,554,375	$43,423.43
Leisure and Hospitality	5270	-28	$64,784,718	$12,293.12
Other Services	1918	-48	$42,242,580	$22,024.29
Public Administration	1834	-43	$64,724,181	$35,291.27

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Training, Quarterly Census Employment and Wages June 2013

The DWD prepared 10-year employment projections for the North Central Workforce Development Area, a nine county area comprised of Adams, Portage, Wood, Marathon, Oneida, Langlade, Forest, Vilas, and Lincoln Counties. The projected increases reflect a workforce necessary to provide day-to-day services for a growing and aging population and continue to support current trends of growth in the area's existing industries. The largest anticipated increases in employment are in the Healthcare Practitioners and Technical Occupations, Food Preparation and Serving Related Occupations, Healthcare Support Occupations, and Business and Financial Operations Occupations.

Figure 3-4: 2020 Projected Employment for the North Central Workforce Development Area

Occupation	2010 Annual Employment	2020 Projected Employment	Percentage Increase
Office and Administrative Support Occupations	31,749	34,721	9.36
Production Occupations	21,257	22,708	6.83
Sales and Related Occupations	19,272	20,470	6.22
Food Preparation and Serving Related Occupations	16,635	19,753	18.74
Transportation and Material Moving Occupations	17,233	19,489	13.09
Healthcare Practitioners and Technical Occupations	13,518	16,432	21.56
Education, Training, and Library Occupations	10,114	10,787	6.65
Business and Financial Operations Occupations	8,657	10,032	15.88
Installation, Maintenance, and Repair Occupations	8,222	9,178	11.63
Healthcare Support Occupations	7,494	9,081	21.18

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, October 2013

Chapter 4: Land Use

Since the Village of Weston was incorporated in 1996, it has experienced a significant amount of development due to its close proximity to the City of Wausau, excellent highway access from State Highway 29, and a good supply of land suitable for development.

Land Use Summary

- The two Highway 29 interchange areas provide the greatest opportunities for additional commercial, health care, and industrial development.
- There are significant 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 increased.
- Despite a large amount of land south of Highway 29, a lack of utilities and environmental constraints have limited development there.
- Annexation to the east and northeast may be required for significant future residential expansion in the Weston area, given the limited number of large sites available in the village.

Existing Land Use

Weston developed along Schofield Avenue, previously State Highway 29 before its relocation, extending south and southeast from the Cities of Schofield and Wausau. Most development in the village is located north of the realigned State Highway 29, since public utilities are available in that area and much of the area to the south consists of wetlands.

Commercial land uses are concentrated along Schofield Avenue and Business Highway 51. A major commercial hub has developed around the interchange of State Highway 29 and Camp Phillips Road (County Road X). Development in the area includes the Weston Regional Medical Center, which opened in 2006 in the southwest quadrant of this intersection. Two clinics, Aspirus Weston Clinic and the Weston Eye Clinic, are north of State Highway 29 in the Shadow Ridge development area.

The village has several industrial areas. An older industrial area exists in the northwest corner of the village adjacent to the City of Schofield industrial area. Another older industrial area is located around the intersection of Schofield Avenue and Mesker Street. A newer business park (Weston Business and Technology Park) is located between Schofield Avenue and Highway 29 around Zinser Street, with an expansion area south of Highway 29 in this vicinity.

The village contains a variety of residential development from single family to multiple family units, including several mobile home parks. Most residential development is located north of Highway 29, although a few single family subdivisions have developed south of Highway 29, west of Camp Phillips Road.

The village contains a significant amount of wetlands and agricultural land, particularly south of Highway29. The Eau Claire River meanders through the north half of the village and is flanked by floodplain and wetlands in some areas and steep embankments in others.

Map 4-1 presents the existing land use pattern in the village as of 2014. Figure 4-1 calculates existing land uses in the village as of 2014.

Figure 4-1: 2014 Existing Land Use Acreage

Activity	Parcel Count	Square Feet	Acres	Percentage
Residential	4,435	169,284,451	3,886	28%
Commercial	336	38,758,041	890	6%
Industrial	33	12,909,612	296	2%
Institutional	87	26,798,903	615	4%
Infrastructure	32	58,279,383	1,338	10%
Mass Assembly	6	1,467,783	34	0%
Leisure	20	18,531,203	425	3%
Ag and Forestry	165	186,209,183	4,275	31%
No Activity/Idle	473	87,781,071	2,015	15%
Total	**5587**	**600,019,629**	**13,775**	**100%**

Source: Village of Weston, 2014

Village of Weston Comprehensive Plan

4-1

2014 Land Use

Map Date: 03/24/2015

Adoption Date 10/03/2016

Created by the Village of Weston
Tech. Services Department

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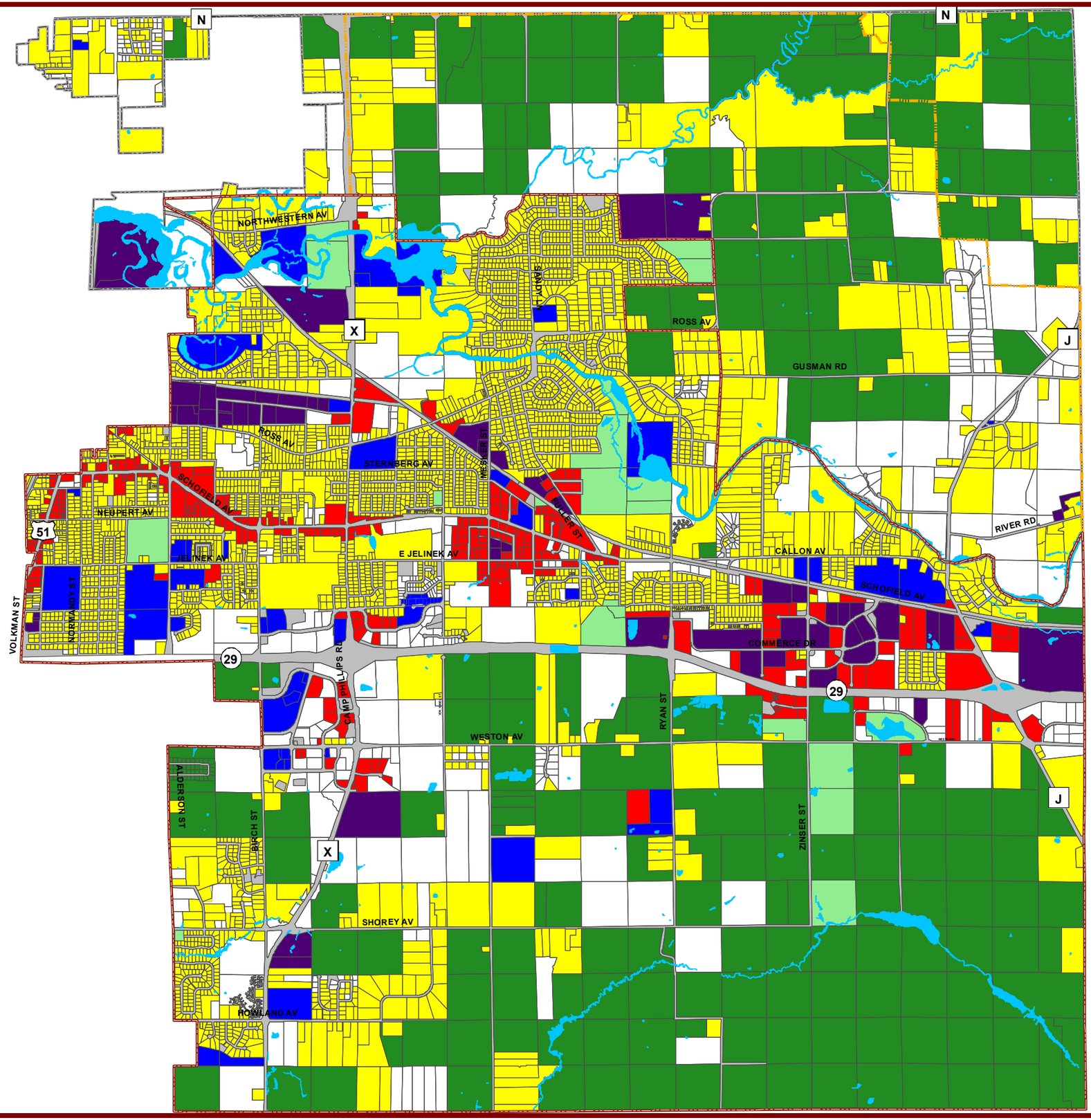


Legend

- Village of Weston
- Extraterritorial Zoning
- Town of Weston
- Surface Water
- Parcel Boundary

Land Use Activity

- Residential
- Commercial
- Industrial
- Institutional
- Infrastructure
- Recreation
- Agriculture/Forestry
- No Activity

Zoning Regulations

The village adopted a comprehensive update of its general zoning ordinance in March, 2015. The update was undertaken in collaboration with the Village of Kronenwetter and Town of Weston to reduce costs, increase intergovernmental communication, and unify ordinances to the extent practical to benefit both community and public development. Outcomes included:

- Replacement of antiquated existing zoning regulations.
- A clearer zoning ordinance that meshes better with other local and state regulations.
- Advancement of economic development and streamlined development review procedures.
- Reduced number of zoning districts.
- Modernized standards to respond to the increased size and complexity of developments.
- Implementation of village Comprehensive Plan and design guidelines.
- Challenging issues addressed, like signs; garage sizes; screening/buffering; ATV, snowmobile, RV parking; upgrading of older properties; residential density; transitional and mixed use zoning districts; tourist rooming houses; keeping of animals; and bio-mass storage.
- Updated shoreland, shoreland-wetland, and floodplain zoning regulations to meet state and federal mandates and protect property.
- Techniques like illustrations, land use tables, and definitions to ease use and consistent application of the ordinance over time.

Development Trends

Land Supply

Public sewer and water service is available to most developed parts of the village. The Weston Regional Medical Center and surrounding property west of Camp Phillips Road (County Road X) is served with utilities. Much of the area east of Camp Phillips Road and south of State Highway 29 is undeveloped; however, numerous wetlands and high bedrock limit development potential in this area. The American Transmission Company and ANR Pipeline Company also have an electric line and pipeline easement respectively that run a few hundred feet south of Highway 29, further affecting development in this area. The ANR Pipeline then extends north, running parallel to and west of County Road X/Camp Phillips Road.

Figure 4-2 is the result of an analysisof the type and amount of vacant land in the village.

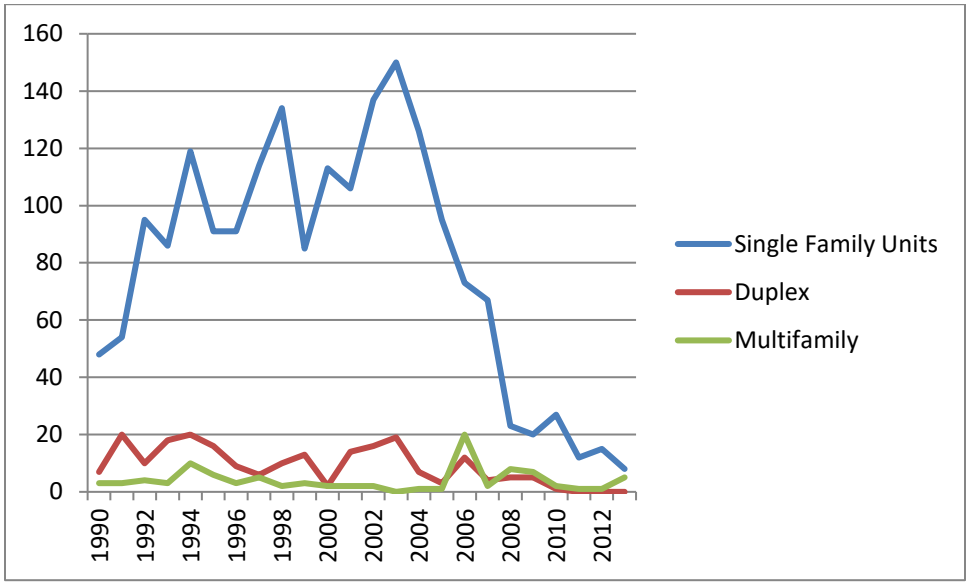
Figure 4-2: Vacant Land, 2014

Projected Land Use	Acres	Percentage
Residential – Unserved by utilities	78.82	13%
Residential – Served by utilities	91.72	15%
Manufacturing	76.58	13%
Business	285.57	48%
Mixed Use	67.22	11%
Total	599.91	

Source: Village of Weston

Building permit activity provides a "snap shot" of demand for residential development. Figure 4-3 lists the number of new housing units constructed in the Town and Village of Weston between 1990 and 2013. Total units include single family, duplex, and multiple family units.

Figure 4-3: Residential Building Permits, V. of Weston, 1990-2013



Over 2,000 housing units were built between 1990 and 2012. About three quarters (1,305) were built after the village incorporated in 1996. On average, single family units accounted for about 60 percent of all new units built each year.

In the first decade of the Village's incorporation, there was an average of 111 single family homes built each year. The dramatic decrease in building permits coincides with the 2008 subprime mortgage crisis, a national event that nearly halted new home construction around the country. Weston's building trend reflects the nation's: a notable dip around 2006, followed by a crash. Between 2008 and 2012, the village averaged 18 new single family homes built each year. In the same time, duplex and multifamily home construction nearly stopped.

Residential Land Demand

The Village's consultant projected land needed for future residential development between 2010 and 2040. This projection was based on Department of Administration household projections and the average density of dwelling units per acre in the village. The average density was calculated using the total acres of residentially used land in the village divided by the number of households (1.63 units/net acre). Between 6,141 to 9,547 additional acres of land will be needed to accommodate new village residential development between 2010 and 2040. This is roughly equal to the number of acres used for development by 2010, and above the available vacant residentially-planned land in the village.

Figure 4-4: Projected Land Demand, 2010-2040

	2010	2015	2020	2025	2030	2035	2040	Projected Increase 2010-2040	
Total Population	14,868	15,520	16,770	17,870	18,890	19,700	20,330	5,462	people
Total Population in Households	14,687	15,330	16,562	17,635	18,619	19,385	19,971	5,284	people
Households/Occupied Housing Units	5,772	6,085	6,632	7,125	7,596	8,006	8,333	2,561	people
Average Household Size (persons/HH)	2.54	2.52	2.50	2.48	2.45	2.42	2.40	-0.15	persons/ HH
Total Housing Units (occupied & vacant)	6,364	6,633	7,229	7,766	8,280	8,727	9,083	2,719	units
Residential Land Use Demand (acres)	3,886	4,050	4,414	4,742	5,056	5,329	5,546	1,660	acres
Commercial Land Use Demand (acres)	890	927	1,011	1,086	1,158	1,220	1,270	380	Acres
Industrial Land Use Demand (acres)	296	309	337	362	386	406	423	127	Acres
Demand for Other Developed Land Uses (acres)	1,074	1,119	1,271	1,552	2,019	2,768	3,951	2,877	Acres
Subtotal Land Use Demand (acres)	6,146	6,406	7,033	7,741	8,618	9,723	11,190	5,044	Acres
Public Right of Way Demand (acres)	1,337	1,393	1,530	1,684	1,875	2,115	2,434	1,097	acres
Total Land Use Demand (acres)	7,483	7,799	8,563	9,425	10,492	11,838	13,624	6,141	acres
Total Land Use Demand w/ Flexibility	7,483	9,749	10,703	11,782	13,115	14,798	17,030	9,547	acres

Source: Wisconsin Department of Administration 2013, Village of Weston GIS

Chapter 5: Economic Development

The condition of the local economy directly influences local growth and development, and therefore is a central element of planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community work in another. Similarly, changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

It is therefore important to understand a local community's economy in light of its regional context. The following section provides a brief overview of the economy in Marathon County, in terms of key economic sectors and the regional labor force. A more specific description of employment trends, major local employers or industries, and where most residents of the Village of Weston work follows. Potential economic development opportunities and/or issues regarding the local economy are also identified.

Economic Development Summary

- The regional economic base still centers around the manufacturing of natural resources, but healthcare and tourism are emerging regional strengths.
- The village's economic base has diversified over time, and the village is now a leader in health care employment.
- Highway 29 and the village's two interchanges are drivers of economic development serving Weston and the broader region.
- Redevelopment along the Camp Phillips Road and Schofield Avenue corridors is serving more localized commercial service and retail needs.

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 area to evolve beyond simple agricultural and logging operations. Resources that once left the area unprocessed were transformed into finished products in the County, providing employment opportunities and adding value in forest products and agricultural processing. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance and real estate. The 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 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 Wood Product Manufacturing (NAICS code 321), an industry that is almost 11 times strong in Marathon County compared to the United States as a whole.

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

Industry	Marathon County, Wisconsin
Wood product manufacturing	10.86
Paper manufacturing	8.55
Animal production and aquaculture	5.53
Nonmetallic mineral product manufacturing	5.02
Machinery manufacturing	4.63
Insurance carriers and related activities	2.76
Furniture and related product manufacturing	2.36
Food manufacturing	2.17

Source: Bureau of Labor Statistics, 2013

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. This area has undergone physical (road and streetscape) improvements in the 2000s. Most manufacturing in the village is concentrated around the intersection of County J and State Highway29.

The intersection at Camp Phillips Road (County Road X) and State Highway 29 has experienced a significant amount of new development over the past 15 years. The Weston Regional Medical Center dominates the southwest quadrant. The village designated the north side of this intersection for higher end commercial development. The Weston Regional Medical Center's proximity to this area has stimulated commercial interest, and the village has planned for commercial development that serves both the Village of Weston and the surrounding region as part of the Camp Phillips Corridor planning process (see associated Volume 3 plan).

Tax Incremental Districts (TIDs)

The village has two TIDs, designed to foster redevelopment and industrial, commercial, office, and healthcare development.

The original, larger one (TID #1) is located in the southeast area, around the Highway 29/J interchange, extending west toward the Weston Regional Medical Center following Weston Avenue.

A second, smaller district (TID #2) was established in 2004, following the Schofield Avenue corridor, between Birch Street and Business Highway 51.

These TIDs have encouraged significant economic development and community appearance improvements since their inception. At time of writing, the village was pursuing opportunities to reinvigorate and alter boundaries of TID #1 to stimulate additional economic development, particularly in the Camp Phillips Corridor.

Employment Characteristics

Figure 5-2 illustrates the breakdown, by occupation, of the employed population of the village in 2010. The "employed population" is defined as people living in the village who are 16 years and older. In 2010, the village had an employed population of 7,545. Jobs in the education, health care, and social assistance sectors employ the most people in the village, followed by manufacturing.

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

Industry Sector	Number of Workers
Agriculture, forestry, fishing and hunting, and mining	16
Public administration	105
Information	146
Transportation and warehousing, and utilities	236
Other services, except public administration	258
Wholesale trade	343
Construction	350
Professional, scientific, and management, and administrative and waste management services	454
Arts, entertainment, and recreation, and accommodation and food services	500
Finance and insurance, and real estate and rental and leasing	646
Retail trade	977
Manufacturing	1,711
Educational services, and health care and social assistance	1,803
Total Employed Population	**7,545**

Source: US Census Bureau, 2008-2012 (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, 2013

Establishment	Service or Product	Number of Employees
Aspirus Wausau Hospital	General medical and surgical hospital	1000 or more employees
Greenheck Fan Corporation	Industrial and commercial fan and blower mfg.	1000 or more employees
Kolbe and Kolbe Millwork Co.	Wood window and door manufacturing	500-999 employees
Eastbay	Mail-order catalog	500-999 employees
Marathon Cheese	Dairy product merchant wholesalers	500-999 employees
D.C. Everest School District	Elementary and secondary schools	500-999 employees
North Central Healthcare Facilities	Psychiatric and substance abuse hospitals	500-999 employees
Northcentral Technical College	Junior colleges	500-999 employees
Liberty Mutual Group Inc.	Direct property and casualty insurers	500-999 employees
Wausau Metals/Milco/Unetec	Metal window and door manufacturing	500-999 employees

Source: Wisconsin Department of Workforce Development Training, QCEW, September 2013

Figure 5-4 lists the top ten employers in the Village of Weston itself.

Figure 5-4: Major Employers in Weston, 2013

Rank	Employers	Employees
1	St. Claire's Hospital	250 - 499
2	Crystal Finishing	250 - 499
3	Diagnostic & Treatment Center	100 - 249
4	Wausau Supply Co.	100 - 249
5	Sutton Trans Inc.	100 - 249
6	HGP	100 - 249
7	J & D Tube Benders Inc.	100 - 249
8	Pick 'n' Save	100 - 249

Source: Wisconsin Department of Workforce Development

Chapter 6: Housing and Neighborhoods

This chapter provides an inventory and analysis of housing conditions in the Village of Weston. The predominant type of housing in the village is single family. Also, about 63 percent of housing units are owner-occupied. The village's housing stock is relatively new, with over half of all housing units constructed since 1970. Median housing values in the village are higher than values in Marathon County as a whole and about the same as median values throughout Wisconsin.

Housing and Neighborhoods Summary

- The median price for a single family residence in Weston in 2010 was $142,100, an increase of 28% since 2000.
- About 37% of Weston's housing units are renter occupied, which is almost 10% higher than the county as a whole. The village also has several mobile home parks. The village is concerned about property management and other issues, particularly with older rental housing and mobile home parks.
- Affordability may be an issue for prospective homeowners. The average monthly cost to rent ($739) is nearly half the cost of the average monthly mortgage payment ($1447). More affordable single family housing options may be warranted.

Housing Characteristics

As shown on Figure 6-1, the Village of Weston has 5,898 occupied housing units. 62.8 percent of all housing units are owner-occupied, which is lower than the percentages in both Marathon County and State overall. This suggests a higher than average amount of rental housing in the village compared to other areas in the county. The village currently has an average household size of 2.63 persons, even though 27.5 percent of all households are classified as being "one person households." Only 12.6 percent of village households have a householder 65 years or older, which indicates a relatively young resident population.

Figure 6-1: Housing Units by Type and Tenure

	V. Weston	County	Wisconsin
Total Occupied Housing Units	5,898	52,893	2,286,339
Owner Occupied Units	62.8%	73.9%	68.6%
Renter Occupied Units	37.2%	26.5%	31.4%
Average Household Size	2.63	2.39	2.42
One Person Households	27.5%	25.3%	28.6%
Householder 65 years or older	12.6%	14.3%	13.7%

Source: US Census Bureau, 2008-2012 (American Community Survey)

Changes in Housing Stock

Figure 6-2 notes changes in the housing stock between 2000 and 2010. During this period, total housing in the village increased by over 1,500 units and the number of occupied housing units rose by 25 percent. Weston's stock of rental properties also increased, notably in the form of multifamily housing units with more than 10 units. The number of mobile homes increased by 20% over the decade as well. Still, detached single family homes were still the most common type of housing unit built during this time period by a substantial margin.

Figure 6-2: Changes in Housing Stock, Village of Weston, 2000-2010

	2000	2010	Percent Change
Total Housing Units	4,839	6,364	32%
Occupied Housing Units (Households)	4,603	5,772	25%
Vacancy Rate	5 %	9 %	4%
Owner Occupied Housing Units	3,091	3,704	20%
Renter Occupied Housing Units	1,512	2,068	37%
Owner Occupied Housing Units (percent of total)	67	62	-5%
Seasonal Use	-	18	-
Single Family Homes	2,934	4,065	39%
Detached	2,633	3,705	41%
Attached (Rowhouses, etc)	301	360	20%
Duplexes	363	391	8%
Multifamily Units (3-9 units)	922	919	0%
Multifamily Units (10+ units)	75	141	88%
Mobile Homes	483	585	21%

Source: 2010 US Census

Housing Age

The age of a community's housing stock typically reflects several important factors, including size, offered amenities, and overall maintenance costs. House 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.

Figure 6-3 shows the range of housing ages as captured in the 2000 Census. 47 percent of the village's housing stock was built between 1990 and 2010, which correlates with the population increase seen in the same time period.

Figure 6-3: Age of Housing Stock, Village of Weston

Decade Built	Number	Percentage
2000s	1,399	21%
1990s	1,685	26%
1980s	667	10%
1970s	1,452	22%
1960s	575	9%
1950s	402	6%
1940s	145	2%
Before 1939	224	3%
Total	6,549	

Source: 2010 US Census

Physical Housing Stock

Figure 6-4 includes a report of several select measures of physical condition and compares them to figures for Marathon County and Wisconsin. The median house size in the village, as measured by number of rooms, is similar to the County and State. 65 percent of the village's housing stock was classified as being a single family home, which is lower than Marathon County's percentage but on par with Wisconsin. 5 percent of housing units in the village were in structures with more than 10 units, an increase of almost 4 percent compared to 2000.

Figure 6-4: Physical Housing Characteristics

	Village of Weston	Marathon County	Wisconsin
Median Number of Rooms	5.6	5.9	5.5
Detached Single Family Residences (% of total housing units)	65%	74%	66%
In buildings with 10 or more units	5%	7%	10%
Lacking in complete plumbing facilities	0.3%	0.8%	0.9%
Lacking in complete kitchen facilities	1.1%	0.5%	0.5%

Source: US Census Bureau, 2008-2012 (American Community Survey)

Housing Values

Median Value

Figure 6-5 shows median housing value for single family owner-occupied homes for the village, county and state. This statistic looks only at single family houses on less than 10 acres without a business or medical office on the property. As shown, the Village of Weston had a median housing value of $142,100 in the 2008-10 period, which was almost identical to that of Marathon County. Median housing values in Marathon County were about $20,000 less than the State's median value. Despite the 2008 housing crisis, home values had risen by about 50 percent in the County and the State in the 2000s.

Figure 6-5: Median Housing Value

	2000	2010	Change
Village of Weston	$111,200	$142,100	28%
Marathon County	$95,800	$142,600	49%
Wisconsin	$112,200	$169,000	51%

Source: US Census Bureau, 2008-2012 (American Community Survey)

Range of Values

Figure 6-6 shows the range of housing values in the village. In the 2008-2012 period, the Village of Weston had a larger percentage of housing ranging from $100,000 to $149,000 than the County, but roughly the same amount of housing priced $150,000 and above. The County has a larger share of housing that was valued less than $99,999, likely indicative of older Wausau and rural areas.

Figure 6-6: Range of Housing Values

	Village of Weston	Marathon County
<$49,999	10%	5%
$50,000 to $99,999	10%	19%
$100,000 to $149,999	39%	30%
$150,000 to $199,999	24%	21%
$200,000 or more	18%	25%

Source: US Census Bureau, 2008-2012 (American Community Survey)

Housing Affordability

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 percent of the monthly household income. HUD also indicates that mortgage lenders are more willing to make loans if the scheduled mortgage payment is less than 29 percent of the monthly household income. Statistically speaking, those spending in excess of 35 percent of their total household income on housing costs may be facing affordability difficulties. 6.5 percent of households in the Village of Weston pay more than 35 percent of their income on housing costs.

Figure 6-7 shows select village median owner-occupied costs, for both households with and without a mortgage, are similar than Marathon County and the State. Costs are similar for owners with and without mortgages and for those renting their homes.

Figure 6-7: Monthly Housing Costs

	Owner Occupied		Renter Occupied
	With Mortgage	**No Mortgage**	**Median Gross Rent**
Village of Weston	$1,447	$465	$739
Marathon County	$1,313	$484	$685
Wisconsin	$1,460	$523	$749

Source: US Census Bureau, 2008-2012 (American Community Survey)

Special Housing Supply and Needs

Senior Housing

In Marathon County, housing for seniors and people with special needs is primarily provided in the urbanized areas in and around Wausau. The Aging and Disability Resource Center of Central Wisconsin, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout the County. As the number of elderly persons increases in the coming years, there will most likely be an increased need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the Nation.

In Weston, there were seven assisted living centers and two locations offering senior apartments for those 55 and older as of March 2015. There is also a Weston-based home healthcare provider.

Assistance Programs

There are a variety of State and Federal housing programs geared at addressing a variety of housing issues. Grants and low interest loans are available for counties, communities, or individual homeowners. The village has not been successful in obtaining a Community Development Block Grant (CDBG) to provide financial assistance for housing rehabilitation and weatherization.

The following housing resources are available to participants as specified by each program. While the village can apply for these programs, to date it has not.

- CDBG-Small Cities Program
- Home Investment Partnerships Program (HOME)
- Home Loans and Home Improvement Loans (Wisconsin Housing and Economic Development Authority [WHEDA])

Chapter 7: Natural and Agricultural Resources

Because natural resource features do not follow geo-political 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. An overview of recent county-wide natural resource planning efforts is described below, followed by a description of local natural resource conditions. 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

With the exception of some undulating terrain in the northern sections, the village is relatively flat. Most of the soils in the community are well drained and suitable for agriculture or for various types of development. There are extensive wetlands in the southern sections of the village. There are two major rivers and three creeks that run through the village. Map 7-1: Natural Features depicts the geographic location of these areas, which are described in further 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 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.

Village of Weston Comprehensive Plan

7-1

Natural Features

Map Date: 3/24/2015
Adoption Date: 10/3/2016
Created by the Village of Weston Tech. Services Department

0 0.25 0.5 1 Miles

Legend

- Local Roads
- Highways
- Extraterritorial Zoning
- Municipal Boundaries [1]
- Surface Water [1]
- NRCS Hydric Soils [2]
- DNR Wetlands [3]
- FEMA 100-year Floodplain [4]
- Forested Areas [1]

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

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

City of Wausau
City of Schofield
Village of Rothschild
Village of Kronenwetter
Village of Weston
Town of Weston
Town of Ringle
Big Sandy Creek
Eau Claire River
Wisconsin River
Bull Junior Creek
NORTHWESTERN AV
EAU CLAIRE AVE
ROSS AV
STERNBERG AV
NEUPERT AV
SCHOFIELD AV
JELINEK AV
E JELINEK AV
SHOREY AV
HOWLAND AV
WESTON AV
COMMERCE DR
GUSMAN RD
CALLON AV
RIVER RD
ALDERSON ST
SANDY LN
MESKER ST
FULLER ST
BIRCH ST
VOLKMAN ST
NORMANDY ST
CA MARTIN ILLIPS ST
RYAN ST
ZINSER ST
51
29
N
X
J

Water Resources

Watersheds

Watershed identification is important for water quality management, stormwater management, flood control, sanitary sewer delivery, and habitat planning. There are two different watersheds in the Village of Weston. They are shown on Map 7-1 and include the Bull Junior Creek Watershed and the Lower Eau Claire River Watershed.

In 2010, Marathon County adopted an update to its Land and Water Resource Management Plan (LWRMP), in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). 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 five as "priority" watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. 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 watershed and to provide cost sharing to landowners for implementation of "best management practices" (BMPs) to achieve the program objectives. There are no priority watersheds in Weston.

Streams/Rivers

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 Sandy Creek corridor, which runs through the northern sections of the village and empties into the Eau Claire River, is mostly wooded and natural. Finally, Bull Junior Creek and Cedar Creek run through the low, wetland areas in the far southern sections of the village.

The Village of Weston does not have any significant lakes.

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.

Water resources that have been significantly degraded are identified as "impaired waters." Four of the 22 watersheds in Marathon County have been identified as "impaired waters" on the "303 (d) list" of the U.S. Clean Water Act. The list identifies waters that do not meet current water quality standards and merit water quality improvement and protection. There are no "impaired" waters 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 (FIRM). The floodplain includes the floodway and the flood fringe. In the village, areas within the 100-year floodplain are mostly located adjacent to the Eau Claire River (see Map 7-1).

The village zoning ordinance defines "floodway" as the channel of a river or stream and those portions of the floodplain adjoining the channel required to carry the regional flood discharge. "Flood fringe" is defined as that portion of the floodplain outside of the floodway covered by floodwaters during the regional flood and generally associated with standing water 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."

Programs in three levels of government - local, State and Federal - regulate activities in wetlands. 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 labeled on Map 7-1. Wetlands along the Eau Claire River mostly consist of forested wetlands. A significant amount of wetlands exists 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.

The presence of large areas of wetlands poses challenges to development in some areas of the village, particularly in the area known as the "Southeast Quadrant," generally located south of State Highway 29 and east of Camp Phillips Road.

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 2001 Marathon County Groundwater Protection Guide is an extension of the efforts established with adoption of the Marathon County Groundwater Plan in 1988. It 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 the 2001 Guide. It should be ready for adoption in 2017.

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 percent. 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.

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.

Productive Agricultural Soils

Areas most suitable for agricultural production, with minimal limitations and requiring minimal inputs for successful production have been identified as "prime farmland" by the United States Natural Resources Conservation Service (NRCS). Map 7-2: Soil Suitability for Agriculture illustrates soils in the village and its extraterritorial area that have been identified by NRCS as "Prime Farmland," "Prime Farmland if drained," and "Farmland of Statewide Importance."

Village of Weston Comprehensive Plan

7-2

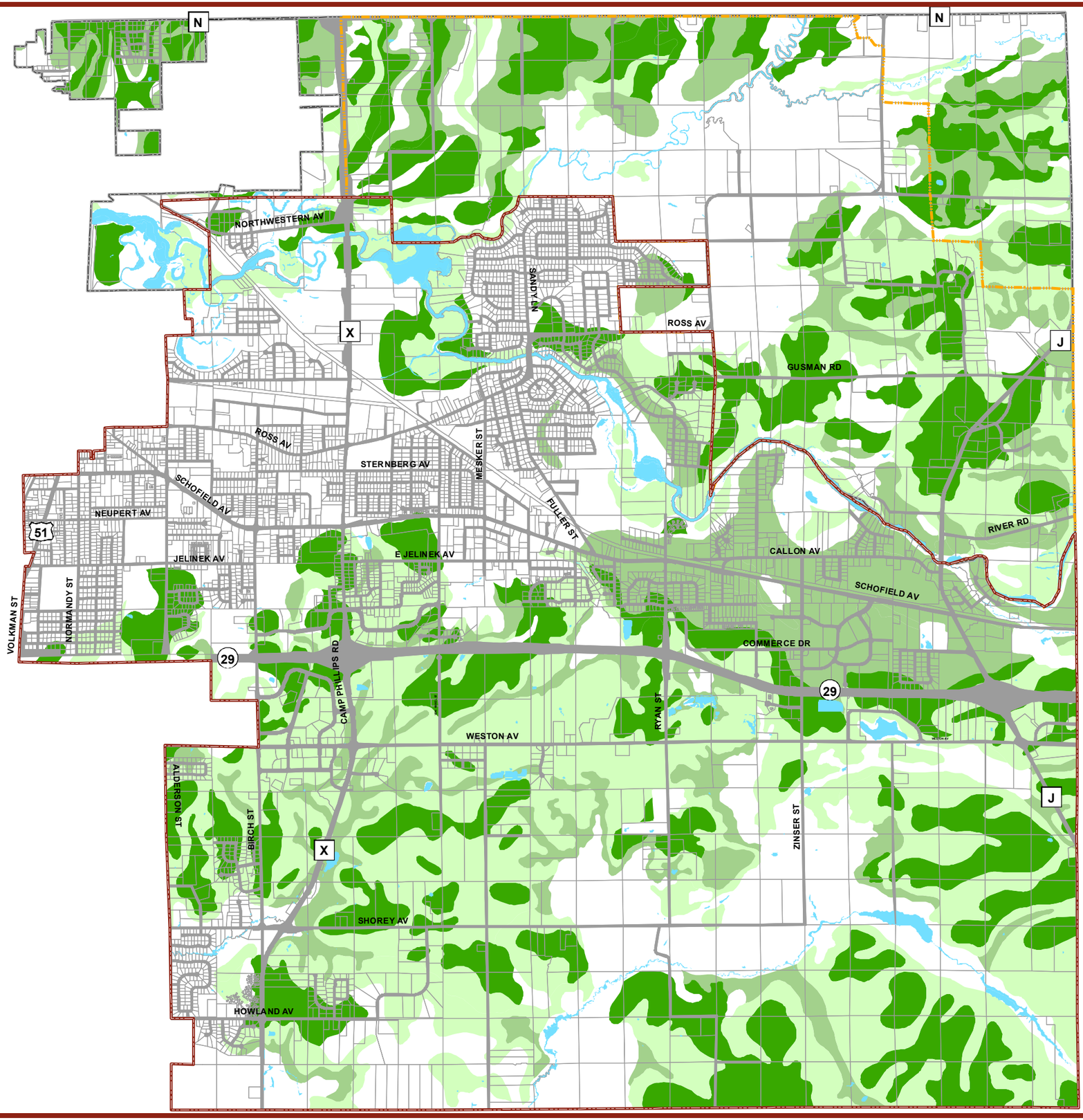
Soil Suitability for Agriculture Village of Weston 2014

Map Date: 03/24/2015

Adoption Date 10/03/2016

Created by the Village of Weston Tech. Services Department

0 0.45 0.9 1.8 Miles



Legend

- Weston_boundary
- ETZ
- Town of Weston
- Right-of-way
- Parcel Boundary[1]
- Surface Water

Soil Suitability Class

- Prime farmland[2]
- Farmland of statewide importance[2]
- Prime farmland if drained[2]

1. Parcel Data from Marathon County Land Records

2. Prime farmland derived from NRCS Web Soil Survey Data/Marathon County Soil Survey Rev 2003

Biological Resources

Vegetation

Except for environmental corridors, most of the area north of State Highway 29 is developed and vegetated with urban landscape plants such as trees, shrubs, and private gardens. The area south of State Highway 29 contains large areas of wetland, many with scrub type vegetation. Most remaining natural woodlands in the area are also located south of State Highway 29 or along the Eau Claire River.

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, and shade and microclimate control for urban structures. Also, they provide an important visual break from the often-harsh urban environment of streets, parking lots, and buildings.

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.

Much of the southern part of Weston, along with the northern river corridors, is forested. However, active forestry and enrollment in the State Managed Forest Land program is not significant in the village.

The Marathon County Forest Ten-Year Comprehensive Land Use Plan, 2006-2015 includes recommendations to guide management of forest land in Marathon County in accordance with the County Parks, Recreation, and Forestry Department's mission to manage and protect County forest lands on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and information regarding the roles of the various agencies and regulatory framework related to forest management.

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 environmental corridors. However, specific information is not available at the local community level. A list of endangered species in Marathon County is provided in the County's comprehensive plan.

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
- 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. There are currently three village parks, several scout camps, and other private associations that own and preserve land 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

"Cultural resources" is a broad term that can encompass many aspects of our heritage. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to American Indians or other cultural groups. Cultural resources are those that signify our heritage and help to evoke the sense of place and identity that makes an area distinctive in an increasingly homogenized society.

Cultural Resources Summary

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

Background

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.

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 the river, but left Weston and later relocated in the Knowlton area (where a dam and flowage bear his name today). These mills also included one later owned by Dr. William Scholfield as well as a mill farther up the Eau Claire, 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 Trail.

The original Town of Weston's location, with railroads, 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.

Properties Listed on the National Register of Historic Places (NRHP)

There are no properties in the Village of Weston listed on the NRHP. The community does not have a local historic preservation commission.

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, but most have been demolished since being recorded in the late 1970s.

Archaeological sites are identified only at the town 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.

Cemeteries, Burial Mounds, Other Burials

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.

Lack of Current Information

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, while other properties not previously surveyed may now be evaluated in a new context. More current information about cultural resources would allow the best planning and use of historic properties.

Outside the City of Wausau, there is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.

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 emerging culture:

- Its park system, particularly Kennedy Park, the Aquatic Center, and the Weston Dog Park.
- Its emerging trail network, particularly the Mountain-Bay Trail, Eau Claire River Trail, and the miles of snowmobile trails in winter.
- The various D.C. Everest Schools within the village, including the Greenheck Field House and sporting and performing arts events conducted at the schools.
- The various other recreational facilities and camps in and near the village.
- Community events, such as Irishfest and Forrest's Run.
- Gathering places, such as the Farmer's Market, restaurants, and coffee shops.

Chapter 9: Parks and Recreation

Overview

As of 2015, the village owns 315 acres of active use areas, passive use areas, and conservancy areas. (This does not include the Prohaska property, acquired in 2016.) Village parklands are spread throughout the village. The main community park (J.F. Kennedy) is located in the older, more heavily urbanized western section of the community.

The D.C. Everest School District owns and maintains four developed outdoor recreation areas adjacent to schools and one school forest that adds to the village's recreation base. These recreation areas are available for use by Village residents during non-school hours. The school recreation facilities account for approximately 131 additional acres of active use area, plus the 48-acre school forest. The active use areas are mostly located in the older, more heavily urbanized section of the community. The two largest and most intensively developed school recreation areas, D.C. Everest High School and D.C. Everest Jr. High School, are both located within one-quarter mile of Kennedy Park.

There are several privately owned and managed recreation areas that contribute to the village's recreation base. These facilities are open to the public, and provide the same opportunities as a public park or recreation area. For the purposes of this chapter, the private recreation area acreages are not included in the Village Park acreage totals, but privately owned recreation facilities are included in the village recreation facility totals.

Parks and Recreation Summary

- Combined with the Parks and Recreation chapter in the Vision and Directions volume, this chapter meets WIDNR requirements for a comprehensive outdoor recreation plan.
- The village's park and recreational system features larger community parks and trails providing and array of amenities and activities.
- The D.C. Everest School District, Marathon County, and private providers are important contributors to the recreational land and facility base in Weston.
- The village technically has an adequate supply of park acreage, though that does not necessarily reflect actual and emerging demand for recreational activities.

Finally, within Marathon County there are several significant state and county parks, trails, and recreation areas. Although they are outside of the Village of Weston they provide unique or exceptional recreational opportunities to community residents. These areas are not included in the acreage or facility analysis, but are included in the overall analysis because they are readily accessible to Village residents. These facilities provide Village residents with needed and desired facilities that are not feasible or suitable for the Village to provide.

Village Parks

The following is an inventory of the Village's park system. Individual park maps are included in the Parks and Recreation chapter of the Vision and Directions volume of this Comprehensive Plan.

J.F. Kennedy Park

Kennedy Park is a 38.8-acre community park that is located in the older developed section of the Village. It is the most developed and heavily used park in the park system. It has a wide variety of active use, passive use, and support facilities that provide residents with year-round opportunities. The park is situated roughly on one city block and is bounded on all four sides by local streets (Jelinek Ave. on the South, Alderson St. on the East, Alta Verde St. on the West and Neupert Ave. on the North).

Kennedy Park is home to the Village's outdoor swimming facility. The Weston Aquatic Center was constructed in 1999 and is 13,223 square feet and has a capacity of 867 people. The facility features a 300-foot water slide, a speed slide, a large drop slide that dumps into the deep end of the pool, zero-depth entry, a one meter diving board, lap swimming lanes, water play structures, a children's sand play area, sand volleyball court, sunbathing area, bathhouse and concession area. The facility is open every day from June through August and attracts approximately 50,000 swimmers each year.

Kennedy Park has a variety of organized athletic fields that receive heavy public use and use from nearby D.C. Everest High School and Junior High School students. There are three baseball diamonds: two irrigated Little League diamonds and an irrigated Babe Ruth diamond that is used by the D.C. Everest Junior Varsity baseball team. There is a lacrosse field. There are two irrigated, regulation sized soccer fields that are used by the D.C. Everest Youth Soccer Association, as well as other area soccer organizations.

There is one sand volleyball court with permanent standards that receives heavy use. There are also two horseshoe pits that also receive heavy use. Finally, there is one lighted hockey rink and one lighted open skating rink that receive heavy seasonal use. A warming house that has restroom facilities serves the skating rinks.

In the spring of 2008, the Village of Weston constructed an 8,000 square foot concrete skate park located at the end of the large paved parking lot on the east side of the park. The skate park includes several grinding obstacles, a bowl, and a pool.

Kennedy Park also has a number of passive and support facilities that complement the active use facilities in the park. The park has one open sided shelter building, and two freestanding permanent restroom buildings. There are two children's play equipment areas in the park and an unstructured open play area. The unstructured play area is used for a variety of activities: Frisbee, golf, kite flying, school physical education and model airplane flying. There are two small sledding hills on a north-facing slope adjacent to a creek on the south side of the park. There are also

numerous picnic tables, grills and benches throughout the park. Finally, there are approximately 250 parking stalls divided among four paved parking lots and two unpaved lots in the park.

Yellowbanks Park

Yellowbanks Park is a former Marathon County Park (Sandy Beach Park) that did not meet county park criteria. The Marathon County Parks Department transferred the ownership and maintenance responsibilities of Yellowbanks Park to the Town of Weston in 1993, and it has become one of the most popular parks in the Village Park System.

Yellowbanks Park is a community park that is located on the Eau Claire River, west of, and adjacent to Camp Phillips Road, in the north-west section of the Village. Park facilities include: restrooms, two open-sided shelters, a drinking fountain, picnic tables, grills, children's playground equipment, a sand volleyball court, a canoe/kayak launch, and horseshoe pits. The park also has two paved parking lots that service each shelter.

In the fall of 2011, the Village began the relocation and construction of a new 18-hole disc golf course located on the south bank of the Eau Claire River. A parking lot has been constructed with the entrance off of newly expanded Camp Phillips Road. So far 11 holes have been completed, and all 18 holes are expected to be operational in the near future. Volume 2 highlights several potential new and reconfigured uses for Yellowbanks Park.

Kellyland Park

Kellyland Park is a 105.6-acre community park complex located near Rogan Lane and Heather Street in the east central section of the Village. Kellyland Park, which was formerly known as Rogan Park, is also located adjacent to, and west of, the Eau Claire River Nature Center, and is adjacent to, and north of the Weston Dog Park. Active use facilities at Kellyland Park include an open play area, a children's play equipment area, a basketball court, horseshoe pits and four soccer fields that are primarily used by the Wausau Area Home Educators. Passive recreation facilities at Kellyland Park include an open shelter (built 1997), picnic tables, benches and grills. Support facilities include a restroom, two unpaved parking lots and a paved parking lot that also services the Weston Dog Park.

Kellyland Park lies mostly in the floodplain of the Eau Claire River. There are 35 acres of wooded areas and an access to the Eau Claire River through the Eau Claire River Trail. The ten-acre upland area including the active use facilities, are near public utility mains, and are suitable for additional development. Volume 2 includes some preliminary ideas for such development.

The Eau Claire River Trail is a 1.3-mile walking/biking trail located on the south bank of the Eau Claire River in the east central section of the Village. The trail extends from the north end of Ryan Street and continues northwest to access points at Brook Court and Tricia Street at the north end of the park. The trail is an eight-foot wide granite pathway with six bridges and sections of boardwalk. Along the trail are seven benches and two picnic areas. Residents are welcome to donate benches and picnic tables to expand the trail facilities.

Kellyland Park also includes the 20.6-acre undeveloped area that was previously known as Callon Park. This area is situated north of Schofield Avenue and west of the Eau Claire River in the east

central section of the Village. This is a wetland area along the Eau Claire River, which provides a scenic nature area with a large variety of wildlife living in the area.

The Weston Dog Park at Kellyland Park was developed in 2005 through the help of donations and volunteers. It is built on the old Weston Landfill site. The park is a completely fenced in 40-acre area and contains picnic tables, benches and a small dog exercise area. In the spring of 2012, the Village added several beginner level dog agility course obstacles. The Dog Park not only receives use from Weston residents, but also is a regional destination for people to let their dogs run free of a leash. The Dog Park is maintained by the Village, along with MiTech (former CWE) and WIDNR due to the park being located on the old landfill.

Machmueller Park

Machmueller Park is a 32.1-acre community park acquired in 2002. 13.4 acres were acquired from the Sandy Lane subdivision developers, John and Forrest Tappe, through parkland dedication and 18.7-acres were purchased by the Village, with support from the Town of Weston. The park is located in the northeastern section of the Village in a heavily developed new residential area. Machmueller Park is the only park in this section of the Village.

Active use facilities in the park include children's play equipment, a Little League baseball field, 3 tee ball fields, one regulation sized soccer field with bleachers, a large open play area, a 10-station "born learning" trail for children and a ¾ mile walking path with fitness course. Passive use facilities include an open shelter, picnic tables and grills. Support facilities include a paved road into the park and a large paved parking lot.

The park is connected to sanitary sewer; however, it uses a combination lift station/grinder pump for service.

Williams Park

Williams Park is a 2.5-acre neighborhood park that is located about 400 feet north of Schofield Avenue in the central section of the Village. Williams Park has few facilities, but receives moderately heavy use from the surrounding neighborhood. Active use facilities in the park include a sand volleyball court, an open play area and children's play equipment area. The park has some picnic tables, grills, benches, and approximately seven off-street lighted parking stalls in an unpaved lot.

Sandhill Meadows Park

Sandhill Meadows Park is a 2-acre neighborhood park that is located at the corner of Shorey Avenue and Alderson Street in the southwest corner of the Village. It was built in 2001. Sandhill Meadows Park is currently the only park serving the southern section of the Village. The park offers a children's play equipment area, soccer field, volleyball court, a basketball hoop, an open shelter, grills, restrooms and a paved parking lot.

Robinwood Park

Robinwood Park is a 5.1-acre neighborhood park that is located south of Schofield Avenue in the east central section of the Village. It was built in 1996 and named for the subdivision around it.

Active use facilities in the park include a Little League baseball diamond, children's play equipment, a basketball court and open play areas. Passive facilities include an open shelter, picnic tables, and grills. Support facilities include two paved parking lots and restrooms.

Dale E. Smith Waterfowl Refuge

The Business Park South is a 30-acre area that the Village acquired in 2007. The land is not developable due to wetlands. The Village has designated this area as a conservancy area. The area has a waterfowl pond. Passive use facilities include 17-foot observation tower and two open shelters. All are accessible via gravel walking paths off of Progress Way. Crane Meadows Golf Course is located 1/8 of a mile from the Waterfowl Refuge.

Prohaska Family Nature Center

The Village in 2016 acquired approximately 90 acre parcel east of Ryan Street and north of and Weston Avenue, most of which has been known as the Prohaska Tree Farm. This property is wooded and has six ponds. Ideas for this site are put forward in Volume 2.

Undeveloped Lands

The Village in 2016 acquired additional lands south of Highway 29 near Zinser Street that are suitable for sports field use. Ideas for a "Regional Sports Complex" are included in Volume 2.

Other Village of Weston Multi-Use Paths

The Village of Weston is currently working with neighboring communities to create an inter-municipality trail system. This trail system will give constituents the opportunity to safely move between communities on designated paths.

Aside from the Eau Claire River Trail, described above, the Village of Weston has an asphalt multi-use path along Camp Phillips Road from the northern edge of the Village at Northwestern Avenue, which connects the Village to the City of Wausau and to the southern edge of the Village, which connects to the Village of Kronenwetter. There is also a concrete multi-use path along Weston Avenue to the west, which services the St. Clare's Hospital area. Opened in late 2011 was a pedestrian bridge across Highway 29 at Birch Street. A multi-use path was also extended south on Birch to Weston Avenue. Added during the Ross Avenue reconstruction in 2010 was a bike lane/multi-use path. The path runs from the western edge of the Village, connecting with Schofield, and runs to the east out as far as River Bend Road. This bike/multi-use path also runs a few blocks away from the Eau Claire River Trail.

Village of Weston Comprehensive Plan

9-1

Existing Park and Recreation Facilities

Map Data Date: 3/24/2015

Map Adoption Date: 10/3/16

Created by the Village of Weston Tech. Services Department

0 0.25 0.5 1 Miles

Legend

- Mountain Bay Trail
- Eau Claire River Trail
- Surface Water
- Public Parks

Northwestern Ave
Yellowbanks Park
Machmueller Park
Kersten Rd
Sandy Ln
Kramer Ln
Ross Ave
Eau Claire Ave
Gusman Rd
Co Rd J
Anderson Ave
Sternberg Ave
Kellyland Community Park
Williams Park
Meskar St
Fuller St
River Rd
State Hwy 51
Kennedy Park
Jelinek Ave
E Jelinek Ave
Birch St
Von Rahel St
Robinwood Park
Schofield Ave
Ringle Ave
State Hwy 29
Weston Ave
Dale E. Smith Waterfowl Refuge
Volkman St
Military Rd
Margaret St
Heeren St
Ryan St
Zinser St
Shorey Ave
Sandhill Meadows Park
Howland Ave
Camp Phillips Rd

School Recreation Areas

The following is an inventory of recreational areas owned, provided, operated, and maintained by the D. C. Everest School District. These are open to the public during non-school hours or when otherwise not being used for school-related purposes.

D.C. Everest Senior High School

D.C. Everest High School is located at the corner of Jelinek Avenue and Alderson Street, due south of J. F. Kennedy Park. The high school site includes a 34-acre recreation area, which functions as a neighborhood park. It contains eight tennis courts, two sand volleyball courts, two softball fields, a baseball diamond and an open play area. Primarily the high school teams use the baseball and softball diamonds, which includes bleachers, dugouts, batting cages, and pitcher's warm-up areas. The tennis courts, volleyball courts, and open play area are available for use by community residents when they are not being used for school related purposes.

D.C. Everest Middle School

D.C. Everest Middle School was opened in 2002, and is located on the corner of Schofield Avenue and County Road J. The middle school site includes a 33.3-acre recreation area, which functions as a neighborhood park. It includes seven soccer fields, a football field, two recreation softball fields with backstops, dugouts and bleachers and an open play area.

D.C. Everest Junior High School

D.C. Everest Junior High School is located at the corner of Jelinek Avenue and Machmueller Street, about one half mile west of the D.C. Everest High School. The Junior High School site includes a 34-acre recreation area, which functions as a neighborhood park. It contains a lighted stadium with a one-quarter mile running track and turf football field, complete track facilities, seven tennis courts, a baseball diamond with a backstop, a football practice field with goal posts, and one soccer field. The stadium complex was updated in 2005 from a grass surface to Sports-turf surface and is used primarily by the high school football and track teams for interscholastic competition. This track and field are not available to the public for use, due to their high cost of maintenance and replacement.

~~D.C. Everest School Forest~~Eau Claire River Nature Center

The Eau Claire River Nature Center is a 48-acre conservancy area located east of, and adjacent to Kellyland Park. The nature center is operated mainly as an environmental-interpretive center for students. The Eau Claire River Nature Center has one picnic shelter, picnic tables and grills and a variety of hiking and interpretive trails. The Eau Claire River Trail passes through the school property on the south side of the Eau Claire River.

Weston Elementary School

Weston Elementary School is located at the corner of Camp Phillips Road and Ross Avenue in the central section of the Village. The school site includes a 30-acre recreation area, which functions as a neighborhood park. It includes four soccer fields, a softball diamond (that overlaps with one soccer field), basketball court, an open play area with two softball backstops, and a large children's

play equipment area. The children's play equipment area includes eight sets of swings, one climbing tower, twirling bars, an obstacle course, two slides, four training bars, one beehive climber, three tether poles, and one fireman's climber.

The Weston Elementary School recreational area also includes a skating rink and warming house with restrooms. The Village owns the building and has historically operated this facility. The use of the ice rink has been discontinued, and the future of the site will be discussed.

Since the ice rink was initially funded with federal money, whatever is built in its place must be of equal or increased value. There are restrictions on the site's use; the site must be used by a recreational facility and the restriction is in perpetuity.

Rudolph Education Center (REC)

The Newman Catholic School's outdoor classroom is a 33-acre parcel of land in the Village of Weston with diverse topography, flora, and fauna. From bottomland, flood-prone forest, marsh, and oxbow to dry, upland and field areas, students can explore many of the biological and physical processes that occur all over Wisconsin. Opportunities to help control invasive species and monitor deer overgrazing provide Newman students with important immersion into real problems. Conservation clubs at Newman Catholic High School and Middle School, elementary classes, and Eagle Scout candidates have all provided projects to clean-up or improve the property with signs, a bridge, a building with composting toilet, trails, and other improvements.

Greenheck Field House

The Greenheck Field House is located at the D.C. Everest High School. The facility was opened in 1997 and was built for $6 million, largely from private donations. The facility was expanded in 2012 and 2014 and currently contains over 100,000 square feet. Activities that participants can enjoy at Greenheck and in the Village are ice-skating, hockey, basketball, volleyball, and soccer. Greenheck also has racquetball courts, a fitness center with aerobic and strength training equipment, and a multi-use field house. Greenheck provides a Community Services Department that organizes outdoor recreation and youth sports programs in the community. Many of the activities offered at Greenheck carry over to outdoor facilities in the Village of Weston.

Figure 9-1 provides a summary of Village and School District owned park facilities as of 2015.

Figure 9-1: Park Land Summary

Village Parks (2015)		
Park	**Type**	**Acres**
Kennedy Park	Community	38.8
Yellowbanks Park	Community	52.8
Kellyland Park (including Dog Park)	Community	106.4
Machmueller Park	Community	31.1
Williams Park	Neighborhood	2.5
Sandhill Meadows Park	Neighborhood	2
Robinwood Park	Neighborhood	5.1
Dale E. Smith Waterfowl Refuge	Conservancy	30
Total Acreage		**268.7**
School Recreation Areas		
D.C. Everest Senior High School	Neighborhood	34
D.C. Everest Junior High School	Neighborhood	34
D.C. Everest Middle High School	Neighborhood	33
Weston Elementary School	Neighborhood	30
D.C. Everest School Forest	Conservancy	48
Rudolph Education Center	Conservancy	33
Total Acreage		**212**

Private Suppliers of Recreation Facilities in Weston

In addition to Village Parks and D.C. Everest Schools, there are several private suppliers of public recreation facilities located within the community that meet identified needs for public recreation. These private suppliers own and maintain softball diamonds, volleyball courts, golf courses, and support facilities that are available for public use. These facilities are available to the public on a non-discriminatory basis. The general public can pay a fee to use these facilities, or they can belong to an organized team that pays a fee to use the facilities, just as if the facility was managed by the Village of Weston Parks, Forestry & Recreation Department.

Aspirus YMCA

This YMCA is affiliated with the Woodson YMCA in Wausau and opened in 2005. This facility offers a variety of activities, including aquatics and gymnastics programs for youth and general health and wellness activities and facilities for all ages and abilities. Community garden space is also available. The facility is located at the corner of Howland Avenue and Camp Phillips Road.

Crane Meadows Golf Course

Crane Meadows Golf Course is a nine-hole golf course open to the public and is located south of State Highway 29 on the east side of the Village of Weston.

Kelly Athletic Club

The Kelly Athletic Club is located at the corner of Ross Avenue and Felch Road. This private facility includes a lighted softball diamond, two sand volleyball courts, four horseshoe pits and restrooms that support several adult softball, volleyball and horseshoe leagues. Facilities are open to the public on a user fee basis.

Wiggly Field

Wiggly Field is a private athletic field that is located south of, and adjacent to Schofield Avenue in the western section of the Village. This private facility includes four outdoor lighted volleyball courts, an indoor volleyball complex, and restrooms. These facilities support several volleyball leagues that are open to the public on a user fee basis.

Antlers Archery

Antlers Archery is a pro shop that offers indoor 3-D archery, allowing for sportsmen to practice year-round. It is located at the corner of Machmueller Street and Everest Avenue.

Weston Trap Club

Weston Trap Club offers clay target shooting. The facility has six trap fields and offers instruction, as well as youth programs. It is located on Zinzer Street, just north of Shorey Avenue.

Gym-Sport Gymnastics

Gym-Sport Gymnastics provides private gymnastics instruction to 10,000 square foot facility offers state-of-the-art gymnastics equipment for the instruction of all areas in gymnastics including preschool gymnastics, recreational gymnastics, competitive girls & boys artistic gymnastics, trampoline & tumbling and cheerleading. It offers programs for youths ages 18 months to 22 years. It is located on Rickyval Street.

Premier Sports Academy

The Premier Sports Academy provides baseball and softball training for grade school to high school athletes through camps and clinics. The facility is aimed at those who wish to compete at the state and national level. It offers rentals and training for all field sports including baseball, softball, soccer, football, lacrosse and golf. It is located on Progress Way in the Weston Business and Technology Park-South.

Weston Lanes

Weston Lanes, the second largest bowling facility in the State of Wisconsin with 60 lanes. This facility hosts many bowling leagues and competitions., such as the Badger State Games, the High School State Tournament, and Men's & Women's National Tournaments. Weston Lanes also offers beach volleyball leagues during the summer months. It is located on Schofield Avenue, near the Municipal Center.

Regional Public Recreation Facilities

Rib Mountain State Park

Rib Mountain State Park is a 1,600-acre state park located on Rib Mountain in central Marathon County, approximately five miles west of the Village of Weston. In addition to picnic areas, trails, and scenic overlooks, the state park leases about 400 acres to Granite Peak Ski Area, a privately operated downhill ski resort, through a concessionaire agreement.

Marathon Park

Marathon Park is one of the county's most popular and heavily used parks. It is a 78-acre special use county park that is located on the west side of the City of Wausau, about five miles to the northwest of the Village of Weston. Marathon Park is well known for being the home of the Wisconsin Valley Fair, having a large stand of second-growth White Pine, and houses numerous historic exposition buildings that provide area residents variety of specialized recreation facilities that also attracts visitors from a multi-county area.

Dells of the Eau Claire Park

The Dells of the Eau Claire Park is one of the most popular parks in the region. It is a 214-acre County Park that is located about 10 miles northeast of the Village of Weston. The park is famous for the rock outcroppings and rapids along the Eau Claire River, which runs through the park. The park offers a variety of active and passive recreation facilities. The Eau Claire River is dammed east of the County Road Y bridge, and has a swimming beach and shower building. An on-site ranger resides in the campground during the summer. A large rentable shelter is situated to the west of the highway, north of the River. Campgrounds are provided on both sides of the highway, north of the River.

The Dells of the Eau Claire Park provides a variety of support facilities, including restrooms, picnic tables, grills, benches, drinking fountains, and children's play equipment. Finally, there is an extensive trail system throughout the park, including a section of the Marathon County Segment of the Ice Age Trail and a marked nature trail through the state scientific area that affords access to many natural features of the area.

Sunny Vale Park & Sunny Vale Softball Complex

This is a well-used 300-acre park located on the west side of Wausau. Popular activities at this park include snow biking, swimming, fishing, picnicking, pond hockey, and using the model airplane flying area called Sunnyvale RC Park. There are no lifeguards on duty at the lake; swim at your own risk. There is a roped off swim area, 2 open shelters with grills & stationary tables, scattered grills, changing room, picnic tables, vault toilet, water pump & 2 shelters, 2 volleyball courts (bring your own net), hiking trail around lake, fishing pier, paved paths, dumpster, and recycling station. The Big Rib River flows through the park however, there is no developed access provided to the river.

Within the park boundaries is the five diamond Sunny Vale Softball Complex, a 71-acre recreation area that provides facilities for organized softball activities. The softball complex is managed by the Wausau Area Softball Association through a contract with Marathon County. Its facilities include 5

lighted softball fields each with dugouts, bleachers, score boards, and press box, concession stand with restrooms, centrally located parking lot, and open sided shelters. The fields and lights are available for a fee.

Bluegill Bay Park

This park offers access to Lake Wausau on its west shore. The park has double boat launch ramp with courtesy piers. Bluegill Bay Park is heavily used by boaters and by ice fisherman to gain access to Lake Wausau year-round. Its north section provides a boat landing, benches, picnic area, well, open shelter, flush toilets, walking trails, volleyball court (no net provided), dumpster, paved path.

In its south section there are two open shelters. One large open shelter (#4) can be reserved, has no electricity and has a capacity of 75 people. There is also a picnic area, well pump, vault toilets, volleyball court, hiking trails, horseshoe pits, dumpster, grills-scattered, play equipment, recycling center, fishing pier, limited parking, play equipment, recycling station.

Nine-Mile County Forest Unit

The Nine-Mile County Forest Unit is a 4,894-acre County forest located in central Marathon County, about 10 miles southwest of the Village of Weston. The unit, which has multiple timber and recreational uses, contains seven parking lots and a variety of year-round trails, including; cross-country ski trails, snowmobile/ATV trails, hunter/walking trails, Boy Scout hiking trails, and mountain biking trails. The Nine Mile County Forest Unit is known in particular for hunting, mountain biking, cross-country skiing facilities (including trails, toilets, and a year round chalet), and the 440-acre wetland that it contains. The cross-country skiing events of the Badger State Winter Games are held on the trails of the Nine-Mile County Forest Unit. Within the Forest Unit boundary is the Shooting Range County Park. This park contains a variety of pistol and rifle ranges, an archery range, a trap skeet area, and a police firing range.

Kronenwetter County Forest Unit

The Kronenwetter County Forest Unit is a 5,075-acre County forest located in southeast Marathon County, about five miles south of the Village of Weston. The Unit, which has multiple timber and recreational uses, contains five parking lots, two pit toilets, and a variety of year-round trails, including; six and one-half miles of the Ice Age Trail, snowmobile/ATV trails, equestrian trails, hunter/walking trails, and six miles of dog sled trails.

Mountain-Bay State Park Trail

The Mountain-Bay State Park Trail is an 83-mile trail running from the Village of Weston in Marathon County, passing through Shawano County and ending in the Village of Howard in Brown County. The trail right-of-way, the former Chicago Northwestern Railroad right-of-way, is owned by the Wisconsin Department of Natural Resources (WIDNR) except the western 3.5 miles, which is owned by the Village of Weston. The respective counties through which the trail passes are responsible for operation and maintenance of the trail. Marathon County manages approximately 17 miles of the Mountain-Bay Trail from within the County boundaries. The trail consists of a crushed stone trail tread placed over existing railroad ballast. Allowed uses of the trail in Marathon County include bicycling and hiking during non-snow cover periods and ATV and

snowmobiling during snow cover periods. The Village of Weston is the trailhead on the west end of the trail and provides a parking area, restrooms, drinking water, and rest area.

Village of Weston Recreation Issues

Trail System Development

One of the highest priorities identified in the Statewide Comprehensive Outdoor Recreation Plan (SCORP) is the need for more facilities to accommodate walking, jogging, and bicycling. The Village continues to develop an overall trail system to interconnect the community and other local and regional trail systems through a series of on-road bicycle lanes and off-road multiuse paths. These trails have been planned to link with the trails of adjacent communities. In 2013, the Wausau MPO worked with communities of the Wausau Metro area to establish an interconnected system of bike routes, utilizing suitable roadways and already existing paths. The MPO has plans to expand this network in coming years and has benefitted from timely grant support and community-wide enthusiasm for the trail network. This system utilizes the bike and pedestrian bridge over State Highway 29 at the extension of Birch Street, which was constructed in 2011. Along with that bridge is a ten-foot walking path extending south to Weston Avenue. A ten-foot walking path was also constructed in 2006 along with the reconstruction of County Road X (Camp Phillips Road), south of Weston Avenue to Howland Avenue, the site of the Aspirus YMCA. County Road X, north of Ross Avenue to Northwestern Avenue was reconstructed in 2011 with the addition of a ten-foot path. Walking and bike access now spans from the southern edge of the Village to the northern edge of the Village, connecting with Wausau on Northwestern Avenue.

Mini-Parks

The future development of mini-parks should be reviewed carefully. Although mini-parks provide a place for tots to play in proximity to their homes, they are becoming less attractive to park systems due to their high maintenance costs. However, mini-parks do have a role in the community and many residents within existing neighborhoods as well as developers feel future mini-park development is warranted. Their position is that mini-parks often provide an alternative to children who might otherwise play in the streets.

Universal Design/ADA

The Americans with Disabilities Act of 1990 (ADA) is a sweeping civil rights law, intended to eliminate discrimination against people with disabilities in all aspects of American life. ADA includes provisions regarding employment, state and local government services, state and local government public transit service, public accommodations provided by private entities, and communications.

Under ADA, any unit of state or local government is prohibited from discriminating on the basis of disability in the provision of state or local government services against an individual who, with or without a reasonable accommodation, meets essential eligibility requirements for receipt of that service. State and local government services are broadly interpreted to include every program, service and activity of such an entity. A reasonable accommodation shall include but is not limited to, the changing of rules, policies, and practices; the removal of architectural, transportation, and

communication barriers; and the provision of auxiliary aids and services. Units of local government must conduct a self-analysis to identify discriminatory practices and barriers, and shall remove all barriers as soon as is possible.

Using this definition, municipalities are required, under ADA to provide reasonable access to park and recreation facilities and opportunities. Also, municipalities are required to upgrade non-accessible facilities and opportunities to allow reasonable access to parks and other recreation opportunities. ADA does not necessarily require that municipalities upgrade all park facilities within their jurisdiction, only that the municipalities provide reasonable access to the park and recreation system.

A realistic method for complying with ADA is "universal design." Universal design is an evolving idea, a method of looking at facilities and opportunities objectively, that results in programs, services, and facilities that work for everyone. This is very different from providing special facilities that highlight the differences between people.

Universal design results in equal opportunity facilities that enable all people to benefit from their desired recreation experiences. The needs of all users are incorporated as an integral part of the architecture, landscape design, and program. All people are welcome to use the facilities with little or no assistance needed. This offers feelings of dignity, independence, self-reliance, and the opportunity to socialize with other users. Mainstream participation is facilitated through careful consideration of different physical, mental, and social needs. These human factors are matched with the natural opportunities and limitations of a site in the design process. Success is best portrayed by simple solutions that solve many problems and support many types of use. This "one size fits all" approach is initially more complex during design, but results in simple but multi-functional solutions.

Park Operations and Maintenance

The operations, maintenance, and upkeep of park and recreation facilities are an important component of the overall community recreation experience. It is important that the Village of Weston maintain adequate staff and budget appropriate funds to maintain their parklands.

The Village of Weston currently has a full-time Director of Parks, Recreation and Forestry, a full-time (shared) administrative specialist, three park maintenance employees and 3-4 seasonal part-time maintenance employees. The Director, who receives policy and program guidance from the Weston Park and Recreation Committee, administers park and recreation department duties and guidance on operations matters from the Village Administrator. The Parks and Recreation Committee, in turn, receives guidance and approval on policy, procedure, and budget issues from the Weston Village Board.

The Village of Weston owns and maintains several pieces of capital equipment necessary to maintain Village parks. This equipment includes four riding mowers, a tractor, four pick-up trucks, a skid-steer and other smaller equipment. Furthermore, the Director of Parks, Recreation and Forestry and staff has access to other Village equipment, when necessary, for park maintenance.

The Village maintains this equipment in good condition, but has a regular replacement schedule for all capital equipment.

Recreational Needs Analysis

The number and type of parks and recreation facilities needed within a community depends on the recreational needs and wants of the residents of the community. Identified recreation needs and wants of community residents provides the basis for justifying funding and maintaining existing recreational facilities. Most recreational needs and wants can be identified using the following five methods of recreational needs analysis:

1. Acreage Standards Comparison
2. Service Area Standards Comparison
3. Facility Standards Comparison
4. Existing Quantitative Studies Review
5. Public Input

Each method focuses on one specific element of recreation. Taken individually, they do not provide an accurate representation of community-wide recreation needs. However, taken as a group, recreation needs and wants can be aggregated and identified, and additional or new parks and recreation facilities can be justified. Therefore, all five of these methods are used in combination to determine the need for additional parks and/or recreational facilities in the Village of Weston.

Acreage Standards Comparison

The first method of evaluating a community's recreational acreage needs is to determine the number of people the existing system serves (or has the capacity to serve) and then compare it to National Recreation and Park Association (NRPA) standards. This is accomplished by assigning an acreage requirement for recreation areas per 1000 persons in the Village. A standard of 12 acres of active use land per 1,000 residents is used as a basis for determining acreage needs. This Village park acreage should be distributed throughout the community, so that all residential areas, age groups, and activity needs are served in the best and most cost-efficient manner.

Utilizing the park standards above and the acreage totals for each park type (see Figure 9-1: Park Land Summary), current parkland supply was calculated. Figure 9-2 shows the results of this comparison. The Village in 2015 provided 21.03 total acres of parkland per 1,000 residents, or about 9 total acres more than the recommended standard. Using the projected 2020 population of the Village, it is also possible to project the recreational acreage needs for that time. According to Figure 9-2. the Village will have a surplus of 133.1 acres or about 20.7 acres of parkland per 1000 residents in 2020.

Figure 9-2: Acreage Needs Compared to NRPA Standards

Assumptions	2013*	2020**
Acreage Need (12 acres/1000 population)	180.5 acres	201.2 acres
Supply (Village Parks)	268.7 acres	268.7 acres
Acreage Surplus	88.2 acres	67.5 acres

**based on 2013 population of 15,045*

***based on 2020 projected population of 16,770*

The Village has plans to expand and develop new parks. Some may question why this is necessary if the Village already has a surplus of parkland based on recreational standards. Almost 100 acres of current parkland is undeveloped or acts as a conservancy area. These places require very little to no maintenance and often, in the case of the natural area at Kellyland Park, act as a floodplain. The opportunities for public use at these places is limited.

Service Area Standards Comparison

The second method of evaluating a community's parkland needs and adequacy of service is to plot park service areas on a base map and then identify areas that are not being served. As a minimum, residential groupings should be served by either a neighborhood park or community park facility. To measure the adequacy of service the Weston park system provides residents within the Village, park service areas were determined. Utilizing the park service radius criteria established by the NRPA, park service areas were mapped for existing neighborhood and community parks (see Map 9-2).

Map 9-2 shows the concentration of Village parks within the older, more urbanized areas. Many residents of the Village are well served by outdoor recreation facilities. However, there are several neighborhoods that are not currently served by community or neighborhood parks. These areas are on the fringe of the urbanized sections of the Village; primarily north of Ross Avenue, west of Fuller Street, and southeast of Schofield Avenue.

It is important to know where future growth is likely to occur in the Village to project future population concentrations and project future park service areas. These factors become very important when recommending the location, type, and size of future park areas.

Village demographics suggest steady growth in the fringe areas of the Village. Most of the residential growth will likely occur on and beyond the Village's current east side, mostly north of State Highway 29 and north of Ross Avenue. Finally, significant residential growth is expected to occur in the south and southeast sections of the Village. These areas include east of Camp Phillips Road (County Road X) and south of State Highway 29. As the Village expands, future park locations will need to be assessed.

Village of Weston Comprehensive Plan

9-2

Public Park Service Area for 2014

Map Date: 3/24/2015

Map Adoption Date: 10/03/16

Created by the Village of Weston Tech. Services Department

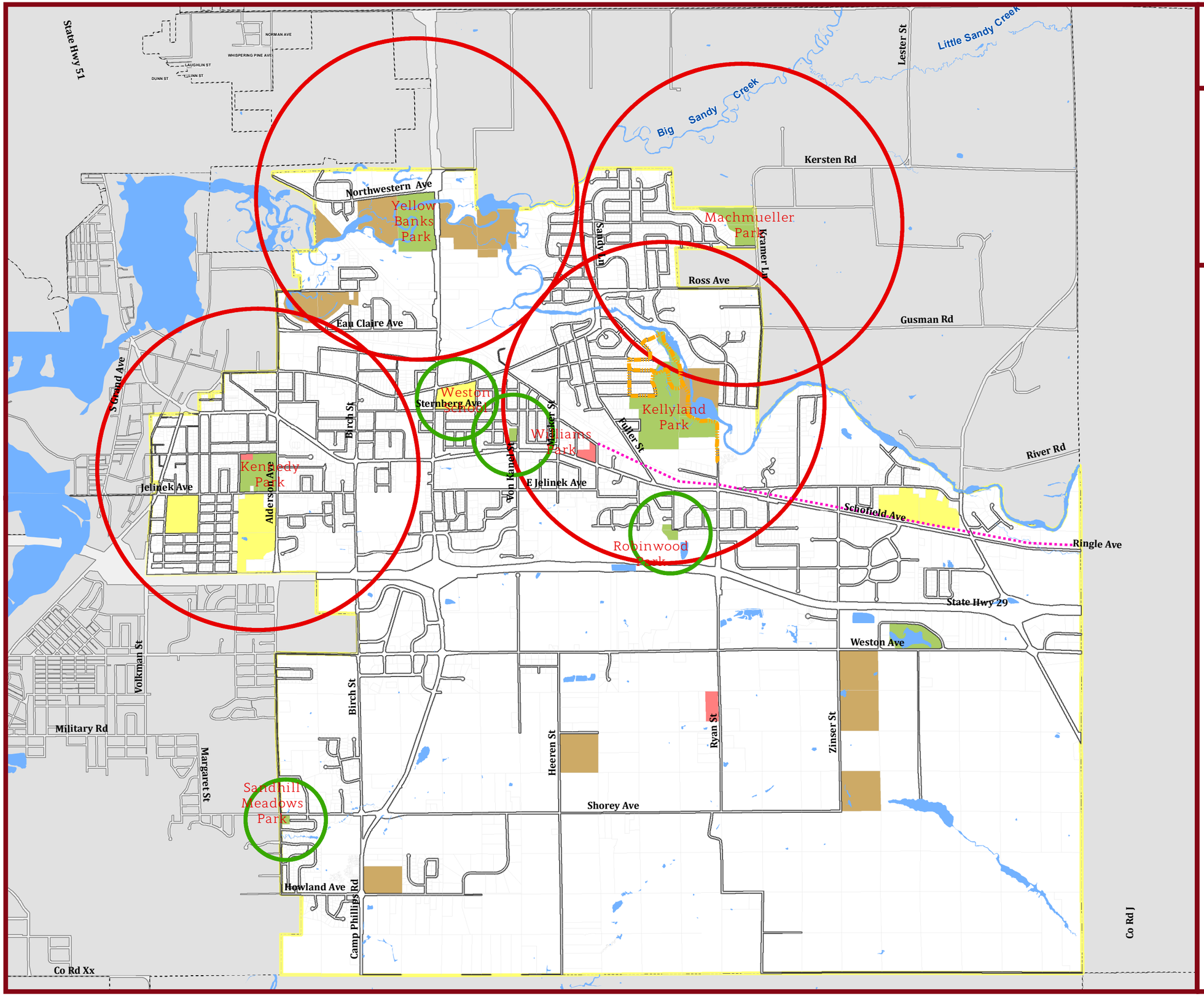
0 0.25 0.5 1 Miles

Legend

- Mountain Bay Trail
- Eau Claire River Trail
- Neighborhood Park (1/4 mile radius)
- Community Park (1 mile radius)
- Surface Water

Existing Facilities

- Municipal Building
- Public Parks
- Privately Owned Recreational Facilities
- Public School Recreational Facilities
- Village of Weston Boundary
- Other Municipalities



Recreational Facility Needs

The third method of determining recreational needs in a community is to compare existing facilities and equipment to NRPA standards. The standards suggest how many users a particular recreational resource or facility can support each day. The NRPA standards used by the Village of Weston are shown in Figure 9-3.

Figure 9-3: NRPA Suggested Outdoor Facility Development Standards

Activity	Recommended Space Requirements	Recommended Size And Dimensions	Recommended Orientation	No. of Units Per Population	Service Radius	Location Notes
Badminton	1620 sq. ft.	Singles – 17'x44' Doubles – 20'x44'	Long axis north-south	1 per 5000	¼ - 1/2 mile	Usually in school, recreation center or church facility. Safe walking or bike access.
Basketball	Youth: 2400-3036 sq. ft.	46-50'x84'	Long axis north-south	1 per 5000	¼ - ½ mile	Same as badminton. Outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings.
	High School: 5040-7280 sq. ft.	50'x84'				
	College: 5600-7980 sq. ft.	50'x94'				
	with 5' unobstructed space on all sides					
Handball	800 sq. ft. for 4-wall 1000 for 3-wall	20'x40' – Minimum of 10' to rear of 3-wall court. Minimum 20' overhead clearance	Long axis north-south. Front wall at north end.	1 per 20,000	15-30 minute travel time	4-wall usually indoor as part of multi-purpose facility. 3-wall usually outdoor in park or school setting
Ice Hockey	22,000 sq. ft. including support area	Rink 85'x200' (minimum 85'x185') Additional 5000 sq. ft. support area	Long axis north-south if outdoor	Indoor – 1 per 100,000 Outdoor – depends on climate	½ - 1 hour travel time	Climate important consideration affecting no. of units. Best as part of multi-purpose facility.

Activity	Recommended Space Requirements	Recommended Size And Dimensions	Recommended Orientation	No. of Units Per Population	Service Radius	Location Notes
Tennis	Minimum of 7,200 sq. ft. single court (2 acres for complex)	36'x78'. 12' clearance on both sides; 21' clearance on both ends.	Long axis north –south	1 court per 2000	¼-1/2 mile	Best in batteries of 2-4. Located in neighborhood/community park or adjacent to school
Volleyball	Minimum of 4,000 sq. ft.	30'X60'. Minimum 6' clearance on all sides	Long axis north-south	1 per 5000	¼ - ½ mile	Same as other court activities (e.g. badminton)
Baseball	Official: 3.0-3.85 acres minimum	Official: Baselines – 90' Pitching distance 60 ½' foul lines – min. 320' Center field – 400'+	Locate home plate to pitcher throwing across sun and batter not facing it. Line from home plate through pitchers mound run east-north-east.	1 per 5000	¼ - ½ mile	Part of neighborhood complex. Lighted fields part of community complex.
	Little League: 1.2 acres minimum	Little League: Baselines -- 60', Mound Distance 46', Foul lines Min. 2000', Center Field 200' to 250'		Lighted 1 per 30,000		
Field Hockey	Minimum 1.5 acres	180' x 300' with a minimum of 6' clearance on all sides.	Fall season – long axis northwest to southwest. For longer periods north-south	1 per 20,000	15-30 minute travel time	Usually part of baseball, football, soccer complex in community park or adjacent to high school.
Football	Minimum 1.5 acres	160' x 360' with a minimum of 6' clearance on all sides.	Same as field hockey.	1 per 20,000	15-30 minute travel time	Same as field hockey.
Soccer	1.7 – 2.1 acres	195' to 225'x330' to 360' with a minimum 10' clearance all sides.	Same as field hockey.	1 per 10,000	1-2 miles	Number of units depends on popularity. Youth soccer on smaller fields adjacent to schools or neighborhood parks.

Activity	Recommended Space Requirements	Recommended Size And Dimensions	Recommended Orientation	No. of Units Per Population	Service Radius	Location Notes
Golf-driving Range	13.5 acres for minimum of 25 tees	900'x690' wide. Add 12' width for each additional tee.	Long axis south-west-northeast with golfer driving toward northeast.	1 per 50,000	30 minutes travel time.	Part of a golf course complex. As separate unit may be privately owned.
¼ Mile Running Track	4.3 acres	Overall width – 276' Length – 600.02' Track width for 8 to 4 lanes is 32'.	Long axis in sector from north to south to north-west-south-east with finish line at northerly end.	1 per 20,000	15-30 minutes travel time	Usually part of high school, or in community park complex in combination with football, soccer, etc.
Softball	1.5 to 2.0 acres	Baselines – 60 ', Pitching distance - 46' min. 40' women. Fast pitch field radius from home plate - 225', Slow pitch -- 275' (men), 250' (women)	Same as baseball	1 per 5,000 (if also used for youth baseball)	¼ - ½ mile	Slight differences in dimensions for 16" slow pitch. May also be used for youth baseball.
Multiple Recreation Court (basketball, volleyball, tennis)	9, 840 sq. ft.	120' x 80'	Long axis of courts with primary use is north-south	1 per 10,000	1-2 miles	
Trails	N/A	Well defined head maximum 10' width, maximum average grade is 5% not to exceed 15%. Capacity rural trails – 40 hikers/day/mile. Urban trails – 90 hikers/day/mile.	N/A	1 system per region	N/A	

Activity	Recommended Space Requirements	Recommended Size And Dimensions	Recommended Orientation	No. of Units Per Population	Service Radius	Location Notes
Archery Range	Minimum 0.65 acres	300' Length x Minimum 10' wide between targets. Roped clear space on sides of range minimum 30', clear space behind targets minimum of 90'x45' with bunker.	Archer facing north = or – 45 degrees.	1 per 50,000	30 minutes travel time	Part of regional or metro park complex.
Combination Skeet and Trap Field (8 Stations)	Minimum 30 acres	All walks and structures occur within an area approximately 130' wide by 115' deep. Minimum cleared area is contained within 2 superimposed segments with 100-yard radii (4 acres). Shot-fall danger zone is contained within 2 superimposed segments with 300-yard radii (36 acres).	Center line of length runs northeast-southwest with shooter facing northeast.	1 per 50,000	30 minutes travel time	Part of regional/metro park complex
Golf	Par 3 (18 hole), 50-60 acres	Average length vary 600-2700 yd.	Majority of holes on north-south axis	1/25,000	½ to 1 hour travel time	9-hole course accommodates 350 people/day. 18-hole course accommodates 500-550 people/day. Course may be located in community or district park, and not be over 20 miles from population center.
	9-hole standard, Minimum 50 acres	Average length – 2250 yards				
	18-hole standard, Minimum 110 A	Average length 6500 yards		1/50,000		

Activity	Recommended Space Requirements	Recommended Size And Dimensions	Recommended Orientation	No. of Units Per Population	Service Radius	Location Notes
Swimming Pools	Varies on size of pool and amenities. Usually ½ to 2 acre site.	Teaching- minimum of 25 yards x 45' even depth of 3 to 4 ft. Competitive – minimum of 25 m x 16 m. Minimum of 27 square feet of water surface per swimmer. Ratios of 2:1 deck vs. water.	None- although care must be taken in siting of lifeguard stations in relation to afternoon sun.	1 per 20,000 (should accommodate 3-5% of population at a time.)	15 to 30 minutes travel time	Pools for general community use should be planned for teaching, competitive and recreational purposes with enough depth (3.4m) to accommodate 1m and 3m diving boards. Located in community park or school site.
Beach Areas	N/A	Beach area should have 50 sq. ft. of land and 50 sq. ft. of water per user. Turnover rate is 3. There should be 3-4 A supporting land per A of beach.	N/A	N/A	N/A	Should have sand bottom with slope maximum of 5 % (flat preferable). Boating areas completely segregated from swimming areas.

Source: National Recreation and Park Association (1990)

In order to project facility deficiencies, Weston's existing facilities were compared to the NRPA standards and assumptions previously outlined. Figures 9-4 and 9-5 summarize the current recreation facilities within the Village. Based on these national standards, the Village of Weston has two community-wide recreation facility deficiencies. The Village of Weston has no softball fields or no tennis courts. However, the D.C. Everest School System provides tennis courts and softball fields. The Village has no plans to add tennis courts, but is considering a few locations for softball fields.

Figure 9-4: Current Recreational Facilities, Village of Weston Owned

Facility	Kennedy	Williams	Yellowbanks	Kellyland	Robinwood	Sandhill	Machmueller	Total
Ball Diamonds	3				1		4	8
Basketball Courts				1	1	0.5		2.5
Volleyball Courts	1	1	1	1		1		5
Horseshoe Pits	2		1	1				4
Hockey Rinks	1							1
Soccer Fields	2			4		1	1	8
Softball Diamonds								0
Outdoor Pool	1							1
Tennis Courts								0
Ice Skating Rink	1							1
Restrooms	2		1	1	1	1	1	7
Shelters	1		2	1	1	1	1	7
Play Structures	2	1	1	1	1	1	1	8

Figure 9-5: Village of Weston Recreational Facility Analysis

Facility	Total Facilities	Current Needs	2020 Needs
Baseball Diamond	5	Adequate	Adequate
Basketball Court	2.5	Adequate	Adequate
Volleyball Courts	5	Adequate	Adequate
Horseshoe Pits	4	Adequate	Adequate
Hockey Rinks	1	Adequate	Adequate
Soccer Fields	8	Adequate	Adequate
Softball fields	1	2	3
Outdoor Pool	1	Adequate	Adequate
Tennis Courts	0	6	7
Ice Skating Rink	2	Adequate	Adequate
Restrooms	7	Adequate	Adequate
Shelter	7	Adequate	Adequate
Play Areas	8	Adequate	Adequate
Trail System	3	Adequate	Adequate

Existing Quantitative Studies Review

The fourth method of determining recreation needs is to use local, regional, and state quantitative recreation studies that apply to the area. These quantitative studies are statistically defensible surveys, polls, and other instruments that help identify user trends, needs, and wants by soliciting user responses to uniform sets of questions. These studies are very useful since they are a good indicator of recreation needs as perceived by recreation users.

In an attempt to define the recreational needs at a more community-wide level, WIDNR developed the 2011-2016 Statewide Comprehensive Outdoor Recreation Plan (SCORP). Traditionally, needs assessment through the SCORP process was accomplished by comparing the existing supply of outdoor recreation facilities with an estimate of the demand for these facilities.

To improve the quality of outdoor recreation needs assessment, the WIDNR, as a part of the SCORP, developed a new method in which needs assessment is determined by first, a county-by-county supply analysis and second, by statewide citizen survey results. This defensible methodology is complex, but serves to better identify recreational needs at a community level.

The objectives of the needs assessment are as follows:

- Assist sub-state jurisdictions in planning for outdoor recreation development and land acquisition.
- Act as one of many decision-making tools in the Open Project Selection Process, which determines where funds from outdoor recreation aid programs such as LAWCON and ADLP will be directed.
- Combine the views and expert opinions of outdoor recreation enthusiasts with physical supply of outdoor recreation in order to resolve perceived and actual need.

Figure 9-6 illustrates the top ten outdoor recreational activities in Wisconsin. The information was obtained from the 2011-2016 SCORP in the recreational demand section. The information is viewable at www.dnr.wi.gov/planning/scorp/data.html.

Figure 9-6: Top Outdoor Recreational Activities, Statewide, 2005-2009

Activity	% of Wisconsinites Participating
Walking for Pleasure	87.7
Gardening of Landscaping for pleasure	65.4
View/photograph natural scenery	65.3
Attend outdoor sports events	65
Family gathering outside	63.5
Visit nature centers, etc.	63.5
View/photograph other wildlife	57.9
Driving for pleasure	52.8
View/photograph wildflowers, trees, etc.	52.4
Sightseeing	50.6

Source: *2011-2016 Wisconsin Statewide Comprehensive Outdoor Recreation Plan*

Public Input

The fifth, and probably most important, method for determining recreational needs in the community, is to identify and analyze specific recreational issues that are important in the Village of Weston. The four previous methodologies to identify recreational needs are basically quantitative and general in nature, and are very good in identifying general park acreage and facility needs in a community. However, every community has a number of special issues, concerns, and wants that might not be reflected in the results of these quantitative methodologies. Specific issues and concerns are identified through public input, input from Village staff, and input from interest groups or other agencies. These special issues are than analyzed and reviewed to see if these are actual needs that should be addressed. The result of this analysis is then combined with the recreation needs suggested under the previous four subsections.

Funding Mechanisms

There are several common mechanisms that communities can use to help acquire, develop, operate, and maintain park systems. Each mechanism has its relative strengths, while several have specific regulatory requirements that restrict their use. The amount of park system funding is a function of the recreation need and supply within the community. Recreation need and supply are typically identified through a planning process, which also proposes an action plan, capital improvement program, and a budget to help support the development and operation of the park system. The proposed action plan and budget, in turn, helps the community identify the appropriate funding mechanism to develop and manage park land.

General Funding

Communities can levy local taxes to acquire, develop, operate, and maintain parks and other public spaces. This is one of the most common and widely accepted methods of funding the development and operation of a park system. While there are no specific restrictions on levying local taxes to support park systems, actual allocations within communities vary widely due to a variety of reasons, including; value of the local tax base, political commitment to park development, and constituent support for parks and recreation. Local tax levies are typically used to fund all types of park development and management.

Most communities that have successful park and recreation systems utilize a balanced combination of general funds, land dedication, payment in lieu of dedication, impact fees, and grant-in-aid programs. Many communities with successful park systems have adopted a general system for funding park acquisition, development and operations:

- **General Funds (local taxes)**: used for park system administration, park operations and maintenance, and some park acquisition and development.
- **Land Dedication (or Payment in Lieu of Dedication)**: used for general parkland acquisition and development.
- **Impact Fees:** used for parkland acquisition and development within a specified district and designated to meet recreation needs created by the new development.

- **Grant-in-Aid Programs:** used for park acquisition and development.
- **Philanthropy:** used for park development and management.
- **Volunteer Participation:** used for park development, operations, and management.

Parkland Dedication or Payment in Lieu of Dedication

The Village's subdivision ordinance requires developers to dedicate land or make payment in lieu of dedication as a condition for receiving subdivision plat approval. Only lands that are suitable and needed for park system development may be accepted. Furthermore, if suitable and needed land is not available, the Village requires that the developer make a payment, based on the size of the proposed development, into a designated park development fund.

At time of writing, the Village of Weston required that the quantity of land to be dedicated is based on the number of family units to be established in the subdivision The amount was $244 per single family residential lot, $446 per duplex lot, $138 per 1-bedroom multiple family unit authorized, $204 per 2-bedroom unit authorized, and $244 per 3+ bedroom unit authorized. These amounts do not accurately reflect the actual costs of acquiring and development parklands.

Park Impact Fees

Wisconsin State Statute §66.0617 permits Villages, municipalities, and counties in Wisconsin to impose impact fees on developers. This legislation specifies standards that an impact fee ordinance must meet, as well as establishing procedural requirements that must be satisfied before a governmental entity may enact such an ordinance, including the completion of a needs assessment study and the holding of a public hearing. Such an ordinance could apply to rezoning, condominium developments, or any land development that would affect public facilities, regardless of whether land division is involved. The impact fees collected could be used by local governments to defray the cost of the public facilities necessary to accommodate development projects, and are subject to any fees already imposed under existing land division ordinances.

The Village of Weston currently does not have an impact fee for park facilities/equipment. The following analysis may assist the Village were it to adopt such a fee.

FORMULA

Unit Cost of Park Development = (park development cost per acre) / (#of residential units per acre of park)

For the Village of Weston, that unit cost equals $357, given that it costs $10,000 to develop an acre of park and there are 29 residential units per acre of park.

ASSUMPTIONS

# of residential units per acre of park land = 28 (83 residents per acre park land/3.0 residents per residential unit) 12 acres park land / 1000 residents = 1 acre park land / 83 residents per unit 3.0 residents per residential unit Development Cost of Park Land = $10,000/acre

If the Village elects to adopt a park impact fee, it should consider adopting a fee up to the maximum unit cost of park development ($357/residential unit).

The average cost of a new single family residence in the Village of Weston ranges from $150,000 to $300,000. A $350 per residential unit impact fee represents 0.2% of the purchase price, which is typically spread over a 30-year mortgage period. Thus, the estimated impact on the availability of affordable housing in the Village is negligible.

Grant-in-Aid Programs

There are numerous publicly administered grant-in-aid programs available to assist villages in acquiring and developing park lands and recreation facilities. These include:

- Land and Water Conservation Fund (LAWCON)
- Urban Green Space (UGS)
- Aids for the Acquisition and Development of Local Parks (ADLP)
- National Recreational Trails Act (NRTA)
- Urban Rivers Grant Program (UR)
- Acquisition of Development Rights Grants (ADR)
- Urban Forestry

Most of these programs are administered through the WIDNR, even though the funding may originate in one of several state or federal agencies. All of the grant-in-aid programs have eligibility requirements and restrictions on their use, and most of them require some sort of a local match (cash, in-kind contribution, or both). These grant programs are excellent mechanisms for

communities to generate funds to acquire land and develop needed facilities that they might not otherwise be able to afford.

Also, there are numerous publicly administered grant-in-aid programs available to assist villages, counties to conduct other projects that support park development through resource and habitat improvement, and environmental protection. These programs, which are administered through the WIDNR, also have eligibility requirements and restrictions on their use. Some of the programs include lake protection, lake planning, and water quality management planning.

A detailed description of the grant-in-aid programs offered by the WIDNR can be found at: http://dnr.wi.gov/Aid/Grants.html.

Philanthropy

As park budgets shrinks while costs continue, organizations such as conservancies, "friends of the park" groups, and park foundations can provide a way for public parks to receive ongoing support from private funding. These organizations receive their funding mostly from donations and engage in activities ranging from construction of capital improvement projects to operation of special activities and programs in parks to advocacy and lobbying on behalf of parks. While not an option for every park within the Village's park system, encouraging the development of such a group could provide a popular park with a source of local advocacy and financial support.

Volunteer Participation

Volunteer participation by individuals and organizations can be an effective mechanism for funding the development and management of park and recreation facilities. Volunteer participation can include cash donations for acquisition and development, in-kind material donations for development, donated labor for development, and donated labor for management.

If volunteer participation is utilized for park development and management, it must be properly administered to be effective. Volunteers must be properly trained, equipped, and supervised to work in an appropriate, safe, and legal manner. Volunteer participation in park development must be accurately documented, since some grant-in-aid programs do not recognize donated labor as a local match.

Definitions of Park and Recreation Terms

In order to understand this chapter and the associated chapter in the Vision and Directions volume, it becomes necessary to define the following terms. Among these definitions are the various types of parks, along with size and service area standards for each park type.

Active Use Area

An area designed primarily for organized or non-organized active recreation of one or more age groups. This type of design may have, as its primary feature, play fields, playground equipment, ball fields, active trail use (e.g., ATV use, biking, snowmobiling, and cross country skiing), tennis and/or basketball courts or a combination thereof.

Aquatic Center
Much larger than regular swimming pools, aquatic centers offer a variety of activities such as; a large pool, sand play areas, volleyball, miniature golf, arcades and concession stands. Aquatic centers can have slides, diving boards, water play structures, and water obstacles.

Community Park
This type of park is designed to serve several neighborhoods while minimizing park travel distance. Though community parks are designed to accommodate all age groups, most activities cater to the active recreation needs of junior/senior high school students and adults. Although size is not always a sound criterion for classifying parks, it is generally recognized that community parks are more spacious than neighborhood parks or playgrounds. Community parks have an effective service radius of 1 mile and can serve from 2,500 to 20,000 people. Most community parks have and average size of between 20 and 35 acres.

County Forest
County forests are designated by policy to provide for multiple uses of their resources. In addition to timber management, county forestlands provide county residents with a variety of nature related recreation opportunities. County forests typically provide facilities for hunting, fishing, camping, hiking, cross country skiing and other multi-purpose trail use. County forests, however, offer few active recreation opportunities such as organized sports, children's play areas and game courts. No average county forest size or service area standard exists.

County Park
County parks are designed to provide a wide range of long and short-term active and passive recreation opportunities to several communities and/or municipalities. County parks are designed to accommodate all ages of users, and usually provide a more limited range of recreation opportunities than municipal parks. Most county parks are located in areas with distinctive natural features and provide nature oriented passive outdoor recreation such as fishing, swimming, camping, hiking and boating. County parks are generally large, usually being 200-400 acres in size. County parks usually have an effective service radius of about 30 minutes' drive time.

Disc Golf (Frisbee Golf)
Much like golf, a disc game in which individual players throw a flying disc into a basket or at a target with the least amount of throws.

Environmental Corridor
A defined area, usually oriented in a linear pattern along a river or drainage pattern, which contains a high concentration of environmentally significant features (e.g., diverse plant species, wildlife, landforms, water features).

Land-Based Recreation
Those activities do not require a recreational water supply. Camping, hiking, and field sports are examples of land-based recreation.

Mini Park (Tot Lot)
Mini parks provide open space for passive and some active recreation opportunities within a limited walking distance of primary users. The service area is confined to sub-neighborhood level from 250-1,250 persons within a 1/8-mile radius. Average area size ranges from 1,000 square feet to one acre.

Multi-Purpose Trail System
A recreational system of trails in a community that affords a variety of year-round uses to a wide segment of the community (e.g., hiking, bicycling, jogging, cross-country skiing). Multi-purpose trail systems typically contain barrier free, hard surface segments that are accessible to individuals with disabilities.

Municipal Parks
Municipal parks are designed primarily to serve residents within the boundaries of the municipality. There are six specific municipal park types, defined elsewhere in this section.

Neighborhood Park
Neighborhood parks are designed to provide both active and passive short-term recreation activities. The primary user ranges from 5 to 15 years of age. However, informal recreation opportunities cater to groups of all ages. The service area of ¼ mile radius includes the entire neighborhood, with some neighborhood overflow if features are unique. The average neighborhood park serves from 500 to 2,500 people, basically one park for every elementary school. Neighborhood parks commonly range from 5 to 10 acres in area.

Park Service Area
A park service area is the zone of influence of a park or recreation area. The average distance users are willing to travel to reach a facility usually determines service areas. Although usually expressed in terms of service radius, features such as major traffic arteries and rivers influence the distance users must travel. Also, a park or recreation area may be unique in the county or region and will therefore extend the zone of influence of that facility to the entire county or region. Where service areas are not influenced by the other factors, the zone of influence is generally as represented in Figure 9-7.

Figure 9-7: Park Service Areas Used in this Plan

Type of Park	Intended User Proximity
Mini parks (tot lots)	1/8 to 1/4 mile radius
Neighborhood parks	1/4to 1/2 mile radius
Community parks	1-mile radius
Municipal special purpose park	entire community
Conservancy park	entire community
County park	30-minute travel time
County special purpose park	entire county or region
County forest	entire county or region
County-wide trail system	entire county or region

Passive Use Area

Primarily designed for picnic areas, passive trail use (e.g., hiking), hunting, fishing and other non-organized recreation activities. This type of facility often emphasizes natural settings and de-emphasizes active recreational facilities.

Play Structure

A play system that incorporates a variety of functions such as slides, climbing bars, suspended platforms and railings, interconnected in one unit. Structures are usually sized for preschool and elementary users with structure height and apparatus complexity being the determining criteria.

Skate Park

A skate park is a purpose-built recreational environment for skateboarders, BMX riders and aggressive skaters to ride and develop their sport and technique. A skate park may contain half-pipes, quarter pipes, handrails, trick boxes, vert ramps, pyramids, banked ramps, full pipes, stairs, and any number of other trick-oriented objects.

Special Purpose Park

This type of park facility emphasizes a chief feature or features, which are unique to the municipality. Examples of this type of facility include children's zoos, marinas, fairgrounds and historical features to mention a few. Due to the varying degree of features these types of parks offer, the age group of users is often widespread. The service area of this type of park includes the entire municipality. No average park size of service area standard exists.

State Park

State parks are designated and designed to provide recreational facilities in a unique natural setting for a wide range of users. State parks usually are located around a significant natural feature, and provide extensive activities including; elaborate visitor centers, gift shops and developed campgrounds. State parks usually have an on-site staff, including a park ranger and full-time maintenance staff. State parks do not have an average size or service radius, but generally can draw users from a local, state and multi-state area.

Urban Forestry

Urban Forestry, which is also referred to as community forestry, is the establishment, monitoring and management of trees on publicly owned land and the regulation of certain trees on privately owned land within the community.

Urban Greenspace

In addition to providing passive recreational opportunities, these types of parks can protect environmental quality and act as land use buffers. They also help break up development congestion and provide aesthetic quality. Most urban greenspace parks contain natural areas such as environmental corridors, woodlands, floodplains, wetlands, wildlife habitat areas and scenic views. Though no set standard exists, several communities use a ratio of one to two acres per 1,000 residents as a basis to project community demand.

Water-Based Recreation

Those activities require recreational water supply. Swimming, fishing, boating, water skiing and ice-skating are examples of water-based recreation.

Chapter 10: Transportation

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

Transportation Summary

- Weston is well served by the regional highway network, including Highway 29 with interchanges at Camp Phillips Road and County Road J.
- The function of roads like Camp Phillips Road and Schofield Avenue have changed over time, but their designs have been slower to adapt.
- As development continues south of Highway 29, Weston Avenue will become an increasingly important connector between the Camp Phillips Road and County Road J interchanges.
- Barriers such as the Eau Claire River and Highway 29, along with past decisions on subdivision proposals, have been factors in providing fewer through street connections than may be desirable.
- Village roads are generally in good condition. Still, roughly one of every five miles may warrant reconstruction in the near future.
- The village's bike and pedestrian facilities are growing as the community grows, but may not yet be truly classified as a system.

Existing Transportation Planning Efforts

Transportation planning in Marathon County is coordinated between the Marathon County Department of Conservation, Planning and Zoning (CPZ) staff and the Marathon County Metropolitan Planning Commission (MPO). The MPO is designated by the Federal Department of Transportation to be responsible for transportation planning in the Wausau metropolitan area, which includes Weston. Marathon County provides staff for the MPO and all member communities are assessed a part of staff payroll costs each year.

County 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/the MPO are as follows.

Long Range Transportation Plan (LRTP) for the Wausau Metropolitan Area (2011-2035)

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.

Transportation Improvement Plan (TIP) 2015-2018

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 their priority transportation projects to the MPO. Weston's proposed projects for this time period are listed in Chapter 9: Transportation, in the Vision and Directions volume of the Plan.

Transit Development Plan (TDP) (2012)

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. Weston is no longer a part of the Metro Ride service area as of January 2015.

2014-2018 Coordinated Public Transit Program-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 (2015)

This plan identifies the current conditions and recommends solutions to the issues regarding bicycle and pedestrian accommodations in the metro area.

Road Network

The road system within the village is described in Figure 10-1 below in terms of functional classification and roadway jurisdiction (i.e., U.S., State, and County) and shown geographically on Map 10-1.

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 (i.e., principal arterials) are those roads that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limit are those local roads and streets that emphasize access.

Figure 10-1: Functional Class of Roads in Weston

Functional Class	Definition	Roads of this Class in Weston
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.	State Highway 29 Business Hwy 51 Schofield Ave west of County Road X Camp Phillips Rd (County Road X) between State Highway 29 and Schofield Ave
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.	See roads marked in green on map that follows
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	See roads marked in orange on map that follows
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.	All other public streets

Sources: Wisconsin Dept. of Transportation; Marathon County MPO

Village of Weston Comprehensive Plan

10-1

Functional Class of Roads

Map Date: 3/24/2015 Map
Adoption Date: 10/3/16
Created by the Village of Weston Tech. Services Department

0 0.25 0.5 1 Miles

NORTHWESTERN AV
EAU CLAIRE AVE
ROSS AV
STERNBERG AV
NEUPERT AV
JELINEK AV
E JELINEK AV
SCHOFIELD AV
CALLON AV
RIVER RD
GUSMAN RD
COMMERCE DR
WESTON AV
SHOREY AV
HOWLAND AV
ALDERSON ST
BIRCH ST
MESKER ST
FULLER ST
SANDY LN
RYAN ST
ZINSER ST
CAMP PHILLIPS RD
NORMANDY ST
VOLKMAN ST

Legend

Road Classification [1]

- Minor Arterial
- Principal Arterial
- Collector
- Local
- Surface Water [2]
- Village of Weston Boundary
- Town of Weston Boundary

1. Road Classification data taken from Marathon County MPO and the Village of Weston Public Works Department
2. Surface water data provided by Marathon County.

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 Road X), and County Road J.

State Highway 29 is a heavily traveled roadway. In 2001, traffic volumes ranged between 11,900 trips east of County Road J to 29,400 west of Business Highway 51. By 2010, these rates were 12,800 and 25,500 respectively, suggesting that daily traffic rates have remained flat in the past decade. This may be attributed to higher fuel prices, economic challenges, and perhaps some basic shift in travel habits. Specific interchange ramp volumes are indicated in Figure 10-2.

Figure 10-2: Average Daily Traffic on Interchange Ramps, Weston, 2010

	BUS 51	County Road X	County Road J
Westbound On	11,100	8,600	2,700
Westbound Off	1,700	1,800	810
Eastbound On	1,800	2,000	970
Eastbound Off	9,100	7,700	2,500

Source: Wisconsin Department of Transportation

Camp Phillips Road (County Road X)

Camp Phillips Road transitions from a major collector between County Road N (Townline Road) and Ross Avenue, to a minor arterial between Ross and Schofield Avenues, to a principal arterial between Schofield Avenue and State Highway 29, back to a minor arterial between State Highway 29 and Weston Avenue, and back to a major collector south of Weston Avenue. Figure 10-3 indicates average daily traffic volumes on Camp Phillips Road (County Road X) over time. The

increase in traffic in 2010 was due to the construction of the Weston Regional Medical Center earlier in the decade.

Figure 10-3: Average Daily Traffic, Camp Phillips Road Near State Highway 29

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

Source: Wisconsin Department of Transportation

The MPO Long Range Transportation Plan identifies the westbound on-ramp and eastbound off-ramp at the Camp Phillips Road (County Road X)/State Highway 29 interchange as deficient and in need of future replacement. The Camp Phillips Road Corridor is the subject of its own plan in Volume 3 of this Comprehensive Plan, including recommendations for the roadway itself.

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 and its cross-section and development pattern remains, in part, indicative of that era. Prior to the village taking over jurisdiction of Schofield Avenue, it was known as County Road 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 Road J. After County Road J, it transitions into Ringle Avenue and becomes a rural two-lane highway.

County Road J

County Road J is a major north-south collector that serves the eastern section of the village. County Road J has a grade-separated interchange at State Highway 29 in the Village of Weston. As indicated in Figure 10-4, traffic volumes along County Road J near State Highway 29 are a fraction of those of Camp Phillips Road near State Highway 29.

Figure 10-4: Average Daily Traffic, County Road J near Highway 29

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

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.

Business Highway 51

Located at the Village's west end, and extending to the south, Business Highway 51 is classified 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 has been suspended in recent years due to economic conditions. When implemented, 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)

The Wisconsin Department of Transportation 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 is intended to provide the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a resource that enables communities and the State to begin 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 on Map 10-2: Local Road Conditions.

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

Village of Weston Comprehensive Plan

10-2

Local Road Conditions
Village of Weston Roads

Map Date: 3/24/2015
Map Adoption Date: 10/3/16
Created by the Village of Weston
Tech. Services Department

0 0.25 0.5 1 Miles

Legend

PASER Rating[1]

- 1 - 3 (Failed to Poor)
- 4 - 5 (Fair)
- 6 - 7 (Good)
- 8 - 10 (Very Good to Excellent)
- Road Centerlines
- Surface Water[2]
- Village of Weston Boundary

1. PASER rating data extracted from the Wisconsin Information System for Local Roads.
2. Surface water data provided by Marathon County.

As shown in Figure 10-5, the majority of roads in the village are paved with either asphalt or concrete. Roads exhibiting a surface condition rating at or below "fair" should be examined to determine what type of reconstruction or strengthening is necessary. As indicated in Figure 10-6, roughly 18% of roadway miles in Weston are in need of this attention. Over four out of every five roadway miles in the village are rated in "good" or better condition, and should therefore require only preventative maintenance in the near future. Map 10-2 shows the PASER ratings of road segments in the village.

Figure 10-5: Surface Type Code, Village of Weston Roads

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
0.10	0.00	3.81	5.30	0.00	0.10	0.00
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
4.19	4.52	0.67	1.08	93.36	3.43	0.00

Figure 10-6: Surface Condition Rating Summary, Village of Weston Roads

	N/A	1 = Failed	2 = Very Poor	3 = Poor	4 = Fair	5 = Fair	6 = Good	7 = Good	8 = Very Good	9 = Excellent	10 = Excellent	Total
Miles	0.07	0.10	1.29	3.72	7.42	9.43	4.82	32.54	40.39	11.19	16.83	116.60
%	<0.1%	<0.1%	1%	3%	6%	8%	4%	28%	35%	10%	14%	100%

Source: WisDOT (WISLR), 6/2/14

Land Use and Transportation Relationship

Land use and transportation have a reciprocal relationship. Land uses (e.g., residential, commercial, industrial) affect the amount of traffic generated and the type of access needed in a given geographic area. Likewise, improved transportation facilities and access can affect decisions about the market for and type of land uses that will be attracted to a certain area.

Development Impacts

Key areas in the village where existing, planned, or anticipated development will have direct impacts on traffic and the transportation system include:

- Development of the Weston Business and Technology Park-South and potential development of a Sports and Recreation Complex in this area, which will affect the Highway 29/J interchange and Weston Avenue and suggest the need for bike and pedestrian extension to this area.
- Continued development of the Weston Regional Medical Center/Stone Ridge Business Park area, plus new commercial development in the southeast quadrant of the Highway 29/Camp Phillips Road interchange area, which will also affect Weston Avenue.

- Mixed use redevelopment along Schofield Avenue, particularly east of Camp Phillips Road.
- Mixed use redevelopment along Camp Phillips Road, particularly between Highway 29 and Schofield Avenue, which will reduce access but increase traffic along Camp Phillips Road and advise better pedestrian crossing opportunities.
- Residential expansion at and beyond the east and north edges of the village, which will challenge the existing rural road network and suggest extensions of the bike and pedestrian network.

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, the WisDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State highways or connecting highways. Regulations enacted by WisDOT establish the principles of subdivision review. They require new subdivisions to have internal street systems, limit direct vehicular access to the highways from individual lots, establish building setbacks, and establish access patterns for remaining unplatted land.

Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered county road, except close to State Highway 29 where WisDOT maintains access control. The village will work with developers regarding access, however, the County or WisDOT has final say on access to Camp Phillips Road (County Road X). The *County Trunk Highway Access-Driveway Policy* addresses the requirements regarding culverts, access width, slope, visibility and spacing. The policy is available through the Marathon County Highway Department.

The village controls access on Schofield and Weston Avenue. 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. It is anticipated that access management will become stricter on these roads in conjunction with new subdivision development and redevelopment.

Other Transportation Modes

Pedestrian

The village's sidewalk plan encourages linking neighborhoods with parks, schools and shopping center. New sidewalks or paths are included with reconstruction of arterial and collector roads, like Schofield Avenue, Camp Phillips Road, and Ross Avenue. Sidewalks are also required for new subdivisions in the village.

Bicycle

The Village of Weston is the current terminus point for the Mountain-Bay Trail. The trail stretches 83 miles on the former Chicago and Northwestern Railroad's (CNW) right-of-way connecting central Wisconsin to Green Bay in Brown County. The Eau Claire River Trail, which opened in September 2003, runs along the south side of the river, through Kellyland Park. It extends between

Thomas Street and Ryan Street where it connects to the Mountain-Bay Trail. The off-street trail network is described and mapped more fully in the Parks and Recreation chapter.

At the regional level, the MPO Bicycle and Pedestrian Plan, written in 2009, includes bicycle routes in Marathon County. Two of the routes pass through Weston. Route 14 runs east to west and follows Ross Avenue from Kramer Lane in the Town of Weston to Grand Avenue in Schofield. Route 15 runs north to south and follows Camp Phillips Road (County Road X) to Ross Avenue, west to Birch Street, and south to Weston Avenue, where it eventually meets again to Camp Phillips Road. Route 22 is an east/west route through the southern part of the village which starts at the village's southern border with Kronenwetter on CTH X, runs north to Weston Ave, then east to Ryan St. At Ryan St. the path runs north over Highway 29 and then runs east along Schofield Ave which terminates at County Road J, near the D.C. Everest Middle School, the Weston Business and Technology Park and the Mountain Bay State Trail. The MPO plan also includes existing, planned, and proposed routes within village limits.

Transit

The village began providing public transit service through Wausau Area Transit System in January 2006. This service is known as Metro Ride. Route K provided service to Schofield, Rothschild, down to the new Weston Regional Medical Center in Weston. 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 throughout the village.

Rail

Rail access in Weston is limited to an older industrial area in the northwest corner of the village. Lack of rail access can limit opportunities for certain types of businesses to locate in the village and may result in loss of economic opportunities or the need for more truck traffic to distribute goods.

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. The terminal has been modernized and highway access reconstructed. Service is provided through Delta, United, and American Airlines, operates 14 flights daily that connect through Minneapolis, Chicago, and Detroit.

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 11: Community Facilities

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

Community Facilities Summary

- Weston residents are served by the growing D.C. Everest School District, which has its five biggest schools in the village.
- Due to its growth and close proximity with neighboring communities, many services and facilities in Weston are shared or overlap with its neighbors, notably police and fire protection services.

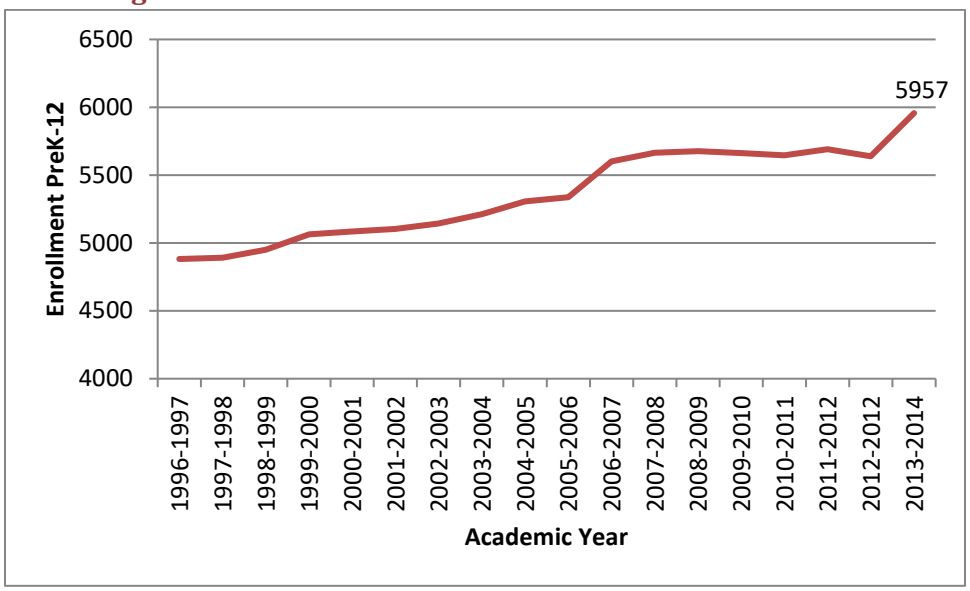
Education

Primary and Secondary Schools

The Village of Weston is served by the D.C. Everest School District, which has six elementary schools, a middle school, a junior high, a high school, and a charter school for grades 6-12. Six of the schools in the District are located within the Village of Weston. These include Weston Elementary, Mountain Bay Elementary, D.C. Everest Middle School, D.C. Everest Junior High, and D.C. Everest Senior High. The Idea Charter School is also in Weston, and is on Camp Phillips Road (County Road X) just north of Weston Elementary. The Greenheck Field House, which contains an Olympic size indoor skating rink, three basketball courts, a fitness center, racquetball courts, classrooms, and a pro shop is located on the Senior High campus. The District also maintains the Twin Oaks Environmental Center, located in the nearby Village of Kronenwetter, and the Eau Claire Nature Center.

Growth in the D.C. Everest Area School District is averaging 63 new students per year, generally sustained over the last 18 years. In total, the District has grown by over 1,000 students in the same time period. Enrollment in recent school years is shown in Figure 11-1.

Figure 11-1: D.C. Everest Area School District Enrollment



There are no private schools located within the village. Several are located in the Wausau metro area and in other surrounding communities. However, Newman Area Catholic Schools owns and maintains a school forest, whose entrance is off of Mallard Court.

University of Wisconsin – Marathon County (UWMC)

Located in Wausau, UWMC offers lower level (freshman/sophomore) college classes that lead to a baccalaureate degree. Associate degrees are offered in Arts and Sciences, and Bachelor's degrees (through collaborative degree programs with UW-Oshkosh and UW-Stevens Point) offered in Business Administration, Engineering, American Studies, and Nursing. Enrollment in 2011 was approximately 1,366 students.

Northcentral Technical College (NTC)

Located in Wausau, NTC offers 130+ one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 5,100 full- and part-time students attend classes.

Libraries

The Village of Weston is served by the Marathon County Public Library system. While no libraries are located in the village, there are two major libraries located in adjacent communities that are readily accessible by village residents. The County's headquarters library is located on First Street in downtown Wausau. This main library branch is open seven days a week and offers over 368,000 volumes, offers thousands of events each year, and serves over 79,000 patrons (about 71% of the total county population.) Its facilities include Internet access. The Rothschild Area Branch Library is the branch closest to village limits, and has 3,240 square feet of space holding over 31,500 volumes.

Public Protection

Police

The village is served by the Everest Metro Police Department, which also serves the Town of Weston and the City of Schofield. The Department maintains 1.3 officers per 1,000 residents, and shares certain services with the County Sherriff's department.

Fire and Emergency Response

South Area Fire and Emergency Response District (SAFER) provides Fire and/or EMS and rescue operations to the Town of Rib Mountain; Village and Town of Weston; Village of Kronenwetter; and Towns of Easton, Ringle, Guenther, Stettin, and Marathon. The District began operations on January 1, 2014, and operates stations in Rib Mountain and Weston. EMS Population served is over 36,000 people and almost 300 square miles covered. Fire coverage is 26,000 people and over 125 square miles covered.

St. Clare's Hospital operates a paramedic intercept service in the area. Aspirus Wausau Hospital also has an ambulance housed near their Clinic on Community Center Drive.

E-911 Dispatch Service

The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (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.

Health Care

Weston Regional Medical Center

The Weston Regional Medical Center contains Ministry St. Clare Hospital, Ministry Medical Group, The Diagnostic & Treatment Center and Marshfield Clinic – Weston Center and Walk-In Clinic. This Center was built in 2005 in the southwest quadrant of the interchange of State Highway 29 and Camp Phillips Road (County Road X). The Center is part of the Marshfield Clinic, which began in 1916 when six physicians decided to join efforts. The Marshfield Clinic has grown to over 700 physicians with 41 Regional Centers in Wisconsin and Upper Michigan. The Weston Center offers over 100 providers. Weston is also home to the Marshfield Clinic West Oral and Maxillofacial Surgery Clinic, located on Barbican Avenue northeast of the same interchange.

Ministry St. Clare's Hospital is part of the Ministry Health Care System. St. Clare Hospital is a 69-bed hospital and medical office complex that is home to the Marshfield Clinic and Ministry Health Care Heart Care Team. The facility also has a Level III Trauma Center. In 2013, it saw over 5,400 admissions and over 17,000 outpatient visits.

Ministry Medical Group opened its doors in Weston in August of 2004. The family medicine clinic provides for total health care needs and offers diagnostic and treatment for patients of all ages.

The Diagnostic and Treatment Center is a joint venture between Marshfield Clinic and Ministry Health Care. These regional health care leaders are teaming together in this effort, ensuring state-of-the-art services are offered in the most patient-centered manner possible. This innovative approach — in which a private clinic and hospital system jointly share facilities, technologies and staff to meet inpatient and outpatient needs — helps to assure care is provided at the patient's convenience with the latest knowledge. The result is a vision of medical excellence — innovative patient care delivered with maximum efficiency, centered around patients' needs. They offer a broad range of advanced diagnostic, therapeutic and surgical services to meet the needs of area physicians and their patients.

Aspirus Wausau Hospital/Aspirus Weston Clinic

Aspirus Wausau Hospital at 425 Pine Ridge Boulevard in Wausau is a major hospital in Marathon County. Aspirus Wausau Hospital 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 2008 totaled 13,500. Aspirus Weston Clinic opened in January 2004 in the northwest quadrant of the intersection of State Highway 29 and Camp Phillips Road (County Road X), at 4005 Community Center Drive.

North Central Health Care (NCHC)

In addition to the hospitals and clinics described above, Marathon County is served by NCHC, a public agency that also serves Langlade and Lincoln counties. The NCHC main campus is located at 2400 Marshall Street 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) at 1100 Lake View Drive in Wausau that offers skilled nursing services at the main campus in Wausau.

Child Care

The Wisconsin Child Care Resource and Referral (CCRandR) Network is a membership organization made up of 17 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 http://www.ccrrn.com.

Chapter 12: Utilities

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, and solid waste management.

Utilities Summary

- Sanitary sewer service in the Village of Weston is a collaborative effort involving the village and regional and State agencies.
- The village provides municipal water within its municipal limits, plus other areas in Schofield and Rothschild.
- Village residents rely on private providers for electric, power, and telecommunications services.
- In 2014, the village introduced single-stream recycling to its range of waste and recycling collection services available to its residents.

Sanitary Sewer Service

Sanitary sewer service in the Village of Weston is provided by a collection system owned and operated by Weston Municipal Utilities. 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 is located within the Sewer Service Area, as defined in the Wausau Urban Area Sewer Service Plan for the Year 2025. Preparation of this plan was mandated by the Wisconsin Department of Natural Resources (WIDNR) 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. WIDNR'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. Property outside the Sewer Service Area is not eligible, unless the boundary is amended.

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. If utilities are extended into the southeast quadrant of the Highway 29/Camp Phillips Road (County Road X) interchange, any tributary community to RMMSD simply pays 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.

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, typically within a 5-year programming schedule.

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 State Highway 29 (away from the interchanges) is currently served by private on-site waste treatment systems, also known as POWTS or more commonly septic systems. There are also a few areas adjacent to the Eau Claire River, mostly developed with single family uses plus Yellowbanks Park, which are on POWTS. Between 2003 and 2007, the village held public informational meetings with residents of these neighborhoods to discuss their interest in obtaining municipal water and sewer service since a high percentage of POWTS pre-dated the permitting system. The village also conducted a survey of these properties. The results were mixed and the decision was made not to pursue sewer and water service to these developed areas at that time. The issue has not been revisited now that the permitting requirements for POWTS' have been changed to require that all systems demonstrate they are constructed to modern day standards.

The Marathon County Department of Conservation, Planning and Zoning reviews and issues permits for private sewage systems. Soil and site evaluations are required to determine if the proposed septic system is suitable for the specific 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

Service Areas and Supply

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

The village currently has six wells with adequate capacity to meet the needs of existing and anticipated development. Currently, there are no concerns about water contamination. The village 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, Summit, East Everest, and Weston Business and Technology Park).

The village's water distribution system is in good working condition. Generally old pipes are replaced in conjunction with road reconstruction or in response to a known problem. The village's capital improvement program indicates when pipes will be replaced, typically within a 5-year programming schedule.

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.

On a larger scale, in 2005, Marathon County adopted an update to its Land and Water Resource Management Plan (LWRMP) in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan 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.

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. The Village of Weston currently contracts with Advanced 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 out at the Ringle Landfill.

Chapter 13: Broadband Technology

This chapter describes existing conditions and issues relative to the delivery of broadband internet and data transfer services in the Village of Weston. Broadband technology is increasingly becoming an essential service and economic development tool. This chapter and accompanying Broadband Technology Plan in Volume 3 reflect the Village's interest in coordinating local government policies, procedures, and infrastructure to facilitate broadband internet expansion, and in linking broadband expansion with economic development and quality of life initiatives.

Broadband Technology Summary

- Community, business, and personal access to broadband technology is an increasingly essential pathway to opportunity in the modern world.
- There are several State and Federal offices and initiatives to expand broadband internet service for economic development and personal advancement.
- Mainly private providers supply broadband services, though there are public/non-profit initiatives such as the Wausau Community Area Network (WCAN).
- Download and upload speeds in the Weston area are generally adequate for residential use, except in parts of the Town of Weston. With exceptions for certain geographic areas, speeds in the Weston area are not yet adequate for many types of business development.

National Broadband Trends and Issues

With rapidly shifting technological innovations, national trends in technology and broadband are far from static. New innovations and technologies are frequent and constantly changing the provision, adoption, and use of telecommunications. The following are national trends that are influencing initiatives from the national to local level to expand access to broadband.

Internet Access as a Fundamental Economic Asset

Broadband is now viewed as essential infrastructure that is absolutely critical to the functioning of business and the economy. In addition to being critical for operations of almost all activities of commerce, broadband expands access to jobs and training, supports entrepreneurship and small business growth, and strengthens community development efforts.

Online Education as a Bridge to Opportunities

The internet is a critical path to offering access to higher education and expanding the range of opportunities available to learners. Online and hybrid style classes allow students to bridge gaps areas while they are physically distant from universities, colleges, or technical colleges. Further, they allow adult-learners and continuing education students the time-flexibility that is needed to fulfill family and job duties while pursuing education. With an internet connection, it is possible to take courses at institutions across the globe. Further, computer education is a critical component of K-12 education. Technology is used for online classes and research, and internet access at home and at school is critical for students to keep up with their school work and for parents to remain involved in their children's education. Schools are

increasingly moving toward utilizing and distributing tablets or laptop computers to provide more uniform access.

Advantage of Remote Employee Connectivity

"Working remotely" in a home office environment is also on the rise. Whether it is the occasional day or working from the road, or a permanent "work from home" situation, this flexibility can be advantageous to both businesses and employees. For businesses, it can provide access to a broader talent pool, ease travel budgets for businesses, and providing access to employees at all times. For employees, remote connectivity to their jobs can be a major boost in minimizing travel to jobs, maintaining flexible schedules, and promoting lifestyle/family values.

Fast Connections and Real Time Analysis

Having up-to-the-minute information is critical and increasingly possible for the provision of the best public safety services--health care. In Chattanooga, TN, one useful benefit of installing citywide fiber optics communication infrastructure is employment of a "smart grid" electrical system, which allows for real-time communication. This includes knowing exactly when power outages occur, reacting immediately to restore or reroute power, and allowing consumers to closely monitor and manage their energy usage. There are many public safety enhancements also made possible by broadband technology – from regulating stoplights and monitoring traffic delays to alerting the public in dangerous situations, such as severe weather or missing person situation.

Shifting Media Sources

There is a shift away from the printed newspaper being the primary information source on matters pertaining to local government, job opportunities, local events, job, and business opportunities. As the internet becomes an unrivaled way to critical community information, access is key.

Overcoming the Digital Divide

Multiple studies reinforce the concept of the "digital divide" - a measure comparing people / communities who are digitally "connected" to those who are not. Typical measures include ownership of computers, access to the internet, and mobile phone subscriptions. The outcome of studies examining the digital divide is consistent. Generally, households with higher annual incomes have greater access, whereas households with lower incomes are less likely to have access. Individuals in lower income households may have comparatively more to gain from broadband internet connectivity – continuing education, job searching, and access to community information and resources. Communities are recognizing that the "digital divide" may perpetuate inequalities, and are thus seeking opportunities to help the whole community advance. Barriers to adoption may include high subscription cost, lack of broadband-ready devices, low awareness, and privacy concerns. Overcoming the digital divide must address all of these concerns.

Expanding Access to and Efficiency of Healthcare

Broadband technology enables expanded access to healthcare opportunities, which is crucial in particular to rural, elderly populations for whom access is limited by distance and transportation. Access to specialists in more urban areas, electronic medical records, lab results, and educational materials prior to a medical procedure can make the system operate more efficiently. For healthcare professionals, broadband access can positively benefit patient costs by reducing travel time and expenses—allowing physicians to read x-rays or complete charting remotely. For emergency medical personnel, broadband technology can allow advanced information about the scene of an incident, or transmit critical information about a patient en route to the hospital in an ambulance directly to the hospital to expedite care in critical situations.

National Broadband Initiatives

Recognizing the above trends and the undeniable import of broadband technology to serve communities, advance economic development, and connect people and ideas in this global economy, the following are national initiatives to promote broadband expansion.

National Broadband Plan

The Federal Communications Commission (FCC) created a broad, overarching strategy as part of the American Recovery and Reinvestment Act. In 2009, Congress directed the FCC to prepare this plan to "ensure that every American has access to broadband capability" (see sidebar). Initiatives that relate to local governments include the following:

- Improve rights-of-way management for cost and time savings, including promoting use of federal facilities for broadband.
- Facilitate efficient new infrastructure construction, including "dig-once" policies that would make federal financing of highway, road and bridge projects contingent on states and localities allowing joint deployment of broadband infrastructure.
- Use broadband to drive greater efficiency and effectiveness in service delivery and internal operations. It can also improve the quantity and quality of civic engagement by providing a platform for meaningful engagement with

National Broadband Plan Summary Excerpt

Government can influence broadband by:

1. Designing policies to ensure robust competition and, as a result maximize consumer welfare, innovation and investment.
2. Ensuring efficient allocation and management of assets government controls or influences, such as spectrum, poles, and rights-of-way, to encourage network upgrades and competitive entry.
3. Reforming current universal service mechanisms to support deployment of broadband and voice in high-cost areas, thereby ensuring that low-income Americans can access and afford broadband.
4. Reforming laws, policies, standards and incentives to maximize the benefits of broadband in sectors that government influences significantly, such as public education, health care and government operations.

Source: www.broadband.gov

representatives and agencies. Through its own use of broadband, government can support local efforts to deploy broadband, particularly in underserved communities.

- Bolster efforts to improve public safety and homeland security by allowing first responders to send and receive video and data, by ensuring all Americans can access emergency services and improving the way Americans are notified about emergencies.

State Broadband Initiative—National Telecommunications and Information Administration

The NTIA was launched in 2009 to implement the joint purposes of the Recovery Act and Broadband Data Improvement Act. The effort envisioned state entities or non-profit organizations facilitating the integration of broadband and information technology into state and local economies. The NTIA has awarded a total of $293 million to 56 grantees from each of the 50 states or their designees. Funds are being used to support efficient and creative use of broadband technology to better compete in the digital economy. (Relevant Wisconsin projects are detailed in the "State Initiatives" section below.) Another component is to assist states in gathering data twice per year on the availability, speed, and location of broadband services, as well as the services that community institutions such as hospitals, libraries and schools use. This data will be used by NTIA to update its National Broadband Map.

Broadband Technology Opportunities Program

The Broadband Technology Opportunities Program (BTOP) is an approximately $4 billion grant program administered by NTIA to help bridge the technological divide; create jobs; and improve education, health care, and public safety in communities across the country. Funded by the American Recovery and Reinvestment Act, BTOP projects are deploying broadband Internet infrastructure, enhancing and expanding public computer centers, and encouraging the sustainable adoption of broadband service. Wisconsin-funded programs include the following, which are described in detail in the following section.

- State of Wisconsin Broadband Capacity Building, Public Service Commission of Wisconsin.
- Wisconsin's Education and Library Broadband Infrastructure Build-out, DOA:
- UW Extension, Building Community Capacity through Sustainable Broadband Adoption.
- University of Wisconsin System SBA, Building Community Capacity through Sustainable Broadband Adoption.

State and Local Grant Implementation Program

The State and Local Grant Implementation Program (SLGIP) is a $118.15 million formula-based, matching grant program administered by NTIA. The program is designed to assist regional, state, local, and tribal government entities as they plan for a nationwide public safety broadband network. Grants are intended to support planning, consultation, education and outreach activities, as well as fund efforts to collect data on existing infrastructure and equipment that could be used by the First Responder Network Authority (FirstNet) in building a wireless public safety broadband network.

Rural Utilities Service (RUS)–United States Department of Agriculture

There are several Broadband Loan and Grant programs administered through RUS intended to accelerate the deployment of broadband services in rural America. The following are examples:

- **Rural Broadband Access Loan and Loan Guarantee Program – United States Department of Agriculture, Rural Utility Service (USDA, RUS):** Funds construction, improvement, and acquisition of facilities and equipment for broadband service in eligible rural communities. RUS will give greatest priority to applicants that propose to offer broadband to the greatest proportion of households that have no incumbent service provider. See: http://www.rurdev.usda.gov/utp_farmbill.html.
- **Community Connect Broadband Grants:** Provides grant money to applicants proposing to provide broadband on a "community-oriented connectivity" basis to currently un- or under-served rural areas for the purpose of fostering economic growth and delivering enhanced health care, education, and public safety services. Funding for the broadband grant program is provided through annual appropriations in the Distance Learning and Telemedicine account within the Department of Agriculture appropriations bill.
- **Distance Learning and Telemedicine (DLT):** Support deployment of broadband technologies specifically for telemedicine and distance learning applications. DLT offers grants to entities for the purchase of end user equipment to provide education and medical care via telecommunications. DLT grants serve as initial capital assets for equipment, instructional programming, or technical assistance or instruction for using eligible equipment (e.g., video conferencing equipment, computers) that operates via telecommunications to rural end-users of telemedicine and distance learning.

Universal Service Fund – Federal Communications Commission (USF)

Subsidies provided by USF's Schools and Libraries Program and Rural Health Care Program are used for a variety of telecommunications services, including broadband access. While the USF's High Cost Program has not explicitly funded broadband infrastructure, subsidies have been used, in many cases, to upgrade existing telephone networks.

Wisconsin State-Level Initiatives and Stakeholders

State of Wisconsin Broadband Capacity Building, Public Service Commission (PSC)

This effort established a statewide broadband office and secured additional resources to assist regional planning teams through the LinkWISCONSIN initiative (described below). It provides technical assistance to develop and conduct broadband education linked to a statewide mapping initiative, including events, accessible webinars, and other educational opportunities focused on broadband policy, technology, and development. This PSC initiative also provides background and knowledge for regional strategic planning efforts.

LinkWISCONSIN

LinkWISCONSIN is a statewide initiative funded through an NTIA State Broadband Data Development Program grant to the PSC. It is intended to promote the availability and sustainable

adoption of broadband internet access. This initiative includes development of a comprehensive broadband coverage map of the State, and identification of strategies for broadband expansion and adoption, particularly in under-served areas. The initiative is administered through the LinkAmerica Alliance, a consortium of mapping and planning service providers. The data collected on the State level will contribute to the NTIA's national broadband map. The goals of the project include:

- Mapping where current broadband service is available, where it is not, and why it is not.
- Working with leaders from around the State to develop a vision for broadband in Wisconsin.
- Organizing and facilitating regional broadband deployment and adoption that results in extension of access to underserved communities. LinkWISCONSIN has facilitated teams to develop effective local strategies and regional broadband plans.

UW Extension, Building Community Capacity through Sustainable Broadband Adoption

The University of Wisconsin Extension (UWEX) was awarded a grant through NTIA's Broadband Technology Opportunities Program to adopt Comprehensive Community Infrastructure (CCI) to address broadband capacity needs in underserved locations in Wisconsin. The project aims to bolster local economic development, educational opportunities, a tele-health initiative, and employment and job training opportunities.

Through this grant, UWEX has deployed a "middle-mile fiber network" enabling connections to a hybrid WiMax / Wi-Fi network in four demonstration communities across the state, including Marathon County. This grant funding connects community anchor institutions through high speed fiber connections. This initiative is a public-private partnership, led by UW Extension. UW Extension is working with private telecommunications provider Packerland Broadband. As part of this effort, fiber has been extended to several communities and regions throughout Wisconsin. In addition, this effort established four Community Area Networks (CANs) including Chippewa, Platteville, Superior, and Wausau. In addition, 600 fiber miles of long haul connecting fiber communities has been added. Relevant to this effort is the portion connecting Wausau to Summit along State Highways 29 and 45 (67 fiber miles) and Wausau to Stevens Point (32 fiber miles). This fiber is intended to provide fiber for "anchor institutions" guaranteeing 1 gb of service at affordable rates (approximately $1,000 / yr).

University of Wisconsin System SBA, Building Community Capacity through Sustainable Broadband Adoption

Five Wisconsin communities were identified which had a significant need for improved broadband awareness, use, and capacity. This project will conduct a targeted broadband adoption program that will benefit health care delivery, students, K-12 school district, library systems, universities, community colleges, tribal and technical colleges, and various organizations working with vulnerable, low income populations.

BadgerNet Converged Network

The BadgerNet Converged Network, authorized by legislation in 1995, is Wisconsin's statewide network serving all 72 counties by providing wide area network, internet transport, and video applications to state government and educational entities. BadgerNet provides connectivity to more than 2,300 state and local government agencies, some universities, private and technical colleges, schools (including most of the state's K-12 districts), libraries, and other eligible institutions. BadgerNet provides a statewide backbone network, middle mile, and last mile connectivity. BadgerNet is a telecommunications network, it does not provide internet service. Many BadgerNet users receive their internet access through WiscNet. WiscNet is an independent, 501c3 member organization founded by Wisconsin's higher education institutions in 1990. WiscNet provides research and education services to public and private higher education, K-12 school districts, libraries, municipalities, and hospitals.

Wisconsin's Education and Library Broadband Infrastructure Build-out

This is a Department of Administration proposal to directly connect 385 libraries, 74 school districts, and eight community colleges to the existing BadgerNet Converged Network by deploying 203 miles of new fiber option facilities to replace inadequate copper infrastructure in predominantly rural areas. The BadgerNet Converged Network is the largest state network of its kind in the US and provides connectivity to more than 2,300 state and local government agencies, schools, libraries, and healthcare facilities. The additional fiber connections are expected to upgrade 17 percent of the State's schools and 81 percent of the state's libraries to broadband speeds of between 20 Mbps and 100 Mbps, strengthening their ability to serve underserved communities throughout the State.

Wisconsin State Telecommunications Association

Wisconsin State Telecommunications Association (WSTA) is an organization of experts that was started in 1910. Today the WSTA interacts with a nationwide network of telecommunications experts to serve as a clearinghouse for information. WSTA includes local exchange carriers, internet service providers, and wireless carries. Its mission includes:

- Lead and excel in service quality, reliability and information security;
- Advocate effectively for legislative and regulatory reform;
- Build consensus by providing an effective forum for industry discussion;
- Promote an advanced integrated infrastructure;
- Provide a high quality telecommunications resource to inform and educate members, regulators, legislators and customers; and,
- Support appropriate enhancements to public safety and homeland security.

Wisconsin Cable Communications Association (WCCA)

WCCA is the trade association of the cable television industry in Wisconsin, providing a unified voice on issues affecting the cable and telecommunications industry at the local, state, and federal levels.

Wausau/Marathon Area Regional Initiatives

Marathon County Broadband Gap Analysis

In 2009, Marathon County contracted with a group of technology consultants led by Elert and Associates to conduct a county-wide broadband gap analysis. The purpose of this was to identify "county-wide issues related to economical broadband access and telecommunications." A t the time the study was being conducted, the County was also undertaking a major upgrade to its public safety radio system. It was thought that that project might generate opportunities to extend broadband services, and to a potential source of funding via federal stimulus funds. Some of the key findings from this 2009 study included the following:

- Broadband efforts are "diverse in capacity and cost, relative spotty in coverage, leaving many residents in the County without service."
- Challenges to broadband delivery are locational and technical. Locational challenges include wireless service blocked by trees or low lying areas that wireless signals cannot reach. In some areas where DSL is generally available, the quality of the copper cabling is too poor for DSL to work.
- Providers are generally expanding coverage and increasing bandwidth, but "cannot make guarantees about future service."
- Interviews and business surveys showed that the majority of businesses in the County are generally satisfied with service, however smaller business and home-based businesses are much more limited in coverage and options.

The study laid out a series of short term (tactical) options and longer term, strategic and planning actions. Short term tactics included:

- Educating citizens about existing options.
- Supporting expansion of wireless options by facilitating use of existing towers, and advocating the wireless providers expand coverage.
- Working with providers to apply for grants/loans to provide "middle mile" bandwidth.
- Considering subsidizing infrastructure investment.

Long-term strategies included:

- Encouraging wireline telephone providers to apply for grants and loans that would allow them to expand coverage.
- Seeking out partnerships to build out a fiber backbone within the county that would allow either a) fiber to the home or b) fiber as a middle mile technology. A fiber backbone like this potentially would be able to be shared between multiple providers and technologies.

- Researching and considering pilot studies of other wired technologies, such as Broadband over Power Lines (BPL). Today, the most likely implementation of BPL would blend fiber in the middle mile with BPL for last mile connectivity.

- Supporting efforts toward a community area network (being planned at the time Gap Analysis completed, implemented at the time of writing).

Region IV (Marathon, Portage and Wood Counties) Draft Broadband Investment Program

As part of the statewide Build Broadband Capacity initiative, different broadband planning regions were established to engage regional stakeholders and develop region-specific vision and strategies. The Region IV Broadband Planning team developed a strategy and program for the region. Its efforts served to articulate a regional opportunity: "The wider availability and adoption of broadband has the potential to reduce work commutes from rural locations in the region contributing to economic development and more sustainable rural communities." Building off this, strategies centered around 5 areas: establishing leadership, research, awareness programs, and addressing broadband service gaps. Many of these positioned the Region to apply for the federal grant money received through UW Extension.

Marathon County/City of Wausau Efforts

Through the UW Extension Sustainable Broadband Adoption Grant discussed above, leaders and educators in Marathon County led a multi-year effort (2011 – 2013) to promote the benefits of broadband internet access. The City of Wausau partnered with Marathon County to reach out to the general population as well as to target certain groups. Through this initiative, a computer lab was established at The Neighbors Place in downtown Wausau, and a trainer with laptops provided outreach in public libraries and senior centers.

Broadband Technologies and Infrastructure

The PSC provides a clear description of broadband infrastructure in its Broadband Reference Guide (January 2014):

> "Broadband infrastructure consists of the backbone, the middle mile, and the last mile. The backbone consists of very large capacity trunks (usually fiber optics) that connect to multiple fiber-optic lines capable of transmitting large amounts of data. It provides a path for the exchange of information that local or regional networks can connect with for long distance data transmission. These data routes and backbone connections are owned by private providers, commercial, government, academic and other network centers.
>
> The middle mile links the backbone to the ISP or telecommunications providers' core network or telecommunications exchange. In some communities, the middle mile may connect anchor institutions that enable them to share applications, infrastructure, and other resources. The last mile brings the connection to residents' homes and small businesses within the telephone exchange or cable company serving the area. Though all pieces of the broadband infrastructure are important, much focus of the debate and concern on broadband is on the availability (or lack thereof) the last mile connectivity. Often the difference between residential broadband

connections and broadband networks that connect to the middle and last mile is the infrastructure, the connection speeds, and the size of the data files that are transferred."

Many different broadband technologies are available, the speed of which vary. The availability and effectiveness of various technologies in delivering broadband services varies by geography, population, landscape, topography and other factors. These are important considerations when considering and targeting technology to serve an area. For wireline broadband technologies (cable modem, fiber, DSL), as the distance between customers grows, so does the cost. Incentives decline for companies to invest in wireline broadband in less populated, more rural areas. In urban areas, there is greater demand, and often customers with higher income, combined with less cost to provide infrastructure to the market area.

The backhaul or "middle mile" (dedicated line transmitting signal from an internet backbone to a remote area) can be cost prohibitive. Terrain, including hills and forested areas, can also make deployment more expensive. For large internet service providers (ISP), return on investment is critical, and this is harder to achieve in smaller market and more rural areas.

The following are types of broadband technologies. Definitions below are from broadband.gov as well as Public Service Commission of Wisconsin's Broadband Reference Guide, January 2014:

Wired Broadband

Wired broadband implies a physical connection between a home or business through a cable. Wired technologies include digital subscriber line, cable modem, and fiber, described in more detail below. Also described below is Broadband Over Powerline. This technology has not been deployed in Wisconsin at this time.

- **Digital Subscriber Line (DSL):** DSL is a wireline transmission technology that transmits data faster over traditional copper telephone lines already installed to homes and businesses. DSL-based broadband provides transmission speeds ranging from several thousands (Kbps) to millions (Mbps) of bits per second . The availability and speed of DSL service may depend on the distance from the residence or business to the closest telephone company facility. In the Weston area, DSL service is provided by Frontier.
- **Cable Modem:** Cable modem service enables cable operators to provide broadband using the same coaxial cables that deliver pictures and sound to television sets. Most cable modems are external devices that have two connections: one to the cable wall outlet, the other to a computer. They provide transmission speeds of 1.5 Mbps or more. Subscribers can access their cable modem service by simply turning on their computers, without dialing-up an ISP. Transmission speeds vary depending on the type of cable modem, cable network, and traffic load. Speeds are usually faster than DSL. In the Weston area, cable modem service is provided by Charter Communications.
- **Fiber**: Fiber optic technology converts electrical signals carrying data to light and sends the light through transparent glass fibers about the diameter of a human hair. Fiber transmits data at speeds far exceeding current DSL or cable modem speeds, typically up to ten or even one

hundred of Gbps. The actual speed will vary depending on a variety of factors, including proximity to service provider brings the fiber and how the service provider configures the service including the amount of bandwidth used. The same fiber providing broadband can also simultaneously deliver voice (VoIP) and video services. A major advantage of fiber optic technology is that it can deliver more bandwidth than other broadband technologies at a lower cost of maintenance, while allowing for future expansion. Installing and lighting fiber is expensive, and perhaps cost prohibitive in many rural areas. In the Weston area, fiber is available through Level 3 Communications (Business) http://www.level3.com/ Fiber is also available for institutional use through the Wausau Community Area Network (WCAN) and through the UWEX CCI effort along Highway 29.

- **Broadband over Powerline (BPL):** BPL is the delivery of broadband over the existing low- and medium-voltage electric power distribution network. BPL speeds are comparable to DSL and cable modem speeds. BPL can be provided to homes using existing electrical connections and outlets. BPL is an emerging technology that is available in very limited areas. It has significant potential because power lines are installed virtually everywhere, alleviating the need to build new broadband facilities for every customer.

Wireless Technology

Wireless broadband connects a home or business to the Internet using a radio link between the customer's location and the service provider's facility. Wireless broadband is similar to wired options in that it connects to an internet backbone (usually a fiber-optic trunk). However, wireless services do not use cables to connect to the last mile, instead using Wireless Fidelity (Wi-Fi) connections or radio waves. Wireless broadband can be mobile or fixed. Wireless technologies using longer-range directional equipment provide broadband service in remote or sparsely populated areas where DSL or cable modem service would be costly to provide. Speeds can be comparable to DSL and cable modem, provided that wi-fi transmitters are well-connected to fiber lines. Different wireless technologies are as follows:

- **Fixed Wireless:** Fixed wireless is a type of high-speed Internet access where connections to service providers use radio signals rather than cables. Fixed wireless generally offers connections speeds between 1 and 100 mbps and use transmission towers similar to cell phone towers that communicate to transceiver equipment that, as the name implies is fixed at the premise. The transceiver equipment communicates with the providers' ground stations. NetPros is a provider of fixed wireless service in the Weston Area.
- **Wi-Fi:** Wireless fidelity (Wi-Fi) is a fixed, short-range technology that is often used in combination with DSL, fixed wireless, fiber, or cable modem service to connect devices within a home or business to the Internet using a radio link between the location and the service provider's facility, often extending the reach of a "last-mile" wireline or fixed wireless broadband connection. Wi-Fi service can be available in residences or community locations (airports, coffee shops, schools, businesses, etc.) and are often called "hotspots." A Wi-Fi network uses radio waves, similar to two-way radio communications.

- **Mobile Wireless:** Mobile wireless is high-speed wireless broadband connection that is accessible from random locations. The locations depend on the provider's cellular towers and monthly service plans. Mobile wireless networks are radio systems, continually being upgraded to provide data transmission speeds considered to be broadband. A mobile wireless service requires a base station that is connected to a high capacity landline data transmission network to reach the Internet. The fastest mobile wireless network is referred to as 4G-LTE. Providers in Marathon County include Cellcom, Sprint, and AT&T.
- **Satellite:** Just as satellites orbiting the earth provide necessary links for telephone and television service, they can also provide links for broadband. Satellite broadband is also useful for serving remote or sparsely populated areas. Downstream and upstream speeds for satellite broadband depend on several factors, including the provider and service package purchased, the consumer's line of sight to the orbiting satellite, and the weather. Maximum download speeds are 50 Mbps.

Broadband Coverage in the Weston Area

One of the concerns prompting the Broadband Technology Plan was uneven coverage and lack of adequate broadband coverage in some parts of the Weston area.

As part of the survey conducted as part of the village Comprehensive Plan update, respondents were asked questions about broadband coverage. When asked about Weston's biggest internet service challenges that need to be addressed. Top responses were:

- Lower costs (73% of respondents)
- Increased number of internet service providers (51%)
- Increased internet speeds in my area (37%)
- Improved quality of internet service providers (28%)
- Improved service reliability in my area, or from my internet provider (22%)

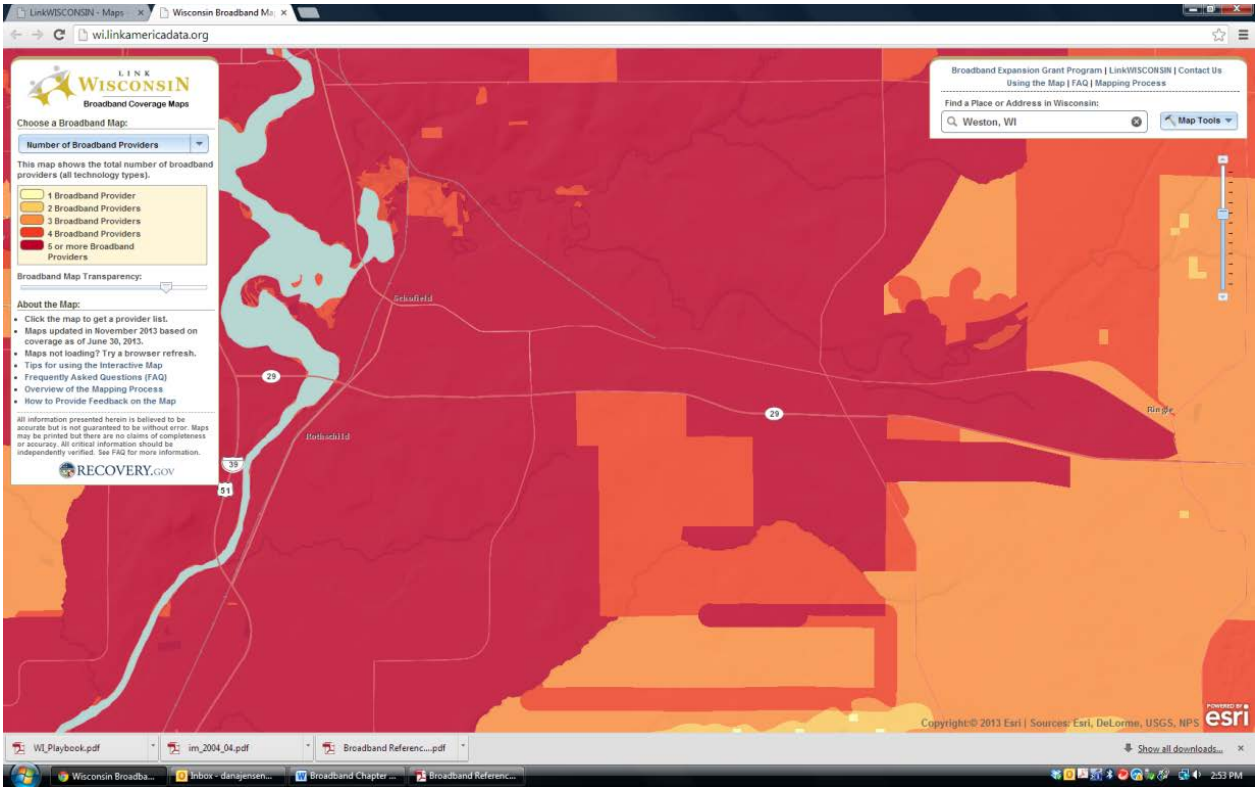
To better understand and address similar concerns statewide, LinkWISCONSIN conducted a broadband coverage survey encompassing the entire State of Wisconsin. Maps conveying this data were updated as of November 2013 to represent coverage as of June 30, 2013. One important caveat regarding this information is that the data concerning where fiber and other infrastructure is laid tends to be proprietary, so access to detailed maps tends to be limited. The maps prepared by LinkWISCONSIN are a starting point, but may have the tendency to exaggerate coverage, as they are based on Census tracts, which may be illustrated as "covered" if one resident within the Census tract is covered.

The following summarizes the most recent data available through LinkWISCONSIN covering the Weston area.

Number of Broadband Providers

As illustrated in Figure 13-1, parts of the village, town, and surrounding area are generally covered by 4 or 5 private providers, including Charter (cable); Frontier North (DSL); Sprint, AT&T, Cellcom (Wireless); and Level 3 Communications (Business Fiber).

Figure 13-1: Number of Broadband Providers Serving Weston Area

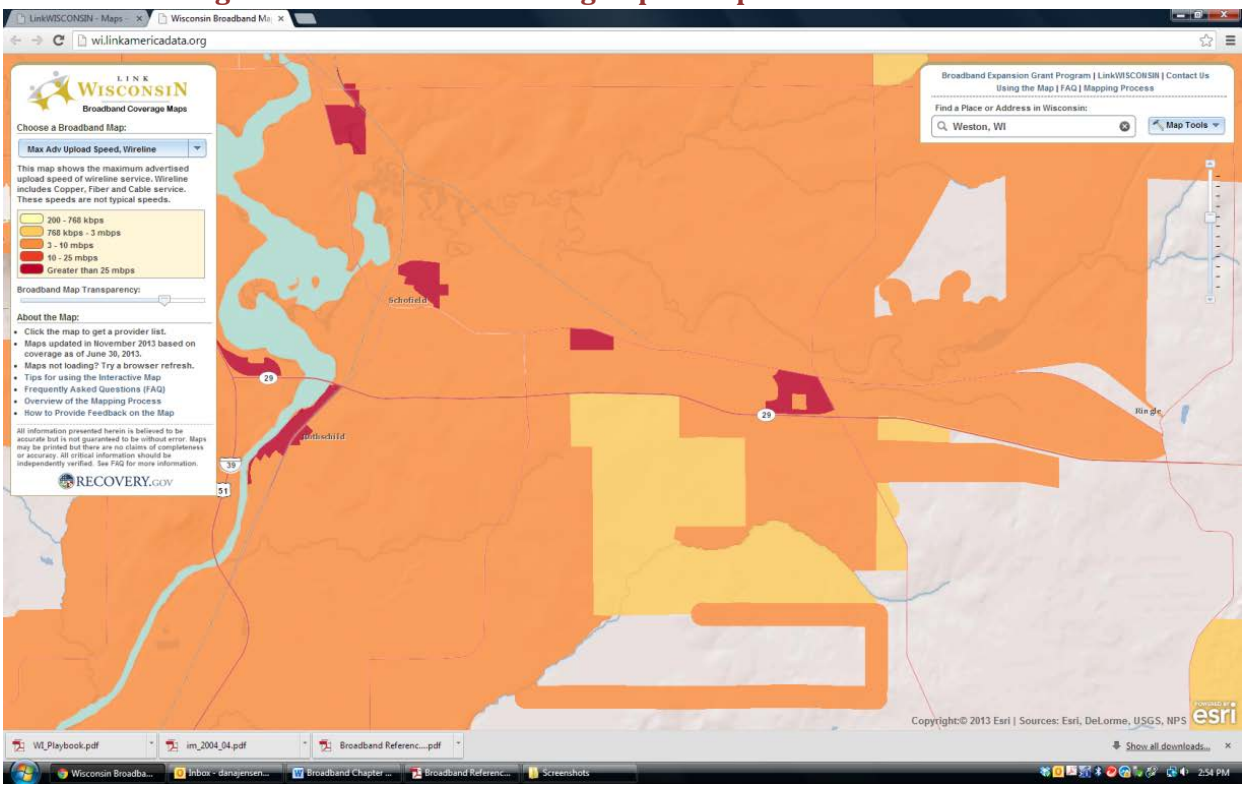


Source: LINKWisconsin, November 2013

Maximum Advertised Upload Speeds

Wired services include copper (DSL), fiber, and cable services. As shown in Figure 13-2, covering much of the Weston area, maximum advertised wired upload speed was 3 to 10 Mbps in early y 2015. In some areas speeds are only 768 Kbps- 3 Mbps. In limited locations, speeds exceed 25 Mbps.

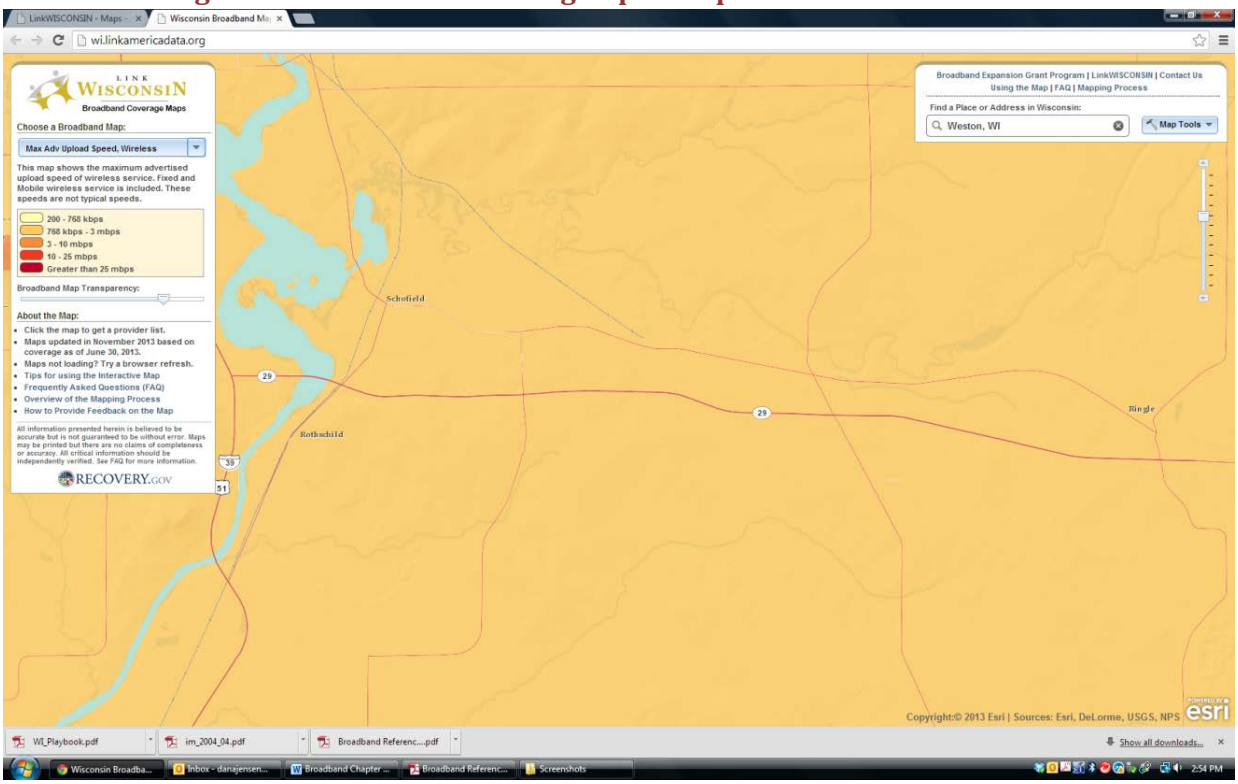
Figure 13-2: Maximum Average Upload Speeds for Wired Services



Source: LINKWisconsin, November 2013

The figure below shows maximum advertised upload speeds for wireless services. For the entire Weston area, it was 768 Kbps to 3 Mbps in 2015.

Figure 13-3: Maximum Average Upload Speeds for Wireless Services

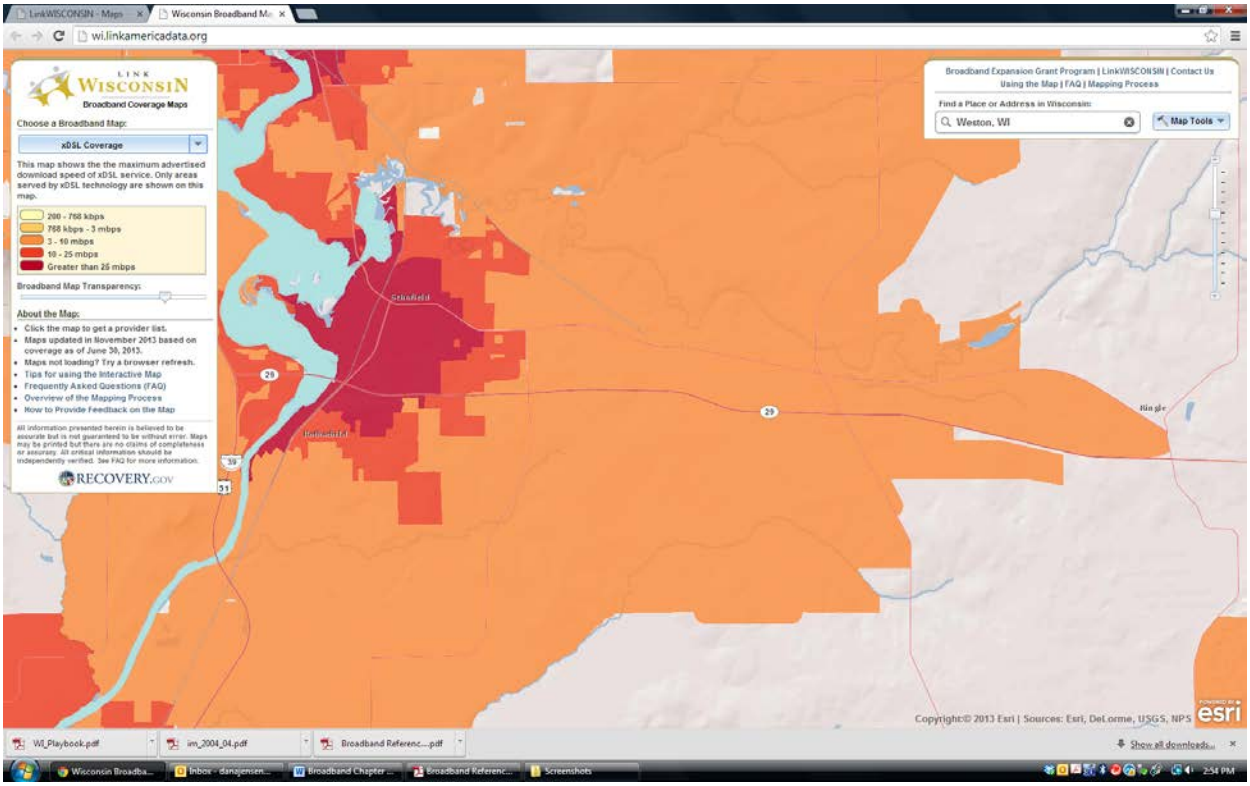


Source: LINKWisconsin, November 2013

Maximum Advertised Download Speeds

The figure below shows maximum advertised download speed of DSL service of 3 – 10 Mbps in the Weston area as of early 2015.

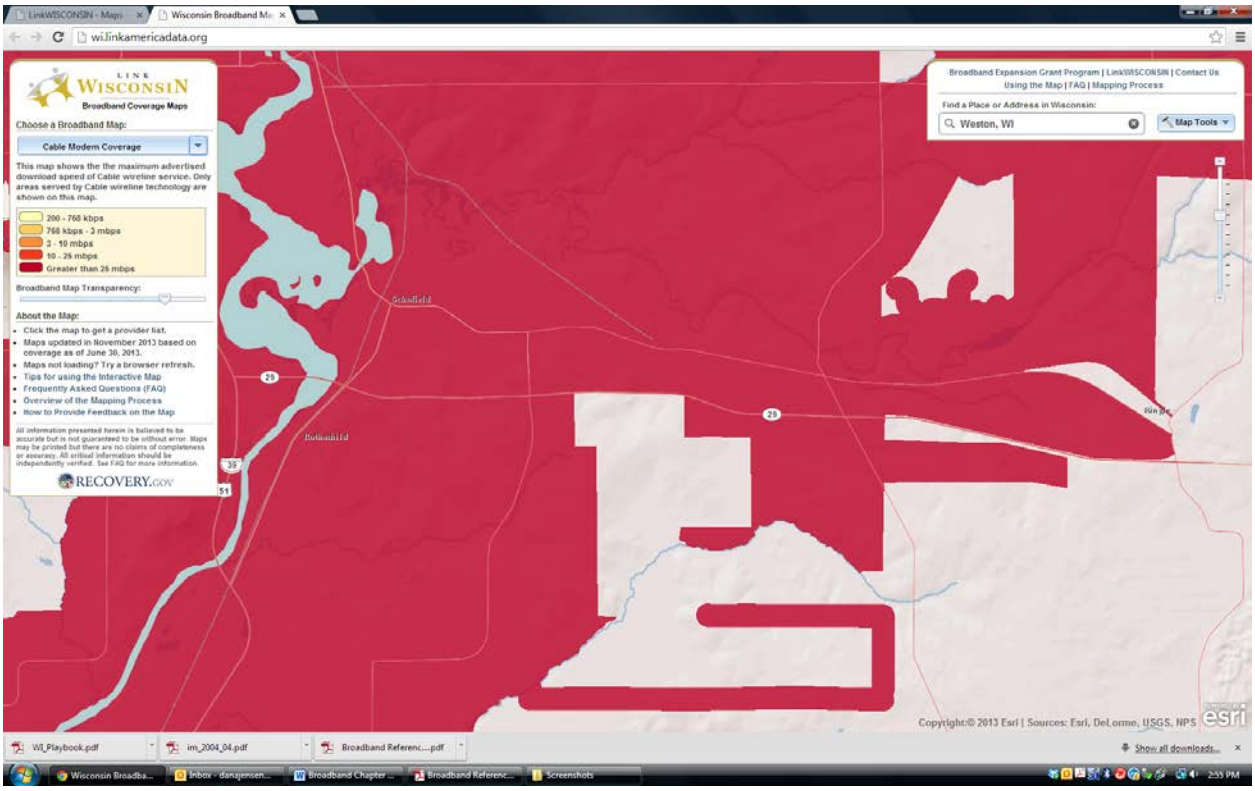
Figure 13-4: Maximum Average Download Speeds for DSL Services



Source: LINKWisconsin, November 2013

The figure below shows maximum advertised download speed of cable wireline service in the area. For cable wireline, maximum advertised speeds were 25 Mbps and greater in areas served as of early 2015.

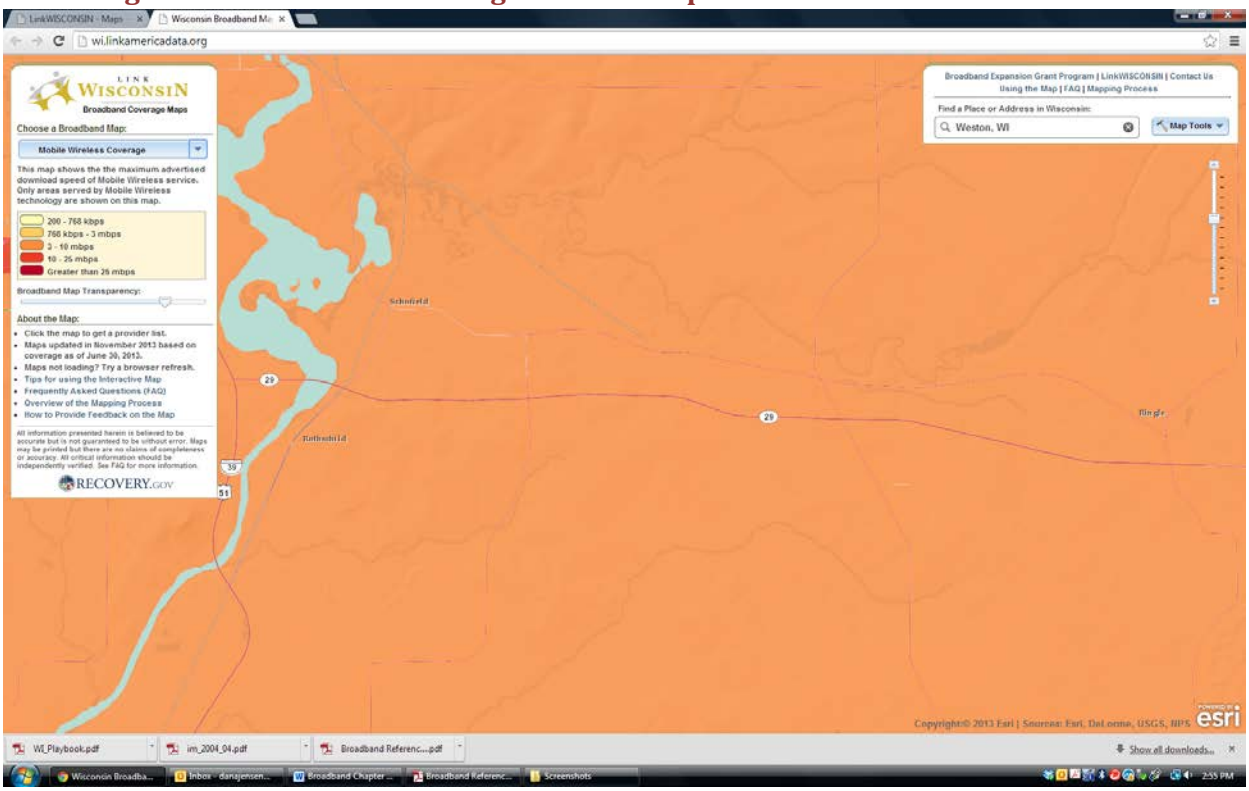
Figure 13-5: Maximum Average Download Speeds for Cable Services



Source: LINKWisconsin, November 2013

The figure below shows maximum advertised download speed of Mobile Wireless service of 3 to 10 Mbps as of early 2015.

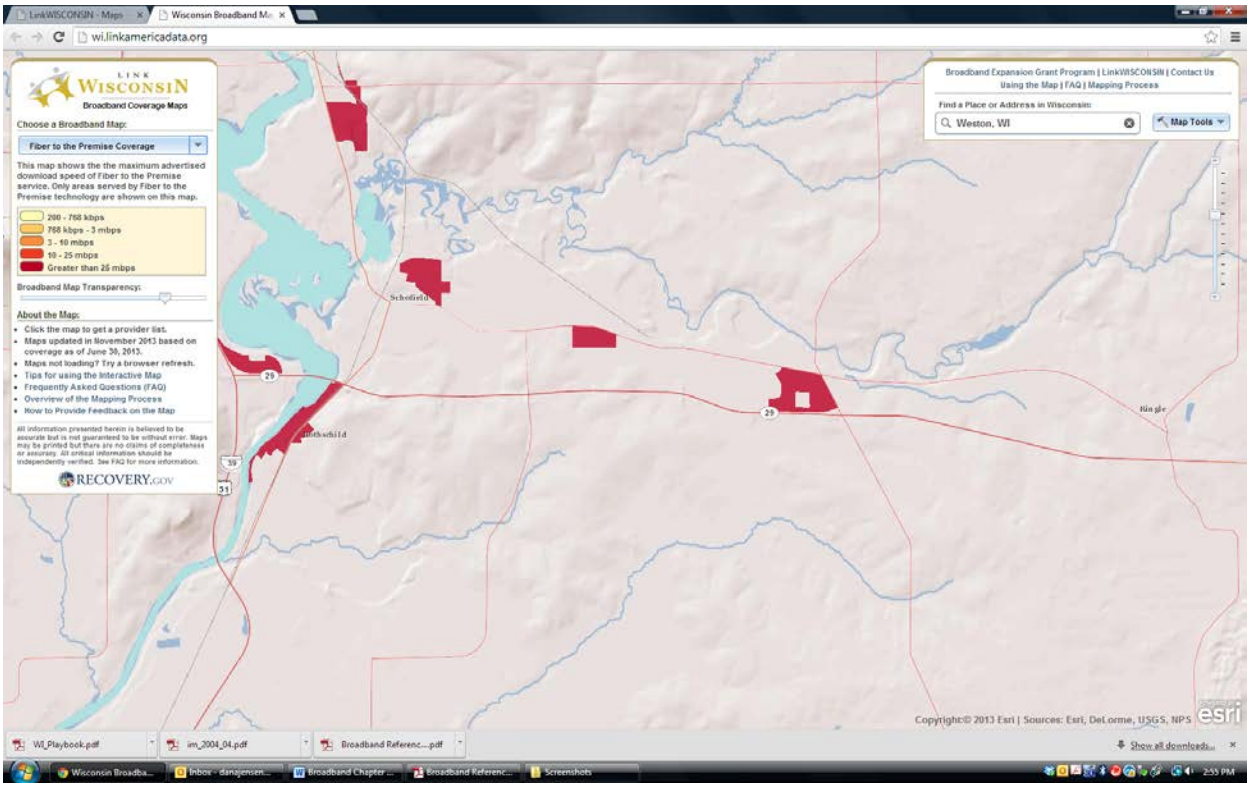
Figure 13-6: Maximum Average Download Speeds for Mobile Wireless Services



Source: LINKWisconsin, November 2013

Finally, the figure below shows maximum advertised download speed of fiber to the premise as of November 2013. Coverage is limited, but in limited locations in the region it was available at speeds greater than 25 Mbps.

Figure 13-7: Maximum Average Download Speeds for Fiber Services



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Chapter 14: Intergovernmental Cooperation

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 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.

The Village of Weston has an interest in pursuing greater levels of intergovernmental cooperation in all areas of service delivery. Additionally, the village is currently working with several neighbors to clarify expectations on boundary streets and utility issues.

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.

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 School District, the Wausau Area MPO, WIDNR, and WisDOT.

Existing Intergovernmental Cooperation

Law Enforcement

The Everest Metro Police Department is shared on a formula basis between the Village, the Town of Weston, and the City of Schofield. This arrangement is discussed in Chapter 12: 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 Town of Rib Mountain, Village and Town of Weston, Village of Kronenwetter and Towns of Easton, Ringle, Guenther, Stettin, and Marathon. This arrangement is discussed in Chapter 12: 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 Town of Rib Mountain, and City of Mosinee. The village also provides utility services to about 800 residents of the Village of Rothschild and a few residents in Schofield. These arrangements are discussed in Chapter 13: Utilities.

Transportation
The Village of Weston depends on intergovernmental cooperation on highway maintenance and improvement and on transit services. Regarding the former, the village contains several miles of County Roads and State Highways, which are managed by Marathon County and the Wisconsin Department of Transportation, respectively.

Recreation
The village collaborates with the D.C. Everest School District, Marathon County, surrounding municipalities, and the Wisconsin Department of Natural Resources (WIDNR) on park, trail, and recreational planning and development. These relationships are described more fully in Chapter 9: Parks and Recreation.

Zoning
The Village of Weston administers extraterritorial zoning over parts of the Town of Weston, via a cooperative relationship with the Town. The Village of Weston, Town of Weston, and Village of Kronenwetter recently completed a cooperative effort to update zoning ordinances using a common format, design standards, and zoning districts.

Surrounding and Overlapping Governments

D.C. Everest School District
The village is located in the D.C. Everest School District, and there is regular communication between village and School District staffs. The District 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 Field House, located on the D.C. Everest Senior High campus, includes a major ice rink facility. Community education, the Boys & Girls Club, and Adult Continuing Education programs are also housed in the Greenheck Field House.

Marathon County
The County supplies the village with services including 911 dispatch service; access permits, maintenance, and improvement of County Roads ; Sewer Service Area planning services; private on-site waste treatment permitting; and animal waste and manure management. As part of its 2006 Comprehensive Plan, the village collaborated with Marathon County and other communities in the County. At the time of writing, the County recently completed an update to its 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. Most prepared comprehensive plans in conjunction with the County-wide effort in the mid-2000s, and are therefore scheduled for update in the near future.

Regional Governmental Agencies

The village coordinates with the Marathon County Metropolitan Planning Commission (Wausau Area 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 WIDNR and WisDOT. The Village collaborates with the WIDNR on recreation planning and grants; wetland delineation and permitting; shoreland, shoreland-wetland, and floodplain zoning; and other natural resources matters. The village collaborates with WisDOT regarding access to and improvements of and near state highways.

Appendix: Results of 2013 and 2014 Community Surveys

Results of Village Satisfaction and Budget Priorities Survey (2013)

A survey of citizens in Weston was undertaken by the Public Policy Analysis class at the University of Wisconsin – Oshkosh in cooperation with the Village of Weston in the Spring of 2013. This is an analysis of the results of this survey to provide insight into the perspectives of the citizens on a variety of issues.

The 2013 Weston Citizen Survey included nine primary sections and multiple sub-sections, along with a question requesting general demographic data as well as an opportunity for comments from the respondents. Three hundred and ninety-six (396) surveys were returned and the resulting data has been entered into a statistical analysis program. Depending upon the nature of the question, individuals were asked to respond to each question based on four following possible rating options: 1.) excellent, good, fair and poor 2.) very important, somewhat important, no opinion, somewhat unimportant, and very unimportant 3.) strongly agree, somewhat agree, neither agree/disagree, somewhat disagree, strongly disagree and no opinion or 4.) daily, weekly, occasionally, seasonally, and annually or less. The survey was sent to 1,500 properties chosen randomly from the residential parcels provided from a data base of utility customers in the village. The 396 responses constitute a 26.4 percent response rate which is acceptable in the norm for citizen surveys. The relationship between sample size and precision of the survey instrument at a 95 percent confidence rate frequently used in surveys is shown below. The 396 responses create a margin of error of approximately 5.0 percent. A level of 5 percent is considered acceptable for most survey results. The confidence rate is 95.0 percent.

Sample Size	Margin of Error
400	5.0%
800	3.5%

Question 1 - Quality of Life

In question one of the Weston Survey, the survey researchers tried to gain the opinion of the Weston residence in regards to how they felt about various aspects of village life. These questions were rated as excellent, good, fair, poor, or no opinion. Each resident was to mark their answers or they would receive a score or no opinion/no response. Then each of these questions would be cross tabbed with other questions answered by the respondent, such as their age, gender, whether they were married, income, employment, and education. The first question for the citizens of Weston to answer was "how would you rate Weston as a place to live?" Overwhelmingly the answer to this question was either excellent or good with ninety percent of residence supporting this statement, and only one respondent marking the village as a poor place to live. Looking at the cross tabulation there were not any discrepancies in the data amongst any groups as well, therefore the results of this question are overwhelmingly positive.

Following this question residence of Weston were asked how you would rate "feeling a part of the community?" The results of this question lead to 50.3% of respondents rating the village as a good place to live, 29.8% as fair, 10.6% as excellent, 4.8% as poor and 4.5% not responding. Over sixty percent of residence view themselves as a positive part of their community, meanwhile thirty-five percent as fair or poor. Additionally, looking at the cross tabulation the only discrepancy in data can be found in whether respondents were married. Where nearly ten percent of single respondents viewed themselves as poorly connected with the community over twice the amount as the whole respondents, and thirty-five percent of respondents viewed themselves as fairly part of the community, over five percent higher than the rest of the respondents.

The third question answered by the citizens of Weston was how you would rate "overall appearance of the village?" Results of this question found nearly eighty percent of residents rating the village excellent or good in this category, with only one percent rating the village as poor. Additionally, when comparing these results with the cross tabs you find that these results are proportional amongst all groups.

The fourth question asked of the citizens of Weston was how you would rate Weston's "overall safety of residence?" In this question eighty-eight percent of respondents viewed the village as either excellent or good in this category, with less than ten percent viewing the village as fair or poor in this category. However, looking at the cross tabulations you see that women generally feel less safe than their male counterparts where nearly twelve percent rate the village as poor or fair in this category.

Additionally, the citizens of Weston were asked to rate the "overall quality of the Schofield Avenue Corridor". The results of this question were the most negative in relation to the other questions asked with fifty-nine percent of respondents viewing the Schofield Corridor as either excellent or good, twenty-eight percent as fair, and eight percent as poor. Analyzing the cross tabulation you find that the results of this question is split between men and women where fifteen percent of female respondents view the question as excellent, while their male counterparts only viewed it as excellent at the seven percent level. Furthermore, the educational grouping which viewed the Schofield Corridor as negative was individuals with a high school education, where just as many individuals viewed the corridor as either fair or poor, as they viewed it as good.

The next question answered by the citizens of Weston was to rate "Weston as a place to raise children?" Eighty-four percent of respondents viewed the village as either excellent or good in this category, with only .5% of respondents viewing the village as poor in this category, and nearly ten percent of respondents not tendering a response to the question. Additionally, when looking at the crosstabs you find that there are no discrepancies between the groups, with results spread evenly.

Furthermore, Weston residents were asked to rate "Weston as a place to retire?" The results of this question found 19.9% as excellent, 45.2% good, 20.5% fair, 7.1% poor and 7.3% no response; leading to nearly two thirds of respondents viewing Weston as a positive place to retire. Looking at the cross tabulation you find that results are even across the board, however the one discrepancy is found within the type of employment where part time workers view Weston as an excellent place to

retire at a thirty percent rate, compared to their full time counterparts who view it as an excellent place to retire at a fifteen percent rate. This is perhaps the result of a set of retirees who have found positive part time employment in the area.

After this question citizens of Weston were asked to rate "community openness and acceptance of diversity?" The results of this quest were 11.9% excellent, 54% good, 22.5% fair, 2.5% poor, and 9.1% no response. This leads to nearly 2/3rds of residence to believe that Weston is an open community, however what is concerning is that 25% of individuals view the area as fair or poor in this category. When these results are compared amongst the cross tab groups you find these results are consistent amongst all groups.

Furthermore, citizens of Weston were asked to rate "the overall quality of life in Weston?" The overall responses to this question were quite similar to question one which asked citizens to rate Weston as a place to live with 84% rating it as an excellent or good, with less than one percent viewing the quality of life as poor in the village. Looking at the cross tabulation, these results are consistent amongst all groups as well, showing a very positive response to the question.

In addition to these questions Weston residents were asked to rate the village as "an environmentally responsibly village?" The results were very positive with 76% of respondents viewing the Village as either excellent or good in this category, with only 1.5% viewing the village as poor in this category. Looking at the cross tabulation you see that women view the village as excellent at a higher percentage than women in this category, with 23% of women rating it excellent, and men rating it excellent at a 18% level.

Also citizens were asked to rate Weston "as a place to work." The results of the survey data were 11.1% excellent, 39.9% good, 18.9% fair, 5.8% poor, and 24.2% no response. What is most notable in this response is the large number of non-responders to this question. This is possibly due to a number of unemployed or retired citizens in the community. Looking at the cross tabulation you find that 25% of respondent born prior to 1960 chose non-response to this question meanwhile only 1% of unemployed chose not to respond, thus it may be important to look into this question in a deeper level and break it down into addition age groups in future surveys.

The next question asked of the Weston residence was to rate "the direction Weston is moving for the future?" Response to this question was not very positive in relation to some of the other questions where only 6.6% viewed it as excellent, 45.2% good, 26.8% fair, 7.8% poor, and 13.6% not responding. This shows a relative uncertainty amongst the direction of the community where little more than fifty percent of respondents show a positive attitude towards the direction of the community and the highest rate (7.8%) viewing the direction as poor in relation to any other question. Looking at the cross tabs for this question women respond to this question much more positively with a 9% excellent score, while men view it with a 5% excellent score, showing women view the direction much more positively than men.

The final question asked of the citizens of Weston was to rate "the villages website and online service." Results of this question show that 8.8% of residence as excellent, 33.8% good, 11.9% fair,

2.5% poor, and 42.9% with no response or opinion. Clearly the result of this survey data is that the village needs to focus upon educating citizens about the availability and function of the village website. Looking at the cross tabs, there is relative equality in citizens who did not response to this question, showing that citizens of all groups are relatively unaware or unable to use the website.

Question 2 and 3 - Budgeting Priorities

This section listed ten examples of services provided by the village and asked citizens to give dollar amounts to each service area if the village had an additional $100,000 and to reduce $100,000 if the village had to cut the budget. Services listed included Community Services, Economic Development, Administrative Services, Building Inspections, Police Protection, Fire and Ambulance Services, Parks, Refuse and Recycling, Road Maintenance and Construction, and Storm Water Management.

On the additions to the budget, as shown on the chart below, Road Maintenance and Construction ranked at the top of the list followed by Police Protection, and Fire and Ambulance Services. Ranking last was Building Inspections. These rankings are indicative of citizen opinion of where additional money ought to go. The rankings could refer to service areas that may be deemed problematic, important or worthy of additional funds. For example, analysis was done on levels of additional funding for transportation by respondents' answers to their assessments of the quality of road-related services (transportation planning for traffic and, street paving, maintenance and repair). The findings strongly suggested that the lower their evaluation of the quality of these services, the higher their priority given to transportation funding.

Table A-1: Additional $100,000 Scenario

	Responses	Average
Community Services	356	$ 3,566
Economic Development	356	16,135
Administrative Service	356	3,322
Building Inspections	356	2,656
Police Protection	356	18,079
Fire and Ambulance Services	356	16,183
Parks	356	7,423
Refuse and Recycling	356	5,487
Road Maintenance and Construction	356	21,845
Storm Water Management	356	5,304
Total	356	$100,000

It is apparent from the citizen response that almost all services have an importance associated with them. It is not surprising that there are services that citizens find important and are of excellent or good value. It may be that if a service is provided, people inherently assign importance to them. The following three services were rated most important by of the respondents: Road maintenance and Construction, Police Protection, Fire and Ambulance Services. These issues weigh heavily on the minds of the citizens of Weston.

In Table A-2 below, there are three services that stand out where citizens ascribe a lower importance. These services include: Building Inspections, Administrative Services, and Community Services. The reasoning behind the lower importance is unknown based on the demographic information provided.

Table A-2: $100,000 Less Scenario

	Responses	Average
Community Services	334	$ 17,818
Economic Development	334	10,151
Administrative Service	334	18,451
Building Inspections	334	12,596
Police Protection	334	4,735
Fire and Ambulance Services	334	3,584
Parks	334	11,129
Refuse and Recycling	334	7,705
Road Maintenance and Construction	334	3,886
Storm Water Management	334	9,945
Total	334	$100,000

The Table below represents the net results of additions and reductions combined from the tables above when citizens responded to both questions. The net effect of this calculation demonstrates which services are most valued and least expendable, as well as the inverse, the services that are the least valued and the most expendable.

Table A-3: Net Addition or Reduction - Questions 2 and 3

	Responses	Mean	Std. Deviation
Community Services	325	$ (14,369)	$ 19,631
Economic Development	325	5,858	25,678
Administrative Service	325	(15,082)	20,487
Building Inspections	325	(9,985)	13,553
Police Protection	325	13,519	20,151
Fire and Ambulance Services	325	12,725	16,279
Parks	325	(3,708)	16,958
Refuse and Recycling	325	(2,350)	11,849
Road Maintenance and Construction	325	18,053	22,501
Storm Water Management	325	(4,661)	15,291
Total	325	$100,000	.

Services that showed the largest negative values were: Administrative Services and Community Services, showing net losses of $15,082 and $14,369 respectively. Services showing the largest positive value were: Road Maintenance and Construction, Police Protection, and Fire and Ambulance Services. Road Maintenance showed a net increase of $18,053, Police Protection a net gain of $13,519, and Fire and Ambulance Services a net gain of $12,725.

Question 4 and 5 - Importance and Quality of Village Services

Question four in the Village of Weston Citizen Survey asked residents their opinion on the importance of the many services and amenities offer by the village. Residents were given the list and could rate the importance on a scale of: Very important, somewhat important, somewhat unimportant, very unimportant, and/or no opinion/neutral. Their responses were then compared to their responses in question 5 by cross tabulation to determine whether their thoughts on importance and quality were consistent. The responses to the importance question are shown in the table on the next page.

In calculating the results, it was found that the majority of residents found many of the village's amenities as 'somewhat important.' However, there were a few in which residents scored as 'very important,' such as: Emergency Medical and Response Services, with the majority voting 74%, Fire Protection and Prevention Services, with the majority voting 70%, Police Services, with the majority voting 75%, and lastly, Snow and Ice Removal from village streets, with a majority of 59%. There were also some services in which residents scored as 'very unimportant,' such as: The Dog Park, with the majority voting 37%, Public Transit, with the majority voting 40%, and the Skateboard Park, with the majority voting 46%.

Each amenity was additionally evaluated by cross tabulation on level of importance and the demographics of the residents voting. The demographics included: Gender, Year Born, Rent or Own, Income, Employment, and Education. In researching these cross tabs, there were no significant differences found among demographics and level of importance. A cross tabulation was also done between the level of importance and residents opinion of the quality of these amenities. There were no significant differences found between importance and quality either. Quality and importance opinions correlated with one another.

Table A-4: Importance of Village Services

	Very Important	Somewhat Important	Somewhat Important	Very Important	No Opinion/ Neutral
Animal Control	13.4	43.7	23.2	10.6	5.6
Aquatic Center	16.4	38.4	24.5	12.1	6.6
Bike and Pedestrian	16.4	42.2	21.2	13.9	3.8
Building Permits and Inspections	12.9	41.9	28.0	8.3	6.3
Dog Park	4.8	21.7	25.8	37.1	7.8
Economic Development Assistance to	29.3	42.4	14.4	7.1	3.5
Emergency Medical and Rescue Services	73.7	22.7	2.0	0.0	0.3
Enforcement of Property	24.5	48.5	17.7	4.8	2.3
Festivals and Events	6.1	23.7	39.6	24.7	4.3
Fire Protection and Prevention Services	69.2	25.0	3.3	0.3	0.5
Maintenance/Appearance of Village Parks	13.9	61.1	19.4	1.3	1.8
Maintenance of Village-Owned Buildings	12.4	58.3	20.7	2.0	3.5
Online Services (Village Website, Facebook,	5.8	27.3	33.3	19.9	9.6
Parks and Recreation	16.7	52.5	21.2	4.5	3.0
Police Services	74.5	19.2	3.0	1.8	0.3
Public Transit System	12.9	22.7	16.7	40.2	5.1
Refuse Collection and Recycling Services	35.9	50.8	8.6	1.8	0.5
Regulation and Zoning for Land Use	13.4	15.2	23.0	6.3	8.1
Removal of Snow and Ice From Village	58.6	34.3	3.5	1.0	0.8
Residential Leaf and Brush Pick up	19.4	39.9	22.0	15.2	1.0
Response to Citizen Complaints and	23.5	59.3	10.4	2.5	1.5
Sidewalk System	7.8	34.3	32.6	16.9	5.1
Skateboard Park	2.3	15.7	24.0	46.2	8.3
Storm Drainage Systems	16.7	48.5	19.4	6.8	5.1
Street Lighting	21.7	52.3	18.4	3.8	1.3
Street Paving, Maintenance, Sweeping and	41.9	49.5	4.8	1.0	0.8
Weston Utilities (Water and Sewer)	41.9	42.2	4.5	4.3	4.3

Question 5 in the survey looked at the quality of the Village of Weston. The findings showed that the services of Weston are quite good. This is important and good to hear for anyone living in Weston. The money that the citizens of Weston pay in taxes is being utilized quite well according to citizen's responses to the survey. The information given through the survey on the quality of Weston's services gives a greater understanding in how Weston citizens feel their standard of life is and should be.

The survey explained that two-thirds of the services asked about had good quality rated as the highest answer. This feeling is felt throughout the survey. There was no service that had excellent quality for its highest ranking. One-third of the services had an excellent rating as their second

highest percent. These included emergency medical and rescue services, fire protection and prevention services, maintenance of village-owned buildings, parks and recreation, police service, refuse collection and recycling services, residential leaf and brush pick up and Weston Utilities. When looking at the demographics of the people who answered the survey, one gets the feeling that the people of Weston feel very similar on their services no matter what their background is. This included looking at gender, age, whether they owned/rent, income, employment, and education. There was no real variation in opinion from the social group's feelings. The social groups looked at in the survey go along with the percentages labeled below in the question guide.

The survey shows people also have a feeling that they don't know about some of their services. One third of the questions asked have a high ranking of don't know. In some cases, where it seems if you don't know about the service, either because you don't use it or never had a problem with what the service deals with. These services are animal control, building permits and inspections, Dog Park, economic development, online services, public transit system, regulation and zoning for land use, response to citizens' complaints and request, and Skateboard Park. The ones with the most significant ranking of don't know are the Skateboard Park, economic development assistance to businesses, Dog Park, regulation zoning for land use, and animal control. The only thing one can see after the don't know ranking is that the next highest percent answered by the people is that these services are good quality with none going higher than nine percent that think it's poor.

The only one that had a percentage with a higher poor quality ranking answered was the fire protection and prevention services. It was 14.6 percent, but what also is significant is that the other two higher ranked selections within fire protection and prevention services are good quality with 46.2 percent and excellent quality at 36.6 percent. This service has a higher majority approval rating compared to some of the ones where the three highest percentages are found in excellent, good, and fair quality. That leads one to think that the fire service is felt as good overall. With other services, none of them broke over ten percent in poor quality.

Table A-5: Quality of Village Services

Quality of Village Services	Excellent Quality	Good Quality	Fair Quality	Poor Quality	Don't Know
Animal Control	4.5	22.7	22.5	3.8	42.2
Aquatic Center	18.7	43.9	7.6	.5	24.7
Bike and Pedestrian Trails/Accommodations	12.9	50	15.9	1.5	14.9
Building Permits and Inspections	4.8	32.8	16.9	2	38.9
Dog Park	9.3	28.3	12.6	1.3	43.7
Economic Development Assistance to Businesses	4.8	23	14.9	3.3	48.2
Emergency Medical and Rescue Services	32.3	47.2	4.3	4.6	11.6
Enforcement of Property Maintenance/Nuisance	4	32.1	23.2	9.1	26.5
Festivals and Events	7.8	33.6	28.5	3.8	20.5
Fire Protection and Prevention Services	36.6	46.2	3.8	14.6	8.8
Maintenance/Appearance of Village Parks	20.7	60.4	10.9	.5	3.3
Maintenance of Village-Owned Buildings	16.4	56.1	11.6	.8	10.6
Online Services (Village Website, Facebook, etc.)	7.8	32.8	14.9	2.8	35.6
Parks and Recreation	16.2	58.6	13.9	.3	7.6
Police Services	39.9	44.4	5.3	2	4.5
Public Transit System	7.1	23.7	16.9	8.8	38.1
Refuse Collection and Recycling Services	29.5	52.3	10.6	.8	2.8
Regulation and Zoning for Land Use	6.6	30.1	12.1	2.5	43.2
Removal of Snow and Ice From Village Streets	18.2	40.4	26.5	8.3	3.3
Residential Leaf and Brush Pick up	25	45.2	14.6	2	9.6
Response to Citizen Complaints and Requests	8.8	26.8	17.4	3.8	39.1
Sidewalk System	4.8	39.1	22	6.3	22.2
Skateboard Park	6.8	19.4	11.1	3.8	53
Storm Drainage Systems	8.3	42.9	17.2	3	23.5
Street Lighting	8.8	54.5	24.5	2.8	5.6
Street Paving, Maintenance, Sweeping and Repair	11.6	52.8	25	4	2.8
Weston Utilities (Water and Sewer)	19.4	47.2	15.2	1	13.6

Purple – top highest ranking score

Green – second highest ranking score

Yellow – third highest ranking score

The results show that over all the people feel that the services they receive in Weston are generally good. The administration is doing something of a good job giving out these services. The only thing that the survey shows of some significance is to identify which of these services that the administration may want to focus on to improve these numbers by making the people more aware

of what these services are doing for them. The reason is because of the high percentage rankings found in the don't knows that were answered.

Question 6 - Weston Budget Responses

Since cuts and reductions are imminent because the State of Wisconsin has reduced shared revenue to numerous municipalities, question number 6 in the survey asked the citizens of Weston to choose which services offered by the village were more important to them and which ones they were willing to eliminate or reduce. The citizens were offered seven alternatives and asked to pick the three they found most desirable.

Citizens of Weston were asked to choose amongst the following seven options: reduce the number of existing services, increase taxes, look for opportunities to contract services at reduced cost, lay-off employees, consolidate services with other governments or allow for the implementation of furlough days for employees.

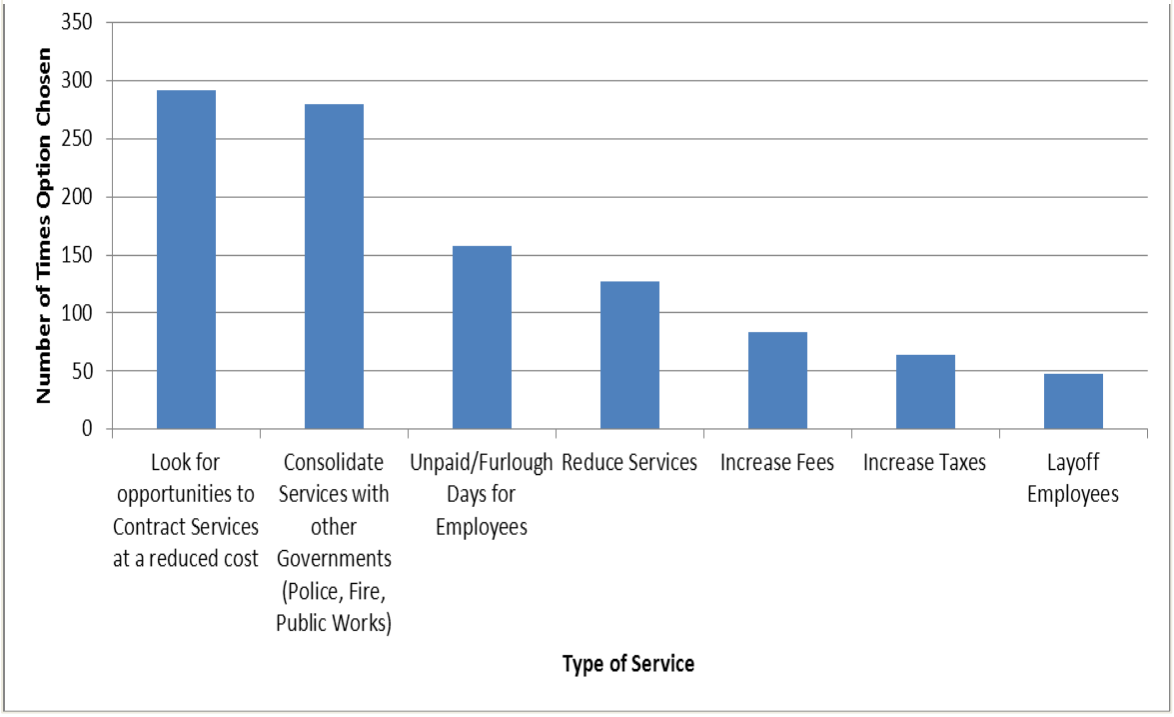
The results of the survey showed that the top three options chosen by the 396 respondents were: *contracting services at a reduced cost*, this option was checked by 292 individuals - *Consolidating services with other governments* was the second most popular option and was checked by 280 individuals - the third was the *implementation of unpaid furlough* days with 158 residents choosing this alternative. The least popular options were increasing taxes chosen by only 64 people and laying-off employees came in last with only 48 people choosing it as an alternative.

The table below offers a listing of all the options and their respective percentages, along with a graph displaying the same data.

Table A-6: Preference of Services

	Checked Options	Percent
Look for opportunities to Contract Services at a reduced cost	292	73.7
Consolidate Services with other Governments (Police, Fire, Public Works)	280	70.7
Unpaid /Furlough Days for Employees	158	39.9
Services	127	32.1
Increase Fees	83	21.0
Increase Taxes	64	16.2
Lay off Employees	48	12.1

Figure A-1: Preference of Services



Question 6 - Case Processing Summary

The following pages offer an analysis of the top three checked options based on the respondents' gender, their marital status, whether or not they own homes, and their level of education. *This information is followed by tables simply depicting the same information without a written summary*.

Table A-7: Look for Opportunities to Contract Services at a Reduced Cost

	Unchecked Responses			Checked Reponses		
Gender	**Male**	**Female**		**Male**	**Female**	
	60	39		155	129	
Year Born	**Before 1960**	**After 1960**		**Before 1960**	**After 1960**	
	65	29		168	115	
Marital Status	**Married**	**Unmarried**	**Widowed**	**Married**	**Unmarried**	**Widowed**
	73	16	8	220	41	24
Homeowner	**Own**	**Rent**		**Own**	**Rent**	
	99	0		282	7	
Education						
Less than High School	2			5		
High School	35			95		
Associate's Degree	24			70		
Bachelor's Degree	21			78		
Master's Degree	16			36		

Out of the 396 people who responded to the survey, the majority of people chose to look for opportunities to contract services as the best option for balancing the Village's budget. 155 men checked this option compared to 129 women. This was also a popular choice for married citizens with 220 married checking yes compared to 41 non-married. There was also a large disparity between homeowners and renters, over 282 homeowners checked this option compared to 7 renters. The numbers were evenly distributed across education levels. For example, 70 people with an Associate's Degree checked this option and 78 with a Bachelor's degree also checked this option.

Table A-8: Consolidate Services with other Governments (Police, Fire, Public Works)

	Unchecked Responses			Checked Reponses		
Gender	**Male**		**Female**	**Male**		**Female**
	63		48	152		120
Year Born	**Before 1960**		**After 1960**	**Before 1960**		**After 1960**
	67		41	166		103
Marital Status	**Married**	**Unmarried**	**Widowed**	**Married**	**Unmarried**	**Widowed**
	83	16	10	210	41	22
Homeowner	**Own**		**Rent**	**Own**		**Rent**
	108		2	273		5
Education						
Less than High School	4			3		
High School	42			88		
Associate's Degree	27			67		
Bachelor's Degree	27			72		
Master's Degree	11			41		

The alternative to consolidate services with other governments such as police, fire and public works was the second most popular amongst Weston citizens. A demographical analysis shows that men and women were partial to this alternative with only 30 more men than women choosing it. Age was not a significant factor in choosing this option since the number of people who chose it and were born after 1960 were about the same as those born before 1960. The overwhelming majority of home owns opted for this option with 273 choosing this, while only 5 renters said yes to consolidating services. There was no visible pattern with regards to education.

Table A-9: Unpaid Furlough Days for Employees

	Unchecked Responses			Checked Reponses		
Gender	**Male**	**Female**		**Male**	**Female**	
	143	81		72	81	
Year Born	**Before 1960**	**After 1960**		**Before 1960**	**After 1960**	
	149	78		84	66	
Marital Status	**Married**	**Unmarried**	**Widowed**	**Married**	**Unmarried**	**Widowed**
	184	28	17	109	29	15
Homeowner	**Own**	**Rent**		**Own**	**Rent**	
	230	3		151	4	
Education						
Less than High School	5			2		
High School	66			64		
Associate's Degree	57			37		
Bachelor's Degree	60			39		
Master's Degree	39			13		

Unpaid Furlough days was the number three most popular option from the Weston 2013 Citizen survey results. A closer analysis of the type of person who opted for this option shows that both men and women partial to it. Age was also not a determining factor since about the same number of people born before 1960 and after 1960 chose it. Married residents preferred with 109 checking yes, while only 29 non married residents opted for it. This was also a popular choice amongst home owners with 151 choosing this as opposed to 4 renters. The education level appeared to matter when looking at residents with high school diplomas as opposed to masters, only 13 residents with masters choose unpaid furlough days as opposed to the 64 high school graduates.

A few demographical characteristics were chosen at random and graphed. The first graph is a comparison of preferences between home owners versus residents who rent property. The second graph compares preferences based on gender and the last graph shows choices based on residents born before 1960 against those born after 1960.

Figure A-2: Preferences of Property Owners and Renters

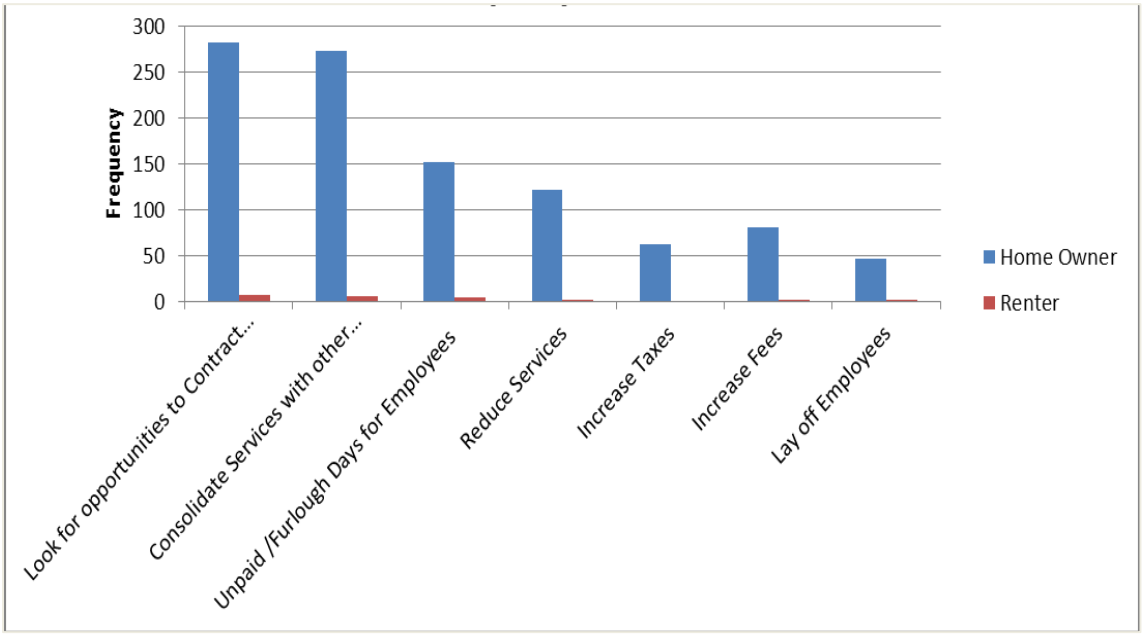


Figure A-3: Gender-Based Preferences

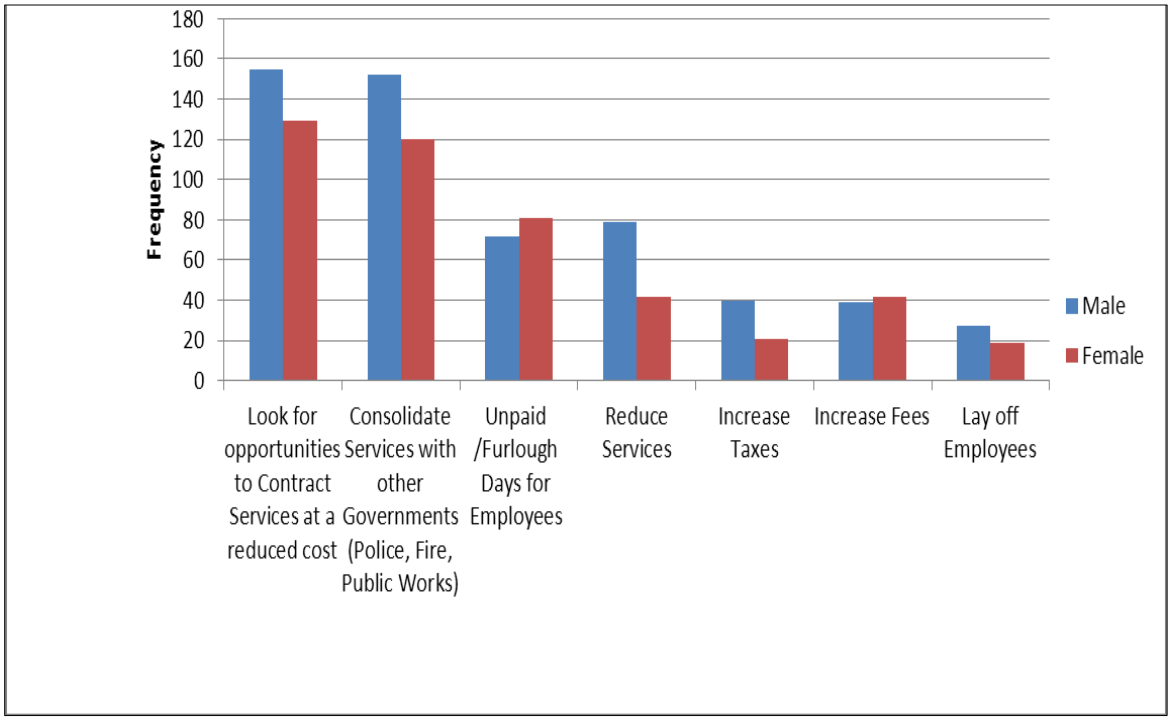
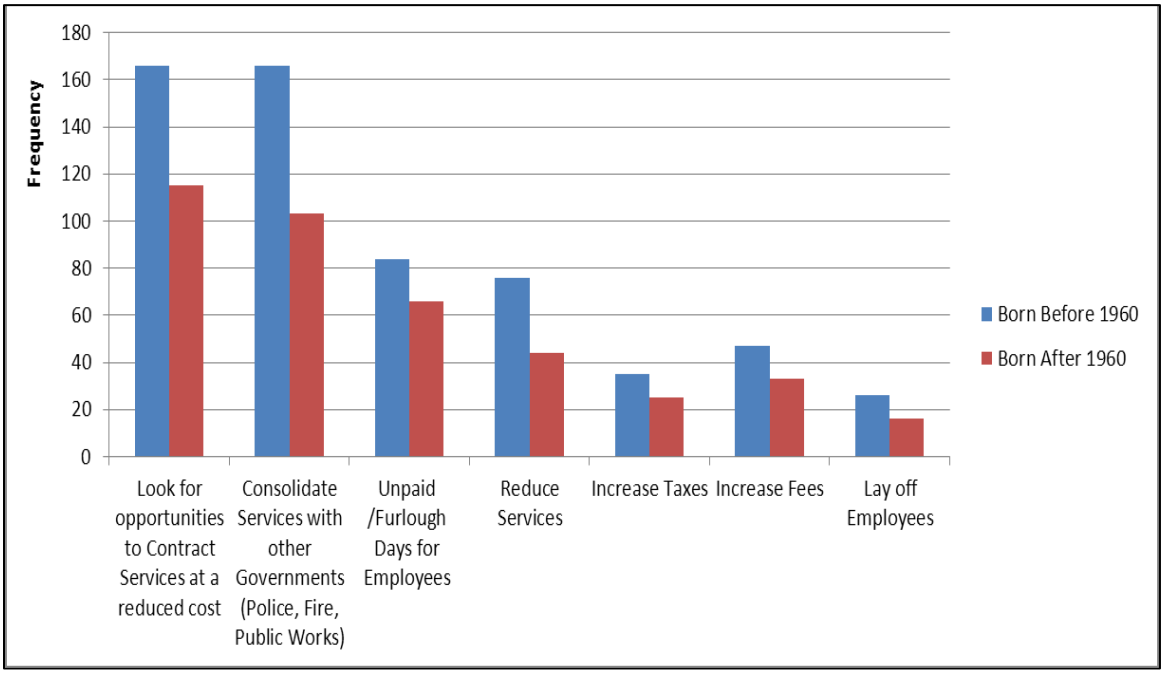


Figure A-4: Preferences Based on Age



Question 7 - Satisfaction with Bus Service Compromise in 2012

This section of the survey asked the residents how satisfied they were with the bus service compromise reached by the Board at the end of 2012. The Weston Village Board had restored mass transit services in the 2013 budget by reducing the cost of the restored services from $130,000 to $45,400 with the partnership of the City of Schofield and the Village of Rothschild, and to work with the City of Wausau in providing a 7-trip daily route, instead of the previous 12-trip daily route. In addition, over 60% of the Weston residents had approved the return of bus services on the June 2012 referendum, but only 40% had approved an increase in the Village's tax levy to fund the service. Therefore, the Village Board had decided to implement a new transportation utility fee to finance the cost in 2013. The survey results from Question 7 are in Table A-10.

Table A-10: Bus Satisfaction

	Satisfied	Not Satisfied	Unsure	No Opinion
All Responses (N=396)				
Number of responses	102	152	120	22
Percentages of responses	25.7%	38.4%	30.3%	5.6%
Gender:				
Male	24.6%	44.2%	26.5%	4.7%
Female	28.0%	31.0%	35.1%	5.9%
Age:				
Born before 1960	24.9%	39.0%	29.2%	6.9%
Born 1960 or later	27.1%	37.5%	33.3%	2.1%
Marital Status:				
Married	27.6%	41.0%	26.6%	4.8%
Not Married	22.8%	29.8%	40.4%	7.0%
Widowed	12.5%	34.4%	46.9%	6.2%
Housing Status:				
Own	25.7%	38.9%	30.4%	5.0%
Rent	28.6%	14.3%	57.1%	-
Household Income:				
Under $50,000	24.6%	38.5%	32.8%	4.1%
$50,000 - $100,000	30.3%	40.1%	26.1%	3.5%
Over $100,000	27.6%	31.6%	35.5%	5.3%
Education:				
High School or less	22.6%	40.1%	31.4%	5.9%
Associate's Degree	23.4%	47.9%	24.5%	4.2%
Bachelor's Degree	31.3%	34.3%	30.3%	4.1%
Master's Degree	30.8%	26.9%	36.5%	5.8%
Employment:				
Full-time	26.8%	38.3%	32.5%	2.4%
Part-time	26.5%	47.0%	26.5%	-
Self-Employed	40.0%	20.0%	20.0%	20.0%
Unemployed	42.9%	14.2%	42.9%	-
Retired	22.1%	40.2%	27.9%	9.8%

The total overall response from the survey was that 38.4% (N=152) were not satisfied with the outcome of the bus service compromise, while 25.7% (N=102) were satisfied with the outcome. In addition, 30.3% (N=120) were unsure on the compromise. Among men and women, 44.2% of men and 31.0% of women were not satisfied, while 24.6% of men and 28.0% of women were satisfied with the outcome. However, the highest percentage of women (35.1%) was actually unsure with the outcome. In the age category, those respondents born before 1960 (39.0%) and those born 1960 or after (37.5%) were not satisfied with the decision.

When focusing on marital status, 41.0% of married people were not satisfied, as compared to 29.8% of unmarried people who were not satisfied in the survey. In addition, 40.4% of unmarried and 46.9% of widowed respondents were unsure with the decision. Of those people who own their home, 38.9% were unsatisfied, while 30.4% were unsure, and 25.7% were satisfied. Those respondents that rent an apartment were 57.1% unsure of the decision, while 28.6% were satisfied, and 14.3% were not satisfied.

If the household income was under $50,000, 38.5% were not satisfied as compared to those whose income was between $50,000 - $100,000 who were 40.1% not satisfied. Depending on their level of education, 40.1% of high school or less educated people were not satisfied, while an even higher amount were not satisfied at 47.9% if you had an associate's degree. However, the results were almost evenly split between satisfied, not satisfied, or not sure if you had a bachelor's degree education. Finally in the employment category, the highest percentages occurred for not satisfied if the respondent had employment that was full-time (38.3%), part-time (47.0%), or was retired (40.2%).

Question 8 - Potential Service Reductions

Question 8 assessed respondent's feelings on village services that could be reduced or eliminated to balance the budget given a large reduction in state revenues.

Based on survey results, village residents are split on their support of reducing or eliminating the following services:

- Aquatic Center (49.3% support cuts, 44.9% want to see service remain as is)
- Street Lights (37.4% support cuts, 55.8% want to see service remain as is)
- Residential Brush and Leaf Pickup (52.0% support cuts, 42.4% want to see service remain as is)

Table A-11: Potential Service Reductions

	Support Reducing Services	Support Eliminating Services	Support Leaving Service As Is	No Response
Aquatic Center	41.7%	7.6%	44.9%	5.8%
Street Lights (Decrease Lighting)	30.8%	6.6%	55.8%	6.8%
Residential Brush and Leaf Pickup	27.3%	24.7%	42.4%	5.6%

Table A-12: Free and In-kind Services

	Number of Responses	Percentage of Total
Support Reducing Service	165	41.7%
Support Eliminating Service	99	25.0%
Support Leaving Service As Is	112	28.3%
No Response	20	5.1%
Total	396	100.0%

Currently the Village of Weston provides free services to community organizations as an "in-kind" support of the event (e.g., providing Public Safety employees at local sporting events or Traffic Control at community events.) Survey participants support cuts to these services, at a ratio of more than 2:1 (66.7% compared to 28.3%); of those that support cuts to the Free/In-kind services, the majority support reduction of services, not necessarily a complete elimination. (See Table above)

Table A-13: Snow Removal

	Number of Responses	Percentage of Total
Support Reducing Service	91	23.0%
Support Eliminating Service	8	2.0%
Support Leaving Service As Is	267	67.4%
No Response	30	7.6%
Total	396	100.0%

One option for reducing costs currently under consideration is delaying snow removal after winter storms. The cost savings could be achieved by reducing over-time costs for early morning/late

night snow removal and limiting snow removal to the normal Public Works schedule. Based on survey responses, village residents do not support changing snow removal services.

Table A-14: Snow Removal - Commercial Village Sidewalks

	Number of Responses	Percentage of Total
Support Reducing Service	170	42.9%
Support Eliminating Service	115	29.0%
Support Leaving Service As Is	94	23.7%
No Response	17	4.3%
Total	396	100.0%

Another option for reducing costs currently under consideration is requiring commercial property owners to remove snow from their property, rather than the village assuming the responsibility and costs. The survey respondents strongly supported the reduction or elimination of this service. One anecdotal comment questioned whether customers would then assume the costs, as business owners could pass the costs on to consumers through price increases. While this may be true, from an economic perspective, snow removal is a cost of doing business, and it would be more appropriate for the users of the commodity to pay for production costs through market prices.

Survey participants are in support of reducing or eliminating the Skate Park (74.5% compared to 21.2%) with almost a 3:1 ratio. The choice of reduction and eliminate were very similar with 34.3% and 40.2% respectively. Of note: one resident questioned whether the Skate Park truly provided teens with a "safe place" to recreate; if not, should the service be continued?

Table A-15: Skate Park

	Number of Responses	Percentage of Total
Support Reducing Service	136	34.3%
Support Eliminating Service	159	40.2%
Support Leaving Service As Is	84	21.2%
No Response	17	4.3%
Total	396	100.0%

Table A-16: Festivals and Events

	Number of Responses	Percentage of Total
Support Reducing Service	167	42.2%
Support Eliminating Service	170	42.9%
Support Leaving Service As Is	50	12.6%
No Response	9	2.3%
Total	396	100.0%

Survey participants strongly support of reducing or eliminating the village funded Festivals and Events (85.1% compared to 12.6%). The choice of reduction and eliminate were very similar with 42.2% and 42.9% respectively.

Table A-17: Village Hall Hours

	Number of Responses	Percentage of Total
Support Reducing Service	246	62.1%
Support Eliminating Service	26	6.6%
Support Leaving Service As Is	110	27.8%
No Response	14	3.5%
Total	396	100.0%

Survey participants strongly support of reducing or eliminating the Village Hall Hours with 62.1% of responses compared to Elimination having 6.6% and no change at 27.8%.

Question 9 - Consolidation of Services

Question #9 asked the citizens: "How strongly do you feel about consolidating the following services with other Southside Metro municipalities in order to save money?" According to the data received there were a total of 396 respondents to the survey. All six services had over 60% of respondents that either supported or strongly supported the consolidation each of services. This shows a majority of respondents are in favor of possible consolidation. Also there was not a service that received over 10% of strongly opposition of the consolidation of the services. The service that received the highest percent of opposition is the Police force at 9.1%. It is important to note that of the 396 responses 381 of these were sent to individuals who owned their own homes. This could not represent the entire population and the feelings of the constituents who are renters. Also of the survey results men support and strongly support the consolidation of services over women.

Overall analysis: Over 60% of all respondents to survey support or strongly support the consolidation of services. In all cases men are more likely to feel stronger about the consolidation than women, and the majority of the respondents owned their own home and did not rent. The highest percentage of strong opposition to change in these categories is in Police force at 9.1%. There is no correlation in any other category that is significant.

Question 10 - Additional Comments or Suggestions

Question 10 allowed respondents to provide written comments or suggestions regarding the village budget or village government. The majority of comments were regarding resident dissatisfaction with the Transportation Fee implemented to pay for restoring public transportation. The comments reveal a common thread: respondents are discontented with assessing the fee based on their property's road frontage rather than usage of the bus. Examples of comments made include:

> *...I do not live on the bus route, I get to pay extra for a service that I have no access to...*
>
> *...we support the bus service and a tax increase to pay for it;*
> *do not appreciate paying for the service on our water bill...*
>
> *...village board does not understand the will of the taxpayer when a vote is taken...*

In addition to the outright dissatisfaction regarding the fee, comments revealed a misunderstanding of how the referenda forced the Village board to make difficult decisions:

> *...referendum was run deceptively, the two referenda should have been combined;*
>
> *...restore service and the financing to do so on the same referendum.*

Another common theme was the village budget; however, the comments were diverse and did not reveal a common thread. Specific comments and suggestions were:

> *...Village has done a great job managing budget issues;*
> *village should cut services so people value them...*
>
> *...a lot of unnecessary programs should be cut - better budgeting...*

...charge a fee for using Mt. Bay Trail and cut public employee hours...

...keep necessary services, cut everything else;
Village Hall is over-staffed, not enough work for all...

...Board members shouldn't be paid a full salary when they only attend some of the meetings...

While three respondents thought there was not enough financial information provided on the survey to offer appropriate feedback, miscellaneous comments and suggestions were provided by a number of respondents:

... skeptical that sharing services is a good idea;

citing an example of a past experience with sharing a fire truck with Wausau...

...concerns that Weston residents will pay more for less services...

...concerned that eliminating Westonfest is a step in the wrong direction;
could festival and events draw people to Weston inspiring them to move to the area
could the Village recruit community involvement to run the festival instead of Village staff...

...heard stories of drugs and kids getting badly hurt at the Skate Park,
if that's true, park should be eliminated,
if not, does it give 'a good place' for kids to be?...

...snow removal was horrible this year...village sidewalks need to be shoveled;
improve snow plowing services...

...eliminate spring clean up: let people take their own junk to the dump...
...would like to see a coffee shop, Kentucky Fried Chicken
active recruitment of chain stores such as ALDI, Wal-Mart, Big Lots...

Analysis of Survey Results to Demographics of Village – Question 11

The following survey demographics were requested from the survey participants and compared to the census data from 2000 and 2010 for the Village of Weston, and to the previous 2002 Weston survey results, where noted.

Table A-18: Gender Analysis

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Gender	Male	215	54.3%	49.5%	49.6%
	Female	168	42.4%	50.5%	50.4%
	No Response	13	3.3%		

The total percentage calculations showed that 54.3 % of the people who responded were men and 42.4 % were female. The male response was higher than both the 2000 and 2010 census. About 6 percent less women responded to the survey than the 2000 census and the 2010 census.

Table A-19: Age Analysis

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Year Born	Before 1960	233	58.8%	29.4%	
	1960 and After	144	36.4%	70.6%	
	Before 1956				28.8%
	1956 and After				71.2%
	No Response	19	4.8%		
Median Age	Age in Years			35.6	32.2

A total of 233 people responded that they were born before 1960, a number that averages to 58.8 %. The Weston 2010 census forecast populations of 29.4% were born before 1960 almost less than half of the respondents to the survey. The Weston 2000 Census forecast populations of 28.8% were born before 1956, again, almost less than half of the respondents to the survey. A total of 144 respondents were born after 1960 an average of 36.4%. Compared to the 2010 Weston Census 70.6% were born after 1960 and from the 2000 census 71.1% were born after 1956, so almost double than the survey results.

Table A-20: Senior Population

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Is a Household Member at least Age 65 or Older	Yes	132	33.3%	20.0%	9.1%
	No	252	63.6%	80.0%	90.9%
	No Response	12	3.0%		

The 2013 Village of Weston Survey results showed that 33.3% of respondents were over 65. Compared to the 2010 Weston Census, only 20% said they were over 65. Compared to the 2000 Census, only 9.1% stated that they were over 65. The percentage of people who said they were NOT 65 or older was 63.6% for the Weston survey compared to 80 % for the 2010 Census survey and 90% percent for the 2000 Weston Census. Results show that the population is growing older.

Table A-21: Marital Status

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Marital Status	Married	293	74.0%	57.6%	58.4%
	Not Married	57	14.4%	37.8%	36.7%
	Widowed	32	8.1%	4.6%	4.9%
	No Response	14	3.5%		

The 2013 Village of Weston survey results were 74% of the individuals polled were married, 14.4% were not married, and 8.1% were widowed. These numbers were very different from the 2000 Weston Census numbers which showed a population of 58.4% married, 36.7% not married and 4.9 widowed. This data is not available for comparison for the 2010 Weston Census.

Table A-22: Time Lived in Weston

		2013 Weston Survey Results	2013 Weston Survey %	2002 Weston Survey Results	2002 Weston Survey %
Time Lived in Weston	0-2 Years	14	3.5%	191	12.4%
	2-5 Years	40	10.1%	329	21.4%
	6-10 Years	52	13.1%	279	18.2%
	11-20 Years	111	28.0%	262	17.1%
	20+ Years	173	43.7%	474	30.9%
	No Response	6	1.5%		

The survey results demonstrated that 3.5% of respondents had lived in the village for less than two years, 10.1% have lived in Weston for 2 to 5 years, 13.1% have lived there for 6 to 10 years, 28% have resided in Weston for 11 to 20 years and 43.7 percent have been in Weston for more than 20 years. Clearly showing that only a small percentage of the population is new to Weston, most of the residents have been there for a long time.

Table A-23: Registered Voters

		2013 Weston Survey Results	2013 Weston Survey %
Registered to Vote	Yes	367	92.7%
	No	13	3.3%
	Ineligible to Vote	3	0.8%
	Don't Know	2	0.5%
	No Response	11	2.8%

The survey results demonstrated that the majority of the respondents are registered voters, 92.7% compared to only 3.3% are not registered voters. Less than 1% is ineligible to vote and 0.5% of the respondents do not know whether or not they are registered to vote.

Table A-24: Rent or Own

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Rent or Own	Own	381	96.2%	64.2%	66.8%
	Rent	7	1.8%	35.8%	33.2%
	No Response	8	2.0%		

The 2013 Weston Village Survey shows that 96.2% of individuals polled own their home. The number of respondents that are homeowners is significantly different than the 2010 Weston Census which showed that only 64.2% owned their own home. Compared to the 2000 Census, there is also a major different, 66.8% owned their own home. These numbers show that there has been an average of 30 percent increase in the number of people who own homes. The 2013 survey showed that only 1.8% of residents polled are renting compared to 35.8% from the 2010 census and 33.2% from the 2000 census.

Table A-25: School Age Children

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Number of Children in Household under age 18	None	282	71.2%	65.5%	62.0%
	1	37	9.3%		
	2	50	12.6%		
	3	12	3.0%		
	4 or More	5	1.3%		
	No Response	10	2.5%		
	At least one child		26.2%	34.5%	38.0%

The 2013 Weston Village survey results showed that 71.2% of respondents do not have children, 9.3% responded that they have one child, 12.6% have 2, only 3% have three and 1.3% have 4 or more children. There is little data available for comparison from the 2010 and 2000 census.

Table A-26: Household Income

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Household Income	Under $10,000	1	0.3%	2.2%	3.1%
	$10,000 - $14,999	12	3.0%	4.5%	4.7%
	$15,000 - $24,999	11	2.8%	11.1%	14.0%
	$25,000 - $34,999	30	7.6%	10.9%	12.3%
	$35,000 - $49,999	68	17.2%	15.5%	21.2%
	$50,000 - $74,999	80	20.2%	19.9%	25.9%
	$75,000 - $99,999	62	15.7%	16.1%	13.2%
	$100,000 - $149,999	50	12.6%	14.3%	4.2%
	$150,000 - $199,999	17	4.3%	3.2%	0.5%
	$200,000 or More	9	2.3%	2.2%	0.8%
	No Response	56	14.1%		

Of the individuals polled, the majority of responses showed that income levels are between $35,000 and $74,999, a total percentage of 37.4%. The second most common income level fell between $75,000 and $149,999, a total percentage of 28.3%. Compared to the 2010 Weston Census, the majority of income levels fell in the same range of $35,000 and $74,999; a total percentage of 35.4%, and the second most common income level was also similar to the survey results and showed that 30.4% of residents were between the $75,000 and $149,999 income bracket. The 2000 Weston Census showed that the majority of residents were in the $35,000 and $74,999 income level bracket, a total percentage of 47.1%. A comparison of the survey results to the 2000 and 2010 Census therefore showed that the income levels are steadily increasing.

Table A-27: Employment Status

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Employment Status	Employed Full-Time	209	52.8%		
	Employed Part-Time	34	8.6%		
	Self-Employed	10	2.5%		
	Employed Full-Time, Part-Time, or Self-Employed	253	63.9%	70.0%	75.1%
	Unemployed	7	1.7%	5.2%	2.9%
	Student	1	0.3%		
	Retired	122	30.8%		
	Not in Labor Force			24.8%	22.0%
	No Response	13	3.3%		

The 2013 Weston Survey showed that 63.9% of respondents were employed full-time, part-time, or self-employed, which is lower than the reported 2010 census (70.0%) or 2000 census (75.1%) levels. Between the 2013 survey results and the 2000 census, there is about an 18% reduction in the employed workforce in the village. The survey also reported that only 1.7% of the respondents were unemployed, which is lower than the 2010 census (5.2%) or 2000 census (2.9%). Finally, 31.1% of the 2013 respondents were either retired or students, or considered not in the labor force, as compared to the 2010 census (24.8%) or 2000 census (22.0%) data.

Table A-28: Occupation

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Profession/ Occupation	Homemaker	12	3.0%		
	Management	100	25.3%	28.3%	27.4%
	Service Occupations	28	7.1%	15.4%	12.2%
	Sales and Office Occupations	36	9.1%	27.4%	29.9%
	Construction/Maintenance	13	3.3%	7.9%	7.2%
	Education	20	5.1%		
	Production/Transportation	33	8.3%	21.0%	22.9%
	Other	26	6.6%		0.4%
	No Response	128	32.3%		

The 2013 survey shows that 32.3% of the respondents did not respond to this profession/occupation question, which lends credibility that 30.8% are retired from the previous question. Of the respondents that are working in the 2013 survey, the most common profession is

management, while all other occupations are much lower. The distribution across all occupations in the 2013 survey is not at similar levels with the 2010 census or 2000 census distributions.

Table A-29: Mean Time to Work

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Commuting Distance for Work	0 Miles or No Response	156	39.4%		
	1-5 Miles	100	25.2%		
	6-10 Miles	78	19.7%		
	11-15 Miles	30	7.5%		
	16-20 Miles	12	3.0%		
	21-25 Miles	3	0.8%		
	26-30 Miles	7	1.8%		
	31-40 Miles	5	1.3%		
	41-50 Miles	3	0.8%		
	Over 50 Miles	2	0.5%		
Mean Travel Time to Work	Travel Time in Minutes			18.3	17.0

The Weston survey data showed that 44.9% of the Weston residents travel 1 - 10 minutes to work and 55.4% travel 1 - 20 minutes to work, which supports the 2000 and 2010 census data that the mean travel time to work is 17.0 minutes and 18.3 minutes, respectively. In addition, 39.4% of the respondents are either retired or self-employed and staying at home. Therefore, only about 5% of the village residents travel outside the Wausau metro area for work, while the remaining 95% stay within the Wausau metro area.

Table A-30: Access to Technology

		2013 Weston Survey Results	2013 Weston Survey %
Computer at Home	Yes	345	87.1%
	No	37	9.3%
	No Response	14	3.5%
Internet Access	Yes	291	73.5%
	No	40	10.1%
	No Response	65	16.4%
Interested in Online Bill Pay Services	Yes	150	37.9%
	No	175	44.2%
	Don't Know	53	13.4%
	No Response	18	4.5%

The Weston survey showed that 87.1% of respondents have a computer in their home, and 73.5% have internet access at home. However, the results were mixed in the survey when the question was asked if they would like the Village to provide online bill pay services, where 44.2% said no, 37.9% said yes, and 13.4% said that they were not sure. The Village does not presently provide online bill pay services to its residents and is using this question to determine if it should implement these new services in the near future.

Table A-31: Access to Information

		2013 Weston Survey Results	2013 Weston Survey %
How do you stay informed with Local Government	Mailed Newsletter	335	84.6%
	Phone Calls	85	21.5%
	Digital Newsletter	74	18.7%
	Email	67	16.9%
	Attend Meetings	57	14.4%
	Face book	34	8.6%
	Other	28	7.1%
	Write Letters	17	4.3%
	Twitter	6	1.5%

The respondents reported that 84.6% of them stay informed with village government from the mailed newsletter, which ranked #1. However, the Village Board had discontinued the quarterly

mailed newsletter in 2012 due to financial constraints, and reverted to only one mailed newsletter beginning in 2012. Other communication methods that were ranked in the top 5 were phone calls (21.5%), the digital weekly newsletter (18.7%), email (16.9%), and attending meetings (14.4%).

Table A-32: Education Completed

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Highest Education Completed	Less than High School	7	1.8%	10.4%	13.1%
	High School	130	32.8%	57.1%	57.8%
	Associate's Degree	94	23.7%	11.5%	10.3%
	Bachelor's Degree	99	25.0%	14.5%	13.7%
	Master's Degree or higher	52	13.1%	6.5%	5.1%
	No Response	14	3.5%		

The Weston survey revealed that 61.8% of those respondents have an education above a high school diploma, which is significantly higher than the 2010 census (32.5%) and 2000 census (29.1%). In addition, 38.1% of the survey respondents have at least a bachelor's degree or higher, when compared to the 2010 census (21.0%) and 2000 census (18.8%). Even though the 2013 survey data is a random sample, it appears that the trend is continuing today where an increasing number of the village residents have at least a college degree at the 2-year or 4-year levels or higher.

Table A-33: Race

		2013 Weston Survey Results	2013 Weston Survey %	2010 Weston Census %	2000 Weston Census %
Race	White	373	94.2%	87.7%	93.1%
	Asian	4	1.0%	8.7%	4.9%
	2 or more races	1	0.3%	1.6%	1.0%
	Other	5	1.3%	2.0%	1.0%
	No Response	13	3.3%		

From the survey data, 94.2% of these participants identified as White, compared to the 2010 census (87.7%) and 2000 census (93.1%). Only 2.6% of the survey respondents were non-White, which was lower than the 2010 census (12.3%) and 2000 census (6.9%) data. The village is becoming more diversified according to the 2000 and 2010 census data; however, the **diversification is not as visible in the data from the 2013 Weston survey.**

Results of Comprehensive Plan Survey (2014)

Between December 2013 and February 2014, village staff and consultants conducted a community survey to gather input on the community's vision, priorities, and preferences. The survey results are one tool to advise the village on its pending Comprehensive Plan update. The survey was primarily conducted using an internet survey tool using Survey Monkey, but hard-copy surveys were also available. The village provided all utility customers with a written notice directing them to the Web address where the survey was available. village staff also used the village's web page and other tools to inform residents of the survey.

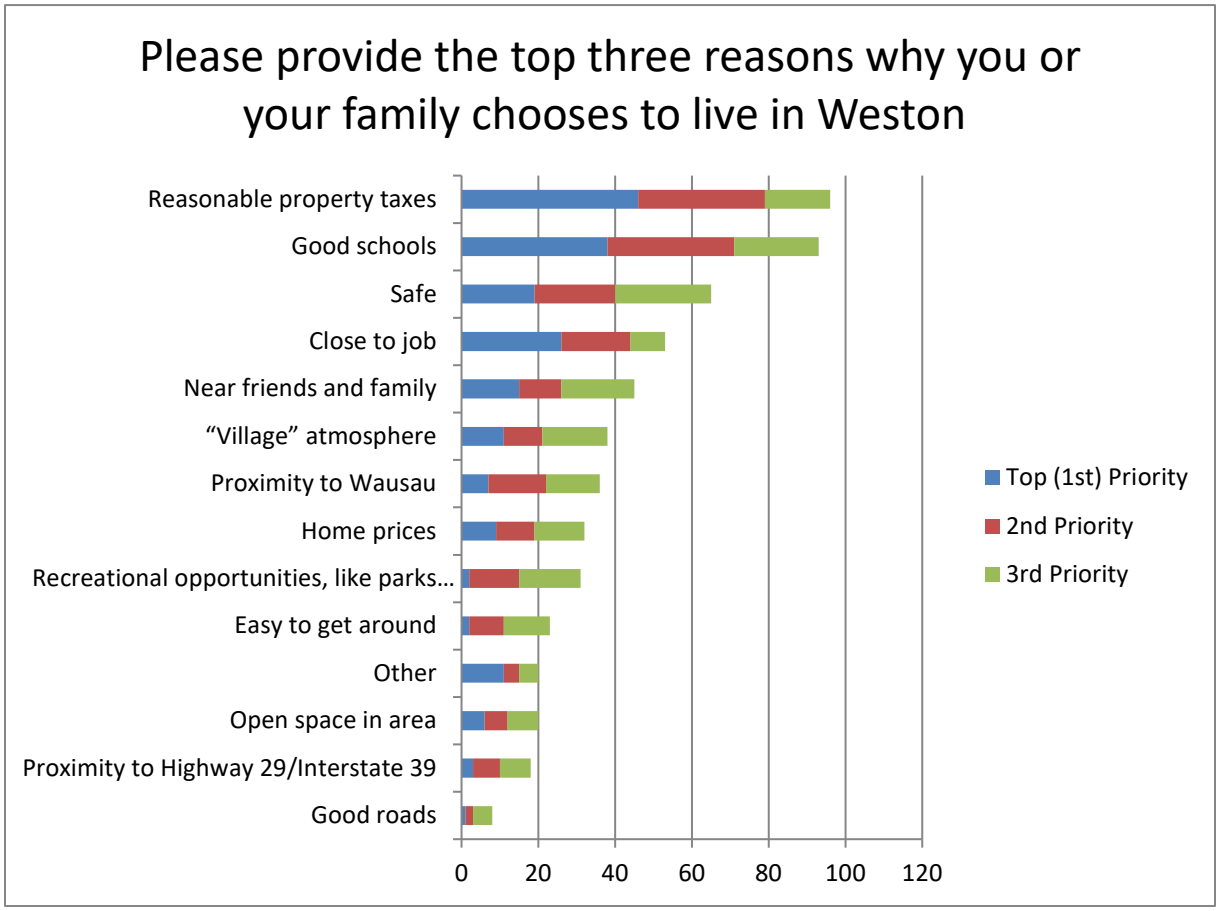
There were 200 responses to the survey, which at about 3.5% of village households (according to the 2010 Census) is relatively low. Survey respondents were more likely to be slightly older, be homeowners, and be men than the general Weston population. These facts are important to remember when evaluating responses.

More detailed respondent characteristics are as follows:

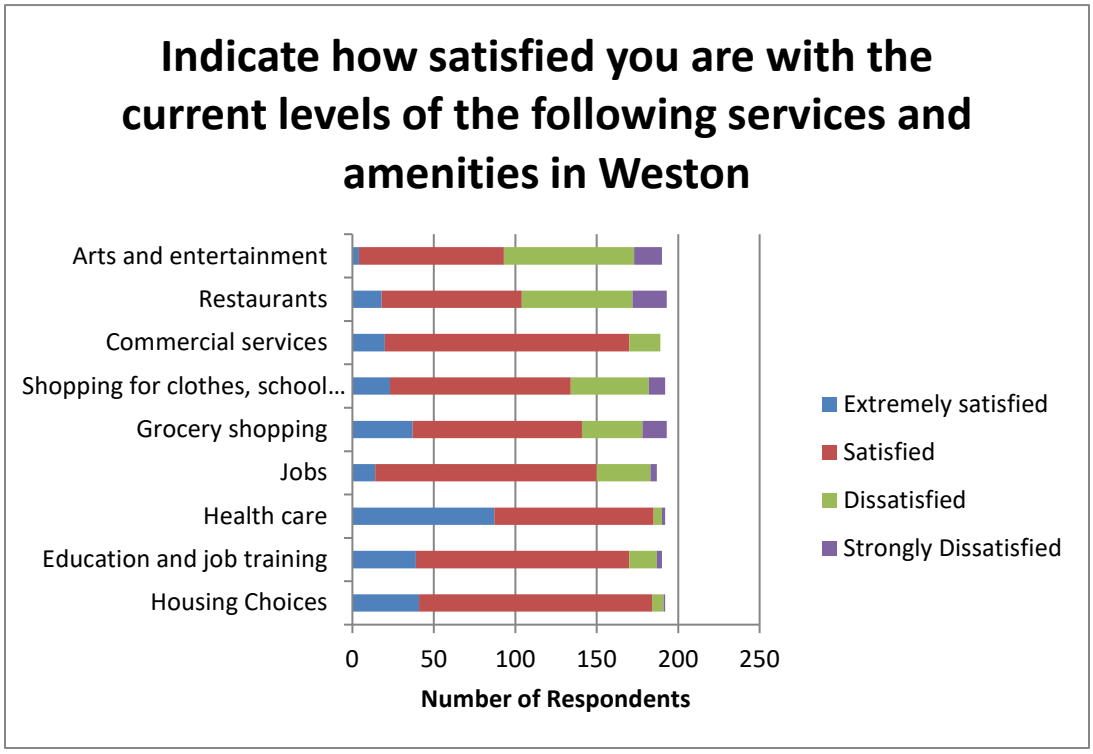
- Almost 96% of respondents were homeowners, compared to 64% of Weston's total population living in owner-occupied residences, per the 2010 Census.
- About 58% of respondents were men, compared to 49.5% of Weston's population that was male in 2010.
- 51% of survey respondents were between 20 and 49 years of age, while 14% were more than 65 years old. Per the Census, 41% of the village's population were between the ages of 20 and 49 and 12% were over 65 years old in 2010.

The survey totaled 13 questions and included space for residents to provide open-ended comments. A more detailed Survey Monkey report of all responses is also available upon request.

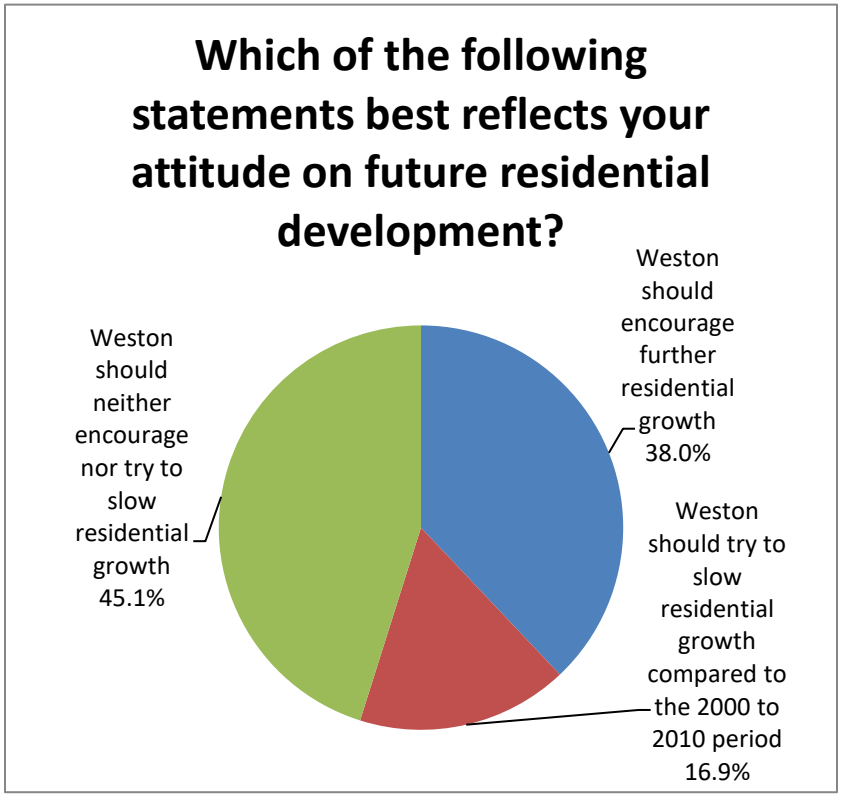
Survey respondents were asked to provide their top three reasons, in order, for choosing to live in Weston, from among 14 potential reasons. Reasonable property taxes, quality schools, and community safety are the main reasons why survey respondents choose to live in Weston. Proximity to a job and family are also important. Other local amenities and low traffic congestion were most often provided as "other" reasons.



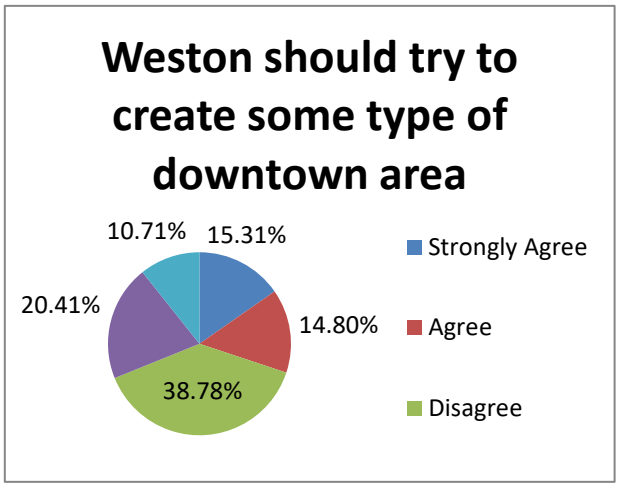
When asked about their satisfaction with current services and amenities in the village, respondents were most satisfied with current housing choices, health care, commercial services, and education and job training. The local presence of St. Clare's Hospital and other clinics certainly bolstered health care satisfaction levels. The highest levels of dissatisfaction were with Weston's arts and entertainment and restaurant offerings, which is fairly typical for a suburban community.

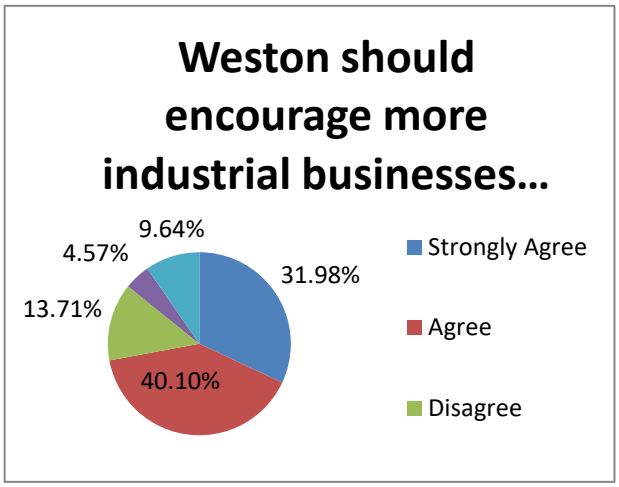


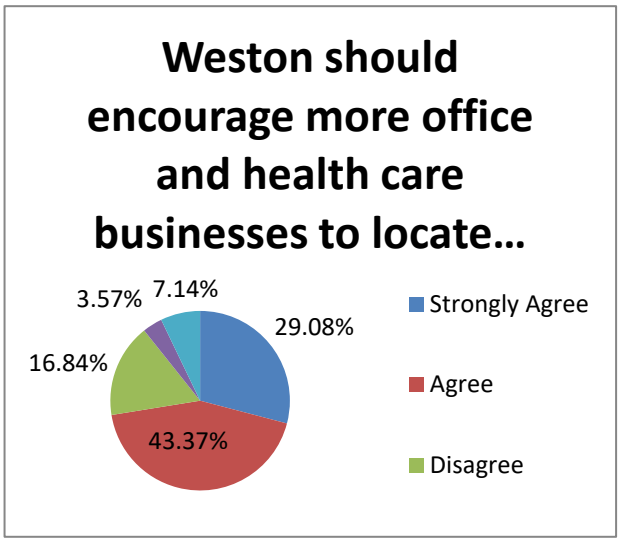
Residents were asked about their attitudes on future residential development, framed by information that the Village of Weston's population grew from 12,079 to 14,868 between 2000 and 2010. A strong majority of respondents (83%) believed that Weston should either take a neutral stance or encourage more residential growth. These responses may be indicative of the fact that Weston has yet to see a bump in subdivision and residential building permit activity since the 2007-08 housing crisis.



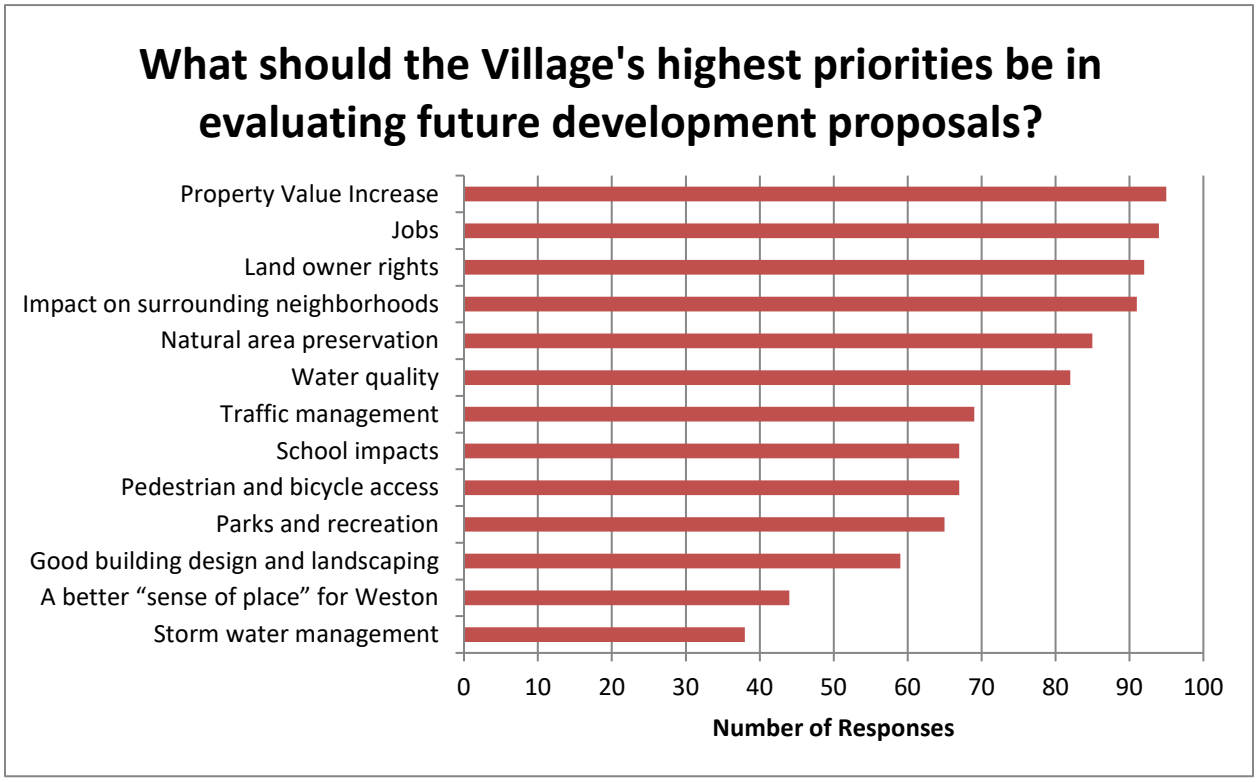
When asked about future non-residential development, 91% of respondents agreed that the village should encourage more retail and commercial services. This is consistent with responses to a previous question that showed some amount of dissatisfaction with local restaurant, arts, and entertainment choices. Nearly three out of every four respondents agreed that Weston should encourage more industrial, health care, and office uses. There was limited support among respondents to creating a downtown area in Weston.



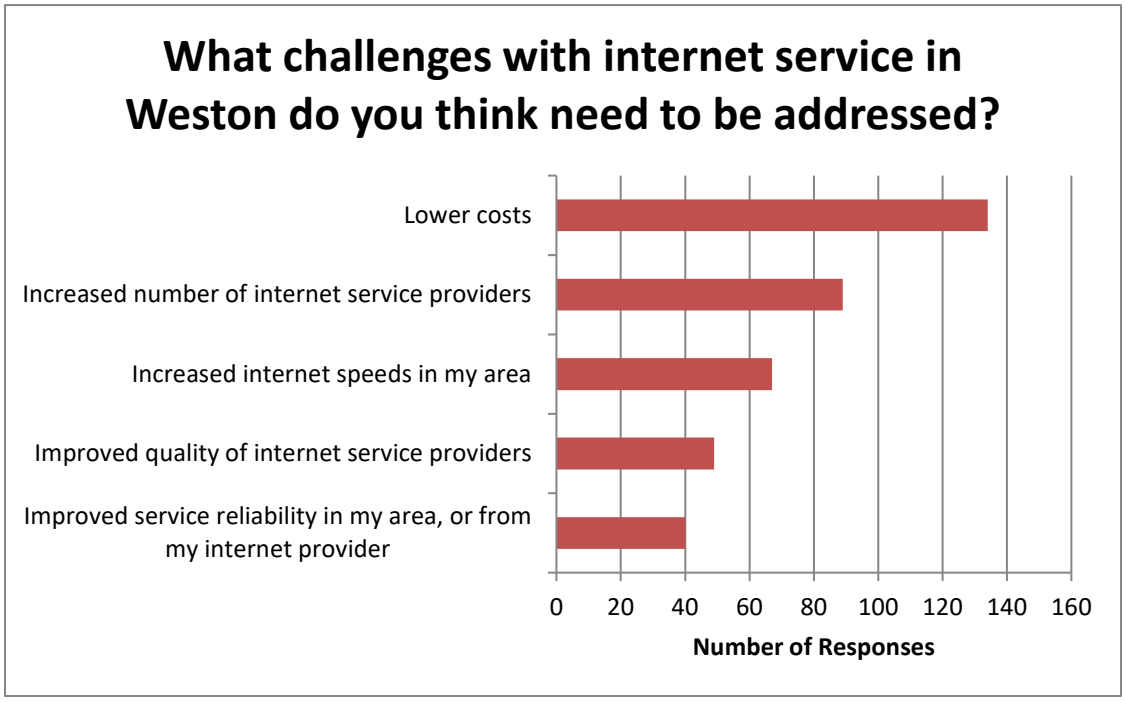




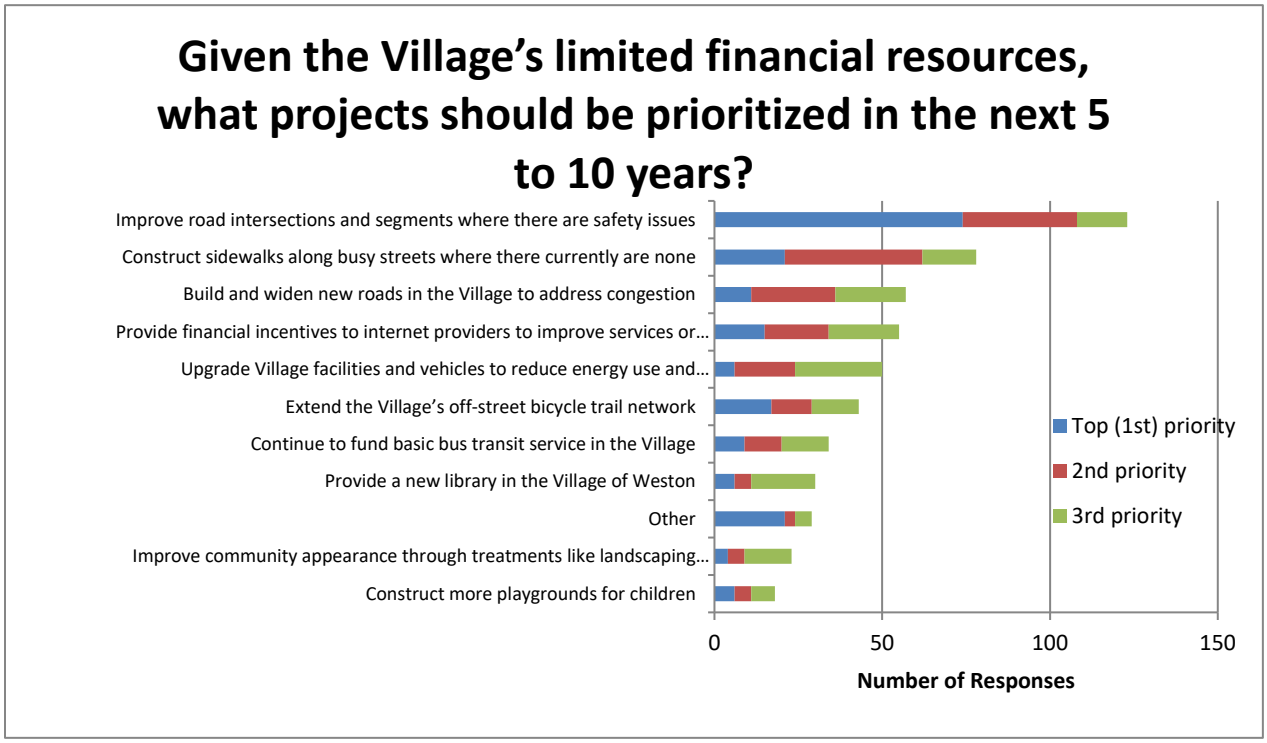
Residents were asked what the highest priorities should be when evaluating future development proposals, selecting whatever number from among 14 potential priorities. The highest priority responses focused on economic development, including increasing property values and jobs. Respondents were also concerned about addressing impacts on surrounding neighborhoods, natural areas, and water quality when new development proposals are offered.



To support the new Broadband Technology chapter of the Comprehensive Plan, the survey included a series of questions about internet usage in the area. 95% of survey respondents reported having a computer or tablet with internet in their household. When asked what kind of challenges they faced with internet service in the area, lower costs was the chief concern. The limited number of internet service providers in the area was a second concern.



Residents were provided a list of ten potential projects the village might prioritize over the next five to ten years. Transportation projects received the most support among respondents. Greatest support was offered for improving road segments and intersections where there are known safety issues, followed by constructing sidewalks along busy streets. Write-in "other" projects included developing Camp Phillips Road to address both safety concerns and provide a gateway into the community, increasing public safety, maintaining current roads over constructing new ones, and maintaining the Fire/EMS Department.



Residents were asked a final, open-ended question through which they were encouraged to offer further thoughts and/or advice for the village. A variety of responses were offered. The most common advice for the Village of Weston was to:

- Attract more job-creating industries, commercial services, and retail opportunities, particularly restaurants; home improvement stores, other major retailers, and supermarkets; and entertainment and other "third space" options like a coffee shop.
- Keep property taxes and fees down, by increasing the property values in the area, adding new businesses, and avoiding wasteful or secondary spending.
- Retain the small town feel of Weston, instead of trying to replicate or grow like Wausau or other bigger cities. (There is tension between this type of advice and the above common comments.)
- Provide better support public safety and emergency services. Some expressed concern that SAFER could lead to a reduction in the quality of emergency and protective services, either through longer response times or emergency workers who are spread too thin with too much work.
- Prioritize maintaining current roads and intersections over building new ones. Concerns over Camp Phillips Road were mentioned most often, particularly at its intersection with Ross Avenue or the State Highway 29 interchange area.
- Provide more parks and recreation spaces.