

Village of Weston

Comprehensive Plan

Goals, Objectives, Policies & Implementation

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List of Acronyms

303 (d) list—waters designated as “impaired” under section 303 (d) of the U.S. Clean Water Act.

AADT—Annual Average Daily Traffic

AHI—Architecture & History Inventory (a database of the Wisconsin Historical Society).

BMPs—Best Management Practices

CCR&R—Child Care Resource and Referral Network

CDBG—Community Development Block Grant

CES—Cropland Evaluation System (Marathon County)

CIP—Capital Improvement Program

Comm 83—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems.

CRP—Conservation Reserve Program

CTH—County Trunk Highway

CWA—Central Wisconsin Airport

DWD—Department of Workforce Development

EMS—Emergency Medical Services

EMT—Emergency Medical Technician

ERW—Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources.

FEMA—Federal Emergency Management Agency

FIRM—Flood Insurance Rate Maps

HOME—Home Investment Partnerships Program

HUD—U.S. Department of Housing and Urban Development

LHOG—Local Housing Organization Grant

LRTP—Long Range Transportation Plan (Prepared by the Wausau Metro Planning Organization for the Metro area).

LWRMP—Land and Water Resource Management Plan (Marathon County)

MPO—Wausau Area Metropolitan Planning Organization

NCHC—North Central Health Care

NCWRPC—North Central Wisconsin Regional Planning Commission

NRHP—National Register of Historic Places

NTC—Northcentral Technical College

ORW—Outstanding Resource Waters, a designation under the U.S. Clean Water Act.

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PASER—Pavement Surface Evaluation Rating

PMP—Pavement Management Plan

SHPO—State Historic Preservation Office

STF Data—Summary Tape File, referring to data files of the 2000 U.S. Census.

STH—State Trunk Highway

TDP—Transit Development Plan (Wausau Area Transit System)

TIP—Transportation Improvement Program (Marathon County)

USDA—United States Department of Agriculture

USH—U.S. Highway

UW-MC—University of Wisconsin—Marathon County

WATS—Wausau Area Transit System

WDA—Wisconsin Department of Agriculture

WDNR—Wisconsin Department of Natural Resources

WDOA—Wisconsin Department of Administration

WDOT—Wisconsin Department of Transportation

WHEDA—Wisconsin Housing and Economic Development Authority

WISLR—Wisconsin Information System for Local Roads

WPD—Wetland Protection District

WPS—Wisconsin Public Service Corporation

1. Introduction

This document represents the core of the Village of Weston Comprehensive Plan. It outlines the community's goals and objectives to address the issues and opportunities identified in the *Conditions and Issues Report* and guide future growth. Goals and objectives have been developed relative to each of the required nine plan elements. For each of the goals and objectives, specific policies, strategies and/or actions are recommended to enable the community to achieve them. The Implementation Element at the end of this document compiles and prioritizes all the recommended action steps and identifies who is responsible for implementation.

Coordinating planning efforts with other jurisdictions was integral to the local comprehensive planning process. By working in sub-area groups, participating in county-wide planning workshops, and directly communicating with neighboring communities, all participating local municipalities have taken steps to foster intergovernmental cooperation and land use coordination. To achieve a level of broad consistency, all participating municipalities worked together to identify common likes, dislikes and concerns impacting their respective sub-areas. These were distilled into ten countywide guiding principles that describe a broad, shared vision of the future of Marathon County.

Local plans must also address the State's fourteen planning goals outlined in Wisconsin Statutes 66.1001, to the extent applicable. The sub-area concerns are summarized below and the State planning goals and countywide guiding principles are summarized in Appendix A and B, respectively.

Sub-Area Concerns

Follow is a list of concerns shared by the municipalities in the Highway 51 planning sub-area. These were developed through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise to identify aspects of the sub-area that participants liked, disliked, or had concerns about.

Land Use and Development:

Development regulation

- Maintain local control of development regulations
- Private property rights important
- Managed development preferred

Urban fringe development

- Annexation – lack of control over where, when and what might develop
- Cooperative boundary agreements – option to manage growth at urban edge
- Planned development preferred
- Land use conflicts are a concern
- Concentrate commercial and industrial development in cities or villages

Identity and appearance

- Lack of design/aesthetics controls
- Cluttered appearance on major road corridors (signs, power lines, no landscaping, etc.)
- Housing maintenance problems in some areas
- Land use conflicts – i.e., old industrial adjacent to residential

Infrastructure:

Traffic management

- Driveway access control needed (e.g., frontage roads)
- Street parking can be a problem in some areas
- One way streets (primarily Wausau)
- Limited river crossings
- Interchange locations – desire for new interchanges

Water supply

- Depletion or degradation due to high volume users (e.g., new high school, industry)
- Limited access in certain areas (bedrock, etc.)

Sewer and septic systems

- Interest in alternatives to centralized wastewater treatment
- “Comm83” opens more areas for septic systems
- High bedrock, steep slopes, and poor soils influence and/or limit sewer extensions and septic systems

Community services

- Shared services generally good – fragmentation an issue in some areas
- Maintain and improve services w/o increasing taxes
- Cost to provide increased level of services
- Transit services (lack of and/or desire for) in fringe communities

Fiscal/Economic:

Tax base

- Redevelopment of under-utilized lands, particularly along Wisconsin River recognized as priority

- Maintain and foster diverse mix of land uses
- Competition for development between communities not always productive
- Loss of taxable land due to public purchase

**Village of Weston Planning Commission
Guiding Principles:**

1. Achieve long-range goals based on consistent and equal implementation of Village codes and policies.
2. Remaining accessible to the public’s right to open and respectful communication regarding Village policies and programs.
3. Provide policy recommendations to the Village Board concerning the Village’s Subdivision Regulations and Zoning Code.
4. Advise the Village Board on the best use of Village lands for the benefit of the Village and its residents.

Goals, Objectives, Policies, Strategies & Actions

This document describes a variety of goals, objective, policies, strategies and actions the Village has identified to respond to the issues and opportunities identified in the *Conditions and Issues* report. Definitions are provided below to clarify the purpose and intent of each of these.

Definitions:

- **Goal:** A goal is a statement that describes a desired future condition. The statement is broad in scope and describes general concepts or things the community hopes to accomplish.
- **Objective:** An objective is a statement that describes a specific course of action to achieve a goal or address an issue.
- **Policy:** A policy is a general course of action or rule of conduct to be followed to achieve community goals and objectives.
- **Strategies:** As the name implies, strategies are strategic approaches that may involve a series of individual actions to achieve a specific goal or objective.
- **Actions:** An action describes a specific effort that will be undertaken to achieve a specific goal or objective.

2. Natural Resources Element

The Village encompasses a variety of natural resources. The Eau Claire River runs through the north half of the Village. Bull Junior Creek runs through the south half of the Village and is surrounded by a fairly large wetland complex. As such, this part of the Village remains mostly undeveloped and is currently zoned Agriculture with a “Wetland Protection” overlay district.

Protecting and enhancing these natural resources is a continuing priority of the Village. With increasing development pressures, the Village has begun to explore opportunities to ensure development occurs in an environmentally sensitive manner. The Village will also continue to work cooperatively with Marathon County and WDNR to protect and enhance natural resources, including threatened and endangered species.

Goal 1: Protect neighborhood woodlands.

- **Objective: To minimize clear cutting and encourage tree planting.**
- **Objective: To inform Village residents and property owners about tree health and proper maintenance.**

Policies:

1. The Village of Weston values its woodland resources and encourages their preservation.

Strategies/Actions:

1. Consider adopting a tree preservation ordinance or buffer requirements to encourage preservation of mature trees, minimize fragmentation of large woodland areas, and minimize destruction or encroachment into the woodland edge. Buffers should be maintained in a natural condition.

Goal 2: Protect and enhance wetlands.

- **Objective: To encourage development in upland areas.**
- **Objective: To continue working with the WDNR and Marathon County to ensure appropriate preservation of wetlands and shorelines.**
- **Objective: To minimize intensive development in areas that could affect the water quality and habitat of wetlands.**
- **Objective: To provide leadership in disseminating information about wetland preservation and management to Village residents.**

Policies:

1. The Village of Weston will strive to ensure development is done in an environmentally sensitive manner.

Strategies/Actions:

1. Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands and shorelands.

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2. Continue to enforce the development restrictions in the wetland overlay district.
3. Maintain a map of the sensitive environmental areas and use this map to coordinate preservation of these areas in conjunction with private development.
4. Continue to distribute information to Village property owners regarding natural resources. This might include periodic newsletters, inserts in mailings to property owners, or creating a permanent display of information at the Municipal Center. Information topics might include:
 - Restrictions on activities that might impact natural resources imposed by the Village, County, and/or State.
 - Reducing use of fertilizers.
 - Natural landscaping techniques.
 - Natural storm water management techniques.

Goal 3: Protect water quality and groundwater recharge areas.

- **Objective: To continue to follow the regulations established in the Wellhead Protection Plan.**
- **Objective: To discourage businesses that would adversely affect critical groundwater recharge areas.**
- **Objective: To the extent possible, limit uncontrolled runoff, overuse of fertilizers, and other waterway contaminants to surface water.**

Policies:

1. The Village of Weston supports and encourages efforts to enhance the quality of its water supply.
2. The Village of Weston will continue to actively protect its well recharge area.

Strategies/Actions:

1. Continue to enforce strict land use controls in the wellhead protection area. This might also involve coordination of development in adjacent municipalities.
2. Continue to support the efforts of the storm water utility and encourage proactive implementation of the storm water management plan.
3. Actively enforce ordinances regarding soil erosion, surface water runoff, and other water quality protection measures.

Goal 4: Protect air quality.

- **Objective: To ensure that new and existing construction meets clean air standards.**

Policies:

The Village will strive to maintain good air quality and work in concert with WDNR to regulate particulate loading.

Strategies/Actions:

1. Amend ordinances as necessary to improve regulations regarding dust (particulate) emissions and odor control.

3. Land Use Element

Since incorporation in 1996, the Village of Weston has experienced steady growth. Projections prepared by the Wisconsin Department of Administration and local projections prepared for the Metropolitan Planning Organization (MPO) predict the Village will continue to experience significant growth over the next two decades. In addition, regional trends indicate a shift in the population concentration of the Wausau metropolitan area to the east and south of the City of Wausau.

The Village has begun taking steps to establish tools to effectively manage new growth. The future land use map illustrates sufficient acreage to meet projected demand for new residential, commercial and industrial development. The Village has also begun to update its development regulations to ensure new development enhances the Village appearance and environmental quality. These efforts will continue to be a priority.

Goal 1: Maintain a balance between land uses.

- **Objective: To maintain about 60% of the land area in the Village for residential land uses.**
- **Objective: To maintain about 40% of the land area in the Village for commercial and non-residential land uses.**

Policies:

1. The Village of Weston will strive to achieve and maintain a balance between residential and non-residential development.

Strategies/Actions:

1. Adopt and strictly maintain a land use plan that provides for the desired mix of residential and commercial land uses.
2. Support rezoning of property only if consistent with the future land use map.
3. Routinely monitor the balance and context of land uses in the Village to determine if rezoning should be encouraged in any areas to maintain the desired land use balance.

Goal 2: Provide tools for managing growth.

- **Objective: To update the zoning and subdivision regulations on a regular basis to ensure they reflect the community vision expressed by the future land use map.**
- **Objective: To coordinate future growth and development along borders with neighboring municipalities.**
- **Objective: To direct future growth to areas contiguous to existing developed areas that can be cost-effectively served by public utilities.**
- **Objective: To investigate the possibility of developing boundary agreements with neighboring municipalities (e.g., towns of Weston and Ringle).**
- **Objective: To continue to enforce requirements for developers to provide adequate roadways and required utilities in new subdivisions.**

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Policies:

1. The Village of Weston will strive to ensure orderly and cost-efficient growth.
2. The Village of Weston will adopt, consistently enforce and update its various development related codes and ordinances.
3. The Village of Weston supports coordination of development along common boundaries and throughout the region.

Strategies/Actions:

1. Routinely review, and update as necessary, the Village's zoning and subdivision regulations to ensure they provide adequate tools for managing growth.
2. Identify and zone areas near existing commercial and industrial development to accommodate new commercial/industrial development.
3. Continue to actively participate in the South Area Municipalities Association and the Wausau Area Metropolitan Planning Organization.
4. Work toward establishing extraterritorial zoning plans with the Towns of Ringle and Weston.
5. Review and update if necessary, the Village's subdivision requirements to ensure they require adequate provision of public improvements.

Goal 3: Preserve the environmental sensitivity of the SE Quadrant.

- **Objective: To establish conservation subdivision standards and encourage such development within the SE Quadrant.**

Policies:

1. The Village of Weston will strive to ensure development in the SE Quadrant does not negatively impact the natural conditions and character of the area.

Strategies/Actions:

1. Conduct a study of the SE Quadrant to identify areas where utilities can be extended to provide for "urban" density development and where only low-intensity development can occur. Consider establishing an overlay district to allow limited residential development on large lots and/or conservation subdivisions. The overlay might include specific requirements to implement best management practices, natural landscaping and storm water management.
2. Maintain a map of the sensitive environmental areas and using this map to coordinate preservation of these areas in conjunction with private development.

Goal 4: Renovate and enhance the appearance of Schofield Avenue between Ryan Street and Business Highway 51.

- **Objective: To implement the corridor master plan and approved streetscape design guidelines.**

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- **Objective:** To continue to maintain and upgrade this main thoroughfare to ensure it remains aesthetically attractive and up-to-date.
- **Objective:** To attract new businesses and encourage upgrading of existing businesses along Schofield Avenue.

Policies:

1. The Village of Weston strongly supports implementation of the Schofield Avenue “Lifestyle Center” Master Plan.

Strategies/Actions:

1. Proactively enforce the design guidelines adopted for the Schofield Avenue “Lifestyle Center”.
2. Continue to work with property owners along Schofield Avenue to encourage implementation of improvements consistent with the master plan.
3. Consider establishing improvement awards or other means to publicly recognize private property owners who have made improvements consistent with the master plan.
4. Support the use of common areas within the “Lifestyle Center” for community events.

Goal 5: Differentiate between highway- oriented and community-oriented commercial uses in the Village of Weston.

- **Objective:** To concentrate highway commercial uses that cater to the regional market and travelers in the STH 29/CTH X and STH 29/CTH J interchange areas.
- **Objective:** To encourage businesses that are oriented to the local community to locate in the “life style center” along Schofield Avenue.

Policies:

1. The Village of Weston will strive to provide for distinct types of commercial development oriented to both the region and the local community.

Strategies:

1. Amend the zoning ordinance (and map) as necessary to encourage community-oriented businesses to located in the “lifestyle center”.

Future Land Use – The Village of Weston Future Land Use map, shown in Figure 3-1 illustrates the anticipated future pattern of land uses. The map includes distinct land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each land use category and the number of acres within each category are provided in Table 3-1. Figure 3-2 shows areas with development constraints due to environmental conditions such as wetlands and floodplains, or policy constraints such as restrictive zoning or other programs (i.e., Exclusive Agriculture, Forest Crop Law). Areas where existing development precludes additional development are also shown. Existing Zoning is shown in Figure 3-3.

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As shown in Table 3-1, the largest amount of land area in the Village falls into the Agriculture and Forestry category. Land in this category is concentrated in the south and east portions of the Village, which contain significant wetlands and wooded areas. Single-family residential land uses make up most of the areas that are suitable for development. Commercial, Business Park and Industrial land uses occupy a little over 13 percent of the total land area of the Village. Most of these areas are concentrated along major transportation routes, particularly Schofield Avenue and around the Camp Phillips Road interchange on STH 29.

Land Needs – Projections of future population and employment growth in the Village are provided in the *Conditions and Issues* report and are based on projections compiled by the North Central Wisconsin Regional Planning Commission and Marathon County. These were used to estimate the amount of land needed to accommodate future residential and non-residential development over the next 25 years. Acreage projections were based on assumptions about density of houses per acre and employees per acre.

It is estimated over the next 25 years, 1,632 acres will be needed to accommodate future residential development and 313 acres are needed for future non-residential development. Data provided in the *Conditions and Issues* report estimate that there are currently about 6,703 acres of land that could be developed within the existing Village borders. However some of this acreage may have environmental or other constraints that limit development potential.

Table 3-2 indicates estimated acreage in land use categories with land considered “developable”. For purposes of this acreage breakdown, the 2000 acreage was taken from the

Table 3-1: Future Land Use, 2005

| Land Cover Category | Description | Acres | % of Total Land Area |
|-----------------------------------|--|---------------|----------------------|
| Residential | All residential uses, including single-family homes, condos, duplexes, apartments, farm residences, mobile homes | 5,039 | 34.96 |
| Commercial | Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company | 1,444 | 10.02 |
| Business Park | Business and industrial parks | 281 | 1.95 |
| Industrial | Saw/paper/lumber mills, dairies, trucking operations, distribution centers | 262 | 1.82 |
| Agriculture & Forestry | Tilled agriculture, prime farmland, rural residences, pasture, forested land, including nurseries, paper mill forests, wetlands, etc. Serves as a holding district until the appropriate local governmental bodies determine that conditions are favorable for development of the property as residential and/or commercial. | 5,238 | 36.35 |
| Public/ Quasi-Public | Schools, churches, cemeteries, libraries, government buildings, National Guard, utility facilities (e.g., power lines and towers, water towers, municipal wells). | 356 | 2.47 |
| Park and Recreation | Public and private parks, trails, ball fields, golf courses, playgrounds, camp grounds, shooting ranges, etc. | 378 | 2.62 |
| Water | Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc. | 148 | 1.03 |
| Transportation | Airports, highways, road right-of-ways, railroads, logging roads | 1,265 | 8.78 |
| Total Land Area | | 14,411 | 100 |

Source: *Future Land Use map, 2005*

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Existing Land Use Map (Figure 4-1) in the *Conditions and Issues* report. “Residential” includes land designated for Single Family and Multiple Family Residential land uses, “Commercial” includes land designated for Commercial land uses, “Industrial” includes land designated for Industrial and Business Park land uses, and “Agricultural” includes land designated for Agriculture & Forestry land uses.

Table 3-2: Acreage Projections, 2000-2030

| | Estimated Total Acreage | | | | | | |
|---------------------|-------------------------|-------|-------|-------|-------|-------|-------|
| | 2000 | 2005 | 2010 | 2015 | 2020 | 2025 | 2030 |
| Agricultural | 5,536 | 5,212 | 5,536 | 5,212 | 4,888 | 4,564 | 4,240 |
| Residential | 2,257 | 2,529 | 2,801 | 3,073 | 3,345 | 3,617 | 3,889 |
| Commercial | 575 | 613 | 651 | 689 | 727 | 765 | 803 |
| Industrial | 149 | 164 | 178 | 192 | 206 | 220 | 234 |

Source: Acreage based on estimates compiled by Marathon County and Marathon County Metropolitan Planning Commission (MPO), 2005.

The estimated increase in acreage needed for new growth is assumed to occur evenly over the next 25 years, with Residential acreage increasing by about 272 acres every 5-years, Commercial acreage increasing by about 38 acres every 5 years, and Industrial increasing by about 14 acres every 5 years. It is also assumed that Agricultural acreage will decrease proportionate to the increase in Residential, Commercial and Industrial acreage, as land is developed and converted from Agricultural land uses. Thus, the amount of land in Agricultural land use will decrease by 324 acres every 5 years.

Comparing the estimated acreage needed shown in Table 3-2 and the acreage allotted on the Figure 3-1, Future Land Use Map, it appears sufficient acreage to meet estimated demand for new residential, commercial, and industrial development has been provided in the appropriate land use categories.

Consistency between Land Use and Zoning – Land use and zoning designations are related, but not necessarily identical. Land use categories tend to be fairly general whereas zoning districts regulate specific land uses and development requirements. Because the land use categories are general it is common for more than one zoning district to correspond to each land use category. It is also possible that some zoning districts might be consistent with more than one land use designation.

Achieving consistency between land use and zoning is required by State Statutes. This generally occurs when a community is considering a proposed zoning change. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map. Generally, if the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicate the rezoning would negatively impact surrounding properties or the community. If a rezoning request is not consistent with the land use designation, the community should consider denying the rezoning request.

In situations where a rezoning request is not consistent with the land use designation - but the community believes the requested zoning is appropriate in the specific location and would benefit the community - the zoning change can be approved, however, the land use map should be amended accordingly to establish land use and zoning consistency. The process for amending the land use map is discussed in greater detail in the Implementation Element.

4. Transportation Element

The Village of Weston is served by an extensive network of local, County, and State roads and highways. STH 29 essentially bisects the Village, providing convenient access to and from the Wausau region and beyond. Camp Phillips Road (CTH X) is the major north-south route through the Village and is planned to be improved to function as a major arterial “bypass” around the east side of the Wausau metropolitan area. As such, this corridor will likely attract new development as mobility and access to and through the Village is enhanced. Figure 4-1 illustrates the road system in the Village.

Goal 1: Improve traffic safety within the Village.

- **Objective: To ensure driveway access on Village roads provides adequate safety, emergency vehicle access, and efficient traffic management.**
- **Objective: To develop a “toolbox” of traffic-calming methods or devices that could be implemented to better manage traffic flow and speed limits in the Village.**
- **Objective: To continue to work with Marathon County to investigate safety issues such as road geometry, speed limits, driveway access and other factors along heavily used County roads within the Village.**

Policies:

1. The Village of Weston will strive to maintain and enhance the safety and efficiency of its road system.

Strategies/Actions:

1. Control access along arterial and major collector roadways to maintain the traffic volume capacity and reduce the potential for traffic accidents.
2. Routinely review, and revise as necessary, road design and access standards in the Village’s subdivision ordinance.
3. Routinely identify “problem” intersections and/or road segments in the Village and plan and budget for improvements. Consider installing traffic calming measures, such as stop signs, corner bump-outs, reduced speed limits, and traffic circles on streets identified to have traffic problems.
4. Coordinate review of major developments/subdivisions with Marathon County and/or adjacent municipalities to ensure local and county traffic concerns are adequately addressed.
5. Work with Marathon County to identify intersections and/or segments of county roads that pose safety concerns and coordinate plans for implementing improvements.

Goal 2: Preserve right-of-way and provide for efficient movement of traffic throughout the Village.

- **Objective: To develop an official map of current and future streets.**
- **Objective: To adhere to a functional road classification system for the Village as established by the MPO.**

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- **Objective:** To require roads in new subdivisions to be designed to accommodate future expansion and through connections where appropriate.

Policies:

1. The Village of Weston supports proactive road system planning.

Strategies/Actions:

1. Identify and map existing and potential public streets. Adopt this map as the “official” street map and commit to annual updates.
2. Require that roads in new subdivisions be designed to allow extensions and connections to roads in future developments on adjacent properties where possible.
3. Consistently enforce design standards for new roads.
4. Routinely review, and revise as necessary, developer requirements regarding contributions for public road improvements in new developments.

Goal 3: Provide and support alternative transportation options in the Village.

- **Objective:** To explore options to provide access to public transportation and/or paratransit services (i.e., Dial-a-Ride) in the Village.

- **Objective:** To continue to work with other southern metro communities to explore opportunities to provide cost-efficient public transit service.

Policies:

1. The Village of Weston encourages efforts to enhance access to public transportation services.

Strategies/Actions:

1. Conduct a community survey (or include question as part of general survey) to determine demand for special transportation services and/or public transit.
2. Contact area providers of special transportation services to obtain information on cost of services.
3. Work with WATS to evaluate the costs, feasibility, and overall benefits of providing public bus service to certain segments of the community.

Goal 4: Improve bicycle and pedestrian facilities in the Village.

- **Objective:** To develop a sidewalk policy regarding the reconstruction/installation of sidewalks in the Village, particularly in newly developing areas.
- **Objective:** To identify funding sources and develop a schedule for constructing sidewalks in the Village.

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- **Objective: To coordinate with other communities and agencies to identify and acquire funds to construct and maintain multi-use trails.**
- **Objective: To provide and enhance connections to the Mountain-Bay Trail.**

Policies:

1. The Village of Weston will strive to ensure a safe and attractive environment for pedestrians and bicyclists.

Strategies/Actions:

1. Update the Village policy requiring installation of sidewalks and multi-purpose trails in conjunction with street reconstruction or new development.
2. Work with adjacent municipalities to identify opportunities to make connections to existing or proposed trails/sidewalks in those communities.
3. Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail.

Goal 5: Provide major east-west and north-south routes through the Village.

- **Objective: To establish Ross Avenue and Weston Avenue as the major east-west arterials through the Village.**

- **Objective: To re-establish an eastern bypass route from Camp Phillips Road to CTH J.**

Policies:

1. The Village of Weston encourages and supports development of through routes.
2. The Village of Weston will restrict access on major through routes to ensure safety and foster efficient traffic flow.

Strategies/Actions:

1. Consider restricting access on roads identified as major through routes. This might involve working with affected property owner to consolidate driveways, installing frontage roads, etc.
2. Work cooperatively with the City of Schofield to plan and implement improvements on Ross Avenue.
3. Develop and periodically update the Village road classification map.

Road Improvements

Planned improvements to the Wausau metropolitan area road system are identified in the *Long Range Transportation Plan for the Wausau Metropolitan Area*. An update to this plan is currently underway and should be completed in spring 2006. Figure 4-2 illustrates planned roadway improvements in the Wausau area.

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The WDOT requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. The Pavement Surface Evaluation Rating (PASER) system is the system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in the new Wisconsin Information System for Local Roads (WISLR), the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP.

Figures 4-3 and 4-4 and Table 4-1 illustrate the WISLR road assessment done in 2004 by surface type and condition rating. As shown, the majority of roads in the Village are paved with either asphalt or concrete. Roads exhibiting a surface condition rating at or below “Fair” should be examined to determine what type of reconstruction or strengthening is necessary. Roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to maintain safe travel conditions. Those roads without data should be examined to ensure safe travel conditions exist along these routes.

Table 4-1: Summary of Pavement Conditions (miles)

| Surface Type Code - WISLR Data | | | | | | |
|---------------------------------------|----------------------------|-----------------------------|---------------------|------------------------------|-------------------------------------|-------------------------------------|
| Unimproved Road | Graded Earth Road | Gravel Road | Wearing Surface | Cold Mix Asphalt on Concrete | Cold Mix Resurfacing with < 7" Base | Cold Mix Resurfacing with > 7" Base |
| 0.13 | | 5.93 | 2.16 | 1.62 | | |
| Cold Mix Asphalt Base < 7" | Cold Mix Asphalt Base > 7" | Hot Mix Asphalt on Concrete | Hot Mix Resurfacing | Hot Mix Asphalt Pavement | Concrete Pavement | Brick or Block Pavement |
| 9.78 | 15.92 | 0.67 | 0.23 | 71.78 | 4.50 | |
| Surface Condition Rating - WISLR Data | | | | | | |
| No Data | Failed | Poor | Fair | Good | Very Good | Excellent |
| 5.54 | 2.87 | 11.71 | 17.53 | 27.3 | 23.39 | 24.38 |

Source: WDOT (WISLR), 8/10/04

Most of the roads in the Village (66.6%) are rated in “Good” or better condition and will require only preventative maintenance. However, about 32-miles (28%) of roadways will require some sort of reconstruction.

Paving Gravel Roads – The vast majority of roads in the Village are paved, however about six miles remain gravel. When deciding to pave gravel roads, several factors should be taken into consideration. Appendix F outlines some general guidelines to help the Village decide if or when to pave gravel roads.

Traffic Calming - In areas where traffic levels have the potential to create safety concerns, consideration should be given to installing traffic calming measures. The purpose of traffic calming is to slow traffic to increase safety for non-motorized street users, particularly for the most vulnerable (i.e., children, seniors, and the disabled) and increase neighborhood livability. While traffic calming is generally targeted toward

local residential streets, traffic-calming strategies are also appropriate for busier streets in residential areas, high pedestrian activity areas, and older commercial areas where buildings and sidewalks are close to the street.

Narrowing streets can serve a valuable traffic calming function. However, this is usually done in conjunction with street reconstruction. In existing neighborhoods where it will be some time before streets are reconstructed, other traffic calming strategies may be useful. Such efforts may have particular merit where a special need is identified; such as near schools, parks and other high pedestrian use areas.

Stop signs are often used in neighborhoods as a traffic calming strategy. While stop signs are easy to install and remove and are relatively inexpensive, some communities have found that placing stop signs where they are not warranted by traffic demand, results in an increased disregard for all stop signs. Traffic control devices, such as stop signs and speed limit signs, differ from traffic calming measures in that they are regulatory and require active enforcement. Traffic calming measures are intended to be self-enforcing.

Traffic calming strategies vary dramatically in type, design, and function. Generally, strategies should focus on slowing traffic to appropriate speeds and not divert traffic from one neighborhood street to another. Traffic calming devices are not appropriate in all situations and must be selected in light of local conditions and circumstances. In general, traffic-calming devices that alter street width, or the perception of street width, are more comfortable to drivers than strategies that alter the physical road environment, such as speed bumps. Whether to install traffic calming devices, and which to use should be

thoroughly discussed with affected residents, businesses and property owners prior to installation to ensure that the device serves the appropriate function and is accepted by the neighborhood and affected road users.

5. Utilities Element

The Village of Weston is served by public sewer and water services, although portions of the Village are not currently connected to the public utility system. Environmental constraints, particularly wetlands, will limit the extension of public utilities in some areas of the Village for the foreseeable future.

The Village is located within the 208 Sewer Service Area defined in the *Wausau Urban Area Sewer Service Plan* and illustrated in Figure 5-1. An update to this plan is currently underway and is expected to be completed by February 2006. This amendment includes portions of the SE area of the Village in a “proposed planning area” for the sewer service area. Wastewater from the Village is treated by the Rib Mountain Metropolitan Sewerage District (RMMSD). The Village will continue to work with the RMMSD to address capacity issues that may arise if sewer is extended into the SE area of the Village. Currently, there is adequate capacity to meet immediate future needs. The Village public water supply and facilities are adequate to meet anticipated future needs.

The Village is working on a storm water management plan and has currently completed about 60 percent of the basin delineation process. Once basin delineation is complete, the overall Village storm water management plan will be developed. The time line for completing this plan has not been defined. Water quality and soil erosion are also managed at the county level through implementation of the *Marathon County Land and Water Resource Management Plan (2005-2010)*, which was updated in August 2005.

Goal 1: Maintain high quality sewer and water services to limit the Village’s liability and preserve public health.

- **Objective: To continue to use the Capital Improvement Program (CIP) process to plan and program maintenance and improvements to the wastewater collection and public water distribution systems.**
- **Objective: To continue to maintain adequate water supply and storage facilities to keep pace with anticipated growth.**
- **Objective: To continue to monitor wells to ensure appropriate chemical treatment and to ensure early detection of possible contamination.**

Policies:

1. The Village of Weston will continue to maintain and improve its sewer and water facilities and services.

Strategies/Actions:

1. Conduct an annual review of the Village’s utility infrastructure to identify and prioritize needed improvements and maintenance.
2. Continue to allocate funding for utility system improvements through the annual capital improvement budget process.

3. Routinely monitor water capacity relative to water use in the Village to proactively estimate when additional capacity may be needed.

Goal 2: Ensure adequate wastewater capacity at Rib Mountain Metropolitan Sewerage District (RMMSD).

- **Objective: To encourage cooperation and coordination between member communities of RMMSD.**
- **Objective: To continue to participate in regular updates of the Wausau Urban Area Sewer Service Plan (208 Plan).**

Policies:

1. The Village of Weston will continue to cooperate with the Rib Mountain Metropolitan Sewerage District to ensure high quality wastewater management.

Strategies/Actions:

1. Work cooperatively with the RMMSD and member communities to identify and address issues regarding the maintenance and improvements to sewer treatment and collection facilities.
2. Continue to participate with other Wausau metropolitan area communities on updates to the Wausau Urban Area Sewer Service Plan (208 Plan).

Goal 3: Protect the Village's water resources, including groundwater sources of potable water and surface water quality.

- **Objective: To secure future well supply through proper zoning, cooperation with neighboring municipalities, and system redundancy.**
- **Objective: To routinely update and enforce regulations established in the Wellhead Protection Plan.**
- **Objective: To discourage concentrated development in areas with limited water availability and/or limitations on installation of septic systems.**
- **Objective: To proactively identify and plan areas that may have public water systems in the future.**
- **Objective: To ensure erosion control measures are established and functioning correctly.**

Policies:

1. The Village of Weston supports and encourages efforts to enhance the quality of its water supply.
2. The Village of Weston will continue to actively protect its well recharge area.

Strategies/Actions:

1. Continue to monitor existing well capacity and evaluate need for additional wells.

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2. Identify and preserve (via protective zoning) potential sites for future wells. This might involve working with adjacent municipalities to identify potential well sites and cooperatively restrict development in those areas.
3. Continue to enforce strict land use controls in the wellhead protection area. This might also involve coordination of development in adjacent municipalities.
4. Identify and map areas in the Village where public utilities are expected to be provided in the future. Consider establishing requirements for placement of structures on parcels in these areas to ensure the property can be efficiently subdivided to accommodate future development at “urban” densities.
5. Identify and zone accordingly, areas where only low-intensity land uses should be allowed due to environmental constraints.
6. Continue to support the efforts of the storm water utility and encourage proactive implementation of the storm water management plan.
7. Amend local ordinances as necessary to incorporate Best Management Practices (BMPs) regarding soil erosion, surface water runoff, fertilizer use, etc.
8. Routinely report instances of potential groundwater contamination to the WDNR and/or Marathon County.

Goal 4: Provide sewer and water services to areas not currently served by public utilities.

- **Objective: To encourage public sewer and water service in new platted subdivisions.**
- **Objective: To use the CIP process to plan and program expansion of public utilities.**
- **Objective: To monitor growth and development trends to anticipate areas where new development is most likely to occur that will require public utilities.**
- **Objective: To work with adjacent Towns (e.g., Weston, Ringle) to identify and coordinate development in areas where future utility extensions are anticipated.**

Policies:

1. The Village of Weston strongly supports coordinated and cost-efficient extension of utilities.

Strategies/Actions:

1. Annually assess and prioritize utility needs based on proposed future land use and actual development activity.
2. Continue to cooperate with the Towns of Weston and Ringle to plan for orderly extension of public utilities.

Goal 5: Provide underground utilities.

- **Objective: To improve community appearance by requiring utilities to be buried in conjunction with new development.**
- **Objective: To improve community appearance by encouraging utilities to be buried in conjunction with redevelopment and/or reconstruction of public roads.**

Policies:

1. The Village of Weston supports efforts to minimize the visual impact of public utilities and enhance community appearance.

Strategies/Actions:

1. Amend the subdivision ordinance to require buried utilities for all new development.
2. Where cost-effective, require utilities to be buried in conjunction with redevelopment and/or reconstruction of public roads.

Goal 6: Provide cost-efficient utility services.

- **Objective: To encourage cooperation with neighboring communities on engineering and design of utilities.**

Policies:

1. The Village of Weston will strive to provide utilities in a cost-efficient manner.

Strategies/Actions:

1. Periodically evaluate the cost-effectiveness of providing utility services outside of the Village (i.e., Rothschild and Schofield).
2. Continue to cooperate with the Towns of Weston and Ringle to plan for orderly extension of public water services.

6. Housing Element

The housing stock in the Village of Weston is relatively new, with over half of the housing built since 1970. The housing stock is also generally in good condition. Single family homes comprise the majority of the housing, although duplexes, townhomes, and other multi-family housing options are also available. Most housing is owner-occupied, although rental housing opportunities are also available.

The Village has enjoyed a strong housing market in recent years. This is expected to continue, particularly with the opening of the Weston Regional Medical Center.

Goal 1: Improve the condition of housing in the Village.

- **Objective: To consider establishing loan programs to support housing rehabilitation and/or first time home purchase.**
- **Objective: To consider adopting a property maintenance code.**
- **Objective: To routinely review building codes to ensure that they are adequate for anticipated new construction.**

Policies:

1. The Village of Weston will strive to maintain and improve its housing stock.

Strategies/Actions:

1. Review and update as necessary, the Village building codes.
2. Periodically distribute information on property maintenance codes to Village residents.
3. Consider conducting a housing inventory to assess the extent of housing maintenance needs.
4. Conduct a community survey (or include as part of general survey) to determine if there is demand for home improvement or ownership programs, additional housing options (e.g., senior housing), etc.
5. Work with Marathon County (Housing Authority) and others to pursue funding (grants) and administer housing improvement programs.

Goal 2: Discourage additional multi-family rental housing in the Village.

- **Objective: To limit the development of additional multi-family rental housing.**

Policies:

1. The Village of Weston will discourage concentrations of multi-family housing.

Strategies/Actions:

1. Identify and zone areas for single and multi-family residential housing and strictly enforce the zoning on these properties.

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2. Adopt criteria for approval of multi-family zoning and develop and strictly enforce specific criteria and/or design guidelines for multi-family development.

Goal 3: Provide a variety of housing types and affordability in the Village.

- **Objective: To ensure a range of housing affordability options for all income levels are available in the Village.**
- **Objective: To work with and educate developers about housing affordability needs in the Village.**
- **Objective: To encourage development of assisted living facilities in the Village.**

Policies:

1. The Village of Weston will strive to provide opportunities to meet the varied housing needs of Village residents.

Strategies/Actions:

1. Review, and revise as necessary, the Village zoning ordinance to ensure it adequately provides for a variety of housing types.
2. Collect and display at the Municipal Center, information on the various housing programs available to Village residents.

3. Compile and maintain (i.e., update periodically when housing census data available, etc.) information on housing affordability in the Village. Use this information to monitor the demand/need for affordable housing in the Village.
4. To identify areas in the Village suitable for assisted-living facilities. Work with area providers/developers of assisted-living facilities to explore opportunities to develop facilities in the Village.

Goal 4: Encourage environmentally sensitive housing development in the SE Quadrant of the Village.

- **Objective: To encourage larger lots and/or conservation subdivisions in the SE Quadrant.**

Policies:

1. The Village of Weston will strive to ensure development in the SE Quadrant does not negatively impact the natural conditions and character of the area.

Strategies/Actions:

1. Consider establishing an overlay district to allow limited residential development on large lots and/or conservation subdivisions. The overlay might include specific requirements to implement best management practices, natural landscaping and storm water management.

Goal 6: Improve the safety of mobile home parks in the Village.

- **Objective: To review and update (if needed) the mobile home ordinance to ensure that mobile homes are properly reviewed for health and safety requirements before being placed on a site.**
- **Objective: To continue timely and consistent enforcement of the mobile home ordinance.**
- **Objective: To ensure that mobile homes have identified addresses and fire numbers for emergency service provision.**
- **Objective: To provide for safe and well-maintained mobile home parks.**

Policies:

1. The Village of Weston will strive to ensure mobile home parks provide safe and well-maintained living environments.

Strategies/Actions:

1. Actively enforce a property maintenance ordinance.
2. Work with mobile home park owners/managers to ensure all homes have addresses and fire numbers.

7. Cultural Resources Element

There are no properties listed on the National Register of Historic Places located in the Village. The Village does not have a local historic preservation commission. Efforts to preserve and enhance its historic resources and cultural history will continue to be made through cooperation with the Marathon County Historical Society and support of local resident initiatives.

Goal 1: Preserve historically significant buildings and sites.

- **Objective: To work with the County Historical Society to identify historic resources so they may be considered in future planning.**
- **Objective: To ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or any development activities.**

Policies:

1. The Village of Weston supports the preservation of historically significant buildings and sites.

Strategies/Actions:

1. Identify and map potential historic buildings, cemeteries/burials, and archaeological sites in the Village.
2. Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places.

8. Community Facilities Element

The Village provides a variety of community services and facilities; some in cooperation with Marathon County or adjacent municipalities. Maintaining high-quality and cost-effective community services is a continuing goal.

The Village recognizes that the existing municipal center is outmoded and a new municipal center is needed. The Village has begun the process of identifying suitable sites for a new municipal center; however a specific timeline for constructing this facility has not been determined, in part due to budget constraints.

The Village will continue to work with Marathon County, the DC Everest school district, and adjacent municipalities to address needed service or facility expansions or improvements as needs arise.

Goal 1: Establish a new Municipal Center.

- **Objective: To identify capital needs and a timeline to construct a new Municipal Center.**
- **Objective: To identify and acquire property to accommodate construction of a new Municipal Center.**
- **Objective: To increase Village staff productivity and reduce building maintenance costs.**

Policies:

1. The Village of Weston supports provision of adequate municipal facilities to meet the growing needs of the community.

Strategies/Actions:

1. Identify and evaluate potential sites for a new Municipal Center. Priority should be given to sites with good accessibility and ample space for future expansion.
2. Ensure the design of the new Municipal Center allows for cost-efficient future expansion.
3. Prepare cost estimates for the new Municipal Center and a timeline for construction. Use the cost estimate and timeline to allocate funding through the annual capital improvement budget process.

Goal 2: Maintain current provision of community services.

- **Objective: To continue to perform annual budget allocations to fund public services.**
- **Objective: To continue to explore methods of cost sharing, such as equipment sharing, with surrounding municipalities to increase the efficiency by which services are provided.**
- **Objective: To analyze future developments for their impact on the community's tax base in relation to the cost of additional services that they would require.**

Policies:

1. The Village of Weston will strive to maintain current levels of community services.

Strategies/Actions:

1. Perform annual reviews and budget allocations to fund public services.
2. Evaluate cost-effectiveness of current agreements with other municipalities regarding provision of police and fire services.
3. Consider the fiscal impact of new development as part of the development review process.
4. Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of public services, particularly fire and EMS, to enhance cost-effectiveness.

Goal 3: Ensure sufficient fire protection and EMS service.

- **Objective: To expand the fire and EMS service to a full-time (24/7) service.**
- **Objective: To ensure properly trained personnel and sufficient equipment for the Fire Department and EMS.**

Policies:

1. The Village will continue to provide high-quality, cost-efficient and effective fire protection and EMS services.

Strategies/Actions:

1. Budget for necessary expansion of the Fire Department to provide full-time crews on night and weekend shifts.
2. Require (and budget for) all fire and EMS personnel to complete on-going training as deemed necessary.
3. Conduct annual evaluations of fire equipment to identify and prioritize maintenance and replacement needs.

Goal 4: Support development and maintenance of high quality school facilities.

- **Objective: To ensure adequate land is designated to accommodate anticipated school facility needs.**

Policies:

1. The Village will continue to work cooperatively with the school district to ensure the provision of high quality school facilities.

Strategies/Actions:

1. Maintain regular communication with the school district regarding future enrollment and potential needs for new or expanded school facilities.
2. Work cooperatively with the school district to identify potential future school sites. Designate such sites as Public/Quasi-Public on the Future Land Use map to preserve them for future school development.

9. Parks and Recreation Element

The Village of Weston provides a wide variety of park and recreation facilities, including several parks, an aquatic center, and the Mountain-Bay State Trail. The DC Everest School District also provides recreation facilities the community can enjoy, including the Greenheck Field House.

The Village will continue to expand and improve its park and recreation system to accommodate new growth. In fact, four potential new parks have been identified to be developed in conjunction with future development. One of these, referred to as the Weston Community Park, is shown on Figure 9-1, which also illustrates future sidewalks and trails.

Goal 1: Maintain and improve existing parks in the Village.

- **Objective: To continue to use the Capital Improvement Program (CIP) to ensure adequate funding for maintenance of existing park and recreation facilities.**
- **Objective: To continue to support recreational programs at a level sufficient to meet the recreational needs of Village residents.**
- **Objective: To periodically evaluate park facilities and recreational programs to ensure they adequately accommodate the recreational needs and desires of Village residents.**
- **Objective: To investigate options for funding park land acquisition and maintenance.**

Policies:

1. The Village of Weston will strive to provide timely and sufficient maintenance and upkeep of park facilities.

Strategies/Actions:

1. Periodically review park system maintenance and improvement needs to evaluate and prioritize during the annual budgeting process.
2. Consider conducting a community survey to evaluate the need for additional parks or recreation facilities and programs in the Village.
3. Communicate regularly with Marathon County Parks Development and WDNR regarding park funding programs.
4. Consider establishing an annual park clean up or Adopt-a-Park program to foster volunteer park maintenance and surveillance.

Goal 2: Provide adequate parkland to serve new and existing residents.

- **Objective: To routinely evaluate park land dedication requirements, or fees in lieu of land dedication, to ensure they are appropriate and sufficient to address community park and recreation needs.**

Policies:

1. The Village of Weston will strive to provide adequate park and recreation facilities to meet the needs of current and future residents.

Strategies/Actions:

1. Conduct a study of park dedication requirements and fees in similar communities to determine whether the Village's requirements should be amended.
2. Periodically review population projections and other demographic information to estimate future park and recreation needs. Use this information to identify areas of the Village where new or expanded park and recreation facilities are needed.
3. Identify opportunities to purchase property for future park or trail development. Map these properties as "future park" to encourage preservation for future park development.

Goal 3: Provide a system of trails that links parks within the Village and connects to parks and trails in neighboring communities.

- **Objective: To work with neighboring communities and appropriate agencies, such as the WDNR, WDOT, Marathon County, to identify possible trail routes and connections.**
- **Objective: To encourage intergovernmental cooperation on parks and recreation issues.**

Policies:

1. The Village of Weston will continue to cooperate in efforts to develop a regional, multi-use trail system.

Strategies/Actions:

1. Work with Marathon County and surrounding municipalities to identify and map potential trail routes in the Village to become part of a regional trail system. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction.
2. Work in conjunction with Marathon County and surrounding municipalities to obtain funding to establish a regional trail system.
3. Prepare and maintain a map that illustrates existing and future trails throughout the Village.

Goal 4: Use the Mountain-Bay Trail to encourage development of other trail and recreational facilities.

- **Objective: To ensure that other park or recreation facility development is coordinated with, and takes advantage of, the Trail.**

Policies:

1. The Village of Weston supports efforts to complete and provide connections to the Mountain-Bay Trail.

Strategies/Actions:

1. Work with the adjacent municipalities to identify opportunities to create new trails that will connect to the Mountain-Bay Trail.
2. Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail.

3. Consider obtaining easements on private property to create new trails and/or connections to existing trails and parks.
4. Identify possible sources of funding to acquire property and/or easements to create small neighborhood parks and/or trails.

Goal 5: Create small gathering places and trails in available green space areas of the Village.

- **Objective: To work with Marathon County, neighboring communities and community organizations such as the Boys & Girls Club to identify available green space that could be used for park and trail development.**

Policies:

1. The Village of Weston encourages the creation of parks and green spaces throughout the Village.

Strategies/Actions:

1. Identify and map available undeveloped properties in the Village that could potentially become small neighborhood open spaces.
2. Identify and map potential trail routes to extend existing trails and/or provide connections to existing or proposed parks. These may include opportunities to construct trails within road right-of-way in conjunction with road construction or reconstruction.

10. Economic Development Element

With the expansion of the Wausau metropolitan area, particularly to the south and east, the Village of Weston is experiencing an increase in demand for new residential, commercial, and industrial development. STH 29 bisects the Village and provides excellent regional access to attract and support new development. Much of the Village is currently or planned to be served by public sewer and water to accommodate urban development.

The Village offers a variety of high quality community services, including excellent schools, parks and recreation facilities, and public safety services that contribute to its desirability as a place to live and do business.

Goal 1: Strengthen the viability of the local manufacturing economy.

- **Objective: To identify locations appropriate for manufacturing uses and ensure they are properly zoned to encourage such use.**
- **Objective: To use the CIP process to ensure that Village infrastructure (roads, water, sewer) is adequate to support industrial growth.**

Policies:

1. The Village of Weston will strive to maintain and encourage new, high-quality industrial development that enhances the Village tax base.

Strategies/Actions:

1. Identify and appropriately zone areas where new industrial and business park development is desired.
2. Identify and prioritize public infrastructure improvements needed to foster new industrial development. Work with Marathon County and WDOT, as necessary to implement improvements.
3. Consider establishing or expanding an existing TIF district to finance public infrastructure improvements and property acquisition to foster redevelopment.

Goal 2: Provide for sufficient retail and commercial business to meet most needs of Village residents.

- **Objective: To identify potential locations for retail and commercial development and ensure they are properly zoned to encourage those uses.**
- **Objective: To work with developers and/or conduct a market study to determine what retail and commercial businesses might be suitable for the Village.**

Policies:

1. The Village of Weston will strive to maintain and encourage high-quality, community-oriented retail and commercial development.

Strategies/Actions:

1. Identify and appropriately zone areas where commercial/retail development is desired.
2. Conduct a community market survey to obtain input on the types of commercial/retail development that should be encouraged to locate in the Village. Use survey findings to work with area commercial developers and/or realtors to market properties to specific businesses.
3. Prepare a package of marketing materials (brochure, web page, etc.) to highlight economic development opportunities and potential in the Village.

New Business and Industry

The new Weston Regional Medical Center located in the southwest quadrant of the intersection of STH 29 and Camp Phillips Road (CTH X) is anticipated to provide 900 direct jobs. The area around the medical complex, encompassing the entire area around this intersection, is planned for commercial office and retail development.

The Village adopted a plan for physical improvements to Schofield Avenue between Business 51 and Birch Street to create a “life-style center”. This area is planned as the retail heart of the Village, building on and enhancing existing community oriented retail businesses and fostering redevelopment to create new retail businesses. A tax increment district (TID) was established to finance infrastructure improvements.

Redevelopment Opportunities

Besides Schofield Avenue, the Village will concentrate its redevelopment efforts on three areas. The Weston portion of Business 51 (between Schofield Avenue and Jelinek Street) will undergo a facelift in 2007-2009 with new sidewalks, utility relocation, an enhanced streetscape and lighting. This remodeling project will create a more appealing entrance to the community from the Business 51 exit from Highway 29.

The Village has three salvage yards and one abandoned gas station that are targeted for redevelopment in the future. Two of the salvage yards (Cousineau / Yaegers) are adjacent to sensitive wetlands and may require extensive rehabilitation through the use of an environmental TIF or brown field funding. The abandoned gasoline station will be going through a conversion in the summer of 2006.

Weston also is home to two marginal mobile home parks that are stocked with older trailers; many that do not meet code. Both parks provide challenges to the community from a health, crime, and utility service standpoint. It is the Village’s plan to place both parks under a strictly adhered improvement plan. Failure to comply could result in closure of one or both of the facilities.

Strengths and Weaknesses

The Village enjoys good access off STH 29, particularly at the intersection with Camp Phillips Road, which was recently improved. Further improvements to Camp Phillips/CTH X to establish a major arterial “by-pass” route around the east side of the Wausau metropolitan area will likely enhance the attractiveness of this corridor for new commercial development.

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The opening of the Weston Regional Medical Center is anticipated to increase demand for new residential development in the Village and adjacent towns. This, in turn, will increase demand for new retail and service businesses to support the expanding residential base.

The primary factor limiting new development in the Village is the limited amount of land suitable for more intense development. Most of the remaining large undeveloped parcels are located in the SE Quadrant of the Village, which contains significant wetlands and high bedrock. Providing utilities to this area is both physically challenging and expensive. The Village is studying the cost-benefits of providing utilities to this area. Most of the area south of STH 29 and west of Camp Phillips Road is currently within the planned sewer service area. Much of the area east of Camp Phillips Road and west of Bull Junior Creek is identified as a “proposed planning area” in the *Wausau Urban Area Sewer Service Plan* update, which is anticipated to be completed in February 2006.

Land available for development is also limited in the Weston Business & Technology Park. In 2003 only about 30 acres remained undeveloped. Given land absorption rates since the park opened in 1998, it is anticipated that the land supply will only last a few years. Some opportunities for new industrial development will likely be realized through redevelopment of older industrial parcels and/or expansion of existing businesses.

Economic Development Programs

The Village has established three tax increment districts (TID) to finance infrastructure improvements to encourage new development. These include the Business & Technology Park

TID, the Schofield Avenue “Life-style Center” TID and a two parcel environmental TID along Schofield Avenue across from the Municipal Center.

Appendix G provides a listing of other local, regional, state and federal programs relating to economic development.

11. Intergovernmental Cooperation Element

The Village of Weston cooperates with neighboring municipalities, Marathon County, and the State on a variety of matters ranging from delivery of community services to coordination of planning along common boundaries. The Village recognizes that cooperation with its neighbors can improve the quality and cost-effectiveness of services, foster coordinated development, and enhance its overall quality of life.

Goal 1: Coordinate development and planning activities with surrounding communities.

- **Objective: To communicate with surrounding communities when proposed development is on a boundary or the development could have impacts on the adjacent community.**
- **Objective: To work with surrounding communities on preservation of natural resources and establishment of a system of linked trails and open space.**
- **Objective: To work with adjacent communities when planning locations for public facilities that may serve more than one community (i.e., regional recreation facilities, fire stations).**

Policies:

1. The Village of Weston will strive to cooperate and coordinate with its neighbors and the region to manage growth and development.

Strategies/Actions:

1. Work cooperatively with adjacent municipalities to review and coordinate development under the Village's extra-territorial subdivision review authority.
2. Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending proposals for new development.
3. Meet periodically with surrounding communities to discuss and coordinate plans to provide new community facilities, such as a fire station.
4. Work with surrounding communities to identify opportunities to create a system of linked trails and open space.

Goal 2: Encourage annexations to proceed in an orderly manner.

- **Objective: To establish lines of communication with neighboring Towns (e.g., Weston, Ringle) to discuss potential annexations and/or boundary agreements.**

Policies:

1. The Village of Weston will continue to cooperate with the Towns of Weston and Ringle regarding annexations, however, strongly supports coordination of development along common boundaries.

Strategies/Actions:

1. Continue to engage in regular communication with the Towns of Weston and Ringle on annexation issues.
2. Work toward establishing extraterritorial zoning plans with the Towns of Ringle and Weston.

Goal 3: Provide cost-efficient and effective services to residents.

- **Objective: To continue to work with neighboring communities to explore areas where public services could be consolidated, such as fire department, ambulance service, garbage removal, utilities, and road maintenance, to achieve potential cost savings in service delivery.**

Policies:

1. The Village of Weston will strive to provide cost-efficient and effective community services.

Strategies/Actions:

1. Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of community services, particularly fire and EMS, to enhance cost-effectiveness.
2. Work with the Town of Weston and City of Schofield as needed to enhance the efficiency and effectiveness of services provided by the Everest Metro Police Department.

3. Conduct an annual evaluation of facilities, staffing, and performance related to provision of community services. Use this evaluation to identify, prioritize, and budget for needed capital improvements and maintenance and operations needs.

Goal 4: Encourage participation by Village officials and residents in all levels of government.

- **Objective: To encourage local officials to participate in county and state government activities and organizations.**
- **Objective: To encourage regular participation and feedback from residents and businesses through surveys, informational public meetings, newsletters or other activities.**

Policies:

1. The Village of Weston encourages local officials and residents to actively participate in government, planning, and policy related activities and organizations.

Strategies/Actions:

1. Maintain and post at Village Municipal Center, a calendar of monthly meetings of the various governmental agencies.
2. Maintain membership and actively participate in the Wausau Area Metropolitan Planning Organization.
3. Conduct periodic community surveys to solicit public input on various issues and concerns affecting the Village.

Goal 5: Improve access management and coordinate development along regional road corridors.

- **Objective: To work with surrounding communities, the County and the State to carry out a corridor study along STH 29, east of I—39/US 51.**
- **Objective: To work with surrounding communities, the County and the State to ensure Camp Phillips Road/CTH X corridor improvements provide for adequate traffic management and safety.**
- **Objective: To continue to participate with the Metropolitan Planning Organization (MPO) to coordinate timing of road maintenance and improvements with surrounding communities.**

Policies:

1. The Village of Weston will continue to cooperate in efforts to improve safety and traffic management along regional road corridors.

Strategies/Actions:

1. Work with surrounding municipalities and Marathon County to implement road and access management improvements along Camp Phillips Road/CTH X.
2. Continue to participate in regional planning efforts through the MPO regarding improvements to the regional road system, particularly regarding Camp Phillips Road/CTH X and Schofield Avenue.

Goal 6: Continue to communicate with Marathon County officials on issues for which they are responsible.

- **Objective: To continue to work with Marathon County on bridge and road maintenance and/or replacement on county roads located in the Village.**
- **Objective: To continue to work with Marathon County on permitting oversight regarding shoreland, wetland and floodplain regulations, and private sewage system regulation.**

Policies:

1. The Village of Weston will continue to cooperate with Marathon County on issues for which the County is responsible.

Strategies/Actions:

1. Maintain regular contact and timely feedback to Marathon County staff regarding concerns with road maintenance and code enforcement.

12. Implementation Element

The primary reason a community prepares a comprehensive plan is to establish a framework to influence decisions regarding management of growth and regulation of development to maintain the desired community character, and to set priorities for public expenditures. To be effective, this plan should be actively used as a tool to guide decisions concerning:

- The implementation and enforcement of regulatory ordinances based on the goals and objectives identified in this plan.
- The development of programs and support systems that further the goals and objectives set forth in this plan.
- The implementation of specific community improvements as identified in the comprehensive plan.
- The establishment and support of a continued planning process providing for periodic review and updates to this plan and other land use control measures.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the Village's official controls or regulatory codes. In particular, the zoning ordinance and subdivision (or land division) regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. There are also non-regulatory approaches to implementing the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements and staffing.

The State planning law requires that by January 1, 2010 certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan. To meet this deadline, the Village should update related ordinances on or before the year 2010. The Village Board officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances).

- **Zoning Ordinance and Map:** Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, and the height and bulk of building and other structures. The general purpose of zoning is to minimize undesirable side effects resulting from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the property should eventually be zoned. Therefore, indiscriminate zoning changes may result in weakening of the comprehensive plan. In fact, changes to zoning district boundaries should only be made if they are consistent with the adopted land use map.

However, there may be situations where changing the zoning district boundary makes sense and is in the best interest of the community. If changing the zoning would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between zoning and land use designation is also discussed in the Land Use Element.

As discussed below, the comprehensive plan (and future land use map) should be periodically reviewed and updated to adjust for unforeseen changes or events that were not considered at the time the initial plan and land use map were developed.

The Village Board makes the final decisions regarding changes to the content of the zoning ordinance and the district map. These decisions are preceded by public hearings and recommendations of the Planning Commission.

- **Subdivision (Land Division) Ordinance:** Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for lot sizes, road access, street design, public utilities, storm water drainage, parks and open space, and other improvements necessary to ensure that new development will be an asset. The Village Board makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the Planning Commission.

- **Capital Improvement Plan (CIP):** This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a four-to-six year period. It identifies needed public improvements, estimates their costs, and identifies financing methods and sources. Public improvements or expenditures typically considered in a CIP include:

- Public buildings (i.e., fire and police stations)
- Park and trail acquisition and development
- Roads and highways (maintenance and new construction/paving)
- Utility system construction/expansion, treatment plants, water towers, wells, etc.
- Joint school and other community development projects
- Fire and police protection equipment

A CIP is simply a method of planning for and scheduling expenditures for public improvements over a period of several years in order to maximize the use of limited public funds. Each year the CIP should be reviewed and extended one year to compensate for the previous year that was completed. This keeps the improvement program current and allows for modifications to meet the community's changing needs.

The preparation of a CIP is normally a joint responsibility between the Village Board, Planning Commission, staff, and citizen commissions. The preparation of a capital improvement program may vary from community to community depending on local preferences, the local form

of government and available staff. The proposed capital improvement plan should be reviewed in light of the priorities outlined in the comprehensive plan.

Plan Adoption, Monitoring, and Amendments

While this comprehensive plan is intended to provide a long-term framework to guide development and public spending decisions, it must also respond to the continuous stream of changes that occur in the community and/or region that may not have been foreseen when the plan was initially adopted. It is appropriate that some elements of the plan are rarely amended while others are subject to updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current.

Plan Adoption: The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Planning Commission who must adopt the plan by resolution of majority vote. The Planning Commission recommendation is forwarded to the Village Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Use, Monitoring and Evaluation: The adopted plan should be used as a tool by the Village when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives, policies, and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition of the Village of Weston. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

This plan should be evaluated at least every 5 years, and updated at least every 10 years. Members of the Village Board, Planning Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires. Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate. The evaluation should also include an updated timetable of actions to clarify priorities.

Plan Amendments: The Village of Weston Comprehensive Plan may be amended at any time by the Village Board following the same process described above for initial Plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends

change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity. A list of criteria to determine the merits of proposed amendments is included in Table 12-1.

Table 12-1: Criteria to Consider When Reviewing Plan Changes

- | |
|--|
| <ol style="list-style-type: none">1. The change is consistent with the overall goals and objectives of the Village of Weston Comprehensive Plan.2. The change does not create an adverse impact on public facilities and services that cannot be mitigated.3. Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.4. The change allows a more viable transition to the planned uses on adjacent properties than the current land use.5. The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.6. There is a change in Village actions or neighborhood characteristics that would justify a change.7. The change corrects an error made in the original plan.8. There is a community or regional need identified in the comprehensive plan for the proposed land use or service.9. The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration or dedication. |
|--|

As noted above, proposed amendments must be reviewed by the Planning Commission prior to final action and adoption by the Village Board. The public should be notified of proposed Plan changes and allowed an opportunity for review and comment. For major amendments, the Village might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates: According to the State comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community’s goals and objectives based on an analysis of current growth trends and major changes that have occurred since the plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

Consistency Among Plan Elements

The State of Wisconsin planning legislation requires that the Implementation Element describe how each of the required elements will be integrated and made consistent with the other elements of the plan. Since the Village completed all planning elements simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan elements. Where deemed appropriate, goals, objectives, and actions have been repeated under all applicable elements to ensure they do not get “lost”.

This Comprehensive Plan also references previous and concurrent related planning efforts (e.g, LRTP, Groundwater Study) to ensure they are considered in planning decisions in conjunction with the recommendations of this Plan. Summary descriptions of recent and concurrent planning efforts are provided in the *Conditions and Issues Report*.

Recommendations from other plans have been summarized and incorporated in this plan as deemed appropriate, to foster coordination and consistency between plans. Some related plans, such as the *Marathon County Hazard Mitigation Plan*, are incorporated by reference in this plan and are essentially considered appendices of this plan even though they are separate documents. Appendix E provides a bibliography of other plans and studies relevant to comprehensive planning.

Action Plan

The table below provides a detailed list of major actions to complete in order to implement this comprehensive plan. It compiles the major short, mid, and long-term priorities described in each of the nine plan elements.

Table 12-2 is intended to be used by local officials in setting priorities for capital budgeting and staff allocation. It is expected that this table will be reviewed annually and revised, as necessary, to respond to changing priorities, financial limitations, and other unforeseen events. It should be noted that many of the actions require considerable cooperation with others, including the citizens of the Village, staff, and other local/county/state agencies.

Priority ranking is defined as follows:

- Immediate = ASAP
- Short-term = 1-4 years
- Mid-term = 5-9 years
- Long-term = 10+ years
- On-going = Current activities that should continue indefinitely

Table 12-2: Implementation Actions

| Action | Priority |
|--|---------------------|
| Natural Resources | |
| Consider adopting a tree preservation ordinance or buffer requirements to encourage preservation of mature trees, minimize fragmentation of large woodland areas, and minimize destruction or encroachment into the woodland edge. Buffers should be maintained in a natural condition. | Short-term |
| Amend ordinances as necessary to improve regulations regarding dust (particulate) emissions and odor control. | Short-term |
| Maintain a map of the sensitive environmental areas and using this map to coordinate preservation of these areas in conjunction with private development. | Short/On-going |
| Continue to enforce the development restrictions in the wetland overlay district. | On-going |
| Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands and shorelands. | On-going |
| <p>Continue to distribute information to Village property owners regarding natural resources. This might include periodic newsletters, inserts in mailings to property owners, or creating a permanent display of information at the Municipal Center. Information topics might include:</p> <ul style="list-style-type: none"> • Restrictions on activities that might impact natural resources imposed by the Village, County, and/or State. • Reducing use of fertilizers. • Natural landscaping techniques. • Natural storm water management techniques. | On-going |
| Continue to enforce strict land use controls in the wellhead protection area. This might also involve coordination of development in adjacent municipalities. | On-going |
| Continue to support the efforts of the storm water utility and encourage proactive implementation of the storm water management plan. | On-going |
| Actively enforce ordinances regarding soil erosion, surface water runoff, and other water quality protection measures. | On-going |
| Land Use | |
| Support the use of common areas within the “Lifestyle Center” for community events. | ASAP |
| Conduct a study of the SE Quadrant to identify areas where utilities can be extended to provide for “urban” density development and where only low-intensity development can occur. Consider establishing an overlay district to allow limited residential development on large lots and/or conservation subdivisions. The overlay might include specific requirements to implement best management practices, natural landscaping and storm water management. | ASAP/ Short-term |
| Adopt and strictly maintain a land use plan that provides for the desired mix of residential and commercial land uses. | ASAP/On-going |

Village of Weston

| Action | Priority |
|--|-----------------|
| Work toward establishing extraterritorial zoning plans with the Towns of Ringle and Weston. | Short-term |
| Consider establishing improvement awards or other means to publicly recognize private property owners who have made improvements consistent with the master plan. | Short-term |
| Maintain a map of the sensitive environmental areas and use this map to coordinate preservation of these areas in conjunction with private development. (also under Natural Resources) | Short/On-going |
| Identify and zone areas near existing commercial and industrial development to accommodate new commercial/industrial development. | Short/On-going |
| Continue to actively participate in the South Area Municipalities Association and the Wausau Area Metropolitan Planning Organization. | On-going |
| Review and update if necessary, the Village’s subdivision requirements to ensure they require adequate provision of public improvements. | On-going |
| Support rezoning of property only if consistent with the future land use map. | On-going |
| Proactively enforce the design guidelines adopted for the Schofield Avenue “Lifestyle Center”. | On-going |
| Continue to work with property owners along Schofield Avenue to encourage implementation of improvements consistent with the master plan. | On-going |
| Routinely monitor the balance and context of land uses in the Village to determine if rezoning should be encouraged in any areas to maintain the desired land use balance. | On-going |
| Routinely review, and update as necessary, the Village’s zoning and subdivision regulations to ensure they provide adequate tools for managing growth. | On-going |
| Amend the zoning ordinance (and map) as necessary to encourage community-oriented businesses to located in the “lifestyle center”. | On-going |
| Transportation | |
| Identify and map existing and potential public streets. Adopt this map as the “official” street map and commit to annual updates. | ASAP |
| Work cooperatively with the City of Schofield to plan and implement improvements on Ross Avenue. | Short-term |
| Develop and periodically update the Village road classification map | Short-term |
| Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail. | Short/Mid-term |
| Routinely identify “problem” intersections and/or road segments in the Village and plan and budget for improvements. Consider installing traffic calming measures, such as stop signs, corner bump-outs, reduced speed limits, and traffic circles on streets identified to have traffic problems. | Short/On-going |

Village of Weston

| Action | Priority |
|---|-----------------------|
| Coordinate review of major developments/subdivisions with Marathon County and/or adjacent municipalities to ensure local and county traffic concerns are adequately addressed. | Short/On-going |
| Update the Village policy requiring installation of sidewalks and multi-purpose trails in conjunction with street reconstruction or new development. | Short/On-going |
| Work with Marathon County to identify intersections and/or segments of county roads that pose safety concerns and coordinate plans for implementing improvements. | Short/On-going |
| Consider restricting access on roads identified as major through routes. This might involve working with affected property owner to consolidate driveways, installing frontage roads, etc. | Mid-term/ On-going |
| Require that roads in new subdivisions be designed to allow extensions and connections to roads in future developments on adjacent properties where possible. | On-going |
| Consistently enforce design standards for new roads. | On-going |
| Routinely review, and revise as necessary, developer requirements regarding contributions for public road improvements in new developments. | On-going |
| Conduct a community survey (or include question as part of general survey) to determine demand for special transportation services and/or public transit. | On-going |
| Contact area providers of special transportation services to obtain information on cost of services. | On-going |
| Work with WATS to evaluate the costs, feasibility, and overall benefits of providing public bus service to certain segments of the community. | On-going |
| Work with adjacent municipalities to identify opportunities to make connections to existing or proposed trails/sidewalks in those communities. | On-going |
| Control access along arterial and major collector roadways to maintain the traffic volume capacity and reduce the potential for traffic accidents. | On-going |
| Routinely review, and revise as necessary, road design and access standards in the Village’s subdivision ordinance. | On-going |
| Utilities | |
| Amend the subdivision ordinance to require buried utilities for all new development. | ASAP |
| Identify and preserve (via protective zoning) potential sites for future wells. This might involve working with adjacent municipalities to identify potential well sites and cooperatively restrict development in those areas. | Short-term |
| Identify and zone accordingly, areas where only low-intensity land uses should be allowed due to environmental constraints. | Short-term |
| Identify and map areas in the Village where public utilities are expected to be provided in the future. Consider establishing requirements for placement of structures on parcels in these areas to ensure the property can be efficiently subdivided to accommodate future development at “urban” densities. | Short/On-going |

Village of Weston

| Action | Priority |
|--|-----------------|
| Conduct an annual review of the Village’s utility infrastructure to identify and prioritize needed improvements and maintenance. | On-going |
| Continue to allocate funding for utility system improvements through the annual capital improvement budget process. | On-going |
| Routinely monitor water capacity relative to water use in the Village to proactively estimate when additional capacity may be needed. | On-going |
| Work cooperatively with the RMMSD and member communities to identify and address issues regarding the maintenance and improvements to sewer treatment and collection facilities. | On-going |
| Continue to participate with other Wausau metropolitan area communities on updates to the Wausau Urban Area Sewer Service Plan (208 Plan). | On-going |
| Continue to monitor existing well capacity and evaluate need for additional wells. | On-going |
| Continue to enforce strict land use controls in the wellhead protection area. This might also involve coordination of development in adjacent municipalities. (also under Nat. Res.) | On-going |
| Continue to support the efforts of the storm water utility and encourage proactive implementation of the storm water management plan. | On-going |
| Amend local ordinances as necessary to incorporate Best Management Practices (BMPs) regarding soil erosion, surface water runoff, etc. | On-going |
| Routinely report instances of potential groundwater contamination to the WDNR and/or Marathon County. | On-going |
| Annually assess and prioritize utility needs based on proposed future land use and actual development activity. | On-going |
| Continue to cooperate with the Towns of Weston and Ringle to plan for orderly extension of public utilities. | On-going |
| Where cost-effective, require utilities to be buried in conjunction with redevelopment and/or reconstruction of public roads. | On-going |
| Periodically evaluate the cost-effectiveness of providing utility services outside of the Village (i.e., Rothschild and Schofield). | On-going |
| Housing | |
| Adopt criteria for approval of multi-family zoning and develop and strictly enforce specific criteria and/or design guidelines for multi-family development. | Short-term |
| Identify and zone areas for single and multi-family residential housing and strictly enforce the zoning on these properties. | Short/On-going |
| Consider establishing an overlay district to allow limited residential development on large lots and/or conservation subdivisions. The overlay might include specific requirements to implement best management practices, natural landscaping and storm water management. (also under Land Use) | Short/On-going |

Village of Weston

| Action | Priority |
|---|-----------------|
| Conduct a community survey (or include as part of general survey) to determine if there is demand for home improvement or ownership programs, additional housing options (e.g., senior housing), etc. | Mid-term |
| Work with Marathon County (Housing Authority) and others to pursue funding (grants) and administer housing improvement programs. | Mid-term |
| Consider conducting a housing inventory to assess the extent of housing maintenance needs. | Long-term |
| Collect and display at the Municipal Center, information on the various housing programs available to Village residents. | Long-term |
| Compile and maintain (i.e., update periodically when housing census data available, etc.) information on housing affordability in the Village. Use this information to monitor the demand/need for affordable housing in the Village. | Long-term |
| Work with mobile home park owners/managers to ensure all homes have addresses and fire numbers. | Long-term |
| Periodically distribute information on property maintenance codes to Village residents. | On-going |
| Review, and revise as necessary, the Village zoning ordinance to ensure it adequately provides for a variety of housing types. | On-going |
| To identify areas in the Village suitable for assisted-living facilities. Work with area providers/developers of assisted-living facilities to explore opportunities to develop facilities in the Village. | On-going |
| Review and update as necessary, the Village building codes. | On-going |
| Actively enforce a property maintenance ordinance. | On-going |
| Cultural Resources | |
| Identify and map potential historic buildings, cemeteries/burials, and archaeological sites in the Village. | Long-term |
| Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places. | Long-term |
| Community Facilities | |
| Maintain regular communication with the school district regarding future enrollment and potential needs for new or expanded school facilities. | ASAP |
| Work cooperatively with the school district to identify potential future school sites. Designate such sites as Public/Quasi-Public on the Future Land Use map to preserve them for future school development. | ASAP |
| Consider the fiscal impact of new development as part of the development review process. | Short-term |
| Budget for necessary expansion of the Fire Department to provide full-time crews on night and weekend shifts. | Short/Mid-term |
| Ensure the design of the new Municipal Center allows for cost-efficient future expansion. | Mid-term |
| Prepare cost estimates for the new Municipal Center and a timeline for construction. Use the cost estimate and timeline to allocate funding through the annual capital improvement budget process. | Mid-term |

Village of Weston

| Action | Priority |
|---|-----------------|
| Identify and evaluate potential sites for a new Municipal Center. Priority should be given to sites with good accessibility and ample space for future expansion. | Mid-term |
| Evaluate cost-effectiveness of current agreements with other municipalities regarding provision of police and fire services. | On-going |
| Perform annual reviews and budget allocations to fund public services. | On-going |
| Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of public services, particularly fire and EMS, to enhance cost-effectiveness. | On-going |
| Require (and budget for) all fire and EMS personnel to complete on-going training as deemed necessary. | On-going |
| Conduct annual evaluations of fire equipment to identify and prioritize maintenance and replacement needs. | On-going |
| Parks and Recreation | |
| Consider establishing an annual park clean up or Adopt-a-Park program to foster volunteer park maintenance and surveillance. | Short-term |
| Identify and map available undeveloped properties in the Village that could potentially become small neighborhood open spaces. | Mid-term |
| Conduct a study of park dedication requirements and fees in similar communities to determine whether the Village's requirements should be amended. | Long-term |
| Consider conducting a community survey to evaluate the need for additional parks or recreation facilities and programs in the Village. | On-going |
| Communicate regularly with Marathon County Parks Development and WDNR regarding park funding programs. | On-going |
| Periodically review park system maintenance and improvement needs to evaluate and prioritize during the annual budgeting process. | On-going |
| Periodically review population projections and other demographic information to estimate future park and recreation needs. Use this information to identify areas of the Village where new or expanded park and recreation facilities are needed. | On-going |
| Identify opportunities to purchase property for future park or trail development. Map these properties as "future park" to encourage preservation for future park development. | On-going |
| Work with the Marathon County and surrounding municipalities to identify and map potential trail routes in the Village to become part of a regional trail system. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction. | On-going |
| Work in conjunction with Marathon County and surrounding municipalities to obtain funding to establish a regional trail system. | On-going |
| Maintain a map that illustrates existing and future trails throughout the Village. | On-going |

Village of Weston

| Action | Priority |
|--|---------------------|
| Work with the adjacent municipalities to identify opportunities to create new trails that will connect to the Mountain-Bay Trail. | On-going |
| Consider purchasing land or obtaining trail easements to establish new trails. Priority should be given to trails that connect existing (or proposed) parks or trails with the Mountain-Bay Trail. | On-going |
| Identify and map potential trail routes to extend existing trails and/or provide connections to existing or proposed parks. These may include opportunities to construct trails within road right-of-way in conjunction with road construction or reconstruction. | On-going |
| Consider obtaining easements on private property to create new trails and/or connections to existing trails and parks. | On-going |
| Identify possible sources of funding to acquire property and/or easements to create small neighborhood parks and/or trails. | On-going |
| Economic Development | |
| Prepare a package of marketing materials (brochure, web page, etc.) to highlight economic development opportunities and potential in the Village. | ASAP/ Short-term |
| Identify and appropriately zone areas where new industrial and business park development is desired. | Short-term |
| Consider establishing or expanding an existing TIF district to finance public infrastructure improvements and property acquisition to foster redevelopment. | Short-term |
| Identify and prioritize public infrastructure improvements needed to foster new industrial development. Work with Marathon County and WDOT, as necessary to implement improvements. | Mid-term |
| Conduct a community market survey to obtain input on the types of commercial/retail development that should be encouraged to locate in the Village. Use survey findings to work with area commercial developers and/or realtors to market properties to specific businesses. | On-going |
| Identify and appropriately zone areas where commercial/retail development is desired. | On-going |
| Intergovernmental Cooperation | |
| Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending proposals for new development. | Short-term |
| Work toward establishing extraterritorial zoning plans with the Towns of Ringle and Weston. | Short-term |
| Work cooperatively with adjacent municipalities to review and coordinate development under the Village's extra-territorial subdivision review authority. | On-going |
| Meet periodically with surrounding communities to discuss and coordinate plans to provide new community facilities, such as a fire station. | On-going |
| Work with surrounding communities to identify opportunities to create a system of linked trails and open space. | On-going |

Village of Weston

| Action | Priority |
|---|-----------------|
| Continue to engage in regular communication with the Towns of Weston and Ringle on annexation issues. | On-going |
| Continue to cooperate with other municipalities in the Wausau metropolitan area on discussions regarding the feasibility of consolidation of community services, particularly fire and EMS, to enhance cost-effectiveness. | On-going |
| Work with the Town of Weston and City of Schofield as needed to enhance the efficiency and effectiveness of services provided by the Everest Metro Police Department. | On-going |
| Conduct an annual evaluation of facilities, staffing, and performance related to provision of community services. Use this evaluation to identify, prioritize, and budget for needed capital improvements and maintenance and operations needs. | On-going |
| Maintain and post at Village Municipal Center, a calendar of monthly meetings of the various governmental agencies. | On-going |
| Maintain membership and actively participate in the Wausau Area Metropolitan Planning Organization. | On-going |
| Conduct periodic community surveys to solicit public input on various issues and concerns affecting the Village. | On-going |
| Work with surrounding municipalities and Marathon County to implement road and access management improvements along Camp Phillips Road/CTH X. | On-going |
| Continue to participate in regional planning efforts through the MPO regarding improvements to the regional road system, particularly regarding Camp Phillips Road/CTH X and Schofield Avenue. | On-going |
| Maintain regular contact and timely feedback to Marathon County staff regarding concerns with road maintenance and code enforcement. | On-going |

Appendix A: State Comprehensive Planning Goals

Wisconsin Statutes 66.1001 requires that the goals, objectives, policies, and programs of local governmental units be consistent with the fourteen planning goals in the State planning legislation, which include:

1. Promote the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
2. Encourage neighborhood designs that support a range of transportation choices.
3. Protect natural areas, including wetlands, wildlife habitats, lakes and woodlands, open spaces, and groundwater resources.
4. Protect economically productive areas, including farmland and forests.
5. Encourage land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, state government, and utility costs.
6. Preserve cultural, historic, and archaeological sites.
7. Encourage coordination and cooperation among nearby units of government.
8. Build community identity by revitalizing main streets and enforcing design standards.
9. Provide an adequate supply of affordable housing for all income levels throughout each community.
10. Provide adequate infrastructure and public services and a supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
11. Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balance individual property rights with community interests and goals.
13. Plan and develop land uses that create or preserve varied and unique urban and rural communities.
14. Provide an integrated, efficient, and economical transportation system that provides mobility, convenience, and safety, which meets the needs of all citizens including transit-dependent and disabled.

Appendix B: Marathon County Guiding Principles

Participants in the Marathon County comprehensive planning process worked cooperatively, through several meetings with sub-area groups, to develop a set of guiding principles that describe broad characteristics of a desired future for their communities and Marathon County. The guiding principles consist of a series of statements that reflect shared values and priorities regarding future growth and development. These principles were used to provide a general frame of reference for developing local goals and objectives. The ten guiding principles include:

- 1. Respect Local Governance** - Planning in Marathon County should build on local town, village and city government as a system that is unique, has served residents well, and is a strong component of local identity.
- 2. Preserve Working Agriculture** - Agriculture has been central to the culture and economy of Marathon County for over 100 years. Farming has been a way of life for generations of county residents and is fundamental to both community and individual identity. Efforts such as protecting prime farmland from development, exploring niche markets, and supporting cooperative practices can be implemented at the local level to help maintain and preserve working agriculture.
- 3. Maintain a Sense of Place** - As Marathon County's population grows and changes, communities will need to ensure that important physical features, buildings, and landscapes that exemplify their local identity are retained. These features provide a sense of heritage and continuity

that contribute to a community's identity and sense of place.

- 4. Preserve Rural Character** - Shifts in the farm economy and urban expansion are altering the County's rural landscape characterized by working farms, woodlands, rolling hills, marsh areas, and plentiful water bodies. As open spaces, farms, and woodlands are being lost or fragmented by development, Marathon County communities will need to make some important choices in order to preserve the qualities and character of the rural landscape.
- 5. Safeguard Natural Resources** - Marathon County is graced with abundant natural resources including numerous rivers, wetlands, forests, and wildlife. Careful stewardship of natural resources is essential to protect against fragmentation and degradation and ensure these resources continue to contribute to the ecology, character, quality of life, and economy of Marathon County into the future.
- 6. Foster Managed Growth and Coordinated Development** - Managing growth is important to ensure that no area is overwhelmed by development, land use conflicts are minimized, and development occurs in a quality manner that minimizes impacts on natural resources. Managing growth requires coordination of land uses and infrastructure, within and between communities, and recognizes that high quality growth in any one community will benefit surrounding communities as well.

- 7. Cost-Effective and Efficient Provision of Public Services** - Marathon County residents are clear in their desire to keep local taxes reasonable. One of the most effective means to keep taxes under control is to ensure that public services are efficiently organized to provide the best service possible for the taxpayer dollar. Communities have a responsibility to provide the highest level of services possible given limited resources. To ensure cost-effective public services, local communities may want to consider options such as greater coordination, cost-sharing and consolidation if such efforts improve access to services and service delivery.
- 8. Build Social and Civic Capacity** - Marathon County residents take pride in their long tradition of local government. Ideally, participation in community affairs embraces and builds upon the diversity of cultures and values present in the community. Providing opportunities to share ideas and participate in community decision-making is essential to building and maintaining a strong sense of local community.
- 9. Support Rural Service Centers** - Rural centers are part of a web of services that support residents, give local identity and are part of the rural way of life that residents want to preserve. Most villages in the County grew as centers to provide goods and services for nearby farmers, but have evolved as rural activity centers including the local school, churches, and some goods and services. Just as city neighborhoods are stronger with nearby commercial services, rural areas are stronger with nearby villages that provide a central meeting place to connect with other rural residents. As more people move to rural areas, it makes sense to concentrate new development in areas that can efficiently provide utilities and other services.

- 10. Preserve and Enhance Local Tax Base** - A strong tax base allows a community to deliver needed services to residents while helping to keep taxes low. Erosion of local tax base is a concern for many communities, often as a result of annexation, increases in public land ownership, and shifting economic markets. Efforts to attract additional revenue generators and coordinate with adjacent municipalities can help communities protect and preserve their local tax base.

Appendix C: Ordinance of Adoption

Appendix D: Public Participation Plan

Appendix E: Bibliography of Related Plans and Studies

Appendix F: Guidelines for Paving Gravel Roads

Appendix G: Economic Development Programs