VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN

RESOLUTION NO. 2017-004

A RESOLUTION RECOMMENDING ADOPTION OF COMPONENTS OF THE COMPREHENSIVE PLAN OF THE VILLAGE OF WESTON, MARATHON COUNTY, WISCONSIN; CONSISTING OF THE CAMP PHILLIPS CORRIDOR PLAN AS PART OF VOLUME 3—SUPPLEMENTAL PLANS

WHEREAS, pursuant to §§61.35 and 62.23(2) and (3) of the Wisconsin Statutes, the Village of Weston is authorized to prepare and adopt a comprehensive plan as defined in §§66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village adopted its last complete comprehensive plan in 2006, and said plan has since been in effect as amended from time to time, including amendments in 2016 to Volume 1—Conditions and Issues, Volume 2—Vision and Directions, and Volume 3—Supplemental Plans (Broadband) components; and

WHEREAS, §§66.1001(2)(i) of Statutes requires that a comprehensive plan be updated no less than once every 10 years; and

WHEREAS, in 2013, the Village began a public process to completely update its comprehensive plan, guided by a public participation strategy and procedures adopted by the Village Board on May 6, 2013, via Resolution VW-13-01 and November 9, 2015, via Resolution 2015-034; and

WHEREAS, the Village has divided the updated comprehensive plan into three volumes, titled Volume 1—Conditions and Issues, Volume 2—Vision and Directions, and Volume 3—Supplemental Plans; and

WHEREAS, it is envisioned that Volume 3—Supplemental Plans will be populated with several Village plans once prepared, and the second plan ripe for incorporation into Volume 3 is the Camp Phillips Road Plan; and

WHEREAS, the Village provided a presentation of the initial draft Camp Phillips Corridor during a public presentation on July 16, 2014 and held an informational meeting on the Plan on December 2, 2014 to gain additional input from the public and residents of the corridor; and

WHEREAS, the Camp Phillips Corridor Plan document has been revised and comments have been incorporated into the final draft Plan which has been available on the Village website for public review since September 2016; and

WHEREAS, the official notice to obtain public comment was published in the Friday, January 20, 2017 edition of the Wausau Daily Herald; and

WHEREAS, affected residents were also notified via a letter, mailed through the United States Postal Service on February 2, 2017 of the upcoming Public Hearing on February 20, 2017 before the Village

Board of Trustees and the timetable for offering public comment on the afore mentioned document; and

WHEREAS, the Village Board has scheduled a public hearing and input session on the afore mentioned Camp Phillips Corridor Plan on February 20, 2017 in compliance with the requirements of §66.1001(4)(d) of Statutes; and

WHEREAS, the Plan Commission has considered public comments received to date and the recommendations of Village staff, and has determined to recommend Board approval of the afore mentioned Camp Phillips Corridor Plan.

NOW THEREFORE BE IT RESOLVED, the Plan Commission of the Village of Weston hereby recommends that the Village Board adopt an ordinance to constitute official Village approval of the following document as a component of the Village's comprehensive plan,

1. Volume 3—Supplemental Plans
    a. Camp Phillips Corridor Plan, dated January 18, 2017.

ADOPTED BY THE PLAN COMMISSION OF THE VILLAGE OF WESTON, at a meeting thereof, this 13th day of the month of February, 2017.

VILLAGE OF WESTON, a Municipal Corporation of the State of Wisconsin.

By: Loren White
LOREN WHITE, Plan Commission Chair

ATTEST:

By: Valerie Parker
VALERIE PARKER, Plan Commission Secretary

VILLAGE OF WESTON, WISCONSIN
AGENDA ITEM COVER SHEET

MTG/DATE: Plan Commission – 02/13/17

FROM: Jennifer Higgins, Director of Planning and Development

DESCRIPTION: Resolution No. 2017-004: A Resolution Recommending Adoption of Components of the Comprehensive Plan of the Village of Weston, Marathon County, Wisconsin; Consisting of the Camp Phillips Corridor Plan as part of Volume 3 - Supplemental Plans

ACTION:	☒ **Approve**	☐ **Ordinance**	☐ **Proclamation**
	☐ **Deny**	☐ **Policy**	☐ **Report**
	☐ **Expenditure**	☐ **Procedure**	☒ **Resolution**

QUESTION:
Should the Board of Trustees approve the Draft Camp Phillips Corridor Plan and adopt it as part of the Comprehensive Plan - Volume 3 – Supplemental Plans.

BRIEF:
The Village has been working on the Camp Phillips Corridor Plan since 2014. Individual stakeholder and public informational meetings have been held over the last 2 years and comments from stakeholders, village officials and staff have been incorporated into the final Draft document which is before you for approval.

Please remember, this is a Plan and how much involvement the Village will have in moving this Plan into fruition is still yet to be determined by the Trustees. It most likely will be developer and property owner led unless something different comes out of the TIF 1 Plan Amendment project which the Village will be working on next.

RECOMMEND: Director recommends approval.

COMMITTEE: Recommendation endorsed by CDA

REQUEST: Approve Resolution #2017-004 under Plan Commission Business

☒ Is there an additional briefer with this agenda item?

☒ Are there additional reference documents which have been attached to this report?

VILLAGE OF WESTON, WISCONSIN
AGENDA ITEM BRIEFER

1. Policy Question:

Should the Board of Trustees do approve the Draft Camp Phillips Corridor Plan and adopt it as part of the Comprehensive Plan - Volume 3 – Supplemental Plans?

2. Purpose:

The purpose of asking this question is to receive guidance and feedback from Village Plan Commission on whether the Draft Plan document is ready for approval by the Trustees.

3. Background:

The Village began working on this Plan back in 2013 with the start of the Comprehensive Plan Update. Over the 10 years prior to this, the Village had been hearing from residents who were feeling pressure from developers to sell their properties as commercial. Some of the residents were also beginning to dislike the added traffic along Camp Phillips Road which was being created with the economic growth that was occurring in Kronenwetter (residential) and the southern portion of Weston south of State Highway 29 (residential and commercial).

An informational meeting was held on July 16, 2014 to hear what residents along the corridor area had to say about the traffic and their plans for their property over the next 20-30 years. MDRoffers took that information and the information collected by staff and public officials and drafted the initial Corridor Plan. This preliminary draft was presented to the public during a public informational meeting held on December 2, 2014. MDRoffers and staff met with stakeholders through 2015 to add additional details and begin discussions with them concerning the plans initial goals and objectives. Staff also began working again on the Southeast Quadrant area and this Corridor Plan took a back seat until the Camp Phillips Centre documents could be finalized and eventually approved so it could be added to the Corridor Plan document.

The document was again fine-tuned in early 2016, adding the Camp Phillips Centre information, and was ready for the final public comment and adoption with the other Comprehensive Plan documents back in the fall of 2016. It was taken off the agenda as Administrator Guild wanted to incorporate the TIF 1 project plan update with the Corridor Plan. It was determined in January 2017 that this was not the route to take and it was again scheduled for final public hearing and approval by the Board for this upcoming February 20th meeting of the Board of Trustees.

4. Issue Analysis:

The Camp Phillips Corridor between State Highway 29 and Schofield Avenue has been an area in transition for the last 10+ years. Back in the early 2000's, just prior to the economic downturn, residents along this stretch were being approached by developers who wanted to purchase their properties and turn them into commercial properties. At the time, village officials did not want properties bought up and developed without some type of plan in place to have it being done in an orderly fashion. In 2007 a policy was adopted by the Board to not consider rezoning any residential, rural residential, or AG zoned land directly adjacent to a Village TIF District to a

commercial zoning status unless the adjacent TIF District has achieved a 110% surplus of tax increment above the current debt servicing obligation.
In 2013, Resolution VW-13-13 was adopted by the Board which amended and eventually rescind the 2007 policy following the creation of a new design review zoning district and a corridor plan for the area. In 2015, the zoning district was adopted with the adoption of the new zoning ordinance. The completion of this Corridor Plan will be the last step in moving forward with allowing this corridor to start transitioning over time to commercial.

5. Fiscal Impact:

To be still determined. As of now, there would be no fiscal impact as the Village Trustees have not allocated any monies for Village involvement with Plan implementation.

6. Legal Impact:

To be still determined. As of now, the Village has not allocated any staff time or funds directly to this plans implementation. Implementation will be driven by developers and residents.

7. Prior Review:

Public Informational Meeting #1 – Initial Plan Presentation - July 16, 2014
Public Informational Meeting #2 - December 2, 2014
Plan Commission - August 10, 2015
Open House and Public Presentation – JSD – Camp Phillips Centre - December 14, 2015
Community Development Authority - Draft Plan and Camp Phillips Centre – June 13, 2016
Community Development Authority - Draft Plan and Camp Phillips Centre - August 8, 2016
Plan Commission – Draft Plan and Camp Phillips Centre - August 8, 2016
Village Board – Camp Phillips Centre - August 15, 2016

8. Policy Choices:

1. Adopt Resolution 2017-004 and forward it on to the Village Board for their adoption of the Plan by ordinance as part of the Comprehensive Plan.
2. Adopt the Plan as submitted but refrain from adding it to the Comprehensive Plan.
3. Send the Plan back to staff with corrections and suggested changes.
4. Recommend the Village Board deny the Plan as proposed.

9. Recommendation:

I recommend that the Board of Trustees adopt the Plan by ordinance as part of Volume 3 of the Comprehensive Plan?

10. Attachments:

- Draft Camp Phillips Corridor Plan - http://westonwi.gov/documentcenter/view/3165
- Resolution No. 2017-004: A Resolution Recommending Adoption of Components of the Comprehensive Plan of the Village of Weston, Marathon County, Wisconsin; Consisting of the Camp Phillips Corridor Plan as part of Volume 3 - Supplemental Plans

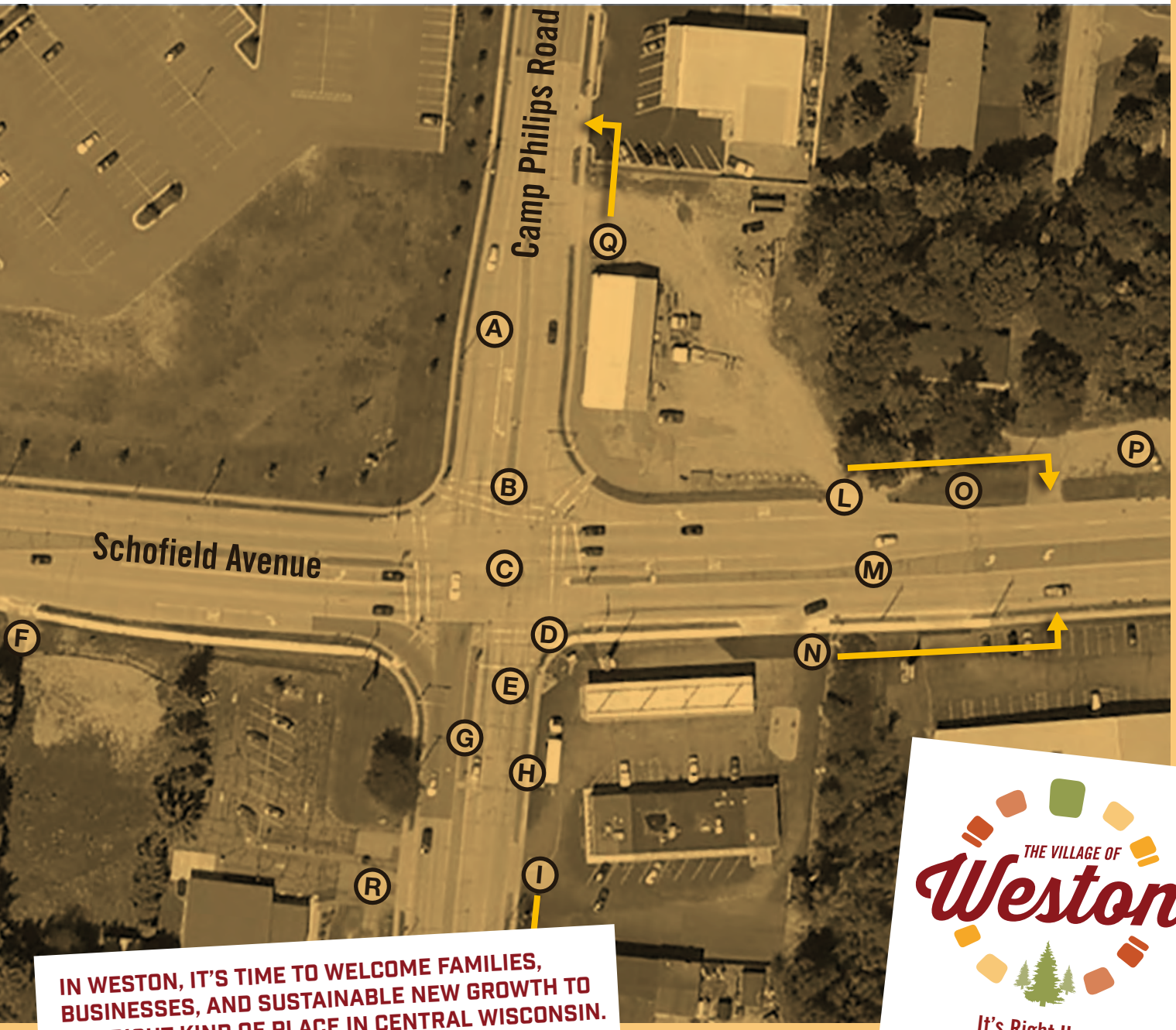
Camp Phillips Corridor Plan

Recommended by Village Plan Commission: PENDING

Recommended by Village Board: PENDING

A supplemental element of the Village of Weston Comprehensive Plan

Public Hearing Draft: January 18, 2017



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

THE VILLAGE OF Weston

It's Right Here.

January 18, 2017

Acknowledgements

Village of Weston Board of Trustees

Barb Ermeling, President
Scott Berger
Kevin Ostrowski
Fred Schuster
Jon Zielger
Loren White
Mark Porlier
Sharon Jaeger, Former Trustee
Karen Schmutzler, Former Trustee

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Chapter 1: Overview

1.1. Purpose

Camp Phillips Road and adjacent land uses were built for a different era. They are generally in need of reconsideration and upgrade today.

Camp Phillips Road, also known as Marathon County Road X, is the major travel way into the village from Highway 29. This Camp Phillips Corridor Plan was created as a blueprint for future (re)development, zoning decisions, and public investments along the corridor.

This Plan, together with other supplemental elements prepared and adopted by the village over time, comprise the third of three volumes of the Village of Weston's Comprehensive Plan. Volume 1: Conditions and Issues and Volume 2: Vision and Directions precede it. Volume 3: Supplemental Elements contains detailed, stand-alone plans that typically advance priority initiatives from the Vision and Directions volume. Together, the three volumes meet and exceed the required elements in Section 66.1001(2)(a) of Wisconsin Statutes, and provide a complete guide to growth and change in Weston.

This Plan will guide property owners and developers interested in selling or changing land uses along the Corridor. At the same time, existing property owners and residents are in no way compelled to participate, sell their property, or move. Further, the Plan is crafted in such a way to protect, to the extent practical, the enjoyment of residents who do not wish to sell their homes or land.

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

- Rezoning, conditional use permits, site plan approvals, and other zoning decisions, supplementing the policies in Volume 2 of the Comprehensive Plan and the village's zoning ordinance (Chapter 94).
- Transportation, utility, and other capital and community design investments, in conjunction with developers, Marathon County, and the Wisconsin Department of Transportation (WisDOT).
- Potential development activities and incentives for appropriate non-residential, mixed use, and redevelopment projects in conjunction with tax incremental district (TID) project plan(s).

Camp Phillips Corridor Plan

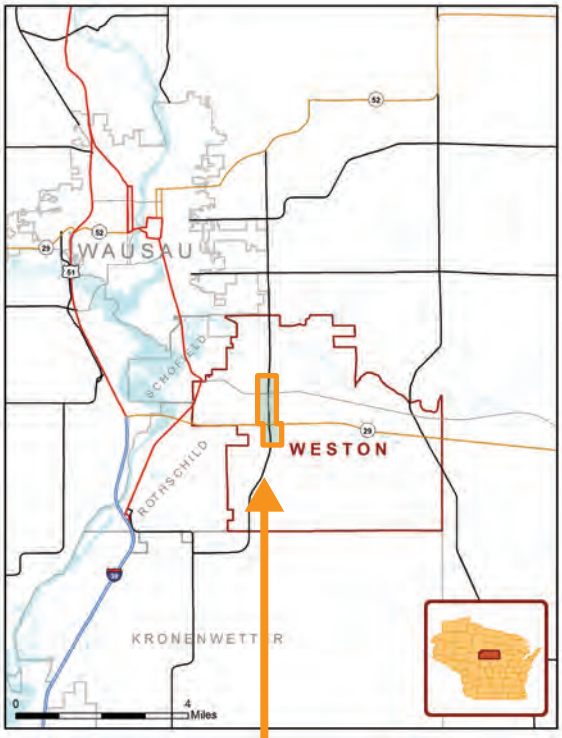
Map 1

Planning Area

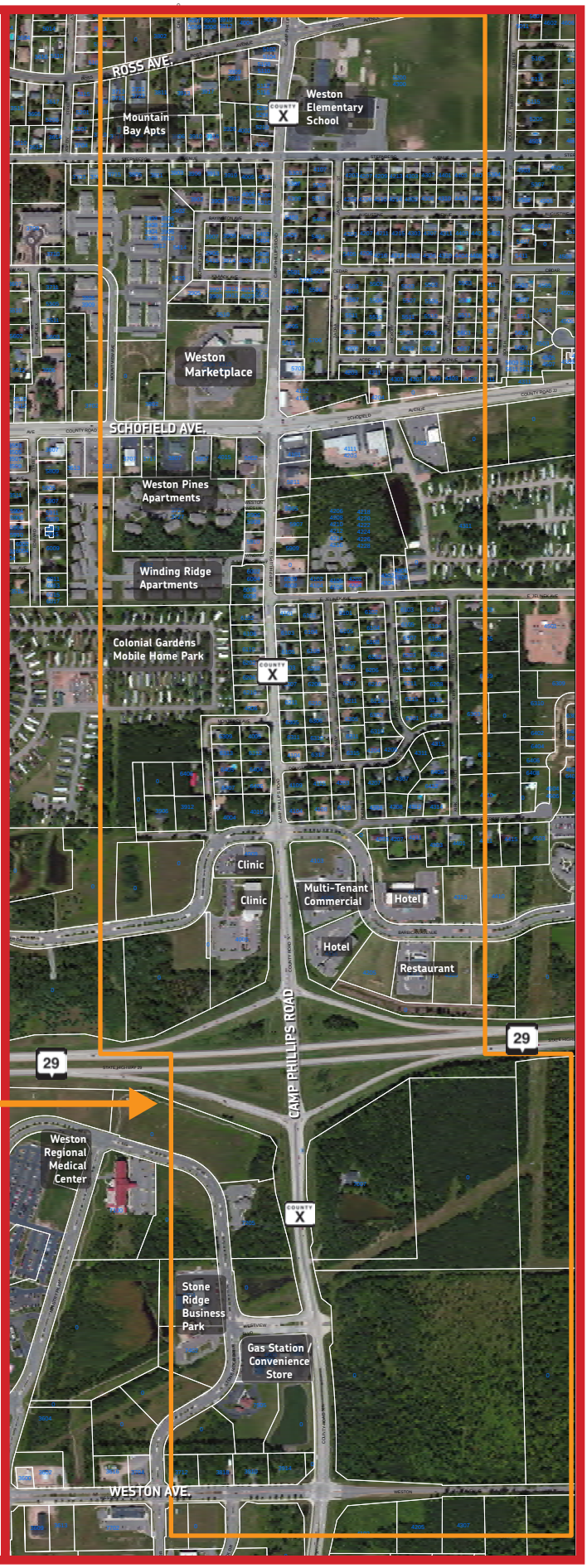
100 200

N

Date: July 07, 2016



Planning Area



1.2. Planning Area

The Camp Phillips Corridor planning area is represented on Map 1. The planning area extends from Ross Avenue on the north end to just south of Weston Avenue on the south end (Transport Way). This segment includes key intersections with Ross Avenue, Schofield Avenue, Community Center Drive/Barbican Avenue, Highway 29, Westview Boulevard, and Weston Avenue.

North of Highway 29, the planning area also extends east and west of Camp Phillips Road by three or four blocks. This is not to suggest that the village desires to see redevelopment of this entire area; rather, the planning area north of Highway 29 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 of Camp Phillips Road, and between the Schofield Avenue and Community Center Drive/Barbican Avenue/Everest Avenue intersections.

South of Highway 29, the planning area extends east of Camp Phillips Road by ½ mile (beyond the eastern extent of Map 1). The Plan recommendations for the area south of Highway 29 are focused within the area depicted on Map 1, also known as the "southeast quadrant." Lands west of Camp Phillips Road, south of Highway 29, are already developed as the Weston Regional Medical Center and Stone Ridge Business Park.

The vision for much of Camp Phillips Road between Community Center Drive and Schofield Avenue is for commercial and mixed commercial/residential redevelopment.

1.3. Vision

The village desires to create a new vision for land use, development, redevelopment, transportation improvements, and community design along the Camp Phillips Corridor. Over a two-year period, the village completed planning efforts for the corridor that engaged property owners and neighborhood residents.

In collaboration with land owners and residents, the village will advance new investment along Camp Phillips Road/County Road X, generally from Ross to Weston Avenues.

The village's intent along the Camp Phillips Corridor is to:

- grow the local economy and tax base;
- increase commercial services, retail, and restaurants (as supported by a separate retail analysis completed for the village by The Retail Coach);
- encourage community-building mixed use development projects and gathering places;
- provide sensitive transitions to adjacent neighborhoods;
- improve and manage traffic flow and safety; and
- beautify and unify Weston's front door, providing a captivating entryway experience.

1.4. Plan Organization and Key Recommendations

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

1.4.1. Conditions and Issues

This chapter includes basic background important to understanding current conditions and trends in the Camp Phillips Corridor planning area. It particularly focuses on the southern district south of Highway 29. For a more detailed presentation of background circumstances village-wide, see Volume 2: Conditions and Issues of the Comprehensive Plan.

1.4.2. Northern District Directions

This chapter describes the recommended land use pattern and transportation improvements for the part of the Camp Phillips Corridor between and including Ross and Schofield Avenues. This district includes Weston Elementary School. Compared to the central and southern districts, the village envisions the least amount of change in the northern district. Still, this chapter identifies several potential initiatives, including:

- Working with the D.C. Everest School District on various initiatives, including improving and consolidating school access for vehicles and pedestrians and improving recreational opportunities.
- Promoting land assembly and commercial redevelopment at the northeast and southeast corners of Camp Phillips Road and Schofield Avenue. See Map 2 later in this Plan.
- Preserving stable single family residential areas, particularly southeast of the School, and promoting reinvestment in multiple family areas mainly west of the School. See Map 2.
- Working with Marathon County and adjacent land owners to reconstruct the Camp Phillips Road/Schofield Avenue intersection. See Map 3.

1.4.3. Central District Directions

This chapter focuses on a recommended redevelopment, reinvestment, and road reconfiguration plan for the part of the Camp Phillips Corridor between Schofield Avenue and Highway 29. This

section includes a number of single family homes along and close to Camp Phillips Road, two mobile home parks, and newer commercial development close to Highway 29. This chapter identifies several potential initiatives, many depicted on Map 4 later in this Plan, and including:

- Promoting land assembly and commercial redevelopment at the northeast and northwest corners of Camp Phillips Road and Community Center Drive/Barbican Avenue, as a high priority.
- Promoting new mixed commercial and multiple family residential redevelopment for lands between that intersection and Schofield Avenue, but in accordance with detailed design and land assembly guidelines and perhaps as a longer-term effort.
- Working with Marathon County and adjacent land owners to reconstruct Camp Phillips Road as a multi-function roadway, including reduced driveway access for better through traffic movement and safer opportunities for pedestrian movement.
- Preserving stable single family residential areas, particularly east of Camp Phillips Road, and promoting reinvestment in or redevelopment of the mobile home parks.
- Enhancing this portion of Camp Phillips Road as the primary gateway to Weston, through improved gateway and wayfinding signage, high-quality buildings, and appealing gathering places.

1.4.4. Southern District Directions

This chapter describes scenarios and the recommended land development pattern for the 327-acre tract of land located in the southeast quadrant of the Highway 29/Camp Phillips Road interchange. This currently undeveloped area is envisioned to emerge as a significant component of the community's economic base. The chapter expands upon the direction in Volume 1 of the Village's Comprehensive Plan that a large, sustainable commercial center is the highest and best use for the southern district (southeast quadrant). This direction is based on its location in relation to the village and regional population, proximity to a major transportation network, extensive investment in public infrastructure that has been completed, and support for more retail opportunities through The Retail Coach analysis and other efforts.

Upon complete build-out, the southern district could potentially result in up to $152 million of equalized assessed value added to the village tax base, and significant expansion of commercial business activity, workforce housing, and employment. The recommended first phase focuses on maximizing development opportunities immediately east of Camp Phillips Road and south of the State Highway 29 interchange. This initial phase alone has the potential to generate up to $103 million of additional equalized assessed value.

The first phase area capitalizes on the existing backbone water and sanitary sewer infrastructure, the momentum of the adjacent Weston Regional Medical Center development, and exposure to the interchange. This location is not without challenges, however, and sustained public-private

collaboration will be required to resolve the following critically important issues before the development can move forward:

- Complete or partial mitigation of the wetland located immediately east of the Westview Boulevard intersection.
- The associated easterly extension of Westview Boulevard.
- Relocation of the American Transmission Company (ATC) overhead electric transmission lines to the northern edge of this district.
- Developing engineering design and funding of street improvements to expand the capacity of County Road X (Camp Phillips Road) and intersections to accommodate anticipated traffic generated by the intensive planned land use.

1.4.5. Implementation

This final chapter includes an implementation strategy for the recommendations in this Camp Phillips Corridor Plan. Action-oriented recommendations are also included throughout this Plan.

Chapter 2: Conditions and Issues

2.1. Overview

The village's approach to the Camp Phillips Corridor is organized around three distinct districts that are reflective of the historical development pattern, the role that each district fulfills for the community, and different future opportunities. This approach is designed to enable the village to address various strategic needs within each district, in the context of the entire Corridor. The districts are described below.

2.1.1. Northern District

This district is anchored by Weston Elementary School. Village policies in this district are generally intended to enhance and preserve the integrity of the area as a residential neighborhood, with a variety of housing opportunities and supporting community amenities including the Weston Elementary School as a neighborhood school and gathering place, and recreational amenities serving nearby residences and the broader community.

2.1.2. Central District

This district is focused around the segment of Camp Phillips Road between Schofield Avenue and State Highway 29. Schofield Avenue (the former State Highway 29) was historically the primary eastern entrance route into the Wausau Metropolitan Area. With the completion of the new State Highway 29 freeway, Schofield Avenue is now more of Wausau area arterial road than a cross-state "regional" route. Village initiatives and strategies in the central district are organized around maintaining the function of Schofield Avenue as an important east-west traffic corridor, encouraging commercial and mixed-use redevelopment along Schofield Avenue and Camp Phillips Road, preserving the integrity of adjoining residential neighborhoods, and enhancing the visual entry experience and increasing the "sense of place."

2.1.3. Southern District

This district includes lands south of the Highway 29 interchange to the Weston Avenue/Transport Way intersection area. The southern district is emerging as the pre-eminent location for development as a regional economic center supported by:

- The extensive transportation linkages provided by State Highway 29/County Road X interchange, County Road X, Schofield Avenue, and Weston Avenue,
- The Weston Regional Medical Center, and surrounding commercial and office parks, and
- The undeveloped tracts of land east of Camp Phillips Road that are efficiently serviceable from the existing public water and sanitary sewer infrastructure within the Weston Avenue and Von Kanel Street rights-of-way.

2.2. Process and Community Participation Overview

In 2013, the village retained MDRoffers Consulting to prepare recommendations for the portions of the Camp Phillips Corridor north of Highway 29. In 2015, the village retained JSD Professional Services to develop recommendations for the portions south of Highway 29.

The planning processes involved research, fieldwork, technical discussions with experts and regulators, public engagement with stakeholders and village residents, coordinating with public and private agencies, formulating and assessing different land use scenarios, and public presentations and discussion. Stakeholders included landowners, the Wisconsin Department of Transportation (WisDOT), the Wisconsin Department of Natural Resources (WIDNR), utility companies, local business representatives, and the general public to identify ideas and goals to gain an understanding of potential opportunities and conflicts.

Extensive research and field work was performed to assess and gauge the impact of existing site, traffic, economic, and regulatory conditions on creating an appropriate environment for redevelopment north of Highway 29 and for a regional commercial center to the south. The strategies reconciled issues with projected increases in traffic, management objectives for areas of environmental concern located within the planning area, formulating a logical and efficient sequence of development phasing and investment, creating and articulating expectations and standards for the physical development of the Corridor, and setting the stage for an effective marketing and business recruitment program.

The work effort for lands south of Highway 29 also included three special studies including:

- An initial limited Phase 1 Environmental Site Assessment addressing requirements of the Federal Comprehensive Environmental Response Liability Act (CERCLA) and potential environmental conditions that could negatively affect potential public and private investment in property within this southern district,
- Delineating and mapping wetlands to determine the extent of the Wisconsin Department of Natural Resources (WIDNR) regulatory impacts affecting the southern district, and
- Preparing a Preliminary Traffic Impact Analysis (PTIA) to establish baseline traffic conditions and enable evaluation of various development scenarios in order to quantify the street and intersection improvements required to serve future development in a safe and efficient manner.

Following these studies, several conceptual land use scenarios for the southern district were created that incorporated village plan objectives, market analysis information, and preliminary generalized feedback about potential business/investor interest and confidence in the district as a location for business development.

Various planning alternatives were presented at public forums and on the internet, and responses were evaluated and incorporated into preliminary plans presented to the Village Plan Commission at different points in 2015 to 2016.

2.3. Pertinent Village Comprehensive Planning Directions

Predating and overlapping the activities and discussion of the Camp Phillips Corridor, the village had also been engaged in a multiyear effort to update its Comprehensive Plan. In 2016, the village adopted Volume 2: Vision and Directions of its updated Comprehensive Plan. Key policies and initiatives with relevance to the Camp Phillips Corridor are highlighted in the following subsections.

2.3.1. Economic

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 market customers from beyond Weston). Weston's basic sectors include health care and related businesses, tourism and recreation, and consumer retail and restaurant establishments.

2.3.2 Land Use

North of Highway 29, the future land use map within Volume 2 of the village's Comprehensive Plan supports "Commercial" and "Mixed Use/Flex" development along Camp Phillips Road. Generally, future land use for lands in the southern district east of Camp Phillips Road are designated as "Commercial" west of Von Kanel Street, and "Mixed Use/Flex" and "Industrial" east of Von Kanel Street.

Within Volume 2, planned "Commercial" areas are envisioned to include lands for retail (including large-format retail), service, restaurants, offices, wholesaling, and businesses with outdoor displays. In the southeast quadrant, these recommendations are complementary with a consensus that this area is a superior location for future "big box" retail stores which would be the anchor stores of a commercial center serving the east side of the Wausau Metropolitan Area and a general potential trade area radiating to include northeastern, eastern, and southeastern portions of Marathon County and adjacent counties.

Managing Business Relocation

Creation of a new sustainable commercial development in advance of supporting market demographics may result in the vacation of existing businesses in the village and Metro Area (especially along Schofield Avenue) and their relocation to the new development area. Consideration should be given to creating and implementing programmatic and infrastructure improvements to mitigate transitional issues and/or assist with redevelopment and rejuvenation of existing commercial locations concurrently with the development of the southern district.

Planned "Mixed Use/Flex" areas are intended to provide for an efficient use of land centered on "vibrant urban spaces" that engage customers, employees, and residents. These types of areas are envisioned to encompass a blend of service, retail, office, business/office park multifamily residential, and institutional land uses. Design expectations in this category of land use generally

are intended to encourage combinations of uses within the same building and/or site to create synergies, amenities, and a sense of place.

2.3.3. Housing

Another village goal, as indicated in Volume 2 of the Comprehensive Plan, is to accommodate expanded housing options with attractive neighborhoods that support families, older residents, and recruitment of younger persons to the local workforce. In 2010, the majority of Weston's housing stock was comprised of units built between 1980 and 2010 and was predominantly owner occupied single-family homes. Current housing tenure in the village is estimated at 65% owner-occupied and 35% renter-occupied, with most of the rental market being managed senior housing projects or older apartments and duplexes.

Integrating Housing in Commercial Areas

Carefully planned residential development, including new multiple-family housing, would be compatible with the conceptual commercial and mixed use areas envisioned along the Camp Phillips Corridor, as described in subsequent chapters.

Integrated within the fabric of new mixed use neighborhoods through well designed and landscaped sites, and with pedestrian connections to increase accessibility to shopping, employment, and entertainment areas, new multi-family development could also address a perceived housing need in the community.

2.3.4. Transportation

The village's transportation goal is to expand public investment in street infrastructure capacities to correct existing deficiencies and support sustainable economic development opportunities. To accomplish this goal, the village:

- thoroughly analyzes traffic impacts on the existing street network resulting from potential new development proposals,
- strategically programs public investment, including the maintenance and reconstruction of existing streets, and
- coordinates and collaborates on the design and construction of new segments of the village street system, usually installed by private development.

Additionally, the village endeavors to implement its Complete Streets policy, requiring new streets to be designed to meet the needs of all users including motor vehicle, bicycle, and pedestrian traffic.

The village has indicated expanded future rights-of-way on major streets within the Camp Phillips Corridor, including Camp Phillips Road and Weston Avenue. Recommended right-of-way expansion would accommodate increased traffic volumes and multi-modal use. Both Camp Phillips Road and Weston Avenue are designated as arterial streets within the planning area. The village seeks minimum intersection spacing along such streets of between 750 and 1,320 feet. Though there are several existing private access drives on these streets, future direct access will be minimized and the village will expect closure of private drives as part of development and redevelopment

proposals. Access and street improvements along Camp Phillips Road will be coordinated between the village, the Marathon County Highway Department, and WisDOT near Highway 29.

Widening the perspective, the existing street network has only limited opportunities for traffic movement between most of the "developed" village north of Highway 29 and the Camp Phillips Corridor's southern district. Current routes are limited to Camp Phillips Road, Alderson Street, and Ryan Street. Through its Comprehensive Plan and Official Map, the village advises consideration of a future north-south street connection between Municipal Street and Weston Avenue.

2.3.5. Community and Neighborhood Character

As expressed within Volume 2 of its Comprehensive Plan, 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 and support of public and private programs including, for example:

- Policies to encourage creating and sustaining "third places" (meaning 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";
- Public-private investment in expanding and enhancing regional trails and large recreational facilities; and
- Public-private investment in sponsoring community cultural events and recreational programs.

An effective and critically important aspect of community character is attractive and engaging commercial corridors and gateways. Camp Phillips Road is a primary entrance to the village that should be marked and enhanced by major gateway treatments—including "welcome" and wayfinding signs, landscaping, and "landmark" buildings.

Placemaking as a Key Plan Consideration

"Placemaking" is a term used to describe the process of creating a strong sense of place in a given location 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.

2.3.6. Recreation

Weston is well-known for recreational programs and events enjoyed by its residents, which are an integral part of its community and economic development initiatives. The village is actively engaged in planning for the development of an off-road mountain bike terrain course and a sports

complex on sites located east of the Camp Phillips Corridor planning area. Complementing and linking these future facilities is the potential to preserve a route for an all-season trail extending westerly to the Birch Street bicycle-pedestrian bridge over Highway 29.

2.4. Camp Phillips Corridor Southern District Analysis

2.4.1. Current Development Trends

Major drivers for development in the Camp Phillips Corridor southern district, which is south of Highway 29, include:

- Convenient access to a high capacity, safe and efficient regional transportation network,
- Growing population and workforce,
- Strong and growing consumer demand for goods and services that are conveniently located,
- Existing public infrastructure, and
- Adopted general policies and zoning districts to support development.

Since 2005, the Weston Regional Medical Center has generated significant growth and investment in the Corridor, community, and region. The important influence of this campus as it expands to meet evolving health care needs of the region is expected to continue, defining the character of the Village of Weston and future development opportunities in the southern district.

Figure 2-1: Village of Weston Economy and Tax Base

Category	Equalized Assessed Value
Residential	$641,170,000
Commercial	$365,650,000
Manufacturing	$51,020,000
Agricultural	$6,470,000
Total	$1,064,310,000

2.4.2. Land Use

The southern district is uniquely positioned within the regional transportation network to become a viable commercial development location with a broad array of retail, service, and employment oriented land uses.

The village is working to redevelop under-utilized lands to boost larger-scale commercial activity and tax base along Schofield Avenue. This effort has proven extremely challenging due to existing infrastructure limitations, coordination between property owners to assemble sufficiently large tracts meeting the needs of modern retailing, and general traffic circulation and convenient access to customers in the village's trade area. Due to these challenges, it appears that establishing a new large scale commercial opportunity in the Camp Phillips Corridor southern district will be the most

effective use of village resources, as it best benefits from the regional transportation system to achieve a return on the village's capital investments.

Figure 2-2 describes the existing land use pattern in and near the southern district. Figure 2-2 also shows the recommended future land use pattern from a draft of Volume 2 of the village's Comprehensive Plan—prepared in 2015-16 as part of the planning process for the southern district. See the adopted version of Volume 2 for the final recommended use pattern.

Figure 2-2: Camp Phillips Corridor Southern District – Existing & Planned Land Use

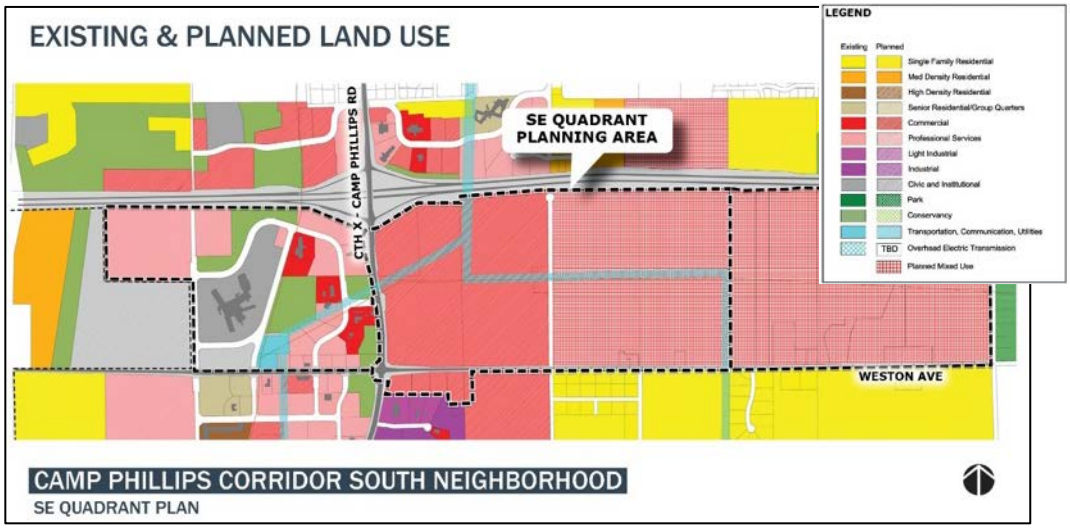


Figure 2-3: Southern District Existing Land Use

Existing Land Use	West of SE Quadrant Planning Area on Figure 2-1		SE Quadrant Planning Area on Figure 2-1		East of SE Quadrant Planning Area		Total
Approximate Area in Acres	Acres	Units	Acres	Units	Acres	Units	Acres
Residential	40	5	54	5	139	6	233
Rural	37	2	53	4	139	6	229
Non Farm - Not sewered							
<0.2 DUA (~5+ acre lot)	37	2	52	2	139	6	
0.2 to 1 DUA (rural plat, CSM)	0	0	1	2	0	0	
Urban	3	3	1	1	0	0	4
Sewered							
<1 DUA	0		1	1	0		
1 to 5 DUA	3	3			0		
6 to 19 DUA	0				0		
20+ DUA	0				0		
Commercial	19		0		0		19
Retail	3		0		0		
Commercial Services	12		0		0		
Professional Services	4		0		0		
Civic / Institutional	29		0		0		29
Industrial	0		0		0		0
Warehousing / Distribution	0		0		0		0
Transp., Comm., Utilities	5		0		0		5
Recreational	0		0		0		0
Managed Conservancy	28		0		0		28
Delineated Wetlands, Buffers, Stormwater Management							
Improved but Vacant	37		0		0		37
Agricultural	0		95		88		183
Cultivated and Pasture	0		95		88		183
Including farmstead							
Forestry	0				0		0
Un-managed open land	0		159		0		159
Periodically harvest for pulpwood							
Street Rights-of-Way	24		19		9		52
TOTALS	182		327		236		745

2.4.3. Trade Area

Weston is part of the economically diverse Wausau Metropolitan Area. The village has grown steadily since 2000. In 2010, it was home to a population of 14,868 living in 5,772 households. The primary trade area surrounding the Camp Philips Corridor, defined by a 15 to 20 minute drive time, is presented in Figure 2-4.

Figure 2-4: Village of Weston Primary Trade Area

Recent surveys and studies commissioned and completed by the village, such as The Retail Coach study, indicate generally strong local demand for more retail and commercial services. This research also identified that there is significant "leakage" from the village economy as local residents shop elsewhere in the Metro area. This is a continuing trend reflective of both Weston's history as primarily a bedroom suburb of Wausau, and the historic development pattern of commercial shopping destinations in downtown Wausau and along the former US Highway 51 (now Rib Mountain Drive) –a regional arterial route located approximately 4.5 miles west of the planning area.

2.4.4. General Transportation Access

The southern district of the Camp Phillips Corridor is accessible from Camp Phillips Road and Weston Avenue. These roadways are sub-regional arterial travel routes serving the Village of Weston, and connecting to residential neighborhoods and business locations in Wausau, Rothschild, Kronenwetter, and southeast Marathon County. Highway 29 is a major statewide arterial route linking the Wausau Metropolitan Area with Green Bay and Eau Claire.

The Camp Phillips Road/Highway 29 interchange is a tremendous asset and opportunity supporting development in the Camp Phillips Corridor. It can also be a significant bottleneck, as the nearest north-south alternative routes crossing Highway 29 are Alderson Street (1 mile west) and Ryan Street (3/4 mile east).

2.4.5. 2015 Baseline Traffic and Forecasts

Paired with Schofield Avenue (the primary east-west route through the community), County Highway X (Camp Phillips Road) is a critically important north-south travel route in the suburban and regional travel network that links the village and the neighboring communities of Wausau, Schofield, Rothschild, and Kronenwetter.

Projections by WisDOT and the Wausau Area Metropolitan Planning Organization (MPO) indicate that vehicle volumes on the adjoining arterial and collector streets are anticipated to steadily increase over the next 20 years, regardless of the development forecasted for the southern district. Camp Phillips Road traffic is expected to increase between 22% and 38% along segments north and south of the district. Weston Avenue traffic is expected to increase by 50% and Highway 29 traffic is projected to increase 20% to 30% east and west of the interchange.

Roadway Design Issues in Southern District

Camp Phillips Road street geometry in the southern district has and will result in a barrier for pedestrian and bike travel between the "southeast quadrant" and the Weston Regional Medical Center campus and the Birch Street Bike/Ped Bridge. Consideration should be given to improving a bicycle-pedestrian crossing of Camp Phillips Road. There are multiple options for this crossing – an underpass, overpass, or actuated signals – which should be addressed with engineering for Camp Phillips Road improvements or a project to improve Highway 29 ramps.

Further, land use scenarios discussed later in this Plan are dependent in large part on the village's capability to complete the planned, but as of yet unbuilt, easterly extension of Westview Boulevard into the "southeast quadrant." To facilitate sustainable commercial land uses (tax base), buildings need to be visible and travel routes must be easy to navigate and convenient to arterial streets.

Relatedly, preliminary schematics suggest that up to 75 feet of additional right-of-way along the easterly side of Camp Philips Road would be necessary to accommodate a "Displaced Left Turn" intersection design that will maintain traffic function at or above desired level and would minimize land acquisition from the developed west side.

Figure 2-5: Current and Projected Traffic Volumes

Street	2016 AADT*	2026 AADT*	2036 AADT*
State Highway 29			
West of Camp Phillips Road	28,200	30,900	33,550
East of Camp Phillips Road	13,400	15,400	17,400
Camp Phillips Road			
North of State Highway 29	15,950	17,700	19,500
Westview Blvd to Weston Ave	10,600	12,250	13,900
South of Weston Ave	7,600	8,600	9,700
Weston Avenue			
West of Camp Phillips Road	3,400	4,200	5,000
East of Camp Phillips Road	2,500	3,150	3,800

*** AADT -- Annual Average Daily Traffic is the total volume of vehicular traffic per year divided by 365 days.**

2.4.6. Pedestrian and Bike Travel

Pedestrian and bike travel opportunities have been established along Weston Avenue and throughout the Weston Regional Medical Center. West of Camp Phillips Road, Weston Avenue includes a sidewalk along the north side and a multi-use path along the south. Pedestrian crossings and medians have been installed at key intersections. The multi-use path along Weston Avenue extends to and continues north along Birch Street, past the Medical Center campus, to a bicycle-pedestrian overpass crossing Highway 29. This bicycle-pedestrian route continues as a signed "on-street" route that eventually reaches residential neighborhoods in the westerly part of the village and destinations including D.C. Everest Senior High School.

2.4.7. Topography and General Surface Drainage

Generally, the southern district is characterized by level to gently rolling topography. The County Road X/State Highway 29 overpass is at elevation 1284 MSL. Aside from this, the highpoint elevation, approximately 1,278 feet above mean sea level (MSL), is located along Von Kanel Street north of Weston Avenue. Low elevations occur at three locations around the perimeter of the southern district area: the southwest corner – 1,250 MSL, northwest corner – 1,260 MSL and the midpoint of the east boundary – 1,238 MSL.

The southern district is on the divide between the Eau Claire River basin to the north and northeast and Cedar Creek to the south and southwest. This divide is generally delimited by Von Kanel Street, which occupies a very slight ridge.

Surface drainage east of Von Kanel Street is captured in two shallow ephemeral drainage ways which generally flow northeasterly. The north drainage way conveys surface drainage from a 39-acre watershed and has been impounded in a small 1-acre farm pond. The east drainage way conveys surface water from a 101-acre watershed to the east. Both drainage ways discharge northerly to highway culverts under Highway 29, and there are delineated wetlands associated with both. The remaining 20-acre area east of Von Kanel Street drains southwesterly to the Von Kanel Street/Weston Avenue intersection and continues to the southwest.

West of Von Kanel Street, the land is divided into three drainage basins. The north basin encompasses approximately 45 acres, drains generally to the north, is captured by the road ditch along Highway 29, and then is conveyed north via highway culverts. The southeasterly 26 acres drains southeasterly to the Von Kanel Street/Weston Avenue intersection and then southwesterly. Drainage from the remaining 71 acres west of Von Kanel Street is not contained within any identifiable drainage way until it is captured by the roadside ditch along the east right-of-way line of County Road X.

Due to the generally level terrain and the construction of County Road X improvements in the early 1990s, the general ground surface in the "southeast quadrant" has morphed into an ecology characterized by mosaic wetland ecology with numerous patches of small upland flora interspersed with small isolated shallow wetland pockets. Construction and elevation of County Road X and Weston Avenue infrastructure appears to have restricted and diverted historic surface drainage patterns that previously went westerly and southwesterly to a ravine channel located to the southwest of the County Road X/Weston Avenue intersection.

2.4.8. Wetlands

The southern district contains approximately 32 acres of wetlands, which have been identified through field investigations conducted at various times between 2002 and 2015.

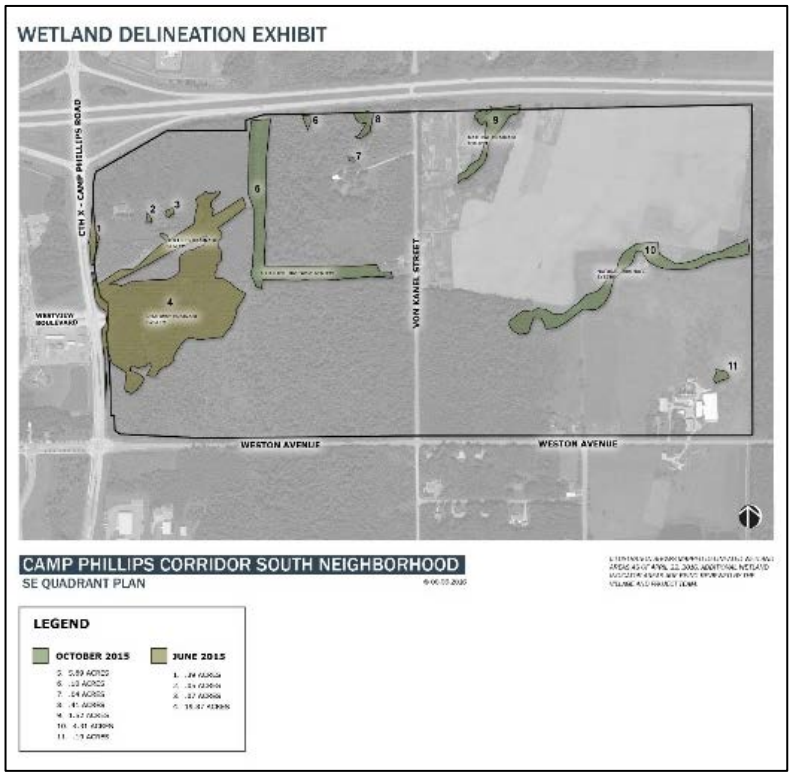
East of Von Kanel Street, two wetland features are naturally occurring based on terrain and historic natural drainage patterns.

West of Von Kanel Street, wetland habitat is related to the generally level terrain and has been significantly affected from man-made influences related to the installation and maintenance of the overhead electric transmission corridors, the periodic harvesting of pulpwood, and the construction and expansion of County Road X. There also several small isolated wetland locations associated with small constructed ponds and landscape features and the ditch drainage along County Road X.

Addressing Wetland Issues

The low quality wetlands in the "southeast quadrant" are densely wooded and brushy. Current WIDNR policy appears to preclude any form of habitat management within the wetlands and consequently these areas (as may remain after permitting) will persist as relatively dense woodlands. This will screen and minimize visibility and perceived accessibility to the interior of the planned development. Without mitigation, or at least proactive habitat management, these low quality wetlands are a significant impairment to the viability of commercial development.

Figure 2-6: Southern District Wetland Delineations



2.4.9. Soils and Geologic Characteristics

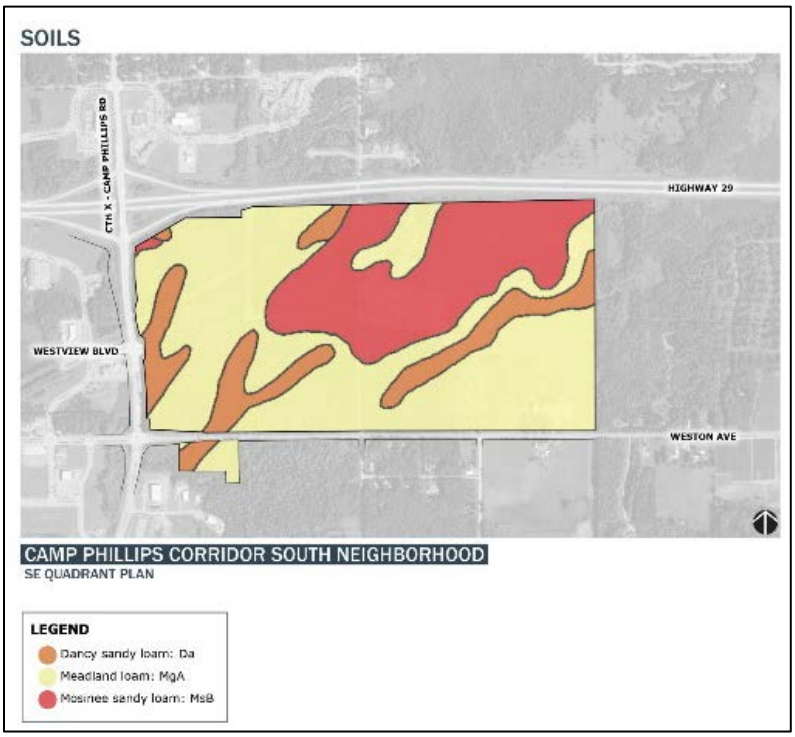
The soils in the southern district have formed from a soil solum of undifferentiated glacial till deposited over competent granite bedrock. The Natural Resource Conservation Service (NRCS) Web Soil Survey shows four different soil series within the district:

- Dancy sandy loam
- Meadland loam
- Mosinee sandy loam (2-6% slopes)
- Mosinee sandy loam (6-12% slopes)

For the most part these soils are loam or loamy sand overlying sandy loam or gravely sandy loam. The Meadland loam is a somewhat poorly drained hydric soil. It is predominant within most of the southern district and, where encountered, has required extraordinary excavation to mitigate for building and infrastructure construction.

The underlying geology in the area is primarily Lower Proterozoic granite and is encountered at various depths throughout the region. Depth to bedrock ranges from 10 feet below ground surface (BGS) at the County Road X/Weston Avenue intersection, to 13 feet BGS at the Von Kanel Street/Weston Avenue intersection, to 10 feet BGS on Von Kanel Street approximately 1,300 feet north of Weston Avenue, to approximately 6 feet BGS along Von Kanel Street near Highway 29.

Figure 2-7: Southern District Soils



2.4.10. Endangered and Threatened Species and Habitats

An initial screening of the Natural Heritage Inventory (NHI) data base maintained by the WIDNR did not indicate the presence of endangered or threatened plant or animal species or habitats within the southern district.

2.4.11. Water and Sanitary Sewer Infrastructure

The village installed a backbone system of sanitary sewer and water infrastructure in the southern district in 1998.

This infrastructure consists of a 10-inch ductile iron water main along Von Kanel Street extending from north of Highway 29 south to Weston Avenue and then west along Weston Avenue. The water main network is looped through Stone Ridge Drive and the Weston Regional Medical Center, with an extension back to the east side at the County Road X/Westview Boulevard intersection. This main is linked to the County Road X water main and is looped through the Medical Center campus to Birch Street. To complement this backbone water distribution system, the village has planned for a future water tower near the corner of Ministry Parkway and Weston Avenue – approximately one-quarter mile west of County Road X. The village also envisions extending a main from Birch Street to Alderson Street to create additional looping to support development in the southern district.

The sanitary sewer infrastructure consists of a 15-inch PVC sanitary sewer main along Von Kanel Street and 18-inch ductile iron sanitary sewer main along Weston Avenue westerly from Von Kanel Street. Sanitary sewer main does not extend easterly along Weston Avenue from Von Kanel Street. Based on the depth of the sanitary sewer relative to existing ground surfaces, it is anticipated that all building sites between Camp Phillips Road and Von Kanel Street will be serviceable by gravity sewer. The Von Kanel Street sewer could potentially provide gravity sewer service to lands east of and within 600 feet of Von Kanel Street, provided buildings are above elevation 1,269 MSL. In general, due to terrain and topography, development of lands east of Von Kanel Street will require installation of a sanitary sewer pump station and force main.

2.4.12. Energy

The southern district is currently traversed by regional gas and electric transmission lines. These include a TransCanada (ANR) gas line and easement running east-west roughly through the middle of the district. In addition, American Transmission Company (ATC) overhead electrical transmission line follows the gas easement and branches northeasterly towards Highway 29. To prepare the district for future development, the village and Marathon County are exploring cost-share options to relocate the ATC corridor to the north edge perimeter of the district. This would minimize the visual impacts to the village's primary commercial "gateway," perceived site hazards, and the impacts on future building size and placement. Whether relocated or not, both of these energy lines will affect the design of future improvements and development sites.

Utility Line and Easement Challenges and Opportunities

The ANR Pipeline Company gas line and ATC overhead electrical lines pose constraints to development, although these may potentially be minimized with utility relocations. The ATC lines pose significant constraints due to the restrictions on structures and landscaping within the easement and the aesthetic impacts to the area. The ANR easement and/or the potentially relocated ATC easement may provide an opportunity for an east-west bike corridor.

Chapter 3: Northern District Directions

The northern district of the Camp Phillips Corridor is depicted on Map 2. It includes Weston Elementary School, residential neighborhoods, and Weston Center. Of the three districts, the northern district is planned for the least amount of change. Still, improvements are advised. While Camp Phillips Road reconstruction also affects other districts, it is mainly discussed in this chapter.

3.1. Collaborate on Weston Elementary School Related Improvements

Weston Elementary School—a D.C. Everest School District school of approximately 570 students—anchors the north end of the Camp Phillips Corridor planning area. The school occupies a 23.78 acre site, with the school building on the west and a large open field on the east. Bus access and teacher parking is from Sternberg Avenue, while parent pick-up and drop-off occurs in the loop west of the school, from Camp Phillips Road. While Weston Elementary School has a large attendance area, it also draws students from nearby neighborhoods, some on foot.

To support the School, the village wishes to preserve the integrity, safety, and family-friendliness of the single-family residential neighborhood to its south, and promote reinvestment and redevelopment in the largely rental, multiple family area to its west across Camp Phillips Road. These initiatives are described later in this chapter.

In collaboration with the School District, Marathon County, and area property owners, the village seeks to enhance Weston Elementary School and its site as a neighborhood school and gathering place, and to improve safe transportation access. Suggested improvements include the following.

3.1.1. Support School Expansion or On-site Rebuilding if Necessary

Weston Elementary School is an asset and anchor for the surrounding neighborhood. As it approaches capacity and ages, the village supports options that will retain and modernize the School at this location. The large site area would support a significant expansion, or, if necessary, the construction of a brand new elementary school building on the same site to replace the current building. In such event, the village supports a plan that would eliminate all driveway access from Camp Phillips Road (see further discussion below).

3.1.2. Support Recreational Improvements

As described more completely in the Parks and Recreation chapter of Volume 2 of the village's Comprehensive Plan, the Weston Elementary School site is the preferred location for a large "boundless playground," serving the school, nearby neighborhoods, and the entire community. This may be best sited in the area of the former ice rink north of Sternberg Avenue.

Camp Phillips Corridor Plan

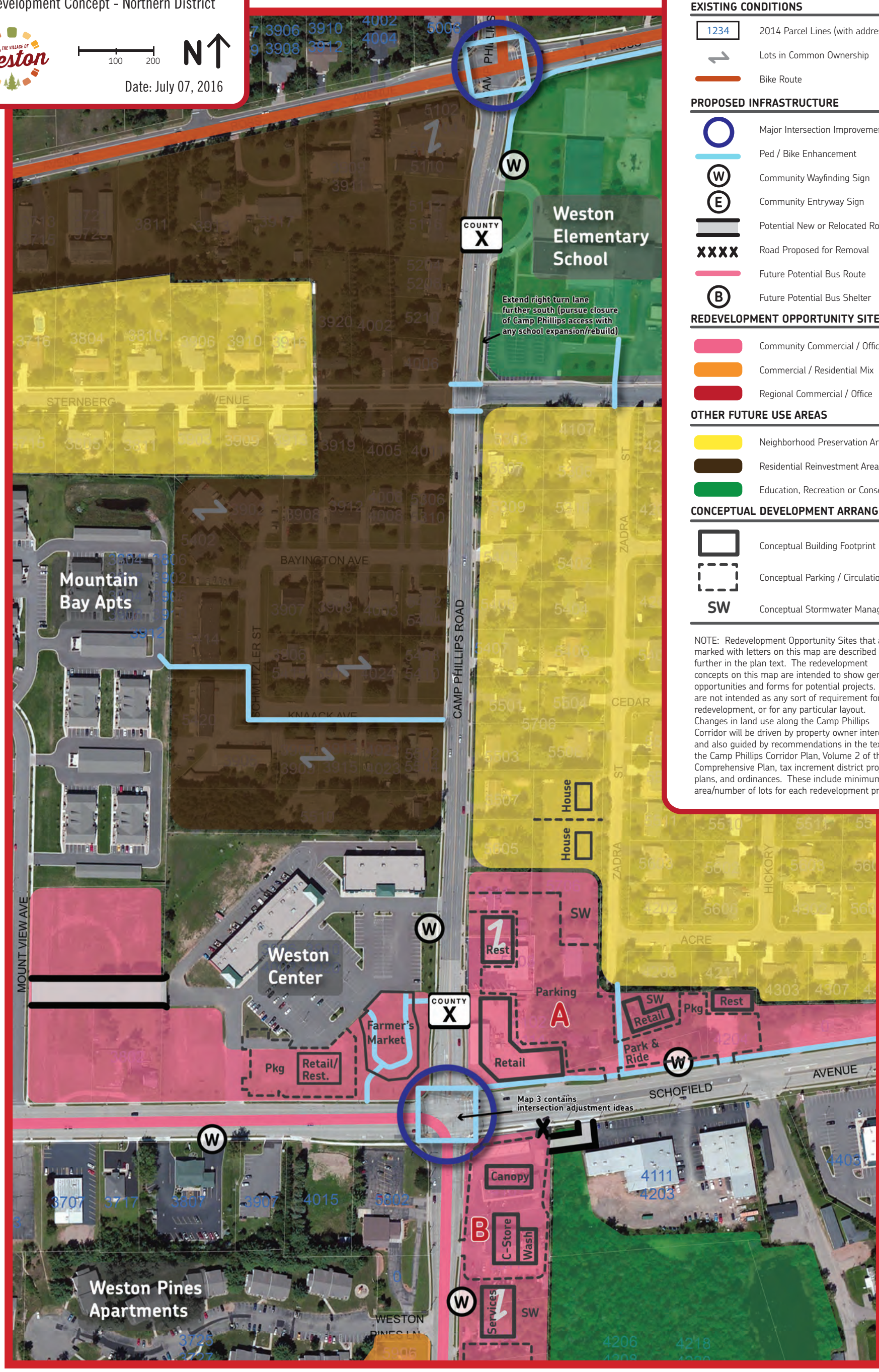
Map 2

Development Concept - Northern District

100 200

N

Date: July 07, 2016



LEGEND

EXISTING CONDITIONS

- 1234 — 2014 Parcel Lines (with addresses)
- Lots in Common Ownership
- Bike Route

PROPOSED INFRASTRUCTURE

- Major Intersection Improvement
- Ped / Bike Enhancement
- W — Community Wayfinding Sign
- E — Community Entryway Sign
- Potential New or Relocated Road
- XXXX — Road Proposed for Removal
- Future Potential Bus Route
- B — Future Potential Bus Shelter

REDEVELOPMENT OPPORTUNITY SITES

- Community Commercial / Office
- Commercial / Residential Mix
- Regional Commercial / Office

OTHER FUTURE USE AREAS

- Neighborhood Preservation Area
- Residential Reinvestment Area
- Education, Recreation or Conservation

CONCEPTUAL DEVELOPMENT ARRANGEMENT

- Conceptual Building Footprint
- Conceptual Parking / Circulation
- SW — Conceptual Stormwater Management

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 the Camp Phillips Corridor will be driven by property owner interest, and also guided by recommendations in the text of the Camp Phillips Corridor Plan, Volume 2 of the Comprehensive Plan, tax increment district project plans, and ordinances. These include minimum land area/number of lots for each redevelopment project.

3.1.3. Improve Pedestrian Safety

As depicted on Map 2, a variety of pedestrian improvements are advised in the Weston Elementary School area. These include two sets of flashing beacons and crosswalks with refuge medians across Camp Phillips Road at its intersection with Sternberg Avenue, enhancements to the crossing at Zadra Street and Sternberg Avenue for better door-to-door pedestrian safety, shifting the off-street path at the southeast corner of Camp Phillips Road and Ross Avenue further southeast to remove it further from auto traffic, and potentially extending an off-road, multi-use path along the north side of the school site to neighborhoods to the northeast. The Safe Routes to School Program, within the Transportation Alternatives Program (TAP-21), may be a good funding source.

This two-way stop intersection in a different municipality provides, across a free-flow four-lane road, a wide crosswalk, manually activated crossing beacons, a center refuge median, and a crossing guard to get elementary students to school safely.

3.1.4. Address Camp Phillips Road Driveway Access Concerns

Given the current school and site design, the driveway loop from and to Camp Phillips Road serves and important function as a drop-off site for students in their parents' vehicles. However, these two driveways and their function present traffic safety and flow concerns along Camp Phillips Road.

The village's preference is for all Weston Elementary School driveways on Camp Phillips Road to be closed, to fully address these concerns. This would necessarily be in conjunction with site circulation changes, and may be most feasible in conjunction with a school expansion or reconstruction project. In the nearer term, a southerly extension of the right-turn lane from Camp Phillips Road into the parent pick-up/drop-off loop would minimize traffic stoppages on Camp Phillips Road.

3.2. Maintain the Northern Neighborhood Preservation Areas

Map 2 indicates two "Neighborhood Preservation Areas" in the northern district, the largest of which is south of Sternberg Avenue and east of Camp Phillips Road. The village supports the continued single-family, owner-occupied character of this area. This may be accomplished, in part by:

- Reinforcing and improving residential edges to the west and south as land redevelops.

- Promoting and enforcing housing and property maintenance.
- Upgrading road and sidewalk infrastructure in this area as opportunities present.
- Targeting 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.

3.3. Support Upgrades in the Northern Residential Reinvestment Area

The large multiple-family housing area west of Camp Phillips Road is well-positioned relative to the school and employment, shopping, and recreational opportunities. This area is represented as a "Residential Reinvestment Area" on Map 2. Some of these rental buildings and properties would benefit from upgrades, such as new exterior finishes and parking and landscaping upgrades. In other cases, consolidation of the lots in this area (such as the several duplex lots) and redevelopment into apartment complexes may be preferred. In these cases, market rate family housing will be promoted, including some three-bedroom units and private amenities to support family living. These may include playgrounds or outdoor areas for grilling and other gatherings. With redevelopment should come fewer access driveways onto Camp Phillips Road, and sidewalks and mid-block walkways to better link these areas to Weston Elementary School and to local shopping to the south.

3.4. Encourage Redevelopment near the Schofield Avenue Intersection

Map 2 indicates two potential "Redevelopment Opportunity Sites" at the northeast and southeast corners of Camp Phillips Road and Schofield Avenue—one of the most important intersections in the village. With reference to recommended improvements to this intersection, described in Section 3.5 below, the village will support property-owner driven redevelopment at these sites. Further redevelopment guidance is provided in Chapter 5, as the central district has the preponderance of "Redevelopment Opportunity Sites," and in the Implementation chapter.

3.4.1. Site A, Map 2: Northeast of Camp Phillips Road/Schofield Avenue Intersection

This highly-visible site is also arguably the existing commercial area along the Camp Phillips Corridor with the greatest aesthetic challenges. Map 2 shows suggested consolidation of lots into one or two commercial redevelopment sites, which may be appropriate for a new retail center, bank, grocer, convenience store/gas station, and/or dining. Regardless of use, a new building (rather than a paved area) should anchor the intersection. The concept on Map 2 also suggests consolidating and moving driveway accesses further from the intersection. See also Map 3. There should be no commercial access to Zadra Street; instead, there should be a landscaped and/or fenced buffer in this area.

3.4.2. Site B, Map 2: Southeast of Camp Phillips Road/Schofield Avenue Intersection

Site B is currently occupied by two successful auto service businesses, but these lots are cramped and auto access to and from Camp Phillips Road and Schofield Avenue is increasingly problematic. The concept suggested on Map 2 suggests consolidating and moving driveway accesses further from the intersection. The concept also suggests a future gas station/convenience store expansion and shift to the south.

An example of a large, modern gas station/ convenience store on an appropriately sized site.

3.5. Improve Camp Phillips Road as a Complete Street

Camp Phillips Road itself needs attention. Four lanes of traffic are usually sufficient to accommodate the type of volumes that Camp Phillips Road confronts, but various design issues affect the actual capacity and flow of Camp Phillips Road, especially during rush hour. These issues include challenged and crumbling intersections, an overabundance of access driveways, unsafe bike and pedestrian movements, and often confusing signage.

A multi-faceted, phased approach for Camp Phillips Road is advised, focusing first on intersections, access reduction, and aesthetic enhancements. Being that Camp Phillips Road is also County Road X, Marathon County must be involved and perhaps should take a leadership role in improvements. Because Camp Phillips Road/County X crosses Highway 29, WisDOT will also be involved in that area. Without the benefit of detailed civil or traffic engineering, more specific suggestions are included in the following subsections. Several of these recommendations extend into the central and southern districts.

These photos suggest the marginal current state of repair, safety, and clarity of Camp Phillips Road.

Camp Phillips Corridor Plan

Map 3

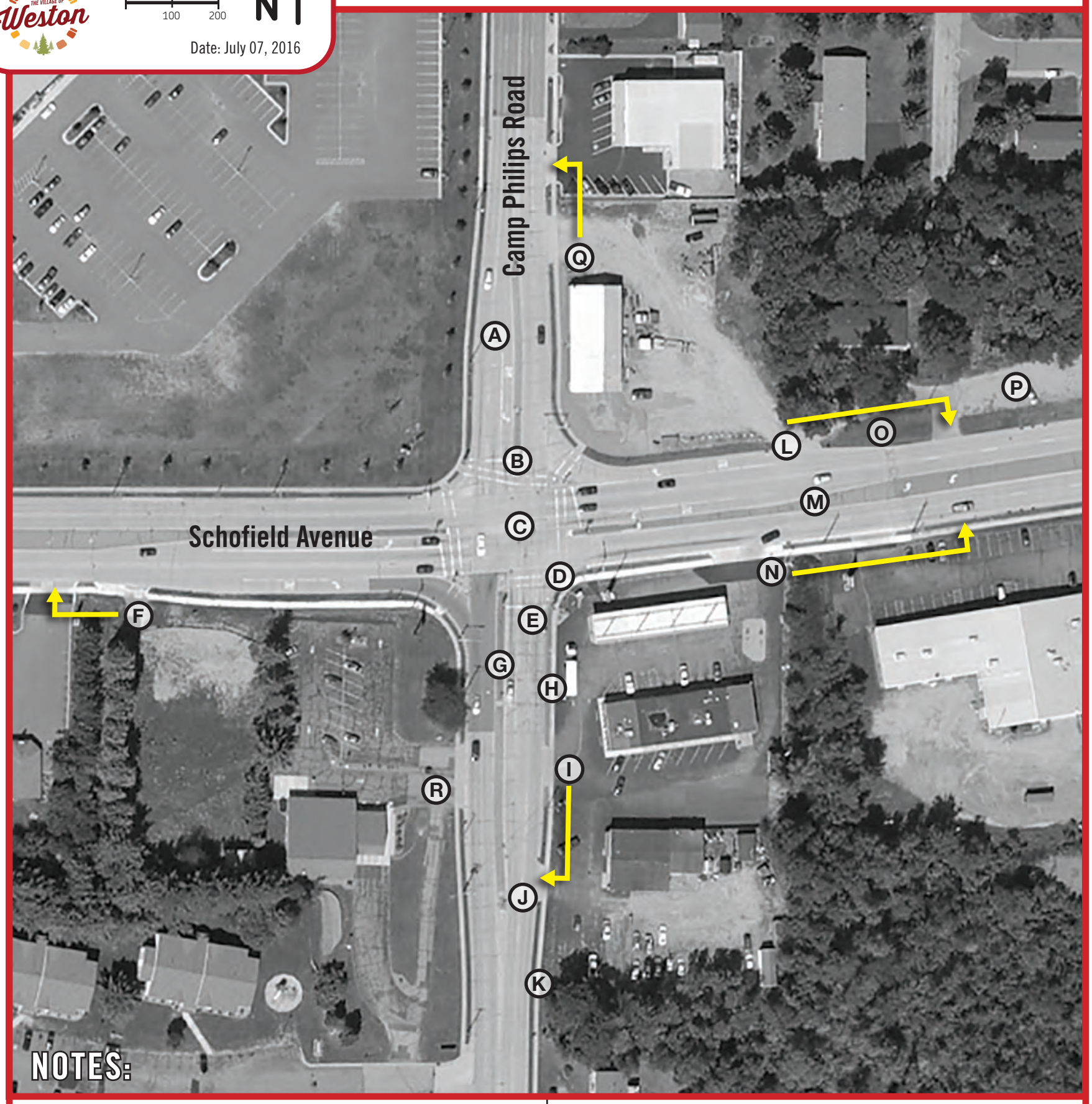
Camp Philips Road / Schofield Avenue - Intersection Ideas

100 200

N

Date: July 07, 2016

- Improve function and flow
- Increase safety for motorists, pedestrians, and cyclists
- Enhance appearance and experience at community gateway



NOTES:

A	Add dedicated right turn lane, designate 2 thru southbound only lanes, retain left turn lane, and accommodate bike traffic	J	Consider overhead signage to direct traffic into appropriate lane soon enough
B	Use stained concrete for pedestrian crossings and add mid-street refuge medians. Reconfigure for more direct crossing	K	Replace existing wayfinding sign with modern sign
C	Address road profile differences at intersection (i.e., bumps)	L	Relocate access further east and combine for a shared drive
D	Replace traffic signals with decorative models and include larger street name signs with Village logo	M	Extend left turn lane further east
E	Add dedicated right turn lane, designate 2 thru northbound only lanes, retain left turn lane, and accommodate bike traffic	N	Relocate access further east, across drainageway, and combine for a shared drive
F	Relocate access further west for a shared drive	O	Construct sidewalk on north side of Schofield Ave., with connection into neighborhood to South Timber
G	Introduce gateway median features similar to Barbican / Community Center intersection	P	Establish park and ride and shared parking lot
H	Pull sidewalk away from street where possible; introduce terrace trees	Q	Relocate access further north for a shared drive
I	Relocate access further south and combine for a shared drive	R	Configure site circulation pattern to enable closure of driveway

3.5.1. Reconstruct the Intersection of Camp Phillips Road and Schofield Avenue

This intersection is in marginal repair, is confusing to new and occasional users, and performs poorly. This is especially true for turning movements, pedestrians and bicyclists, and during rush hour. Map 3 includes village consultant suggestions for further study and consideration. These include traffic flow, pedestrian safety, and aesthetic/community image enhancements which will require further professional analysis. The village advises that the County undertake an engineering analysis of alternatives, involve adjacent property owners, and reconstruct this interchange by 2020. The actual interchange redesign will likely vary from the ideas presented in Map 3.

Potential driveway relocations and consolidations shown in Map 3 would alleviate existing traffic congestion and conflict points near this already busy and hazardous intersection, and allow for the easier creation of dedicated turn lanes as part of intersection reconstruction. Driveway consolidation concepts will require collaboration and negotiation to be successfully implemented. For example, driveway relocation for the bank site at the southwest corner may warrant a variance to widen the existing drive that runs along the east side of that site to accommodate two-way traffic south to the southern driveway. Further, a cross-access easement agreement could be executed to utilize a single Schofield Avenue access for the bank site and the ice cream shop site to its west.

3.5.2. Explore Upgrades to Intersection of Camp Phillips Road and Ross Avenue

While this intersection was reconstructed not too long ago, its geometrics (curve) negatively affects visibility associated with turning movements. Bike and pedestrian facilities could also be improved. As a future consideration, following Camp Phillips/Schofield Avenue reconstruction, the village supports revisiting and improving the Ross Avenue intersection.

3.5.3. Study Options for Camp Phillips Road/Barbican Avenue/Community Center Drive Intersection

While this intersection functions adequately today, increasing traffic and aging infrastructure may warrant its future reconstruction. The intersections of Barbican Avenue/East Everest Avenue to its east and Community Center Drive/East Everest Avenue/Kathleen Drive to its west should be included in the same study. A system of three roundabouts at these intersections may be considered for improved and sustainable traffic flow and for entryway aesthetics. Minimizing short-cutting through the "Neighborhood Preservation Area" east of Camp Phillips Road (see Map 4) and improving pedestrian safety would be goals. In the meantime, the village will work with developers of adjacent lands to adequately set back buildings and other private investments from these intersections to minimize conflicts later.

3.5.4. Study Options for Camp Phillips Road/Westview Boulevard and Camp Phillips Road/Weston Avenue Intersections

The current design of the Westview Boulevard intersection will ideally be extended to the east into the planned large-scale retail development site (the "southeast quadrant"). As described elsewhere in this Plan, wetlands in the area challenge that possibility. See also Chapter 5 for further

discussion of these two intersections, which would need to accommodate substantially greater southbound left turning movements if the recommended concept for development of the southern district is implemented.

3.5.5. Reduce and Rationalize Points of Access

The village advises a significant reduction in direct driveway access points when redevelopment occurs along Camp Phillips Road north of Highway 29. In conjunction and in addition to this recommendation, the village also advises realigning snaggle-tooth road intersections between Schofield Avenue and Community Center Drive/Barbican Avenue, as suggested through Map 4. Intersection realignment would require substantial property owner, neighborhood, and County collaboration. This includes negotiations with property owners for the purchase and sale of the required land to create the necessary right-of-way. The realignment of these intersections is crucial to the maintenance and enhancement of the general public's and nearby residents' safety and welfare.

3.5.6. Expand Road Right-of-Way as Opportunities Present Themselves

The Camp Phillips Road right-of-way is generally 66 feet in width in the northern and central districts. This is barely adequate to serve its current function, and inadequate at key intersections. As opportunities present themselves, such as when adjacent redevelopment occurs, right-of-way should be expanded to 80 feet (usually via an additional seven feet of dedication per side). Much of this additional width could be utilized for wider terraces and sidewalks. At current and planned intersections, a right-of-way of up to 100 feet is advised to accommodate left and right turn lanes. Again, this will usually only be possible when adjacent land redevelops. Unique right-of-way recommendations for the southern district are discussed in Chapter 5.

3.5.7. Emphasize Pedestrian Safety, Comfort, and Convenience

While there is sidewalk along both sides of Camp Phillips Road north of Highway 29, the walk is narrow and located within a couple of feet of the road pavement. This makes for an uncomfortable (and therefore infrequently taken) walk. As redevelopment occurs near the southern edge of the northern district and in the central district, the sidewalk should be widened to five or six feet, and ideally moved to at least six feet from the curb edge.

Further, current opportunities to safely cross Camp Phillips Road are few and far between. Existing crossings should be improved and new crossings added when new four-way intersections are created. Safer crossings are suggested through Maps 2 through 5. Maps 2, 4, and 5 also show more interior areas where a path or sidewalk would improve connectivity between complementary land uses.

3.5.8. Accommodate Bus Traffic and Stops

While the Wausau MetroRide bus route along Camp Phillips Road was discontinued in 2014, the road remains a school bus route. Ideas such as bus turn outs at stops should be considered for

better flow and rider safety. Map 4 suggests "future potential bus shelter" areas where these may be considered.

3.5.9. Make Aesthetic and Wayfinding Enhancements

Within the Natural, Agricultural, and Cultural Resources chapter of Volume 2 of the Comprehensive Plan, the village puts forward an initiative to enhance the community entryway and wayfinding experience along key roads, such as Camp Phillips Road. Maps 2 and 4 indicate locations where new and replacement entryway ("Welcome to Weston") and wayfinding signs directing drivers to key community destinations could be located. When such installations occur, all old signs attempting to serve similar purposes should be removed to control clutter. Also, as redevelopment and road reconstruction occurs in the northern and central districts, new street terrace trees should be installed along Camp Phillips Road, accounting for power lines. Burying of these power lines would be ideal, but can be prohibitively expensive.

3.5.10. Explore Long-Term Options to Relieve Camp Phillips Road of Excess Traffic

The village intends to work with the Marathon County Metropolitan Planning Organization and County Highway Department to study long-range alternatives to manage traffic volume on Camp Phillips Road. This may include creation of or upgrades to other north-south routes in the area. A Municipal Street extension across Highway 29 to Weston Avenue and/or a new Highway 29 interchange at Ryan Street—both suggested in the Transportation chapter of Volume 2—could become part of the solution.

Chapter 4: Central District Directions

The central district of the Camp Phillips Corridor includes Weston Crossing, hotels, medical clinics, residential neighborhoods, and mobile home parks (another is adjacent and to the east). Of the two districts north of Highway 29, the village encourages and will entertain the greater amount of land use change (i.e., redevelopment). Still, redevelopment will be driven by property-owner interest and per the design and rezoning policies in this Plan (see especially the Implementation chapter) and the zoning ordinance.

4.1. Focus Redevelopment Between Highway 29 and Schofield Avenue

The section of the Camp Phillips Corridor between Schofield Avenue and Community Center Drive/Barbican Avenue/Everest Avenue is most appropriate for significant redevelopment. Between 1998 and 2010, WisDOT reports that traffic on Camp Phillips Road (County Road X) in this segment increased from 12,900 to 16,600 vehicles per day—the highest volume of any segment of the road. There are about 30 residential buildings along this segment of Camp Phillips Road; most of these are older single-family residences very close to the road. This segment also includes two signalized intersections and a third significant intersection (East Jelinek Avenue). Property owner interest in redevelopment has also been the higher in this segment than north of Schofield Avenue – especially near Community Center Drive/Barbican Avenue/Everest Avenue.

Map 4, and to a more limited extent Map 2, provide redevelopment concepts within marked "Redevelopment Opportunity Sites." The directions suggested under these maps are organized around the priorities of encouraging commercial and mixed-use redevelopment through consolidation of existing residential lots, preserving the integrity of the neighborhoods on the east edge of the planning area, realigning and reducing access from intersecting roads and driveways, and enhancing the community entry experience and sense of place.

Maps 2 and 4 suggest three different types of "Redevelopment Opportunity Sites":

- **Community Commercial/Office.** The first type of Redevelopment Opportunity Site is appropriate for commercial retail, restaurant, service, office, and related commercial land uses. The quality, scale, and impacts of commercial uses in these areas will be managed with sensitivity to adjacent residential areas. The most appropriate zoning districts for these areas, once proposed for redevelopment, are B-1 Neighborhood Business and BP

Business Park.

- **Commercial/Residential Mix.** This second type of Redevelopment Opportunity Site is appropriate for a mix of "community commercial/office" uses and multiple-family residential uses. The most appropriate village zoning district for these sites, once proposed for redevelopment, is B-1 Neighborhood Business. The B-1 district allows upper story housing by right and stand-alone two-family and multiple-family housing by conditional use permit.

- **Regional Commercial/Office.** These areas, closest to Highway 29, are appropriate for a wide range of commercial service, retail, hospitality, office, health care, and related commercial uses in various building sizes. On Map 4, the "regional commercial/office" category is mapped over undeveloped lots in the Barbican Center and Shadow Ridge developments. The most appropriate village zoning districts for these areas are B-2 Highway Business and BP Business Park.

Within each lettered Redevelopment Opportunity Site on Maps 2 and 4, conceptual arrangements of future buildings, parking lots, driveways, stormwater management, and other green spaces are shown. These conceptual arrangements are intended to suggest the general form, placement, and use possibilities for buildings and for other required site improvements. They are <u>not</u> intended as required uses, building placements, or site designs. These conceptual arrangements do suggest two requirements: redevelopment or commercial uses shall not utilize existing residential structures and will require the consolidation of existing residential lots. These requirements are further articulated in the Implementation chapter of this Plan.

The following descriptions and recommendations will guide redevelopment of each of the lettered "Redevelopment Opportunity Sites" on Map 4:

4.1.1. Site C, Map 4: Northeast Corner of East Jelinek Avenue/Camp Phillips Road

This area, currently developed with rental housing, could be redeveloped as two commercial redevelopment sites. Retail center(s), dining, and commercial service uses may be most appropriate. Primary vehicular access should be from East Jelinek Avenue, with Camp Phillips Road driveway access minimized. Site design should feature compatible building setbacks for new buildings and landscaped parking lots to their sides and rear. A building should anchor the East Jelinek Avenue/Camp Phillips Road intersection.

The siting of this café building provides a visually appealing anchor at the intersection where it is located.

4.1.2. Site D, Map 4: Northwest Corner of East Jelinek Avenue/Camp Phillips Road

The redevelopment concept for the site east of the Winding Ridge Apartments is designed around a reconfigured access pattern. This would include the westerly extension of East Jelinek Avenue from Camp Phillips Road, also reflected on Map 9-1 of Volume 2 the village's Comprehensive Plan. The Winding Ridge Way driveway could be "flipped" to align with East Jelinek Avenue, creating one or two larger redevelopment sites. These sites might be redeveloped with a restaurant or another commercial use anchoring the new East Jelinek Avenue intersection, along with townhouse style walk-up apartments to its north.

Townhouses, like the ones above, would be appropriate in residential sections of Redevelopment Opportunity Sites D and E.

4.1.3. Site E, Map 4: Southeast of East Jelinek Avenue/Camp Phillips Road Intersection

This large Redevelopment Opportunity Site is bordered by East Jelinek Avenue, Camp Phillips Road, Randy Jay Street, and a proposed easterly extension of East Monterey Avenue from Camp Phillips Road. Like the proposal for East Jelinek Avenue to its north, this extension would create another four-way intersection along Camp Phillips Road. Site E is proposed for one or two larger mixed commercial/residential redevelopment projects. Commercial redevelopment would be focused along Camp Phillips Road, with building setbacks as little as 10 feet. New commercial driveway access would be from East Jelinek Avenue and the new East Monterey Avenue extension into rear and side yard parking lots. Camp Phillips Road driveways would be removed at time of redevelopment. Townhouse redevelopment, ideally owner-occupied as condominium or "zero lot line" structures, could line Randy Jay Street to provide a residential transition to the single-family neighborhood to the east.

It is of critical importance that redevelopment within Sites E and F occur in accordance with careful and unified plans (and not in a lot-by-lot or other haphazard manner). Among the Redevelopment Opportunity Sites, these two may require the most coordination and be the most long-term.

4.1.4. Site F, Map 4: Northwest of East Monterey Avenue/Camp Phillips Road Intersection

This large Redevelopment Opportunity Site is bordered by East Monterey Avenue, Camp Phillips Road, the proposed westerly extension of East Jelinek Avenue as described above, and a possible northerly extension of Kathleen Street. Collaboration with the mobile home park owner to the west could provide a larger redevelopment site and improved access via the Kathleen Street extension. Site F is proposed for one or two larger mixed commercial/ residential redevelopment projects. Commercial redevelopment would be focused along Camp Phillips Road, with building setbacks as little as 10 feet. This site could accommodate a larger-scale apartment/mixed use building with under building parking. New driveway access would be from East Jelinek Avenue, East Monterey Avenue, and the Kathleen Street extension into rear and side yard parking lots. Camp Phillips Road driveways would be removed at time of redevelopment. Stormwater management and existing slopes would need to be addressed as part of redevelopment.

Modern apartments like those shown above may be a component of the redevelopment of Site F.

4.1.5. Site G, Map 4: Northeast of Barbican Avenue/East Everest Avenue and Camp Phillips Road Intersection

The materials and setbacks of the existing clinics between Camp Phillips Road and Community Center Drive provide a good model for future buildings immediately north of the Camp Phillips Road/Community Center Drive/Barbican Avenue intersection.

At time of writing, there was property owner interest in, and "for sale" signs for, the commercial redevelopment on some of this site. Redevelopment may be accompanied by various roadway changes. These may include the redesign of the East Everest Avenue/Barbican Avenue intersection north of the Holiday Inn Express hotel to enable two-way traffic, the closure of Robin Street (and use of its right-of-way area for utilities, landscape buffering, and a path), and the easterly extension of East Monterey Avenue and closure of Douglas Lane west of Randy Jay Street (which may be paired projects). These changes would enable lot consolidation into one or two larger commercial redevelopment sites, which may be appropriate for a retail center, a grocer, a restaurant, offices, medical buildings, and compatible commercial services. Site and building design and placement should reflect the existing clinics to the southwest and allow space for future intersection expansion. The site and landscape design should also carefully buffer the neighborhood to the east, while providing pedestrian access. There should be no commercial access on any residential street, and a maximum of one commercial driveway from Site G to Camp Phillips Road. The village intends to rename and re-sign the dually named Barbican Avenue/East Everest Avenue segment to Barbican Avenue alone.

4.1.6. Site H, Map 4: Northwest of Community Center Drive/East Everest Avenue and Camp Phillips Road Intersection

There has also been recent property owner interest in commercial redevelopment here. Site H—bordered by Camp Phillips Road, Community Center Drive, Kathleen Street, and East Monterrey Avenue—would enable lot consolidation into one or two larger commercial redevelopment sites. This site may be appropriate for retail, a grocer, a restaurant, coffee shop, offices, medical buildings, and compatible commercial services. Site and building design and placement should reflect the existing clinics to the south and allow space for future intersection expansion. Attempts should be made to sensitively relate to remaining housing and preserve mature trees, if the trees are determined healthy and viable at time of redevelopment. There should be a maximum of one commercial driveway from Site H to Camp Phillips Road upon redevelopment. The village intends

to rename and re-sign the dually named Community Center Drive/East Everest Avenue segment to Community Center Drive alone.

4.1.7. Site I, Map 4: West of Kathleen Street, Northwest of Community Center Drive

Site I is perhaps most appropriate as a wooded office or research development area. Parking lots, road/driveway cross sections, and building footprints should be minimized to maintain slopes and trees. The street network may be supplemented here to avoid creating an isolated development.

4.2. Maintain the Central Neighborhood Preservation Areas

Map 4 indicates a "Neighborhood Preservation Area" in the central district, east of Randy Jay Street and generally south of East Jelinek Avenue. The village supports the continued single-family, owner-occupied character of this area. This may be accomplished, in part by:

- Reinforcing and improving residential edges to the west and south as land redevelops.
- Promoting and enforcing housing and property maintenance.
- Upgrading rural road and stormwater infrastructure in this area as opportunities present.
- Targeting available housing resources for home ownership and upgrades, such as those programs outlined in the Housing chapter of Volume 1 of the village's Comprehensive Plan.

4.3. Support Upgrades in the Central Residential Reinvestment Area

The village advises the "Residential Reinvestment Area" on Map 4 for additional investment, or alternatively for redevelopment. This area includes the Colonial Gardens Mobile Home Park. Within this area and the Stillwater Landing Mobile Home Park east Map 4's extent, the village intends to enforce its ordinances and enact fair fees consistent with local, state, and federal law. For Colonial Gardens, the village may also pursue improved access and visibility from Camp Phillips Road, perhaps through road extensions suggested in Map 4. The village encourages the property owners to maintain a safe and comfortable living environment, plus amenities like updated playgrounds that support family living.

Redevelopment of these mobile home park areas may also be appropriate. 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. Article 14 of the village's zoning ordinance describes and illustrates the traditional neighborhood development concept. Stillwater Landing may be most appropriate for commercial redevelopment, in conjunction with adjoining vacant lands that front onto Schofield Avenue.

Camp Phillips Corridor Plan

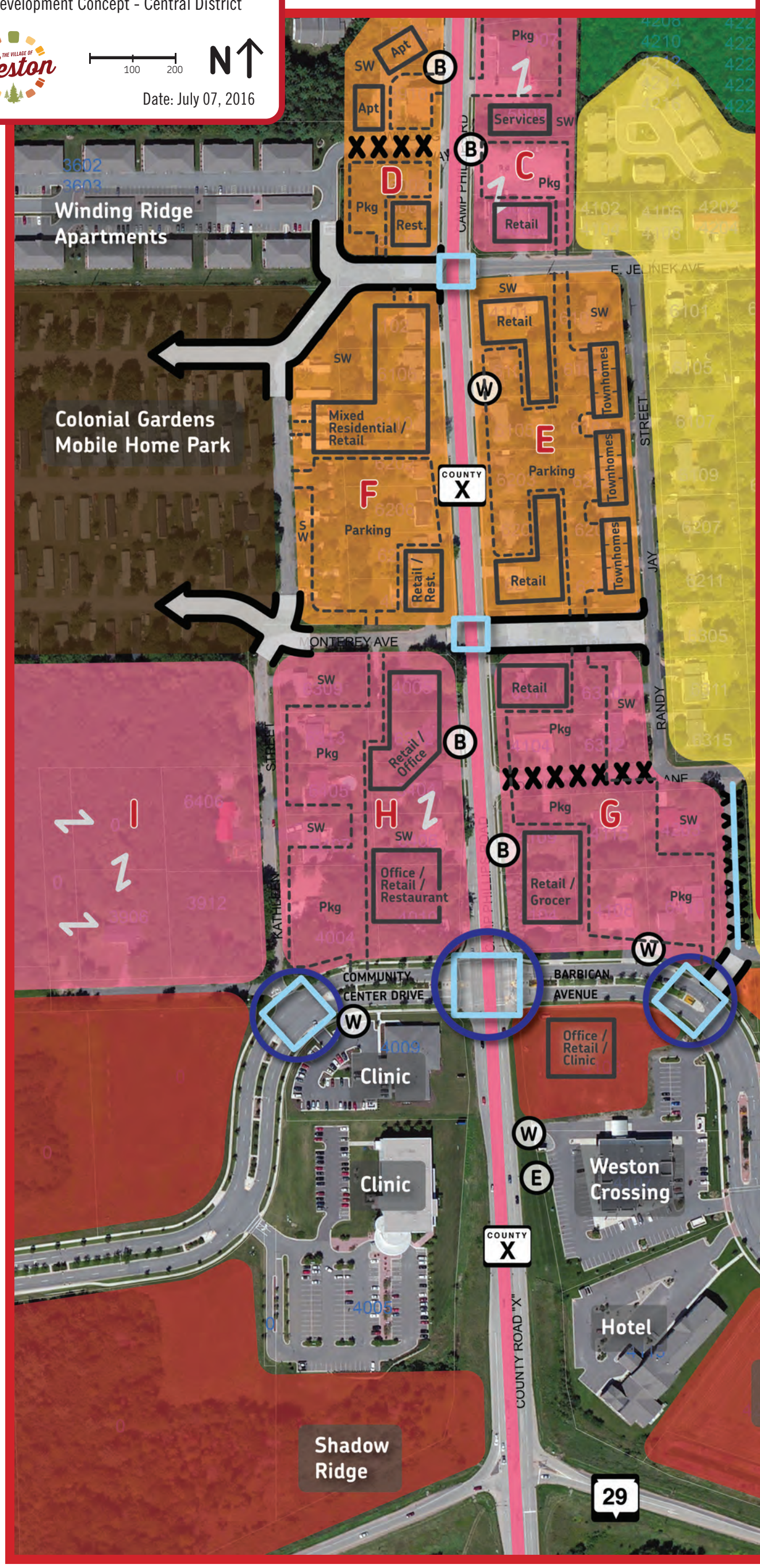
Map 4

Development Concept - Central District

100 200

N

Date: July 07, 2016



LEGEND

EXISTING CONDITIONS

- 1234 — 2014 Parcel Lines (with addresses)
- Lots in Common Ownership
- Bike Route

PROPOSED INFRASTRUCTURE

- Major Intersection Improvement
- Ped / Bike Enhancement
- W — Community Wayfinding Sign
- E — Community Entryway Sign
- Potential New or Relocated Road
- XXXX — Road Proposed for Removal
- Future Potential Bus Route
- B — Future Potential Bus Shelter

REDEVELOPMENT OPPORTUNITY SITES

- Community Commercial / Office
- Commercial / Residential Mix
- Regional Commercial / Office

OTHER FUTURE USE AREAS

- Neighborhood Preservation Area
- Residential Reinvestment Area
- Education, Recreation or Conservation

CONCEPTUAL DEVELOPMENT ARRANGEMENT

- Conceptual Building Footprint
- Conceptual Parking / Circulation
- SW — Conceptual Stormwater Management

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 the Camp Phillips Corridor will be driven by property owner interest, and also guided by recommendations in the text of the Camp Phillips Corridor Plan, Volume 2 of the Comprehensive Plan, tax increment district project plans, and ordinances. These include minimum land area/number of lots for each redevelopment project.

Chapter 5: Southern District Directions

The southern district of the Camp Phillips Corridor includes a hospital, offices, and an auto service station west of Camp Phillips Road (County Road X). The east side of Camp Phillips Road, between Highway 29 and Weston Avenue, is not yet developed. These lands, often referred to as the "southeast quadrant," include rural wooded lots and public utility corridors. This chapter provides scenarios and direction for the future development of this "southeast quadrant" in particular.

5.1. Southeast Quadrant Land Use Scenarios

As part of the planning process, JSD formulated generalized land use scenarios for the southeast quadrant within the framework of Volume 2 of the Comprehensive Plan, and with consideration given for the existing constraints and opportunities discussed in the Conditions and Issues chapter of this Corridor Plan. These scenarios also underwent a preliminary vetting by real estate professionals, and their informal commentary has been incorporated into the general layouts. For purposes of preparing the traffic generation forecasts included in the Preliminary Traffic Impact Analysis (PTIA) reported later, an additional iteration of each of the scenarios was prepared which articulated a reasonable projection of detailed land uses and building sizes.

Figure 5-1: Southern District/Southeast Quadrant Overview

The focus of this scenario planning effort was primarily to identify options and development expectations relating to a long-term horizon for the development of the entire southeast quadrant. Each scenario was also specifically organized to evaluate development options in response to the critical regulatory constraint created by the identified low quality wetland habitats within the quadrant, and their possible pre-emption of the planned continuation of Westview Boulevard from County Road X into the interior of the quadrant.

The three general scenarios that emerged from this planning effort were then vetted against the primary planning considerations and objectives for the development in the area, which included:

- Maximize private investment opportunities to increase the village tax base,
- Efficiently and effectively utilize existing public investment in water and sanitary sewer infrastructure,
- To the extent practical, manage projected traffic impacts to achieve and maintain an acceptable traffic level of service (LOS C) along County Road X, and
- Mitigate potential impacts to sensitive and high value environmental resources.

Figure 5-2: Summary of Development Scenarios – Southeast Quadrant

Development Scenario (Projected EAV)	Commercial Uses (Acres)	Office and Employment Uses (Acres)	Residential Uses (Acres)	Street ROWs (Acres)	Environmental Corridors (Acres)
A $152,000,000	102	62	23	58	82
B $129,000,000	89	67	17	53	101
C $98,000,000	19	122	12	49	125

5.1.1. Land Use Scenario A

This general development layout maximizes developable area (and thus tax base) based on mitigation of a majority of the delineated low quality wetland located in the west half of the southeast quadrant. The generalized commercial land uses are envisioned to include multiple retail stores as determined by developer assessment of market conditions and demands. It is anticipated that the retail area will include large and medium format stores, small specialty shops, convenience retail locations, dining and entertainment businesses, lodging and professional services. It is also envisioned that within the general retail area, the development will create an attractive "Town Center" location that will be managed to establish and maintain an identity and shopper experience that will contribute to the sustained economic viability of the site.

Specifically, Scenario A is predicated on the extension of Westview Boulevard and the installation of appropriate lane and intersection improvements along County Road X and Weston Avenue as determined by the PTIA.

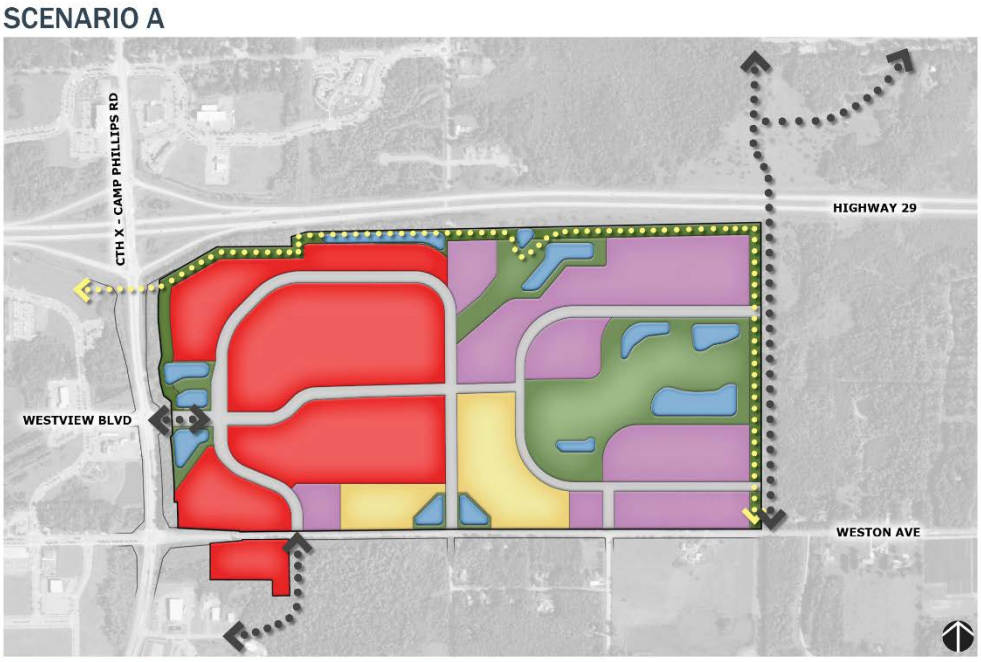
Preliminary forecast equalized assessed value of Scenario A at full buildout is $152,000,000.

Successfully Addressing Turning Movements

Preliminary traffic impact analysis involving Scenarios A and B indicate that the projected scale of development will generate significant left turn movements from southbound Camp Phillips Road onto Westview Boulevard (extended) and Weston Avenue. In order to maintain a Level of Service C, these intersections, at a minimum, will require signalization and construction of dual left turn lanes initially. To sustain full build-out of the potential development, these intersections will likely require additional right-of-way and reconstruction to a non-traditional intersection design, as either a 3-lane roundabout or an intersection design referred to as a Displaced Left Turn intersection.

Preliminary schematic engineering suggests that up to 75 feet of additional right-of-way along the east side of Camp Phillips Road would be necessary to accommodate a Displaced Left Turn intersection design that will maintain traffic function at or above desired level and would minimize land acquisition from the existing established businesses located on the west side of Camp Phillips Road.

Figure 5-3: Scenario A Layout



CAMP PHILLIPS CORRIDOR SOUTH NEIGHBORHOOD

SE QUADRANT PLAN

LEGEND

- Commercial
- Employment
- Residential
- Future Road
- Environmental
- Overhead Electric & Trail
- Stormwater Management
- Future Bike/Pedestrian Trail

Acres	Land Use
102	Commercial
62	Employment
23	Residential
82	Environmental Corridor/ Buffer/Stormwater/Wetlands
32	Internal Streets
26	Street ROW/Collector/Arterial Streets
327	**TOTAL**

* All acreage calculations are approximate

5.1.2. Land Use Scenario B

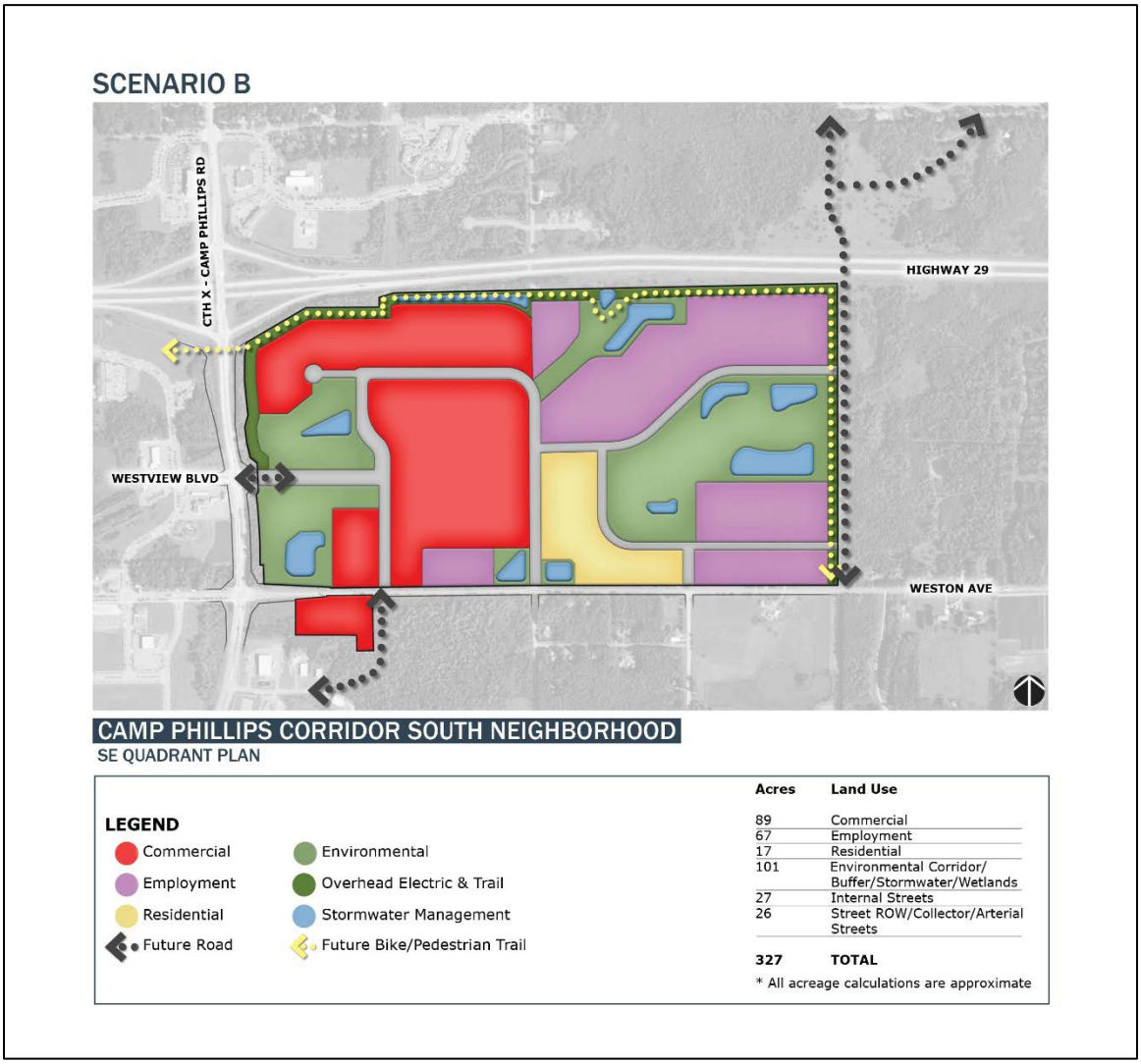
This alternative general development layout maximizes developable area (and thus tax base) based on mitigation of the minimal and limited area of wetland disturbance needed to accommodate the planned extension of Westview Boulevard and installation of County Road X and Weston Avenue improvements. As shown in Figure 5-4, the majority of the wetland areas remain, but it should be noted that there is a substantial reduction in the amount of developable retail land use.

Similar to Scenario A, the generalized commercial land uses are envisioned to include multiple retail stores but are situated on less land and consequently the scenario results in less tax base. It is anticipated that the retail area will include large and medium format stores, small specialty shops, convenience retail locations, dining and entertainment businesses, lodging and professional services. It is also envisioned that within the general retail area, the development will create an attractive "Town Center" location that will be managed to establish and maintain an identity and shopper experience that will contribute to the sustained economic viability of the site.

Similar to Scenario A, Scenario B is predicated on the extension of Westview Boulevard and the installation of appropriate intersection improvements as determined by the PTIA.

Preliminary forecast equalized assessed value at full buildout for Scenario B is $129,000,000.

Figure 5-4: Scenario B Layout



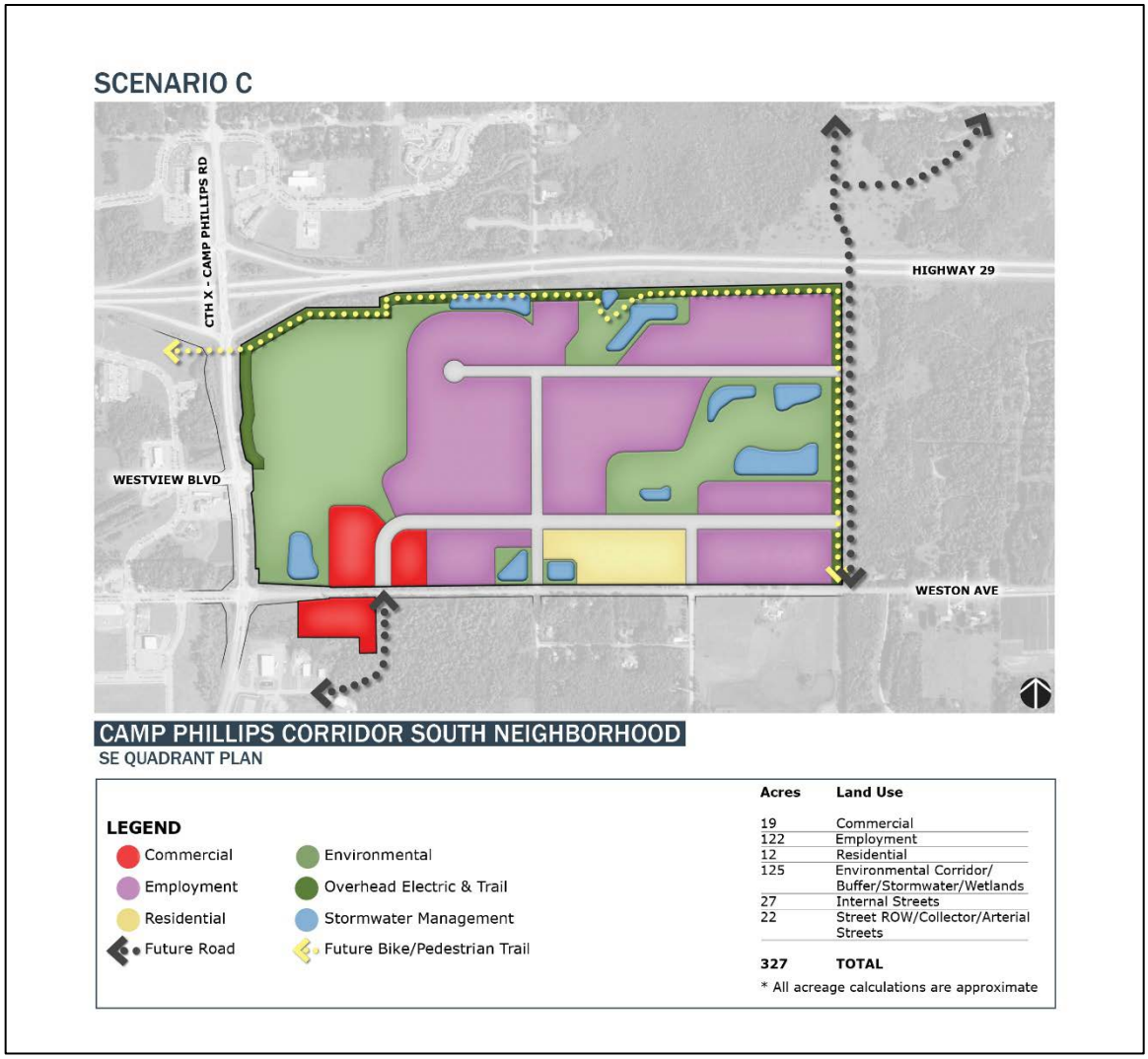
5.1.3. Land Use Scenario C

This general layout maximizes developable area remaining in the quadrant with little to no encroachment or mitigation of any of the identified wetlands. The scenario reflects the severe impact of precluding the planned extension of Westview Boulevard due to the wetland areas. Without public street access to County Road X and visual proximity to the County Road X and Weston Avenue intersection, the southeast quadrant would have virtually no physical attributes that make the area a viable location for commercial retail development.

Access under Scenario C would be limited to Weston Avenue only, with the first street intersection nearly one-quarter mile east of the County Road X/Weston Avenue intersection (three-quarters of a mile and two left turns from the State Highway 29/County Road X interchange). Consequently, land development would be limited to smaller non-retail businesses, which will not contribute significantly to the village tax base nor address the needs of village residents for additional and diverse commercial opportunities.

Preliminary forecast equalized assessed value at full buildout of Scenario C is $98,000,000.

Figure 5-5: Scenario C Layout



5.2. Recommended Southern District Development Concept

The village intends to focus public and private efforts to promote and support the southeast quadrant of the County Road X/State Highway 29 interchange for development of viable, sustainable, large scale commercial activity. This section describes and depicts the village's plan for the "southeast quadrant" of the southern district, derived from careful analysis and refinement of the scenarios presented in the previous section.

5.2.1. Land Use and Development Pattern

The southern district development concept sets a policy framework that will encourage the creation of a vibrant and viable commercial hub on the south side of the Village of Weston. This commercial center is envisioned to provide a broad array of retail and service land uses that would meet the daily shopping needs of consumers within the village's trade area and reduce the need for Weston residents to travel west to Wausau and Rib Mountain, where the bulk of the region's commercial retail businesses currently exist. While large-format retail sites anchor this concept, smaller sites would provide economic diversity, and support the village's objectives for "placemaking." These ancillary sites provide opportunities for single or multi-tenant retail buildings that would provide a variety of consumer goods, convenience retail, entertainment, personal services, professional services/offices, hospitality, and residential uses.

The recommended approach to implementing the recommended development concept is for the village to focus on creating development opportunities in the 167 acre tract bounded by County Road X, State Highway 29, Von Kanel Street, and Weston Avenue (and including the Weston Avenue frontage between County Road X and Transport Way extended). This refined "First Phase" location has several tangible and intangible attributes:

Right-of-Way Widening

To accommodate future base traffic volumes and projected impacts from development of the southeast quadrant and other development in the community, additional widening of the Weston Avenue right-of-way will be required at the Camp Phillips Road intersection to accommodate intersection improvements for left turn lanes from Camp Phillips Road and right turn lanes from Weston Avenue to Camp Phillips Road. Consideration should also be given to widening the Weston Avenue right-of-way east of Von Kanel Street to accommodate long range traffic projections.

Based on the results of the PTIA, the village will consider amending its Official Map to require minimum rights-of-way within the Camp Phillips Corridor based on TIA recommendations rather than a pre-set, mandated minimum width. This would allow potential non-traditional intersection design, wider-than-typical roadway sections, and/or desired bicycle/pedestrian accommodations.

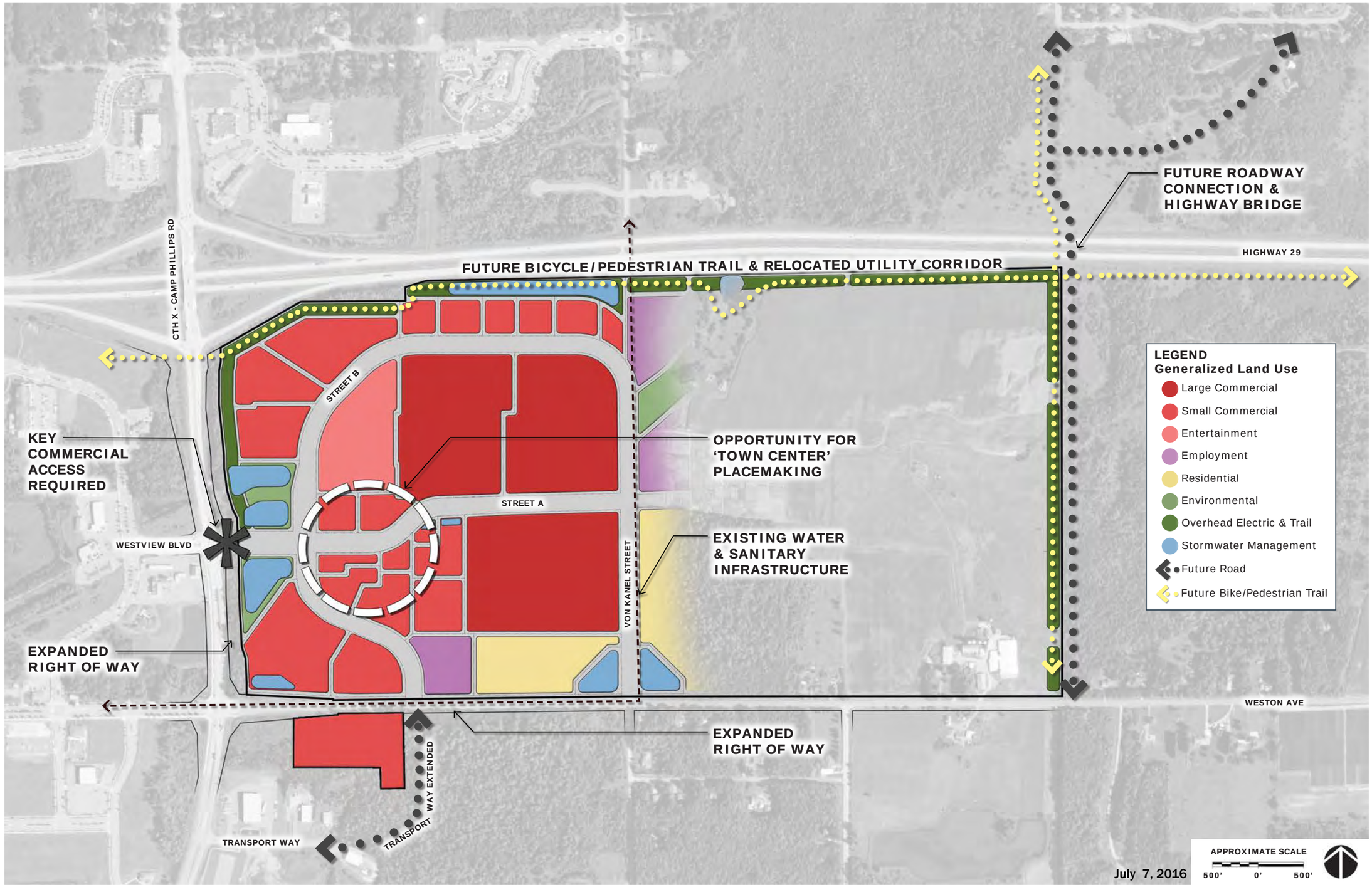
- The site area is large enough to address near-term needs for the community by creating new flexible commercial sites to accommodate a variety of retail building configurations,
- The location is visible from and—with the recommended extension of Westview Boulevard—conveniently accessible to both regional and state transportation routes,
- Development is supported by existing water and sewer infrastructure investments,
- The location builds on the momentum of the adjacent Weston Regional Medical Center campus development, and
- There is strong interest in the general trade area, and a development project that is able to quickly get to the market will be able to capitalize on this interest, build momentum, and establish investor confidence in the remainder of the southern district.

Figure 5-6: Recommended Southeast Quadrant Development Concept

Potential Land Use *	Projected Acreage*
Commercial	101
Specialty Retail and Services (small shops, eating and drinking establishments, professional and consumer services)	
Large and Medium Format Retailers	
Entertainment	
Hospitality	
Employment	3
Professional Office	
Residential	6
Medium Density Multi-family, and upper level units in mixed use town center area	
Subtotal Assessable Area	110
Recreation and Conservancies	5
Dual use of the relocated Overhead Electric Transmission Line Corridors	
Stormwater Management	14
Street and Highway Rights-of-Way	38
Perimeter Arterial Streets	
Internal Streets	
TOTAL	167

***Conceptual arrangement and proportion of projected uses developed by JSD for conceptual descriptive purposes only and not intended to depict final site development plans. Actual developed area and uses that may be constructed at this location are predicated by the establishment and installation of the easterly extension of Westview Boulevard, and subsequent commitments for private investment based on detailed supporting market analyses.**

CAMP PHILLIPS CORRIDOR PLAN



DEVELOPMENT CONCEPT - SOUTHERN DISTRICT

MAP 5

PLEASE NOTE: POTENTIAL BUILDING USES AND LOT CONFIGURATION LAYOUTS SHOWN ON THIS PLAN ARE FOR ILLUSTRATION PURPOSES ONLY.

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5.2.2. Development Quality Expectations

When the southeast quadrant develops with large-scale retail uses, the village expects higher-end development quality. Quality and form should generally reflect, if not exactly replicate, what is required in the Weston Regional Medical Center in the southwest quadrant of this same interchange. The village will utilize the following tools to achieve the desired development quality:

- Articles 10 through 13 of the 2015-updated village zoning ordinance, which include landscaping, building and site design, signage, and other performance standards for new commercial development.
- Unique performance standards for "large retail and commercial service developments" in Section 94.10.04 of the zoning ordinance. A "large retail and commercial service development" is any development comprised of one or more contiguous lots or building sites for a single retail or commercial service enterprise, or multiple of such enterprises, within which the total combined gross floor area of all principal buildings exceeds 25,000 square feet.
- Unique performance standards for other types of different commercial land use types in Section 94.4.05 of the ordinance, like those related to the outdoor display of merchandise or a drive-through lane.
- The design requirements of the D-CC Commercial Corridor Overlay district that are in Section 94.6.02(3)(c) of the ordinance, supplemented by those in the Natural, Agricultural, and Cultural Resources chapter of Volume 2 of the Comprehensive Plan.
- An expectation that the development will take on a unified or compatible theme executed through common building materials, signage, lighting; attention towards aesthetics along Highway 29 through treatments such as a vertically-oriented monument sign (as opposed to multiple pylon signs), landscaping, and fully screened loading docks; and a development layout that integrates and celebrates remaining wetlands and trees.

The above photos suggest both potential business categories and design attributes for large-scale retail development in the southeast quadrant.

5.2.3. Development Impact Management

The village intends to continue its approach to community development by maintaining and expanding capacities for monitoring and implementing pragmatic solutions for supporting new investment, while maintaining civic responsibilities to provide a safe environment for village residents and businesses. Within the overarching objective of optimizing the cost-benefit of development and maximizing expansion of the village tax base, the village expects that accepted Best Management Practices will be incorporated, to the extent practical and financially feasible, in all development projects. For example:

- **Stormwater Management.** The village will encourage the appropriate application of sustainable infrastructure for stormwater management best practices.
- **Traffic Demand Management.** In coordination with Marathon County, the Wausau Area Metropolitan Planning Organization (MPO), and WisDOT, the village intends to provide safe and efficient transportation resources to serve the residents and businesses in the community and region. The priority is to provide transportation resources to maximize opportunities for multi-modal travel (bicycling, pedestrian, private vehicles, and public transportation) in concert with coordinating development opportunities that provide residential, retail, and employment locations, with one benefit of minimizing total motor vehicle travel miles within the community.
- **Protection and Management of Ecological Resources.** The village will encourage and apply Best Management Practices in environmental protection and restoration activities to optimize the functional quality of regionally important sensitive resources. The village's policies and priorities for environmental protection seek to preserve natural amenities, with a primary focus on key waterways. Relevant to new development, Weston is a "Tree City USA" and "Green Tier Legacy Community," which supports advancing sustainability through green building and other initiatives.

These types of Best Management Practices are the result of an on-going dynamic process that reflects currently accepted community vision and program priorities. These are seen as important foundational elements that establish a framework for village decisions about future development in the southern district.

Chapter 6: Implementation

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

6.1. Redevelopment Zoning Approach

Most of the "Redevelopment Opportunity Sites" shown on Maps 2 and 4 remain zoned for low-density residential use at time of writing. The village's zoning ordinance does not allow the conversion of residential buildings for commercial uses, beyond home occupations.

The village does not intend to speculatively rezone all or parts of Redevelopment Opportunity Sites, to commercial zoning districts in advance of redevelopment proposals. Doing so would make existing single-family residences nonconforming, could jeopardize the vision of this Plan, and could negatively affect nearby homeowners. Instead, the village will rezone redevelopment opportunity sites only in conjunction with or immediately preceding a proposal for redevelopment, if the proposed redevelopment satisfies all the requirements established in this document and in the zoning ordinance. This approach to rezoning often requires buyers (developers) and sellers (current homeowners) 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's expectation is for residential buildings to be demolished shortly after rezoning approval.

The village prefers to have each of the several Redevelopment Opportunity Sites identified on Maps 2 and 4 rezoned and redeveloped at one time. Absent this, the village will require that each redevelopment project occupy no less than one acre, which will require some lot consolidation in all cases. This means that existing homeowners will have to collaborate. The village will also not rezone land and approve development projects in a manner that surrounds, or nearly surrounds, up to three existing single-family residences that are not part of the redevelopment proposal and are expected to remain for the foreseeable future. The village will need to execute some judgement when implementing this zoning approach.

6.2. Public Infrastructure Projects

The village shall engage in, participate in, and promote a number of infrastructure projects along the Camp Phillips Corridor. These include phased reconstruction, aesthetic improvements, safety enhancements, and studies for Camp Phillips Road/County Road X. The village will advocate that infrastructure projects be included in capital/transportation improvement programs at the County and regional levels, and outside funding be sought wherever possible. Other public road,

stormwater management, sanitary sewer, and municipal water system improvements will be required as development and redevelopment occurs along the Corridor.

Infrastructure projects will be completed in partnership with Marathon County, WisDOT, and developers, with village participation somewhat dependent on the availability of tax incremental financing assistance. As suggested below, the village was in the process of amending TID #1 at time of writing. Within the amended TID #1 project plan, several public infrastructure projects designed to assist with Camp Phillips Corridor implementation will be listed. The village may also employ other tools, such as grant procurement and assessments, to undertake projects.

6.3. Development Incentives

The village has two tax incremental districts (TIDs), designed to foster redevelopment and industrial, commercial, office, and healthcare development. TID #1 crosses into the south end of the Camp Phillips Corridor planning area, but at time of writing neither of the TIDs covered any of the Redevelopment Opportunity Sites shown on Maps 2 and 4. In 2015, the State Legislature approved special legislation to expand TID #1 to cover some or all of these sites.

Given this action, the village is in the process of preparing a statutory redevelopment plan and also amending its TID #1 project plan to cover the Redevelopment Opportunity Sites in the Corridor. The amended project plan will spell out projects that may be undertaken and funding levels and criteria for development incentives.

6.4. Implementation Strategies Unique to the Southern District

The success and long term viability of development in the southern district of the Camp Phillips Corridor is predicated on an efficiently designed street system with direct access to County Road X via the planned extension of Westview Boulevard and a secondary access to Weston Avenue. Establishing the street network and creating appropriately dimensioned and graded building sites is not without challenges, however. Sustained public-private collaboration will be required to resolve the following four critically important issues before the recommended development concept can move forward:

- Complete or partial mitigation of the wetland located immediately east of the County Road X/Westview Boulevard intersection,
- Easterly extension of Westview Boulevard,
- Relocation of the ATC overhead electric transmission lines to the north perimeter of the southeast quadrant, and
- Engineering design and funding of street improvements to expand the capacity of County Road X and its intersections to accommodate anticipated traffic.