

Town of Weston

Comprehensive Plan

Goals, Objectives, Policies & Implementation

November 2005

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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

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

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 Town 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

Community Vision Statement

The vision statement included in the Town of Weston’s *Land Use Plan 1998-2008* is incorporated into this document in its entirety as follows:

The purpose of land use planning in the Town of Weston is to guide the growth and development of the township in such a way as to preserve the rural character of the township while balancing the rights of individual property owners with the town’s need to protect property values community-wide and keep the cost of government as low as possible.

To achieve that overall vision, the land use plan will seek to:

- Encourage agricultural land use in areas of the township where non-farming development would result in land use conflicts between farming and non-farming land uses and unnecessary increases in the demand for and cost of local government services.
- Encourage residential development that maintains as many of the environmental features of the land as possible, and in those areas of the township where there is existing town infrastructure and services for residential land use.
- Allow commercial development in the township that is appropriate to the needs of the township, preserves as many

of the environmental features of the land as possible, and does not have a negative impact on adjoining property values.

- Discourage industrial development in the township.

Goals, Objectives, Policies, Strategies & Actions

This document describes a variety of goals, objective, policies, strategies and actions the Town has identified to help the 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 Town contains a variety of natural resources. Most wetlands and woodlands are associated with Big Sandy Creek and the Eau Claire River. Protection and enhancement of these natural resources is a continuing priority of the Town. Because the Town has little regulatory authority over natural resources, it will continue to work with Marathon County and WDNR to protect and enhance natural resources, including threatened and endangered species within the Town.

Goal 1: Protect and enhance the sensitive natural resource areas in the Town.

- **Objective: To minimize intensive development in areas with limited water availability and where development could negatively impact water quality and habitat of rivers and wetlands.**
- **Objective: To continue working with the WDNR and Marathon County to ensure appropriate preservation of wetlands and shorelines.**
- **Objective: To encourage preservation of environmental corridors (i.e., woodlands, wetlands, and open spaces), particularly along Big Sandy Creek and the Eau Claire River.**

Policies:

1. The Town of Weston places a high priority on protection of its sensitive natural resources.

Strategies/Actions:

1. Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands.
2. Work with Village of Weston to create a map of areas in the Town where conservation easements exist. Work with property owners on efforts to protect these areas from development. Efforts might include providing information on natural landscaping, establishing buffer areas, reducing fertilizer use (or use alternatives), etc.
3. Identify areas where development should be restricted to very low intensity land uses due to limited water availability. Zone appropriately to restrict intensive development in these areas and consider 5-acre minimum lot sizes for residential development.

Goal 2: Guard against contamination of potable water resources.

- **Objective: To encourage residents to conduct regular well testing to ensure safe water supplies.**
- **Objective: To the extent possible, limit uncontrolled runoff, over use of fertilizers, and other waterway contaminants that could impact surface water.**

Policies:

1. The Town of Weston will strive to protect and enhance the quality of its water resources.

Strategies/Actions:

1. Routinely educate residents on well testing through brochures or speakers on the subject, utilizing resources from UW-Extension, Marathon County, the WDNR and others.
2. Work with UW-Extension to provide information to Town farmers and residents regarding alternatives to chemical fertilizers and weed controls.
3. Report instances of possible groundwater contamination to the WDNR.

Goal 3: Protect and preserve farmland for agricultural production.

- **Objective: To encourage use of agricultural Best Management Practices (BMPs) to reduce soil erosion, decrease sedimentation into surface waters, and increase proper nutrient crediting to protect soil quality.**
- **Objective: Participate in regional programs through agencies such as Marathon County and the UW-Extension that promote the preservation of agricultural land and assist farmers in maintaining economically viable farms.**

Policies:

1. The Town of Weston recognizes the importance of farming to its livelihood and heritage and strives to maintain

opportunities to preserve active farming for as long as possible.

Strategies/Actions:

1. Amend local ordinances as necessary to incorporate agricultural Best Management Practices (BMPs) regarding soil erosion, surface water runoff, fertilizer use, etc.
2. Identify and map areas with existing active farms and consider requiring residential development of 5-acre minimum lot sizes or conservation subdivisions.
3. Work with UW-Extension to provide information to Town farmers regarding tools, programs, and resources available to help farmers stay in business, develop niche markets, etc.

Goal 4: Protect and enhance the woodlands.

- **Objective: To encourage use of the Managed Forest Law to prevent fragmentation of large sections of woodland and to encourage good forest practices.**
- **Objective: To encourage forest land owners to participate in the Wisconsin Woodland Owners Association for information on good stewardship of forest resources.**

Policies:

1. The Town of Weston recognizes the importance of its woodland resources on the Town's environmental and aesthetic quality and places a high value on preservation of these resources.

Strategies/Actions:

1. Continue to serve as the liaison between private property owners in the Town and the County, WDNR, and others regarding the Managed Forest Law (MFL) and other programs aimed at protection and preservation of woodlands.

Goal 5: Maintain private property hunting rights.

- **Objective: To consider identifying areas in the Town where hunting will not pose safety concerns for surrounding properties.**

Policies:

1. The Town of Weston supports hunting in locations that do not pose safety concerns for surrounding properties.

Strategies/Actions:

1. Compile information and make available to hunters, residents, and others regarding safe hunting practices, particularly in areas close to residential development.

Goal 6: Explore creating conservation easements.

- **Objective: To identify natural areas that merit permanent protection from development.**
- **Objective: To identify potential sources of funding for purchase of conservation easements.**

Policies:

1. The Town of Weston encourages the establishment and preservation of conservation easements.

Strategies/Actions:

1. Work with Village of Weston to create a map of areas in the Town where conservation easements exist. Work with property owners on efforts to protect these areas from development. Efforts might include providing information on natural landscaping, establishing buffer areas, reducing fertilizer use (or use alternatives), etc.
2. Work with the North Central Conservancy Trust to educate and encourage owners of property within identified conservation areas to establish easements on their private property.
3. Consider public purchase of select properties within identified conservation easements.

3. Land Use Element

During the last decade, the Town lost a significant amount of land area through incorporation of the Village of Weston. Given its shared borders with the City of Wausau and Village, annexation is a continual possibility and growth in these communities will continue to affect the Town. However, the Town has maintained a fairly rural character and is interested in preserving this character by limiting the amount of non-rural or non-residential development. This is reflected on the Future Land Use map, which designates most land for agricultural and woodland uses, with most “development” areas designed for low-density residential land uses.

Goal 1: Preserve the rural and natural character of the Town of Weston.

- **Objective: To determine an appropriate density that will support the Town’s concept of rural character.**
- **Objective: To discourage residential development in farming areas in order to minimize conflicts between non-farm residents and farms and minimize fragmentation of large blocks of remaining farmland.**
- **Objective: To implement the Town’s conservation subdivision ordinances that will permit development while preserving open space and/or rural character.**

Policies:

1. The Town of Weston recognizes its rural and natural character as important and attractive assets that should be maintained.
2. The Town of Weston will discourage future development from infringing upon active farming and natural areas.

Strategies/Actions:

1. Identify (and map) areas the Town wishes to preserve for active farming and zone appropriately to restrict non-farm development.
2. Continue to encourage residential development via conservation subdivisions or require minimum 5-acre lots for traditional residential development.
3. Consider requiring homebuyers in areas zoned Agricultural to sign off on a statement of understanding of the nature of active farming in conjunction with approval of a Certified Survey Map.

Goal 2: Provide tools for managing growth.

- **Objective: To base land use decisions on the Town of Weston’s adopted plan for future development.**
- **Objective: To update the zoning and subdivision regulations on a regular basis to ensure they support the community vision expressed by the future land use map.**
- **Objective: To direct future growth to areas that are contiguous to existing developed areas.**

- **Objective: To ensure new development is done in a manner that preserves the environmental features of the land as much as possible.**
- **Objective: To manage the location and density of residential development in order to minimize development-related costs for the Town (public safety services, paved roads, etc.).**
- **Objective: Balance individual property rights with the desires of the community as a whole.**

Policies:

1. The Town of Weston will strive to ensure orderly and efficient growth.
2. The Town of Weston will adopt, consistently enforce, and update its various codes and ordinances needed to achieve the plan goals.
3. The Town of Weston encourages new development to locate in close proximity to existing developed areas.

Strategies/Actions:

1. Identify areas where public utilities are likely to be extended in the future and ensure lot sizes are appropriate to accommodate future urban density development (i.e., further subdivision).
2. Require ghost plats and/or restrict placement of structures on lots to accommodate future lot divisions, where appropriate.

3. Consider requiring 5-acre minimum lot sizes on all residential development unless done as a conservation subdivision.
4. Consider revising zoning and land division ordinances as necessary to incorporate standards and Best Management Practices to ensure development occurs in an environmentally sensitive manner. This might involve stricter requirements for erosion control, limiting vegetation removal, developing and adopting buffer standards, including buffer yards/setbacks, screening, and landscaping using native plants.
5. Continue to communicate with Marathon County and adjacent municipalities to coordinate review of land divisions.

Goal 3: Proactively plan for non-residential, non-farm uses.

- **Objective: To restrict commercial development.**
- **Objective: To allow industrial development only in areas adjoining existing industrial land uses and only when such development would not have a negative impact on environmental resources and adjoining property values.**

Policies:

1. The Town of Weston envisions itself primary as a residential community and strives to limit commercial and industrial development.

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2. The Town of Weston will only support commercial and industrial development in areas with good transportation access and when such development can occur in an environmentally sensitive manner with minimal impacts on surrounding properties.

Strategies/Actions:

1. Identify and zone areas near existing commercial and industrial development to accommodate limited new commercial/industrial development.
2. Consider amending the zoning ordinance, if necessary, to ensure development standards provide sufficient protection of natural resources and adequate buffering from less intense land uses.

Goal 4: Ensure that annexations proceed in an orderly manner.

- **Objective: To continue to work cooperatively with the City of Wausau and Village of Weston to coordinate future growth, development and zoning along common borders.**

Policies:

1. The Town of Weston strongly supports coordination of development along common boundaries.

Strategies/Actions:

1. Continue to cooperate with the City of Wausau and Village of Weston to manage growth along common boundaries.

2. Work cooperatively with the City of Wausau and Village of Weston to prepare coordinated zoning plans in areas where Extraterritorial Zoning authority is initiated.

Future Land Use – The Town 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.

As shown by the acreage breakdown of land uses, Single-Family Residential land uses occupy the most (37%) land area in the Town. Land designated as Woodlands also occupy a large area (30%). A fairly large amount of land remains designated for agricultural uses, with Cropland and Other Agriculture occupying 17.7% and 5.68%, respectively. Only a small amount of land is devoted to Commercial and Industrial land uses, which combined occupy less than 1 percent of the total land area.

Table 3-1: Future Land Use

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	2,114	37.26
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	35	0.62
Quarries/Gravel Pits	Mining operations	98	1.73
Cropland	Tilled agriculture, prime farmland	1,004	17.70
Other Agriculture	Fallow, pasture and undetermined agriculture.	322	5.68
Park and Recreation	Public and private parks, trails, ball fields, golf courses, playgrounds, camp grounds, shooting ranges, etc.	2	0.04
Woodlands	Privately-owned forested land, including nurseries, paper mill forests, etc.	1,707	30.09
Water and Wetlands	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	96	1.70
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	183	3.23
Barren Land	Unused open land in wooded areas, along streams, along roadsides	114	2.01
Total Land Area		5,675	100%

Source: Future Land Use map, 2005

Land Needs – Projections of future population and employment growth in the Town of Weston are provided in the *Conditions and Issues* report and are based on projections compiled by the North Central Wisconsin Regional Planning Commission (NCWRPC) 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, 167 acres will be needed to accommodate future residential development and 5 acres are needed for future non-residential development. In addition, the

Town does not want to encourage non-residential development. Data provided in the *Conditions and Issues* report estimate that there are currently about 4,446 acres of land that could be developed within the existing Town borders. However some of this acreage could 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 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 Quarry land uses, and “Agricultural” includes land designated a Cropland, Specialty Crops, Other Agriculture, Barren, or Woodlands.

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 28 acres every 5 years, Commercial acreage increasing by about 0.25 acres every 5 years, and Industrial increasing by about 0.6 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 29 acres every 5 years.

Table 3-2: Projected Acreage Needs, 2000-2030

	Estimated Total Acreage						
	2000	2005	2010	2015	2020	2025	2030
Agricultural	4,268	4,239	4,210	4,181	4,152	4,123	4,094
Residential	326	354	382	410	438	466	494
Commercial	48	48.25	48.5	48.75	49.0	49.25	49.5
Industrial	72	72.6	73.2	73.8	74.4	75.0	75.6

Source: Acreage based on estimates compiled by NCWRPC, 2003 and Marathon County.

Comparing the estimated acreage needed shown in Table 3-2 and the acreage allotted on Figure 3-1, Future Land Use Map, it appears sufficient acreage to meet estimated demand for new 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

County and State highways provide good access to and through the Town of Weston. These are supplemented by a network of local roads. Proposed improvements to CTH X/Camp Phillips Road could bring additional growth and development pressures to the Town in the future. Figure 4-1 illustrates the road system in the Town.

Goal 1: Improve traffic safety within the Town.

- **Objective: To continue to work with Marathon County to investigate safety issues such as road geometry, speed limits, driveway access and other factors along county roads.**
- **Objective: To develop a “toolbox” of traffic-calming methods or devices that could be implemented to better manage traffic flow and speed limits, particularly along Camp Phillips Road/CTH X.**

Policies:

1. The Town of Weston places a high priority on maintaining safe roadways.

Strategies/Actions:

1. Work with Everest Metro Police Department to enforce speed limits within the Town.
2. Work with Marathon County and Everest Metro to identify road corridors where speeding is a problem and determine if (and what) traffic calming measures can be installed.

3. Work with Marathon County and Everest Metro to identify “problem” intersections and plan for design improvements.

Goal 2: Maintain and improve Town roads.

- **Objective: To continue to use the Capital Improvement Program (CIP) budgeting process to prioritize and allocate funding for road maintenance and improvements.**
- **Objective: To conduct an annual road analysis, using PASER to rate local road conditions and prioritize maintenance scheduling.**
- **Objective: To continue to work with private contractors and the Village of Weston to adequately maintain Town roads.**
- **Objective: To develop an official street map and road classification system.**

Policies:

1. The Town of Weston will strive to ensure that roads in the Town are well maintained and designed to accommodate current and anticipated traffic volumes.

Strategies/Actions:

1. Continue to utilize the Town’s CIP budget process and PASER evaluation ratings to prioritize road improvement projects.

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2. Work cooperatively with Marathon County and WDOT to seek and obtain funding for road improvements.
3. Continue to require developers to finance some of the road improvements necessary for new development.
4. Continue to maintain and update Town road map.
5. Work with Everest Metro to enforce weight limits within the Town.

Goal 3: Ensure that new development will not have negative impacts on the local road network.

- **Objective: To use existing subdivision and road ordinances to guide road planning and access requirements for new development.**
- **Objective: To require roads in new subdivisions to be designed to accommodate future expansion where appropriate.**
- **Objective: To incorporate non-motorized transportation facilities (trails, sidewalks) into new development.**

Policies:

1. The Town of Weston will strive to minimize the impacts of new development on existing development and infrastructure.

Strategies/Actions:

1. Routinely review, and revise as necessary, road design and access standards in the Town's land division ordinance. Consider incorporating design standards for trails to be required in conjunction with construction of new roads and/or subdivisions.
2. Continue to enforce requirements that roads in new subdivisions provide for extensions and connections to roads (existing and potential) on adjacent properties where possible.
3. Routinely review, and revise as necessary, developer requirements regarding contributions for road improvements in new developments.
4. Coordinate review of major developments/subdivisions with Marathon County, the MPO, and adjacent municipalities to ensure local and regional traffic concerns are adequately addressed.

Goal 4: Improve access management and safety along Camp Phillips Road/CTH X.

- **Objective: To work with Marathon County and affected communities to develop guidelines for road design and access requirements along Camp Phillips Road/CTH X.**

Policies:

1. The Town of Weston will continue to cooperate in efforts to improve safety and traffic management along Camp Phillips Road/CTH X.

Strategies/Actions:

1. Continue to participate in regional planning efforts through the MPO regarding improvements to Camp Phillips Road/CTH X.

Goal 5: Explore establishing another north-south route to connect to CTH N.

- **Objective: To improve north-south traffic movement through the Town.**

Policies:

1. The Town of Weston encourages and supports development of a north-south route to connect to CTH N.

Strategies/Actions:

1. Work cooperatively with Marathon County, the MPO, and the Village of Weston to identify possibly north-south routes to connect to CTH N.

Road Improvements

Planned improvements to the Wausau metropolitan area road system are identified in the *Long Range Transportation Plan for the Wausau Metropolitan Area* (LRTP). 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.

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 below illustrate the WISLR road assessment done in 2004 by surface type and condition rating. As shown, the majority of roads in the Town 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

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should be examined to ensure safe travel conditions exist along these routes. Over half of the roads in the Town are rated in “Good” or better condition and will require only preventative maintenance. However, roughly 3-miles of roadways will require some sort of reconstruction.

Table 4-1: Summary of Pavement Conditions

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
		3.97				
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
5.60	10.68			0.74		
Surface Condition Rating (miles)						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
0.06	0.05	0.18	2.91	4.36	6.13	7.3

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

Paving Gravel Roads – Most roads in the Town are paved, however about four 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 Town decide if or when to pave gravel roads.

5. Utilities Element

The Town of Weston is partially located in the Wausau Urban Service Area, which defines existing and proposed areas where public utilities may be provided (see Figure 5-1). An update to the *Wausau Urban Area Sewer Service Plan* is currently in progress and is expected to be completed in January or February 2006.

The Town does not provide public utilities and does not plan to provide utilities in the future. Given the shared border with the City of Wausau and Village of Weston, the potential for provision of public utilities – and subsequent annexation – is ever present. While the Town has little authority to oppose annexation petitions, efforts will continue to be made to work with the City and Village to manage development along shared boundaries.

The Town does not provide stormwater management facilities. Water quality and soil erosion are managed at the county level through implementation of the Marathon County Land and Water Resource Management Plan (2005-2010).

Goal 1: Protect the Town's water resources, including groundwater sources of potable water.

- **Objective: To work with Marathon County to identify critical zones, such as groundwater recharge areas and ensure their protection.**
- **Objective: To discourage concentrated development in areas with limited water availability.**

- **Objective: To proactively plan and identify any areas that may be served by public water systems in the future.**

Policies:

1. The Town of Weston will continue to strive to protect its drinking water supply.

Strategies/Actions:

1. Meet periodically with the City of Wausau and Village of Weston to discuss plans for future extension of water and sewer services.
2. Obtain and distribute information to encourage Town residents to routinely test their private wells, particularly to determine levels of nitrates, and also to test homes for radon.
3. Routinely report instances of potential groundwater contamination to the WDNR and/or Marathon County.

Goal 2: Plan for efficient and environmentally sensitive on-site sanitary waste disposal.

- **Objective: To ensure that lot sizes are adequate for private waste disposal systems, particularly in areas with high bedrock.**
- **Objective: To encourage residents to routinely inspect and pump their septic tanks to minimize**

septic system failures and guard against potential groundwater contamination.

- **Objective: To continue to work with Marathon County to ensure that on-site waste disposal systems will not have negative effects on wetlands, rivers or streams in the Town.**

Policies:

1. The Town of Weston will strive to minimize environmental impacts related to on-site sanitary waste disposal.

Strategies/Actions:

1. Coordinate with Marathon County to assist residents that have failing septic systems.
2. Work with Marathon County, UW-Extension, and WDNR to compile and make information available to residents regarding septic system maintenance and inspections.
3. Review zoning and related minimum lot size standards to determine if they provide sufficient protection against potential groundwater contamination.

6. Housing Element

The majority of housing in the Town consists of single-family, owner-occupied dwellings, including farmsteads. The housing stock is generally in good condition overall and most is less than 40 years old.

Goal 1: Provide information to residents on the variety of housing options in the County.

- **Objective: To work with Marathon County to provide information to residents regarding area housing agencies and programs that serve special housing needs (i.e., seniors, low-income, etc.).**

Policies:

1. The Town of Weston will strive to provide access to information and opportunities to meet the housing needs of Town residents.

Strategies/Actions:

1. Work with Marathon County (Housing Authority) and others to pursue funding (grants) and administer housing improvement programs.
2. Collect and display at the Town Hall, information on the various housing agencies and programs available to Town residents.

7. Cultural Resources Element

The Town of Weston does not have any properties listed on the National Register of Historic Places and 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.

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.**

Policies:

1. The Town 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 Town.
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.
3. Work with the Village of Weston to explore opportunities to preserve the old Weston Town Hall building.

8. Community Facilities Element

The Town provides a variety of community services and facilities, some in cooperation with the County or adjacent municipalities. Providing high-quality and cost-effective community services is a continuing goal of the Town. The Town will continue to work with Marathon County, the DC Everest school district, the Village of Weston and other service providers to address needed service or facility expansions or improvements as needs arise.

Goal 1: Provide cost-effective public safety services.

- **Objective: To continue to participate and contribute to the Everest Metro Police Department to provide police service.**
- **Objective: To continue current relationship as a member of the Village of Weston Fire Department for provision of services, but review if community needs or response times change.**

Policies:

1. The Town of Weston supports the continued provision of cost-effective public safety services.

Strategies/Actions:

1. Work with the Village of Weston and City of Schofield as needed to improve and enhance the efficiency and effectiveness of police protection services provided by Everest Metro Police Department.

2. Work with the Village of Weston as needed to improve and enhance the efficiency and effectiveness of fire protection and emergency response services.
3. Work through the South Area Municipalities group to continue to support efforts to consolidate public services.

Goal 2: Maintain current provision of community services.

- **Objective: To continue to perform annual budget allocations that fund public services.**
- **Objective: To continue to find 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 services that they would require.**

Policies:

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

Strategies/Actions:

1. Perform annual reviews and budget allocations to fund public services. Evaluate cost-effectiveness of current agreements regarding provision of police, fire and emergency response services.

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2. Consider the fiscal impact of new development as part of the development review process.
3. Continue to meet regularly with the Village of Weston and City of Schofield to explore opportunities to enhance community services, while keeping costs to a reasonable level.

9. Parks and Recreation Element

The Town does not have any public parks, however is interested in working cooperatively with the Village of Weston to coordinate development of parks and to establish a regional trail system that would provide connections between various local communities and park facilities in the Wausau metropolitan area.

Goal 1: Support the Marathon County park and forest system and Village of Weston parks that serve Town residents.

- **Objective: To encourage adequate funding for maintenance and improvements of Marathon County parks and forests.**
- **Objective: To encourage adequate funding for maintenance and improvements of the Village of Weston park system.**

Policies:

1. The Town of Weston recognizes and supports the Marathon County and Village of Weston park systems as an important asset to the community.

Strategies/Actions:

1. Continue to work cooperatively with the Village of Weston to coordinate the provision of new parks.

Goal 2: Actively pursue the development of parks and multi-use trails.

- **Objective: Work with appropriate agencies, such as the WDNR, WDOT, Marathon County, and others, to identify possible trail routes in the Town of Weston.**
- **Objective: Coordinate with other communities and agencies to identify and acquire funds to construct and maintain multi-use trails.**
- **Objective: To ensure new developments include green space, parks and trails and required by the Town's parkland dedication requirements.**
- **Objective: To develop a parks and trails master plan in cooperation with the Village of Weston.**

Policies:

1. The Town of Weston will strive to provide park and trail facilities to meet the needs of current and future Town residents.

Strategies/Actions:

1. Work with the Village of Weston and Marathon County to identify and map potential trail routes in the Town. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction.
2. Continue to work with the Village of Weston to obtain funding to establish trails.

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3. Actively enforce the Town's parkland dedication requirements. Review, and amend requirements as necessary to ensure dedication requirements are compatible and coordinate with the Village of Weston requirements and the parks and trails master plan.
4. Consider conducting a survey to evaluate the need for additional parks or recreation facilities in the Town.
5. Consider posting lower speed limits on roads identified and/or designed to include bicycle/pedestrian trails.

connect existing (or proposed) parks or trails with the Mountain-Bay Trail.

Goal 3: Use the Mountain-Bay Trail to encourage development of other trails and recreational facilities.

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

Policies:

1. The Town of Weston supports development of an interconnected system of parks and trails.

Strategies/Actions:

1. Work with the Village of Weston 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

10. Economic Development Element

Farming remains an important part of the Town's economy and livelihood of many Town residents. Maintaining the viability of active farming is a continuing priority for the Town. The Town's close proximity to the City of Wausau and Village of Weston also makes it a desirable location for people who work in the City and Village but want to live in a more rural setting.

Goal 1: Support the local agricultural economy to ensure that existing farms are able to remain in agriculture for as long as they choose.

- **Objective: To discourage development in areas with large blocks of farmland and prevent encroachment on farm operations.**
- **Objective: To support the creation of niche markets or other opportunities that will help farmers to stay in business.**
- **Objective: To encourage the use of agricultural Best Management Practices (BMPs) to increase productivity of farmland.**
- **Objective: To support development that preserves rural character (i.e., horse riding stables).**

Policies:

1. The Town of Weston recognizes the importance of farming to its livelihood and strives to protect prime farmland and active farm areas from encroachment by non-farm development.

Strategies/Actions:

1. Identify and map areas with existing active farms and consider requiring residential development of 5-acre lot sizes or conservation subdivisions.
2. Work with UW-Extension, Marathon County and NRCS to implement and monitor farmland conservation and best management practices.
3. Work with UW-Extension to provide information to Town farmers regarding tools, programs, and resources available to help farmers stay in business.

New Business and Industry

Given the Town's location adjacent to the City of Wausau and Village of Weston, there is no pressing need for significant non-residential development as intensive commercial and industrial development will occur in those communities where a full range of urban utilities and services are provided. The Town would like to preserve its rural character and retain its agricultural economic base to the extent practical and discourage commercial and industrial development.

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It is recognized that improvements to CTH X/Camp Phillips Road may foster demand for new commercial or industrial development along this roadway. As such most land designated on the future land use map for commercial and industrial land uses are located in this corridor. However, as noted above, the Town discourages further non-agricultural commercial or industrial development.

Strengths and Weaknesses

Close proximity to employment opportunities in the Wausau metropolitan area have allowed the Town to develop essentially as a “bedroom” community and retain a rural residential and agricultural character. It is anticipated that this will continue until surrounding incorporated communities – particularly the Village of Weston – develop to full capacity.

As noted above, improvements to CTH X/Camp Phillips Road will improve access to and through the Town. Likewise, the opening of the Ministry Health Care medical complex in the Village of Weston is expected increase demand for residential development, and subsequently supportive retail and commercial development in the vicinity.

Economic Development Programs

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

11. Intergovernmental Cooperation Element

The Town of Weston cooperates with neighboring municipalities, the County, and the State on a variety of matters ranging from delivery of community services to coordination of planning along common boundaries. The Town 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 in preservation of natural resources.**
- **Objective: To communicate with adjacent communities when planning locations for public facilities that may serve more than one community (e.g., parks).**

Policies:

1. The Town 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 along common boundaries.
2. Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending development proposals.
3. Continue to work with surrounding communities to coordinate efforts to preserve natural resources.

Goal 2: Ensure that annexations proceed in an orderly manner.

- **Objective: To maintain lines of communication with the City of Wausau and Village of Weston to discuss potential annexations and/or boundary agreements.**
- **Objective: Investigate the possibility of developing a boundary agreement with the City of Wausau and/or Village of Weston.**

Policies:

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

Strategies/Actions:

1. Continue to engage in regular communication with the City of Wausau and Village of Weston on annexation issues.

Goal 3: Improve access management and safety along Camp Phillips Road/CTH X

- **Objective: To work with surrounding communities, the County and the State to ensure CTH X corridor improvements provide for adequate traffic management and safety.**

Policies:

1. The Town of Weston will continue to cooperate in efforts to improve safety and traffic management along Camp Phillips Road/CTH X.

Strategies/Actions:

1. Continue to participate in regional planning efforts through the MPO regarding improvements to Camp Phillips Road/CTH X.

Goal 4: Continue to work with surrounding communities to provide cost-efficient and effective services to residents.

- **Objective: To continue to participate and contribute to the Everest Metro Police Department to provide police service.**

- **Objective: To continue current relationship as a member of the Village of Weston Fire and Emergency Department for provision of services, but review if community needs or response times change.**

Policies:

1. The Town of Weston will strive to foster cooperation with other municipalities to provide cost-effective and efficient public safety services.

Strategies/Actions:

1. Work with the Village of Weston and City of Schofield as needed to improve and enhance the efficiency and effectiveness of police protection services provided by Everest Metro Police Department.
2. Work with the Village of Weston as needed to improve and enhance the efficiency and effectiveness of fire protection and emergency response services.
3. Work through the South Area Municipalities group to continue to support efforts to consolidate public services.

Goal 5: Encourage participation by Town officials and residents in all levels of government.

- **Objective: To encourage local officials to participate in county and state government activities and organizations.**

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- **Objective: To encourage regular participation and feedback from residents through surveys, informational public meetings, newsletters or other activities.**
- **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 Town 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 the Safety Building, a calendar of monthly meetings of the various governmental agencies.
2. Maintain Town membership in the Wausau Area Metropolitan Planning Organization.
3. Conduct regular community surveys to solicit public input on various issues and concerns affecting the Town.

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 improvements.**

- **Objective: To continue to work with Marathon County on permitting oversight regarding shoreland, wetland and floodplain regulations, private sewage system regulation, and animal waste and manure management.**

Policies:

1. The Town 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/development 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 Town'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/or 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 Town of Weston should update related ordinances on or before the year 2010. The Town 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 Town 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 plan commission.

- **Subdivision (Land Division) Ordinance:** Subdivision regulations serve 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 to the community. The Town Board makes the final decisions on the content of the subdivision

ordinance. These decisions are preceded by public hearings and recommendations of the Plan 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 Town Board, Plan 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 Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission recommendation is forwarded to the Town 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 Town 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 Town 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 Town Board, Plan 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 Town of Weston Comprehensive Plan may be amended at any time by the Town 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.

As noted above, proposed amendments must be reviewed by the Plan Commission prior to final action and adoption by the Town Board. The public should be notified of proposed Plan changes and allowed an opportunity for review and comment. For major amendments, the Town 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.

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 Town 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 Town 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. |
|--|

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 Town of Weston 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. 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 Town citizens, 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	
Identify areas where development should be restricted to very low intensity land uses due to limited water availability. Zone appropriately to restrict intensive development in these areas and consider 5-acre minimum lot sizes for residential development.	ASAP
Identify and map areas with existing active farms and consider requiring residential development of 5-acre minimum lot sizes or conservation subdivisions.	ASAP
Amend local ordinances as necessary to incorporate agricultural Best Management Practices (BMPs) regarding soil erosion, surface water runoff, fertilizer use, etc.	Mid-term
Consider public purchase of select properties within identified conservation easements.	Long-term
Continue to work cooperatively with Marathon County and the WDNR to enforce regulations to protect and mitigate development impacts on wetlands.	On-going
Work with Village of Weston to create a map of areas in the Town where conservation easements exist. Work with property owners on efforts to protect these areas from development. Efforts might include providing information on natural landscaping, establishing buffer areas, reducing fertilizer use (or use alternatives), etc.	On-going
Routinely educate residents on well testing through brochures or speakers on the subject, utilizing resources from UW-Extension, Marathon County, the WDNR and others.	On-going
Work with UW-Extension to provide information to Town farmers and residents regarding alternatives to chemical fertilizers and weed controls.	On-going
Work with UW-Extension to provide information to Town farmers regarding tools, programs, and resources available to help farmers stay in business, develop niche markets, etc.	On-going
Continue to serve as the liaison between private property owners in the Town and the County, WDNR, and others regarding the Managed Forest Law (MFL) and other programs aimed at protection and preservation of woodlands.	On-going
Compile information and make available to hunters, residents, and others regarding safe hunting practices, particularly in areas close to residential development.	On-going
Work with Village of Weston to create a map of areas in the Town where conservation easements exist. Work with property owners on efforts to protect these areas from development. Efforts might include providing information on natural landscaping, establishing buffer areas, reducing fertilizer use (or use alternatives), etc.	On-going
Work with the North Central Conservancy Trust to educate and encourage owners of property within identified conservation areas to establish easements on their private property.	On-going

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Action	Priority
Land Use	
Continue to encourage residential development via conservation subdivisions or require minimum 5-acre lots for traditional residential development.	ASAP
Require ghost plats and/or restrict placement of structures on lots to accommodate future lot divisions, where appropriate.	ASAP
Consider requiring 5-acre minimum lot sizes on all residential development unless done as a conservation subdivision.	ASAP
Identify areas where public utilities are likely to be extended in the future and ensure lot sizes are appropriate to accommodate future urban density development (i.e., further subdivision).	Short-term
Consider amending the zoning ordinance, if necessary, to ensure development standards provide sufficient protection of natural resources and adequate buffering from less intense land uses.	Mid-term
Identify (and map) areas the Town wishes to preserve for active farming and zone appropriately to restrict non-farm development.	Mid-term
Identify and zone accordingly areas where new residential subdivisions should be encouraged to locate.	Mid-term
Consider revising zoning and land division ordinances as necessary to incorporate standards and Best Management Practices to ensure development occurs in an environmentally sensitive manner.	Mid-term
Continue to communicate with Marathon County and adjacent municipalities to coordinate review of land divisions.	On-going
Identify and zone areas near existing commercial and industrial development to accommodate limited new commercial/industrial development.	On-going
Continue to cooperate with the City of Wausau and Village of Weston to manage growth along common boundaries.	On-going
Work cooperatively with the City of Wausau and Village of Weston to prepare coordinated zoning plans in areas where Extraterritorial Zoning authority is initiated.	On-going
Transportation	
Work with Everest Metro Police Department to enforce speed limits within the Town.	On-going
Work with Marathon County and Everest Metro to identify road corridors where speeding is a problem and determine if (and what) traffic calming measures can be installed.	On-going
Work with Marathon County and Everest Metro to identify “problem” intersections and plan for design improvements.	On-going
Continue to utilize the Town’s CIP budget process and PASER evaluation ratings to prioritize road improvement projects.	On-going
Work cooperatively with Marathon County and WDOT to seek and obtain funding for road improvements.	On-going
Continue to require developers to finance some of the road improvements necessary for new development.	On-going
Continue to maintain and update Town road map.	On-going
Work with Everest Metro to enforce weight limits within the Town.	On-going

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Action	Priority
Routinely review, and revise as necessary, road design and access standards in the Town’s land division ordinance. Consider incorporating design standards for trails to be required in conjunction with construction of new roads and/or subdivisions.	On-going
Continue to enforce requirements that roads in new subdivisions provide for extensions and connections to roads (existing and potential) on adjacent properties where possible.	On-going
Routinely review, and revise as necessary, developer requirements regarding contributions for road improvements in new developments.	On-going
Coordinate review of major developments/subdivisions with Marathon County, the MPO, and adjacent municipalities to ensure local and regional traffic concerns are adequately addressed.	On-going
Continue to participate in regional planning efforts through the MPO regarding improvements to Camp Phillips Road/CTH X.	On-going
Work cooperatively with Marathon County, the MPO, and the Village of Weston to identify possibly north-south routes to connect to CTH N.	On-going
Utilities	
Obtain and distribute information to encourage Town residents to routinely test their private wells, particularly to determine levels of nitrates, and also to test homes for radon.	ASAP
Work with Marathon County, UW-Extension, and WDNR to compile and make information available to residents regarding septic system maintenance and inspections.	ASAP
Meet periodically with the City of Wausau and Village of Weston to discuss plans for future extension of water and sewer services.	Short-term
Review zoning and related minimum lot size standards to determine if they provide sufficient protection against potential groundwater contamination.	Mid-term
Routinely report instances of potential groundwater contamination to the WDNR and/or Marathon County.	On-going
Coordinate with Marathon County to assist residents that have failing septic systems.	On-going
Housing	
Collect and display at the Town Hall, information on the various housing agencies and programs available to Town residents.	Short-term
Work with Marathon County (Housing Authority) and others to pursue funding (grants) and administer housing improvement programs.	Mid-term
Cultural Resources	
Work with the Village of Weston to explore opportunities to preserve the old Weston Town Hall building.	Short-term
Identify and map potential historic buildings, cemeteries/burials, and archaeological sites in the Town.	On-going

Town of Weston

Action	Priority
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.	On-going
Community Facilities	
Work through the South Area Municipalities group to continue to support efforts to consolidate public services.	On-going
Work with the Village of Weston and City of Schofield as needed to improve and enhance the efficiency and effectiveness of police protection services provided by Everest Metro Police Department.	On-going
Work with the Village of Weston as needed to improve and enhance the efficiency and effectiveness of fire protection and emergency response services.	On-going
Perform annual reviews and budget allocations to fund public services. Evaluate cost-effectiveness of current agreements regarding provision of police, fire and emergency response services.	On-going
Consider the fiscal impact of new development as part of the development review process.	On-going
Continue to meet regularly with the Village of Weston and City of Schofield to explore opportunities to enhance community services, while keeping costs to a reasonable level.	On-going
Parks and Recreation	
Work with the Village of Weston and Marathon County to identify and map potential trail routes in the Town. Use this map during development review to identify where trails should be installed in conjunction with new development or road construction.	ASAP
Continue to work in conjunction with the Village of Weston to obtain funding to establish trails.	ASAP
Consider conducting a survey to evaluate the need for additional parks or recreation facilities in the Town.	Short-term
Consider lower the speed limit on roads identified and/or designed to include bicycle/pedestrian trails.	Short-term
Work with the Village of Weston to identify opportunities to create new trails that will connect to the Mountain-Bay Trail.	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-term
Continue to work cooperatively with the Village of Weston to coordinate the provision of new parks.	On-going
Actively enforce the Town’s parkland dedication requirements. Review, and amend requirements as necessary to ensure dedication requirements are compatible and coordinate with the Village of Weston requirements and the parks and trails master plan.	On-going
Economic Development	
Consider requiring larger lot sizes or establishing a sliding-scale density provision to minimize non-farm uses in areas with significant amounts of prime farmland and/or existing active farms.	Short-term
Identify and map areas with prime farmland and active farms. Zone these areas accordingly to restrict non-farm uses.	Mid-term

Town of Weston

Action	Priority
Work with UW-Extension, Marathon County and NRCS to implement and monitor farmland conservation and best management practices.	On-going
Work with UW-Extension to provide information to Town farmers regarding tools, programs, and resources available to help farmers stay in business.	On-going
Intergovernmental Cooperation	
Continue to engage in regular communication with the City of Wausau and Village of Weston on annexation issues.	Short-term
Work cooperatively with adjacent municipalities to review and coordinate development along common boundaries.	On-going
Establish a list of contacts for adjacent municipalities and routinely inform and invite them to review pending development proposals.	On-going
Continue to work with surrounding communities to coordinate efforts to preserve natural resources.	On-going
Continue to participate in regional planning efforts through the MPO regarding improvements to Camp Phillips Road/CTH X.	On-going
Work with the Village of Weston and City of Schofield as needed to improve and enhance the efficiency and effectiveness of police protection services provided by Everest Metro Police Department.	On-going
Work with the Village of Weston as needed to improve and enhance the efficiency and effectiveness of fire protection and emergency response services.	On-going
Maintain and post at the Safety Building, a calendar of monthly meetings of the various governmental agencies.	On-going
Maintain Town membership in the Wausau Area Metropolitan Planning Organization.	On-going
Conduct community surveys to solicit public input on various issues and concerns affecting the Town.	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.

Resolution TW-05-06

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE TOWN OF WESTON PLANNING COMMITTEE

WHEREAS, the Town Board of the Town of Weston established a Plan Committee for the purposes of preparing a recommended Comprehensive Plan for the Town of Weston; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Town Planning Committee; and

WHEREAS, members of the public were invited to make comments at said meetings, wherein the Comprehensive Plan herein adopted was reviewed and commented upon by members of the public; and

WHEREAS, the Town of Weston Planning Committee has reviewed the recommended Comprehensive Plan at a regular monthly meeting; and

WHEREAS, members of the public, adjacent and nearby local governmental units, and Marathon County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Town Board for the Comprehensive Plan; and

WHEREAS, after said public hearing, the Town Board will decide whether to adopt by ordinance the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extra-territorial zoning, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the Town of Weston; and

WHEREAS the Comprehensive Plan may from time to time be amended, extended, or added to in greater detail.

NOW, THEREFORE, BE IT RESOLVED, by the Town of Weston Planning Committee that the recommended Comprehensive Plan is hereby adopted as a part of the Town of Weston's Comprehensive Plan pursuant to s.62.23 and s.66.0295, Wis. Stats. and that the Planning Commission recommends said Comprehensive Plan to the Town of Weston for adoption by ordinance, after a 30-day public review and comment period and public hearing.

APPROVED:

Milton Olson
Milton Olson
Chairman - Planning Commission

ATTEST:

Robin Unrau
Robin Unrau
Clerk

Ordinance No. TW-05-06

An Ordinance to Adopt the Comprehensive Plan of the Town of Weston, Wisconsin.

The Town Board of the Town of Weston, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the Town of Weston is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Town Board of the Town of Weston, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

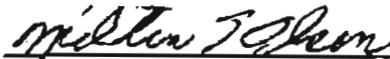
Section 3. The plan commission of the Town of Weston, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to Town Board the adoption of the document entitled "Comprehensive Plan of the Town of Weston," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Town has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Town Board of the Town of Weston, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, Comprehensive Plan of the Town of Weston," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the member-elect of the Town Board and publication as required by law.

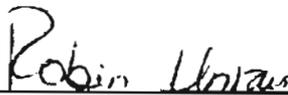
Adopted this 29th day of November, 2005



Milton Olson
Town Board Chairman

Published:

Attest:



Robin Unrau

**Town of Weston Comprehensive Land use Plan
Public Participation Plan**

COPY

Introduction

Public participation is the process which people who will be affected by or interested in a decision by a governmental body have an opportunity to influence its content before the decision is made.

Wisconsin's Comprehensive Planning statute recognizes the necessity of effective public participation and requires the adoption of a written public participation plan as stated in Chapter 66.1001(4)(a).

"The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments"

In preparation of the Comprehensive Land Use Plan for the Town of Weston, the Town Board and Town Planning Commission are committed to providing on-going opportunities for public participation throughout the planning process. The Town of Weston is therefore committed to completing the following tasks in order to provide opportunities for public participation.

1. Posting/Notification of all planning commission meetings.

Public Notifications for Plan Commission meetings will be posted at:

The Weston Town Hall Mesker Street
The Weston Town Bulletin Board – River Road
The Weston Town Bulletin Board – Glennwood Road

2. Meetings

The Town of Weston Planning Commission holds regular monthly meetings. These meetings are held the first Tuesday of every month at the Village/Town Hall at 7:00 p.m. Notice of these meetings are posted as indicated above and the general public is welcome to attend.

RECEIVED

SEP 17 2003

MARATHON COUNTY
PLANNING COMMISSION

In addition, the Planning Commission will hold two public hearings as required. These meetings will be held upon the completion of the Weston Land Use Plan and prior to Town Board voting to accept or deny the Comprehensive Land Use Plan.

3. Land Use Survey and Newsletter

At the beginning of the process, the Town of Weston will update its land use survey to gather input from citizens of the town. A follow up newsletter article will be prepared to summarize the results of the land use survey. All property owners in the Town of Weston will be sent a copy of the survey and results.

4. Town Newsletters

The Town Board of Supervisors along with the Plan Commission will prepare newsletter articles for property owners and residents in the Town of Weston. The Village/Town newsletter will generally be sent quarterly.

5. Newspaper Notices

The Town of Weston Planning Commission will notify the news department of regular monthly meetings. The general circulation paper in the Township is the Wausau Daily Herald.

In addition, any additional informational or "listening sessions" conducted by the Planning Commission will be posted in the newspaper.

6. **Public Hearing**

The Weston ~~Land Use~~ Planning Commission will conduct a public hearing prior to the Town Board vote regarding adoption of any proposed comprehensive land use plan. This is required by Chapter 66.1001(4)(d). A notice of the hearing must be published at least 30 days before the hearing in a newspaper likely to give notice in the area. The notice will meet the requirements for proper notification regarding date, time, location, etc.

7. **Other**

The Weston Town Board and the Weston ~~Land Use~~ Planning Commission will always welcome written comments regarding issues presented. Direct written responses will be made where a response is appropriate. Comments will always be addressed and discussed at regular monthly meetings.

Planning is a continuous process that does not end with the adoption of the plan. Unforeseen issues at the time this document was prepared, or as future issues arrive, the plan commission may organize additional public participation activities or as it considers specific planning issues and amendments to the comprehensive plan. The topics of the meetings or "open houses" will depend on these issues and will be designed to feature opportunities for public education public input and public interaction.

The Town of Weston Plan Commission at the regular monthly meeting held on September 2, 2003 approved the Weston Public Participation Plan. The cost to implement this plan was estimated at \$500 and was forwarded to the Town Board. The Town Board approved the plan and associated funding to implement the plan on Sept 16, 2003

*motion by Salzman
second by Chitlen
all approved
Carried*

Appendix E – Bibliography of Planning Related Studies, Regulations and Resources

Natural Resources

- **Marathon County Land and Water Resource Management Plan (LWRMP)** - In 2005, Marathon County adopted the LWRMP in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County, to outline strategies to protect the quality and quantity of soil and water resources and to ensure compliance of state agricultural performance standards and local ordinances.
- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the *Marathon County Groundwater Plan* in 1988. It is intended to guide local and County officials in setting policy to safeguard groundwater resources. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection.
- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 2006 - 2015**
This plan includes recommendations to manage and protect the county forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and information regarding the roles of the various agencies and regulatory framework related to forest management. The Marathon County Board of Supervisors will consider approval of the plan in September 2005 and the DNR will do so in December 2005.
- **Soil Survey for Marathon County**, published in 1990 by the U.S. Soil Conservation Service and updated in 2003.
- **Marathon County Cropland Evaluation System (CES)** - This system rates soils on their ability to produce food, feed, forage, and fiber crops. The system is non-biased, defensible, and can be consistently applied.
- **Farm Preservation Program** is an income tax credit program administered by the Wisconsin Department of Agriculture (WDA), Trade & Consumer Protection. The goals of the program are twofold: to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and to provide property tax relief to farmland owners. Landowners keeping land in agricultural use can claim a credit on their state income tax by obtaining a zoning certificate (if the land is zoned “exclusive agriculture”) or by signing a contract with the State.
- **Marathon County Farmland Preservation Plan**, adopted in 1982, eight towns have adopted Exclusive Agriculture Zoning. These include: Stettin, Marathon, Mosinee, Hull, Brighton, Eau Pleine, McMillan, and Day. The intent of this zoning classification is to minimize fragmentation of farmland by imposing a minimum lot size of 35 acres. In order to adopt Exclusive Agriculture zoning, a municipality must be enrolled in the Farmland Preservation Program.

- ***Marathon County Non-metallic Mining Ordinance***, adopted in 1989 requires reclamation of these sites to a purposeful and acceptable landscape appearance and use. The program is administered by the County DCPZ and includes incentives to reclaim abandoned excavations.
- ***Natural Heritage Inventory (NHI) maps*** provided by the State of Wisconsin include general information on endangered resources are appropriate for general planning and assessment purposes only. The locations of endangered resources that are not considered vulnerable to collection are identified at the town level in Marathon County. Locations of more vulnerable species are generalized to minimize the potential for collection or disruption.

Land Use

- ***General Code of Ordinances for Marathon County*** includes several sections that specifically address land use and various development activities. Some of these include:
 - **Chapter 11 (Animal Waste and Manure Management)** includes regulations to prevent animal waste material from entering water bodies through issuance of construction permits for new and modified manure storage facilities. The ordinance also regulates the closure of abandoned manure storage facilities, mismanaged manure storage facilities and the application of manure onto cropland.
 - **Chapter 17 (Zoning Code)** includes development restrictions in shoreland and wetland areas and a wellhead protection overlay district that encompasses recharge areas for municipal water supply wells. Local communities in Marathon County may adopt their own zoning code, adopt the County zoning code, or choose to have no zoning.
 - **Chapter 16 (County Forests)** prescribes rules and regulations for the administration of County forests in cooperation with the Department of Natural Resources. Provides for the establishment, protection, development and management of County forests to provide sustained yield of forest products for commercial use and the associated benefits of soil and water conservation, scenic and recreational values, fish and game resources, multiple-use purposes and related uses.
 - **Chapter 18 (Land Division)** The County's land division regulations apply in all unincorporated areas of the County. However, where a town has land division regulations that are more restrictive than the County's, the local regulations apply. Chapter 18 includes regulations for minimum lot sizes, street design and access requirements, land dedication, surface drainage and erosion control.
 - **Chapter 19 (Parks and Recreation)** includes regulations regarding use and management of all lands and water previously and subsequently acquired by the County for park or recreational purposes or placed under the jurisdiction of the Park Commission and including without limitation, parks, beaches, swimming pools and privately owned lands, the use of which has been granted or leased to the County for park, recreational or like public purposes.
 - **Chapter 21 (Non-metallic Mining)** includes requirements for reclamation that minimize impacts on groundwater quantity and quality.

- ***Marathon County Hazard Mitigation Plan (2005)*** – This plan, prepared in accordance with Federal Emergency Management Administration (FEMA) directives of the Disaster Mitigation Act of 2000, outlines strategies for pre-disaster planning and hazard mitigation. The intent is to minimize the effects of potential disasters and help streamline the administration of disaster relief.
- ***Forest Crop Law (FCL) and Managed Forest Law (MFL)*** - the FCL and the MFL programs were developed to encourage better forest management and provide tax relief to woodland owners. Land set aside under the FCL (which was combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. The MFL was enacted in 1985 and requires at least 10 acres of contiguous forest land. Landowners may close to the public up to 80 acres of their forest lands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sight-seeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes.

Transportation

Studies related to transportation are listed below under the jurisdiction who prepared the plan.

1. Marathon County (Conservation, Planning, and Zoning Department (CPZ) and/or Highway Department) is responsible for completing/updating/assisting with several plans/policies/studies relating to transportation including:

- ***State Trunk Highway 29 Corridor Land Use Review (1997)***
 - Recommends actions or measures local communities can make to protect areas within the STH 29 corridor from the negative impacts related to unplanned growth.
- ***Marathon County Functional / Jurisdictional Highway Classification Study (1988)***
 - Identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway's function would carry out the operation, maintenance, and improvement of the classified roadways.
- ***Marathon County Program Evaluation Team (P.E.T.) Transportation Services Recommendations (2002)***
 - These recommendations, under direction of the Marathon County Human Services Committee, are intended to address issues related to specialized transportation services provided by various Marathon County Departments, including issues related to overlapping services.
- ***Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin (1996)***
 - Identifies suggested bicycle routes in Marathon County outside the Wausau area. Routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as officially designated bicycle routes.
- ***Marathon County Paratransit Study (2001)***
 - Studied paratransit services within the Wausau area provided primarily by Wausau Area Transit System Plus (WATS+). Identified issues with regard to

providing demand responsive services for persons in the Greater Wausau Area and Marathon County. Provides a plan for enhancing paratransit services over a five-year period primarily geared toward controlling costs and increasing efficiency and trip sharing on the WATS+ system.

- **County Trunk Highway Access-Driveway Policy**
 - Available through the Marathon County Highway Department, addresses the requirements regarding culverts, access width, slope, visibility and spacing. Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered county road.

2. Wausau Metropolitan Area Planning Commission (MPO) - The MPO is responsible for completing/updating/assisting with several plans relating to transportation in the metropolitan area including:

- **Long Range Transportation Plan (LRTP) for the Wausau Metropolitan Area (1996)**
 - The LRTP addresses needed improvements to the transportation system serving the Wausau urbanized area. LRTP recommendations are based on the relationship between land use policy and transportation facilities and services, including roadways, transit, bikeways, pedestrian ways, air, inter-city bus, and the movement of goods by air, rail, and truck. The 1996 plan was reaffirmed in 2001 and will be updated by 2005.
- **Local Arterial Circulation Plan (2000)**
 - The purpose of this plan was to guide public and private sector decisions concerning the infrastructure, right-of-way, Level of Service (LOS), land use compatibility, and safety needs of the local arterial transportation system over the next 20 to 30 years.
- **Transportation Improvement Program (TIP)**
 - The TIP includes all programmed transportation projects receiving federal and/or state funds. The TIP for 2005 – 2007 was adopted in 2005 and is updated every two years.
- **Wausau Area Transit System (WATS) Transit Development Plan (TDP) (1999)**
 - The TDP is updated every five years and provides a five-year capital improvement program and service recommendation plan. This plan is being updated in 2005.

3. Wisconsin Department of Transportation (WDOT) – WDOT has completed several statewide plans relating to most modes of transportation, including:

- **Wisconsin State Highway Plan 2020**
 - Considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement, and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin.
- **Wisconsin Pedestrian Policy Plan 2020**
 - Outlines statewide and local measures to increase walking and promote pedestrian safety. The plan also clarifies the WDOT role in addressing

pedestrian issues and meeting pedestrian needs by establishing policies for better integrating pedestrian travel into the transportation system.

- **Wisconsin Bicycle Transportation Plan 2020**
 - Presents a blueprint for improving bicycling conditions and encouraging bicycling in the state and calls for the implementation of metropolitan area bicycle plans that have been prepared by Metropolitan Planning Organizations (MPOs).
- **Wisconsin State Airport System Plan 2020**
 - Developed by WDOT, identifies information related to the state's aviation system. The plan is used by WDOT's Bureau of Aeronautics to pre-qualify airport improvement projects submitted by airport sponsors for funding consideration.
- **Wisconsin Rail Issues and Opportunities Report (2004)**
 - Developed by WDOT, summarizes critical rail transportation issues, suggests opportunities for public sector involvement, and points out areas where additional research is needed. This report reflects input and guidance from a variety of sources including a State Rail Advisory Committee and a Rail Industry and Shippers' Advisory Group. The information in this report was originally intended for a State Rail Plan 2020. WDOT decided to incorporate the rail planning efforts into *Connections 2030*, WDOT's long-range all-mode transportation plan, and release the Issues and Opportunities Report in the interim. *Connections 2030* is currently being developed by WDOT, and is scheduled to be completed by Spring 2006.

4. Federal Highway Administration:

- **Federal Highway Administration's Highway Functional Classification: Concepts, Criteria and Procedures**
 - Outlines Federal regulations that States must follow to classify roadways.

Utilities

- **Sewer Service Area "208" Plans** - Section 208 of the Clean Water Act passed in 1972 required the preparation of area-wide water quality management plans. This was translated at the State level through NR 121 of the Wisconsin Administrative Code, which requires that water quality management plans also address sanitary sewer service needs for 20 years into the future. These requirements form the basis of Sewer Service Area "208" Plans. The Wisconsin Department of Natural Resources (WDNR) has review and approval authority over Sewer Service Area plans; however, the technical work to prepare the plan is typically done by local government staff.
 - Wausau Urban Area Sewer Service Plan for the Year 2000 (1981) – initial "208" Plan
 - Major Amendment to the Wausau Sewer Service Area Boundary completed in 1992 (City of Wausau) and 1998 (Towns of Kronenwetter and Rib Mountain, Villages of Weston and Rothschild).
 - Current amendment in progress; with all communities in the sewer service area participating. It is anticipated that the plan will be approved by the DNR in December, 2005.

- **Chapter 15 - General Code of Ordinances for Marathon County** incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems.
- **Wellhead Protection Plans** - The State of Wisconsin mandates that **wellhead protection plans** be developed for any municipal well proposed after May 1, 1992. These plans must be approved by the WDNR before a community can use the new well. Section NR 811.16(5) of the Wisconsin Administrative Code defines specific requirements for required wellhead protection plans.

Parks and Recreation

- **Marathon County Comprehensive Outdoor Recreation Plan for 1999-2004**, completed in May 1999, this plan identifies several needs related to parks and recreation and outlines several actions to address those needs.
 - The plan has received a one-year extension from the State of Wisconsin, and is in the process of being updated with a completion date in spring of 2006.
- **The Rivers Edge Master Plan**, adopted in June 1995, outlines a long-range (20-30 year) framework for improving access to the riverfront and enhancing the riverfront environment and provides a master plan to establish a bicycle/pedestrian trail along the banks of the Wisconsin River through the City of Wausau.

Economic Development

- **Marathon County Workforce Profile**, Wisconsin Department of Workforce Development (DWD), annually in October.
- **Final Report**, Marathon County Task Force on the Rural Economy, April 2003.
- **Agricultural Impacts in Marathon County**, University of Wisconsin – Extension (UWEX), Ken Barnett and Steve Deller, February 2003.
- **Status of Wisconsin Agriculture**, 2003, UWEX, Mike Wildeck and Ed Jesse, April 2003.
- **Comprehensive Economic Development Strategy 2002-2003**, North Central Wisconsin Regional Planning Commission (NCWRPC), June 2002.

Appendix F: Guidelines for Paving Gravel Roads¹

When a local government considers paving a road, it is usually with a view toward reducing road maintenance costs and providing a smooth riding surface. But paving may not be the right answer. After all, paving is expensive. Municipalities should consider the following factors to help them make the most cost-effective decision. Taken together, these factors provide a framework for careful decision-making.

Traffic Demand

The number and weight of vehicles affects a road's lifespan. Generally speaking, the more vehicles using a road, the faster it will deteriorate. The average daily traffic volumes (ADT) used to justify paving generally range from a low of 50 vehicles per day (vpd) to 400 or 500 vpd. When traffic volumes reach this range, serious consideration should be given to some kind of paving. However, traffic volumes alone are merely guides.

Types of traffic should also be considered. Different types of traffic (and drivers) make different demands on roads. Will the road be used primarily by standard passenger cars or will it be a connecting road with considerable truck traffic or heavy farm equipment? Overloaded trucks are most damaging to paved roads. The functional importance of the road should also be considered. Generally speaking, a major road should probably be paved before residential or side roads are paved. On the other hand, a residential street may be economically sealed or paved while a road with heavy truck or farm equipment usage may best be surfaced with gravel and left unpaved until sufficient funds are available to place a thick load-bearing pavement on the road.

Maintenance Considerations

The following questions should be considered when assessing costs associated with maintaining existing gravel roads:

- How often must new gravel be applied to the gravel road? (Some roads require more than others do.)
- How many times per year must the gravel road be graded?
- How often and in what locations should calcium chloride or other road stabilizers be applied?
- What is the plan for ditching and shouldering?

Base and Drainage Needs

"Build up the road base and improve drainage before paving." This cardinal rule cannot be stressed enough. If the foundation fails, the pavement fails. If water is not drained away from the road, the pavement fails. Paving a road with a poor base or inadequate drainage is a waste of money. It is far more important to ask, "Does this road need strengthening and drainage work?" than it is to ask, "Should we pave this gravel road?"

¹ "When to Pave a Gravel Road" Gravel Roads Maintenance and Design Manual (2001); Kentucky Transportation Center, University of Kentucky at Lexington, KY, adapted from an article from the Vermont Local Roads Program, Saint Michael's College; posted by Local Technical Assistance Program and the National Local Technical Assistance Program Association and sponsored by the US Department of Transportation's Federal Highway Administration.

Safety and Design Considerations

Paving a road tempts drivers to drive faster. As speed increases, the road must be straighter, wider, and as free as possible from obstructions for it to be safe. Paving low volume roads before correcting safety and design inadequacies encourages speeds that are unsafe, especially when the inadequacies "surprise" the driver. In areas with a large number of miles of low volume roads, it is difficult to reduce speeds by enforcement.

Poorly designed and hazardous roads – Roads must be designed to provide safe travel for the expected traffic volume at the design speed. To do this a number of physical features must be considered:

- Sight Distance
- Design Speed
- Alignment and Curves
- Surface Friction
- Lane Width
- Superelevation

Some engineers insist that no road should be paved that is less than 22 feet wide. If this standard is accepted, gravel roads may need to be widened prior to paving. Likewise, bridges along these roads may need widening. It may also be necessary to remove trees or other obstructions such as boulders from the road edge. Considering these and other safety and design factors in the early stages of decision-making can help to achieve the most cost-effective road design that meets desired transportation needs.

Geometric Guidelines for Very Low-Volume Local Roads (< 400 ADT): The American Association of State Highway and Transportation Officials (AASHTO) publishes road design guidelines, including Geometric Guidelines for Very Low-Volume Local Roads (those with <400 ADT). Less stringent design criteria are generally acceptable on these low volume roads because:

- Lower traffic volumes present substantially reduced opportunities for multiple vehicle collisions, and
- Most drivers are familiar with the roadway design characteristics.

The guidelines offer more flexibility for road designers to maintain existing geometric features, which have not been shown to be a safety problem. Allowing less stringent design standards for very low volume roads provides an opportunity to reduce improvement costs, which may be better utilized elsewhere.

Costs

The decision to pave a gravel road involves determining when it becomes economical to pave; and ultimately when the benefits of paving exceed the costs.

Road Preparation Costs – Road preparation costs related to road bed construction activities that occur before paving actually takes place. Costs will vary greatly from project to project depending on topography, types of soils, and availability of good crushed stone or gravel, traffic demands and other factors. Road design should comply with standards in the municipality's road policy; which is one reason to carefully consider, and routinely update, what is contained in the road policy. For larger projects it may be desirable to hire an engineering consulting firm (another cost) to design the road and make cost estimations. For smaller projects construction costs can be fairly closely calculated by adding the estimated costs of materials, equipment and labor required to complete the job.

Maintenance Costs – Another financial consideration is to compare maintenance costs of a paved road to maintenance costs of a gravel road. To make a realistic comparison, estimate the years of pavement life (how long the pavement will be of service before it requires treatment or overlay) and the actual cost of paving. Then compare those costs with those associated with gravel roads as noted above.

User Costs – Not all road costs are directly reflected in a road budget. There is a significant difference in the cost to the user between driving on a gravel surface and on a paved surface. It costs more to operate vehicles on gravel surfaces than on paved surfaces, often 2 or 3 times greater than for bituminous or concrete roads in the same locations. There is greater rolling resistance and less traction, which increase fuel consumption. The roughness of the surface contributes to additional tire wear and influences maintenance and repair expenses. Dust causes extra engine wear, oil consumption and maintenance costs.

By including vehicle-operating costs with construction and maintenance costs, a more comprehensive total cost can be derived.

Public Opinion

Public opinion as to whether to pave a road can be revealing, but it should not be relied upon to the exclusion of any one of the factors already discussed. If a decision to pave is not based on facts, it can be very costly. Public opinion should not be ignored, of course, but there is an obligation by government leaders to inform the public about other important factors before making the decision to pave.

Staged Construction

Local government may consider using "stage construction design" as an approach to improving roads. This is how it works: A design is prepared for the completed road, from base and drainage to completed paving. Rather than accomplishing all the work in one season, the construction is spread out over three to five years. Paving occurs only after the base and drainage have been proven sufficient over approximately one year. Crushed gravel treated with calcium chloride serves as the wearing course for the interim period. Once all weak spots have been repaired, the road can be shaped for paving.

Following are some advantages to keeping a road open to traffic for one or more seasons before paving:

1. Weak spots that show up in the sub-grade or base can be corrected before the hard surface is applied, eliminating later expensive repair;
2. Risky late season paving is eliminated;
3. More mileage is improved sooner;
4. The cost of construction is spread over several years.

Note: Advantages may disappear if timely maintenance is not performed. In addition, the surface may deteriorate more rapidly because it is thinner than a designed pavement.

Summary

Some existing local roads are not engineered to accommodate the traffic they receive. Larger volumes of heavy trucks and other vehicles are weakening these roads at a fast rate. Paving roads as a sole means of improving them without considering other factors can be a costly mistake. Careful consideration of the factors described above will help to assure local government officials that they are making the right decision before paving a gravel road.

Appendix G: Economic Development Programs

The following list provides a summary of the major programs and resources available to assist with economic development efforts. This is not an exhaustive list and local officials are encouraged to contact Marathon County and MCDEVCO for more complete and current information.

Federal Programs

U.S. Department of Agriculture, Rural, Development: Provides a wide range of programs aimed at farming and rural areas, including:

- **Business and Industry (B&I) Guaranteed Loan Program:** Provides financial backing for rural businesses to create and maintain employment. Assistance includes loans for working capital, machinery and equipment, buildings and real estate, and certain types of debt refinancing.
- **Rural Business Enterprise Grants (RBEG) Program:** Provides grants to public entities, private nonprofit corporations, and Federally-recognized Indian Tribal groups to finance and facilitate small and emerging private businesses located outside a city or urbanizing area.
- **Rural Business Opportunity Grant (RBOG) Program:** Provides grants to promote sustainable economic development in rural communities with exceptional needs.

Economic Development Administration (EDA): Provides a variety of assistance programs focusing on long-term economic growth targeted to areas with demonstrated need or economic distress, including:

- **Public Works Program:** Investments aimed at revitalization, expansion, and upgrades to physical infrastructure specifically to attract new businesses and generate private sector jobs. Examples: water and sewer facilities, rail spurs, port improvements, access improvements.
- **Economic Adjustment Program:** Assistance to mitigate local economic changes resulting from corporate restructuring, natural disasters, depletion of natural resources, or new federal laws or requirements.
- **Technical Assistance Program (Local):** Assistance to help fill knowledge and information gaps to help local leaders in distressed areas make informed decisions regarding economic development.

U.S. Small Business Administration (SBA): The SBA provides financial, technical, and management assistance generally aimed at business startup and growth. Some programs include:

- **Certified Development Company (504 non-profit corporation) Loan Program:** Long-term, fixed-rate financing for major fixed assets, such as land and building improvements.

Wisconsin State Programs

Most State programs are provided through the Wisconsin Department of Commerce, although other departments also offer limited programs. Primary State programs include:

- **Community Development Block Grants (CDBG):** There are several CDBG programs focusing on different aspects of economic development.
 - **Economic Development Program** – grants to establish loans for business start-up, retention, and expansion.
 - **Public Facilities for Economic Development Program:** Helps underwrite the costs of necessary public infrastructure to retain or create employment opportunities.
 - **Public Facilities Program:** Helps finance infrastructure and facilities to serve low and moderate income persons.
 - **Emergency Grant Program:** Helps restore or replace critical infrastructure damaged or destroyed as a result of natural or manmade catastrophes.

- **Community Based Economic Development Program (CBED):** Provides funding assistance to local governments and community-based organizations that undertake planning, development, and technical assistance projects supporting business development.

- **Main Street Program:** Supports efforts to help communities organize to revitalize their downtowns.

- **Wisconsin Technology Zone Program:** Offers tax-credits to high-tech firms that meet certain criteria.

- **Wisconsin Development Zone Program:** Tax benefit initiative to encourage private investment and improve both the quality and quantity of employment opportunities.

- **Enterprise Zone Program:** Provides tax incentives to new or expanding businesses whose projects will enhance distressed areas.

- **Industrial Revenue Bond (IRB) Program:** Allocation of Federal tax-exempt status on bonds that will be issued by a business to finance an expansion project. Program is limited to small and mid-size manufacturers with strong financial statements.

Wisconsin Department of Workforce Development (DWD): This department offers several programs aimed at investing in the workforce, including programs in apprenticeship, vocational rehabilitation, employee training, child care, etc.

Wisconsin Department of Natural Resources (DNR): The Bureau of Remediation and Redevelopment consolidates state and federal clean up programs and provides assistance to help businesses clean up and re-use existing brownfield sites.

Forward Wisconsin, Inc.: This is a State public-private marketing and business recruitment organization that focuses on marketing outside Wisconsin to attract new economic development to the State.

County, Regional, and Local Programs

The primary financial assistance available at the County and local level are revolving loan funds. The primary entities in Marathon County that participate in economic development related efforts include:

- **North Central Wisconsin Regional Planning Commission (NCWRPC):** The NCWRPC is a designated Economic Development District and provides services such as economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development activity. The NCWRPC also works with local units of government to maintain eligibility for certain grants.
- **North Central Wisconsin Development Corporation (NCWDC):** A regional organization created for the purpose of managing a regional revolving loan fund. The NCWDC is staffed by the NCWRPC.
- **Wausau Region/Marathon County Chamber of Commerce:** The Chamber provides leadership and support for economic development efforts in the region, including a variety of networking programs, mentoring services, workshops and business counseling services.
- **Marathon County Development Corporation (MCDEVCO):** This is the economic development arm of the Wausau Area Chamber of Commerce. MCDEVCO serves all businesses and communities in Marathon County. MCDEVCO works with individual business, municipalities, and the banking community to facilitate investment in the region. Specific programs administered by MCDEVCO include a revolving loan fund, a small business incubator, and job training funds.
- **Wausau/Central Wisconsin Convention and Visitors Bureau (CVB):** The CVB promotes the area to the business and leisure traveler and provides information on the area to visitors and residents.