

Schofield Avenue Corridor Plan

Recommended by Village Plan Commission: May 24, 2021

Adopted by Village Board: May 24, 2021

A supplemental element of the Village of Weston Comprehensive Plan



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



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Chapter 1: Overview

1.1. Purpose

Schofield Avenue is a major east-west corridor in the Village of Weston. It was State Highway 29 before the Highway 29 freeway was opened $\frac{3}{4}$ miles to the south in 1992.

This Plan is a component of Volume 3 of the Village of Weston Comprehensive Plan. Volume 1: Conditions and Issues and Volume 2: Vision and Directions preceded it. Volume 3 contains detailed, stand-alone plans that typically advance priority initiatives from Volume 2.

This Plan is a blueprint for future (re)development, zoning decisions, and transportation investments along the corridor. It will guide property owners and developers interested in selling or changing land uses. Still, property owners, businesses, and residents are not compelled to participate, sell their property, or move.

The village will use this Plan as a basis for making the following decisions:

- Rezoning, conditional use permits, site plan approvals, and other zoning decisions, supplementing other village policy documents.
- Transportation, utility, and other capital and community design investments.
- Potential development activities and incentives for appropriate non-residential, mixed-use, and redevelopment projects in conjunction with tax incremental district (TID) project plan(s). Parts of the Schofield Avenue Corridor are within TIDs #1 or #2.



Much of Schofield Avenue and its adjacent land uses were built for a different era, but new development, uses, and street design is gradually emerging.

Schofield Avenue Corridor Plan

1

Planning Area & Districts Map



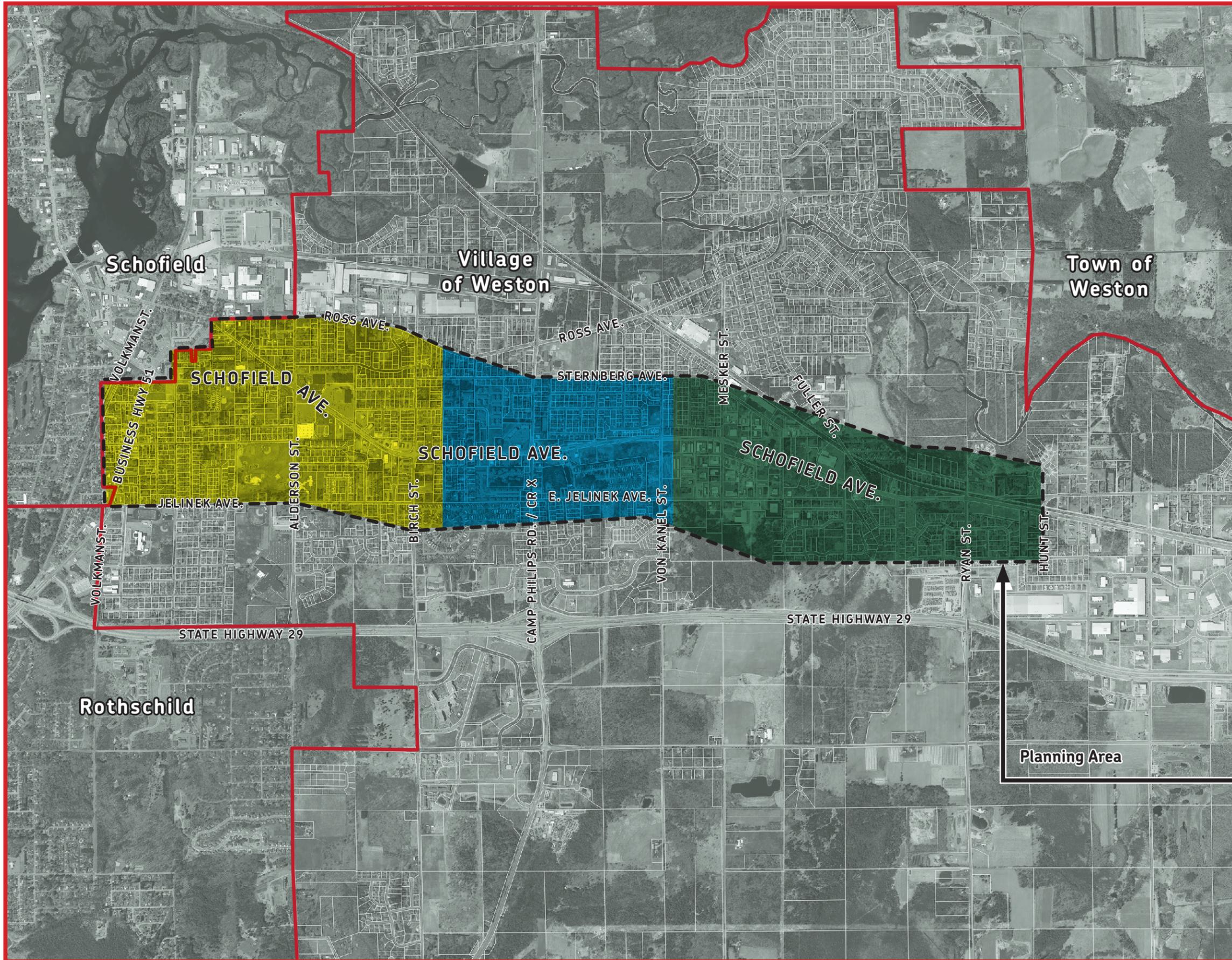
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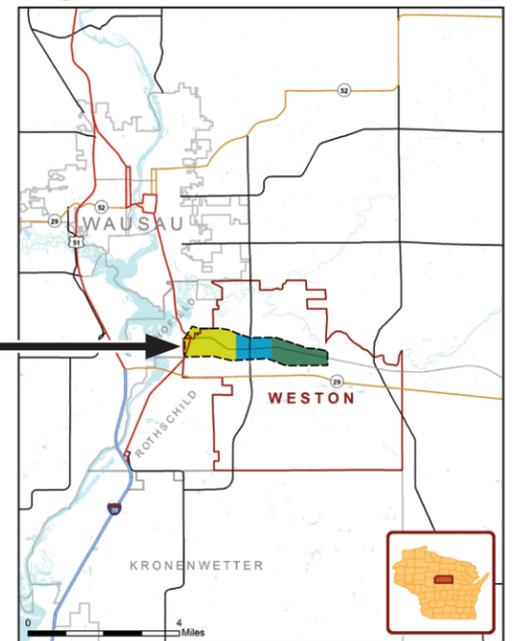
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LEGEND

- Municipal Limits
- Planning Area
- Western District
- Central District
- Eastern District



Regional Context



1.2. Planning Area

The Schofield Avenue Corridor planning area is represented on Map 1. The planning area extends approximately 3 ½ miles, from the Business Highway 51 intersection on the west end to the Ryan Street intersection on the east end. While the far west end of the planning area extends into the City of Schofield, this Plan includes no recommendations beyond the Weston village limits. This 3 ½ mile roadway segment includes key intersections with Alderson Street, Birch Street, County Road X (Camp Phillips Road), Von Kanel Street, Mesker Street, and Ryan Street. The planning area does not extend further east than the Ryan Street intersection as land uses east of that intersection are fairly well established and unlikely to change appreciably in upcoming decades.

The planning area also extends north and south of Schofield Avenue by approximately three or four blocks. The planning area was drawn wide enough to assure proper context and sensitive neighborhood transitions. Most recommended changes to current uses and road patterns within this Plan are within a block or so from Schofield Avenue. Volume 2 of the village's Comprehensive Plan or the County Road X Corridor Plan contains future land use recommendations further from Schofield Avenue.

The planning area is divided into three different districts for analysis and planning purposes, as depicted on Map 1. The western district extends from Business Highway 51 to the Birch Street intersection area, coinciding with the segment of Schofield Avenue that underwent reconstruction and substantial streetscaping improvements in the 2000s. The central district begins beyond Birch Street and extends through the Von Kanel intersection, overlapping to an extent with the planning area of the village's County Road X Corridor Plan. The eastern district extends from there to the east end of the planning area and includes the Weston Commercial Park.

1.3. Planning Process Overview

The village retained MDROffers Consulting to help prepare the Schofield Avenue Corridor Plan. The planning process was guided by the village's Community Development Authority and Plan Commission. The process involved research, fieldwork, technical discussions with experts and regulators as well as engagement with land and business owners to gain an understanding of potential opportunities and conflicts, and a community meeting. The process was largely completed in conjunction with the village's Community Entryway and Wayfinding Plan, and there are some overlapping findings and recommendations.



1.4. Vision

The village desires to create a new vision for land use, (re)development, transportation, and community design along the Schofield Avenue Corridor. In collaboration with land and business owners, the village will advance investment along Schofield Avenue to:

- grow the local economy and tax base;
- increase commercial services, retail activity, and restaurants;
- encourage community-building mixed-use and residential development projects;
- support small-scale light industrial and commercial service uses as business incubators;
- provide sensitive transitions to adjacent neighborhoods;
- improve and manage traffic flow and safety; and
- continue to beautify a primary thoroughfare, while learning from past experience.



The village desires to grow the local economy and tax base by increasing commercial services and retail along the Schofield Avenue Corridor.

1.5. Plan Organization and Key Recommendations

The remainder of this Schofield Avenue Corridor Plan is organized into five chapters, with the function and key recommendations within each chapter described in the following subsections.

1.5.1. Conditions and Issues

This chapter includes background information on current conditions and trends in the Schofield Avenue Corridor planning area. For a more detailed presentation of background circumstances village-wide, see Volume 1: Conditions and Issues of the Comprehensive Plan.

1.5.2. Western District Directions

The second chapter describes the recommended land use pattern and transportation improvements for the part of the Schofield Avenue Corridor between Business Highway 51 and Birch Street. This chapter identifies several potential initiatives, including:

- Facilitating the continuation and enhancement of commercial service and retail uses in most of this district, including selective redevelopment and infill where appropriate.
- Promoting consolidation of existing smaller parcels for mixed (or flexible) commercial and residential redevelopment between Normandy and Willow Streets, to reflect changing realities for commercial space along Schofield Avenue and to provide housing choices.

- Preserving, enhancing, and growing stable single-family residential areas both south and north of Schofield Avenue.

1.5.3. Central District Directions

This next chapter focuses on a recommended redevelopment, reinvestment, and road reconfiguration plan for the part of the Schofield Avenue Corridor between Birch and Von Kanel Streets, including the major intersection with County Road X (Camp Phillips Road). This chapter identifies several potential initiatives, including the following:

- Dovetailing with the County Road X Corridor Plan to enhance the Schofield Avenue/County Road X intersection area as a major commercial center, gateway, and gathering place.
- Promoting consolidation of existing smaller parcels for mixed (or flexible) commercial and residential redevelopment between Birch Street and Mount View Avenue, to reflect changing realities for commercial space along Schofield Avenue and provide housing choices.
- Improving Schofield Avenue as a multi-function roadway, including better thru traffic and turning movements, safer pedestrian movements, and enhanced streetscaping (though not as intensive as installed in the western district in the 2000s).
- Promoting reinvestment in or allowing sensitive redevelopment of the manufactured home parks.

1.5.4. Eastern District Directions

The next chapter focuses on a recommended redevelopment, reinvestment, and road reconfiguration plan for the part of the Schofield Avenue Corridor between Von Kanel and Ryan Streets. This chapter identifies several potential initiatives, including the following:

- Supporting the Weston Meadows Commercial Center to serve its important role as an incubator and accelerator for small industries and other businesses, while working to improve infrastructure and aesthetics wherever practical.
- Supporting a municipal campus planning effort to redevelop the former municipal campus site and facilitate adjacent business and recreational development, like the Mountain-Bay State Trail.
- Promoting greater vibrancy and commercial service, retail, and/or office redevelopment near the intersections of Mesker Street, Municipal Street, Fuller Street, and Old Costa Lane—including proposed street changes to align Fuller and Old Costa.
- Improving Schofield Avenue as a multi-function roadway, focused on intersection improvements, enhanced streetscaping, and better street lighting.

1.5.5. Implementation

This final chapter includes an implementation strategy for this Schofield Avenue Corridor Plan. Action-oriented recommendations are also included throughout this Plan.



Chapter 2: Conditions and Issues

2.1. Planning Area Conditions and Issues

2.1.1. Land Use Mix

Different portions of the Schofield Avenue Corridor were developed and redeveloped at significantly different times beginning in the 1940s. Land uses along Schofield Avenue to the west of Von Kanel Street primarily consist of commercial services and retail. Uses along Schofield Avenue to the east of Von Kanel Street primarily consist of industrial land uses. Lands more than a block to the north and south of Schofield Avenue are mainly residential, including established single-family home neighborhoods, multiple -family housing, and manufactured home parks.

2.1.2. Economic Conditions and Trends

Initial development aligned with Schofield Avenue’s original purpose as State Highway 29 and the primary entryway to Wausau from the east. In the past few decades, Schofield Avenue has evolved as suburbanization has increased and Highway 29 was rerouted. This evolution has not been uniform or complete.

Recent commercial development has been concentrated within the western district of the Corridor. This district has the highest traffic volumes and is closest to the population center of the Wausau area. Further east, remnants of the past era are more common, sprinkled with some newer commercial uses.

The village does not expect that the entire 3 ½ mile long planning area will develop or redevelop with commercial service and retail uses. This opinion is formed by several factors, including the following:

- The meteoric growth and product expansion of online retailing, led by Amazon.
- Potential further technological innovations, like autonomous vehicles, which

Community Development Impacts of “Driverless Cars”

Experts predict that Driverless Cars—formally known as Autonomous Vehicles (AVs)—will begin to use our roadways by 2025. While full penetration of autonomous vehicles will take decades, in a long-range plan such as this it is important to understand the numerous effects autonomous vehicles may have on the built environment such as:

- More drop-off zones and fewer and smaller parking lots. AVs can park anywhere or keep driving until they’re needed again.
- Greater infill and tax base opportunities. With surface parking lots potentially rendered obsolete, more infill building opportunities will be the result.
- Fewer vehicles per household. Rather than sitting idle in a parking lot for hours, AVs can more easily do double-duty for some households that currently need two cars. Others may simply rent or subscribe to AVs.

Sources: Tim Chapin, Lindsay Stevens, and Jeremy Crute, Planning Magazine, April 2017. Michael R. Boswell and William Riggs "[Autonomous Future](#)," Planetizen series. Todd Litman “Automated Vehicle Implementation: Implications for Transportation Planning”.



may allow existing large commercial parking lots to infill with more businesses.

- The remaining “bricks and mortar” and larger scale retail, commercial service, and hospitality uses are more likely to occur near the Highway 29/X interchange.
- Other competing retail and commercial service centers in the Wausau area.
- After a period of major population growth in Weston, a recent and expected moderation in population (customer) growth.
- The COVID-19 pandemic, which resulted in a significant rise in online shopping, as businesses were required to close their doors and customers avoided shopping in-person. There will likely need less of a need for retail spaces in the future, especially big-box and department stores, as more people are comfortable and used to shopping online.
- The other important land uses that currently or could abut different sections of Schofield Avenue, including industrial and residential uses. In fact, promoting more of these other uses may improve the health and viability of existing and future retail and commercial service uses in the Corridor by creating more local customers.

2.1.3. Transportation and Streetscaping

The segment of Schofield Avenue between Business Highway 51 and Birch Street underwent extensive urbanization (e.g., curb and gutter, medians) and streetscaping (e.g., landscaping, decorative lights, monuments) in the 2000s. This segment consists of four travel lanes, medians, designated left and right turn lanes, and sidewalks. The central and eastern segments of Schofield Avenue, east of the Birch Street intersection area, have not had the same level of improvements or streetscaping. In these districts, Schofield Avenue is a four-lane highway with a center two-way turning lane (or TWTL). There are some segments without sidewalks. There are no traffic signals between County Road X and Ryan Street, and street lighting is somewhat sparse, creating dark surroundings at night and in winter.



The western segment of Schofield Avenue underwent major reconstruction in the 2000s, which included extensive streetscape enhancements.

2.1.4. Other Corridor-wide Issues

Schofield Avenue has historically contained numerous highway-oriented businesses such as automotive repair shops and gas stations. Approximately 16 contaminated sites exist along Schofield Avenue, many of which are designated because of petroleum cleanup factors. Some of these may be closed sites. These factors will need to be considered as private development moves forward. See <https://dnr.wi.gov/topic/Brownfields/botw.html> for this database.



The central and eastern segments of Schofield Avenue have fewer improvements than the western segment.

In addition, much of the planning area is affected by wellhead protection zoning, associated with village Wells #1 and #5. Such zoning is intended to protect groundwater from contamination. As such, some land uses must be separated from the wells by specified distances, some uses require a conditional use permit, and particularly problematic uses are prohibited. The village's zoning ordinance provides more information.

2.2. District-by-District Conditions and Issues

The village's approach to the Schofield Avenue Corridor is organized around three districts that reflect historical development and road improvement patterns, the role that each district fulfills for the community, and different future opportunities. This approach is designed to enable the village to address different needs and opportunities within each district, while understanding the context of the entire Corridor. The districts are described below.

2.2.1. Western District

This district includes the major intersections of Schofield Avenue with Business Highway 51, Alderson Street, and Birch Street.

Along Schofield Avenue, the western district is developed primarily with a mix of commercial service and retail uses of mixed age and quality. It is anchored by modern commercial uses such as Target, Pick 'n Save, Ace Hardware, Walgreens, and financial institutions. There are also several commercial strip centers. Closer to Birch Street, the western district contains several vehicle service uses of mixed age.

Further from Schofield Avenue, the western district is mainly residential and includes Kennedy Park and the new Misty Pines subdivision.



2.2.2. Central District

The central district is focused around the intersection of Schofield Avenue with County Road X (Camp Phillips Road). South of the central district, County Road X intersects with the State Highway 29 freeway.

The central district features the Weston Marketplace development at the northwest corner of Schofield Avenue and County Road X. Weston Marketplace includes several retailers and restaurants, plus is home of the Weston Farmers' Market (pictured to the right). Commercial uses west and east of Weston Marketplace tend to be older, but there are some other modern commercial uses scattered along Schofield Avenue in the central district, and vacant commercial land west of Von Kanel Street.



Weston Farmers' Market at the northwestern corner of Camp Phillips Road and Schofield Avenue.

The central district includes a number of single-family homes that back onto Schofield Avenue, between County Road X and Mesker Street. The central district also includes two manufactured home parks south of Schofield Avenue.

2.2.3. Eastern District

The eastern district includes lands from the Von Kanel to Ryan Street intersection areas.

The eastern district contains perhaps the widest range of uses along the Schofield Avenue Corridor. These include the Weston Meadows Commercial Center—an older industrial park generally south of Schofield Avenue near Mesker Street. The Village's Municipal Center is also located in the eastern district. At the north end of the Municipal Center site is direct access to the Mountain-Bay State Trail—an 83-mile-long trail connecting the Wausau area with the Green Bay area.

Further east is Dale's Weston Lanes, which regularly hosts statewide bowling tournaments. There is a hotel on an adjoining site and other newer commercial service and office development in the vicinity. Lands further south, east, and north are mainly developed with residential uses. The modern Weston Business and Technology Park is beyond the east end of the eastern district.

2.3. Pertinent Directions from Other Village Plans

The village has been engaged in a multiyear effort to update and enhance its Comprehensive Plan. In 2016, the village adopted Volume 2: Vision and Directions of its updated Plan. Key policies and initiatives with relevance to the Schofield Avenue Corridor are highlighted below.

2.3.1. Vision and Directions Volume of Comprehensive Plan

In Volume 2 of its Plan, the village suggests that “Weston should be able to achieve reinvestment and redevelopment along heavily traveled roads that form its community image,” including Schofield Avenue. Through Volume 2, the village further advises that it will “promote mixed-use development and redevelopment along and near Schofield Avenue as a way to enhance the village’s economy, viability and image,” recognizing that “current land uses in these areas are often not representative of their modern ‘highest and best use,’ nor do they sometimes benefit from the higher traffic that these roads now experience.” More detailed planning and image-building efforts along Schofield Avenue were therefore advised.

Also as relayed in Volume 2, one of Weston’s overarching economic goals is to support business retention and development that adds jobs, products, services, and value to the village to maintain its affordable tax rate and enhance its vitality. The village encourages business retention, recruitment, and expansion in the basic economic sectors of the community (i.e., those that generate new economic activity serving customers from beyond Weston). Weston’s basic sectors include health care and related businesses, tourism and recreation, and retail and restaurant establishments.



An example of the desired character of mixed-use development incorporating commercial and residential uses.

Another village goal indicated in Volume 2 is to accommodate expanded housing options with attractive neighborhoods that support families, older residents, and recruitment of younger persons to the local workforce.

At time of writing, the future land use map within Volume 2 of the village’s Comprehensive Plan generally supported future commercial development along the entire stretch of Schofield Avenue west of Von Kanel Road. East of Von Kanel, future land use recommendations were somewhat more varied, including commercial, industrial, and mixed-use/flex designations

Integrating Housing in Commercial Areas

Carefully planned residential development, including new multiple-family housing, are frequently being added to older commercial “strips” like Schofield Avenue in other Wisconsin municipalities.

Such new housing often addresses new workforce, family, and senior housing needs. In addition, carefully integrating housing among commercial areas increases the “built in” marketplace for local businesses and employers.

in different areas. (Such future land use recommendations may be altered following adoption of this Corridor Plan.)

The village’s transportation goal within Volume 2 is to expand public investment in street infrastructure capacities to correct existing deficiencies and support sustainable economic development opportunities. The village also endeavors to implement its “complete streets” policy, suggesting that streets like Schofield Avenue be (re)designed to meet the needs of all users including motor vehicles, bicycles, and pedestrians. Village plans also suggest wider rights-of-way and access consolidations along major roads like Schofield Avenue wherever practical. Through Volume 2, the village also planned for the installation of streetscaping along Schofield Avenue from Birch to Von Kanel Streets, which is the central district in this Schofield Avenue Corridor Plan.

Finally, through Volume 2, the village intends to create memorable places and experiences that will help establish and define the character and quality of life in Weston. This entails a broad array of village initiatives including encouraging “third places.” These are social settings and environments including public civic spaces (like plazas and parks) and commercial social places (like cafes and coffee shops) that are distinct from the home or “first place” and the workplace or “second place.”

Placemaking as a Key Plan Consideration

“Placemaking” is a term used to describe the process of creating a strong sense of place in given locations within the community, most often public spaces, to make them vibrant and well-used. In addition to paying attention to designing the physical elements of a site – building materials, landscaping, site furniture, signage, and security – placemaking should also be a conscious effort by public and private management to organize, operate and sustain neighborhoods and commercial centers with activities that welcome and engage visitors and customers with both formal and casual events (concerts, street performers, sales, window displays) and with attention to recruiting and maintaining a variety of retail businesses, consumer services, and eating and drinking establishments.

2.3.2 County Road X Corridor Plan

The County Road X Corridor Plan is a detailed component within Volume 3 of the village’s Comprehensive Plan. The planning areas for the County Road X and Schofield Avenue Corridor Plans overlap near the intersections of these two roads. The County Road X Corridor Plan generally includes greater detail on the area of overlap, related particularly to redevelopment, roadway, and streetscape recommendations affecting or abutting County Road X.

Through the County Road X Corridor Plan, the village advises the redesign and reconstruction of the signalized County Road X/Schofield Avenue intersection, in conjunction with Marathon County. This intersection is in marginal repair, is confusing to new and occasional users, and operates at a level of service C, but does have several evening rush hour turning movements which reach a level of service D. Suggestions for further study include traffic flow, pedestrian safety, and aesthetic/community image enhancements. See the County Road X Corridor Plan for further details.



The County Road X Corridor Plan also advises the reconstruction of County Road X (Camp Phillips Road) in conjunction with Marathon County. This reconstruction project would generally maintain a four-lane roadway without a median, except for intersections where turn lanes and/or refuge medians are advised. Additional right-of-way acquisition in conjunction with adjacent land redevelopment is advised, both for these medians and for wider sidewalks farther away from the roadway surface. The terrace area between these future sidewalks and the travel way is advised for streetscaping enhancements, like street trees, streetlights, and updated community entryway and wayfinding signage. Driveway consolidation along County Road X in conjunction with adjacent redevelopment is also advised.

Two potential “Redevelopment Opportunity Sites” near the County Road X/Schofield Avenue intersection are detailed in the County Road X Corridor Plan. These are at the northeast and southeast corners of Schofield Avenue and County Road X and depicted on the map to the right. These concepts suggest site consolidation and commercial redevelopment to better frame the intersection and improve this important gateway to the community.

Most of the implementation focus had initially been on the “Camp Phillips Centre” retail and mixed-use development south of State Highway 29. By April 2020, the village and developer ceased efforts on this project. Private development could again be proposed however, and as described earlier, development at the interchange of State Highway 29 and Camp Phillips Road would influence the viability of future retail development along Schofield Avenue.



A map from the County Road X Corridor Plan which shows two redevelopment opportunity sites near the County Road X/Schofield Avenue intersection.

2.3.3 TID #1 Project Plan

Tax Incremental District No. 1 (TID #1) overlaps portions of the central district of the Schofield Avenue Corridor Plan, as represented on Map 3 later in this Corridor Plan.

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TID #1 was created in 1998 to facilitate the orderly development of the greater State Highway 29 corridor within the village for uses designed to grow Weston’s economy. While technically an industrial TID, TID #1 also encompasses existing and planned areas for office, healthcare, commercial service, and retail uses, as well as planned redevelopment areas along the County Road X corridor.

TID #1 has been amended twice, with the most recent project plan approved in October 2018. This amendment featured the expansion of TID #1 to include the County Road X Corridor and the south half of the Schofield Avenue Corridor between County Road X and Von Kanel Street.

TID #1 enables roadway improvements, streetscape enhancements, utility, and redevelopment projects along and near the County Road X corridor. Those investments must be made—and the pay-back period for them concluded—by the required TID #1 closure of March 2031.

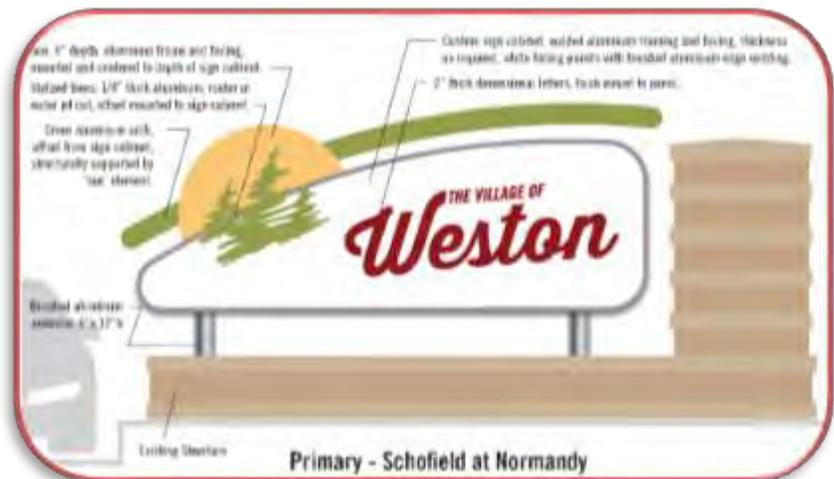
2.3.4. TID #2 Project Plan

TID #2 was created in 2004 as a “redevelopment” TID to facilitate and stabilize commercial development along Schofield Avenue between Business Highway 51 and Birch Street. It covers 111 acres, extending over most of the western district of the Schofield Avenue Corridor Plan, as represented in Map 2.

TID #2 funded the major roadway, utility, stormwater, electrical, and streetscape improvements along Schofield Avenue in the 2000s. It has also facilitated commercial redevelopment projects in the western district. TID #2 also must close by 2031.

2.3.5. Community Entryway and Wayfinding Plan

The Community Entryway and Wayfinding Plan—adopted in October 2019—guides the village in the design, location, and messaging of entryway and wayfinding signs. The intent is to enhance visitor experience and comfort, a sense of place among residents and businesses, and economic growth. This is being accomplished by installing an affordable, comprehensible, and dynamic signage package that will remain relevant for years to come.



The above depicts the recommended option for how the existing entryway sign at the corner of Schofield and Normandy Avenues could be retrofitted with a modern design.



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The Weston Community Entryway and Wayfinding Plan advises new and replacement entryway/wayfinding signs along Schofield Avenue. This includes the retrofitting of the large entryway sign at the intersection of Schofield Avenue and Normandy Street. The maps in the Schofield Avenue Corridor Plan indicate the proposed locations of entryway and wayfinding signs along Schofield Avenue. The intent is that existing signs of similar function would be removed when these are installed.

2.3.6. Regional Transportation Plans

The Wausau Area Long Range Transportation Plan 2050 advises improvements for Schofield Avenue. These include intersection improvements at County Road X and other major intersections. Such listings are important to obtain state and federal funding support.

The Wausau Area Metropolitan Planning Organization (MPO) Bicycle and Pedestrian Plan lists the Schofield Avenue Corridor as a priority for pedestrian improvements—particularly between Alderson Street and County Road X. That plan advises reapplying crosswalk markings every one to three years and adding pedestrian-activated signals at the Fox Street, Birch Street, and Mount View Avenue intersections. Additionally, that plan advises adding on-street bike lanes on Schofield Avenue between Business Highway 51 and Ryan Street.



Chapter 3: Western District Directions

The western district of the Schofield Avenue Corridor is depicted on Map 2. This district extends from Business Highway 51 to Birch Street. It includes primarily commercial development along Schofield Avenue and residential neighborhoods to the north and south. The village’s popular Kennedy Park is at the southern edge of this district. The segment of Schofield Avenue in the western district was improved in the 2000s, including major streetscape enhancements.

3.1. Western District Vision

The vision for the western district of the Schofield Avenue Corridor is to enhance it as a community-scale commercial center. This will be accomplished by infilling and redeveloping the most promising sites along the roadway with additional commercial uses. To enhance commercial viability, recognize commercial land demand limitations, and accomplish village housing goals, the western district will also be home to additional residential development. Such new housing will be of various densities—both in mixed-use and single-use projects. Neighborhood preservation further from Schofield Avenue is a priority, as is enhancing access across Schofield Avenue for motor vehicles, bikes, and pedestrians.

3.2. Western District Development Plan

Map 2 illustrates the village’s development plan for the western district. This map—and Maps 3 and 4 that follow—can be understood as refined versions of future land use and transportation maps in Volume 2 of the Comprehensive Plan. Figure 1 includes a description of and policies for each recommended future land use category on Maps 2, 3, and 4. Development in accordance with these maps and figures will occur at the initiative of the associated property owners.

The following are points of emphasis for the western district.

3.2.1. Intensify Commercial Development in Targeted Areas

The village intends to focus intensive commercial service and retail redevelopment near the major signalized intersections of Schofield Avenue with Business Highway 51, Alderson Street, and Birch Street. These areas generally have the greatest current concentrations of commercial uses and the highest market potential for more. The Schofield/Birch intersection area is the most underutilized of these three and will be an area of emphasis.

3.2.2. Facilitate Mixed-Use and Residential Development

The village will facilitate mixed-use redevelopment along and near Schofield Avenue between Normandy Street and Cut Off Road. This stretch contains the highest concentration of redevelopment opportunity sites, but solely commercial redevelopment may not be viable or even desirable here. Therefore, as described in Figure 1 and later in this chapter, the village will encourage “Commercial / Residential Mix or Flex” uses in this stretch. Further from Schofield Avenue, multiple-family development on its own may be most viable. Such mixed and residential



uses should be pedestrian-friendly and provide opportunities for new residents to patronize and work at nearby shops, restaurants, and retail establishments.

3.2.3. Improve Transportation Connections Across Schofield Avenue

Regardless of transportation mode, movement *along* Schofield Avenue in the western district is generally good. Still, connections between development sites should be a point of emphasis, so that vehicles on short trips do not have to re-enter the Schofield Avenue roadway.

Movement *across* Schofield Avenue is challenging—in all districts. At present the western district has the most uses that promote crossing the street. The village intends to undertake improvements to facilitate safe and efficient crossing for motor vehicles, bicycles, and pedestrians. As indicated on Map 2, intersections to explore for improved crossings include Normandy, Pine or Cherry, Alderson, Fox, and Birch. The type of improvement will depend on the place and on available funding. For locations like Fox and Pine or Cherry, pedestrian actuated signals may be warranted.

Finally, while the Schofield/Birch intersection was reconstructed not too long ago, its geometrics (curve) negatively affect visibility associated with turning movements. Bike and pedestrian facilities could also be improved at this intersection. Intersection improvements at Schofield and Birch may be eligible for Wisconsin Department of Transportation (WisDOT) Highway Safety Improvement Program (HSIP) funding based on prior WisDOT analysis of accident counts.



Schofield Avenue Corridor Plan

2

Development Plan - Western District



~400 ft



Adopted: May 24, 2021

LEGEND

EXISTING CONDITIONS

- Municipal Limits
- Planning Area
- 2018 Parcel Lines
- TID #1
- TID #2

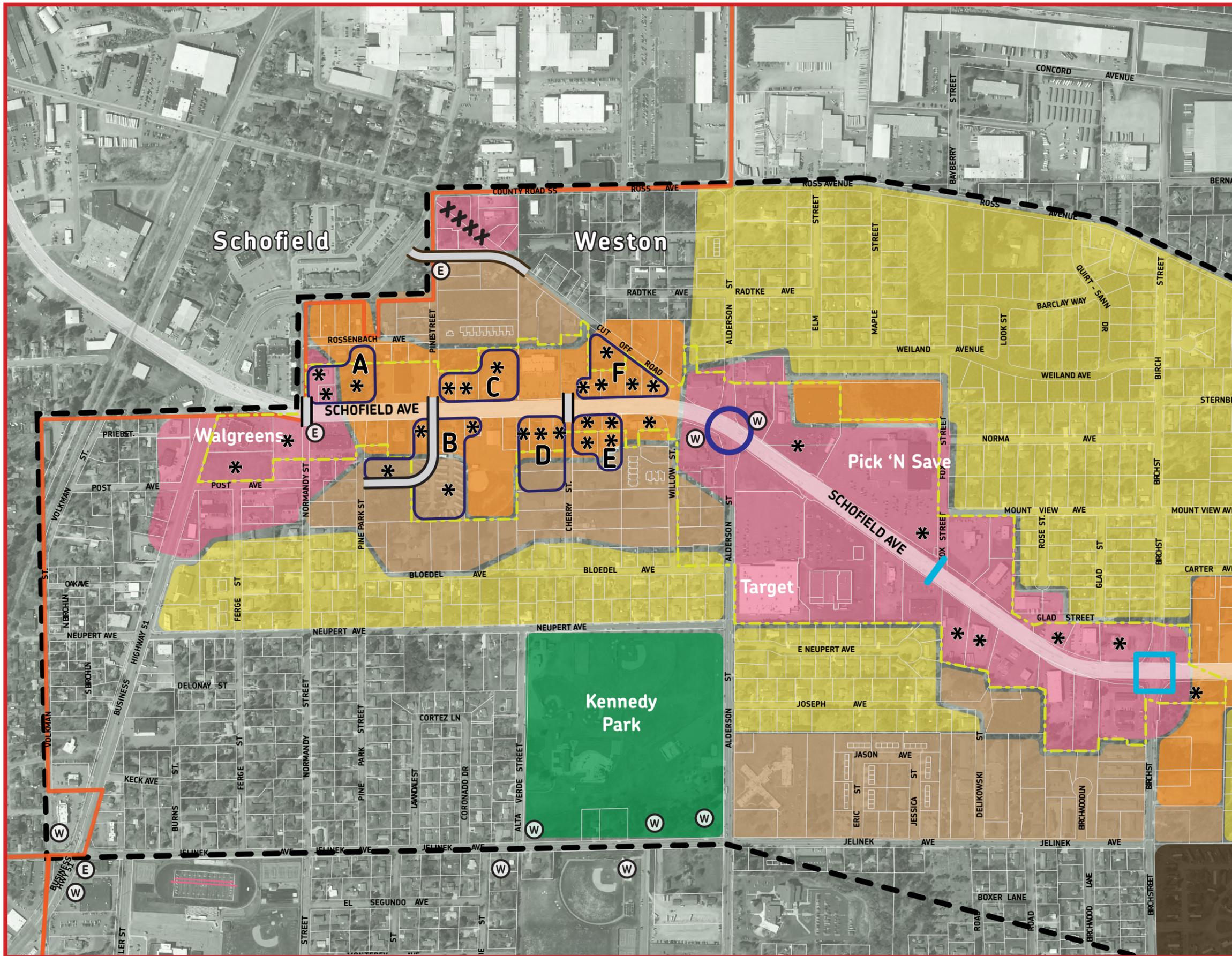
PROPOSED INFRASTRUCTURE

- Major Intersection Improvement
- Ped / Bike Enhancement
- Community Wayfinding Sign
- Community Entryway Sign
- Potential New or Relocated Road
- Road Proposed for Removal
- Former Municipal Campus Study Area

RECOMMENDED FUTURE LAND USE

- Community Commercial / Office
- Commercial / Residential Mix or Flex
- Commercial / Light Industrial Mix or Flex
- Multiple Family Residential
- Neighborhood Preservation Area
- Residential Reinvestment Area
- Recreation or Environmental Corridor
- Priority (Re)Development Opportunities
- Unified Redevelopment Encouraged

Note: The designations on this map are the village's recommendations for future land use for the corridor planning area. Actual boundaries between different land uses and associated zoning districts may vary somewhat from representations on this map. Future land uses shown on this map may not be immediately appropriate for associated development approvals. See Future Land Use map in Volume 2 of Comprehensive Plan for land use recommendations for all unshaded areas on this map.



**Figure 1: Descriptions of Recommended Future Land Uses on
Development Plan Maps 2, 3, & 4**

This is a multi-page figure that begins on the following page.



Recommended Future Land Use	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
<p>Community Commercial / Office</p>	<p>Commercial service, retail, restaurant, office, institutional, and related non-residential land uses. The quality, scale, and impacts of such uses will be managed with sensitivity to nearby residential areas. Lands along the Schofield Avenue corridor designated for Community Commercial/Office use are within clusters close to major intersections (to facilitate access) and/or existing commercial uses (to promote agglomeration economies).</p>	<p>Primarily B-2 Highway Business, which enables a range of business uses.</p> <p>B-1 Neighborhood Business may also be utilized where sensitive neighborhood transition required.</p>	<ol style="list-style-type: none"> 1. Meet associated non-residential building and site design standards in zoning ordinance, including limitations on conversion of residential buildings to commercial uses. 2. Combine smaller sites for larger scale, integrated redevelopment projects. 3. Assure that development provides access and an attractive rear yard appearance to existing uses behind it, particularly where abutting residential. 4. Require developments to address traffic, environmental, and neighborhood impacts, minimizing traffic on nearby residential roads.
<p>Commercial / Residential Mix or Flex</p>	<p>Community Commercial/Office, Multiple-Family Residential, or some combination skillfully integrated in the same building or site. Housing units should generally be located further from Schofield Avenue and/or in upper stories. Enabling housing acknowledges limitations of designating all lands along Schofield Ave for commercial; increases built-in market for Schofield Avenue businesses; provides seniors, youths, and disabled opportunity to live close to shops and jobs; and increases professional and workforce housing.</p>	<p>Primarily B-1 Neighborhood Business, which allows a range of commercial and multiple-family residential uses (sometimes by conditional use permit)</p> <p>B-2 Highway Business and MF Multiple Family Residential may also be utilized</p>	<ol style="list-style-type: none"> 1. Design areas according to a plan that skillfully mixes different uses on the same site, and/or building, and creates amenities and “place.” 2. Use policies associated with each land use designation that makes up the Commercial / Residential Mix or Flex area, described elsewhere in this figure. 3. Integrate multiple-family residential components with the fabric of the area through design, pedestrian connections, landscaping, and scale. 4. Minimize unwanted commercial impacts on residential uses. 5. Require developments to address traffic, environmental, and neighborhood impacts.



Recommended Future Land Use	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
Multiple Family Residential	Multiple-family housing (e.g., townhouses, apartment buildings), along with compatible institutional and recreational uses. Areas intended for Multiple Family Residential use are near, but not directly on, Schofield Avenue. Enabling residences in areas so designated have benefits similar to those listed under the Commercial / Residential Mix or Flex category. Areas designated for Multiple Family Residential use also enable thoughtful transitions to lower density residential neighborhoods further from Schofield Avenue.	MF Multiple Family Residential 2F Two Family Residential for areas used for duplexes or even townhouses	<ol style="list-style-type: none"> 1. Hold new multiple-family housing to similar standards for lasting quality and livability that is expected of single-family housing and neighborhoods. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), inclusion of garage or underbuilding parking, and responsible management. 2. Provide for thoughtful design and scale transitions and transportation connections between commercial and residential areas. 3. Monitor areas of aging multiple-family housing so that they are community assets. Work with owners and managers to address problems.
Commercial / Light Industrial Mix or Flex	Commercial service, retail, wholesale, contractor, and light industrial land uses that are compatible with each other and surrounding uses. Lands so designated are within the Weston Commercial Park and adjacent lands, which contain a mix of business types and site and building treatments. Continue to enable a range of uses in this area, enabling an affordable location for small business incubation and acceleration. Promote on-site sale of manufactured products (e.g., furniture, beverages).	B-3 General Business LI Limited Industrial INT Institutional (Municipal Campus)	<ol style="list-style-type: none"> 1. Encourage reasonable upgrades to buildings and sites when changes are proposed, per zoning ordinance standards. 2. Emphasize quality building and site design, require fully screened storage and loading, for sites visible from Schofield Avenue. 3. Explore a revolving loan fund or other resources to assist with the upgrade of buildings, sites, and the Weston Commercial Park area. 4. Encourage relocation to a modern industrial park where industrial uses have outgrown their buildings and sites.



Recommended Future Land Use Designation	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, official map, and other ordinances)
<p style="text-align: center;">Neighborhood Preservation Area</p>	<p>Mainly single-family, owner-occupied homes, where the village intends to work with neighborhoods to preserve and enhance lower density residential character and property values, manage traffic volumes and speeds, and improve bike and pedestrian access and safety.</p>	<p>SF-S and SF-L Single-Family Residential</p> <p>2F Two Family Residential</p>	<ol style="list-style-type: none"> 1. Promote and enforce housing and property maintenance. 2. Target available housing resources for home ownership and upgrades, such as those programs outlined in the Housing chapter of Volume 1: Conditions and Issues of the village's Comprehensive Plan. 3. Upgrade road and sidewalk infrastructure as opportunities present to provide safe resident access to Schofield Avenue and County Road X. 4. Minimize through traffic and commercial traffic, such as by thoughtful business/driveway siting and traffic calming where necessary.
<p style="text-align: center;">Residential Reinvestment Area</p>	<p>Older manufactured home parks and other older, higher-density residential areas that would benefit from upgrades or redevelopment. Upgrades may include newer homes, improved maintenance, traffic and emergency access improvements, recreational enhancements, and parking and landscape upgrades. Any owner-proposed redevelopment should incorporate replacement housing.</p>	<p>MH Manufactured Home Park</p> <p>MF Multiple Family Residential</p> <p>N Neighborhood</p>	<ol style="list-style-type: none"> 1. Improve safety through improved access, visibility, and patrolling. 2. Better connect road networks to the broader village street pattern and commercial sites. 3. Introduce amenities to support family living, such as private parks and playgrounds. 4. Monitor areas of aging mobile home housing so that they are community assets. Work with owners and property managers to address problems. Engage in assertive code enforcement where necessary. 5. Explore use of incentives to assist with any owner-initiated redevelopment.



3.3. Western District Redevelopment Opportunity Sites

Map 2—and Maps 3 and 4 in subsequent chapters—contain several lettered “Redevelopment Opportunity Sites.” On Map 2, these are outlined in black and lettered A through F. Redevelopment Opportunity Sites are collections of parcels with specific needs or promise for redevelopment. Their reuse will be property owner driven, will generally involve the demolition of existing buildings and construction of new buildings, and will emphasize consolidation of existing lots wherever practical.

Maps 2a—and Maps 3a and 4a in subsequent chapters—include conceptual arrangements of future buildings, parking lots, driveways, stormwater management, and other green spaces for several of these Redevelopment Opportunity Sites. These conceptual arrangements suggest the general form, placement, and use possibilities for buildings and for other required site improvements. They are not intended to suggest required uses, building placements, or site designs. These conceptual arrangements do suggest a requirement that redevelopment and commercial uses not utilize existing residential structures, except where past residential structures were in commercial use at the time this Corridor Plan was adopted.

The following are descriptions and advice for each of the Redevelopment Opportunity Sites depicted on Map 2.

3.3.1. Opportunity Site A

Location: Northeast of Schofield Avenue/Normandy Street intersection, primarily within TID #2.

Current Land Use and Design: Older oil change and car wash buildings, surrounded by asphalt, with a single-family residence set back on a large lot to their east.

Proposed Land Use: “Community Commercial / Office” redevelopment. Future commercial uses may include a clinic, restaurant, or small multi-tenant retail center like the one across Schofield Avenue. Northeast of the intersection, a mixed commercial/residential building or even a multiple-family-only building is possible.

Suggested Design: Modern suburban design, with no more than a double row of parking in front of building(s). Higher-end building materials and detailing, such as the newer multi-tenant buildings south and east on Schofield Avenue and represented in the image to the right.



3.3.2. Opportunity Site B

Location: South of Schofield Avenue/Pine Street intersection, generally within TID #2.

Current Land Use and Design: Formerly occupied by a manufactured home park; property owner has removed/relocated mobile homes and other improvements. Opportunity site B also includes older single-family residences fronting on Schofield Avenue.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses close to Schofield Avenue, which could include a multi-tenant center or restaurant. Further south/southwest, multi-family residential buildings may be appropriate. These could include rental apartments, condominiums, townhomes, and/or duplexes geared to seniors, families, or the workforce.

Suggested Design: As represented by the examples to the right and on Map 2a, this large site provides the opportunity to site a commercial building(s) close to Schofield Avenue, with residential or mixed-use buildings behind. The large and relatively buffered site provides an opportunity for residential buildings of similar height to what is shown to the right, with underbuilding parking.

Maps 2 and 2a also illustrate a potential southerly extension of Pine Street through this site, possibly to the west to link with Pine Park Street. Such a road extension would have several potential benefits, including

expanding development potential of adjacent land, improving public safety and emergency access to multiple-family buildings, providing an additional road and walkway connection to area destinations, and diffusing traffic along Schofield Avenue. Were such a new road to extend all the way west to Pine Park Street, property owner cooperation would be required.



With redevelopment, the site and area would benefit from some small-scale recreational space. A private recreational area is depicted on Map 2a, but this could instead be a public mini-park pending further village review of issues such as maintenance and access.

3.3.3. Opportunity Site C

Location: Northeast of Schofield Avenue/Pine Street intersection, within TID #2.

Current Land Use and Design: Two single-family residences on either side of a small auto repair garage, each in an older building and with its own driveway onto Schofield Avenue. To the east is a 40+ year old building occupied by a financial institution, located on a larger site.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses, with an emphasis on commercial redevelopment and reuse. This might include a new building for the financial institution, which remains an appropriate use for the site. The two small lots closest to the intersection may be combined for a viable restaurant or single-use office or retail building.

Suggested Design: Any future building on the corner of Pine and Schofield should frame that intersection and consolidate access. The form and design of future redevelopment of the current financial institution site could be like the Weston Place multi-tenant center to its immediate east (building shown on image to right), with two rows of parking in front of such a new building and interconnected parking lots. This may allow for a second smaller commercial building closer to Schofield Avenue (see Map 2a).



3.3.4. Opportunity Site D

Location: Southwest of Schofield Avenue/Cherry Street intersection and east of “Wiggly Field,” primarily within TID #2.

Current Land Use and Design: Three older residential structures along Schofield Avenue, which have since been converted to commercial use with large paved and graveled areas and individual driveways. Site D was also drawn to possibly include larger residential lots along Cherry Street to their south.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses. The northern part of site D would be best suited for commercial or mixed-use buildings, while the southern part could accommodate several townhouse residential units. Meaningful reuse would require the demolition of existing buildings and construction of new ones.

Suggested Design: Map 2a includes one conceptual redevelopment option for site D. The concept suggests two smaller commercial buildings near the intersection of Cherry Street and Schofield Avenue with a mixed commercial/residential use building towards the west end, such as the example to the right. Reducing and redirecting most access to Cherry Street should be a redevelopment feature. A townhouse-style development is also suggested near the south end, similar to what has been developed along Willow Street to the east.



3.3.5. Opportunity Site E

Location: Southeast of Schofield Avenue/Cherry Street intersection, partially within and partially outside TID #2.

Current Land Use and Design: A collection of older residential and other structures with one occupied by a title company, paved and gravel parking areas, and significant open space further from Schofield Avenue.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses. Like site D, these sites could logically be redeveloped for 100% commercial use, 100% attached residential use, or some combination. Regardless, meaningful reuse would require demolition of existing buildings and construction of new ones.

Suggested Design: Map 2a includes one conceptual redevelopment option for site E. The concept suggests new commercial/office buildings close to Schofield Avenue, with townhouse residential buildings deeper on the site, such as the example to the right. There are similar townhomes immediately east of site E on Willow Street. The concept for site E reduces access points to Schofield Avenue, relying more on Cherry Street for access.

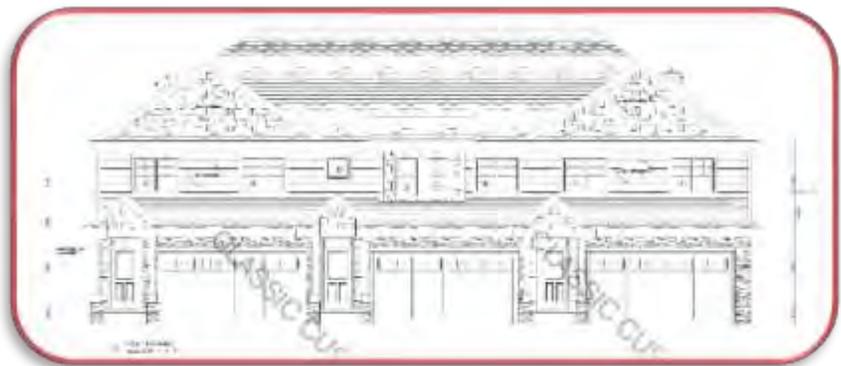


Image provided by Classic Custom Homes;
Waunakee, WI

3.3.6. Opportunity Site F

Location: West of Schofield Avenue/Cut Off Road intersection, within TID #2.

Current Land Use and Design: Older commercial buildings on multiple lots, occupied by a portable building company, two salons, and an automotive repair shop. Site F is also drawn to include one residential lot on Cut Off Road. Eastern lots have gravel- and dirt-covered areas for circulation, parking, and storage. In total, there are eight driveways to Schofield Avenue. The site is visually prominent, being located at an intersection and on a bend of Schofield Avenue.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses, with the greatest emphasis on commercial redevelopment and reuse close to the Schofield/Cut Off Road intersection. Mixed and residential uses may be appropriate to further northwest of this intersection.

Map 2a suggests a commercial building at the corner of Schofield Avenue and Cutoff Road and a mixed/flex building with a shared parking lot. The commercial building may be appropriate for an office, bank, large restaurant, brew pub, or other retail establishment. The mixed/flex building may be appropriate for commercial on the first floor with apartments above, or for solely commercial/office use.

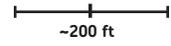
Suggested Design: Map 2a includes one conceptual redevelopment option for site F. The proposed building concepts and sizes reflect recent developments in the western district like Abby Bank and Weston Place. The corner of Schofield and Cut Off should be dedicated to a prominent building, such as the examples to the right, ideally with parking to the side or rear. For the other building indicated on Map 2a, the concept illustrates underbuilding parking. The concept also suggests vastly reducing the number of driveways onto Schofield Avenue and possibly introducing a paved driveway to Cut Off Road.



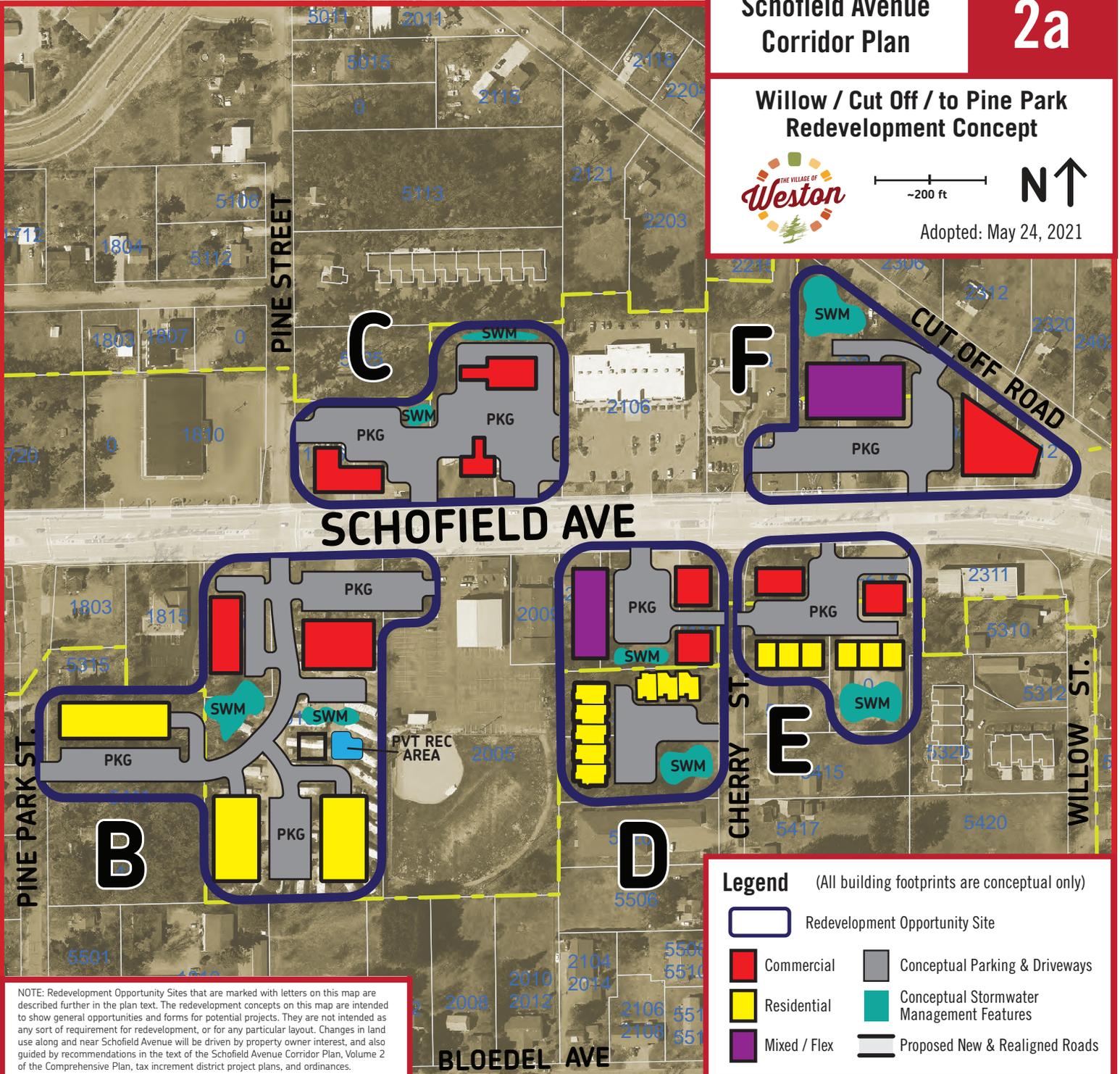
Schofield Avenue Corridor Plan

2a

Willow / Cut Off / to Pine Park Redevelopment Concept



Adopted: May 24, 2021



NOTE: Redevelopment Opportunity Sites that are marked with letters on this map are described further in the plan text. The redevelopment concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use along and near Schofield Avenue will be driven by property owner interest, and also guided by recommendations in the text of the Schofield Avenue Corridor Plan, Volume 2 of the Comprehensive Plan, tax increment district project plans, and ordinances.

Legend (All building footprints are conceptual only)

- Redevelopment Opportunity Site
- Commercial
- Residential
- Mixed / Flex
- Conceptual Parking & Driveways
- Conceptual Stormwater Management Features
- Proposed New & Realigned Roads

Landmark Commercial



Mixed Retail and Residential



Retail with Housing Behind



Chapter 4: Central District Directions

The central district of the Schofield Avenue Corridor is depicted on Map 3. This district extends from Birch to Von Kanel Streets. It includes primarily commercial development along Schofield Avenue, anchored by the Weston Marketplace development. There are also vacant lands, particularly east of County Road X, and residential neighborhoods and two manufactured home parks in the central district. The Schofield Avenue roadway is not improved to the same level as in the western district. For example, there is no median, but instead a two-way left turn lane in the center. Its busy intersection with County Road X is often congested and is in marginal repair.



The Tine and Cellar restaurant on Schofield Avenue.

4.1. Central District Vision

The vision for the central district of the Schofield Avenue Corridor is to enhance its function as a gateway and crossroads in Weston, focused around the village’s busiest intersection of Schofield Avenue and County Road X. Commercial service and retail uses do and will characterize the central district, but there will also be opportunities for more housing. Improvements to Schofield Avenue and its intersections with other roads will enhance the flow, appearance, and development opportunities in this district.

4.2. Central District Development Plan

Map 3 illustrates the village’s development plan for the central district, with recommended future land uses described in Figure 1. The following are points of emphasis for the western district.

4.2.1. Encourage Investment at and near the County Road X Intersection

The village encourages, and will participate with the County to, upgrade the intersection of Schofield Avenue with County Road X (Camp Phillips Road). Suggested improvements are outlined in the County Road X Corridor Plan and Community Entryway and Wayfinding Plan, with additional ideas for intersection design later in this chapter. The village also supports additional real estate investments around this intersection—particularly on its east side.

4.2.2. Extend Commercial Activity Further East

Commercial service and retail activity is currently more sporadic east of County Road X than west. The village promotes expansion of commercial development to the east, infilling sites such as the southwest corner of Schofield Avenue and Von Kanel Street with retail, commercial service, and

restaurant uses. A variety of efforts should enhance commercial market potential to the east, including the recent extension of TID #1 and suggested intersection, streetscaping, and wayfinding investments.

4.2.3. Support Investment in Manufactured Home Park Sites

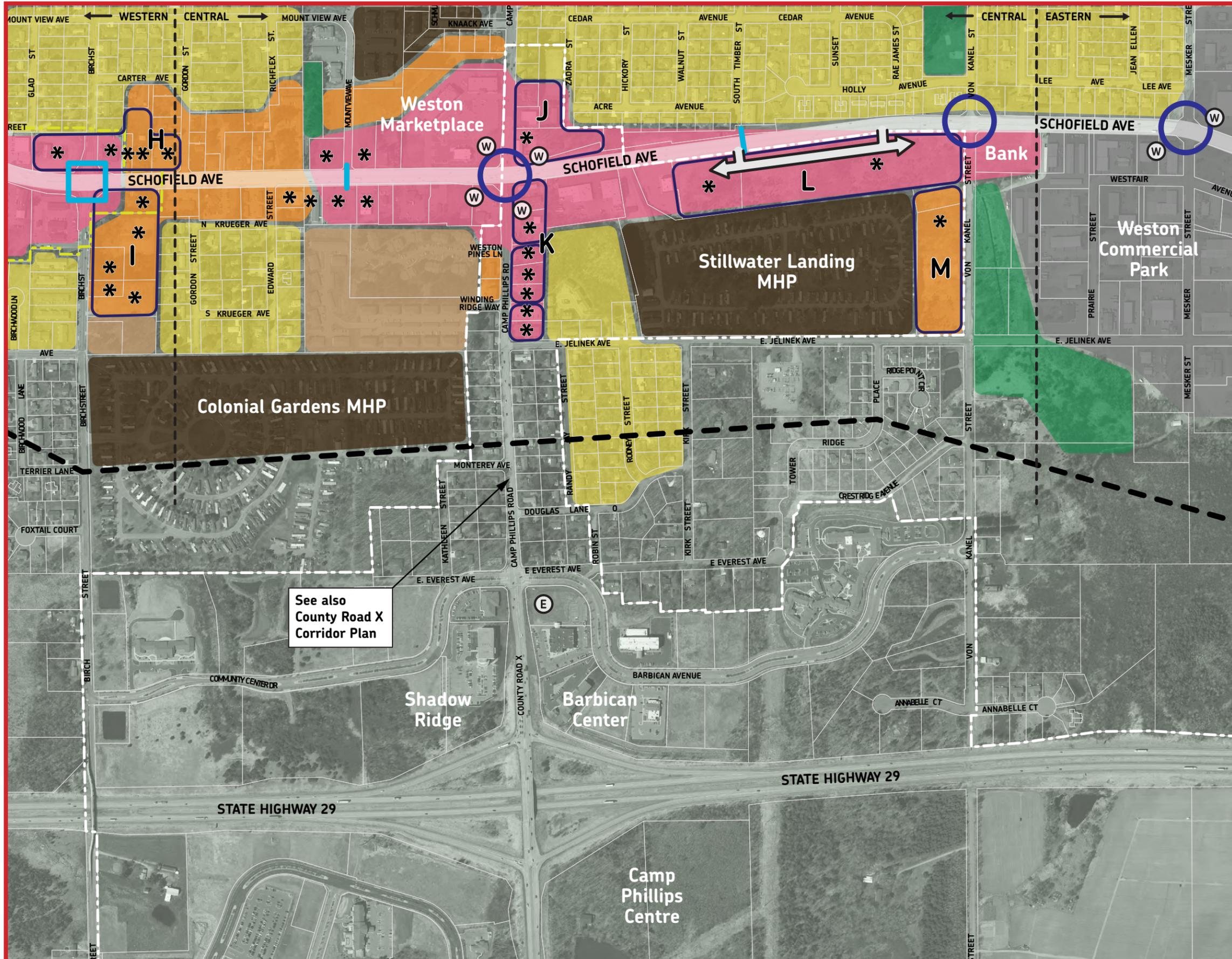
The village advises the “Residential Reinvestment Areas” on Map 3 for additional investment. These areas include the Colonial Gardens and Stillwater Landing Manufactured Home Parks. The village encourages the property owners to maintain a safe and comfortable living environment, plus amenities like updated playgrounds that support family living. The village will continue to enforce its ordinances consistent with local, state, and federal law. The village also encourages and may assist with improved access and visibility from Schofield Avenue and County Road X into the manufactured home parks.

Redevelopment of these manufactured home park areas may also be appropriate, if initiated by the property owners. Colonial Gardens could be redeveloped for replacement housing, perhaps in the form of a “traditional neighborhood development.” This design concept emphasizes smaller lots and modest setbacks for new homes, front porches rather than garages dominating the street view, and parks and other community gathering spots. Stillwater Landing may be most appropriate for commercial redevelopment, in conjunction with adjoining vacant lands that abut Schofield Avenue.

4.2.4. Upgrade Schofield Avenue

The village intends to pursue improvements to this segment of Schofield Avenue—and the segment in the eastern district—to improve traffic flow, safety, and appearance. This initiative is discussed in greater depth at the end of this chapter.





See also
County Road X
Corridor Plan

Schofield Avenue Corridor Plan

3

Development Plan - Central District



~400 ft



Adopted: May 24, 2021

LEGEND

EXISTING CONDITIONS

- Municipal Limits
- Planning Area
- 2018 Parcel Lines
- TID #1
- TID #2

PROPOSED INFRASTRUCTURE

- Major Intersection Improvement
- Ped / Bike Enhancement
- Community Wayfinding Sign
- Community Entryway Sign
- Potential New or Relocated Road
- Road Proposed for Removal
- Former Municipal Campus Study Area

RECOMMENDED FUTURE LAND USE

- Community Commercial / Office
- Commercial / Residential Mix or Flex
- Commercial / Light Industrial Mix or Flex
- Multiple Family Residential
- Neighborhood Preservation Area
- Residential Reinvestment Area
- Recreation or Environmental Corridor
- Priority (Re)Development Opportunities
- Unified Redevelopment Encouraged

Note: The designations on this map are the village's recommendations for future land use for the corridor planning area. Actual boundaries between different land uses and associated zoning districts may vary somewhat from representations on this map. Future land uses shown on this map may not be immediately appropriate for associated development approvals. See Future Land Use map in Volume 2 of Comprehensive Plan for land use recommendations for all unshaded areas on this map.

4.3. Central District Redevelopment Opportunity Sites

Map 3 contains several lettered “Redevelopment Opportunity Sites”—sites H through M. In review, Redevelopment Opportunity Sites are collections of parcels with specific needs or promise for redevelopment. Map 3a includes conceptual arrangements of future buildings, parking lots, driveways, stormwater management, and other green spaces for two of these sites, intended to spark interest and conversation. Chapter 2 of this Plan contains concept plans for two more sites, on a map from the County Road X Corridor Plan.

The following are descriptions and advice for each of the Redevelopment Opportunity Sites depicted on Map 3.

4.3.1. Opportunity Site H

Location: North of Schofield Avenue, east and west of the Birch Street intersection, and partially inside and partially outside of TID #2.

Current Land Use and Design: The east end of site H is currently occupied by two vacant or lightly utilized commercial buildings and a single-family home, all older and in marginal repair. The commercial site closest to the Gordon Street intersection is almost entirely paved, while the commercial site to its west contains substantial green space to the north of the building. The sites on either side of the Birch Street intersection are occupied by older commercial buildings—the eastern one is occupied by a successful Asian grocery that may have expansion interests.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses. The western part of site H should be redeveloped with commercial uses. This eastern part of the site could logically be redeveloped for 100% commercial use, 100% attached residential use, or some combination. Meaningful reuse would likely require demolition of existing buildings and construction of new ones.

Suggested Design: Map 3a includes one conceptual redevelopment option for site H. The redevelopment concept suggests new commercial buildings close to Schofield Avenue. The site at the corner of Schofield and Gordon lends itself to a financial institution or fast food restaurant, such as that depicted to the right. The buildings shown deeper on the site could be occupied by commercial, residential, or mixed-use. A shared parking lot could serve all buildings. One or more



parking lot connections are depicted. The Schofield Oriental Market could be expanded on the current site or relocate to the northwest corner of the Schofield/Birch intersection.

4.3.2. Opportunity Site I

Location: Southeast of Schofield Avenue/Birch Street intersection, with the northern parcel only in TID #2.

Current Land Use and Design: This large, deep site is mostly vacant with mature trees. There is a single-family home along Schofield Avenue.

Proposed Land Use: Mainly “Commercial / Residential Mix or Flex,” but with a requirement that the northwest corner of the site be devoted to commercial use, once redeveloped. This is one of the largest and most promising Redevelopment Opportunity Sites in the Schofield Avenue Corridor. It is located at the signalized and attractive Birch Street intersection, near existing commercial activity, and highly visible.

Suggested Design: Map 3a includes one conceptual redevelopment option for site I. The redevelopment concept suggests a retail, commercial service, or office building near the intersection, with another commercial building across a shared parking lot. Other concepts are possible, but the intersection should be visually anchored in some manner regardless. Further south, the concept plan suggests an apartment complex with multi-story buildings and amenities like underbuilding parking and a central clubhouse, pool, and/or playground. The image to the right provides an example. The northern of these three buildings is suggested on Map 3a for mixed-use because the northern side of the first floor may lend itself to commercial use.



4.3.3. Opportunity Site J

Location: Northeast of Schofield Avenue/County Road X intersection, within TID #1.

Current Land Use and Design: The highly visible site is occupied by a contractor shop building very close to the intersection (with the majority of the rest of the site being gravel), an automotive parts store, three single-family residences, and vacant land along Zadra Street.



Proposed Land Use: “Community Commercial / Office” redevelopment. This site may be appropriate for a new retail center, bank, grocer, convenience store/gas station, and/or dining. This would be one of the most impactful sites to redevelop in the entire Schofield Avenue and County Road X Corridors. See the County Road X Corridor Plan for additional details.

Suggested Design: Redevelopment should complement the Weston Marketplace development to its west. Regardless of use, a new, architecturally distinct building (rather than a paved area) should anchor the intersection. Interior spaces could be devoted to parking, outdoor dining, or even entertainment uses. See the County Road X Corridor Plan and the image in Chapter 2 for additional details.



4.3.4. Opportunity Site K

Location: Southeast of Schofield Avenue/Camp Phillips Road intersection (see Map 3), within TID #1. Site K is currently a collection of three contiguous redevelopment sites, described in more detail in the County Road X Corridor Plan.

Current Land Use and Design: From south to north, older multiple- and single-family residences, an auto service business with outdoor storage and a gas station/convenience store/tavern. Access to and from Camp Phillips Road and Schofield Avenue can be very difficult, particularly for left turning movements and during rush hour.

Proposed Land Use: “Community Commercial / Office” redevelopment. Site(s) may be appropriate for a replacement gas station/convenience store, small offices or clinics, retail establishments, and/or dining.

Suggested Site and Building Design: While this is an understandably popular site for a gas station/convenience store, the village would support locating a replacement facility on an expanded site here (see larger site example to right). In any case, driveway access to County Road X would ideally be further from the intersection. See the County Road X Corridor Plan and the image in Chapter 2 for additional details.



4.3.4. Opportunity Site L

Location: South of Schofield Avenue and west of Von Kanel Street, within TID #1.

Current Land Use and Design: The largest parcel of vacant land along the Schofield Avenue Corridor, between a restaurant and a financial institution. Site also contains some mature trees.

Proposed Land Use: “Community Commercial / Office” uses, as described in Figure 1.

Suggested Site and Building Design: Design may emulate that of the restaurant and bank buildings to the west and east. Parking to the sides of buildings will be emphasized. Individual commercial development pads should access Schofield Avenue via shared driveways or roads with no more than two connections to Schofield Avenue. The suggested western connection aligns with a proposed pedestrian crossing extension from Timber Street. Development proposals should include an inventory of mature trees and an attempt to preserve some.



4.3.5. Opportunity Site M

Location: Northwest of East Jelinek Avenue/Von Kanel Street intersection, within TID #1.

Current Land Use and Design: Vacant, with grassland and trees.

Proposed Land Use: “Commercial / Residential Mix or Flex” uses. This site appears best suited to multiple-family residential use, particularly given adjacent uses including the green space across Von Kanel Street. However, if the commercial market for site L proves strong, site M could also develop with commercial uses.

Suggested Design: Site could be developed as a suburban apartment complex with amenities, such as the example to the right or the new Eastgate Apartments in the eastern district. A lower density townhouse or duplex development may also be appropriate, in condominium form or otherwise. Development proposals should include an inventory of mature trees and an attempt to preserve some.



Schofield Avenue Corridor Plan

3a

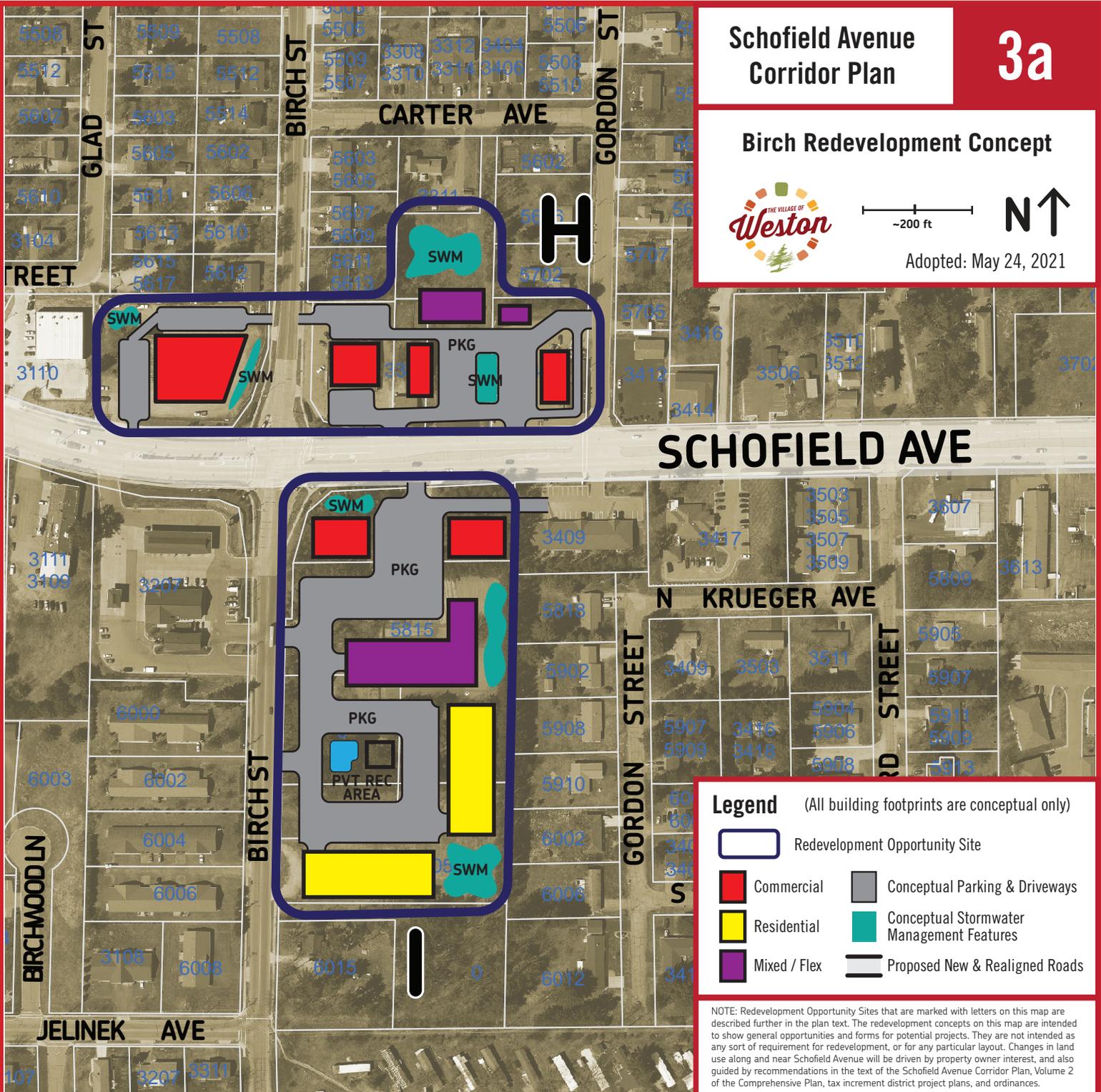
Birch Redevelopment Concept



~200 ft



Adopted: May 24, 2021



Apartments with Amenities



Multitenant Retail Center



Corner Commercial



4.4. Conceptual Schofield Avenue Roadway Improvement Plan

Through this Plan, the village indicates an intent to improve Schofield Avenue between Birch and Ryan Streets, for the full extent of the central and eastern districts. This segment is over two miles in length and funding is likely limited. Therefore, improvements will likely be phased and more modest than the 2000s improvements made to Schofield Avenue west of Birch Street, where TID #2 provided much of the funding.

The general approach to proposed Schofield Avenue improvements between Birch and Ryan focuses on enhancing traffic control, bike/pedestrian crossing, and aesthetic improvements near street intersections, as described in the remainder of this section.

4.4.1. Major Intersection Redesign Concept

Figure 2 illustrates a roadway design concept at and near “major intersections” of Schofield Avenue and other major streets. The best candidates appear to be Schofield Avenue’s intersections with County Road X/Camp Phillips Road, Von Kanel, Mesker, Fuller/Old Costa (with its proposed realignment illustrated in Map 4), and Ryan. Features suggested in this major intersection redesign include the following:

- Four-way traffic signalization via decorative poles that would also include large street name signs along Schofield Avenue.
- Long, raised center medians serving multiple functions, including providing for controlled left-turn movements, refuge for pedestrian crossings, salt-tolerant canopy trees, decorative streetlights outfitted with banners (see examples to right from Community Entryway and Wayfinding Plan), and signage indicating the name of the approaching street. Stamped concrete surfacing is advised in the medians to limit ongoing maintenance and for long-term durability.
- Well-marked crosswalks in all four directions, and 5-foot-wide sidewalks along both sides of both streets where practical.
- Street terrace trees, spaced about 50 feet apart, within 6- to 8-foot-wide terrace areas. Tree placement and selection on the northern side must account for the power line there (i.e., low-growth ornamental trees).
- Where advised by the Community Entryway and Wayfinding Plan, new wayfinding signs to key destinations north and south of Schofield Avenue, coupled with removal of older



wayfinding and directional signs. Proposed wayfinding sign locations are indicated on Maps 2, 3, and 4.

- On-street bicycle lanes could also be incorporated, as advised in the Wausau Area Metropolitan Planning Organization (MPO) Bicycle and Pedestrian Plan, particularly if there is enough right-of-way width.

Combined, the above features suggest an ideal Schofield Avenue right-of-way width of 110 feet, though 100 feet may be possible. In either case, modest right-of-way acquisition would be required, as the Schofield Avenue right-of-way width east of Birch Street is typically 90 feet.

4.4.2. Minor Intersection Redesign Concept

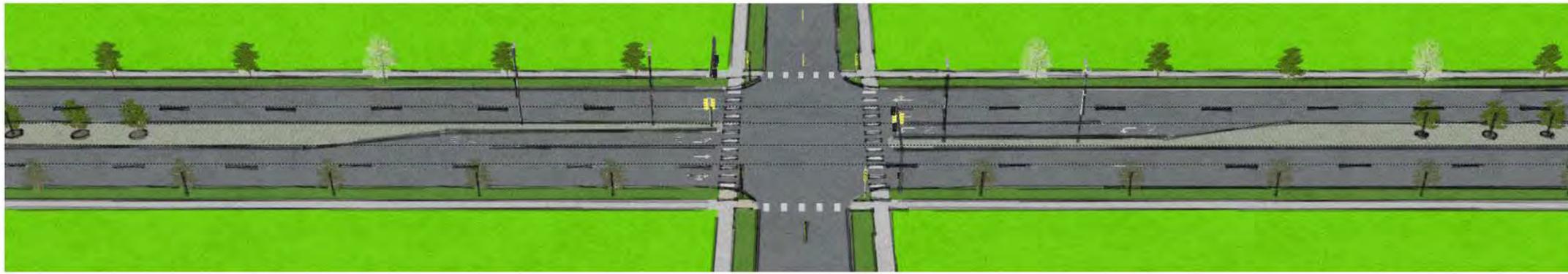
Figure 3 illustrates a roadway design concept at and near “minor intersections” of Schofield Avenue and other major streets. These are intersections that are not likely to be signalized, but still have reasonably high traffic volumes. These may include Mount View Avenue, the proposed western entrance to Redevelopment Opportunity Site L, Municipal Street, and Teagan Lane. As shown on Figure 3, the recommended type and extent of “minor intersection” improvements are pared back from what is proposed for “major intersections.”

4.4.3. Improvement Ideas for Remainder of Schofield Avenue

The suggested design approach allows for more modest improvements between the major and minor intersection zones, including the following:

- Continued left-turn service via a center two-way left turn lane.
- Installation of street terrace trees spaced about 100 feet apart. Tree placement and selection on the northern side must account for the power line there (i.e., low-growth ornamental trees).
- Sidewalk installation where none currently exists. Sidewalk maintenance may be most challenging on the north side between County Road X and Mesker Street, where residential lots back onto Schofield Avenue.
- Driveway consolidation where and when practical, such as when building or site improvements or redevelopment are proposed.
- Upgrading or removal of obsolete signage within the right-of-way.

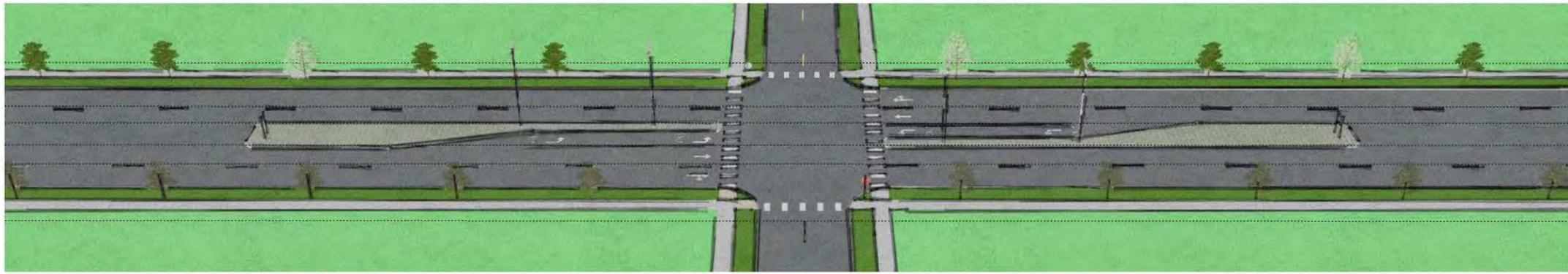




**Figure 2:
Schofield Avenue Redesign Concept,
Major Intersection**

These images represent concepts for how Schofield Avenue may be redesigned at its intersections with other public streets. They are intended to stir imagination and discussion. They are not intended to approach the level of engineering design, and the suggested components may require adjustment based on the actual intersection. See Corridor Plan text for further information.





**Figure 3:
Schofield Avenue Redesign Concept,
Minor Intersection**

These images represent concepts for how Schofield Avenue may be redesigned at its intersections with other public streets. They are intended to stir imagination and discussion. They are not intended to approach the level of engineering design, and the suggested components may require adjustment based on the actual intersection. See Corridor Plan text for further information.



Chapter 5: Eastern District Directions

The eastern district of the Schofield Avenue Corridor is depicted on Map 4. This district extends from Von Kanel to Ryan Streets. It includes an array of mainly older commercial, industrial, and municipal uses and mainly newer residential uses. It is currently the least-traveled of the three districts, except for industrial traffic.

5.1. Eastern District Vision

The vision for the eastern district of the Schofield Avenue Corridor is to enliven and revitalize it as a small- and mid-sized employment and recreation designation. This includes maintaining and enhancing the Weston Commercial Park and Former Municipal Campus area and growing the Fuller St/Old Costa Ln intersection area as the district's primary commercial and recreational center. Neighborhood preservation further from Schofield Avenue is a priority, as is enhancing cross-access for motor vehicles, bikes, and pedestrians.

5.2. Eastern District Development Plan

Map 4 illustrates the village's development plan for the eastern district, referring back to Figure 1 for descriptions of the recommended future land use categories. Development in accordance with this map and figure will occur at the initiative of the associated property owners.

The following are particular points of emphasis for the eastern district.

5.2.1. Further Enliven the Fuller/Old Costa Intersection Area

Uses like Dale's Weston Lanes and the adjacent Weston Inn & Suites are activity generators for the eastern district, but they are fairly isolated, and the surrounding area is fairly quiet and dark at most times. Through the western district development plan and significant proposed street and lighting improvements, the village seeks to enhance this area as a commercial and recreational destination serving nearby industrial and residential uses, in the Weston community, and beyond.

5.2.2. Maintain and Enhance the Weston Meadows Commercial Center

Though older and originally built to different standards, the Weston Meadows Commercial Center serves an important role as an incubator and accelerator for small industries and other businesses. The village will support existing and future businesses in the Weston Meadows Commercial Center, and aid in their growth to the extent practical.

The lack of a TID in this area may limit the extent of village support, but the village intends to maintain roads and improve stormwater management where practical. The village will also explore ideas like a revolving loan fund or small business grant program to assist with the upgrade of buildings and sites. Quality building and site design and fully screened storage and loading will be required for sites visible from Schofield Avenue, when owners propose changes.



5.2.3. Facilitate Private Reuse of Current Municipal Center Site

In 2016, the village began an evaluation of its facilities and future space needs. This evaluation suggested the potential replacement of the approximately 60-year-old Municipal Building, plus potential upgraded and/or consolidated space for other municipal functions. Starting in 2018, the village explored in greater depth the potential replacement of the Municipal Building, including possible space allocation and cost estimates. In fall 2019, the Village Board of Trustees elected to relocate its Municipal Building with other village functions to a newly acquired site on County Road X north of Ross Avenue. Construction is projected to commence in 2021 and conclude in 2022.

Map 4 includes the “Former Municipal Campus Study Area.” This area, outlined in gold, includes all lands in village ownership in this area, plus surrounding properties and the Mountain-Bay State Trail. The objectives would be to improve tax base, circulation, aesthetics, and a sense of place. As suggested on Map 4, the recommended future land use is “Commercial / Light Industrial Mix or Flex”. The site could be redeveloped with one or a collection of business or industrial sites. If moderate-intensity business redevelopment is proposed, workforce or other multiple-family housing could also be considered in this mix. Regardless, Plan implementation within this Study Area should include better access to the Mountain-Bay State Trail.

5.2.4. Upgrade Schofield Avenue

The village intends to pursue improvements to this segment of Schofield Avenue in the eastern district to improve traffic flow, safety, appearance, and lighting. This initiative is discussed in greater depth at the end of the previous chapter.



Schofield Avenue Corridor Plan

4

Development Plan - Eastern District



~400 ft



Adopted: May 24, 2021

LEGEND

EXISTING CONDITIONS

- Municipal Limits
- Planning Area
- 2018 Parcel Lines
- TID #1
- TID #2

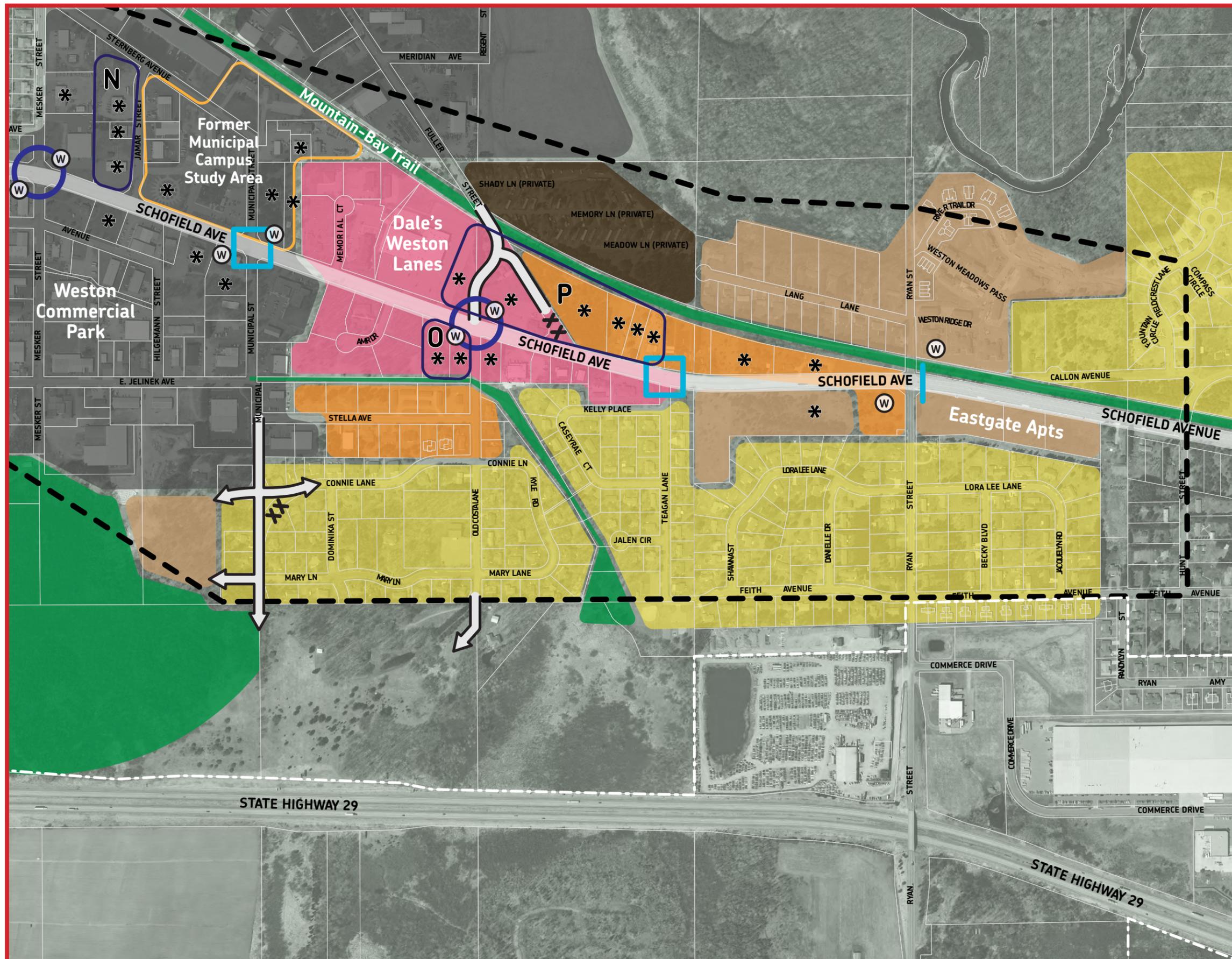
PROPOSED INFRASTRUCTURE

- Major Intersection Improvement
- Ped / Bike Enhancement
- Community Wayfinding Sign
- Community Entryway Sign
- Potential New or Relocated Road
- Road Proposed for Removal
- Former Municipal Campus Study Area

RECOMMENDED FUTURE LAND USE

- Community Commercial / Office
- Commercial / Residential Mix or Flex
- Commercial / Light Industrial Mix or Flex
- Multiple Family Residential
- Neighborhood Preservation Area
- Residential Reinvestment Area
- Recreation or Environmental Corridor
- Priority (Re)Development Opportunities
- Unified Redevelopment Encouraged

Note: The designations on this map are the village's recommendations for future land use for the corridor planning area. Actual boundaries between different land uses and associated zoning districts may vary somewhat from representations on this map. Future land uses shown on this map may not be immediately appropriate for associated development approvals. See Future Land Use map in Volume 2 of Comprehensive Plan for land use recommendations for all unshaded areas on this map.



5.3. Eastern District Redevelopment Opportunity Sites

Map 4 contains three “Redevelopment Opportunity Sites”—sites N through P. In review, Redevelopment Opportunity Sites are collections of parcels with specific needs or promise for redevelopment. Map 4a includes conceptual arrangements of future buildings, parking lots, driveways, stormwater management, and other green spaces for two of these sites, intended to spark interest and conversation.

The following are descriptions and advice for each of the Redevelopment Opportunity Sites depicted on Map 4.

5.3.1. Opportunity Site N

Location: Northwest of Schofield Avenue/Jamar Street intersection, outside of any TID.

Current Land Use and Design: Commercial/repair land uses in three older metal buildings, with significant graveled and open space areas.

Proposed Land Use: “Commercial / Light Industrial Mix or Flex” land uses, ideally via complete site and building redevelopment. Appropriate future uses may include product assembly, repair, warehousing, and/or on-site sale of manufactured products such as furniture or beverages (e.g., brewery—see image to right).

Suggested Design: Emphasize quality building and site design, require fully screened storage and loading for the Schofield Avenue frontage.



5.3.2. Opportunity Site O

Location: Southwest of Schofield Avenue/Old Costa Lane intersection, outside of any TID.

Current Land Use and Design: Two older single-family homes on larger lots, with driveways to Schofield Avenue but not to Old Costa Lane. The rear yard of the western lot is heavily wooded.

Proposed Land Use: “Community Commercial / Office” uses. Particularly with the suggested intersection reconfiguration, this site may be most appropriate for an office building, bank, drug store, or some type of recreational use like a fitness, gymnastics, or event center. This site, along with site P, presents an opportunity to transform the area of a realigned intersection of Schofield Avenue, Fuller Street, and Old Costa Lane into a vibrant commercial center. Map 4a suggests the potential for a mixed-use building, which may suggest upper story residential use above first floor commercial space.

Suggested Design: Map 4a includes one conceptual redevelopment option for site O. The redevelopment concept suggests a larger building framing the intersection, with parking behind the building. Architectural cues may be taken from the historic church building directly across Old Costa Lane.



5.3.3. Opportunity Site P

Location: North side of Schofield Avenue, on both sides of the current Fuller Street intersection, outside of any TID.

Current Land Use and Design: The site is currently occupied by a sports bar with a single-family residence on the same large lot west of Fuller Street, plus an extensively wooded site in the same ownership east of Fuller Street. The wooded site includes a new telecommunications tower at its western edge. Between that wooded site and Clearview Nursery are a single-family home and older commercial buildings with gravel parking/storage areas and multiple driveways to Schofield Avenue.

Proposed Land Use: “Community Commercial / Office” redevelopment west of the current Fuller Street, where commercial recreational, office, clinic, retail, or dining establishments may be appropriate. “Commercial / Residential Mix or Flex” development east of the



current Fuller Street, where a lower-density attached residential development and/or commercial redevelopment may be appropriate.

Suggested Design: Map 4a includes one conceptual redevelopment option for site P.

The most significant design concept is the proposed westerly realignment of Fuller Street to create a new four-way intersection with Schofield Avenue and Old Costa Lane intersection. The current Fuller Street connection to Schofield Avenue would be closed with a cul-de-sac. Such a realignment would have several benefits, including eliminating the dangerous angled intersection, setting the stage for the new intersection to be signalized and provide for safe pedestrian crossing, and enhancing adjacent land development potential. New commercial buildings are suggested to bracket that intersection.

One alternative to this proposed realignment is maintaining the current intersection arrangement, but this alternative would not have these same benefits and opportunities. A second alternative would be to realign the Fuller Street intersection to be more perpendicular to Schofield Avenue, but in roughly its current location. This alternative would

be possible only with the removal of the existing sports bar. Even then, the closer proximity of such a realigned Fuller Street intersection to the Old Costa Lane intersection would lead to greater traffic conflicts on Schofield Avenue.

Site P contains other commercial redevelopment opportunities utilizing shared parking and limited direct access to Schofield Avenue. Nestled on the wooded tract between the commercial redevelopment areas is a suggested duplex condominium development, not unlike the Weston Meadows condominium development to the northeast. The wooded site, adjacent trail, and closed “Fuller Court” provide attractive amenities for residential development.



Schofield Avenue Corridor Plan

4a

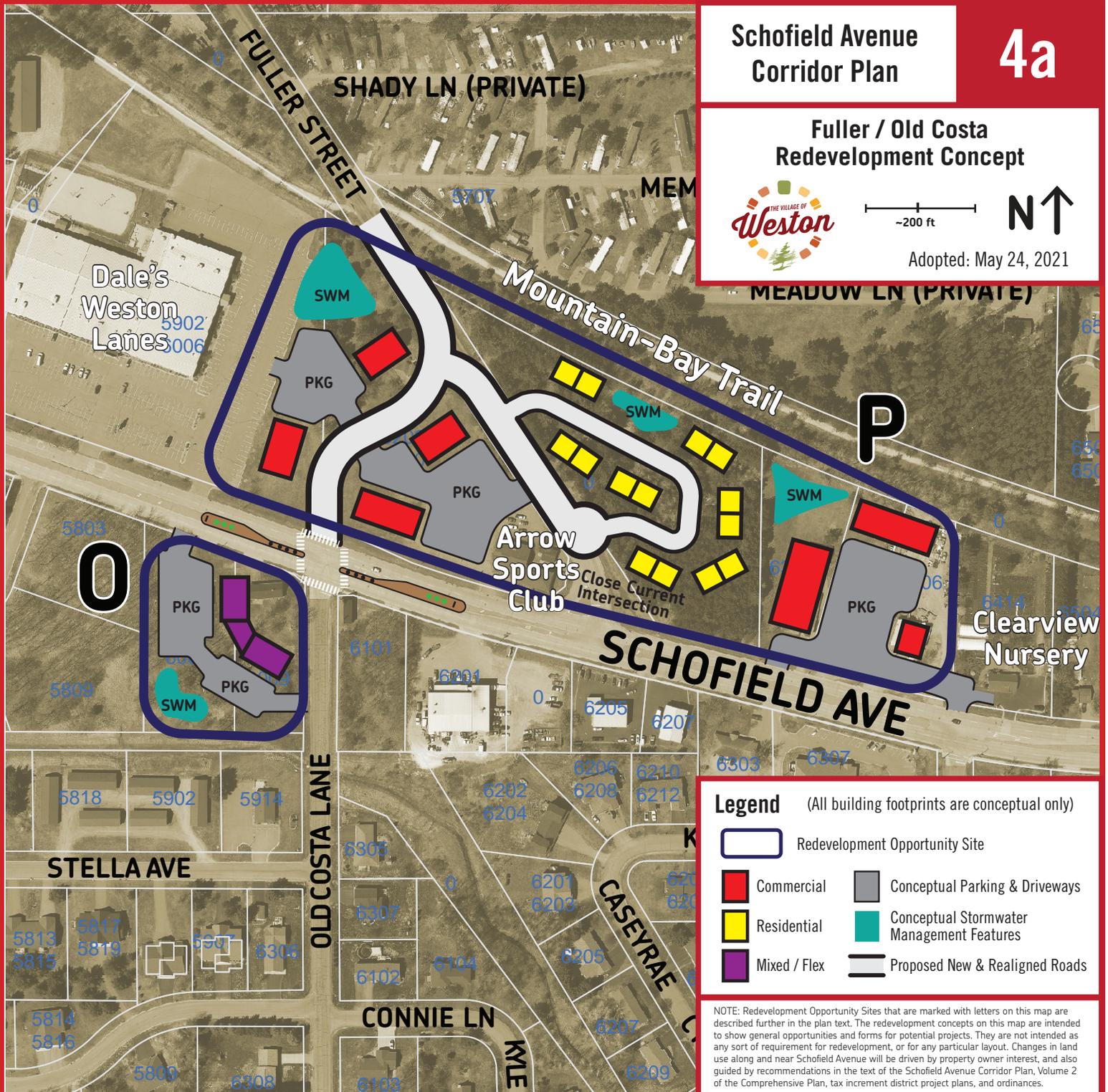
Fuller / Old Costa Redevelopment Concept



~200 ft



Adopted: May 24, 2021



Legend (All building footprints are conceptual only)

- Redevelopment Opportunity Site
- Commercial
- Residential
- Mixed / Flex
- Conceptual Parking & Driveways
- Conceptual Stormwater Management Features
- Proposed New & Realigned Roads

NOTE: Redevelopment Opportunity Sites that are marked with letters on this map are described further in the plan text. The redevelopment concepts on this map are intended to show general opportunities and forms for potential projects. They are not intended as any sort of requirement for redevelopment, or for any particular layout. Changes in land use along and near Schofield Avenue will be driven by property owner interest, and also guided by recommendations in the text of the Schofield Avenue Corridor Plan, Volume 2 of the Comprehensive Plan, tax increment district project plans, and ordinances.

Duplex Condominium



Indoor Recreational



Mixed Office and Residential



Chapter 6: Implementation

The following sections describe the implementation steps necessary to achieve the village's vision for the future of the Schofield Avenue Corridor. Executing the bold directions in this Plan will require significant cooperation among various parties. Implementation will also require skilled execution of plan changes, zoning approaches, public infrastructure projects, and development incentives. The various previous chapters of this Plan suggest other recommended implementation actions that should be referenced.

6.1. Comprehensive Plan and Official Map Amendments

This Schofield Avenue Corridor Plan includes future land use and transportation recommendations that differ, sometimes significantly, from the recommendations in Volume 2 of the Comprehensive Plan and the Official Map. In conjunction with or following adoption of this Corridor Plan, the village intends to adopt amendments to Volume 2 and the Official Map. The Volume 2 amendments will particularly focus on its Future Land Use and Future Transportation/ Official Map.

6.2. Redevelopment Zoning Approach

Many of the Redevelopment Opportunity Sites shown on Maps 2, 2a, 3, 3a, 4, and 4a would require rezoning before they could be developed as suggested. The village does not intend to speculatively rezone all or parts of the Redevelopment Opportunity Sites in advance of redevelopment proposals. Doing so would make many existing uses nonconforming and in certain cases would be guesswork given the mixed or flexible use recommendations.

Instead, the village generally intends to rezone Redevelopment Opportunity Sites only in conjunction with or immediately preceding a proposal for redevelopment, if the proposed redevelopment satisfies all the standards in this document and in the zoning ordinance. This approach to rezoning often requires buyers (developers) and sellers (current owners) to negotiate an option to purchase contingent upon rezoning and sometimes conditional use permit and site plan approvals being secured within a designated period of time.

The village prefers to have each of the several Redevelopment Opportunity Sites identified on the maps in this plan to be rezoned and redeveloped at one time. Absent this, the village will require that each redevelopment project occupy no less than one acre, which usually will require some lot consolidation. This sometimes means that adjacent landowners will have to collaborate.

Where practical, the village will promote rezoning to one of its standard zoning districts (e.g., B-1, 2F). It may be a struggle to match some of the proposed redevelopment concepts with permitted use, setback, and other requirements in the standard zoning districts. The village has recently adopted a PD Planned Development zoning district into its zoning ordinance for use in such situations. PD zoning is intended to facilitate improved design by allowing for greater freedom, imagination, and flexibility in the development of lands so zoned. Flexibility granted through the use of a PD district would be compensated through development design that generally exceeds minimum standards were the project developed under a standard zoning district.



6.3. Public Infrastructure Projects

The village intends, over time, to engage in a number of infrastructure projects along the Schofield Avenue Corridor—particularly east of Birch Street. These include traffic flow, safety, and aesthetic improvements; stormwater and utility enhancements; and community signage. The village will incorporate appropriate improvements in its capital improvement program, attempting to balance the recommendations in this Corridor Plan with other village needs and with budget and borrowing limitations. The TIDs will be analyzed as funding sources, but the village will also seek outside funding and partnerships wherever possible. Assessments may be necessary in certain areas and for certain projects. Other public road, stormwater management, sanitary sewer, and municipal water system improvements will be required as (re)development occurs along the Corridor.

6.4. Development Incentives

Most of the western district and some of the central district falls within one of the village's TIDs. Within these TIDs, the village is currently positioned to provide financial incentives for new development and redevelopment that advances this Corridor Plan and other village policy objectives. Such incentives will be considered on a case-by-case basis against the then-current financial condition of the TID and criteria and authorized projects in the TID project plan.

Under current State law, the village is not able to expand either TID or create a new TID until 2031, except in the unexpected event that the expansive TID #1 were to close early. The village may pursue special legislation to enable TID #2 to expand, or to create a new TID district, perhaps focused in the Weston Meadows Commercial Center/Fuller Street area. Given that the village has already been provided special legislation to expand TID #1 recently, similar success for additional TID expansion may not be possible.

Still, existing State law does allow some flexibility that may enable TID #2 in particular to be “modernized” to serve as a more effective implementation tool for this Corridor Plan. First, the village could, through a TID #2 project plan amendment, reduce the land area within TID #2. This might be beneficial where lot consolidation necessary for redevelopment would cross the current TID boundary, which is not permitted under State law. In addition or in the alternative, the project plan could be amended to adjust the authorized infrastructure projects and development incentives for TID #2. State law permits TID expenditures to be made up to ½ mile outside of the TID boundary, provided that such expenditures are authorized in the project plan and benefit the TID. This flexibility may allow the village to, at least partially, close the geographic gap between TIDs #1 and #2 in the Schofield Avenue Corridor. This could enable most of the central district to enjoy some TID-related benefits.

In addition to creatively using and adapting TIDs #1 and #2, the village intends to explore creative approaches for at least modest incentive funding outside of the TIDs, such as a revolving loan fund and/or business improvement district. Such exploration is particularly warranted for the eastern district.

