

East Side Neighborhood Growth Area Plan

Village of McFarland

Adopted March 10, 2008



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Brookfield, Wisconsin

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INTRODUCTION

In 2006 the Village of McFarland adopted a Comprehensive Plan to comply with Wisconsin's Smart Growth Law and to guide future development both within the community and along its borders. That plan included a specific recommendation to prepare more detailed planning for the East Side Neighborhood Growth Area, in which a majority of the Village's new growth is expected to occur. This plan was prepared in response to that recommendation.

The **East Side Neighborhood Growth Area Plan** was prepared under the direction of an Ad Hoc Committee comprised of elected and appointed Village officials along with neighborhood stakeholders. The draft plan was reviewed by the Village Plan Commission and the final plan was approved by the Village Board following a public hearing held on February 18, 2008.

Planning began in January of 2007 with mapping of environmental and other features in the neighborhood, and with a lengthy series of meetings with neighborhood stakeholders and various village committees. Three alternative development scenarios were considered, and the Ad Hoc Committee selected an alternative that may be characterized as a "conservation development," setting aside a significant area of open space, parks and corridors, while including residential development at a higher density than typical of most other places in the village. Much of this is in the form of mixed-density, pedestrian-oriented traditional neighborhoods. The plan is unusual in that it establishes minimum target densities, rather than the maximum densities more commonly found in similar documents.

Development character is an important element of the plan. The Village wants to create a unique neighborhood that will look and feel different from other suburban places. To this end, the plan has addressed design standards that give guidance for new single and multi-family development, commercial buildings, and business sites. This plan is accompanied by a short video animation that was prepared to help portray the community's desired character for the new neighborhood.

The plan sets aside an area along Siggelkow Road and Interstate 90 for business development. This site is envisioned as a sustainable business environment us-

McFarland's East Side Neighborhood Growth Area Plan was prepared under the supervision of an ad hoc committee appointed by the Village Board

ing low-impact design and similar practices as a marketing strategy to overcome its relatively poor accessibility. Businesses choosing to locate at this site will do so in part because of the sustainable features built into the site and its infrastructure.

BACKGROUND ANALYSIS

Planning for the East Side Neighborhood Growth Area took into consideration an extensive array of previous plans, existing conditions, demographic and economic analysis, and input from public and private service providers. The following is a summary of this information.

Project Area Description

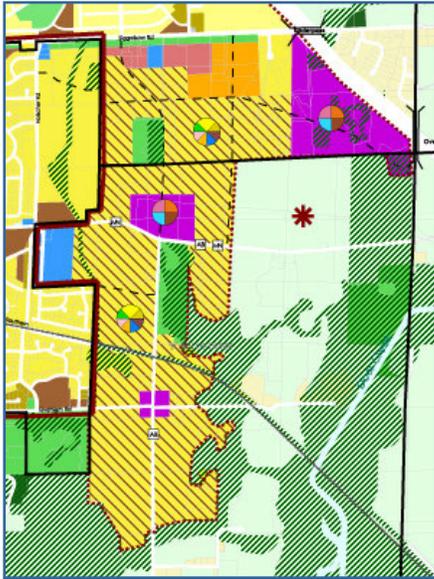
McFarland's East Side Neighborhood Growth Area is located immediately east of the existing Village boundary. Siggelkow Road is the north boundary. The City of Madison extends to Siggelkow Road adjacent to much of the planning area. Interstate Highway 39/90, properties located in the Town of Dunn that are protected from development through a purchase of development rights (PDR) and an extensive system of wetlands comprise the eastern boundary. These wetlands also form the southern boundary of the planning area.

The planning area exhibits considerable topographic relief, with high points generally located to the north, and lower elevations in the south and closer to Lower Mud Lake. Notable environmental features include small ponds near the interstate, some small isolated wetlands in addition to the larger wetland on the eastern and southern border of the planning area, and pockets of woodlands. A majority of the land area is presently used for farming or for rural residential development.

The East Side Neighborhood Growth Area Plan builds on prior planning both in the Village and in the broader region

Prior Planning in the Project Area

Planning for the East Side Neighborhood Growth Area will be shaped by prior planning conducted in the Village of McFarland and in surrounding communities. The following is a summary of some of the most important plans related to the East Neighborhood Growth Area.



Future land uses in the East Side Neighborhood Growth Area, as indicated in the Village of McFarland's 2006 Comprehensive Plan

McFarland's 2006 Comprehensive Plan directs most of the Village's future growth into the East Side Neighborhood Growth Area

Village of McFarland Comprehensive Plan (2006)

The Village of McFarland adopted its **Smart Growth Comprehensive Plan** in 2006. That plan establishes the basic assumptions for planning the East Side Neighborhood Growth Area, including demographic forecasts and policies related to urban design. Most significantly, the **Comprehensive Plan** directs the Village's future growth to the east, into the East Side Neighborhood Growth Area.

The **Comprehensive Plan** contains goals related to the various required comprehensive planning elements. These goals are repeated here.

- Work with surrounding towns to preserve agricultural uses in mutually agreed areas.
- Protect the Village's important natural resources. (These are stated to include streams, drainageways, floodplains, wetlands, wildlife habitat, steep slopes, woodland areas, and other natural features.)
- Preserve and build on McFarland's historic character.
- Follow a "Smart Growth" strategy that preserves and enhances the natural resources surrounding the Village.
- Provide a safe and efficient transportation system that meets the needs of multiple users in and around the Village.
- Develop and maintain a comprehensive system of bicycle and pedestrian facilities in the McFarland area.
- Preserve the Village's sense of community and quality of life through access to services such as the library, community center, senior services, retail and the community pool.
- Coordinate utility and community facility systems planning with land use, transportation, natural resources, and recreation planning.
- Attract business and commercial ventures into McFarland that are compatible with the Village's "small town" character.
- Strengthen and diversify the job base, tax base, and retail opportunities.
- Maintain mutually beneficial relations with nearby governments.

The East Side Neighborhood Growth Area is addressed in the **Comprehensive Plan**. Generally, future land uses indicated in the plan include mixed-use development at the intersection of County Highway AB and Elvehjem Road, north of Highway MN at the intersection with County Highway AB, and along the interstate. Neighborhood commercial and office uses are indicated along the south side of Siggelkow Road. The remainder of the Growth Area is shown as a planned neighborhood. Planned neighborhoods are defined in the **Comprehensive Plan** as meeting a variety of criteria including:

- providing an interconnected street pattern
- developing on municipal water and sanitary sewer
- preservation of mature trees
- following adopted design guidelines
- containing a mix of residential uses
- transitioning residential density between urban and rural areas
- having destination uses within walking distance of residential development
- reserving areas for stormwater management

Village of McFarland Outdoor Recreation Plan (2007)

The Village's **Outdoor Recreation Plan** was adopted during the planning for the East Side Neighborhood Growth Area. Several features of the Comprehensive Outdoor Recreation Plan have relevance for the Neighborhood Plan. Notable among these are objectives and policies such as:

- Provide an adequate supply and maintenance of park, recreation, and open space facilities for the enjoyment of all age groups and capabilities of McFarland residents.
- Preserve natural features within the Penitto Creek, Mud Lake, and Door Creek watersheds. These include such areas as lakes, streams, wetlands, prairies, and woodlands.
- Provide better pedestrian, bicycle, and vehicular access to all parks and recreation facilities.
- Facilitate and participate in linking public lands and trails of various political jurisdictions to McFarland to amplify the availability and recreational use of these lands.



Proposed parks and open space in the Village of McFarland's 2007 Comprehensive Outdoor Recreation Plan

The **Outdoor Recreation Plan** indicates several locations where park and open space acquisitions are desired. These include:

- the wetlands located on the east side of County Highway AB south of County Highway MN
- property adjacent to the Hope Rod & Gun Club
- The environmental corridor located south of Siggelkow Road

City of Madison Comprehensive Plan (2006)

The City of Madison has prepared a comprehensive plan extending to the northern edge of McFarland's East Side Neighborhood Growth Area, or Siggelkow Road and Interstate Highway 39/90. The portion of the City's planning area that borders Siggelkow Road has been addressed in greater detail through the Marsh Road Neighborhood Plan. The remaining portion, northeast of the interstate, relates to future uses along County Highway AB and Siggelkow Road that may impact McFarland and the East Side Neighborhood. Madison's plan indicates a small area designated for commercial use on both the north and south sides of U.S. Highway 12 east of County Highway AB. The proximity of this future commercial development to McFarland's East Side Neighborhood Growth Area, its location along the more heavily-traveled U.S. Highway 12, and its accessibility to the interstate will position it to create strong competition for any similar uses that may be contemplated for the East Side Neighborhood.

Planned business locations along US Highway 12 in the City of Madison will provide significant competition for potential sites in McFarland's East Side Neighborhood Growth Area

Between U.S. Highway 12 and the interstate, the plan has identified future residential or traditional neighborhood development east of County Highway AB, and park or open space uses west of County Highway AB. These uses may not be conducive to encouraging office or industrial uses south of the interstate in the planning area, as suggested in McFarland's **Smart Growth Comprehensive Plan**, as traffic from Highway 12 will have to turn on what may appear to be a residential street in order to reach the business sites.

City of Madison Parks and Open Space Plan

The City of Madison's Parks and Open Space Plan notes two new parks that may serve some residents of the East Side Neighborhood Growth Area. The first of these is a small neighborhood park shown near the intersection of Siggelkow Road and Holscher Road. The second is a large community park located north of Siggelkow Road and west of County Highway AB. This park would be next to the Yahara Hills Golf Course.

This community park is expected to include a variety of uses serving a large population. Due to its proximity to the East Side Neighborhood Growth Area, it can be expected that Village residents may use the park. The kinds of uses iden-

tified by the City of Madison, that may be provided in community parks, include play structures, softball diamonds, soccer fields, tennis courts, other open areas for field games, picnic areas, skating facilities, sledding, park shelters, volleyball, basketball, community gardens, paths, and natural areas.

City of Madison Marsh Road Neighborhood Plan (1999)

Adopted in 1999, the Marsh Road Neighborhood Plan provides detailed guidance for development of the land north of Siggelkow Road, that either is or will be in the City of Madison. This neighborhood is planned to transition from industrial uses in the north (along U.S. Highway 12 or Interstate 39/90) to residential uses in the south.

The residential neighborhood planned, and now under construction next to the Village of McFarland has adopted a traditional neighborhood development (TND) character. Traditional neighborhoods exhibit features that would have been common to communities developed a century ago, including a grid street pattern, a mix of housing styles and densities, and design elements to enhance the pedestrian environment while minimizing automobile presence. The plan estimates that a total of 1,946 residential units will be added in the Marsh Road Neighborhood. In general, higher density residential uses are located near Siggelkow Road.

The City of Madison has chosen to provide very little commercial land in the Marsh Road Neighborhood. One two-acre site is indicated on Siggelkow Road. This is intended to offer convenience-oriented goods or services to residents in the immediate area and to serve traffic along Siggelkow Road. One institutional (church) site is also indicated on Siggelkow Road. Park and open spaces weave throughout the residential area, and into the industrial part of the neighborhood.

Town of Dunn Comprehensive Plan (2006)

The Town of Dunn has made a commitment to limit development within its border and to preserve open space and farmland. This is reflected in actions such as the purchase of development rights that defines the eastern boundary of the East Side Neighborhood Growth Area.

In its plan, the Town of Dunn has identified the East Side Neighborhood Growth Area as falling within the Village's urban service area and has labeled it as an "agricultural transition area." This is intended to provide for the orderly transition of agricultural land into the Village of McFarland, however, the Town's plan indicates a preference that this remain agricultural land.

Dane County Parks and Open Space Plan (2005)

The plan for Dane County's parks includes two significant recommendations having an impact on the East Side Neighborhood Growth Area. These include a recommendation to acquire additional lands to expand the Lower Mud Lake Natural Resource Area, extending its boundary north to Elvehjem Road and east to County Highway AB. The second recommendation is to plan and construct an off-road bicycle and pedestrian trail through the Natural Resource Area as a segment of the Lower Yahara River Trail.

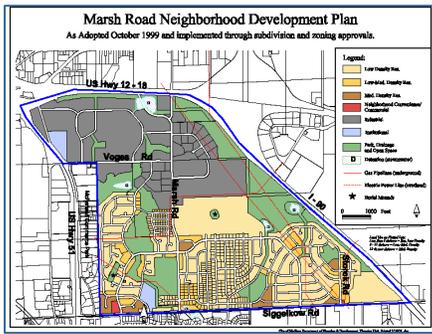
2030 Regional Transportation Plan (2006)

The Regional Transportation Plan notes that a portion of Siggelkow Road is scheduled to be widened to four lanes from Holscher Road east to Storck Road. Siggelkow is also designated as an arterial on the Official Map.

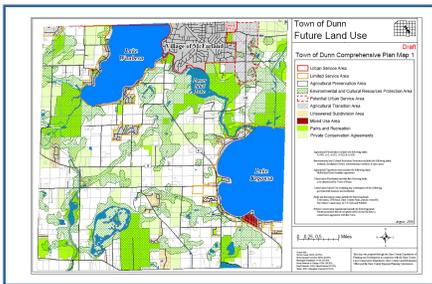
Future transit enhancements considered under the plan include the potential for bus rapid transit to serve the existing Village area. Commuter rail was not recommended in the plan.

Dane County Bicycle Transportation Plan (2000)

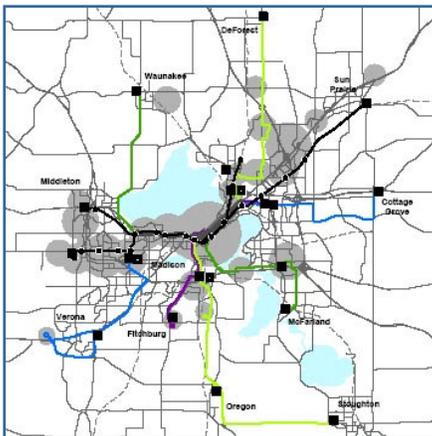
The County's Bicycle Transportation Plan notes facility improvements to two of the roads passing through the East Side Neighborhood Growth Area. These



Future land uses in the City of Madison's Marsh Road Neighborhood



McFarland's East Side Neighborhood Growth Area is shown as an agricultural transition area in the Town of Dunn's Comprehensive Plan



The Dane County 2030 Regional Transportation Plan suggests the possibility of bus rapid transit service to McFarland

would include either a bicycle lane or paved shoulder on County Highway MN and on County Highway AB.

Intergovernmental Agreements

The East Side Neighborhood Growth Area is impacted by three intergovernmental agreements with neighboring municipalities.

Village of McFarland and City of Madison

In 1997, McFarland entered into an agreement with the City of Madison concerning their respective boundaries. This agreement established Siggelkow Road as the northern boundary of the Village of McFarland extending east from the existing Village. Madison has agreed not to annex land south of Siggelkow Road, and McFarland will not annex land to the north. The agreement is in place until 2017.

Intergovernmental agreements help to shape the boundaries of the East Side Neighborhood Growth Area

City of Madison and Town of Blooming Grove

Annexations within and surrounding the East Neighborhood Growth Area are impacted by a boundary agreement entered into between the Town of Blooming Grove and the City of Madison. This agreement precludes the City of Madison from annexing land located south of Siggelkow Road prior to October 31 of 2027. At that time, the Town of Blooming Grove will be dissolved and any of the Town's land area that has not been annexed either to the City of Madison or the Village of McFarland will become a part of the City of Madison. Until that time, the Village of McFarland may annex land located within the Town of Blooming Grove, located south of Siggelkow Road, in accordance with state law.

Village of McFarland and Town of Dunn

The Village of McFarland and the Town of Dunn entered into an intermunicipal cooperation agreement related to their respective borders in 2005. In general terms, as it relates to this planning effort, the agreement prohibits the Village from annexing lands in the Town of Dunn that are located south of the Yahara River. In return, the Town of Dunn has agreed not to oppose annexations by the Village of McFarland in the East Side Neighborhood Growth Area, and has further agreed not to purchase development rights within the East Side Neighborhood Growth Area. This agreement is in effect until 2025.

Neighborhood Infrastructure

Several utility and service providers were consulted during the planning process, both to identify existing infrastructure in the planning area and to determine the capability of existing systems to serve future development.

Electrical Power

Alliant Energy provides electrical power service to existing and new development within the East Side Neighborhood Growth Area. The company maintains an electrical substation within the area, on the south side of Siggelkow Road. Alliant Energy has indicated that it has excess capacity and the required facilities to meet the power needs of any development in the area.

American Transmission Company has a 138 KV electrical transmission line located within the planning area, entering near the Alliant Energy substation on Siggelkow Road and continuing south to County Highway MN. It then follows County Highway AB south to the Wisconsin and Southern Railroad tracks, where it turns east and follows the tracks out of the planning area. This transmission line is located within a typical 80-foot easement. The ability to develop within this easement will be limited.

Natural Gas

There is sufficient natural gas capacity to serve the planned neighborhood. Two major natural gas pipelines cross through the planning area. The first of these is owned by Citgo/Westshore Pipeline. It is located within a 50-foot easement en-

tering the East Side Neighborhood Growth Area along county Highway MN east of Holscher Road, then running diagonally southeast to the Wisconsin and Southern Railroad track, following the tracks out of the planning area.

The second pipeline is owned by ANR Pipeline. It also runs diagonally southeast, crossing Siggelkow Road between Storck Road and Lee South Court, eventually intersecting County Highway AB north of County Highway MN, where there is a substation. It then runs due west, parallel to County Highway MN, turning south to end at a substation on the south side of County Highway MN a few hundred feet west of County Highway AB.

Development opportunities will be limited within the easements of both of these pipelines.

Sanitary Sewers and Wastewater Treatment

In 2000 the Village commissioned its engineer to prepare the *McFarland East Basin Capacity Study*, that examined the potential routing and capacity of interceptor sewers serving development areas on the Village's east side. The area addressed in this plan includes the entire project area along with additional land in the Town of Dunn, on which development has subsequently been prevented due to a purchase of development rights.

The *McFarland East Basin Capacity Study* recommended gravity flow sewers serving the project area. These would flow south and west to Lift Station No. 2 and the Countrywood Interceptor, located near the intersection of Marsh Woods Drive and Fox Run. This routing would necessitate extension of sanitary sewers northward from this location, forcing growth to occur from south to north in the project area. With improvements to both the lift station and to the Countrywood Interceptor, the study estimated that approximately 1,300 new housing units could be supported on the Village's east side.

Subsequent construction of an interceptor sewer northeast of the East Side Neighborhood Growth Area has raised the possibility of routing sewage from a part of the project area through this sewer instead. County Highway MN would be the approximate dividing point, with development to the north served by the new interceptor, while development to the south would flow to Lift Station No. 2. This approach will create a greater sewer capacity for development within the project area and permit the northern part of the neighborhood to develop sooner than if the sewer were to be extended from the south.

Stormwater Management

A majority of the East Side Neighborhood Growth Area lies within the Yahara River and Lake Kegonsa Watershed. A small area, in the northeastern corner of the neighborhood, falls into the Yahara River and Lake Monona Watershed.

The Village commissioned Town & Country Engineering to complete a study of a portion of the East Neighborhood in 2000. This study recommended a regional approach to stormwater management and indicated preferred locations for stormwater management facilities. Due to the high water table in the selected areas, the basins shown in the study are of a substantial size.

(The East Side Neighborhood Growth Area Plan recommends an approach to stormwater management that will include both regional and on-site stormwater management practices, as may be appropriate given site conditions, development timing, Village resources, and cooperation among adjoining property owners. See Appendix B.)

Water Supply

The Village of McFarland has extended water service to the western edge of the neighborhood area. There is currently an elevated storage tank at the corner of Siggelkow and Holscher Roads. The Village is also contemplating a new well, either bordering or within the neighborhood area. This has been potentially sited on a subdivision outlot on the northeast corner of Prairie Wood Drive and Peninsula Way.

The availability of sanitary sewers will be the controlling factor in growth of the neighborhood

Stormwater management is likely to occur through a combination of individual and regional facilities

Local Roads and Highways

The road network within the planning area is not developed to any great degree. In addition to Siggelkow Road, County Highway MN extends east to west through the neighborhood. Elvehjem Road enters from the west, and dead-ends east of County Highway AB. Entering the planning area from the south, County Highway AB intersects with County Highway MN and follows that road to the east before branching off east of the neighborhood to continue north to U.S. Highway 12.

The City of Madison is in the preliminary stage for plans to widen Siggelkow Road. Initial plans call for a 54-foot right-of-way that will include four driving lanes and a 5-foot bike lane on both sides of the street.

Commuter Bus and Transit Services

McFarland is not presently served by public transportation, although it is in the planning area for the Madison Area Transportation Planning Board. Several plans, and recent public discussions have centered on expansion of an existing transit system serving Madison and suburban communities such as Middleton, Monona, and Fitchburg. This may occur through the creation of a regional transportation authority. If so, it appears likely that service to the McFarland area would include commuter or express buses along the Highway 51 corridor.

McFarland is not presently served by either bus or rail transit, although there have been studies of possible bus routes serving the community on Highway 51

Rail Service

The tracks of the Wisconsin and Southern Railroad cross the East Side Neighborhood Growth Area north of Elvehjem Road. The tracks form a barrier between the southern third of the neighborhood and the anticipated development and community facilities to the north. County Highway AB crosses these tracks, and will be the only road crossing permitted within the neighborhood.

Current traffic on the railroad is minimal. While there may be some future increases as demand for rail services continues to rise, no significant safety, nuisance, or traffic flow issues are anticipated as a result. While there are no universally accepted standards for development adjacent to railroad tracks, the Village may consider patterns that create a buffer between the railroad and residential development. Berms, parks, detention ponds, or similar features may be used to create these buffers.

Commuter rail service between McFarland and downtown Madison has been discussed and studied on numerous occasions. Most studies have suggested that commuter rail is not economically viable in the Madison area, and even where it has been recommended, service to McFarland has received a lower priority than other routes.

Opportunities for rail-served industrial uses were assessed as part of the review process. Wetlands and soils with a high water table preclude extension of a spur to the south. To the north, approximately 80 acres of rail-served industrial land could be created west of County Highway AB and south of County Highway MN. This use, however, would create conflicts with adjacent residential development and the school site on County Highway MN.

Elementary School Site

The McFarland School District currently owns a 25-acre site abutting the south side of County Highway MN, on the western edge of the planning area. This site has been intended as a location for a future elementary school. The Wisconsin Department of Public Instruction has not established requirements or guidelines concerning the acreage that should be provided for elementary, middle, or high schools. The Guide for Planning Educational Facilities, published by the Council for Educational Facility Planners, recommends an area of ten acres plus one additional acre for every 100 students expected to be enrolled.

COMMUNITY INPUT

The Village of McFarland provided extensive opportunities for neighborhood stakeholders and the community at-large to participate in the planning process for the East Side Neighborhood Growth Area. These opportunities included two workshops conducted at the start of the planning process, a series of interviews and stakeholder focus groups, and monthly meetings of a Neighborhood Steering Committee that directed the planning process. The community input received through these activities is summarized here.

Public Participation Plan

The Village of McFarland adopted a Public Participation Plan in accordance with Wisconsin's Comprehensive Planning Legislation, Section 66.1001(4)(a), in 2003. This plan sets forth procedures meant to ensure notification and open discussion at every stage of the planning process. At a minimum, the Public Participation Plan requires the following actions:

- establishment of an ad hoc steering committee to oversee the process
- a community vision workshop
- focus group meetings
- alternative future scenarios exploration
- an open house to review the draft plan
- use of the internet to disseminate information on the plan
- a formal public hearing prior to plan adoption

The planning process adopted for the East Side Neighborhood Growth Area Plan was determined to meet and exceed these requirements.

The neighborhood planning process exceeded the requirements of McFarland's Public Participation Plan



The Center for Neighborhood and Regional Design conducted two workshops in McFarland

Neighborhood Visioning / Modeling Workshops

The Village of McFarland's utilized the services of the Center for Neighborhood and Regional Design in conducting two workshops that preceded the planning process for the East Side Neighborhood Growth Area. The Community Visioning Workshop was conducted on September 26, 2006. It consisted of a mapping exercise, an interactive slide show, a small group exercise, and generation of vision statements. The Neighborhood Modeling Workshop took place on October 10, 2006. Participants in this workshop used an aerial photograph and wood blocks representing different building types to design a neighborhood area that represented their vision for the East Side Neighborhood Growth Area.

Results from these two workshops were summarized in a report to the Village of McFarland. Recommendations drawn from the report include:

- A variety of parks, greenspace, and other public open spaces should be designed and integrated into the neighborhood as attractive community amenities.
- A variety of housing choices should be provided in the neighborhood, including affordable housing and housing for elderly residents.
- The neighborhood should be designed with traditional patterns, providing a variety of services in close proximity to residents, and balancing the needs of various modes of transportation. Buildings within the neighborhood should incorporate neighborhood-friendly design features.
- Development within the neighborhood should consist of multiple densities and intensities of use with appropriate transitions.
- New development within the neighborhood should reflect a variety of building types, sizes, and combinations to create diversity.
- Natural areas should be protected. These should be mapped, and then the neighborhood can be designed around these features.
- There is a desire to incorporate business and commercial uses into the neighborhood, and that these be incorporated into the fabric of the neighborhood.
- Some workshop participants indicated that the neighborhood should be designed to easily accommodate future transit services.
- A small number of participants believe that mixed-use centers should be planned to meet the needs of mobility-impaired residents.
- Neighborhood-scale retail and services should be provided.
- A town center and/or community center are desired within the neighborhood.
- Stormwater must be adequately managed throughout the development, and a variety of conventional and green techniques should be encouraged.
- There is some level of support for life-cycle housing choices to be provided within the neighborhood.
- Some workshop participants believe that an interstate interchange is critical to the success of the neighborhood. There is support for large office development near this interchange, with certain design considerations.
- Community needs and individual property owner concerns need to be balanced in the plan.
- Streets should be designed appropriately for their anticipated use, and not over-designed.

High-quality urban design, diverse and interconnected uses, and preservation of the area's natural qualities are among stakeholders' concerns for the East Side Neighborhood Growth Area

- Attention should be paid to landscaping of public areas, including street trees.
- An integrated system of bicycle and pedestrian trails is desired.

Stakeholder Interviews

The planning process for the East Side Neighborhood Growth Area was initiated with a series of stakeholder interviews and focus group meetings held with property owners in the planning area. Results from these sessions are summarized here.

Cemetery Association

With existing cemeteries nearing capacity, the cemetery Association has an interest in acquiring a new site within the East Side Neighborhood Growth Area. Several factors should be taken into consideration when selecting an appropriate site.

While the cemetery will have minimal infrastructure needs (the only water use, for example, will be for irrigation and may be provided by a well) it does require a location accessible to an arterial or collector road to accommodate the volume of cars in a funeral procession. Wooded sites present a conflict with burials and should be avoided. Similarly, the site should not have a high water table or bed-rock near the surface.

Development Community

The viability of the Comprehensive Plan's land use designations within the East Side Neighborhood Growth Area appears to be questioned by the development community. As the majority of the commercial uses within the Village are concentrated along State Highway 51, the only realistic uses within the subject area are viewed to be small scale neighborhood pockets of non-residential uses. The opinion is that generally no more than 5% of the total land within the subject area designated as commercial/office could be supported. The area is predominantly viewed having single family residential potential, with minimal areas of small scale commercial/office and multi-family (duplex/two family).

In order to implement any neighborhood planning effort, the development community feels that an efficient review process is integral to achieving successful projects within the Village.

Ho-Chunk Nation

The Planning Department of the Ho-Chunk Nation was consulted to determine whether any archeological resources or tribally-significant sites were known to be located within the planning area. While there are known burial location to the north, in the City of Madison, no sites are known to exist within the planning area.

Hope Rod & Gun Club

The Hope Rod & Gun Club has been in its current location for many years. Wisconsin state law offers it some protection from nuisance complaints within its existing location, however, those protections do not carry over to a new location. For this reason, it should be considered unlikely that the gun club will relocate any time soon. Planning for the East Side Neighborhood Growth Area should therefore anticipate its continued existence.

The primary complaint that may be expected from new residents in proximity to the gun club will be noise created during the hours in which the club is open. Beyond that, there are minimal additional concerns for safety related to stray shot landing outside of the club's boundaries.

The development community has been skeptical about the potential for significant commercial activity in the future neighborhood

Future development will likely need to be designed around the gun club

Water quality and habitat preservation are concerns of the Natural Resources Committee and several other stakeholders

Although the school district owns a site for a future elementary school, no plans for the school presently exist.

McFarland Park & Recreation Committee

The Park and Recreation Committee provided guidance for planning in the area. A majority of these comments have been reflected in the summary of the Comprehensive Outdoor Recreation Plan, already provided. In addition, the committee noted the potential to provide amenities such as plazas, pocket parks, and open space within private development projects.

McFarland Natural Resources Committee

The Village of McFarland's Natural Resources Committee indicated concerns with both stormwater and habitat. Stormwater concerns were particularly related to water quality and the impacts of run-off on wetlands, streams, and ultimately Mud Lake and the Yahara River.

McFarland and the planning area contain numerous natural areas. While many of these are degraded, some are relatively healthy ecosystems. Preserving these, and where possible, restoring native communities would be a desire of this committee.

McFarland School District

The McFarland School District owns an approximately 25-acre site south of county Highway MN, immediately east of the present Village boundary. This site has been planned for future development with an elementary school serving both the Village of McFarland and portions of the City of Madison (in the Marsh Road Neighborhood).

The area needed for an elementary school is generally considered to be ten acres, with one additional acre for every 100 students that the school will serve. At this time, the School District has not completed planning that would help to determine when the new school may be needed or for how many students the facility would need to be constructed.

McFarland Seniors

Senior Outreach Services for McFarland was consulted to determine quality of life concerns and needs of the senior population in the community. Although programs are offered through Senior Outreach Services, competing programs offered through local churches and residential facilities appear to have dampened interest levels. A new community center in the East Side area could be a potential benefit, providing services from exercise facilities and entertainment to more passive social activities to engage the senior population at all activity levels in one general location. In addition, although there currently are senior housing facilities within the Village, including subsidized and income qualified housing, a senior housing development that provides both assisted living and independent living elements within the same facility may be of interest.

Transportation access and pedestrian facilities are also of high importance to the senior community.

Property Owners

A total of three focus group meetings were held with property owners at various times on April 24, 2007. The meetings were intended to solicit the opinions, concerns, ideas, and intentions of persons owning property within the project area. As may be expected in any diverse group, participants hold multiple views of this area and any future development that may occur within it. Key observations from these focus groups include the following:

- There is a concern regarding traffic and road conditions within the neighborhood. County Highway AB is used as a shortcut for traffic heading north and south. The road is inadequately designed for this traffic, that tends to speed, and there have been several accidents. In general, residents perceive that speed limits are not being observed by traffic passing through the planning area.

- Residents desire protection of natural features within the neighborhood area, including the rolling topography, existing stands of trees, and wild-life habitat.
- There is a good deal of confusion regarding the implications of the boundary agreement between the City of Madison, the Village of McFarland, and the Town of Blooming Grove. Property owners do not understand annexation procedures, or which governmental entity is responsible for providing services such as road maintenance.
- Some participants expressed a desire to diversify the tax base by attempting to include commercial or industrial development within the neighborhood. At the same time, there is some skepticism regarding the amount of retail space that may be needed to serve the area, and the desirability of potential business development locations given low volumes of traffic and the isolation of these sites from major highways. Locations that may be considered for these activities include Siggelkow Road, the junction of County Highways MN and AB, adjacent to the interstate, or as a buffer to the gun club. Some concern was also expressed regarding these uses in these locations.
- Growth should occur in an orderly fashion with municipal water and sewer services.
- There is a potential to accommodate housing for senior citizens within the neighborhood.
- A bicycle/pedestrian path system should be planned to connect to Fish Camp Creek Park outside of the planning area. Bike and pedestrian trail systems should be included in the new neighborhood.
- A small number of individuals voiced a desire for a transition from an urban neighborhood to the rural countryside, with large lot subdivisions provided at the edge of the community.
- One of the focus groups expressed a desire that the new neighborhood be designed with a consistent theme or aesthetic, creating a unique identity.
- There is some concern that the pace of growth has been too rapid, and several property owners would prefer to have more moderate growth in the area.
- Water quality is a concerns include the quality of stormwater runoff and the quality of water in shallow aquifers that provide water to residents with private wells.
- Stormwater management for flood control purposes is a concern for many area homeowners.
- A small number of participants raised a concern for the protection of farmland in the planning area.

Many residents of the planning area do not understand what is allowed or required under the existing boundary agreements that are in place

GROWTH AND LAND USE GOALS

Prior to preparing alternative development scenarios, the Ad Hoc Committee and public in attendance participated in an exercise to solicit input regarding the pace of development and the desired amount of housing, office, and commercial uses to be planned within the neighborhood. A second exercise sought to determine preferences for the locations of these uses.

Residential Land Uses

Participants in the exercise were provided data regarding the number of households currently in the Village, recent growth, and existing residential density. The Village's existing residential areas have an average density of about 3.5 housing units per acre. With 585 buildable acres in the East Side Neighborhood Growth Area, the neighborhood could accommodate as many as 2,050 new homes at this density.

When asked how many new homes should be planned for in the new neighborhood, a majority of the Ad Hoc Committee and the public participants indicated a preference for between 1,000 and 1,200 new units. None of the participants indicated a preference for fewer than 1,000 new housing units in the neighborhood. The average, however, was 2,117, as some participants favored very high density development. The Village's Comprehensive Plan suggested that as many as 2,700 new units could be planned in the neighborhood.

McFarland's Growth

Households (2000)	2,434
Households (2006)	3,037
Change	+603
Projection (2025)*	3,910
Additional Growth	+873

** projection from the McFarland Comprehensive Plan*

Retail and Service Land Uses

Wisconsin households spend an average of \$23,350 on the types of commercial goods and services that might be expected to locate within a community or neighborhood business district. This excludes purchases such as cars and appli-

Trade Area Households	
<i>McFarland – Existing</i>	<i>3,050</i>
<i>Marsh Road Neighborhood</i>	<i>1,950</i>
<i>Dunn, Cottage Grove</i>	<i>250</i>
<i>Subtotal</i>	<i>5,250</i>
<i>East Side Neighborhood Growth Area</i>	<i>1,000</i>
	<i>to 2,000</i>
<i>Total Trade Area Households</i>	<i>6,250 to 7,250</i>
<i>(Numbers have been rounded)</i>	

If the East Side Neighborhood Growth Area captures 10 to 20 percent of its trade area sales, it may support between 55,300 and 132,700 square feet of retail and services

Commercial uses are favored along Siggelkow Road and at the intersection of County Highways MN and AB

ances, and expenses such as rent and utilities. Statewide, retail sales average about \$264 per square foot¹.

The primary trade area for the East Side Neighborhood Growth Area will include households within the existing Village of McFarland, portions of the Town of Dunn and the Town of Cottage Grove, and future households in the Marsh Road Neighborhood as well as within the East Side Neighborhood Growth Area. As the alternative development scenarios considered a range from about 1,000 to 2,000 new housing units in the neighborhood, the trade area might have anywhere from 6,250 to 7,250 households upon build-out.

The Ad Hoc Committee and public were asked to identify the percentage of the trade area sales that could potentially be captured by retail and service businesses that might locate within the neighborhood. Responses ranged from seven percent to 50 percent. While a majority fell in a range from seven to 15 percent, the average was 20.7 percent. This would result in neighborhood sales of \$30.2 million (if 1,000 new housing units are constructed) or \$35.0 million if the neighborhood contains 2,000 new households.

Assuming an average of \$264 per square foot in sales, a total of 114,400 to 132,700 square feet of commercial (retail and service) space should be provided within the neighborhood to capture 20.7 percent of the trade area sales potential. If ten percent of the trade area's purchases are captured within the neighborhood, there would be a need for 55,300 to 64,100 square feet of commercial space.

Office and Light Industrial Land Uses

The Village of McFarland Comprehensive Plan allocated a portion of the East Side Neighborhood Growth Area for office or commercial uses. A clear majority of the Ad Hoc Committee and public felt that this continues to be an appropriate use, however, they also recognized that the size of the area shown for these uses in the Comprehensive Plan may not be supported by the market. The East Side Neighborhood Growth Area is at a disadvantage as an office or industrial location due to poor accessibility. Although there is interstate highway frontage in the neighborhood, there will be no interchange to provide direct access. Traffic must instead approach this location by existing US Highway 12 at County Highway AB, or via US Highway 51 and Siggelkow Road.

Preferred Locations for Land Uses

Using an aerial photograph of the project area, the Ad Hoc Committee and public were asked to indicate the locations where they would favor various uses, including institutional, retail and services, office and light industrial, parks and open space, agricultural, and low-, medium- and high-density residential uses. Some clear patterns can be derived from the results.

Institutional Land Uses

Schools, churches, cemeteries, and similar uses comprise this category of land use. There is a general consensus that the site south of County Highway MN, that is currently owned by the school district, should be the location of a future school. Additional sites for institutional uses were identified around the Hope Rod and Gun Club, where they may provide buffering for other uses. Some maps indicated that the cemetery should be located in this vicinity.

Retail and Service Land Uses

Three locations were most frequently depicted as potential locations for retail and service uses. These include the south side of Siggelkow Road, the intersec-

¹ Household spending and retail sales figures were obtained from the 2005 Economic Census.

tion of County Highway MN and County Highway AB near the center of the neighborhood, and either side of County Highway AB south of the railroad track. These uses were generally limited in size and depicted with a total area consistent with neighborhood-oriented commercial uses.

Office and Light Industrial Land Uses

Nearly all of the responses indicated locations for office and light industrial uses. A small number of participants, though, did not identify this as a use for the neighborhood.

Most of the participants showed office and light industrial uses along Siggelkow Road and the Interstate 90 frontage. Some of these uses were also shown near the intersection of County Highways MN and AB. One response suggested the potential to construct a rail spur north from the Wisconsin and Southern Railroad, with industrial uses through this area.

The first set of images shown here were used to describe "Low-Density Residential," and the second set depicts "Medium-Density Residential"

Low-Density Residential Land Uses

For this exercise, residential densities were not defined in terms of units per acre. Instead, sets of images were used to depict a range of lot sizes and building types intended to describe each density grouping. For low-density residential, this entailed various densities of single-family, detached dwellings.

Nearly all of the responses favored low-density residential uses, usually covering a large portion of the East Side Neighborhood Growth Area. In fact, a majority of the maps showed this as the largest land use category in terms of total area. Low-density residential uses were most often shown in the northeastern and in the southern parts of the neighborhood.



Medium-Density Residential Land Uses

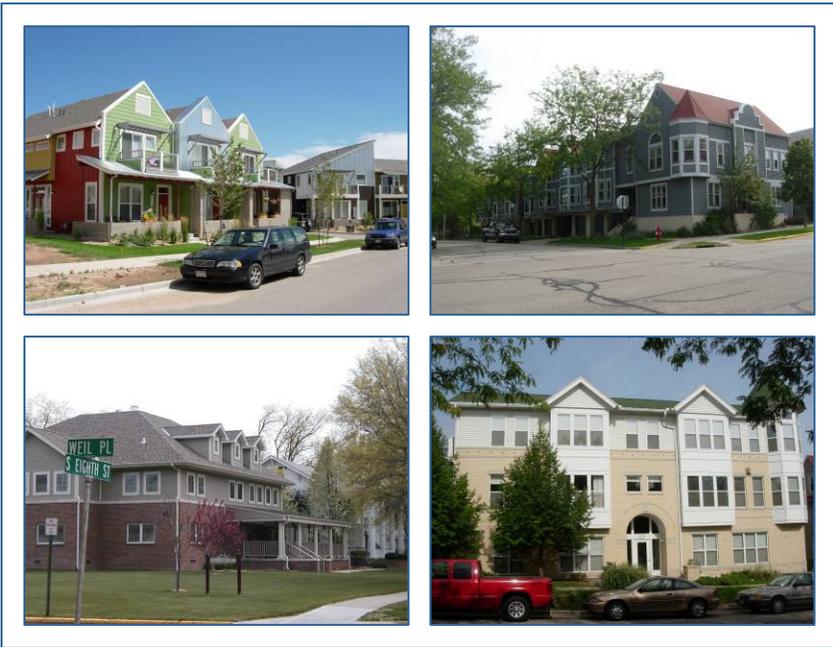
Medium-density residential uses were shown as smaller (2-8 unit) attached residences. Some amount of this density of residential development was also favored by a majority of the Ad Hoc Committee and public, although not shown as widespread as lower-density residential development. Locations that were depicted tended to fall within the western half, and particularly the northwestern quarter of the planning area.



High-Density Residential Land Uses

Ad Hoc Committee members and the general public tended to be less supportive of high-density residential uses. To convey a sense of the character of this type of development, these were shown as both rowhouses and flats of varying sizes.

Several participants did not identify any sites for high-density residential uses. When mapped, the participants tended to place these uses in the northwestern corner of the project area, along County Highway MN, or adjacent to the Hope Rod and Gun Club. This last location may reflect a tendency for peo-



Images above were used to demonstrate "High-Density Residential"

ple to associate higher-density development with a "low-end" housing product, rather than uses such as luxury condominiums or retirement housing.

Agricultural Land Uses

Few of the individuals participating in the mapping exercise indicated any future agricultural uses within the project area. When shown, these were located in the area south of the railroad track. Other individuals did show continued agricultural uses outside of the East Side Neighborhood Growth Area.

Planning Principles

Although the planning process for the East Side Neighborhood Growth Area has considered several alternative patterns before adopting a final scenario, there have been certain guiding principles upon which all of these alternatives are based. These principles

are drawn from the Village's prior planning efforts and from the community input gathered through workshops, public meetings, focus groups, and interviews with individual stakeholders.

The principles that guide development within the East Side Neighborhood Growth Area include:

- Concepts of Smart Growth and Sustainability need to be incorporated into both neighborhood planning and future development.
- A mixed-use "town center" will serve as a focal point for the neighborhood.
- Land uses must be arranged in a pattern that connects with surrounding development and places destination uses within walking distance of residential uses.
- Options for life-cycle housing, and a variety of housing types and prices should be provided.
- Locations for business development and neighborhood-scale commercial uses are desired within the neighborhood.
- An interconnected street pattern should be planned throughout the neighborhood and connecting to surrounding development.
- Neighborhood design needs to easily accommodate future transit services.
- A comprehensive system of pedestrian and bicycle facilities should be planned within the neighborhood, connecting to the existing village, and linking to significant destinations outside of the Village.
- Protection of the Village's important natural resources, including its rolling topography, mature stands of trees, wetlands, wildlife habitat, and environmental corridors, is a community priority.
- Park and open space facilities, ranging from small pocket parks to a community park, and a community center, should be planned to meet the needs of residents.
- Stormwater management must mitigate flooding and preserve water quality.

- Development within neighborhood should only occur on municipal water and sanitary sewer services.
- Neighborhood development needs to recognize the continued presence of the Hope Rod and Gun Club.
- McFarland's historic character should be reflected in the new neighborhood.
- The design of the new neighborhood should create a distinctive and consistent character or aesthetic for the neighborhood.

While all of these principles are reflected in the development alternatives, each alternative may give a different weight to any particular principle.

NEIGHBORHOOD PLAN

The Village of McFarland has envisioned an East Side Neighborhood that may be characterized as a conservation development. This approach combines traditional neighborhood patterns with a desire to set aside a significant portion of the growth area as open space, parks, and greenway corridors. These areas may include stormwater management facilities. The plan embraces sustainable development practices including minimal site disturbance, preservation of existing natural features and habitat, restoration of native plant communities, and implementation of energy-efficient and low-impact development techniques for infrastructure design.

This document contains a conceptual development plan that is meant to provide a vision for how the neighborhood may develop. While the general pattern of land uses and major streets shown in this concept should be reflected in actual development, it is recognized that more detailed elements within the concept, such as the locations of minor streets or the specific dimensions of land uses are only concepts. Development of the neighborhood will, however, be in accordance with the development guidelines contained in this plan.

Conceptual stormwater facilities are indicated at some general locations on the concept plan. These have been identified based on prior studies, topography, and drainage patterns existing in the area. The actual size and location of future stormwater facilities will be determined based on site engineering as well as decisions made by the Village of McFarland and property owners at the time of development.

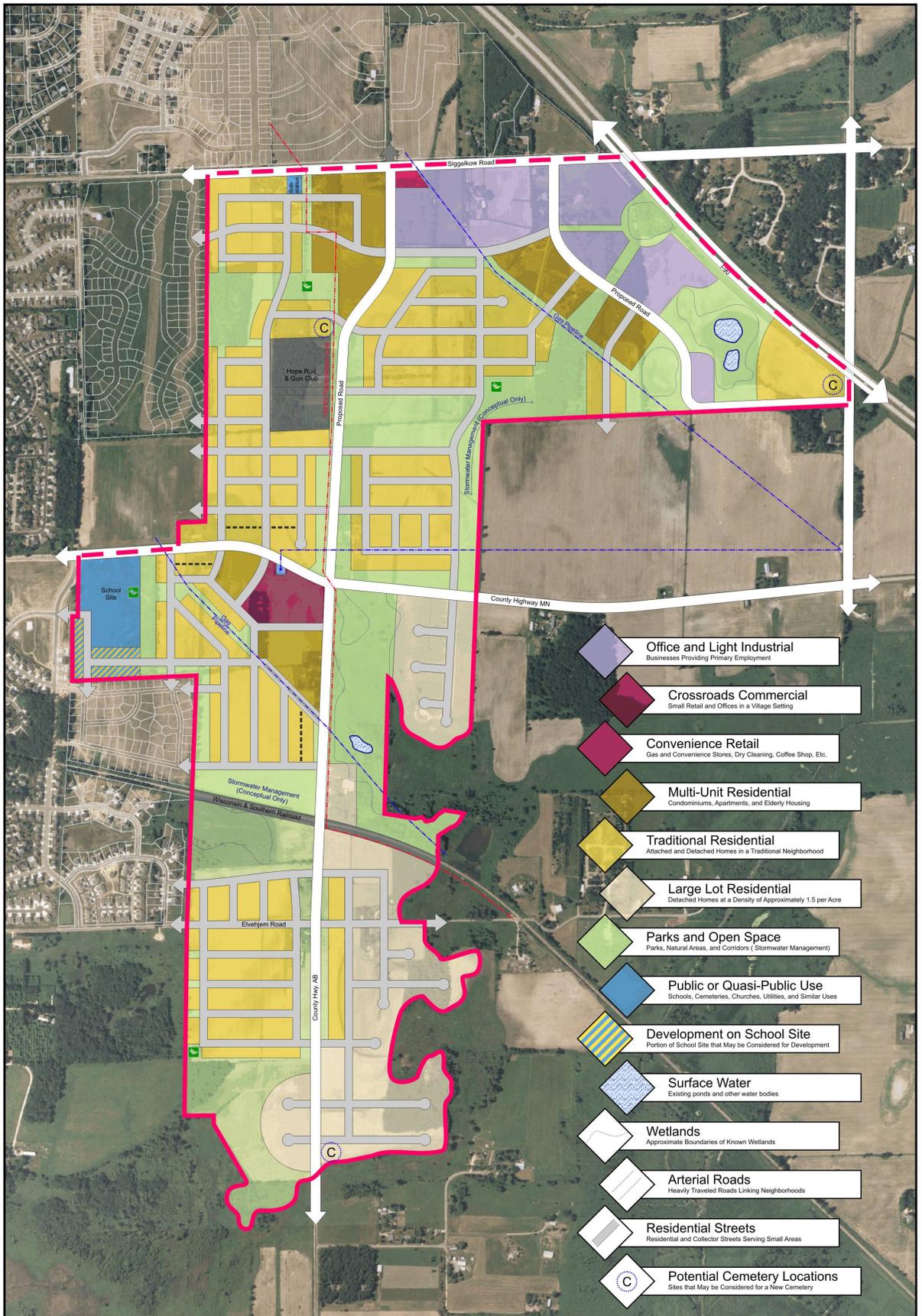
Parks, Open Space, and Greenway Corridors

The **East Side Neighborhood Growth Area Plan** places a significant emphasis on preservation of open space, including a variety of parks, corridors, and natural areas. While a majority of these are intended for public acquisition and management, some of them may be retained in private development, so long as the pattern of ownership continues to provide continuous greenspace corridors and corridors for public access between nodes in the greenspace system.

Percent of Neighborhood Area

<i>Traditional Neighborhoods</i>	36%
<i>Parks and Open Space</i>	32%
<i>Large Lot Residential</i>	14%
<i>Office and Light Industry</i>	9%
<i>Multi-Unit Residential</i>	5%
<i>Public or Quasi-Public</i>	3%
<i>Commercial</i>	1%
<i>(Crossroads/Convenience)</i>	

About a third of the East Side Neighborhood will be preserved as greenspace



Village of McFarland - East Side Neighborhood Growth Area - Concept Development Plan

R.A. Smith & Associates, Inc.

The plan recommends that approximately one-third of the land area in the East Side Neighborhood be preserved as open space. Part of this open space will be made up of wetlands that currently cover about 5.5 percent of the planning area. Altogether, the total area consisting of wetlands, poor soils, and steep slopes makes up 25.8 percent of the neighborhood.

Community Park

The East Side Neighborhood includes a new community park located between Sigglekow Road and County Highway MN, east of the proposed extension of County Highway AB. This park should be approximately 20 acres in area, and may include a variety of active uses.

As noted in the background analysis, the City of Madison has prepared plans including a large community park located to the northeast of the neighborhood, in the vicinity of Sigglekow Road and County Highway AB. Development of a community park in McFarland should to some extent consider offering complimentary facilities rather than duplicating those that may become available in the Madison park.

Neighborhood Parks

The East Side Neighborhood is divided into quarters by the major collector street pattern. Each of these quarters should contain neighborhood-serving park facilities within the larger system of open space and greenways. This will typically include a playground and open fields for athletic activities.

Greenway Corridors

The open space system envisioned for the East Side Neighborhood includes larger nodes (parks or open space preserves) connected by a system of greenway corridors. These corridors may serve multiple purposes, including stormwater conveyance, bicycle and pedestrian paths, and environmental corridors. Greenway corridors may be sited between properties, or along arterial road frontages where they serve as a buffer for residential uses.

Wetlands

Wetland areas are mapped in the East Side Neighborhood Growth Area Plan using generalized maps for Dane County, where wetland areas have been delineated from aerial photos and soil data. These maps are recognized to be imprecise, and the actual wetland boundaries will be determined by field survey at the time a property is subdivided.

The plan has recommended that wetland area be preserved as permanent open space. This is consistent with standards enforced by the Wisconsin Department of Natural Resources. As open space, they may be dedicated to the public or retained in private ownership. As wetlands perform a significant role in stormwater management and improving the quality of water runoff into streams and lakes, efforts to preserve or enhance the quality of wetlands in the neighborhood should be encouraged. Existing wetlands may not be used for stormwater management in new developments.

Woodlands

There are several significant stands of trees within the neighborhood. It is the Village's intent to preserve these and to incorporate a majority of them into an interconnected system of greenways. Where woodlands may not transfer to public ownership, the Village should encourage development techniques (such as cluster subdivisions) that preserve the integrity of the woodlands.

Woodland quality should be assessed based on criteria including the prevalence of native species and the maturity of the trees. Management practices may include thinning, removal of non-native plants, and habitat restoration. Low-impact uses such as walking paths or picnic areas may be appropriate in publicly-owned woodlands.



Neighborhood parks contain features used by nearby residents



The neighborhood's extensive wetland areas should be preserved and enhanced



The neighborhood plan advocates for sustainable landscapes, including habitat restoration and use of native plants



Traditional neighborhoods resemble those that might have been built a century ago



Multi-unit residential development should compliment adjacent traditional neighborhoods

Conservation Ethic

The Village of McFarland will preserve or enhance the environmental quality of its natural resource areas (woodlands, wetlands, prairie remnants, etc.) within the East Side Neighborhood. Park and corridor development and maintenance will utilize sustainable practices, including habitat restoration, landscaping with only native plant materials, low impact design technologies, and environmentally-friendly alternatives to chemical herbicides and pesticides.

Residential Neighborhoods

Residential neighborhoods make up the largest portion of the East Side Neighborhood, accounting for about 55 percent of the total area. These are comprised of three general types, based on density and urban form. The densities indicated here are inclusive of land area dedicated to public rights-of-way.

Traditional Neighborhood Areas

Traditional neighborhoods are "new urban" neighborhoods designed to resemble the character of neighborhoods developed in cities a century ago. This is accomplished through a combination of public infrastructure design, building design, and land use. Above all, these are walkable neighborhoods where aesthetics are given a high priority. Traditional neighborhoods make up the largest portion of the East Side Neighborhood, accounting for about 36 percent of the total area.

The traditional neighborhoods planned for the East Side Neighborhood are predominantly owner-occupied and intended to contain a combination of single-family, two-family, and 3-4 unit structures at a minimum density of four units per acre. The larger units should be integrated with the single-family homes rather than segregated into a portion of the development.

Multi-Unit Residential Areas

Large multi-family residential uses are distributed throughout the neighborhood. They tend to border office and commercial areas, and serve as a transition to traditional neighborhood development. A total of five percent of the neighborhood is comprised of these uses.

Multi-unit developments may include apartments or condominiums in buildings with more than five units. These areas should achieve a minimum density of eight units per acre. These developments should be built to create a seamless transition between lower-density residential uses and retail or office uses.

Large-Lot Residential Areas

Large-lot residential areas provided on the periphery of the neighborhood will provide sites for single-family homes at an average density between one and two units per acre. This low-density use provides a transition between the Village and adjacent farmland or open space. It also recognizes the potential difficulty in developing some parts of the neighborhood, where soil conditions, a high water table, or the desire to protect natural features such as woodlands may pose difficulties for development at a higher density. It makes up 14 percent of the neighborhood area.

The **East Side Neighborhood Growth Area Plan** encourages developing portions of this area using cluster subdivisions. This technique yields a similar residential density, but clusters homes on smaller lots with access to shared, permanently protected greenspace. In addition to protecting the site's natural resources, this development pattern usually results in lower infrastructure costs.

Office and Light Industrial Uses

The Village of McFarland desires high-quality office, research, and light industrial development that will provide jobs for area residents, and tax increment to help

fund municipal services. The most appropriate location for these uses is along the Interstate 90 corridor, although this location is not without its drawbacks. The most significant obstacle to developing on this site is a lack of good access. To overcome this challenge, the Village has recognized the need to differentiate this location from its competition through a unique design approach.

Approximately nine percent of the East Side Neighborhood Growth Area has been planned for office and industrial uses.

Crossroads Commercial Center

About 50,000 square feet of retail and service business space will be provided in a commercial center located at the intersection of County Highway MN and County Highway AB, near the center of the East Side Neighborhood. This use makes up about 0.5 percent of the neighborhood's land area.

This center will not be a typical strip commercial center. The desired development will have multiple small buildings with a residential character, clustered around small public plazas or greenspaces. It is meant to resemble a small village or rural crossroads hamlet. Parking should be distributed in small lots around the back or sides of the center.



Desired character of the crossroads commercial center



A conceptual site plan for the crossroads commercial area demonstrates how small commercial buildings are arranged along the street frontages in a pattern similar to the surrounding neighborhood, parking is located centrally and screened from the streets, and a central plaza connects to greenspace corridors in the neighborhood.

During the planning process there was some discussion of anchoring the site with a new community building. This idea was rejected in favor of locating any such future uses in the traditional village center. It may still be desirable to locate some feature use in this development to act as an anchor.

Convenience Retail Center

Residents of the East Side Neighborhood and the Madison's Marsh Road Neighborhood, and workers in future office and light industrial areas, will have a need for convenience retail and services, including gas stations, restaurants, and similar businesses. This plan designates the corner of Siggelkow Road and the northerly extension to County Highway AB as an appropriate site for these uses.

Public and Quasi-Public Uses

A number of public or quasi-public uses have been identified for possible inclusion in the East Side Neighborhood. Some of these have been specifically sited within the **East Side Neighborhood Growth Area Plan**, while others have been addressed more tentatively.

Elementary School Site

The McFarland School District has planned for a future elementary school within the East Side Neighborhood. The district already owns a site south of County Highway MN and east of Holscher Road. This site consists of about 25 acres, and may be served by existing water and sewer infrastructure.

This is a very appropriate site for an elementary school, given its location on arterial and collector roads, and location near the center of the East Side Neighborhood. While students from Madison's Marsh Road Neighborhood will also be attending this future school, Siggelkow Road is enough a barrier that it would be inappropriate for students to walk from that neighborhood to the school, even if it were to be located further to the north. Additionally, the immediate availability of utility services ensures that the school can be constructed when needed, without the potential expense of costly off-site infrastructure.

The land held by the school district is potentially much larger than required to construct an elementary school. The typical area needed is ten acres plus one additional acre for every 100 students planned to be enrolled. This may provide the school district an opportunity to sell a portion of the site, that could be used for traditional neighborhood development. If this is done, the school should be sited at the north end of the property, on County Highway MN, and the southern portion of the property would be best suited to residential development.

Cemetery

No specific location has been identified for a future cemetery. Instead, the plan identifies three suitable locations in the southern, northern, and northeastern portions of the neighborhood. Further site investigation (including soil borings to determine depth to water table and bedrock) should be conducted to determine the best location for this use.

Religious Facilities

Although no definitive proposals have come forward, there has been some discussion in the community of the potential for new religious facilities (churches, synagogues, etc.) to be located within the East Side Neighborhood. No specific locations have been identified for this type of use, but they may be sited along one of the arterial roads within the neighborhood. Areas shown for large lot residential development, or potentially traditional neighborhood areas would be the most appropriate. These uses should not be located within the commercial areas.

Uses such as a cemetery or religious facilities can fit in the neighborhood, but should be sited where they will have good site access, and not on land identified for business purposes

Religious facilities are often larger than surrounding uses. They should be designed to standards similar to commercial areas in the neighborhood, including architecture that blends in with the surrounding neighborhood, a compact layout to maximize the use of land in the neighborhood, site design that places the building forward while keeping less desirable functions to the rear of the site. When feasible, on-street parking should be utilized to meet a significant portion of the facility's parking needs, and avoiding large expanses of asphalt parking that is only occasionally used.

Hope Rod & Gun Club

The Hope Rod & Gun Club operates a private shooting range on a wooded site in the northern portion of the East Side Neighborhood Growth Area. Although the club has not objected to the concept of relocating as development occurs around it, by doing so it would lose some of the protections it now enjoys under state laws. For this reason, it is unlikely that the club will move. Planning for the neighborhood has therefore considered that the club will continue to operate and new development will need to take it into account.

A new arterial street has been planned along the east side of the site. Residential uses are located along the remaining sides. Future development patterns may consider internal streets, stormwater facilities, or other features as buffers between residential uses and the club. A site on the northern boundary of the club property is among those identified as a potential location for a cemetery.

The Hope Rod & Gun Club site is an attractive, wooded property. If the club were to relocate, the site might be considered for residential, open space, or a combination of the two uses. As with other wooded sites in the neighborhood, an effort should be made to develop the property in a manner that protects important habitat and significant, mature native trees.



The Hope Rod & Gun Club site

Stormwater Management

The Village of McFarland has indicated a preference for a combination of on-site and regional stormwater management systems, depending on characteristics of the site, timing of development, and coordination between neighboring property owners. Any regional facilities may require participation by the Village in their financing, design, construction, and future maintenance.

Low-impact stormwater design may reduce the need for larger stormwater facilities. Low-impact techniques promote infiltration and improve water quality. They begin by reducing the amount of impervious surface (i.e., narrower roads, reduced parking, etc.) within a development. Instead of piping and other constructed stormwater facilities, low-impact techniques mimic natural mechanisms for stormwater management. They include practices such as rain gardens, bio-retention, green roofs, permeable pavement, and filtration.

Stormwater facilities may be viewed as aesthetic enhancements to the neighborhood, and designed to resemble naturally-occurring water features and drainageways. This includes planting with appropriate native vegetation. Stormwater facilities may be counted toward the targeted area set aside as open space within the neighborhood.



Stormwater detention facilities should be designed to resemble naturally-occurring features

Gas and Electrical Utility Corridors

Numerous gas and electric utility corridors cross the East Side Neighborhood and pose an obstacle to orderly development. Most of the corridors vary between 50 and 100 feet in width and include restrictions on the activities that may occur within the corridor. While no structures may be constructed in these corridors,

Gas and electric utility corridors in the neighborhood will be difficult to plan around

some of them may permit parking, stormwater management, bicycle and pedestrian paths, and similar activities.

A majority of these corridors have been shown as greenspace corridors in the plan. Especially on multi-unit residential and office and light industrial sites, where larger buildings provide greater flexibility in site design, it may be appropriate to include the utility corridors within the development.

NEIGHBORHOOD DESIGN

Neighborhood stakeholders and the Village of McFarland desire an East Side Neighborhood with a distinct character that is different from contemporary suburbs in the region. This desire is reflected in the combination of uses that have been included in the plan, and in neighborhood design elements summarized in this chapter of the plan. The development standards recommended in this plan are organized to first outline those standards that are consistent across all land use types, and then to address features particular to a component of the neighborhood.

General Development Guidelines

General development guidelines include those site planning and design standards that are applicable to all public and private development within the East Side Neighborhood Growth Area.

Site Planning

- Minimize the amount of disturbance to the existing terrain. Sites and buildings should be designed to fit within the existing topography to the extent possible, while still providing an inter-connected street grid and the desired composition of land uses.
- Design sites to preserve large native trees and other significant vegetation, including prairie remnants, wetlands, and similar features.
- All new development within the East Side Neighborhood Growth Area must be designed to be served by municipal water and sewer infrastructure.
- Stormwater management must be in accordance with Village policies related to on-site or regional management practices.
- Excepting the large lot residential areas, the neighborhood should be designed to be compact. The entire neighborhood should be walkable.



Site development should seek to preserve large native trees



Native plantings may be an attractive and sustainable approach to landscaping

- Every home and business should have nearby and unobstructed access to public space. This may include public parks, natural areas, private recreational facilities (on multi-unit residential sites), plazas, or other spaces.
- Whenever possible, sites and buildings should be designed on an east-west axis to maximize solar orientation for daylighting.

Landscaping

- Landscape public spaces and non-residential properties with plant species native to the region. Residential property owners should be encouraged to use natives as well. These plants are adapted to the region, provide food and habitat for wildlife, and can help to maintain ecological connections between natural open spaces in the neighborhood.
- Use natural plantings to buffer wetlands and other significant natural features.
- Manage existing wetlands and woodlands to maintain their ecological health. This may include the removal of non-native or invasive species.

Dimensional Criteria

The following table summarizes area, setback, and similar dimensional criteria for the different land use categories in the neighborhood.

Dimensional Criteria for Neighborhood Land Uses

Criteria	Office & Lt. Industry	Commercial Crossroads	Convenience Commercial	Traditional Neighborhood	Multi-Unit Residential	Large Lot Residential	Cluster Residential
Min. lot area (SF)	10,000	none	10,000	5,000	3,000	15,000	15,000*
Min. lot width	50'	none	50'	50'	50'	80'	40'
Building height	none	35'	35'	35'	45'	35'	35'
Front yard setback (min./max.)	25' / 50'	20' / 25'	25' / 25'	20' / 25'	20' / 25'	25' / none	20' / none
Front yard Encroachment**	none	none	none	10'	10'	10'	10'
Garage setback	n/a	n/a	n/a	25'	25'	25'	25'
Side yard setback	10'	none	10'	6'	6'	10'	6'
Rear yard setback	20'	none	20'	20'	30'	30'	20'
Rear yard deck encroachment	n/a	n/a	n/a	10'	n/a	10'	10'
Commercial setback from residential	20'	none	20'	n/a	n/a	n/a	n/a
Open space per dwelling unit (SF)**	n/a	500	500	1,000	750	10,000	10,000

* Minimum lot area may be reduced to 5,000 square feet where a minimum of 10,000 square feet per lot of open space is located contiguous to the lot.

** Unenclosed porches may be allowed to encroach ten feet into the front yard setback area.

Public Streets and Utilities

To the extent possible, streets within the East Side Neighborhood should be laid out in a grid pattern with continuous connections to adjoining development parcels. The street network should establish a hierarchy of major collector roads, residential collector streets, and residential access streets. Typical block lengths should be no longer than 500 feet. Narrow streets with on-street parking are encouraged to reduce the amount of impervious surface in developments and to help slow traffic for improved safety and livability. The street profiles recommended in this report are based upon those contained in the *Dane County Wisconsin Model Traditional Neighborhood Development Ordinance*, version 1, March 2004.

Major Collector Roads

Major collector roads disperse traffic off arterial roads and provide access to activity areas within neighborhoods, such as commercial and industrial centers. Three major collector roads are shown within the East Side Neighborhood, beginning with the existing County Highways MN and AB. In addition, the neighborhood will include an extension of County Highway AB north from County Highway MN to Siggelkow Road, and a new street serving the office and light industrial sites along the interstate.

The basic profile for a major collector street in the East Side Neighborhood is designed to fit within a 60-foot right of way. It consists of a 36-foot wide street (curb face-to-face), with a seven-foot terrace and five-foot sidewalk on each side. The street is wide enough to accommodate parking on both sides (two 11-foot diving lanes and two 7-foot parking lanes), or turn lanes at intersections. Buildings line either side of the street with the appropriate setbacks.

This profile may be maintained when bordering uses include commercial, office and light industrial, and multi-unit residential uses with limited driveway openings. As these major collector streets are expected to carry over 5,000 cars daily, frequently-spaced driveway access for single-family homes is not recommended. These streets are typically designed for a speed of 20 to 35 miles per hour, although 25 to 30 miles per hour is recommended in this neighborhood.

Where traditional neighborhood uses border arterial streets, alternative design approaches may be employed. The preferred approach is to construct detached or at-



Residential street parallel to an arterial street and separated by greenspace or stormwater buffer strip (Arterial Street Profile A)



tached homes with rear-entry garages, maintaining the basic street profile. The alternative is to construct a street with a landscape buffer between the street and neighborhood homes. The two examples shown here illustrate how a buffer strip may be created between the arterial street and traditional neighborhood development.

In Profile A, the buffer strip is bordered on one side by the arterial street, and on the other side by a neighborhood street providing access to lots, so that homes face toward both public streets. The buffer space located between the two streets may serve simply as greenspace, or may be used for stormwater management and bicycle or pedestrian paths.



Profile B omits the residential street bordering the buffer, and places the backs of homes against it instead. In both cases, a sufficiently-wide buffer strip is necessary to create an attractive physical environment. Generally, 100 feet would be an appropriate width. Profile B is the least desirable approach, although it may be necessary to adopt it where roads parallel the electrical transmission

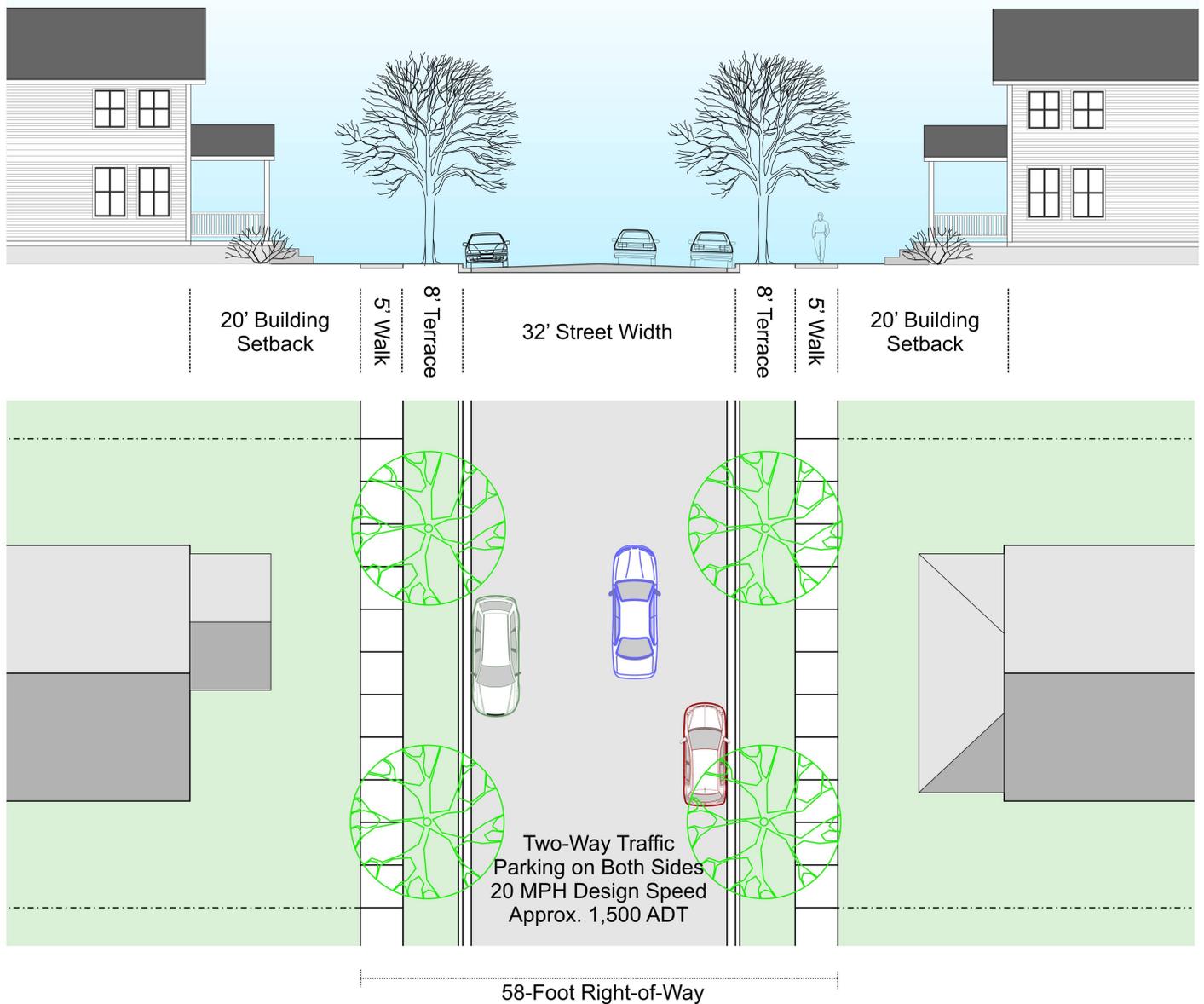
line. This second approach is appropriate in instances when an arterial street parallels a utility corridor, as is planned for the extension of County Highway AB.

Residential Collector and Residential Access Streets

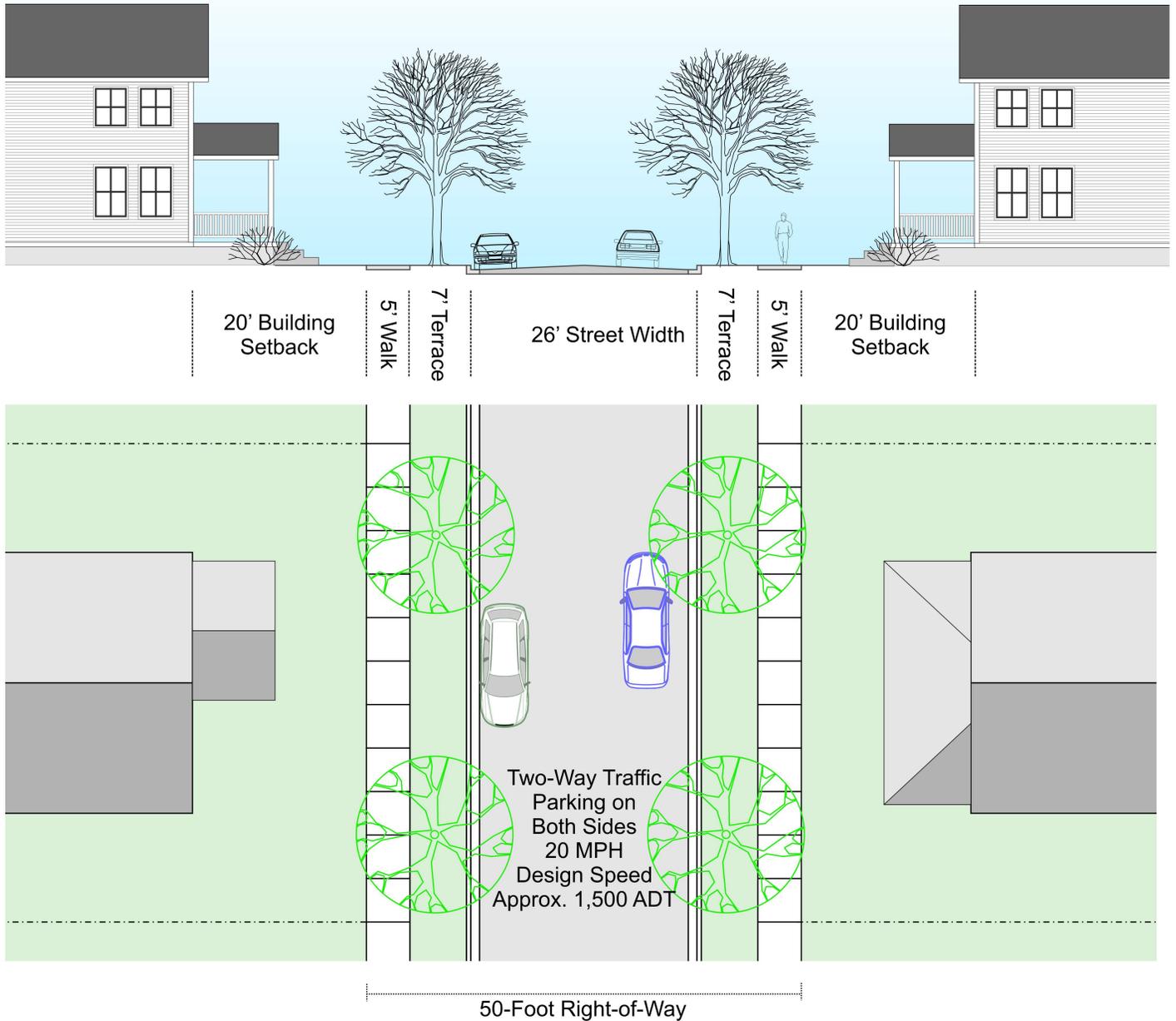
Neighborhoods are served by two types of residential streets. Those that are longer in length and provide connections between arterial or major collector streets, and less-traveled residential access roads will have a wider profile than those serving smaller residential development. In both cases, however, parking, sidewalks, and street trees will be provided on both sides of the street.

Residential collector streets require a 58-foot right-of-way to accommodate a 32-foot wide street (curb face-to-face), eight-foot terrace, and five-foot sidewalk. Residential access streets have a 26-foot street width (curb face-to-face), seven-foot terrace, and five-foot sidewalk within a 50-foot right-of-way. With parking on both sides, these street widths may require passing cars to wait for others to pass each other. These street widths are identical to those advocated in Dane County's Model Traditional Neighborhood Development Ordinance.

Residential Collector Street



Residential Street



Alleys

Alleys may be used to provide access to rear-loaded garages on detached or attached units. Alleys should be designed to remain in private ownership through a condominium agreement, home-owners association, or other legal mechanism that addresses their continued maintenance.

Street Design

Most streets within the East Side Neighborhood will have an asphalt surface along with full curb and gutter. This standard may be altered in order to manage stormwater through sustainable or low-impact development practices. Appropriate locations for alternative designs may include office and industrial and large-lot residential areas, and on streets bordering significant open space areas.

In order to promote sustainability in the neighborhood, the Village of McFarland may consider establishing a requirement for a minimum percentage of recycled content in the construction of streets, sidewalks, and other infrastructure.

Bicycle and Pedestrian Paths

The East Side Neighborhood's greenspace system, with park and open space nodes connected by greenways, provides a location for bicycle and pedestrian paths connecting destinations in and out of the neighborhood. Multi-purpose paths will typically have a width of eight to ten feet, while paths for walking only need to be five feet wide. While many paths in the area have been paved with asphalt, the Village should consider using alternative materials such as crushed stone. A mile-long asphalt path creates over an acre of impervious surface area.

Bike lanes may be included on major collector streets, and may replace on-street parking. As residential collector and residential access streets do not carry heavy volumes of traffic, on-street bike lanes are not required.

Streetscape

The street terrace is an important feature of the neighborhood and helps to define its character. The terrace area is intended to provide a vegetative buffer between the street and the sidewalk. Trees should be planted to provide a minimum of 30 percent canopy cover within five years of planting. Street lighting should be minimal and scaled for pedestrians on residential streets. Higher-volume streets may have higher lighting levels. Energy-efficient fixtures should be used.

Utilities

Wherever possible, municipal and private utility services should be buried underground. Transformers, pedestals, boxes, and other utility components should be located on private property where they are screened from view from public spaces, including the sidewalks. The intent is to minimize the encroachment of unsightly clutter into the public right-of-way.

Several low-impact development techniques may be employed to help manage stormwater in a manner that replicates the natural stormwater pattern. These techniques are further described in the technical memorandum included in Appendix C. They may help to reduce stormwater run-off, increase infiltration, and improve water quality.

Non-Residential Areas

Non-residential areas include the two commercial sites along with the office and industrial land use area. It is the intent of the **East Side Neighborhood Growth Area Plan** that these uses be designed to fit the character of the residential development and open spaces that make up a majority of the neighborhood. Architecture, site planning, and landscaping are some of the features through which these uses may be harmonized.

Office and Light Industrial Uses

These uses are intended to be developed in a "sustainable business environment" that will become a marketable feature of the district. Both patterns of property ownership and the proposed land uses suggest that this area will be developed in large segments that support the sustainable practices desired by the Village. Although sites and buildings in this district are meant to harmonize with the adjacent residential neighborhood, some flexibility should be provided to separate buildings with landscaped open spaces or to create a campus environment as an alternative to a more typical urban character.

- Design buildings to complement neighboring residential buildings. This may include the adaptation of traditional architectural styles, use of gables, roof pitches, and similar treatments more customary of residential buildings.



A residential street incorporating sustainable, low-impact stormwater design adjacent to public greenspace



Pedestrian-scaled and highway lighting are combined in the example above

Sustainable design features of the office and light industrial area may be part of a marketing strategy to help overcome difficult access to the location

- Although there is no height limitation in the district, office and light industrial buildings should generally not exceed 1.5 times the height of any residential buildings located directly across an internal neighborhood street (not Siggelkow Road).
- Avoid large expanses of uninterrupted wall area where it may be seen from a public space. Large buildings should incorporate architectural decoration and elements such as projecting bays or varied rooflines to break up their mass.
- Place buildings close to the street to help define a street edge similar to the adjacent residential uses. Where building height will contrast with neighboring uses, where additional front yard landscaping is desired, or where other considerations favor a greater setback, the building may be located further back on the site.
- Design buildings to fit within the topography of the site. This may minimize site disturbance, provide exposure for lower levels, or create an opportunity to provide underground parking.
- Provide the bulk of the required parking to the rear of buildings. Except for a small number of visitor stalls, no parking should be allowed between the building and the street. The minimum number of parking stalls should be provided.
- Construct pedestrian walkways between the sidewalk and primary building entries. On-site walkways should be separated from traffic and designed to connect the building to parking lots and other destinations on the site.
- Locate service areas where they will not be visible from the public right-of-way. Provide screening to minimize their visibility from neighboring properties.

The following guidelines should be employed to create a sustainable business environment.

- Encourage developers to design and construct sites and buildings using green or energy-efficient technologies.
- Employ low-impact development techniques to manage stormwater. These may include minimizing impervious cover, capturing and infiltrating stormwater instead of discharging to streams and wetlands, providing a connected series of swales and channels for stormwater infiltration in place of enclosed storm sewers, and using native plants in buffers, infiltration strips, and detention facilities.
- Use energy-efficient fixtures for street and site lighting, and minimize the nighttime lighting levels to avoid light pollution.
- Construct roads, walkways, parking lots, and other public or site infrastructure using recycled materials.
- Use locally-sourced materials in the construction of buildings.
- Landscape with plant species native to the region. Where feasible, restore native habitats.

Crossroads Commercial Center

The crossroads commercial center is a unique office, service, and retail environment designed as a single development project. Its character can be described as a traditional residential hamlet that has been converted to commercial use. It is envisioned as a collection of small buildings that is meant to be walked and is tied together through paths and small public plazas. These are tied into the greenspace corridors in the neighborhood and provide a direct off-road link to the elementary school site.

The commercial crossroads is a distinctive office and retail setting that is meant to have a residential character and resemble a traditional village that has evolved into commercial uses over time

- One- and two-story buildings may be included in the development. Buildings should not exceed a footprint of 5,000 square feet.
- Building architecture should reflect traditional residential architectural styles. These may reflect styles common in the East Side Neighborhood Growth Area.
- Align buildings along a central axis or plaza as an organizing feature of the development. This axis should be designed to connect to greenway corridors in the neighborhood.
- Design outdoor spaces as "rooms" related to nearby buildings. These outdoor rooms may be an appropriate location for activities such as outdoor dining.
- Landscape the street yard to resemble individual properties. Walkways and the central plaza space should be landscaped with large canopy trees to provide significant shade.
- Break up parking into small pods distributed through the site. A majority of the parking should be located on the interior of the site.

Convenience Retail Development

A relatively small site on Siggelkow Road has been designated as an appropriate location for convenience commercial uses such as a gas station and convenience store, restaurant or coffee shop, or similar uses. This site is located transitionally between multi-unit residential uses and office and light industrial uses. In character and form, it is meant to maintain the patterns of the surrounding uses.

As it is located at the edge of the office and light industrial district, this site may be developed as part of that larger area. The uses envisioned for this site could be incorporated into a larger building developed as part of the office and light industrial district.

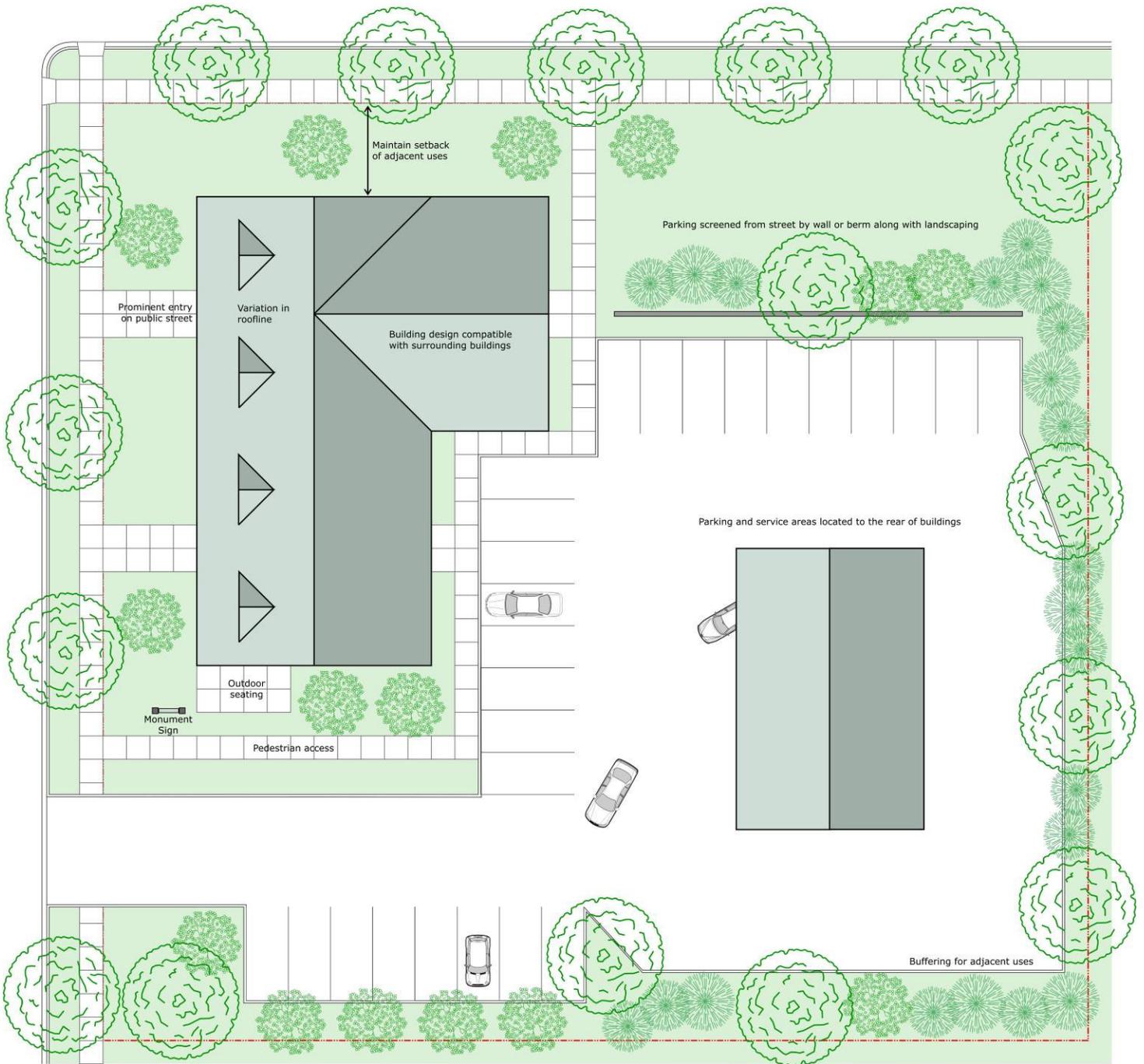
- Design buildings with an architectural character similar to surrounding development.
- Provide a functional entry located facing the public street for every ground floor tenant space. A paved pedestrian walkway must be provided from the public sidewalk to the building entrance.
- Locate parking in the side or rear yard. Except for driveways, no portion of any parking lot may extend closer to the street than the street facade of the principal building on the lot. Parking must be screened from view from the public right-of-way.
- Drive-through or drive-up service areas are permitted at the side or rear of buildings. The drive-through service lane may not be located between the building and any public street.
- Service areas, including loading areas and trash receptacles, must be located at the rear of the building and screened from public view.

Residential Districts

The East Side Neighborhood includes three types of residential areas with varying densities. Large lot residential zones are consistently located on the fringe of the neighborhood and are comprised entirely of detached single-family homes. Traditional neighborhoods, including detached homes and buildings with up to four units, make up the largest part of the neighborhood. Multi-unit residential areas (buildings with five or more units) are scattered through the northern two-thirds of the neighborhood. The guidelines developed here are intended to ensure that these various neighborhood types fit together seamlessly.

Minimum densities have been established for the residential districts in the East Side Neighborhood Growth Area

Concept Design for Convenience Retail Sites



Multi-Unit Residential

Multi-unit residential areas are intended to have a minimum density of eight units per acre in buildings with five or more units. Many of these areas are intended to serve as a transition between traditional neighborhoods and more intensive commercial land uses. New sites and buildings should fit within the context of existing or planned development on adjacent sites. While some variation in characteristics such as height, massing, and architecture is desirable, sharp contrasts should be avoided.

- Locate buildings to reinforce the street frontage, maintaining street setback patterns and minimizing gaps in the street wall.

- Design buildings abutting traditional neighborhoods to have the appearance of individual attached units (ex., rowhouses, mansion homes, or other similar styles).
- Relate the first floor to the street and provide prominent building entries facing the street. Porches should be encouraged and may encroach into the front yard setback. When possible, provide individual unit entries.
- Avoid multiple identical buildings in any development. Where the same floor plan is used for more than two buildings, the exterior architecture should be distinctly different.
- Provide common areas such as community rooms in central locations linked to outdoor activity space.
- Incorporate outdoor activity space appropriate for the tenants to which the buildings will be marketed. Family-oriented housing may include play structures while units marketed to retirees may choose to provide passive recreation space.
- Construct good pedestrian access from all public sidewalks and private parking areas to building entrances and common areas.
- Locate parking areas at the rear of buildings to allow a majority of the buildings to front on the street. Multiple small lots are favored over larger expanses of parking.
- Design landscaping to compliment the architecture of the buildings and to define outdoor spaces. Plantings should include mostly native species.
- Screen parking areas with vegetation and use canopy trees to provide shade over asphalt surfaces.

Traditional Neighborhoods

Traditional neighborhoods are intended to contain a variety of housing types and styles. While a majority of units will be detached single-family homes, buildings with up to four attached units are permitted. Attached units should not be concentrated into any one part of the development, but spread out and mixed with detached homes. Larger units may be located along busier streets, where they may provide more options for the location of garages at the rear of the building.

Traditional neighborhoods provide a progression from public to private space. Public space begins at the street and moves inward through the street terrace and sidewalk. The front yard is landscaped and contains a pathway to the front door. It transitions to the private space, which is the house and rear yard. This pattern should be replicated regardless of whether the property is a single-family home or attached units.

- Plan development sites to preserve mature native trees and significant natural areas.
- Provide a variety of home styles in every proposed development. No one style should make up more than 35 percent of the units in that development.
- Design the front elevation to fit within the context of other nearby homes in the neighborhood. Unless designed to resemble a single-family structure (i.e., a "mansion home") attached homes should have a distinct façade for every unit.
- All homes in the neighborhood should have a primary entry oriented to the street. The entry should be clearly defined. Open and functional porches are encouraged.
- It may be desirable to have some variation in front yard setbacks. Homes in the traditional neighborhood may be set back in a range from 20 to 25 feet from the street right-of-way.

Traditional neighborhoods should include a mix of housing types including detached, duplex, and 3 or 4 unit buildings

- Unenclosed porches, balconies, stoops, and projecting window bays may encroach ten feet into the setback area.
- Driveways and garages should be subordinate to residential buildings. Side-loaded or alley garages may be considered to reduce the number of driveways and garage doors facing the street. Front-loaded garages may not be sited in front of the residential use. Landscaping, projecting eaves, individual doors, and other techniques may be used to diminish the visual impact of the garage.
- Where garage doors face a public right-of-way, the garage must be set back a minimum of 25 feet from the right of way.
- Accessory buildings may be permitted and may include an office or residential use with an area up to 700 square feet.

Large Lot Residential

Large lot residential districts are intended to provide flexibility to design around environmental constraints, as well as to allow for a diversity of housing in the neighborhood. Cluster subdivisions are encouraged as a technique to preserve open space while still achieving the density potential allowed in the area. Except for variations in dimensional requirements the same design standards as in the traditional neighborhood areas will apply in large lot residential districts.

Architecture

It is the Village's intent to provide flexibility in terms of the architectural styles developed within the neighborhood. In general, however, building architecture is expected to reflect a high quality of design and materials used consistently across all building facades. The Village encourages consideration of traditional architectural styles and forms (such as porches, gables, and bays) and quality materials such as brick, stone, wood, and cement fiber board.

VISUALIZATION TOOL

The **East Side Neighborhood Growth Area Plan** is accompanied by a visual animation that is meant to provide a feel for how the final neighborhood may look to somebody passing through it. The animation include representative examples of convenience commercial, multi-unit and traditional neighborhood development, open space, and office uses. The animation follows a schematic drawing of a neighborhood segment as shown here. Examples of the buildings used in the animation are also shown.



Single-family (top and left) and duplex (lower right) home models used in traditional neighborhoods in the visualization



Four-unit buildings used in traditional neighborhoods in the visualization



Five-unit building and large multi-unit residential building used in the visualization



Convenience commercial building used in the visualization



Small, medium, and large scale office buildings used in the visualization



IMPLEMENTATION STRATEGIES

The following is a summary of actions necessary to implement the community vision contained within this ***East Side Neighborhood Growth Area Plan***. These actions have been grouped according to the elements of the plan to which they relate.

Plan Review

The East Side Neighborhood Growth Area Plan is intended to be a flexible document and to evolve over time as actual development occurs. It is recommended that the plan be formally reviewed every five years, or more frequently if development conditions or opportunities suggest significant deviations from the adopted plan.

Regardless of the pace of development, the plan should be reviewed at least every five years

Parks, Open Space, And Greenway Corridors

- Amend the Outdoor Recreation Plan to include the proposed community park. In addition, proposed park facilities within each quarter of the East Side Neighborhood should be included in the CORP.
- The Village's subdivision ordinance should include a definition for wetlands, require wetland delineation with development proposals, require 100% protection of wetlands and include provisions for their management and maintenance as open space.
- The Village's subdivision ordinance should require a woodland assessment for all development proposals to evaluate proposed impacts, potential greenway locations and best management practices for preservation of mature native trees.

Residential Areas

- The Village's zoning ordinance should be amended to include a Traditional Neighborhood category, including a definition and intent as well as building and site design, area and bulk, open space, and density requirements.
- The Village's zoning ordinance should be amended to include a Multi-Unit Residential category, including a definition and intent as well as building and site design, area and bulk, open space, and density requirements.
- The Village's zoning ordinance should be amended to include a Large Lot Residential category, including a definition and intent as well as area and bulk, open space, and density requirements.
- The Village's zoning ordinance should be amended to include a cluster subdivision option, including a definition, intent, and design standards.

The largest number of recommendations relate to amending the zoning ordinance to address neighborhood design

Non-Residential Areas

- The Village's zoning ordinance should be amended to include an Office and Light Industry category, including a definition and intent as well as building and site design, area and bulk standards, and use requirements.
- The Village's zoning ordinance should be amended to include a Commercial Crossroads category, including a definition and intent as well as site and building design, open space, and use requirements. Alternatively, this development may occur under the Villages PUD ordinance.
- The Village's zoning should be amended to include a Convenience Commercial category, including a definition and intent as well as site and building design, area and bulk, open space, and use requirements.

General Development Guidelines

- The Village's official map should be amended to indicate the locations of major collector roads in the neighborhood.
- The Village's codes should be amended to include all Site Planning standards for the East Side Neighborhood Planning Area.
- The Village's stormwater management ordinance should include options to allow low-impact design techniques where appropriate. Stormwater may be addressed through a combination of on-site facilities, and regional facilities on larger sites, where adjacent properties are developed simultaneously, or other factors apply. Financial participation from the Village may be required for regional facilities. The Village has adopted a stormwater utility.
- The Village's landscaping ordinance should be amended to address landscaping standards for the East Side Neighborhood Growth Area including preferences for use native plant species, buffering of wetlands and other natural areas, and management of existing native habitats.
- The Village's subdivision ordinance should be amended to include street, road and utility standards for the East Side Neighborhood Planning Area, including street arrangement, dimensional and street profile standards and alternatives, street design, bicycle and pedestrian path standards, streetscaping, and utility locations.
- Engineering studies should be completed to examine the future needs for water, sanitary sewer, and stormwater systems in the planned neighborhood.

RESIDENTIAL GROWTH PHASING

Residential growth may impact the cost or ability of a community to provide services, alter its character, or otherwise affect the quality of life of its residents. These outcomes may be either positive or negative. Furthermore, the pace and location of that growth may have a substantial bearing on its desirability. It is for these reasons that communities engage in planning and adopt strategies to regulate future development.

The Village of McFarland adopted its original Residential Growth Management Plan in 1998 to influence future residential development on the east side of the community. At the same time, it identified what it then considered to be the most appropriate spatial patterns of development sequencing, based on the potential availability of municipal water and sanitary sewer services. As new growth has occurred, and the Village has completed both a Comprehensive Plan (2006) and this **East Side Neighborhood Growth Area Plan** (2008), the Village has now determined a need to update its adopted growth management goals and strategies.

This analysis documents past growth trends, examines the impact of new development to both the Village of McFarland and to the McFarland School District, and identifies the future pace of development desired by the community. While it does identify constraints that may dictate the physical progression of development, this plan does not identify a specific geographic pattern for that development to follow. This is intended to provide the Village some flexibility in assessing future development opportunities as they arrive.

This Residential Growth Phasing Plan is intended to be applied in coordination with the goals, policies, recommendations, and design standards contained in the East Side Neighborhood Growth Area Plan.

Population and Housing Trends

On January 1, 2007, the Village of McFarland was estimated to have a population of 7,336 people . The Village has grown at a relatively constant pace since

The Residential Growth Phasing plan relates to development throughout the Village, and not only in the East Side Neighborhood Growth Area

the 1970's, and data from the period between 2000 and 2006 suggests that the current decade will be no different. Average household size has been decreasing steadily for several decades.

Population Growth, 1970-2006

	1970	1980	1990	2000	2006
Population	2,386	3,783	5,232	6,416	7,336
Change	--	1,397	1,449	1,184	920
Pct. Change	--	58.5%	38.3%	22.6%	14.3%

The number of housing units in McFarland has grown at a similarly steady rate since 1970, adding about 600 new housing units in each decade. The largest increase occurred between 1970 and 1980, although the partial data since 2000 suggests that the current decade will result in the greatest numerical change by 2010. New housing construction has tended to include a higher percentage of attached and multi-family units than were previously located within the Village. As a result, close to a third of the housing units in the Village are now in attached or multi-family buildings. These include both owner-occupied (condominium) and apartment buildings.

Between 1990 and 2006, a total of 1,156 new housing units, or an average of 68.0 units per year, were authorized by building permits for new construction in the Village of McFarland. Almost two-thirds of these (62 percent) were detached or single-family homes. The remainder were created in two-unit (12 percent), three or four-unit (17 percent), and larger multi-unit buildings (9 percent).

While the period between 1998 and 2004 saw the greatest activity, new construction has dropped considerably. The count of 27 new units started in 2006 was the lowest number since 1982, and only 29 units have been started through August of 2007.

Change in Housing Units in the Village of McFarland, 1970-2006

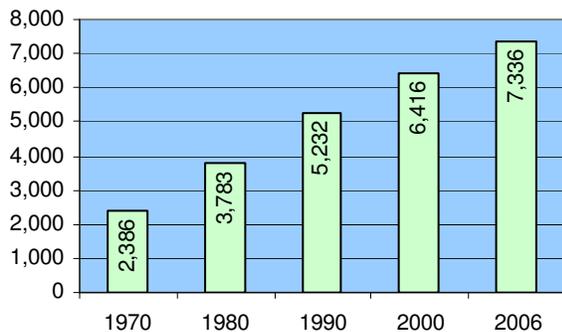
	1970	1980	1990	2000	2006
Single-Family Units	610	1,088	1,417	1,754	2,064
	83.3%	81.1%	74.0%	70.8%	67.4%
Multi-Family Units	122	253	498	723	997
	16.7%	18.9%	26.0%	29.2%	32.6%
Total Housing Units	732	1,341	1,915	2,477	3,061
Change in Number of Units		609	574	562	584

Residential Development in the Village of McFarland, 1990-2006

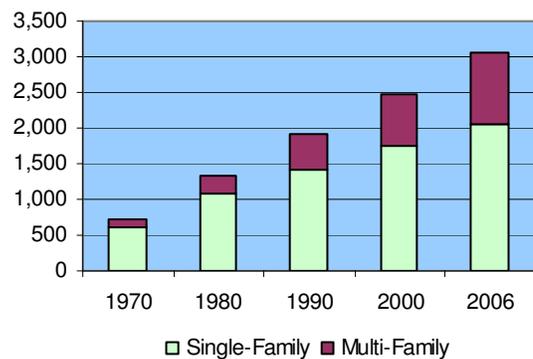
Units in...	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Single-Family	43	41	33	39	28	32	36	35	51	69	75	78	50	38	32	21	13
Two-Unit	10	2	0	4	2	2	6	10	6	10	8	10	18	10	22	16	6
3-4 Unit	12	0	0	24	12	0	0	12	12	4	8	13	29	19	39	4	8
5+ Unit Multifamily	0	0	0	6	6	0	0	0	16	0	0	0	0	54	0	22	0
Total New Units	65	43	33	73	48	34	42	57	85	83	91	101	97	121	93	63	27

(Units authorized by building permits. Source: U.S. Bureau of the Census and Village of McFarland)

Population Growth, 1970-2006



Growth in Housing Units, 1970-2006



Development Site Inventory

As of October, 2007, there were 282 single family lots available for development within the Village of McFarland. This number anticipates planned lots in proposed subdivisions east of Holscher Road.

A total of 16.74 acres of land was zoned for multi-family development. As the Village's zoning ordinance requires 5,445 square feet of land per multi-family dwelling unit, or 2,904 square feet by conditional use, the available multi-family properties may yield 134 to 251 new units.

Combined, the platted single- and multi-family lots available for development would be sufficient to add between 416 and 533 new residential units. If past rates of growth were to continue, this existing inventory would meet most of the demand for lots that might be expected over the next decade.

Community Objectives

Nearly all of the land available for development within the Village of McFarland's extra-territorial planning area is located in the East Side Neighborhood Growth Area, which is defined by Siggelkow Road on the north, the existing Village boundary on the west, and a combination of environmental corridors, farmland, and Interstate Highway 90 on the south and east. This Residential Growth Phasing Plan addresses development of those lands.

The **East Side Neighborhood Growth Area Plan** lays out a concept for the area to be built out as a conservation development. About one-third of the area is intended to be set aside as an integrated open space network consisting of parks, open space corridors, stormwater management facilities, and natural areas. Ten percent of the area has been set aside for commercial, office, and light industrial uses. About 55 percent of the land area, or 440 acres, is intended for residential development in one of three development patterns:

- Multi-Unit Residential. This is the highest-density development in the neighborhood, and is comprised of buildings generally having more than five units each.
 - Minimum density – 8 units per acre
 - Approximate area – 41 acres
 - Minimum housing units - 328
- Traditional Residential. These are mid-density neighborhoods made up of one- to four-unit structures. Approximately 70 percent of the structures should be detached single family homes, with the attached units integrated into the neighborhood rather than segregated into separate areas.
 - Minimum density – 4 units per acre
 - Approximate area – 287 acres
 - Minimum housing units – 1,148
- Large Lot or Cluster Residential. This classification is intended to provide a transition to farmland or environmental corridors, and meet a desire for housing diversity. It includes single family homes in either conventional subdivision or cluster development patterns.
 - Minimum density – 1½ units per acre
 - Approximate area – 112 acres
 - Minimum housing units – 168

Altogether, these residential neighborhoods are anticipated to yield a minimum of 1,644 new housing units. Some of these areas can be expected to be devel-

Residential development will comprise about 55 percent of the East Side Neighborhood Growth Area

oped at a higher density. A 25 percent increase over the minimum would result in a total of 2,055 new housing units provided in the East Side Neighborhood Growth Area. This would result in an average of 4.67 housing units per acre. This land area would be sufficient to meet development needs for another three decades (though 2035).

This Residential Growth Phasing Plan is intended to meet the following community objectives:

The Village's target growth rate is 80 units per year, and while up to 120 units may be constructed in any single year, no more than 400 units may be added in any five-year period

INTENT: Continue to accommodate residential growth at a similar rate to that experienced during the past three decades.

STANDARD: Sufficient land area is made available to sustain residential growth at an average annual increase of approximately 80 new housing units.

A majority of the East Side Neighborhood Growth Area is well beyond the service area of municipal sanitary sewer service. Significant improvements to other utilities, or to roads, may be necessary to open up parts of the area to development. While many of these improvements can be expected to be made incrementally as development occurs, it may be necessary for the Village to proactively develop its infrastructure through its Capital Improvements Program, in order to assure that an adequate supply of land is available for development.

STANDARD: Residential growth is maintained at a rate that does not exceed 120 new housing units in a single year, or 400 units in any five-year period.

This standard is intended to provide some flexibility to accommodate more rapid growth than the targeted rate. Some years' tally can be expected to exceed the 80-unit target, while others will fall below it. The upper limit of 120 units is based on the Village's expectation that a higher number cannot be processed without the addition of new Village staff. These limits apply Village-wide, and not only within the East Side Neighborhood Growth Area.

INTENT: Residential development within the Village of McFarland is consistent with the land use patterns identified in the East Side Neighborhood Growth Area Plan.

STANDARD: Development within the East Side Neighborhood Growth Area is consistent with the spatial pattern of land uses contained within the plan.

The future land uses mapped in the East Side Neighborhood Growth Area Plan are not meant to be interpreted as strict boundaries. Natural features, development constraints, property ownership, and other considerations will dictate the final boundaries of each of the various uses. Still, future development should be held to the general patterns and locations indicated in the concept development plan.

STANDARD: Development within the East Side Neighborhood Growth Area approximates the land use percentages identified within the plan.

The East Side Neighborhood Growth Area Plan established a targeted mix of land uses within the planning area as follows:

- Residential (55%) – comprised of multi-unit residential (10%), traditional neighborhoods (33%), and large lot or cluster residential (16%).

- Parks and Open Space (31%) – including parks, natural areas, corridors, storm water management, and similar uses.
- Office and Light Industrial (10%)
- Public Facilities, Utilities, and Quasi-Public Uses (3%)
- Commercial (1%) – including convenience retail and a small neighborhood commercial area.

As development occurs and is consistent with the mapped land use patterns, the percentage of area dedicated to each land use should be monitored. This does not mean that every individual development plan must meet these percentage distributions. The goal should be an approximation of the planned land use distribution at the time when the neighborhood is completely developed.

STANDARD: The recommendations contained in the East Side Neighborhood Growth Area Plan will be reviewed on a five-year basis.

Review of the plan will provide an opportunity to evaluate its continued relevance and to assess current market conditions that may warrant changes to the plan.

INTENT: New residential development provides a diversity of housing types and is affordable to a broad spectrum of the community.

STANDARD: New residential development is consistent with the mix of uses and densities identified in the East Side Neighborhood Growth Area Plan.

Residential development is intended to achieve the minimum densities identified for each of the neighborhood areas (eight units per acre for multi-unit residential, four units per acre for traditional neighborhoods, and one-and-a-half units per acre for large lot or cluster development). Higher densities may be encouraged. These densities should include residential lots, rights-of-way, and utilities, but not dedicated parks and open space (including stormwater management facilities).

STANDARD: Traditional neighborhood areas contain a desirable mix of housing units in approximately 70 percent single-family, 15 percent two-family, and 15 percent three- to four-unit structures in an integrated pattern.

Traditional neighborhoods are envisioned as mixed-density areas, made up of a majority of detached single-family homes with two-, three-, and four-unit structures integrated into the neighborhood. These larger buildings should not be concentrated into a single part of the development.

INTENT: Residential development is phased to occur with Village services and utilities including roads, water supply, sanitary sewers, and stormwater utility improvements.

STANDARD: Village decisions related to development will prioritize the availability of sanitary sewers, ability to manage stormwater in accordance with Village policies, and adequate road connections.

The Village has determined that sewers, stormwater, and roads are the most important services for new development, and will weight these resources accordingly when considering proposals for new development. Additional factors to be considered include water service, natural gas and electric services, market demand, and economic development opportunities.

The mix of multi-unit, traditional neighborhood, and large lot residential areas is meant to foster a diversity of housing types including affordable units

STANDARD: All future development within the East Side Neighborhood Growth Area is served by municipal water supply and sanitary sewers.

Development within the East Side Growth Area should not be allowed to occur without connection to municipal utilities. This will require annexation to the Village of McFarland. The Village may consider capital improvement planning to extend utility services to areas where it would like to see development take place.

STANDARD: Stormwater management plans for individual development proposals are consistent with neighboring properties and Village plans.

The Village has an interest in managing stormwater run-off and water quality throughout the neighborhood. Stormwater management may occur through a combination of on-site and regional facilities. Development should be consistent with existing and proposed stormwater management facilities on adjacent properties, and with Village plans for the immediate vicinity.

STANDARD: Major collector streets are constructed or upgraded in a manner consistent with the road patterns identified in the ***East Side Neighborhood Growth Area Plan***.

The road patterns indicated in the Concept Development Plan are intended to illustrate a desired pattern of interconnected arterial, collector, and residential streets. New development should provide these connections and hierarchy of streets. Development may follow the construction or upgrading of arterial streets identified in the plan.

INTENT: New residential development minimizes any potential financial burden for existing community residents.

STANDARD: Fiscal impacts of new residential development projects are identified and the cost of any necessary improvements is primarily carried by that development.

New development should not strain existing community facilities, and new development should contribute the proportionate share of improvement costs necessary to serve that development. This does not preclude the use of municipal financing mechanisms for strategic infrastructure investment.

The Residential Growth Management Plan may result in a maximum of 4,961 housing units in the Village by the year 2030

Growth Projections

These growth projections offer an overview of potential population growth and change in the Village of McFarland. It is important to note that these projections represent the maximum rates of growth resulting under the housing unit limitations recommended in this strategy. Growth control measures curtail growth exceeding the limits imposed here. The actual rate of growth may be slower.

The first chart and table project the maximum number of housing units that may be constructed if the desired growth caps (a target of 80 units per year with a maximum of 400 units in any five-year period) are enacted.

Maximum Increase in Housing Units Under Growth Management Policies

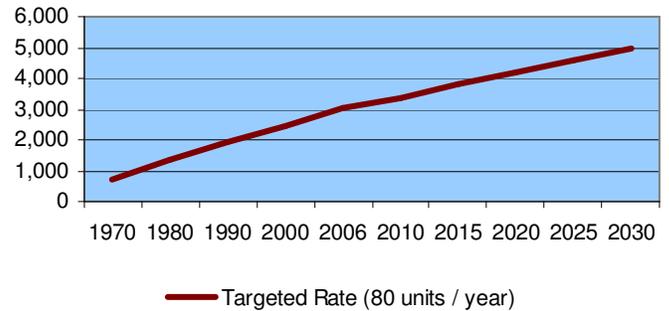
	2006	2010	2015	2020	2025	2030
Targeted Rate (80 units / year)	3,061	3,381	3,781	4,181	4,581	4,981

The Wisconsin Department of Administration has projected the average household size in Wisconsin to the year 2030, in which there are expected to be 2.35 persons per household in the state. This information can be used to project future population growth in McFarland.

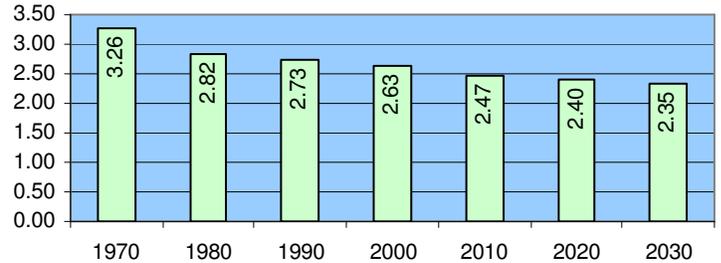
The table and graph contain five alternative population projections identified in the Village of McFarland's Comprehensive Plan. In addition, they contain projections based upon the projected average household sizes noted above, and the desired (80 units per year) and maximum (400 units in any five-year period) growth rates advocated in this plan.

As the table and graph demonstrate, the projected maximum growth allowed under this Residential Growth Phasing Plan would approximate the population growth trend from 1990 to 2000. The desired rate of 80 units per year would result in a population greater than that projected by either Dane County or the Wisconsin Department of Administration. At the same time, these growth rates would be significantly less than projections based on trends for comparable Dane County communities or based on the 1980 to 2000 trend line for the Village.

Maximum Increase in Housing Units



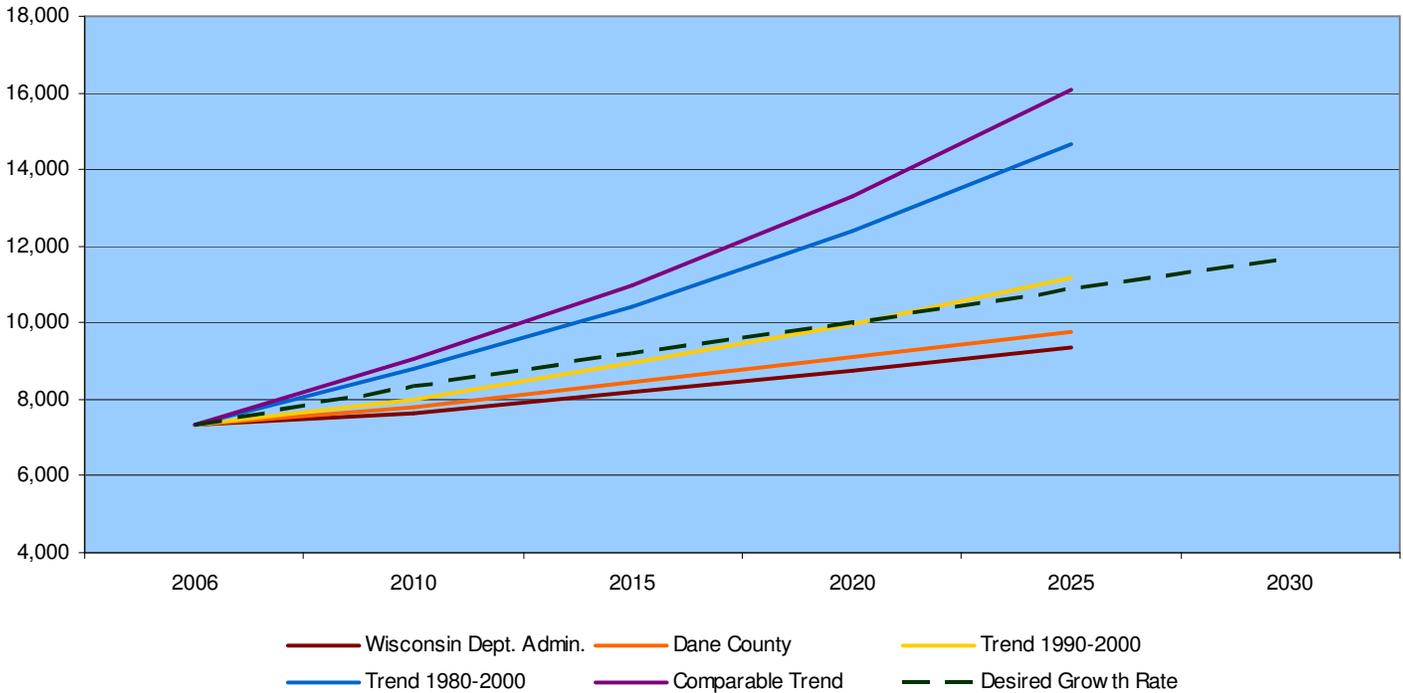
Average Household Size, 1970-2030



Alternative Population Projections for the Village of McFarland

Source	2006	2010	2015	2020	2025	2030
Wisconsin Dept. Admin.	7,336	7,650	8,187	8,755	9,366	
Dane County	7,336	7,775	8,442	9,109	9,776	
Trend 1990-2000	7,336	7,988	8,932	9,988	11,169	
Trend 1980-2000	7,336	8,783	10,421	12,365	14,671	
Comparable Trend	7,336	9,072	10,984	13,300	16,104	
Desired Growth Rate	7,336	8,351	9,188	10,034	10,857	11,705

Alternative Population Projections for the Village of McFarland



Lastly, it is possible to project the potential impact of new residential growth in the Village of McFarland and the East Side Neighborhood Growth Area on school enrollment. These projections are again based on the maximum growth that would be permitted if growth controls are in place. Also, they only consider growth within the Village of McFarland, whereas the McFarland School District contains developing areas outside of the Village and its planning jurisdiction.

These projections are based upon statistics provided by the Dane County Regional Planning Commission (now the Capital Area Regional Planning Commission) that consisted of 0.70 students for every single-family unit, 0.22 students per unit for every two-family structure, and 0.20 students per unit for structures with three or more units. McFarland has identified a desirable mix of new housing types as 70 percent of units in detached single-family units, 15 percent in two- to four family structures, and 15 percent in buildings with five or more units.

	2010*	2015	2020	2025	2030
Targeted Rate (80 units / year)	155	348	542	735	929
Maximum Rate (400 units / five years)	221	498	774	1,051	1,327

* students added between 2007 and 2010

These figures do not take into account any likely decrease in the number of students per house-hold that may be commensurate with decreasing household size. About 3.3 percent of students in McFarland are enrolled in private schools for elementary and middle school grades, and 2.6 percent of high school students attend private schools.

Growth Management Tools

Several of the available tools for managing the pace and location of growth were identified in the 1998 Residential Growth Management Plan. This update further explores these and other options for the Village of McFarland. It is expected that the Village will adopt a combination of these techniques, as appropriate, to guide the pace, location, and character of future development. These techniques may be appropriate at different phases in the development process, from pre-annexation to development review, and then into the construction phase.

Annexation

Prior to development, any parcel must complete an approval process that begins with annexation to the Village. Annexation is a pre-condition to zoning, subdivision, and provision of municipal utility services. In addition to statutes that govern the annexation process, the East Side Neighborhood Growth Area Plan identifies three intergovernmental agreements that dictate what areas of the Towns of Blooming Grove and Dunn may be annexed to the Village of McFarland.

Building Permits

Building permits are frequently used as a tool to moderate the rate of residential development. Communities may use various approaches to place a limit on the number of permits they will issue over any given period of time. These allotments may be issued competitively or on a first-come, first-served basis. Unused permits are generally carried over into subsequent years, and some communities will allow a percentage increase over the target number in any given year.

Capital Improvements Planning

The Village of McFarland may use its ability to expend funds on capital improvements as a method of encouraging, steering, or inhibiting development. By providing new or improved roads, sanitary sewers, water supply mains, or other public improvements, the Village may provide an incentive for development to occur. This may especially be an attractive consideration for commercial, office, and industrial areas identified in the Village's plans, as these uses often produce substantial property tax increments.

Through its commitment to fund public improvements and the priority it assigns to various alternative investments, the Village may exert some control over both the pace of development and the areas in which it occurs. Similarly, by refusing to construct or accept improvements in areas where the Village does not want to encourage growth, it can postpone or preclude development of those properties.

Comprehensive and Neighborhood Planning

The Village of McFarland has adopted both a Comprehensive Plan (2006) and an **East Side Neighborhood Growth Area Plan** (2008) that describe the land uses and development guidelines desired and expected by the community within the community. Wisconsin State Statutes require that zoning decisions be consistent with these plans. Furthermore, the plans offer guidance to the Plan Commission and the Village Board in their review of land use and design review of future development proposals.

Development Agreements

Development agreements are formal contracts negotiated between a developer and the Village, identifying the responsibilities of each party with regard to a proposed project. Development agreements may set forth conditions for either party to meet, addressing issues such as neighborhood design, infrastructure and stormwater facilities, parks and open space, and development phasing. Development agreements are typically negotiated in coordination with subdivision and plan review.

Development Review

Plan review is the process by which the Village considers development proposals and makes determinations related to design and other aspects of the development. Plan review can have a bearing on the density of development as well as its character.

Extraterritorial Jurisdiction Plat Review

Cities and villages typically have the right to control land division in an extraterritorial jurisdiction extending 1½ miles from their municipal boundaries (or to a point an equal distance from a neighboring city or village if they are separated by less than 1½ mile). As McFarland has entered into boundary agreements with its neighbors, it has agreed not to exercise these powers outside of the East Side Neighborhood Growth Area. This power may be used within the Growth Area to prevent premature division of land and development of unsewered subdivisions.

Impact Fees

Wisconsin Statutes permit municipalities to assess impact fees to pay for the costs of certain facilities that are required as a result of that new development. Impact fees must be based on a defined standard and the community must complete a facility needs assessment to document the costs that will be attributable to new development.

Property Acquisition

McFarland has identified several areas of open space for protection in the east Side Neighborhood Growth Area, including woodlands, wetlands, and upland areas suitable for trails and active recreation. These areas comprise more than 30 percent of the neighborhood, and are significantly larger than the area that can be acquired through park dedication requirements. The Village may choose to pursue outright acquisition of these parcels.

Subdivision Ordinance

The Village's Subdivision Ordinance regulates the process and criteria under which private property owners may divide their land. It sets forth the standards by which lots may be created, streets and other rights-of-way may be dedicated, park lands may be dedicated, development is phased, and etc. This is an important tool in ensuring that the community's vision for the neighborhood will be achieved.

Urban Service Area

Dane County has established Urban Service Areas as a growth management technique since 1973. They are currently administered by the Capital Area Regional Planning Commission. In determining the limits of Urban Service Areas, the Regional Planning Commission evaluates the land needed to accommodate future community growth, natural or constructed barriers to development, and lands unsuitable for development. These include environmental corridors that have been mapped by the Regional Planning Commission.

Urban Service Areas are delineated for all cities and villages in the county, and include the community and surrounding land that is capable of being provided a full range of urban services including public water supply, sanitary sewers and sewage treatment, urban streets, public services, and etc. As planning areas, they are designed to meet the community's growth needs for a period of at least 20 years.

In reviewing sewer utility extensions, both the Regional Planning Commission and the Wisconsin Department of Natural Resources require consistency with the delineated Urban Service Area.

Zoning

Zoning is a tool that defines the permitted uses on a property as well as the type and density of housing that may be constructed in residential zones. Upon annexation, most land will carry an agricultural zoning designation. The Village

may maintain this designation until such time as it is willing to permit development to occur.

Growth Management Strategy

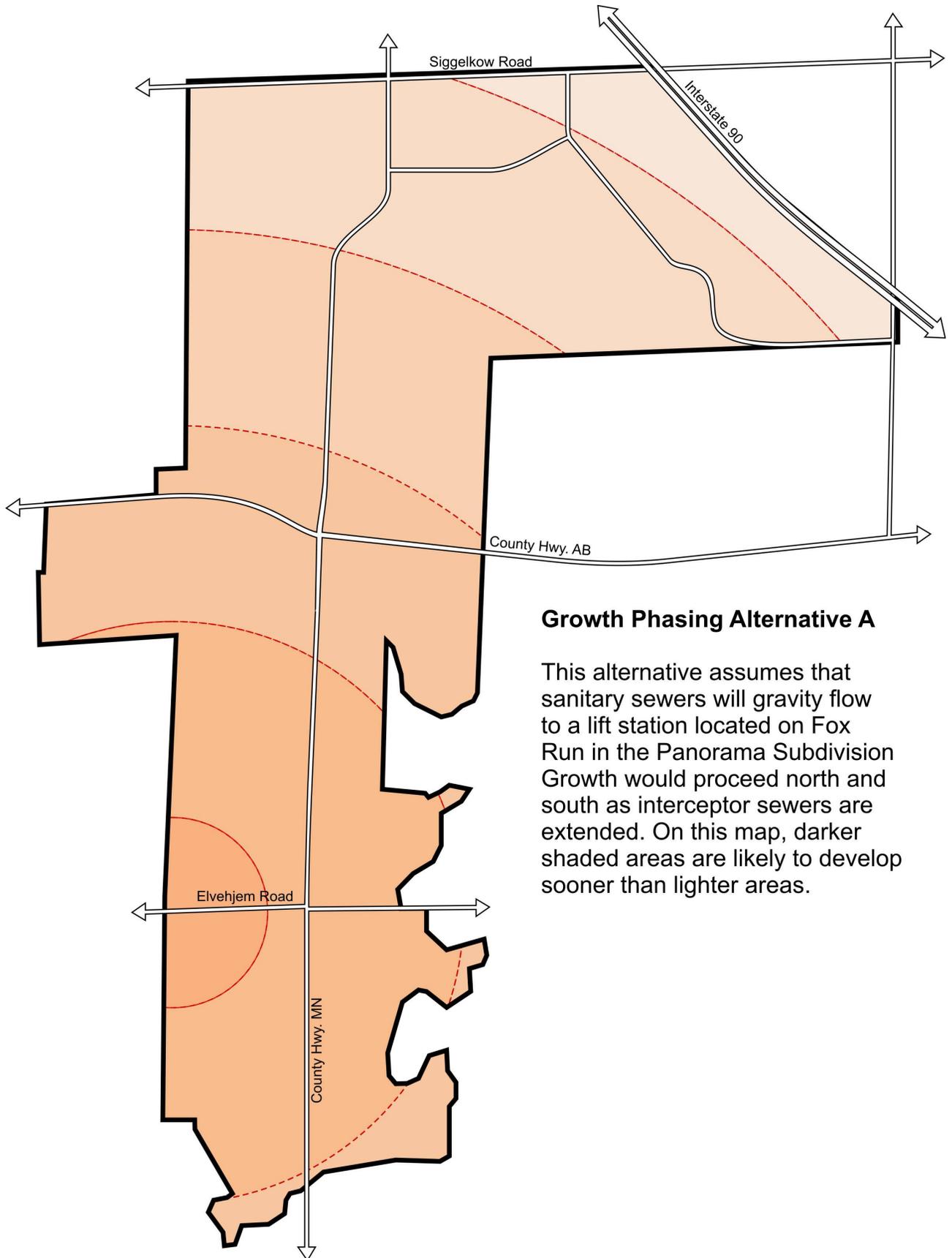
The intent of this Residential Growth Phasing Plan is to establish an upper limit to the pace of future growth in the Village of McFarland, and to control the location of new development so that these factors do not place a strain on Village resources. This plan will work hand-in-hand with the Village's Comprehensive Plan and the East Side Neighborhood Growth Area Plan to shape the future character of the Village. It is anticipated that the recommendations in those plans will be fully implemented and will serve as a starting point for recommendations contained within this plan.

The primary tools that will be used by the Village of McFarland in controlling the pace and location of growth will include the following:

- **Intergovernmental Agreements.** The Village will continue to maintain agreements with neighboring towns that prohibit development of unsewered subdivisions in the East Side Neighborhood Growth Area.
- **Annexation.** The Village will consider the location of the property to be annexed, the ability of the Village to serve the property with municipal infrastructure, and the need for additional lands for development when it considers petitions for annexation to the Village.
- **Capital Improvements Planning.** Extension of Village services will be consistent with an adopted capital improvements plan, addressing the capacity of the utility, the potential benefits of utility extension, the cost of the extension, and the need for the service.
- **Development Review.** Proposed development on properties within the Village will be reviewed in accordance with the Village's subdivision and zoning ordinances. These will be updated to reflect the character of development defined in the East Side Neighborhood Growth Area Plan. New development proposals will be consistent with that plan and with Village ordinances.
- **Development Agreements.** As a condition of approval, developers of properties within the East Side Neighborhood Growth Area will be required to enter into a development agreement with the Village of McFarland that will, at a minimum, specify the uses permitted, the mix of attached and detached units provided, and the phasing of development.
- **Building Permits.** The Village of McFarland will issue building permits for a maximum of 120 new residential units in any one year, and for no more than 400 new residential units in any five-year period. In the event that there are more applications than the number of permits available for issuing, the Village will rank the applicants on criteria including the project's consistency with the Comprehensive Plan and East Side Neighborhood Growth Area Plan, the availability and capacity of municipal services, the degree to which the proposed project may help to achieve the desired balance of attached and detached residential units, and the impact of the project on the quality of life within the community, among other factors.
- **Property Acquisition.** The Village may pursue acquisition of important park and open space parcels in the East Side Neighborhood Growth Area. The Village may pursue grant funding through the Wisconsin Department of Natural Resources or other entities to defray the cost of these acquisitions.

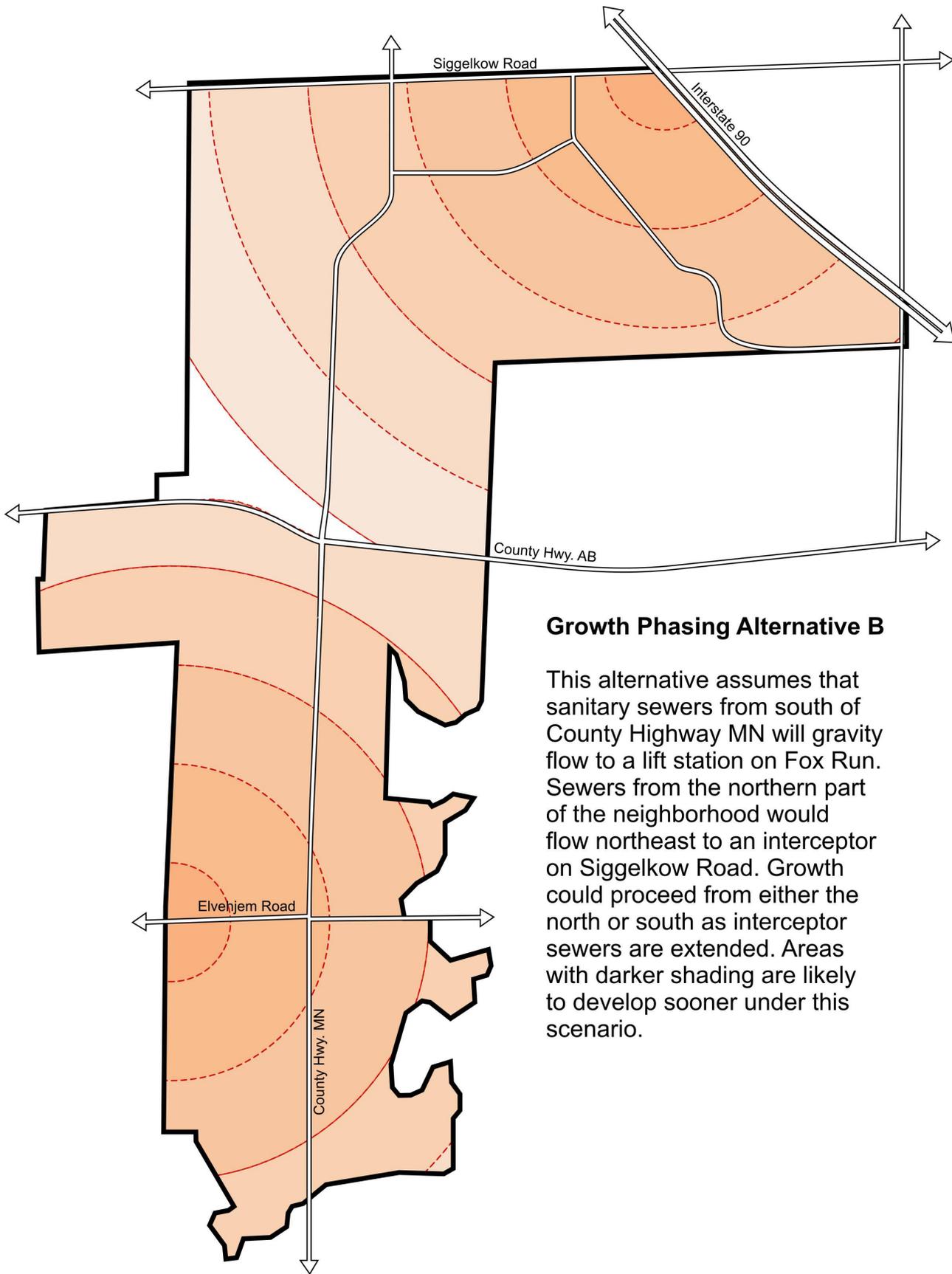
The strategy for controlling growth in the Village may draw on other tools besides those listed here

In addition to these tools, the Village may adopt other available tools and strategies to promote or curtail growth.



Growth Phasing Alternative A

This alternative assumes that sanitary sewers will gravity flow to a lift station located on Fox Run in the Panorama Subdivision. Growth would proceed north and south as interceptor sewers are extended. On this map, darker shaded areas are likely to develop sooner than lighter areas.



Growth Phasing Alternative B

This alternative assumes that sanitary sewers from south of County Highway MN will gravity flow to a lift station on Fox Run. Sewers from the northern part of the neighborhood would flow northeast to an interceptor on Siggelkow Road. Growth could proceed from either the north or south as interceptor sewers are extended. Areas with darker shading are likely to develop sooner under this scenario.

SUSTAINABILITY

The Village of McFarland sought to promote sustainable development in its planning for the East Side Neighborhood Growth Area. To that end, sustainable alternatives were explored through the planning process, and the final plan was evaluated based on criteria from a variety of sources, including the LEED Pilot Rating System for Neighborhood Development.

It is important to understand that sustainable development does not need to be synonymous with high-density development. Sustainability seeks to create a balance between competing environmental, community, and economic issues. Any of a number of alternative scenarios may therefore be equally sustainable. Significant measures incorporated into this plan are outlined below.

Sustainability may be achieved through means other than high density (which may NOT be sustainable in some instances), and this plan seeks to achieve it through a conservation development strategy

Site Design

The following considerations relate to area-wide design and land uses, and are meant to promote a sustainable neighborhood.

- **Location.** The East Side Neighborhood Growth Area is contiguous to developed parts of Madison and McFarland, and may be served by municipal water and sanitary sewer infrastructure. Development in this neighborhood will progress outward from existing areas in an orderly progression.
- **Access to Commercial Uses.** The plan has based the design of its commercial areas on an understanding of the market need. The two small centers included in the concept plan are sized and located to serve the neighborhood. A majority of neighborhood residents may walk to at least one of these centers.
- **Employment Center.** The office and light industrial area along Interstate 90 and Siggelkow Road is intended to be a sustainable business

environment in which green development techniques will be promoted. The employment center is located in close proximity to housing.

- **Mixed-Density Development.** The neighborhood plan seeks to provide a variety of housing types and styles in close proximity to each other. Traditional neighborhoods are mostly single-family homes, but should contain up to 30 percent attached housing. Larger multi-unit building sites are spread out through the neighborhood.
- **Large Lot and Cluster Residential.** The least intensive uses are located in areas where slope or soil conditions may not support higher densities, or where they provide a transition to agricultural lands. The plan encourages cluster development as a strategy to preserve open space.
- **Residential Density.** Traditional neighborhoods designated in the plan should achieve a minimum density of four units to the acre. Multi-unit residential areas should have a minimum of eight units per acre. This compares favorably with Dane County's target of three to 20 units per acre in traditional neighborhoods.
- **School Proximity.** The ability for children to walk to school is an often-cited measure of sustainability. The elementary school site in this plan is within a walking distance for many of the children who will live in the neighborhood. Path systems connect the school site to residential areas.
- **Open Space Access.** Residents and visitors will have access to open space nodes distributed throughout the neighborhood, and connected via a system of paths and greenways.

Conservation development is sensitive to the natural features of a site and seeks to preserve or restore the natural systems (hydrology, plants, etc.) that are present on the site

Transportation

Several measures were incorporated into the plan that help to develop a sustainable transportation system.

- **Narrow Streets.** Narrow streets serve the dual purposes of keeping traffic moving at a safe speed and reducing the amount of pervious surface area in the neighborhood. Recommended street widths in the neighborhood are based on Dane County standards for traditional neighborhood.
- **Connected Street Pattern.** The plan recommends a system of local and larger streets that is connected internally and is connected to the surrounding developed neighborhoods.
- **Alternative Transportation Modes.** Walking and bicycling are encouraged through neighborhood design, including the connected street pattern, required sidewalks, and path systems developed along greenways.
- **Future Transit.** Transit services are not currently provided in the planning area. The neighborhood design supports future transit by concentrating employment, and providing logical routes and stops in the neighborhood.

Environment

Environmental sustainability considerations include the following.

- **Conservation Development.** The neighborhood has been designed to preserve nearly a third of the land area as open space, allowing for the conservation of natural features and vegetation.

- **Habitat Management.** Significant woodlands and wetlands in the neighborhood are preserved and are connected through greenways. The plan recommends restoration of native habitats on open space areas.
- **Stormwater Management.** The plan advocates low-impact development techniques that encourage a reduction in impervious surfaces and replicate natural stormwater processes. These may be appropriate at both the site and regional level.
- **Solar Orientation.** The street pattern in the Concept Development Plan has arranged a majority of streets in an east-west orientation to maximize solar orientation for energy efficiency and daylighting.
- **Native Landscaping.** The plan recommends use of native landscaping in all public spaces (street terraces, parks, etc.) and on all non-residential development sites.
- **Lighting.** Energy efficient fixtures and low lighting levels are encouraged in the plan.

Community

Sustainable development seeks to involve people in decision-making and to create neighborhoods that promote social interaction. This plan recommends several measures that seek to accomplish these goals.

- **Community Character.** McFarland desires a neighborhood that has a unique character. This sense of place is created through the conservation development approach, the mix of uses that the neighborhood will contain, and the recommended design standards.
- **Scale.** A variety of design techniques can be used to create an urban environment that is comfortable for people to be in. This is often called "human-scaled" and includes factors such as building scale, pedestrian zones, and landscaping. These have all been addressed in the design standards for the neighborhood.
- **Gathering Places.** The neighborhood contains many places in which people may interact, including public spaces and gathering places on private development sites.
- **Housing Affordability.** The goal of providing affordable housing is addressed through inclusion of many different housing types and densities in the neighborhood.
- **Community Involvement.** Planning for the East Side Neighborhood Growth Area relied on extensive input from the public, beginning with workshops held in 2006, and including monthly meetings of the Ad Hoc Committee.

The East Side Neighborhood Growth Area is meant to be a unique place and not just "any place"

