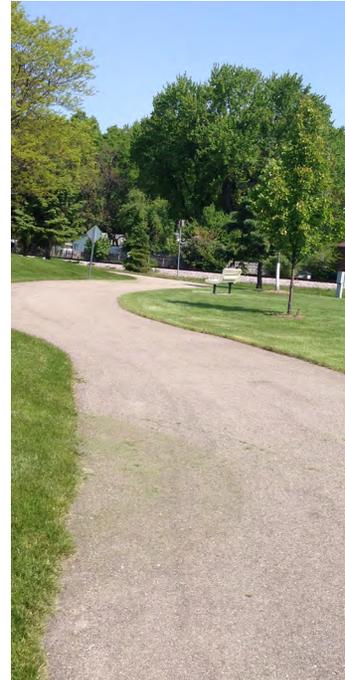


# Village of McFarland Comprehensive Plan

## Volume 1: Conditions and Issues

Recommended by Village Plan Commission: PENDING

Adopted by Village of McFarland Board: PENDING



## ACKNOWLEDGEMENTS

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## CHAPTER 1: INTRODUCTION

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### A Brief History of McFarland's Growth

The Village of McFarland has evolved from a rail stop, freestanding resort town, and farm market center into a suburban community within the expanding Madison area.

The Village, founded by a railroad worker by the last name of McFarland, was established in 1856. Mr. McFarland was the first station agent. He also built a large home used as a hotel for workers, settlers and visitors who were arriving by train. The McFarland House has remained in good repair over the years and now operates as a cafe. The rail line is still in operation. The majority of initial McFarland and area residents came from Norway, Germany, and Ireland.

The Village's early industries included farming, along with harvesting winter ice and fish from Lake Waubesa for rail shipment to Chicago markets. A small resort industry later developed near the lake. The last decade of the 19th century saw an influx of vacationers to the lakeshore, many from northern Illinois, who constructed seasonal cottages and appreciated the beach, shade trees, and scenic views. After World War II, the Village's population doubled within a short time as it transitioned into a bedroom community for Madison.

In the 1960s, petroleum "tank farms" (a major gasoline distribution center for southcentral Wisconsin) located at the Village's northwest corner. These were connected to the Koch pipeline, bringing propane and refined petroleum products from Minnesota. This area, now known as the Terminal and Triangle District, is a cornerstone of economic activity. Further residential growth was spurred by the completion of the Beltline Highway—the local name of U.S. Highway 12-18 just north of McFarland—in the late 1980s.

### Reason for Planning and for this Volume

Many Village residents seek to distinguish McFarland from other communities in the region and help the Village grow in a way that retains the "small town" character that has attracted residents to this corner of Lake Waubesa for over 150 years.

McFarland has a history of community planning and implementation. The Village prepared its first master plan in 1983, with subsequent updates in 1994, 2006, and now with this *Plan* in 2016. The Village has adopted the following land development related



ordinances: zoning, subdivision, erosion control, stormwater management, floodplain, wetland, and official map. These ordinances have been updated over time to respond to changing trends in development and in local attitudes.

The Village's 1994 comprehensive plan took an important step in managing and staging growth in and around McFarland and guided development into areas adequately served by transportation, utilities, and community facilities and services. The 2006 plan brought McFarland into alignment with Section 66.1001 of Wisconsin Statutes, also known as the State's comprehensive planning law. This 2016 *Comprehensive Plan* continues the Village's record of regular, proactive planning.

Before focusing on McFarland's future, it is important first to understand its current conditions and trends. An exploration of existing conditions can help identify and take advantage of McFarland's assets and opportunities. It can also help prevent substandard planning and development; environmental damage; and poorly designed or located roads, utilities, and services.

This is the first of two volumes of McFarland's *Comprehensive Plan*. Volume 1: Conditions and Issues contains background information supporting Volume 2. Volume 2: Vision and Directions identifies policies and initiatives. Within its appendices, this Conditions and Issues volume also includes the results of the preliminary public participation efforts associated with the *Comprehensive Plan* update process (through July 2016).

## **Location and Planning Context**

The Village is located along U.S. Highway 51 and the east shore of Lake Waubesa. It is directly southeast of Madison, 90 miles west of Milwaukee, 150 miles northwest of Chicago, and 250 miles southeast of Minneapolis. The Village shares borders with the City of Madison to the north; the Town of Dunn to the west, south, and southeast; and the Town of Blooming Grove to the east. McFarland is located in an expanding urban area in Dane County, where growth and development has outpaced most other metropolitan areas in Wisconsin. A strong regional economy and higher educational opportunities have spurred much of this growth. Population, employment, and development are forecast to continue growing, with McFarland positioned to accommodate some of this growth.

As a long-range plan concerned with a variety of environmental, economic, and social factors, this *Plan* must examine and provide recommendations for areas both within the Village of McFarland's corporate limits and beyond. Map 1 shows the relationship of McFarland to surrounding jurisdictions in the region. The Village is entirely within the McFarland School District, which also serves



portions of surrounding towns and the City of Madison north of Siggelkow Road. Map 1 shows three boundaries that are current as of January 2016, important for future growth, and subject to change over time:

- Municipal boundaries, which may change because of annexations and intergovernmental boundary agreements.
- The Central Urban Service Area (CUSA), which is the area in and around Madison where municipalities can legally extend sanitary sewer lines under state and federal water quality law.
- The Village's extraterritorial jurisdiction (ETJ), which extends 1 ½ miles from the Village limits except where intersecting with Madison's ETJ and/or by intergovernmental agreement. Within its ETJ, the Village has certain authorities under Statutes, including the ability to plan.



# MAP 1

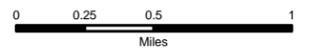
## JURISDICTIONAL BOUNDARIES



COMPREHENSIVE PLAN

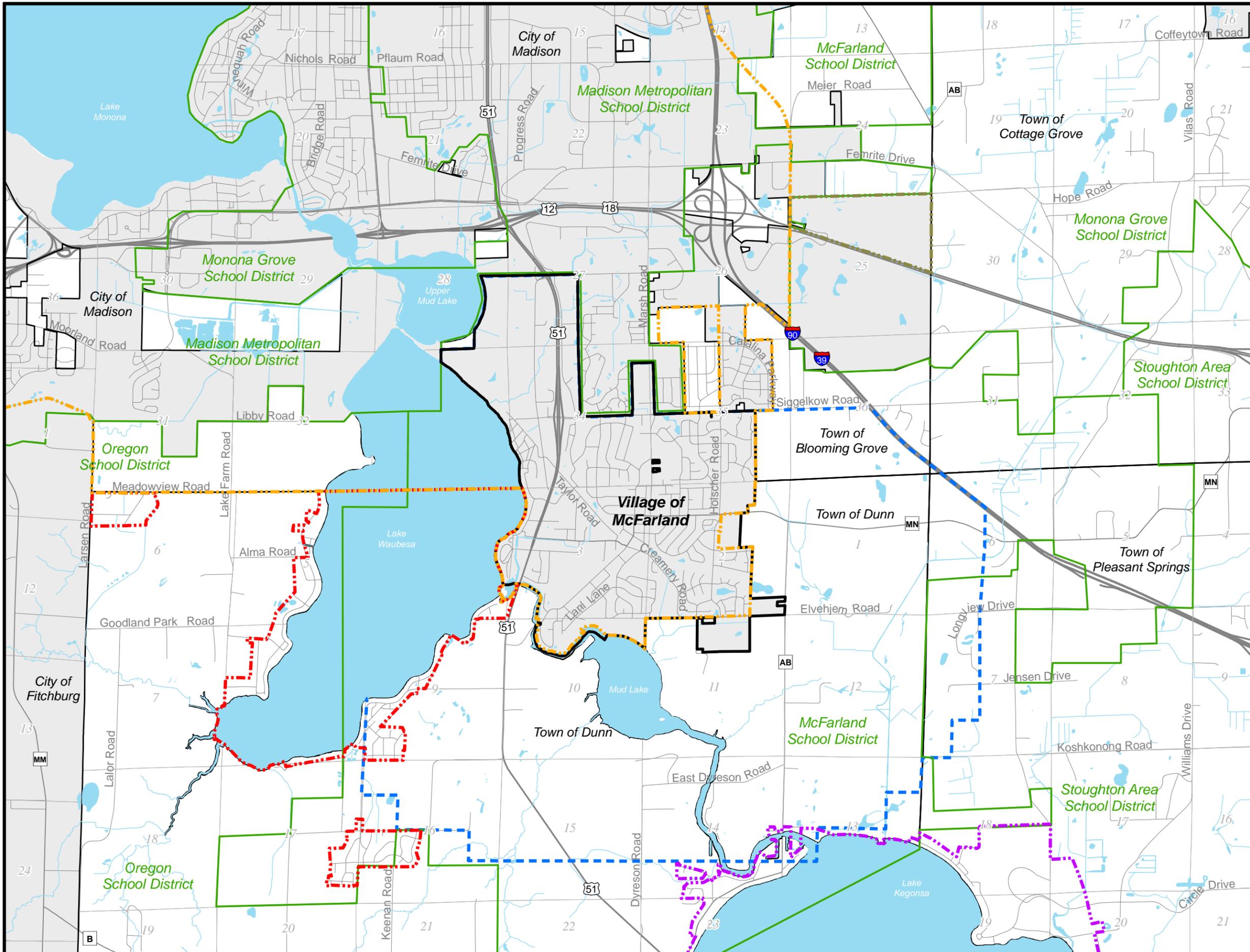
### Legend

- Village of McFarland Limits
- Other Municipal Limits
- Cities and Villages
- School District Boundaries
- Village of McFarland Extraterritorial Jurisdiction Boundary
- Central Urban Service Area
- Waubesa Limited Service Area
- Lake Kegonsa Limited Service Area
- Rodefald Limited Service Area
- Surface Water
- Sections with Section Numbers



Date: March 2016

Data Sources: Village of McFarland, Dane County LIO, and Capital Area Regional Planning Commission



## CHAPTER 2: DEMOGRAPHICS AND TRENDS

An understanding of the changes taking place in the Village of McFarland will help guide the planning in the Vision and Directions volume. This chapter provides demographic trends and forecasts, including population, household, and employment.

### Population Trends

According to the U.S. Census, the Village of McFarland grew from 6,416 residents in 2000 to 7,808 residents in 2010—a 22 percent increase. Per the State Department of Administration (DOA), the Village’s population increased to 7,946 residents by 2015. Figure 2-1 compares McFarland’s growth with others. On a percentage basis, McFarland grew more quickly than Madison, Dane County, or the State, but not as quickly as most of its Dane County peer communities. The two surrounding towns (Dunn and Blooming Grove) had slight population changes. Blooming Grove had slight growth (2.7 percent) and the Town of Dunn had a slight decline (6.8 percent).

**Figure 2-1: Population Trends, 1970-2010**

	1970	1980	1990	2000	2010	10-Year Population Change	10-Year Percent Change
<b>Village of McFarland</b>	<b>2,386</b>	<b>3,783</b>	<b>5,232</b>	<b>6,416</b>	<b>7,808</b>	<b>+1,392</b>	<b>+21.6%</b>
City of Madison	172,007	170,616	190,766	208,054	233,209	+25,155	+12.0%
City of Stoughton	6,096	7,589	8,786	12,354	12,611	+257	+2.0%
City of Fitchburg	4,704	11,973	15,648	20,501	25,260	+4,759	+23.2%
City of Middleton	8,286	11,779	13,785	15,770	17,442	+1,672	+10.6%
City of Verona	2,334	3,336	5,374	7,052	10,619	+3,567	+50.5%
Village of Cottage Grove	478	888	1,131	4,059	6,192	+2,133	+52.5%
Village of Waunakee	2,181	3,866	5,897	8,995	12,097	+3,102	+34.5%
Town of Dunn	3,391	4,966	5,274	5,270	4,931	-339	-6.8%
Town of Blooming Grove	1,608	1,965	2,079	1,768	1,815	+47	+2.7%
Dane County	290,272	323,545	367,085	426,526	488,073	+61,547	14.4%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	+323,311	6.0%

Sources: U.S. Census of Population and Housing, 1970 – 2010



## Age Profile

Figure 2-2 shows population by age group. The largest age groups in the Village in 2010 were residents between 10-14, 45-49, and 50-54 years old. The “baby boomer” generation is the largest population group overall, with the next largest group being teenagers. Median age in McFarland in 2010 was 39.7 years old. In 1980, the Village had a median age of 27.7, increasing to 31.6 in 1990, and 37.1 in 2000. With prolonged life expectancy and a trend toward declining birth rates, the median age may continue to rise—unless the Village sees a significant amount of new residential development and housing turnover.

Overall, the Village’s population distribution is older than that of the County and State. In 2010, the Dane County median age was 34.4 years and the Wisconsin median age was 38.5 years. The Village had a lower percentage in child-bearing years, but a higher percentage in the younger age groups (0-18 years), suggesting larger families in McFarland.

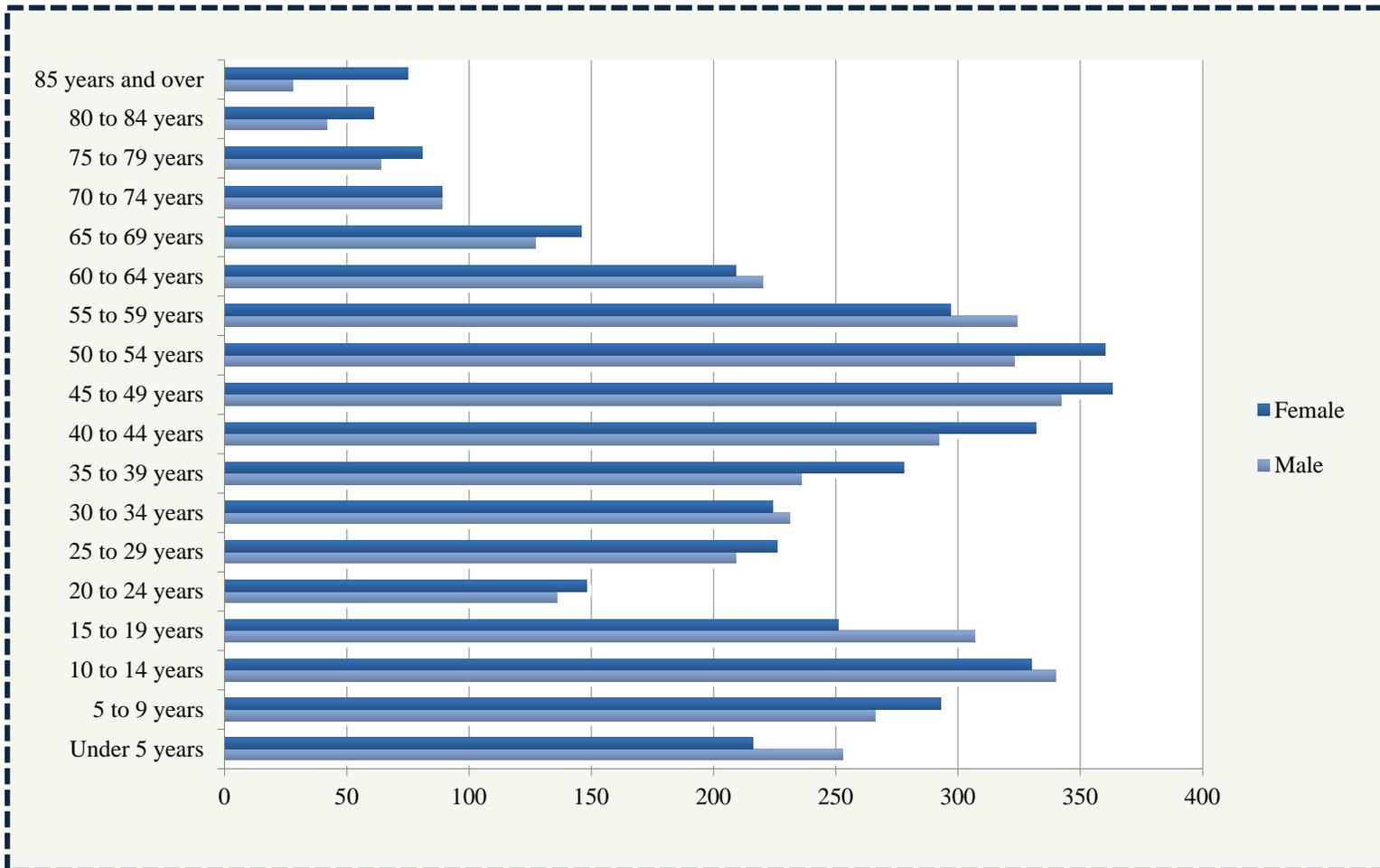
Figure 2-2 shows trends in McFarland’s age and gender distribution from 2000 to 2010, and compares these trends with Dane County and Wisconsin.

**Figure 2-2: Age and Gender Profile, 2000 - 2010**

	Village of McFarland		Dane County		State of Wisconsin	
	2000	2010	2000	2010	2000	2010
Median Age	37.1	39.7	33.2	34.4	36.0	38.5
% under 18	29.3	26.9	22.6	21.7	25.5	23.6
% 65 and over	7.9	10.3	9.3	10.3	13.1	13.7
% Female	49.8	51.0	50.5	50.5	50.6	50.4

*Source: U.S. Census of Population and Housing, 2000 and 2010*

**Figure 2-3: Population by Age Group and Gender, Village of McFarland, 2010**



Source: U.S. Census Bureau, 2010

Age group projections for the Village of McFarland are not available, but according to the DOA, Dane County’s elderly age group (65 and older) is projected to continue to increase over the next 20 years. This will have important implications for elderly housing needs and specialized transportation services in all communities, including McFarland.

## **Race and Ethnicity**

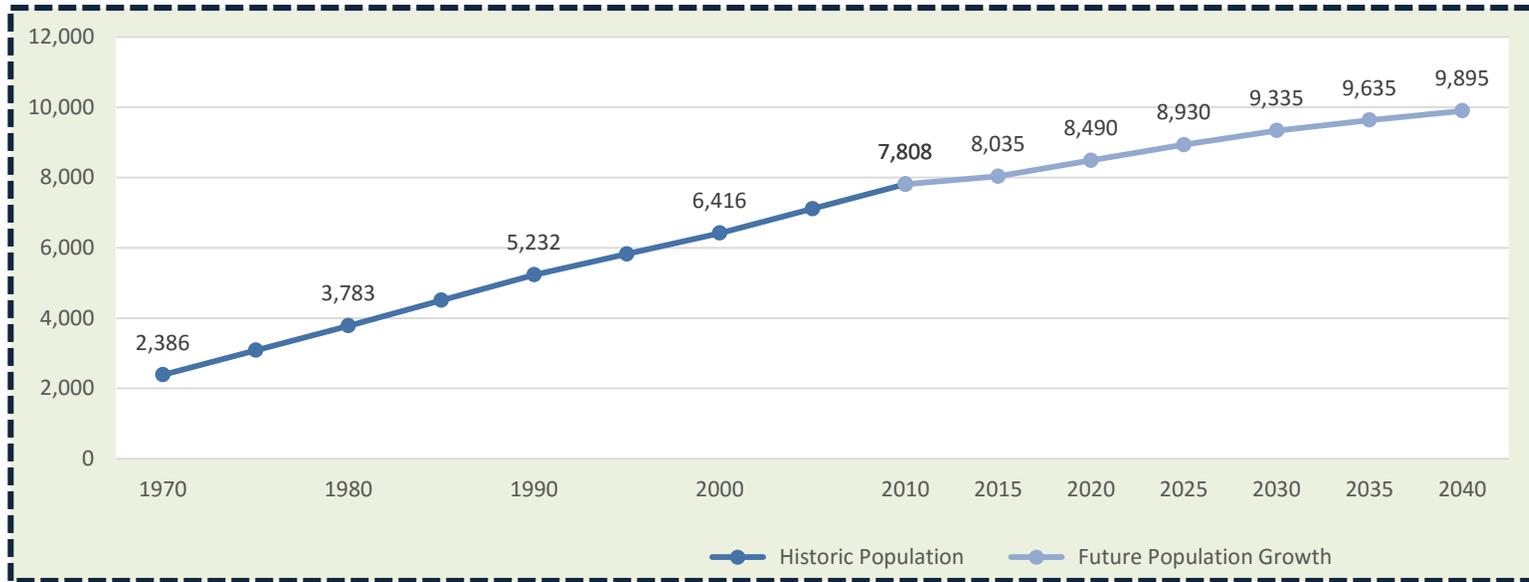
While still predominately white, the Village is becoming more ethnically diverse. The Asian population in the Village increased between 2000 and 2010 from 44 to 132 individuals. Around 2010, 176 people of Hispanic or Latino origin lived in the Village, which doubled since 2000. The Village’s African-American resident population was about 94, which is an increase of 72 individuals since the year 2000.

## **Population Projections**

The DOA projects that population growth in McFarland will continue through 2040. The projections in Figure 2-4 suggest a Village population of 9,895 residents by the year 2040—an increase of about 1,900 residents from 2015. DOA projects that Dane County will have the greatest population growth of any Wisconsin county through 2040. Previous DOA projections were reasonably accurate, having slightly over-projected the County’s 2010 population and slightly under-projected the Village’s 2010 population.



**Figure 2-4: Historic and Projected Population, Village of McFarland, 1970-2040**



Source: Wisconsin Department of Administration, *Municipal Population Projections, 2010-2040 (2013)*

The Village’s actual future population will depend on a variety of factors. These include the strength of the local and regional housing market, attitudes and policies about growth, intergovernmental agreements, local and regional job growth, land owner interest in development, utility availability and cost, and environmental suitability in McFarland’s growth area. McFarland has some opportunities and challenges in all of these factors, addressed in the Conditions and Issues volume.

### Education and Income Levels

According to the U.S. Census Bureau’s 2014 American Community Survey, more than 97 percent of the Village’s population age 25 and older had attained a high school level education or higher. A college level education (bachelor’s degree or higher) had been attained by about 49 percent of the population. Statewide, 91 percent of adults have a high school level education and 36 percent of adults have a college-level degree.



Educational attainment is a characteristic of a community’s labor force. The high level of educational attainment among McFarland residents exceeds the average for Dane County and the State, which suggests there is a highly educated work force living in the community. Figure 2-5 indicates educational attainment.

**Figure 2-5: Educational Attainment for Population Age 25 and Over, 2014**

	Village of McFarland	Dane County	Wisconsin
<b>Educational Attainment</b>	<b>Percentage</b>		
Less than 9th Grade	0.9	2.0	3.2
9th to 12th Grade, No Diploma	1.2	3.1	6.0
High School Graduate	18.5	19.4	32.4
Some College, No Degree	17.9	18.4	21.1
Associates Degree	12.4	9.6	9.9
Bachelor's Degree	27.9	28.1	18.1
Graduate or Professional Degree	21.2	19.4	9.3

*Source: U.S. Census Bureau 2014 (American Community Survey)*

Higher education levels generally correlate with higher incomes. The 2014 median household income in the Village of McFarland was \$70,750—a \$7,800 increase from that reported in the 2000 Census. In comparison, Dane County had a lower 2014 median household income of \$62,303, which was just over a \$10,000 increase from 2000. For the State, median income was \$52,738 in 2014, which was an \$8,900 increase from 2000. Therefore, while McFarland household incomes are high and increasing, they have not increased at the same pace as those at the County or State level. This may be indicative of a strong percentage of State/University employees in McFarland, which have generally not had significant salary increases in recent years (see also Economic Development chapter).

While just 4 percent of McFarland households reported an annual income of more than \$150,000 in 2000, 8 percent are in that income bracket as of the 2014 American Community Survey. Approximately 50 percent of the Village households reported an annual income of between \$50,000 and \$100,000 in 2000; in 2014, that figure had dropped to 33 percent as many household incomes had increased to over \$100,000 per year.



## **CHAPTER 3: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES**

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This chapter features background information about the resource base within the McFarland area, including farmland, natural resources, and historic and cultural sites. These provide the physical, social, and economic background that reflects the beginnings of McFarland and some of its current character.

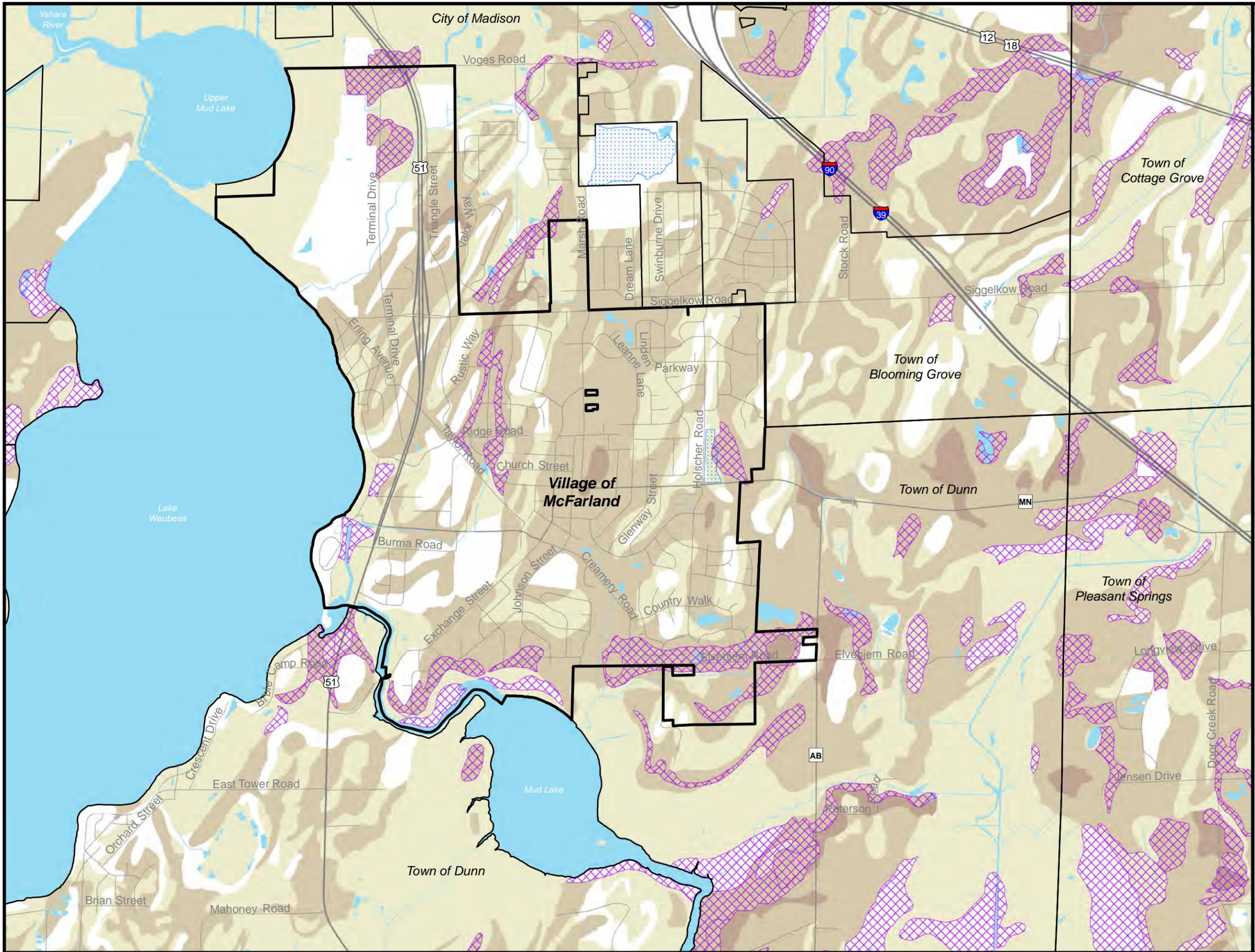
### **Agriculture**

Farming and agricultural activities played an important role in McFarland’s historic development as a railroad hub for shipping wheat, hogs, and tobacco. Current farm commodities produced in the greater McFarland area, outside of the Village limits, include beef, dairy, corn, tobacco, oats, alfalfa, soybeans, and canning crops.

Most of the soils in the adjacent Town of Dunn and in some portions of the Town of Blooming Grove are suitable for crop production and result in good yields without overly intensive management. Map 2 depicts the best farmland soils in the McFarland area. Group I and II soils are generally considered “prime” farmland.

The two adjacent towns participate in farmland preservation planning and zoning programs, in an effort to limit non-farm development. To preserve large tracts of farmland and open space, the Town of Dunn established a purchase of development rights (PDR) program in 1996. As of 2013, the Town had purchased development rights from 27 landowners, protecting over 2,996 acres of land for permanent farmland and open space uses. The most notable protected farm parcels in the Village’s extraterritorial jurisdiction straddle County Highway MN east of the Village, beginning about ½ to ¾ mile east of the Village. These are indicated in Map 5: Growth Factors within the Land Use chapter.





# MAP 2

SOIL SUITABILITY



COMPREHENSIVE PLAN

## Legend

### Agricultural Soil Capacity

- Group I
- Group II
- Group III
- Group IV - VIII

- Potential Sand Deposits
- Mineral Extraction (2010)
- Village of McFarland Limits
- Other Municipal Limits
- Surface Water



Date: March 2016

Data Sources: Village of McFarland, Dane County LIO, and NRCS



## Natural Resources

Because natural resource features do not follow political boundaries, it is important to consider their patterns and interrelationships on a broader scale. Maintenance of natural features in the McFarland area is important for community appearance as well as for the functions they perform for natural communities. Of particular interest is the natural resource features grouped below by resource type. Many of these form the basis for environmental corridors, described in the sidebar to the right and mapped in the Vision and Directions volume of this *Comprehensive Plan*.

### Landforms and Topography

The Village's topography is characteristic of the ground moraine and drumlin terrain found in the central and eastern portion of Dane County. McFarland lies within the Yahara River Basin, which consists of relatively flat or undulating glacial deposits, including many wetland areas. Within the Village, the dominant environmental corridor follows the Lake Waubesa shoreline and Yahara River flowage corridor.

Topographic relief in the area ranges from about 950 feet above sea level at its higher elevation in the northcentral and southwest corners of the Village, down to 850 feet near the Yahara River and Lake Waubesa. Some drumlins are evident in the McFarland area. These drumlins are round, elongated hills formed from glacial materials, and generally lie parallel to the southwest movement of the glaciers.

### What are Environmental Corridors?

Environmental corridors are a composite of the best elements of the natural resource base occurring in a linear pattern on the landscape. Corridors normally include one or more natural resource elements that are essential to the maintenance of an ecological balance and diversity, and preservation of natural beauty. Environmental corridors generally lie along the major stream valleys, around major lakes, and in the moraine areas of south central Wisconsin. As mapped by the Capital Area Regional Planning Commission (CARPC), environmental corridors generally include:

- surface waters, and their undeveloped shoreland areas (generally 75 feet)
- wetlands, and a 75 foot buffer
- intermittent streams and drainageways (100+ foot width)
- floodplains
- slopes greater than 12 percent adjacent to a floodplain, wetland, or water body
- woodlands and areas of unique vegetation or geology, especially where adjacent to a water body
- existing and proposed parks, greenways, conservancy areas, and stormwater management areas

## General Soils Information

Along with environmental corridors, soil suitability is another key factor in determining the best and most cost-effective locations for new development. Problems that limit development on certain soils include slope failure, poor drainage, erosion, steep slopes and high water tables. As defined by the U. S. Department of Agriculture, the soils in the Village's planning area are of two major types.

The *Dodge-St. Charles-McHenry* association is found in the eastern half of the Village. This soil association is characterized as sloping or gently sloping with depressions and drainageways. Wind and water erosion may be a problem with these soils. On slopes 6 to 12 percent, these soils pose moderate limitations to development. On slopes 12 to 20 percent, these soils pose severe limitations to development due to high erodibility.

The *Batavia-Houghton-Dresden* association is found mainly along lakes and streams within the Village. These soils are characterized by both well-drained and poorly-drained, deep and moderately deep silt loams and mucks underlain by silt, sand, and gravel. The soils were formed by outwash material near streams or adjacent to glacial moraines. These soils have severe limitations to development due to high compressibility, low bearing capacity, seasonal high water table and occasional flooding. Development should be carefully evaluated in these areas. This soil association is mapped as "hydric soils" on Map 3.

Potential sand deposits and existing mineral extraction sites are shown on Map 2.

## Drainage Basins

The entire Village of McFarland lies within the Yahara River watershed. The northern and western parts of the Village drain into Lake Waubesa, in the "Yahara River and Lake Monona Watershed" depicted on Map 3. The southern and eastern portions of the Village and its extraterritorial jurisdiction drains into "Lower" Mud Lake, depicted as the "Yahara River and Lake Kegonsa Watershed" on Map 3. The area draining to Lake Waubesa is included in a Wisconsin Department of Natural Resources (WisDNR) "priority watershed" project, called the Yahara-Monona Project. Under this project, financial and technical assistance is provided to Village and rural land owners to control erosion and stormwater runoff.



## **Groundwater**

Groundwater is the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Groundwater supplies nearly all of the water for domestic, commercial, and industrial uses in Dane County. Dane County's groundwater is generally of good quality. However, there are known water quality problems in some areas due to the impacts of certain land use activities.

In the County's rural areas, nitrate-nitrogen is the most common and widespread groundwater contaminant. Nitrate-nitrogen is highly soluble in water and is not appreciably absorbed in the soil, thus it can seep readily through the soil and into the groundwater. Potential sources of nitrate pollution include on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, silage juice and decaying plant debris.

Atrazine is another groundwater contaminant found in Wisconsin. Once a common corn herbicide, Atrazine is thought to cause chronic toxic sickness over a long period of exposure to a contaminated water supply. It is now banned in certain parts of Wisconsin, including much of the Madison metropolitan area. The entire Village of McFarland is included in this prohibition area.

## **Surface Waters**

Primary surface water bodies in the McFarland area include Lake Waubesa, Mud Lake (both upper and lower sections), the Yahara River, and the Door Creek at the eastern edge of the Village's extraterritorial jurisdiction (see Map 3).

Lake Waubesa was formed when glacial moraines dammed the Yahara River. This relatively shallow, 2,133-acre lake reaches a maximum depth of 34 feet. The lake provides good and relatively consistent fish production with periodic stocking of walleye. The Waubesa wetland areas provide a major spawning bed for northern pike. Common fish species in the lake include large-mouth bass, bluegill, crappie, perch, walleye, northern pike, and sunfish.

"Lower" Mud Lake is a natural widening of the Yahara River just south of the Village. This shallow, 195-acre water body reaches a maximum depth of five feet. Mud Lake is completely encircled by shallow marsh and sedge meadow. In addition to the river flow, Mud Lake is fed by small springs and seepages in the surrounding marshland.



The Yahara River runs south of the Village, continues into Lake Kegonsa north of Stoughton, and eventually drains into the Rock River further south. The River drains the entire Dane County chain-of-lakes (Mendota, Monona, Wingra, Waubesa, and Kegonsa) and is prone to occasional flooding, especially during time of high snow melt or large amounts of rain.

The Village does not discharge its municipal wastewater to these water bodies because it is served by the Madison Metropolitan Sewerage District (MMSD), and its regional treatment plant west of Lake Waubesa.

### **Floodplains**

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas that FEMA predicts will be inundated with floodwaters in the 100-year storm event (e.g., a storm that has a 1% chance of happening in any given year). The State requires local regulation of development in floodplains. Development is strongly discouraged in floodplains to avoid both on-site and up- and down-stream property damage.

Floodplain areas in McFarland are located along Lake Waubesa, near the Yahara outlet, along the Yahara River, and around Upper Mud Lake and in the McDaniel Park area. While floodplains are generally depicted on Map 3, the National Flood Insurance Program maps produced by the FEMA should be referenced for official delineation and elevations of floodplains.

### **Wetlands**

Wetland areas are important for aquifer recharge, groundwater and surface water quality improvement, and wildlife habitat. Larger wetlands have been mapped and maintained by WisDNR through its Wisconsin Wetlands Inventory, which is the source of the data on Map 3. There are certainly other wetlands in the McFarland area, and the boundaries shown on Map 3 are subject to refinement. Generally, Village zoning and State and Federal rules do not permit development in wetlands.

Wetlands in the McFarland area are the result of glacial activity. During the glaciation period, a layer of glacial till was left behind in varying thickness. This material often blocked the path of rivers and streams, creating lakes, marshes, and wetlands. The largest wetland feature in the McFarland area is the Waubesa wetlands, located at the southwest corner of that lake. This area, covering more than 700 acres, includes fens, sedge meadow, shallow marsh, and shrub carr. Much of this wetland area has been purchased by WisDNR and private conservancy groups.



Other wetlands in the McFarland area are located along Upper Mud Lake, in the McDaniel Park and Babcock County Park areas, and along the Yahara River, and along the Door Creek and its tributaries southeast of the Village.

### **Woodlands**

Woodlands play an important role in protecting water resources, reducing surface runoff and erosion, and improving air quality. Woodlands also accommodate outdoor recreation and education opportunities, provide wildlife habitat, enhance scenic beauty, and shape urban form. The woodlands in and around the Village are valuable contributors to the area's character and beauty. The McFarland area contains several woodlands containing burr, black and white oak, and hickory trees. Most of these areas are located along Lake Waubesa and the Yahara River, but they are small. Woodlands are shown on Map 3.

### **Steep Slopes**

Steep slopes enhance a community's visual appeal and shape urban development patterns. Minimizing disturbance of steep slopes reduces erosion and water runoff into local rivers and streams, along with the possibility of expensive and extensive damage to buildings, roads, and utilities. Steep slopes occur throughout the Village, but are most concentrated in a line running northeast to southwest from Siggelkow Road and Valley Drive to Burma Road. These are associated with drumlins and other glacial features. Several areas along Lake Waubesa also have slopes of greater than 20 percent. Slopes between 12 and 20 percent and above 20 percent are shown on Map 3.

### **Rare Species Occurrences**

WisDNR maintains the Natural Heritage Inventory, which is a listing of known locations of rare, threatened, or endangered plant and animal species. Within the McFarland area, identified areas of such species are generally located near the southeast corner of the Village and along the Yahara River and Mud Lake. Specific information on location and species type is available from the WisDNR's Bureau of Natural Heritage Conservation at: <http://dnr.wi.gov/topic/endangeredresources/>.

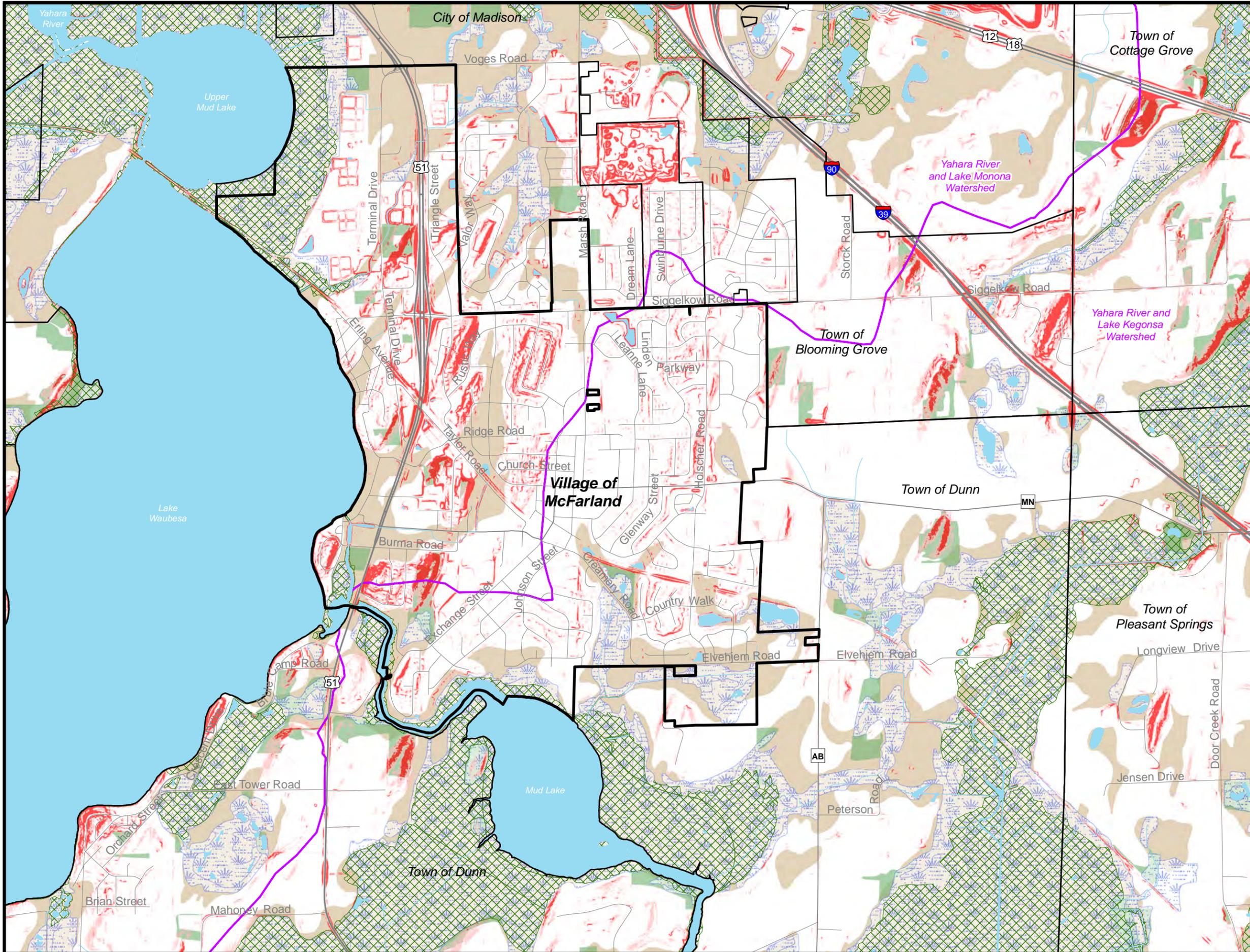


# MAP 3

## NATURAL RESOURCES



### COMPREHENSIVE PLAN



### Legend

- WDNR Watershed Boundary
- FEMA 100-Year Floodplain
- Slopes 12% to 20%
- Slopes > 20%
- DNR Wetland
- Woodlands
- Hydric Soils
- Surface Water
- Village of McFarland Limits
- Other Municipal Limits

Note: As represented on this map, natural areas and lands with development limitations are for community planning and initial development screening only. The delineations may not be current at time of viewing. Further, more detailed investigation and delineation will be required where a site indicates wetland, floodplain, or other factors that may limit development.



Date: March 2016

Data Sources: Village of McFarland, Dane County LIO, NRCS, FEMA, and WDNR



## Cultural Resources

Preservation of historic and cultural resources fosters a sense of pride, improves quality of life, and provides social and cultural continuity between the past, present, and future. The following sections summarize the Village’s historic and archeological resources.

### Historic Resources

McFarland has its roots in the agriculture and railroad industries. After originally being scouted as the “City of the Second Lake” in 1829, it was not until 1855 that the first railroad depot was constructed, and 1856 that McFarland was platted. This area, known as Edwards Park, was for many years a popular summer vacation destination for people from southern Wisconsin and northern Illinois. The *City of the Second Lake – A History of McFarland, Wisconsin* contains a complete description of McFarland’s past.

Three sites in the Village are listed in the State and National Register of Historic Places. The Lewis Mound Group was the Village’s first site listed in the National Register in 1984. This mound group is comprised of eight conical and linear burial mounds, first described in the 1920s. Although several mounds were seriously damaged by construction and excavation, the remaining mounds and the parkland on which they are situated have been partially restored. In 1985, the Siggelkow Park Mound Group was the second McFarland site listed on the Register. This mound group includes two burial mounds. The third site, listed in 1988, is the McFarland House at 5923 Exchange Street. Constructed in 1857, this house was designed in the Greek Revival Style and served as an early boarding house. The McFarland Historical Society maintains more information on these treasured historic sites.

The State Historical Society’s Architecture and History Inventory (AHI) contains data on historic properties throughout the State—such as barns, bridges, commercial buildings, schools, and houses—that create Wisconsin’s distinct cultural landscape. The AHI includes 92 documented structures, including 86 buildings, in McFarland. A complete description is available on the Society’s web page.

### Archeological Resources

According to the State Historical Society, there were over 20 archaeological sites and cemeteries in the McFarland area as of 2003. These included only those sites reported to the Society, and do not include all of the sites that might be present. These sites include cemeteries (burial mounds and unmarked graves), historic campsites, and early homesteads. Many identified sites are along Lake Waubesa. Few have been evaluated for eligibility for listing on the Registers of Historic Places. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment.



## CHAPTER 4: LAND USE

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The Village’s development has been driven by its proximity to the City of Madison; excellent highway access from the Interstate, Highway 51, and Beltline; and reasonable supply of land suitable for development. This chapter contains background information and projected demand related to the use of land in and around the Village of McFarland. The first step in planning for a desired future land use pattern is an accurate depiction of the Village’s existing land uses, trends, and projected needs.

### Existing Land Use Inventory

The Village’s existing land use pattern has been primarily shaped by major transportation corridors and natural features; namely Lake Waubesa, the Yahara River, the railroad, and Highway 51. In general, McFarland has been expanding to the north and east over the past two decades. This northward expansion has essentially ended, as McFarland now abuts Madison in most places along its northern boundary.

As presented on Map 4, McFarland’s land use is characterized by commercial and industrial uses close to Highway 51 and Farwell Avenue. The interior of the Village is largely single-family residential in character, but also contains the Village’s historic downtown and many of its institutions (e.g., library, schools). There are pockets of public recreational lands throughout the McFarland area, with the greatest concentrations near water bodies. To the Village’s east are tracts of agricultural and vacant land, which have been considered logical locations for further municipal growth. Lake Waubesa, the Yahara River, and Mud Lake limit development to the west and south—via both the natural limitations they present and intergovernmental agreements using these features as boundaries.

Figure 4-1 summarizes the total acreage amount for each land use category within the Village’s municipal limits as of 2016, as presented on Map 4.



**Figure 4-1: Village of McFarland Existing Land Use, 2016**

Existing Land Use Category	Description	Acres	Percent
Agriculture	Generally cropland and pasture, but may also include on-farm processing and non-farm accessory uses.	107	5%
Woodlands	Concentrations of mature trees, generally in blocks of 5+ acres.	23	1%
Other Open Land	Undeveloped and vacant land not in agriculture or woodland use, including wetlands that are not publically owned, fallow land, and undeveloped subdivided land.	68	3%
Public Lands and Recreation	Park facilities devoted to playgrounds, play fields, play courts, trails, picnic areas, conservation, and related recreational activities.	437	20%
Single Family Residential	Single family detached residences, and their accessory uses like home occupations and family day care.	647	29%
Two Family and Multiple Family Residential	Higher density residential development, including duplexes, two-flats, townhouses, rental apartments, and attached condominiums.	126	6%
Commercial	A range of commercial service, retail, wholesale, office, and related land uses. Within the downtown area, some buildings may also contain residential uses on upper floors.	143	6%
Industrial	Manufacturing, assembly, warehouse, contractor, “tank farm,” and related land uses.	134	6%
Institutional/ Governmental	Local government sites, school sites, religious institutions, sites for clubs and other non-profit organizations, and related land uses.	105	5%
Mineral Extraction	Quarries, sand and gravel operations, and related processing.	5	<1%
Transportation, Communication, Utilities	Road and rail rights-of-way, private utility, and distribution land uses.	422	19%
Water	Lakes, rivers, streams, and other surface waters.	22	1%
<b>TOTAL</b>		<b>2,239</b>	

*Source: Capital Area Regional Planning Commission’s 2010 Inventory, consolidated, updated, and adjusted to 2016 by consultant team*



# MAP 4

EXISTING LAND USE



COMPREHENSIVE PLAN

## Legend

### 2016 Land Use

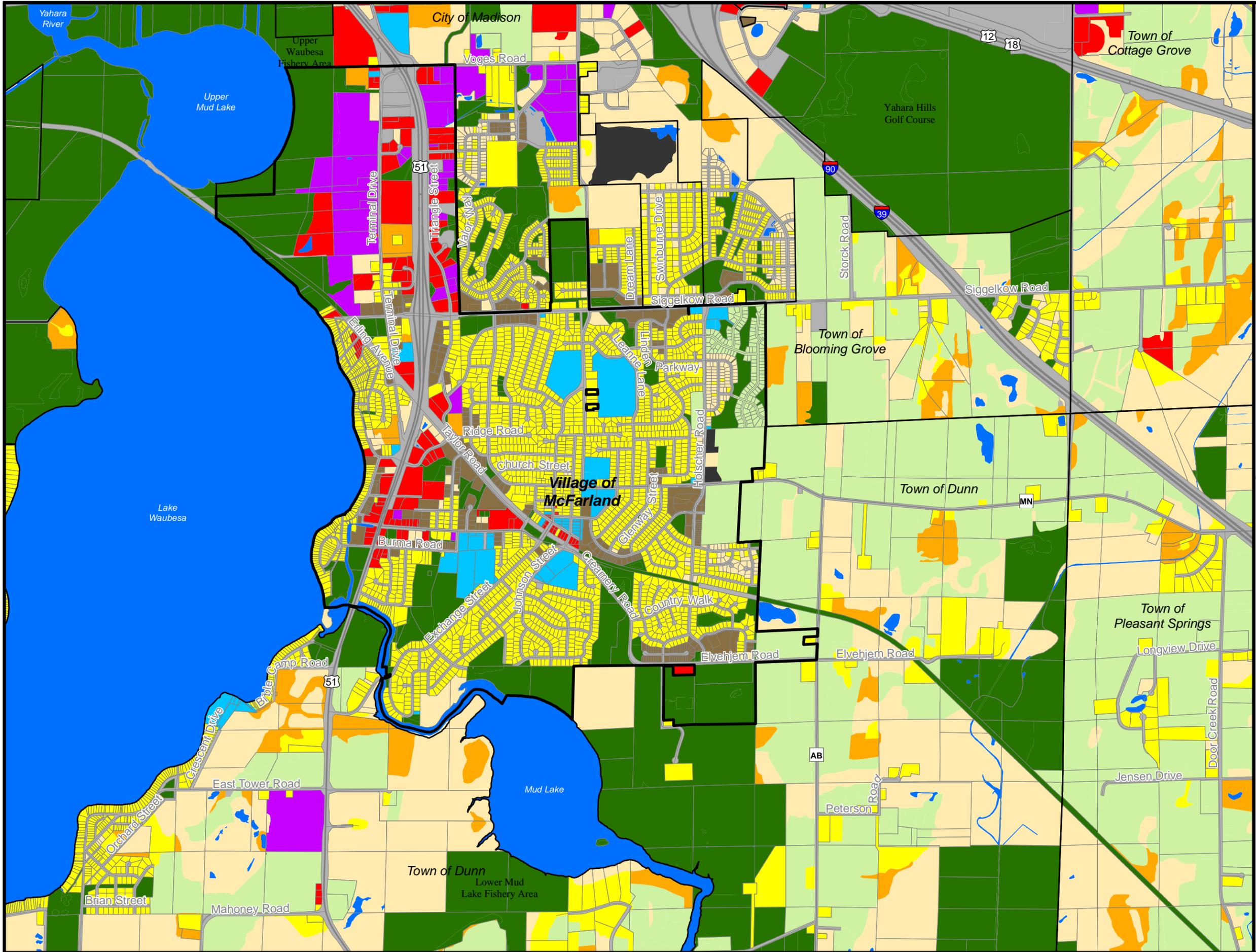
- Agriculture
- Woodlands
- Other Open Land
- Public Lands and Recreation
- Residential
- Two and Multiple Family Residential
- Commercial
- Industrial
- Institutional/Governmental
- Mineral Extraction
- Transportation, Communications, and Utilities
- Water

- Village of McFarland Limits
- Other Municipal Limits



Date: March 2016

Data Sources: Village of McFarland, Dane County LIO, and CARPC



## Land Development Trends

Most residential development in McFarland over the past two decades has been a result of easterly growth of the Village. This has been in accordance with previous Village plans, including the 2008 *East Side Neighborhood Growth Area Plan*. More recently, there has been a trend towards redevelopment and infill development in the Terminal and Triangle Drive area, along Farwell Avenue, and in the downtown area. These redevelopment projects have generally been for commercial and industrial uses, institutional uses, and higher density housing.

From 2004 to 2014, there were a total of 162 new lots created in the Village of McFarland, or 13.5 per year. Most of these new lots were intended for single family residences. From 2004 to 2015, 138 building permits were issued for new single family residences—an average of 12 per year. Therefore, over this period, new lots were created at a roughly similar rate as new homes were built. In 2015, 179 lots were subdivided in the Village of McFarland, most in the Juniper Ridge subdivision, and most of these were unimproved at time of writing.

Also between 2004 and 2015, the Village issued 43 permits for new commercial and industrial buildings, and 12 for additions to existing commercial and industrial buildings. Commercial and industrial permit activity was fairly consistent over this period, except that there were few permits in the recession years of 2008 to 2011.

Existing home sales prices in McFarland appear to be on a gradual upward trend. This reflects the demand for new housing development in the Madison area and the appeal of McFarland. The Multiple Listing Service (MLS) reports that median housing prices are rebounding, and the number of sales are generally increasing, in the Village.



**Figure 4-2: Home Sales, Village of McFarland**

Year	Number of Sales	Median Price
2015	139	\$240,000
2014	123	\$219,000
2013	115	\$226,500
2012	78	\$209,950
2011	69	\$230,000
2010	66	\$222,500

*Source: South Central Wisconsin MLS*

At time of writing, vacant residential lots in the Village general sold in the \$70,000 to \$80,000 range, and new home/lot combinations generally sold from between \$350,000 and \$425,000.

### **Existing and Potential Land Use Conflicts**

Land use conflicts occur in scattered locations. Where industrial uses and heavy commercial uses are in close proximity to residential uses without adequate buffering, conflicts can result. Homeowners and businesses have occasional conflicts around the issues of noise, car and truck traffic, and lighting. This is especially prevalent in the southern portions of the Terminal Drive area.

Another type of conflict occurs at the Village edges where new homes are constructed near farming operations. Activities that make up the day-to-day operations of a farm—slow farm machinery on roads, farm odors, evening harvesting, livestock noise—are sometimes considered nuisances by new, non-farming neighbors.

### **Projected Land Use Demand and Supply**

Projecting the demand for future land uses can help the Village set aside enough land for different types of uses in its Future Land Use map, presented in the Vision and Directions volume.



Figure 4-3 includes the consultant’s projections for future land use demand between 2015 and 2040. For most communities, including McFarland, land demand is correlated with future population growth. These are based on projected population and household/housing unit growth, current and projected ratios of residential to non-residential land use, residential and non-residential density assumptions, and ancillary land area needs (e.g., roads, stormwater management areas).

Should future rates of growth follow Department of Administration population projections and past land use densities and distributions, projected development would require between 584 and 730 acres of land over this period. This projection does not include redeveloped land. Residential land use demand is projected to increase by at least 224 acres between 2016 and 2040, while commercial and industrial land use demand are projected to grow by at least 41 and 39 acres respectively, again not including redevelopment. The consultant estimates that nearly 2/3 of the available acreage required to accommodate this future developed land use demand is being farmed today, meaning that roughly 400 acres would be converted from farmland to developed use between 2016 and 2040, if growth in McFarland follows the model provided in Figure 4-3.

**Figure 4-3: Future Land Use Demand Projections, Village of McFarland. 2016-2040**

	Actual 2015/16	2020	2025	2030	2035	2040	Projected Increase
Population	8,035	8,490	8,930	9,335	9,635	9,895	1,860
Households	3,226	3,450	3,664	3,866	4,027	4,161	935
Persons per Household	2.49	2.46	2.44	2.41	2.39	2.38	-0.11
Housing Units	3,349	3,581	3,803	4,013	4,180	4,319	971
Residential Land Use Acreage	773	826	878	926	965	997	224
Commercial Land Use Acreage	143	153	162	171	179	185	41
Industrial Land Use Acreage	134	143	152	161	167	173	39
Public and Institutional Land Use Acreage	542	580	616	650	677	699	157
Right-of-way and Related Land Use Acreage	422	451	479	506	527	544	122
Total Land Use Demand	2,014	2,154	2,287	2,414	2,514	2,598	584
Total Land Use Demand (with 25% flexibility)		2,692	2,859	3,017	3,143	3,247	730

*Sources: MDRoffers Consulting 2016 (land use demand projections); Wisconsin Department of Administration 2014 (population and household projections)*



As indicated by the first three rows in Figure 4-1, there are no greater than 198 acres of undeveloped land within the current Village limits. Therefore, the model presented in Figure 4-3 suggests that, likely between 2020 and 2025, there will not be enough developable land within the January 2016 Village limits to accommodate projected land use demand. Therefore, annexation would certainly be required if the Village is to accommodate all of its projected land use demand starting around that timeframe, based on the assumptions in this projection model.

The land use demand projections in this section include a number of assumptions, such as on residential density and the mix between different land use types. These assumptions and projections should not be understood as Village policy. The Village may affect the actual amount of land required for new development by policy choices such as different minimum residential lot sizes and incentives for non-residential development and redevelopment.

## **Growth Factors Analysis**

Before determining where all of the projected land uses shown in Figure 4-3 should be located in and around McFarland, it is important to analyze the various factors that influence where the community can logically expand. Topography, drainage basins, natural features, public lands, lands subject to conservation easements, transportation corridors, and agreements with neighboring jurisdictions all pose certain opportunities and constraints to McFarland's future growth. These are laid out in Map 5.

The Village's portion of Central Urban Service Area (CUSA) includes the Village and small areas presently in the Towns of Dunn and Blooming Grove. The CUSA is the area planned for urban development with a full range of services including public sanitary sewer, public water supply and distribution systems, higher levels of fire and police protection, solid waste collection, urban drainage facilities and streets with curbs and gutters, street lights, neighborhood facilities such as parks and schools, and urban transportation systems.

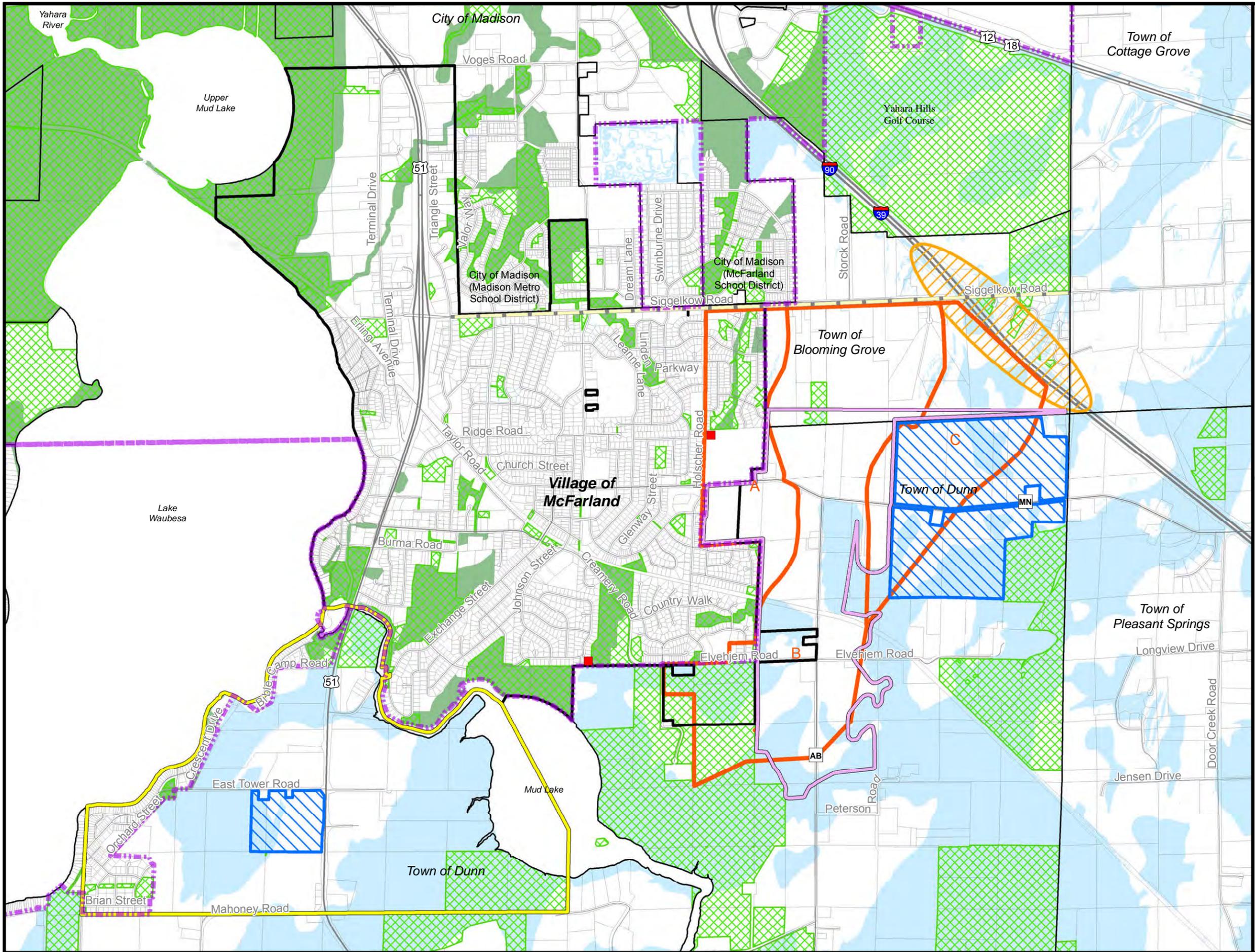
Communities typically want to extend sanitary sewer services uphill as much as possible to create an efficient, gravity-based sewer network. Extending services beyond a ridgeline and into another basin often results in higher utility costs (e.g., lift stations, new sewer interceptors). Therefore, drainage basins often suggest logical urban expansion areas. On the Village's east side, there are two major drainage basins, each draining generally to the south, and each of which requires its own sanitary sewer service solution. The cost of running new mains in these basins will be a factor, and their extension will require collaboration with intervening property owners.



Sewage lift stations can provide temporary and sometimes permanent alternatives to a gravity-based network. Lift Station #2 is located in the southern part of the Village near Pheasant Run. That lift station currently serves a large area of existing and planned Village development. As of summer 2016, Lift Station #2 may have the capacity to serve approximately 300 additional single family residences. The Village continues to explore means to extend the station's usefulness without compromising system maintenance. In order to increase capacity, pumps could be upsized, but this may in turn require upgrading the force main or installing a parallel force main. Lift Station #5 serves the new Juniper Ridge neighborhood, at least on a temporary basis. Future development east of Juniper Ridge may be contingent on MMSD or the Village redirecting sewage to a new interceptor to the south.

Map 5 shows the location of publicly-owned and environmentally constrained lands in the McFarland area. The map also shows lands under the Town of Dunn's Purchase of Development Rights (PDR) program and lands owned by private conservancy groups. There are at least 270 acres of land in the Town's PDR program east of Highway AB along Highway MN. Finally, the map shows lands subject to current intergovernmental boundary agreements. The Madison agreement will expire in April 2018, creating an uncertain future for municipal expansion, particularly in what is now the Town of Blooming Grove.





# MAP 5

GROWTH FACTORS



COMPREHENSIVE PLAN

## Legend

### Utilities and Transportation

- 2016 Urban Service Area Boundaries
- Future Gravity Flow Sewer Basins
- Constrained Sewage Lift Stations
- Interchange Analysis Zone

### Open Space/Natural Areas

- Public Lands and Recreation
- Mapped Environmental Corridors
- Potential Future Environmental Corridors
- Conservation Easement (No Future Development)

### Municipal Boundaries

- 2016 Village of McFarland Limits
- 2016 Other Municipal Limits
- McFarland-Madison Annexation Boundary (through 2018)
- McFarland-Dunn "No Annexation Buffer Area" (through 2025)
- McFarland-Dunn "No Opposition to Annexation Area" (through 2025)



Date: July 2016

Data Sources: Village of McFarland, Town and Country Engineering, NRCS, Dane County LIO, and CARPC



## CHAPTER 5: TRANSPORTATION

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The Village’s transportation system consists of a variety of roads; some of which it owns and maintains, while others are part of the County or State highway systems. In addition to roads, the transportation system includes facilities for pedestrian and bicyclists, railroads, airports, and public transit. This section describes the transportation system in the Village of McFarland, and the issues and plans affecting the system.

### Existing Transportation Network

The Village is well-connected to the Madison urban area and the larger region through the existing roadway network. Residents are also served by other local and regional transportation facilities, which include some recent and planned improvements.

#### Roadways

McFarland is served by a network of roadways that perform different functions (see sidebar on next page for explanation of the functional classification system). The main arterial road serving McFarland is U.S. Highway (USH) 51, which accommodates north-south cross-State traffic through Dane County, linking the Village with Stoughton, Janesville, and Interstate 39/90 to the south and with the USH 12/18 “Beltline” to the north. The Beltline serves as one of the main highways linking McFarland residents to the larger Madison urban area.

USH 51 runs north-south through the western portion of the Village. Most non-residents get their first, and sometimes only, impression of McFarland from driving along this highway. Traffic volume data collected by the Wisconsin Department of Transportation (WisDOT) shows a significant traffic increase along USH 51 over recent decades. From 1984 to 1999, the average daily traffic volume, or number of cars, increased 76 percent on USH 51 between Farwell Street and Terminal Drive, reaching 18,800 cars by 1999. By 2009, traffic had increased to 19,800 cars, but has since stabilized, declining slightly to 18,700 cars in 2012 and 18,600 cars in 2015. Most of this is through traffic that originates and terminates outside McFarland.



The following roadways serve as north-south collector roads: Terminal Drive, Triangle Street, Valley Drive, Marsh Road, Main Street, Exchange Street, Creamery Road, County Trunk Highway (CTH) AB, Holscher Road from Siggelkow Road to Elvehjem Road. East-west collector roads include Voges Road, Siggelkow Road, Broadhead Street (CTH MN), Farwell Street, and Elvehjem Road.

Most of McFarland’s collector roads have had steady to slightly declining traffic volumes from 2009 to 2015.

The east edge of the McFarland area abuts, but does not have direct access to, Interstate 39/90. WisDOT is overseeing a major reconstruction and expansion project for the 45 miles of I-39/90 between the Wisconsin-Illinois State line to the USH 12/18 interchange. WisDOT is reconstructing and expanding I-39/90 from four to six lanes and reconfiguring eleven interchanges. This project began in 2015. WisDOT is scheduled to replace the CTH AB bridge in 2017. Reconstruction and widening of the Interstate south of the CTH AB bridge is scheduled to start in 2020 and be completed by 2022.

### **Airports**

The Dane County Regional Airport is located about seven miles to the north and offers passenger and freight service via four national airlines and three commuter airlines. The nearest private air strip is located just east of Stoughton along USH 51.

### **Rail Service**

McFarland is served by Wisconsin & Southern rail line, which runs in a diagonal northwest-southeast direction through the center of the community. The freight line, connecting Madison to the north and Stoughton to the south, is

## **Roadway Functional Classification System**

Throughout Wisconsin, all local, county, state and federal transportation routes are classified in categories under the “Roadway Functional Classification” system.

The functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their class. The three functional classes include:

- **Arterials**, which provide primary access to and through an area, and are intended to primarily serve long distance travel;
- **Collectors**, which disperse traffic off of the arterials and provide direct access to residential neighborhoods or commercial and industrial areas; and
- **Local streets**, which provide access to individual properties.



used several times a day to haul products such as grain and lumber for local employers such as Agro Distribution.

### **Bike and Pedestrian Facilities**

The Village’s existing bike and pedestrian system is characterized by sidewalks along many streets, and a limited array of off-street paths and on-street bicycling facilities like striped bike lanes. The existing bicycle path and route network is mapped and described in the Village’s 2016 Bike and Pedestrian System Plan, which is also adapted for the Vision and Directions volume.

As presented in Figure 5-1, the Lower Yahara River Trail will link the Capital City Trail with McDaniel Park in McFarland. Phase 1 will connect McDaniel Park in the Village of McFarland to the Capital City Trail at the Lussier Family Heritage Center/Lake Farm Park 2.6 miles away. The trail will consist of a combination of paved path and boardwalk adjacent to rail line, including two bridges. Construction began in 2016, and will continue into 2017. A later phase will establish water crossings and navigate a railroad corridor to connect to McFarland. That phase will utilize boardwalks along Lake Waubesa and will serve as a scenic non-vehicular “short-cut” to the west side of the lake. Completion of this trail may facilitate a future extension crossing east-west through the Village and towards Stoughton.

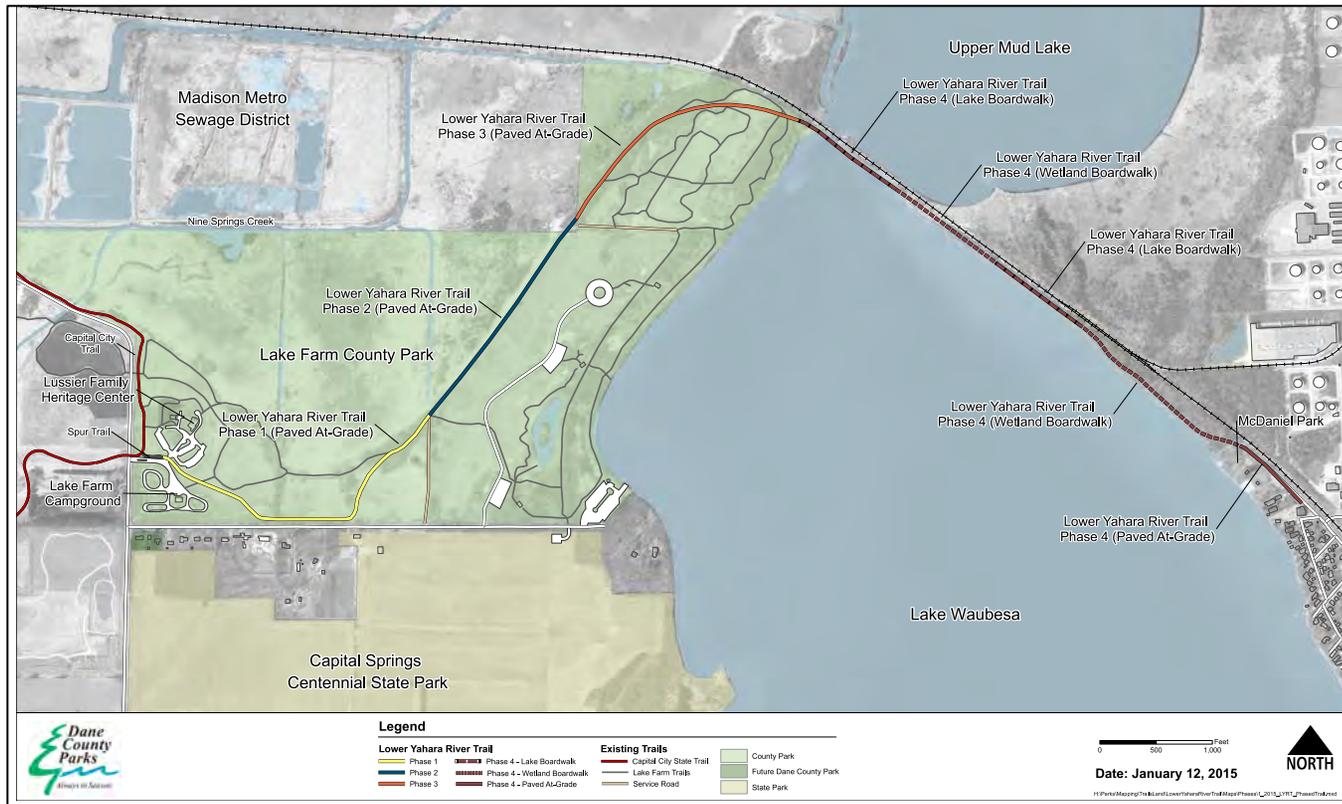
### **Transit and Paratransit**

McFarland is served by the Dutch Mill Park and Ride lot at the USH 51/Beltline interchange, just north of the Village. The Dutch Mill lot links McFarland area commuters with the Madison Metro Transit System. Madison Metro has introduced limited bus service (Route 31) to McFarland, extending to Siggelkow Road at Marsh Road.

Paratransit is a specialized transit service to segments of the population that require more accessible vehicles and flexible routing. The Dane County Specialized Transportation Commission (STC) provides policy direction, coordination, and administration of specialized transportation services in the County. Residents of McFarland can use four specialized transportation services for the elderly, persons with disabilities, and low-income persons. The Adult Community Services Division of the Dane County Department of Human Services (DCDHS) administers these services.



Figure 5-1: Lower Yahara River Trail Plan



## Review of State and Regional Transportation Plans

This section includes a review of regional, County, and State transportation plans and studies relevant to McFarland. WisDOT's Southwest Region office is primarily responsible for highway planning in the McFarland area. The Village is also within the jurisdiction of the Madison Area Transportation Planning Board, a metropolitan planning organization responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison area. Except where otherwise indicated below, there are no known conflicts between the policies and recommendations set forth in this *Comprehensive Plan* and those of these regional, County, and State transportation plans.

### Connections 2030: Long-Range Multimodal Transportation Plan

Connections 2030, adopted by WisDOT in 2013, begins with a vision to create and maintain “an integrated multimodal transportation system that maximizes the safe and efficient movement of people and products throughout the state.” The plan includes recommendations for highways, rail, air, port, and bike and pedestrian movement. The plan identifies trends as well as challenges, including aging transportation infrastructure, increased use, and declining revenues. The plan positions recommendations around seven themes: preserve and maintain Wisconsin's transportation system, promote transportation safety, foster Wisconsin's economic growth, provide mobility and transportation choice, promote transportation efficiencies, preserve Wisconsin's quality of life, and promote transportation security.

Transportation plans affecting the Village of McFarland outlined in Connections 2030 include a capacity and corridor study for USH 51 and a rail-to-trail bike path connecting the Village south to Stoughton. The USH 51 project is underway and described in more detail later in this section. The Connections 2030 plan is available at <http://wisconsin.gov/Pages/projects/multimodal/conn2030.aspx>.

### Wisconsin Bicycle Transportation Plan 2020

The Wisconsin Bicycle Transportation Plan 2020 presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. This plan's map shows existing state trails and future “priority corridors and key linkages” for bicycling along the highway system. To promote bicycling between communities, the plan analyzed the condition of all county and state highways and produced maps showing the suitability of these roads for bicycle traffic. Suitability criteria was based primarily on road width and traffic volumes with secondary consideration given to pavement condition, passing opportunities and percent and volume of truck traffic.



### **2035 Regional Transportation Plan Update**

The Madison Area Transportation Planning Board is responsible for preparing a long-range transportation plan and an annually updated, five-year Transportation Improvement Program (TIP). Projects must be listed in these documents to obtain federal funding support. The Regional Transportation Plan is a multimodal system plan that provides the overall framework for transportation planning and investment decision making in the future. The plan is further refined and detailed through area or corridor studies, mode-specific plans such as the bicycle transportation plan and transit development plan, and other short- to mid-range planning efforts such as a new congestion management process. To date, most of the listings in the Regional Transportation Plan affecting the Village of McFarland are either underway or implemented, including the Lower Yahara River Trail, reconstruction of segments of Broadhead Street and Holscher Road, and major studies for both USHs 12/18 and 51,

### **Transportation Improvement Plan 2016-2020**

In the Transportation Planning Board's 2016-2020 TIP, projects affecting the Village of McFarland include construction of the Lower Yahara River Trail. Also listed is the replacement of railroad crossing signals and gates at Exchange Street, Paulson Road, and Siggelkow Road. Broadhead Street (from Marsh to Holscher) and Holscher Road (from Broadhead to Siggelkow) are also listed in the TIP for reconstruction to urban cross section roads with bike lanes.



## **Coordinated Public Services - Human Services Transportation Plan**

This 2013 report of the Madison Area Transportation Planning Board provides resources for rural Dane County residents who may be unable to arrange their own transportation. The report lists several programs with targeted audiences, many of whom could be McFarland residents. In the report, McFarland is identified as being in need of more public transit service beyond the peak hour service offered through Route 31.

## **2013-2017 Transit Development Plan for the Madison Urban Area**

This 2013 report of the Madison Area Transportation Planning Board analyzes transit options for all Dane County residents. Suggested recommendations of the Transportation Planning Board affecting McFarland include an option for express commuter bus service to Stoughton and McFarland's downtown, and extending Madison Metro routes to serve greater portions of the Village. This plan did not allocate funding or suggest a timeline for recommendation implementation.

## **Bicycle Transportation Plan**

The Madison Area Transportation Planning Board completed this plan in 2015. This comprehensive bicycle plan provides policies for improving bicycling conditions and safety throughout Dane County, provides a framework for cooperation between state agencies, Dane County, and local governments in planning for and developing bicycle facilities and programs, and educates citizens on bicycle transportation issues and the needs of bicyclists as well as present guidelines for planning, designing, and maintaining bicycle facilities, recognizing bicycling as a popular and growing method of transportation. The report details existing conditions and facilities for bicycling in the McFarland and Dane County area, as well as recommendations for future improvements to existing bicycling facilities, such as installing safety measures like bike boxes at problem intersections, retrofitting older roads for bicycle users by widening shoulders or dedicated bike lanes, and the continued maintenance of paved paths.

## **USH 51 Corridor Study (Stoughton-McFarland)**

USH 51 is an important regional and commuter route between Stoughton and McFarland and serves as an important link to the Madison area and beyond. The study area covers the USH 51 corridor from US 12/18 just north of McFarland to the I-39/90 interchange east of Stoughton. The study began in 2004 by identifying existing problems along the corridor and looked at the impact that growth within and between McFarland and Stoughton will have on the route.



A draft Environmental Assessment (EA) for near-term improvements is scheduled to be made public in spring 2016, with the intention of being finalized in 2017. The EA alternative scenarios envisioned by WisDOT include an evaluation of no major change and alternatives ranging from a low-build approach focusing on intersection improvements to a scenario where a 4-lane highway is constructed between McFarland and Stoughton. All scenarios will include reconstruction of USH 51 east of Stoughton, pavement replacement north of McFarland, and a multiuse path from CTH B to Skyline Drive.

Following completion of the Environmental Assessment, a Tier 1 Environmental Impact Statement (EIS) for long-term improvements is scheduled for completion (by 2018). WisDOT will address minor improvements in the interim, citing a need to keep traffic moving safely until major repairs can be done. No interim improvements will affect the Village.

Once the EA and Tiered environmental documents are completed and approved by Federal Highway Administration (FHWA), the projects will be submitted to the Transportation Projects Commission (TPC). The TPC reviews all major studies and recommends projects that most warrant funding for enumeration (officially adding a project to the list for construction through the State budget) to the Legislature and the Governor. Once the projects have been enumerated, only then would WisDOT proceed with final plans, real estate acquisition, and construction.

### **Madison Beltline Study (US 12/18)**

This is a study of long term solutions for the Madison Beltline from USH 14 in Middleton to CTH N in Cottage Grove. Many sections of the Beltline had crash rates higher than the State average when compared to similar types of highways, with more traffic than can be efficiently accommodated. Additionally, the Beltline presents a barrier to bicycle and pedestrians. To date, project staff and consultants have collected and analyzed origin-destination information for motorized vehicles on the Beltline and in the surrounding Dane County area. This has provided improved understanding of travel patterns. Consultants have also conducted a Planning and Environment Linkages (PEL) Study for improved efficiency, reducing duplication of effort, including extensive stakeholder involvement, invoking collaborative decision making, and maximizing the use of information. A National Environmental Policy Act (NEPA) study began in 2016 and may be concluded by 2020. Construction of improvements recommended as solutions to the Beltline issues will be considered after the conclusion of the NEPA study. At that point, it could be recommended to the Transportation Projects Commission for funding of final design and construction.



## **CHAPTER 6: UTILITIES AND COMMUNITY FACILITIES**

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While often invisible to the public, utilities and services contribute to McFarland’s overall quality of life, and can even be a primary reason people choose to live in the Village. The purpose of this chapter is to inventory the utilities and the community facilities in the Village of McFarland.

### **Village Facilities and Services**

#### **Municipal Center**

The McFarland Municipal Center, which opened in early 2000 in McFarland’s downtown, houses the following Village departments: Administration, Communication and Technology, Community Development, Emergency Government, Police, Fire and EMS, Municipal Court, and Senior Outreach Services. The building also contains office and storage space for McFarland Family Festival and meeting spaces for a variety of community groups and for private rentals.

The building currently meets the space needs for each department, but crowding is beginning to occur. The 40,000 square foot building was designed to allow the addition of a second floor if additional space is needed. See the Vision and Directions report for more information on a potential municipal facility expansion plan.

#### **Police**

The McFarland Police Department operates 24 hours per day with 16 full-time and five part-time officers, plus two full-time and one part-time clerical staff members. The 16 full-time officers are assigned as follows: one chief, one lieutenant, three patrol sergeants (one per primary shift), two investigators, one school liaison officer, and eight patrol officers. The Department deploys a two-officer minimum coverage scheme.

The Department is responsible for law enforcement, criminal investigation, patrol, traffic enforcement, police school liaison, community policing, crossing guards, and records management activities. In 2014, the Department added its first ever K9 Unit, consisting of one K9 team which is overseen by the evening patrol sergeant.



In addition, the Department has several community relations programs, such as National Night Out, Are You Ok?, Coffee With a Cop, Business Watch, Safe Neighborhoods, Reach-a-Child and Community Service Day, Bike Rodeo, Shop With A Cop. These programs have been significantly expanded since 2011. The Department also revitalized a Police Explorer program in 2013, which competes in State-level competitions. Additionally, the Department maintains a vibrant social media presence, utilizing Facebook, Twitter, the Department Website, as well as a strong presence on the McFarland Moms and Dads Facebook group.

The Department has become considerably more active in training school staff as well as the business community (via the Chamber of Commerce) on strategies to handle emergency situations, specifically regarding the presence of an armed individual or active shooter. The Department also collaborates with the McFarland Lion's Club Alert Committee and provides training in traffic control and emergency management assistance.

The Police Department operates out of the Municipal Center. Its allotted space is currently at capacity with no room for additional employees. As residential development increases in the Village and in Madison north of the Village, the Department has experienced, and expects to continue experiencing, greater call volume including mutual aid calls.

### **Fire Protection and Emergency Medical Services (EMS)**

The McFarland Fire Department was originally established in 1908 and the EMS Department in 1977. In 2014, the two departments joined to become McFarland Fire and Rescue. The combined McFarland Fire and Rescue Department provides fire protection, inspection, education, and EMS service at the Advanced EMT Level (IV-Tech) to a 28 square mile district made up of the Village of McFarland and portions of the Towns of Dunn and Pleasant Springs. The Department also provides water and ice rescue coverage to portions of Lake Kegonsa, Lake Waubesa, and the Yahara River, and maintains mutual aid agreements with surrounding departments for larger incidents, EMS assistance, and Paramedic Intercepts.

The Insurance Service Office (ISO) is an organization that provides statistical information on risk. The ISO rates fire service from 10 to 1, with 1 being the best. The McFarland Dekorra Fire Department has an ISO rating of 3. This high rating aids McFarland residents and businesses achieve more affordable insurance.

The goal of the Department is to protect the life and property of the Fire/EMS district residents and guests; and to educate them in ways they can protect themselves and their property through fire awareness and other safety campaigns.



The Department is made up of approximately 60 paid-on-call members and seven full-time staff, including a Chief, a Fire Inspector/Public Education Specialist, and five Advanced level EMTs. The Department is staffed by a Fire/EMS Chief, five full time EMT's, a fire inspector/education officer and volunteers. The Department has not identified any current staffing shortfalls.

Vehicles and equipment operated by the Department includes two engines, two ambulances, an aerial ladder engine, two tanker trucks, a rescue squad, a brush truck, and a boat used for water rescue. The Department has no current equipment limitations or needs, and has a standard equipment replacement schedule.

The Department operates within the Municipal Center, in adjacent space with the Police Department. The bays are full and fitting equipment is a challenge. The Department would like to do training on-site instead of taking equipment elsewhere in the community (currently Madison College) to train its staff.

### **Library**

The E.D. Locke Public Library, located at 5920 Milwaukee Street, was built in 2005. Amenities within the 18,000 square foot building include a community meeting room for 50 people, a separate children's library and story time area, a local history room, group and individual reading and quiet study areas, a donations and book sale room, and computers for public use. As a member of the Dane County Library System and the South Central Library System, Library services are available to any resident of the eight-county region through inter-library loans and visits. The Library anticipated adding a staff member in 2016 to expand its outreach and programming.

The library completed a strategic plan in 2015 that advised a further space study in the next three years. The scope of that study has yet to be defined, but is proposed to be directed by the Library Board.

### **Public Works Facility**

The Public Works facility, built in 1998, is located on 3.5 acre site on Terminal Drive. The building contains offices for the Public Works, Parks Maintenance, Facilities Maintenance, and Water and Sewer Utility departments. The Village added salt storage and a brush and yard waste drop off site in 2011. The facility is met the needs of these departments at time of writing.



## Parks and Recreation Facilities

The Village provides over 130 acres of active and accessible passive public parklands. The current inventory includes 38 facilities, ranging from larger community parks like William McFarland Park, to neighborhood parks like Legion Park, to conservancy areas like Grandview, to “tot lot” playgrounds such as the one serving the Ridgeview neighborhood. Major updates to Lewis Park began in 2016, including a new shelter. There are another 300 acres in the Village’s park system comprised of passive open spaces and natural features. The McFarland School District also provides several recreational facilities to Village residents, including an indoor pool that is open to the public.

In 2013, the Village updated its *Outdoor Recreation & Open Space Plan* with recommendations for system expansion and improvement through 2018. According to that plan, the Village satisfied then-current recreational needs of its residents in terms of the overall ratio of total developed park acreage to population. Key recommendations of the 2013 plan include:

- Implement management plans for Marshwoods Conservancy, Grandview Conservancy Area, Legion Memorial Park, Taylor Road Conservancy, and Indian Mound Conservancy.
- Update the master plan for John Urso Community Park, including the Schuetz property.
- Implement master plans for McDaniel and Brandt Parks, which were included in the 2013 plan.
- Continue to work with the County, WisDNR, and Rail Commission to develop the Lower Yahara River Trail.
- Acquire park sites and open space corridors on the east side of the Village as it expands.
- Improve existing parks or develop new parks with features to help make them accessible to the disabled.

### Parks and Recreation Survey

Completed in 2012, over 500 survey responses revealed McFarland residents’ highest priorities:

- Improve restroom facilities and outdoor furnishings
- Expand pedestrian and bicycle trail systems
- Expand and improve natural resources based parks
- Explore the addition or development of a splash pad or water-based park for the youth of McFarland
- Explore the development of a community/senior center
- Repair the existing hockey rink at Lewis Park

### **Solid Waste Collection and Recycling**

The Village contracts for weekly curbside collection of refuse for single family residential properties. Recyclables are collected every other week along with refuse under contract with Pellitteri. Commercial and multiple family residential properties must contract directly for these services. Yard waste and brush drop off is available to Village residents at the Public Works facility on Terminal Drive.

### **Senior Services**

The Senior Outreach Services Department provides senior outreach services to Village seniors, and under contract with Dane County to residents of Cambridge, Rockdale, Christiana, Dunn, Pleasant Springs, and Rutland. The Department operates a congregate and home-delivered nutrition program in the McFarland School District area, and a congregate meal site in Cambridge. Among the other services provided to seniors are case management, social and recreational programming, foot care clinics, and transportation services (e.g., shopping trips).

The Department also coordinates the work of many volunteers in a variety of capacities and endowment programs. Departmental operations are budgeted in three separate programs: outreach services, special services, and nutrition programs. The Department is funded in large measure by outreach and nutrition contract payments from Dane County and by contributions from the other communities served.

At time of writing, the Senior Outreach Services Department is currently staffed by an Outreach Director, a part-time (37½ hours per week) Outreach Case Manager, a part-time (22 hours per week) Outreach Case Manager, and two part-time Nutrition Site Managers. Volunteers also provide a variety of services to the Department and its clients. Senior Outreach Services currently operates out of the Municipal Center, where it has space constraints for its programming.



## Other Community Facilities

### Schools

The McFarland School District provides public education for students living within the Village and in portions of the surrounding area (see Map 1 for the McFarland School District boundary). All five of the District’s school buildings are located within the Village limits, and serve children from pre-kindergarten through 12th grade. McFarland High School serves grades 9-12. Grades 6-8 are located at Indian Mound Middle School. Waubesa Intermediate School, which opened in 2000, serves grades 3-5. Grades 1 and 2 are located at the McFarland Primary School, while the pre-kindergarten and kindergarten levels are in the Conrad Elvehjem Early Learning Center.

Enrollment has grown in recent years. Total enrollment for K-12 for the 2006-2007 school year was 1,909 students. By the 2015-2016 school year, the District added a 4K program and saw an increase of 144 students, 98 of whom were in the 4K program. Enrollment projections provided by the Applied Population Laboratory in 2016 assume that modest growth in the District will continue over the next ten years, with total enrollment growing by 8% for all grade groups by the 2025-2026 school year.

**Figure 6-1: McFarland School District Enrollment Trends and Projections, 2006-2026**

Grade Group	Historic Enrollment		Baseline Enrollment Projection
	2006-2007	2015-2016	2025-2026
4K	0	98	111
K-2	389	421	477
3-5	436	462	480
6-8	438	468	488
9-12	646	604	660
<b>Total</b>	<b>1,909</b>	<b>2,053</b>	<b>2,216</b>

*Source: Applied Population Laboratory, 2016*

In 2013, the McFarland School District began a facilities planning process to address space needs at all of its facilities. A core decision-making committee was established along with several academically-specialized subcommittees to make recommendations.



Suggested capital projects were evolving at time of writing; the reader is encouraged to contact the District for up-to-date information. A referendum may occur as early as November 2016.

**Youth Services and Child Care**

The McFarland Youth Center, located at 5120 Farwell Street, is a community-based organization committed to middle level youth, families, and community by providing a safe recreational and educational environment. By incorporating adult-supervised, youth oriented activities, the McFarland Youth Center promotes positive relationships by building and fostering developmental assets. The McFarland Youth Center will likely relocate in the next few years, as its land area is approved for a residential redevelopment project.

There are also several private organizations that provide sport and recreation programs for the Village’s youth population, as well as programs sponsored by the McFarland School District. Private operators in the Village offer dependable child care and preschool options, including licensed providers listed in Figure 6-2.

**Figure 6-2: McFarland Childcare Facilities**

Type	Facility Name	Location	Capacity
Licensed Family	Care-A-Lot Childcare	5214 Rustling Oaks Ln	8
Licensed Family	Aehl Family Day Care	5007 Wentworth Cir	8
Licensed Family	Kid City Kids	5884 Osborn Dr	8
Licensed Group	After School Waubesa	5605 Red Oak Trl	18
Licensed Group	Ginger Bread House Child Care	4896 Larson Beach Rd	162
Licensed Group	Little Spartans Child Development Center	4721 Ivywood Trl	59
Licensed Group	Learning And Beyond Preschool	6117 Johnson St	59
Licensed Group	Child Life Ministries	5529 Marsh Rd	80



## **Cemeteries**

There are two cemeteries in the Village of McFarland. They are located at the corner of Holscher Road and Highway MN and at the corner of Broadhead Street and Marsh Road.

## **Telecommunication Facilities**

The Village of McFarland leases antenna and equipment space at its water towers to different telecommunications carriers. Additional telecommunications carriers are located on a private monopole on private property. The geographical distribution of these antenna sites provides cellular and personal communication service coverage of the Village and Interstate 39/90 and Highway 51.

The Village has recently implemented a policy to install conduit for broadband with new road and utility projects, to facilitate the future expansions of broadband service to the area.

## **Utilities**

### **Water Supply and Distribution**

The McFarland Water Utility operates two active wells in the Village. The depths of these wells range from 500 to 800 feet, and output averages from 500 to 1,000 gallons per minute. The water system consists of a 750,000-gallon and a 500,000-gallon elevated water tank, and over 200,000 feet of water mains. On average, the water system pumps 700,000 gallons per day.

No water quality issues have been detected. The water hardness is roughly 350 parts per million, and the nitrate-nitrogen level is about 3 parts per million, safely meeting the public drinking standard of no more than 10 parts per million. Volatile organic compounds were detected in well #2, so it is no longer used. Chlorine and fluoride are added to the water system at each well house. The Village performs regular quality testing as required by the Wisconsin Department of Natural Resources (WisDNR), including for copper and lead in a section of the Village.

The Village implemented a water system impact fee in 1998 to fund projects that will increase capacity to serve new development.



There is no interconnection between the McFarland Water Utility and that of the City of Madison. This is purposeful, as the City of Madison utilizes pressure pumps, which could adversely affect water distribution in both communities.

The Village has no master plan for its water utility. Water mains are upgraded in conjunction with street improvement projects, when feasible or necessary. The construction of the 750,000 gallon tank in 2000, as well as an anticipated fourth municipal well, will meet water system capacity needs through 2025. Timing for the installation of that fourth well, on one of two possible sites, will be driven by development.

### **Sanitary Waste Collection and Treatment**

The Village’s Sewer Utility collaborates with the Madison Metropolitan Sewerage District (MMSD) for sanitary waste collection and treatment. MMSD provides regional interceptors, while the Village provides and maintains local mains. The sewer system within McFarland is primarily gravity flow. The McFarland Sewer Utility operates five sanitary lift stations, with the fifth station completed in 2016 on Prairie Wood Drive in the Juniper Ridge subdivision. Wastewater is treated at the Nine Springs Wastewater Treatment Plant, which is operated by MMSD and located northwest of the Village. MMSD built the Nine Springs Plant with available liquid capacity to serve the metropolitan area beyond the year 2020.

The Village creates basin-centric plans its sewer system, identifying areas with particularly challenges. There is no community-wide plan for the entire sewer system. Providing sewer service for the two basins within the Village’s eastern growth area figures to be the most significant challenge over the next 10 to 20 years.

In 2016, the Village completed an Inflow and Infiltration study of its sanitary sewer lines. Sewer lines were cleaned and camera-inspected in follow-up. In general, the Village regularly cleans and maintains its mains, which identifies and fixes issues before they can become bigger problems.

Sewer mains are upgraded in conjunction with street improvement projects, where feasible or necessary.

A limited number of properties in the Village are not connected to the McFarland municipal sewer system, but instead are served by private on-site wastewater disposal systems. These sites are not confined to a particular area of the Village and are typically rural



residences that have had a neighborhood develop around them. It is the Village's intent to connect sanitary sewer service to these residences when practical.

### **Stormwater Management**

All surface stormwater from the Village drains into Lake Waubesa, the Yahara River, or Lower Mud Lake. The stormwater management system consists of wet detention basins, dry detention basins, vegetated drainageways, and storm sewer.

The Village has a stormwater utility maintained by the Public Works Department. The utility funds stormwater management and conveyance projects in the Village. The Village's stormwater management ordinance follows standards established in the Dane County stormwater ordinance, which all Dane County communities are required to follow by Statute. The Village ordinance is stricter in that retention ponds in McFarland must be designed to hold runoff from a 100-year flood event.

Localized flooding has occurred in some parts of McFarland after storm events, particularly on South Valley Drive. There are presently downstream storm sewer capacity constraints, south of the railroad tracks, which may create additional problems if stormwater drained out of the South Valley Drive area more quickly.

A phosphate extraction effort from stormwater may be included in the Village's 2017 budget, as part of a partnership coordinated by MMSD.

### **Electric Power, Gas, and Communications**

Alliant Energy provides electricity and natural gas to most households in the Village. Madison Gas and Electric Company serves the parts of the Village north of Siggelkow Road. Telephone and internet service is provided by Frontier and Charter/Spectrum. The American Transmission Company operates a power line that runs north-south along the Village's east side. Charter/Spectrum provides cable television service.



## CHAPTER 7: HOUSING AND NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its largest capital asset. Housing and neighborhoods provide shelter, and characterize a community's sense of place and quality of life. This chapter provides an inventory and analysis of housing and neighborhood conditions.

### Household Characteristics

Figure 7-1 provides an overview of McFarland and Dane County households in 2010, with prior statistics from 2000. Per the 2010 Census, there were 3,079 households in the Village. The majority were families with children under 18 years old, though the percentage of families with school-age children has declined, indicating a larger share of empty-nest households. Traditional married couple families with children have declined as well. The number of households with individuals over 65 saw the largest increase between 2000 and 2010, followed by non-family and female households. These Village trends parallel those of Dane County.

**Figure 7-1: Households by Type, McFarland and Dane County, 2000 and 2010**

	Village of McFarland		Dane County	
	2010	2000	2010	2000
Total # of Households	3,079	2,434	203,750	173,484
Family Households (%)	71.5	72.7	57.3	58.1
w/ own children <18 (%)	36.9	41.7	27.0	29.0
Married-couple family (%)	56.9	60.6	45.1	47.1
w/ own children <18 (%)	26.5	32.9	19.3	21.9
Female Household (%)	10.1	9.4	8.6	7.9
w/ own children <18 (%)	7.4	6.9	5.6	5.3
Non-family Households (%)	28.5	27.3	42.7	41.9
Householder alone (%)	21.9	21.5	30.5	29.4
Households with Individuals 65+ (%)	18.9	15.7	17.6	15.8

Source: US Census Bureau, Census 2010

The Village’s average household size has declined. The number of persons per household dropped from 2.83 in 1990, to 2.63 in 2000, and has continued to drop to 2.54 as of the 2010 Census. The average household size in all of Dane County in 2010 was 2.33, down from 2.37 in 2000 and 2.46 in 1990.

Figure 7-2 compares selected household characteristics in 2010 for McFarland with nearby suburban communities, towns, Dane County, and the State. In 2000, McFarland’s average household size was comparable with nearby Stoughton and Oregon, but higher than the towns, Dane County, and the State. As of 2010, McFarland maintained the highest average household size of these neighbors, even as its average declined.

**Figure 7-2: Household Characteristic Comparisons, 2010**

	Village of McFarland	City of Stoughton	City of Fitchburg	Town of Dunn	Dane County	State of Wisconsin
Total Housing Units	3,200	5,419	10,668	2,443	218,696	2,635,602
Total Households	3,079	5,133	9,955	598	196,383	2,274,611
Average Household Size	2.54	2.41	2.45	2.52	2.33	2.43
% Single-person household	21.9	29.4	27.3	19.3	30.5	28.2
% Households with school-age children	36.9	31.9	31.8	24.0	22.4	28.4
% With individuals 65 years and older	18.9	23.5	14.4	24.4	10.3	24.0

Source: U.S. Census of Population and Housing, 2010

The Village’s average household size is forecast to drop to 2.41 persons by 2030 and 2.38 by 2040. Delayed household formation by younger residents has impacted household sizes, in addition to decreases in the number of children per family, and increasing numbers of “baby boomers” in their “empty nest” years. These projected household sizes are multiplied with population forecasts to determining future housing demand. Fewer persons per household means more housing units are needed to serve the same population. Demand for various types and sizes of housing units could shift as one-person and other non-family households require less interior living space than two-parent households with multiple children, who typically live in larger single family detached housing.



Reinforcing this information, through its 2015 Housing Report, the City of Madison found that a combination of factors indicates a strong demand for rental housing in the Madison area for the foreseeable future. These reports and trends suggest a growing demand for smaller, multi-unit housing and need for McFarland to provide a range of housing options to cater to residents’ changing household preferences and needs. At the same time, the Village of McFarland will likely continue to be a community of choice for families with children interested in single family homes.

### Housing Totals and Type

Between 2000 and 2010, the Village’s total housing stock increased by 28.5 percent, from 2,491 to 3,200 housing units. This followed another decade of rapid growth in McFarland, when the Village’s housing stock increased by nearly 30 percent during the 1990s.

The vast majority of the Village’s housing is single family residences—82% in 2010. This is very high among Dane County suburban communities. Figure 7-3 compares housing mix within the Village in 2000 and 2010.

**Figure 7-3: Housing Units by Type, Village of McFarland 2000-2010**

Type of Housing Unit	2000	2010	% of Total in 2010
Single Family	1,854	2,580	82%
Two Family (inc. Duplex)	115	85	3%
Multiple Family	500	493	15%
Mobile Home	8	0	0%

*Source: American Community Survey 5 Year Estimates and Capital Area Regional Planning Commission, including 2010 Census*

### Housing Tenure and Vacancy

Related to housing type, 73% of all McFarland homes were owner-occupied in 2010. This homeownership percentage exceeds that of Dane County, where owner-occupied housing accounts for 60% of units. The Dane County figures are due, in part, to the high number of student (and increasingly Epic) households elsewhere. Homeownership in McFarland was steady from 2000 to 2010. The ownership percentage for the Village is comparable to communities of similar size including Oregon, DeForest, Verona, and Waunakee (72%, 72%, 69%, 76%, respectively).



In 2010, McFarland had a housing vacancy rate of 3.8%. A vacancy rate of 5% is generally considered a healthy housing market. The Figure 7-4 compares 2010 housing stock characteristics in McFarland with Stoughton, Oregon, the Towns of Dunn and Blooming Grove, and Dane County.

**Figure 7-4: Housing Stock Characteristics, 2010**

	Village of McFarland	City of Stoughton	Village of Oregon	Town of Dunn	Town of Blooming Grove	Dane County
% Vacant	<b>3.8%</b>	5.3%	4.9%	10%	4.9%	5.7%
% Owner Occupied	<b>72.8%</b>	66.1%	72.7%	89%	77.8%	59.6%
Median Housing Value in 2010	<b>\$230,000</b>	\$191,800	\$225,800	\$286,200	\$210,000	\$230,800
Median Contract Rent in 2010	<b>\$779</b>	\$774	\$774	\$896	\$729	\$832

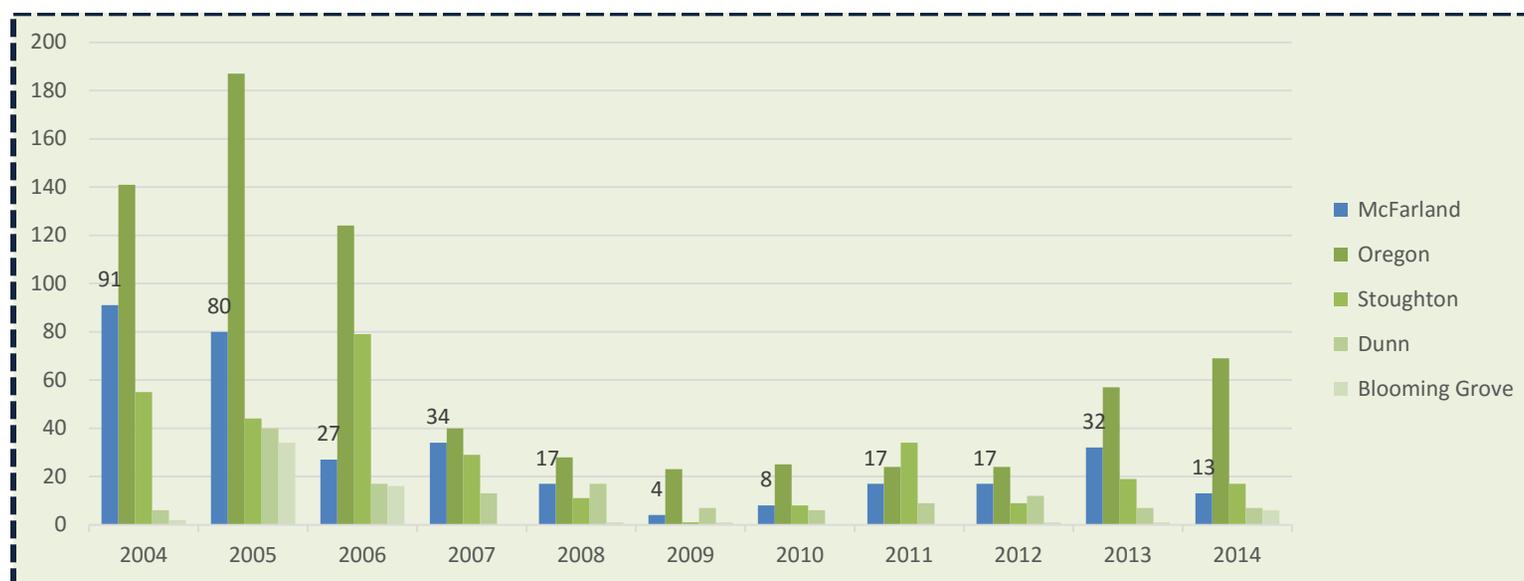
*Source: American Community Survey 5 Year Estimates and Capital Area Regional Planning Commission, including 2010 Census*

The recession of the late 2000s affected trends in housing construction nationwide, statewide, and regionally. From 2000 to 2005, new housing in Dane County was constructed at a rate of 2,301 units per year. A significant decrease in new housing construction occurred in Dane County between 2006 and 2010, when housing was built at a rate of 870 units per year. Figure 7-5 illustrates this lull in construction.

The Capital Area Regional Planning Commission (CARPC) reports that between 1997 and 2010, new single family units roughly equaled new multifamily housing units. After 2010, with multifamily housing units significantly outstripped new single family units.



**Figure 7-5: New Housing Units Authorized by Building Permits, McFarland and Neighbors, 2004-2014**



Source: Capital Area Regional Planning Commission

### Housing Condition and Age

The age of a community’s housing stock can be an indicator of the general condition of the local housing supply, and typically reflects several important factors, including size, offered amenities, and overall maintenance costs. House age often reflects different regional and national trends in housing development. Housing predating the 1940s, for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and home sizes increased, though that trend has begun to reverse in recent years. The majority of McFarland’s housing has been built since 1980, but more than a quarter of homes are older.

**Figure 7-6: Age of Housing Stock, Village of McFarland**

Decade Built	Owner-occupied Housing Units, Percentage	Renter Occupied Housing Units, Percentage	All Occupied Housing Units, Percentage
2010s	0.0	3.8	1.0
2000s	24.9	25.4	25.0
1980s & 1990s	37.8	29.3	35.6
1960s & 1970s	24.2	32.2	26.3
1940s & 1950s	3.3	5.3	3.8
Before 1939	9.8	4.0	8.3

*Source: 2014 American Community Survey*

## Neighborhood Development Framework

### Current Neighborhood Patterns

As is typical in most communities, housing is the largest single land user in McFarland (34% of the total land area). Much of the Village’s early platting activity around the downtown and railroad reflected the linear street pattern. This traditional grid pattern of rectangular blocks with individual lots fronting parallel streets or the rail line was popular in the early years of community development because it efficiently accommodated the sale of lots and the extension of sewer, water, and street networks.

As McFarland expanded to the north and south, more contemporary residential development design patterns emerged. Much of the Village’s residential development from the 1960s to the present reflects a curvilinear layout, where streets and lots follow natural contours of the land. This pattern respects the local topography but can result in longer, odd-shaped blocks and can also make pedestrian access and provision of municipal services more challenging, particularly where cul-de-sacs cut off through traffic.

The lakes, river, highway and railroad divide the Village into three broad neighborhoods, each made up of a handful of smaller subdivisions. The western part of the Village—west of Highway 51 between the railroad and the Yahara River—is the “Lakeside” neighborhood. The area north of the railroad tracks and downtown is the “Northside” neighborhood. This large, growing area



includes recently developed subdivisions like Cedar Glade, Ridgeview, Red Oak Addition, Highland Oaks, and Juniper Ridge. South of the railroad and downtown is generally referred to as the “Southside” neighborhood.

The Village’s existing residential areas have an average density of about 3.5 housing units per acre. The Parkview Estates subdivision is the most recent plat developed since 2005, though the Juniper Ridge plat was under development at time of writing.

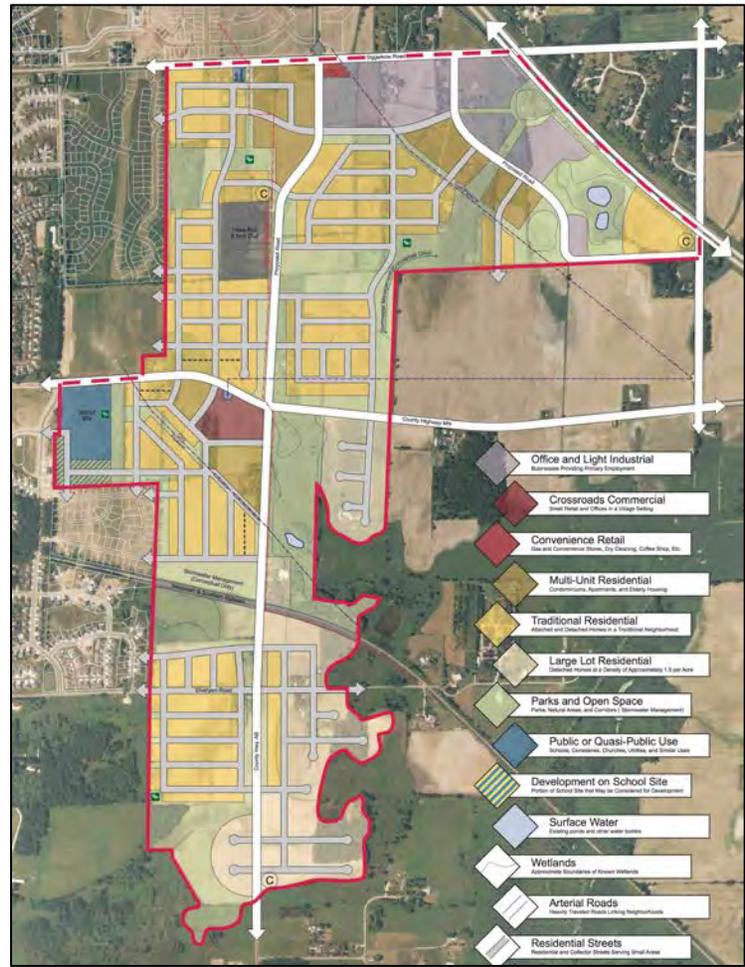
### **East Side Neighborhood Growth Area Plan**

The Village’s 2006 *Comprehensive Plan* sparked the initiation of a planning process for future development of the “east side neighborhood.” The Village’s 2008 *East Side Neighborhood Growth Area Plan* addresses 585 buildable acres located immediately east of the existing Village boundary.

Figure 7-7 is the concept development plan map from the *East Side Neighborhood Growth Area Plan*. The general flavor of future residential development envisioned in that plan is a conservation form, setting aside open space, parks and corridors with natural features. About 55 percent of the total plan area is intended for new residential neighborhoods in three general types: traditional, multi-unit, and large-lot. Overall, residential development in this area is intended to be at a somewhat higher density than typical of most other places in the Village; minimum target densities are established within the plan. The intent is to create a unique place that looks and feels different from other suburban places.

The fulfillment of the *East Side Neighborhood Growth Area Plan* has been slower than anticipated since its adoption. It was adopted at the point when economic recession caused a dramatic decline in new housing construction.

**Figure 7-7: Village of McFarland – East Side Neighborhood Growth Area – Concept Development Plan (2008)**



Source: R.A. Smith & Associates, Inc., 2008

## CHAPTER 8: ECONOMIC DEVELOPMENT

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The condition of the local economy is a central element of planning for a community's future, as it directly influences local growth and development. This chapter provides an overview of the local and regional economy, including strengths and weaknesses for McFarland's future economic growth.

### Economic Context

The Village is well-positioned for growth, being within the Madison metropolitan area with easy access to major highways. Most McFarland residents hold jobs in the education, health, social services and manufacturing industries in locations throughout the Madison area.

### Labor Force

The U.S. Census's American Community Survey indicates that, in 2010, about 57 percent of Dane County workers were employed in the service sector—a 25 percent increase since 2000. In that same period, Dane County employment in the retail trade sector decreased by 13 percent from 2000-2010, accounting for 9 percent of the County's workers. The total employed labor force in Dane County has increased by 10 percent from 2000 to 2010.

Also according to the American Community Survey, 4,639 McFarland residents were in the labor force in 2014. Of this total, only 101 residents—or 1.6 percent of the labor force—were unemployed. Nearly 56 percent of workers in McFarland identified themselves working in management, professional, or related-type jobs (often called “white collar” jobs). About 9 percent identified themselves working in farming, construction, extraction, maintenance, production, and transportation jobs (often called “blue collar” jobs). The remainder worked in service or sales related jobs.

#### Labor Force

A community's “labor force” is the portion of the population age 16 or older who are employed or available for work and includes people who are in the armed forces, employed, unemployed, or actively seeking employment.

## Key Regional Industries and Employers

Key sectors of a regional economy are defined by sector size, concentration, and employment growth or decline. An industry that shows a higher concentration of employment than the national average is considered a basic industry in a region. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the economic engine for a region, affecting the growth and health of many dependent sectors such as retail, transportation, construction, and local services.

The Madison Metropolitan Statistical Area (MSA) includes Dane, Iowa, and Columbia counties. Top industry groups for the Madison MSA, based on location quotients, are in Figure 8-1. A location quotient of 6.1, for instance, means that the industry in question is just over six times more concentrated in the Madison MSA than the rest of the nation. The Madison MSA's strongest industry, according to this standard, is "nonstore retailers." These are generally retailers that sell their products via internet or phone orders.

**Figure 8-1: Top Industries by Location Quotient, Madison MSA, 2013**

Industry	Location Quotient
Nonstore retailers	6.10
Animal production and aquaculture	2.22
Printing and related support activities	2.18
Machinery manufacturing	1.71
Private households	1.64
Membership associations and organizations	1.49
Food manufacturing	1.44
Furniture and related product manufacturing	1.40

*Source: Bureau of Labor Statistics 2013, WI Dept. of Public Instruction*

In Dane County, the industry types with the greatest percentage growth from 2013 through 2014 were leisure and hospitality (8.8 percent), construction (6.9 percent), information (6.9 percent), and professional and business services (6.6 percent). Financial activities, other non-public administration industries (a category that includes automotive repair, personal care, and civic organizations), education, and health services saw the smallest percentage growth in this small window.

The following are major employers in Dane County as of 2013—each organization employs more than 1,000 people:

- University of Wisconsin - Madison
- University of Wisconsin Hospitals
- Epic Systems Corporation
- American Family Mutual Insurance Co.
- SSM Health Care of Wisconsin, Inc.
- Madison Area Technical College
- Meriter Hospital
- County of Dane
- William S. Middleton Memorial VA Hospital
- American Girls Brand, LLC

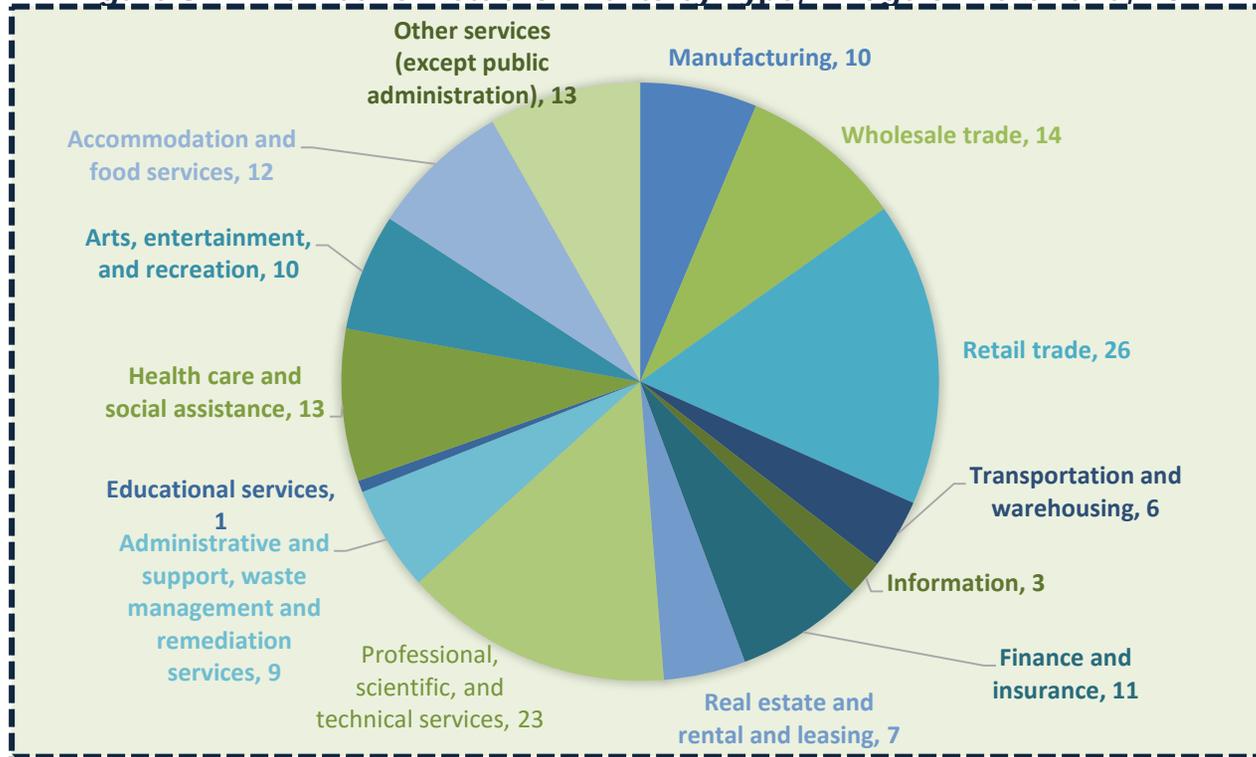
### **Local Industries and Employers**

Village-level employer data is scarcer. There are a number of small and mid-sized businesses in the Village of McFarland. Some of the larger employers within McFarland include:

- Amtelco
- Ferguson Bath Kitchen Lighting Gallery and Supply
- Convenience Electronics
- Seville Corp
- McFarland School District
- Village of McFarland government

Figure 8-2 indicates the number of establishments by type in the Village of McFarland in 2012. The most common types of establishments were retail trade (26 companies) and professional, scientific, and technical services (23), but in general the range is diverse.

**Figure 8-2: Number of Establishments by Type, Village of McFarland, 2012**



Source: U.S. Census Bureau 2012 Economic Census

### Commuting Patterns

In 2010, over 98 percent of the McFarland workforce worked in Dane County. As shown on Figure 8-3, 53 percent of McFarland’s workforce worked in Madison. Mean travel time was just under twenty minutes. In 2010, 73 percent of Dane County workers drove alone to work—a smaller percentage than in 2000. Transit use increased by 20 percent from 2000 to 2010, while commuting by “other means” including bicycle increased by 130 percent. McFarland workers are more likely to drive alone to work—about 85 percent in 2014. Nearly 8 percent carpooled to work in 2014, while approximately 5 percent worked at home.



## Employment Trends and Forecasts

Forecasting employment growth within McFarland is difficult given available data sources and the interrelationship with the larger Madison metropolitan area. This section instead provides employment forecasts for the State and region. The Wisconsin Department of Workforce Development (WisDWD) projects Statewide employment growth of 7 percent between 2012 and 2022.

**Figure 8-4: South Central Workforce Development Area - Long Term Industry Projections, 2012-2022**

Industry	2012 Employment*	2022 Projected Employment	Change (2012-2022)	
			Employment	Percent
<b>Total All Industries</b>	<b>451,788</b>	<b>502,449</b>	<b>50,661</b>	<b>11.21</b>
Goods-Producing	77,663	83,560	5,897	7.59
Natural Resources and Mining	8,002	7,795	-207	-2.59
Construction	16,190	20,135	3,945	24.37
Manufacturing	53,471	55,630	2,159	4.04
Services-Providing	346,650	389,483	42,833	12.36
Trade, Transportation, and Utilities	74,382	80,664	6,282	8.45
Information	12,951	14,795	1,844	14.24
Financial Activities	28,375	31,541	3,166	11.16
Professional and Business Services	47,888	57,766	9,878	20.63
Education and Health Services	85,657	98,743	13,086	15.28
Leisure and Hospitality	44,030	49,495	5,465	12.41
Other Services (except Government)	13,625	15,078	1,453	10.66
Government, exc. Post Office, Education and Hospitals	39,742	41,401	1,659	4.17
Self Employed and Unpaid Family Workers, All Jobs	27,475	29,406	1,931	7.03

*Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015.*

*Includes data for Columbia, Dane, Dodge, Jefferson, Marquette and Sauk Counties.*

*Information is derived using annual 2012 QCEW unpublished data from the US Bureau of Labor Statistics and Current Population Survey data from the US Census Bureau was also used. To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2012 to 2022. It is important to note that unanticipated events may affect the accuracy of these projections.*

*\* Due to confidentiality, some data is suppressed and so detail may not add to totals.*



Figure 8-4 shows WisDWD employment projections by industry for south central Wisconsin from 2012 to 2022. Total employment in this six county area is projected to increase 11 percent, from approximately 451,788 workers in 2012 to 502,449 workers in 2022. The construction and professional and business services sectors are expected to have the highest growth rate. McFarland has a significant number of existing establishments in the professional and business services sector.

### **Environmentally Contaminated Sites**

The Wisconsin Department of Natural Resources' (WisDNR) Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the State. The WisDNR defines brownfields as "abandoned or underutilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WisDNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of January 2016, there were 140 contaminated sites in the McFarland area in need of clean-up or where clean-up is underway. Of the 140 sites, four were classified as open LUSTs, or leaking underground storage tanks. These tanks were known to be contaminating the soil and/or groundwater with petroleum. 68 were the result of spills. Spills are classified as discharge of any "hazardous substances that may adversely impact, or threaten to adversely impact public health, welfare or the environment." Many spills are the result of car accidents, or fuel-filling overflows, and are often quickly mitigated. Five sites in the McFarland area were classified as Environmental Repair Program, or open ERP. These sites are often times older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. The ERP locations are typical brownfield sites. Many LUST or ERP sites will need special attention for successful redevelopment to occur. The locations of these environmentally contaminated sites were considered when making the land use recommendations in the Volume 2: Vision and Directions.

## Existing Village Plans Related to Economic Development

The Village has planned for economic growth, and engaged in implementation efforts to implement those plans, summarized as follows.

### Downtown Strategic Market Analysis and Opportunities Assessment

Completed in 2010 with assistance from Vandewalle & Associates, this assessment overviews market conditions and trends, describes opportunities for the downtown to develop niche markets in targeted sectors, and identifies several areas where improvements and sensitive redevelopment could be accommodated, including:

- The Historic Downtown Core
- The McFarland Plaza Shopping Center
- The Farwell Street Community Gateway Corridor

A key finding was that McFarland is not a significant retail destination. Most residents of the Village and the surrounding trade area choose to leave the community to do their shopping in other places, usually the City of Madison. This retail “leakage” may create opportunities for new retail development in the community. Through the report, the consultants suggested that the Highway 51 corridor will be the primary location for large-scale retail development, while the less visible downtown may attract smaller scale niche retail. With careful focus on the Village’s demographic profile and local preferences, downtown businesses may be able to meet local needs for goods and services.

The right-hand column in Figure 8-5 shows how much money was being spent on various types of items by McFarland area residents elsewhere, as of 2009. This analysis suggests that new clothing, furniture stores, and hobby shops, along with food and drink establishments, may do well in McFarland, and specialty versions of these stores could flourish in the downtown.

### Community Development Authority

The Village utilizes a 7-member Community Development Authority (CDA). The primary mission of the CDA is promoting and facilitating economic development and redevelopment in TID #3 and TID #4, helping to overcome factors that stand in the way of private-only redevelopment initiatives. The CDA conducts marketing initiatives and reviews proposed site and building plans to ensure compliance with design standards and tax increment targets. The CDA also advises the Village Board on the nature and timing of public improvements, as well as proposed development agreements involving economic development assistance.



**Figure 8-5: Retail Gap Analysis for the McFarland Trade Area**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Clothing and Clothing Accessories Stores	\$7,332,603	\$393,065	\$6,939,538
Furniture and Home Furnishings Stores	\$7,274,297	\$1,069,608	\$6,204,689
Sporting Goods, Hobby, Book, and Music Stores	\$2,921,183	\$262,869	\$2,658,314
Food and Drink	\$26,446,787	\$24,489,730	\$1,957,057
Health and Personal Care Stores	\$6,697,552	\$5,541,676	\$1,155,876
Building Materials, Garden Equip. and Supply Stores	\$6,336,059	\$5,749,391	\$586,668

Source: Environmental Systems Research Institute (ESRI), 2009; Vandewalle & Associates

### Terminal and Triangle District Plan

Completed in 2006 with assistance from Vandewalle & Associates, the Terminal and Triangle District Plan includes recommendations for the entire district, located at McFarland’s northwest edge. The plan also includes redevelopment concept, design guidelines, and transportation recommendations for each of five subdistricts:

- **Beltline-Oriented Commercial Subdistrict:** Includes lands along Terminal Drive near its intersection with Highway 51. This area presents superior highway access and visibility, is next to permanently protected lake and wetland areas, and is ripe for redevelopment focused on commercial service uses. This subdistrict includes a small area in the City of Madison, which is identified in the City’s comprehensive plan as being within a future “employment district.”
- **Mixed-Use Lakeview Village Subdistrict:** Includes lands near the intersection of Terminal Drive and Siggelkow Road, near the south end of the district. This subdistrict presents opportunities for mixed-use, higher density development focused on its waterfront and water view location and good road, rail, and community access. The recommendations for this subdistrict were the most ambitious of the entire plan, and would represent a substantial change in land use and density from the current pattern in this area.
- **Industrial Center Subdistrict:** Includes industrial and distribution focused lands along Terminal Drive between the previous two subdistricts. These areas are projected to continue with similar uses, with upgrades in development quality when new proposals are offered.



- **Triangle/Meinders Subdistrict:** Focused on small parcels near the intersection of these two streets. These parcels—currently in a mix of land uses of generally low quality—enjoy good highway visibility. Land assembly will be particularly critical for future redevelopment.
- **Highway 51 Design Subdistrict:** Includes the public highway right-of-way and private lands adjacent to (and across Triangle Drive from) Highway 51. This corridor is critical to McFarland’s image, and McFarland’s image is critical in establishing the Village’s economic future.

As a means to further recommendations for the Highway 51 Design Subdistrict, the Village’ Urban Forestry Commission worked in conjunction with a landscape architect to prepare a unified landscape plan for the Highway 51 corridor in 2005. Implementation of this plan was intended to be carried out collaboration among the Village, Wisconsin Department of Transportation, and private property owners. Implementation of the Highway 51 Landscape Plan has yet to take place, however, as the Village Board at the time elected not to allocate local funds for such an effort.

### **Tax Incremental Finance Districts (TID) Project Plans**

The Village of McFarland has used Tax Incremental Finance (TID) districts to create incentives for industrial development and redevelopment. The Village has successfully retired TIDs #1 and #2.

TID #3 was created in 2004 to stimulate new and redevelopment along the Highway 51 corridor at the northern entry to the Village, generally within the Terminal and Triangle Drive planning area. This TID has been productive, and is projected to surpass total increment projections.

TID #4 was created in 2008 to provide public infrastructure improvements and incentives to support mixed use redevelopment in Downtown McFarland and nearby Farwell Avenue. TID #4 aids in implementing the Village’s downtown planning efforts. Having been created during a recession, TID #4 is not as strong as TID #3, but will begin to benefit from redevelopment along Farwell Avenue.

### **TID Value**

When a municipality establishes a TID, the value of the district in the year created is held constant for as long as the TID exists. This is known as the “base value.” All existing property taxes continue to apply as before the district was created, but only on that base value. The revenue from any increase in the property value of the district from that base value (the “increment”) is used to fund specific public infrastructure improvements within the district or provide development incentives.

*Source: CARPC 2015 Economic Development and Employment Report*



## **CHAPTER 9: INTERGOVERNMENTAL COOPERATION**

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In a state with over 2,500 units of government and a movement towards greater efficiency, it is becoming increasingly important to coordinate decisions that affect neighboring communities and overlapping jurisdictions. Intergovernmental cooperation is a way for local governments to respond to a community's needs by working together with their neighbors, while preserving their identity. The following is a description of the plans of other local, county, school, and State jurisdictions operating within or adjacent to the Village of McFarland, and key agreements the Village has with neighboring communities.

### **State and Regional Planning Framework**

#### **Important State Agency Jurisdictions**

The Wisconsin Department of Transportation's (WisDOT) Southwest Region office, located in Madison, serves all of Dane County. TAs described in greater detail in the Transportation chapter, WisDOT is engaged in major transportation studies and projects in the McFarland area. The Village should carefully monitor and participate in these processes to assure that local concerns and plans are represented.

The Wisconsin Department of Natural Resources (WisDNR) provides service to all Dane County residents out of its South Central Wisconsin office in Fitchburg. WisDNR has been active in natural area planning and acquisition around McFarland. WisDNR regulates water resources and sets standards for surface and groundwater quantity and quality, wetlands, floodplains, and shoreland management. WisDNR also manages woodlands, wildlife protection initiatives, and other natural resources preservation strategies.

#### **Capital Area Regional Planning Commission**

The Village of McFarland is located within the Capital Area Regional Planning Commission's (CARPC) regional planning jurisdiction. Since 2007, CARPC has served as the regional planning and area-wide water quality management planning entity for the Dane County region, consistent with §66.0309, Wis. Stats. and Wisconsin Administrative Code NR 121. CARPC assesses and recommends requested expansions to urban service areas to WisDNR. Urban and limited service area boundaries at time of writing are presented in Map 1. CARPC also performs evaluations of the region's natural resources, population, housing, urban development, and other matters of regional interest and concern.



## **Madison Area Transportation Planning Board (Metropolitan Planning Organization)**

The Madison Area Transportation Planning Board is the designated regional policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. This includes all or portions of the 27 contiguous villages, cities, and towns in and near Madison that are or are likely to become urbanized within a 20-year planning period. This includes the Village of McFarland and adjacent towns. The Board is responsible for preparing a long-range transportation plan and a five-year Transportation Improvement Program (TIP). Projects must be listed in these documents to obtain federal funding support. The 2035 Regional Transportation Plan is the current long-range plan and as last updated in 2012. The TIP is updated every year. At time of writing, the Board had just begun its process to write the Regional Transportation Plan (RTP) 2050: Charting Our Course.

## **Dane County**

Dane County is contending with significant growth. The County's population is projected to increase from 488,073 in 2010 to 606,620 in 2040, which represents a 24% increase. Most of this growth pressure is generated by employment growth throughout the region. In recognition of the stress that such growth places on both natural and human systems, the Dane County Comprehensive Plan was adopted by the County in 2007. That plan advocates strong growth management, with a focus on concentrating non-farm developing in existing developed urban areas and in historic rural hamlet locations. Dane County began preparation of a county Comprehensive Plan update in 2013, but that effort appears to have stalled.

In 2013, the County adopted an updated Farmland Preservation Plan. That plan includes a farmland preservation plan map, which designates "agricultural preservation areas" in areas adjacent to the Village in the Town of Blooming Grove, and to the south of the Village in the Town of Dunn. The Blooming Grove designation is inconsistent with the Village's *East Side Neighborhood Growth Plan*. The map designates areas east of the Village in the Town of Dunn as a "non-farm planning area," which is consistent with the *East Side Neighborhood Growth Plan*.

## **School Districts**

The McFarland School District is one of 16 public school districts serving Dane County students. The District's boundary covers all of the Village of McFarland and portions of the City of Madison and the Towns of Dunn, Blooming Grove, and Pleasant Springs. All five of the public school facilities are located within the Village's municipal limits. The District additionally owns a 20-acre parcel on the east



side of the Village along Holscher Road that could be a potential site for a new school in the future. The District's recent planning efforts are documented in the Utilities and Community Facilities chapter.

## **Local Planning Framework and Agreements**

As depicted on Map 1, McFarland abuts the City of Madison, Town of Dunn, and Town of Blooming Grove. McFarland is affected by extraterritorial jurisdictions, plans, agreements, and actions between and among all four of these local governments.

### **City of Madison**

The City of Madison is located north of McFarland. Madison is the State's capital and second largest municipality, with an estimated 2015 population of 242,216. The City's population is projected to grow to 261,500 by 2025, according to the State Department of Administration.

In 1999, the City adopted the Marsh Road Neighborhood Development Plan to guide future urban development for lands north of McFarland and south of the Beltline, between Highway 51 and Interstate 39/90 (see Figure 9-1). The approximately 1,300 acre area is planned for residential, industrial, and park and open space uses. About 500 acres are planned for low to medium density residential development, which would result in approximately 1,950 dwelling units at time of full build out. Most of this development is immediately north of Siggelkow Road. Another 350 acres are recommended for industrial uses along Voges Road and the northern part of Marsh Road.

As of summer 2016, the City was engaging in a new neighborhood planning effort that includes an area northeast of McFarland, east of the Interstate.

The City last updated its comprehensive plan in January 2006. The City's plan advises future City residential growth south of Siggelkow Road to the east of Interstate 39/90. Regarding transportation issues, the City's plan proposes several on- and off-street bike routes connecting through the Village. Through its comprehensive plan, the City suggests continuing regularly scheduled meetings with the mayors, village presidents, town chairs, and administrators from each of Madison's neighboring cities, villages, and towns to discuss intergovernmental cooperation opportunities.



In 1997, Madison and McFarland entered a 20-year intergovernmental land use and boundary agreement, which includes the following provisions:

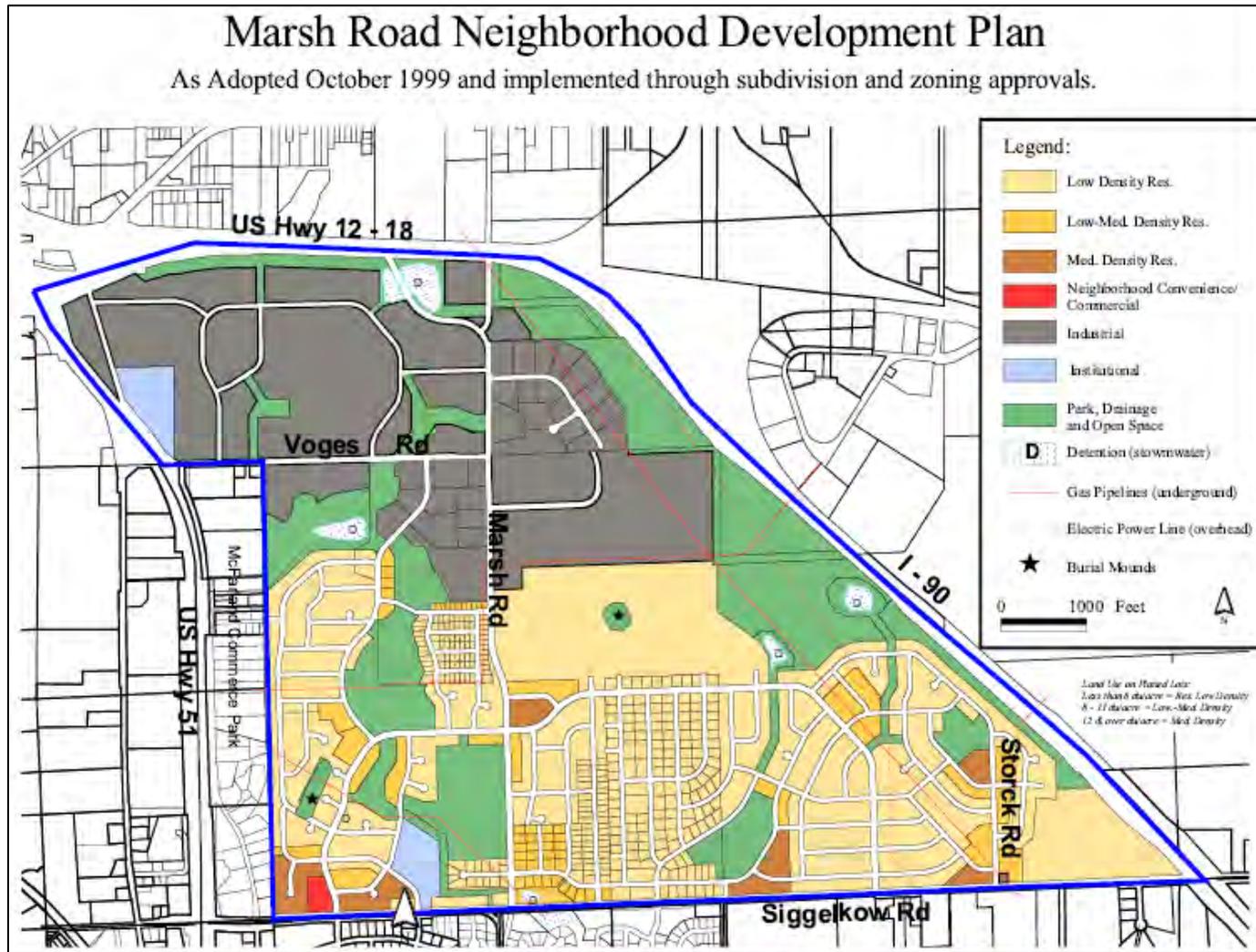
- Siggelkow Road will serve as the municipal boundary between the City and Village, east to County Highway AB. Neither municipality may annex additional land or exercise extraterritorial subdivision review authority on the opposite side of Siggelkow Road.
- Certain properties were provided for detachment from Madison and attachment to McFarland for school purposes, if other actions of the associated school districts also took place and under certain tax revenue sharing provisions.
- Northern and western expansions of the Village’s William McFarland Park along Marsh Road were agreed to provide for the greater expected use of this park from adjacent residential areas in Madison.
- Maintenance responsibilities for roads under shared jurisdiction were outlined.

This intergovernmental agreement is scheduled to expire in April 2018. The City of Madison has indicated that it does not intend to renew or amend the agreement with the Village.

In 2006, the City of Madison and Town of Blooming Grove adopted an intergovernmental agreement, called a “cooperative plan” under Wisconsin Statutes. That 2006 cooperative plan includes provisions for the phased incorporation of all Town lands into the City of Madison no later than October 31, 2027, “including any territory south of Siggelkow Road” that remains in the Town as of that date. Were the Town of Blooming Grove to agree, that date could be earlier. The cooperative plan allows the City to then detach any such property south of Siggelkow Road, if the City and Village were to agree. The cooperative plan also includes a statement that, before 2027, the “Village of McFarland may annex Town lands south of Siggelkow Road in accordance with state law.”



Figure 9-1: Marsh Road Neighborhood Development Plan



## **Town of Dunn**

The Town of Dunn abuts McFarland to the south and east. The Town had a population of 4,931 residents in 2010—one of the most populated towns in Dane County. Much of the Town’s development is located within the Lake Waubesa Limited Service Area, which serves about 2,000 people. The Town has a long history of land use planning and implementation directed toward farmland and natural area preservation. Over three decades ago, the Town adopted its first land use plan, the County’s exclusive agricultural zoning district, and its own subdivision ordinance.

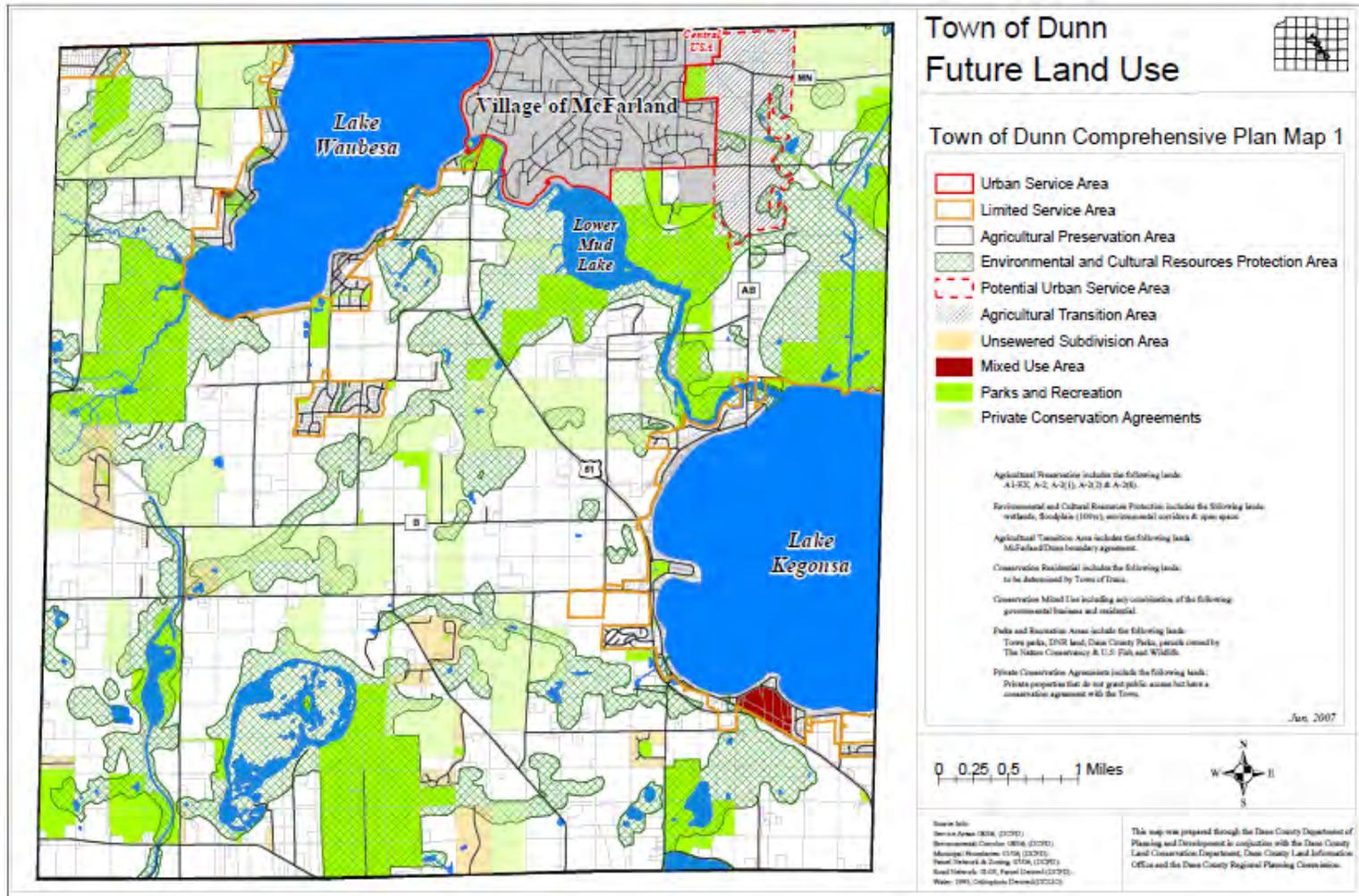
Through its comprehensive plan, the Town recommends maintaining, improving or expanding existing successful intergovernmental cooperation efforts with the Village. Figure 9-2 presents the Town of Dunn Future Land Use Map from its comprehensive plan. Dunn’s acknowledges the Village’s east side growth area as an “Agricultural Transition Area,” which consistent with the Village’s recommendations for this same area.

The Town implemented a purchase of development rights (PDR) program in 2003. The goals of that program are to preserve farmland and support viable farm operations, protect open space and environmentally sensitive areas, maintain the Town’s rural character and quality of life, and protect the Town from the encroachment of neighboring cities and villages. As of February 2013, the Town had purchased development rights over 2,996 acres of land—roughly 16% of the Town’s area. The Town has accomplished this in partnership with several land protection organizations including WisDNR, U.S. Department of Agriculture, Dane County Parks, and the Natural Heritage Land Trust. Map 5 indicates lands in the McFarland area where development rights have been acquired.

The Town of Dunn and Village of McFarland have had shared service agreements for fire and emergency medical services for many years. The Town and Village in 2005 entered into an intergovernmental cooperation agreement that identified which services will be shared over a 20-year period. It also outlined an area of land to the east of the existing Village boundary—consistent with the Village’s planned east side growth area—where annexations are permitted and acquisition of development rights are not permitted. The agreement also limits development and Village annexation south of the Yahara River in the Highway 51 corridor. Unless subsequently extended, the agreement would terminate on December 31, 2025.



Figure 9-2: Town of Dunn Future Land Use Map



## **Town of Blooming Grove**

The Town of Blooming Grove, abutting McFarland to the northeast, had 1,815 residents in 2010. The Town's largest residential development area near the Village (on Siggelkow Road) is the April Hills subdivision, with about 100 homes. The Town of Blooming Grove consists of scattered neighborhoods and some individual properties, in a pattern of discontinuous islands.

Blooming Grove and McFarland have a shared service agreement for emergency medical services. In 2015 Blooming Grove dissolved its small fire department, part of the gradual process to transition the Town into the City. The "City of Madison" subsection contains discussion of the City-Town agreement.



## **APPENDIX A: COMMUNITY SURVEY RESULTS**

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## Appendix A

### Village of McFarland Comprehensive Plan Community Survey Results Summer 2016

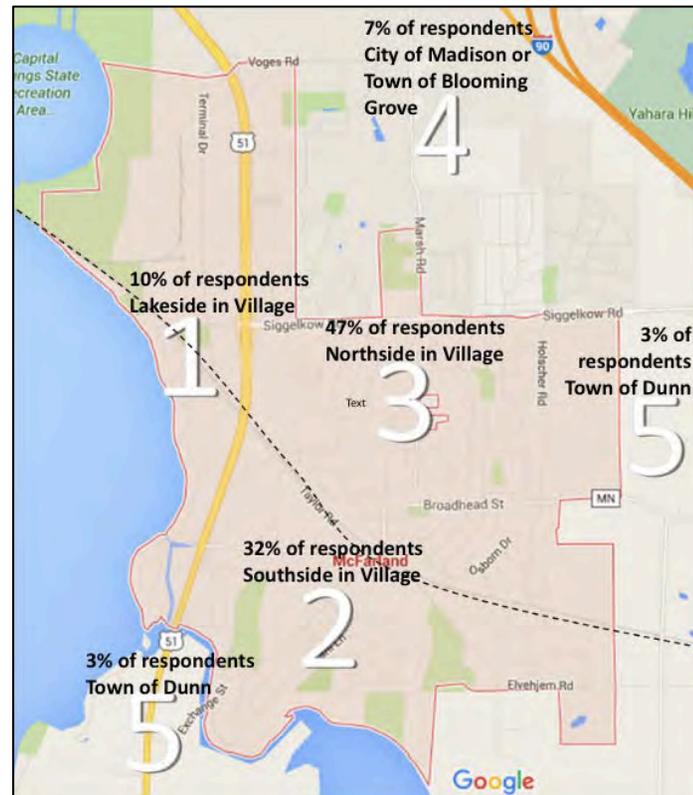
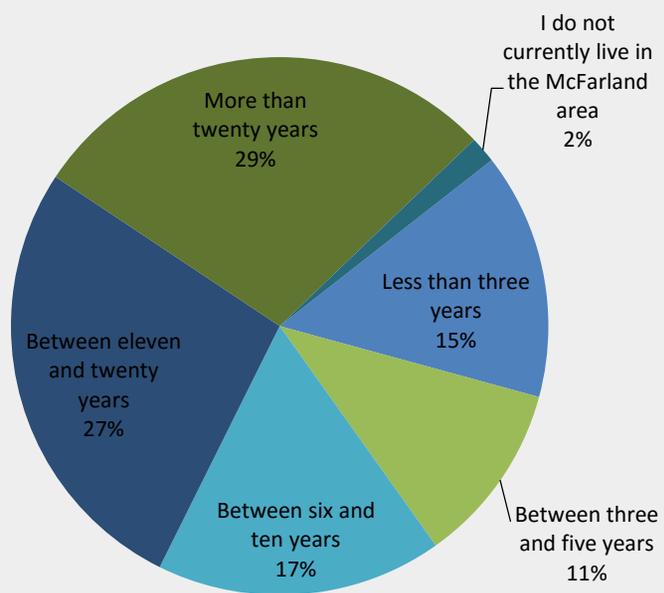
In spring/early summer 2016, with direction from the Village Plan Commission, Village staff and consultants conducted a community survey to gather input on community priorities and preferences. The survey results will advise the Village on the update of its Comprehensive Plan—a guide to McFarland’s growth, change, and preservation. The results will be blended with other input and data collected during the Comprehensive Plan update process to inform policy directions within the Plan.

The survey was primarily conducted using an internet survey tool, but hard-copy surveys were also available. The Village utilized various means to make the public aware of the survey. These include the Village newsletter, articles in the community newspaper, the Village’s Web site and Facebook page, email blasts, and postings on signs and in other locations in the community.

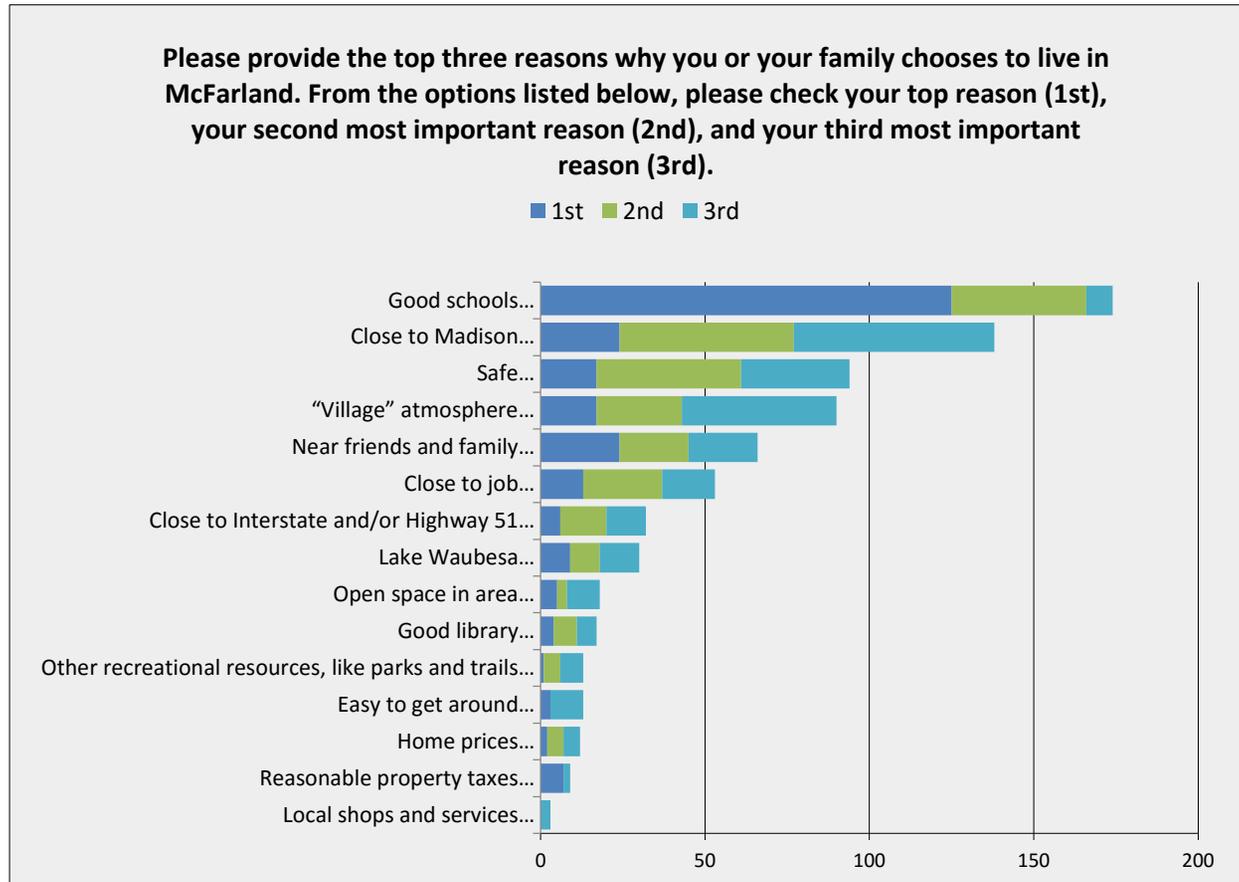
There were 258 responses to the survey, which is equal to about 8% of Village households. Survey respondents generally reflected the actual age distribution in the Village, and were generally longer-term residents. Respondents were weighted more heavily towards homeowners, women, and parents with children when compared to the characteristics of all people and households in McFarland, as detailed below:

- About 93% of respondents were homeowners, compared to the 73% of the McFarland’s total population that lived in owner-occupied residences in 2010, per the U.S. Census.
- About 61% of survey respondents were women, compared to the 52% of McFarland’s adult population that was female in 2010.
- About 60% of all respondents had school-aged children in the house; 39% of all McFarland households had individuals under age 18 in 2010.
- 7% of survey respondents were between the ages of 20-29; in 2010, 13% of McFarland’s adult population was in that age range.
- 26% of survey respondents were between the ages of 30-39; in 2010, 17% of McFarland’s adult population was in that age range.
- 23% of survey respondents were between the ages of 50-59; in 2010, 30% of McFarland’s adult population was in that age range.
- A majority of survey respondents have been residents of the Village for at least 11 years, as represented in the chart on the next page.
- Per the map on the next page, 97% of respondents were Village of McFarland residents.

### How long have you lived within the McFarland area?



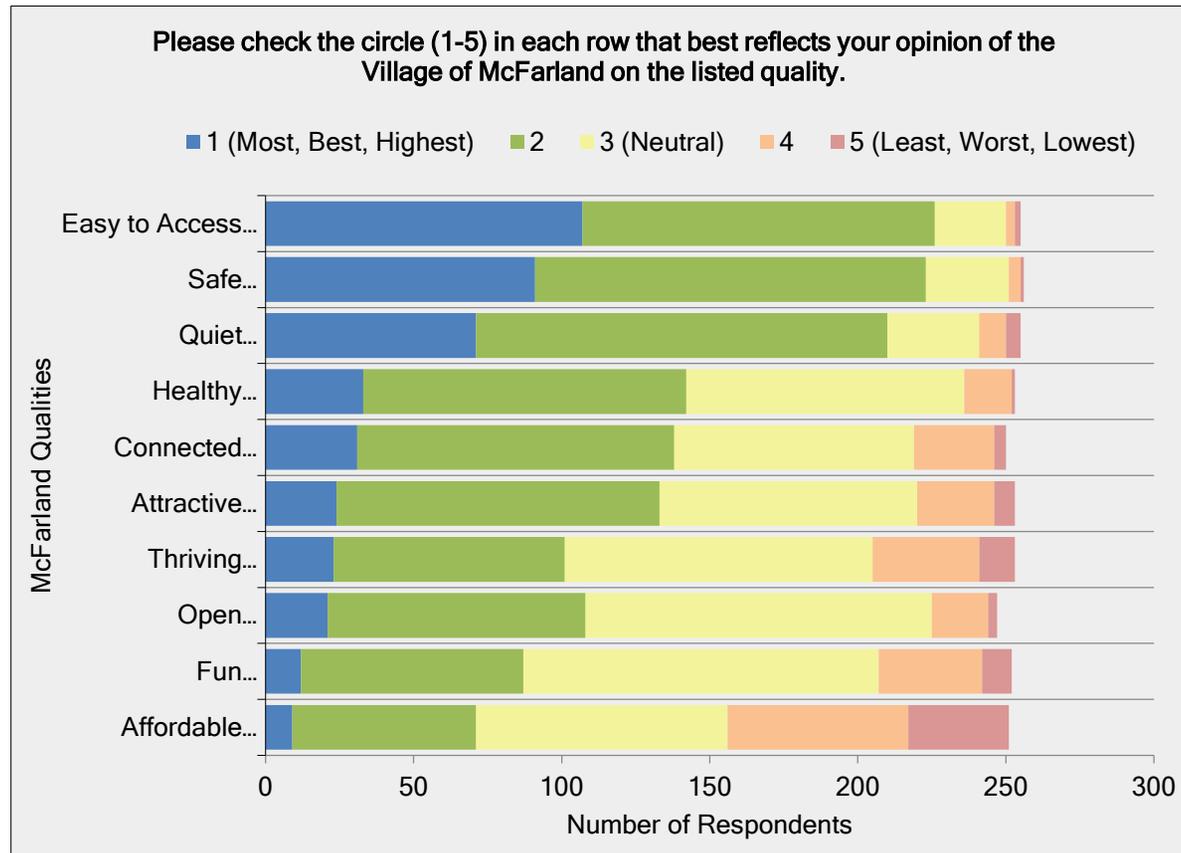
Survey respondents were asked to select their top three reasons for choosing to live in McFarland, from among 15 potential reasons listed. “Good schools” and “Close to Madison” were most often listed among respondents’ top three reasons, with “good schools” the most frequently cited top reason by a significant margin. Community safety and “village” atmosphere were also commonly selected reasons. Proximity-related responses closely followed (i.e., to job, friends and family, highway network).



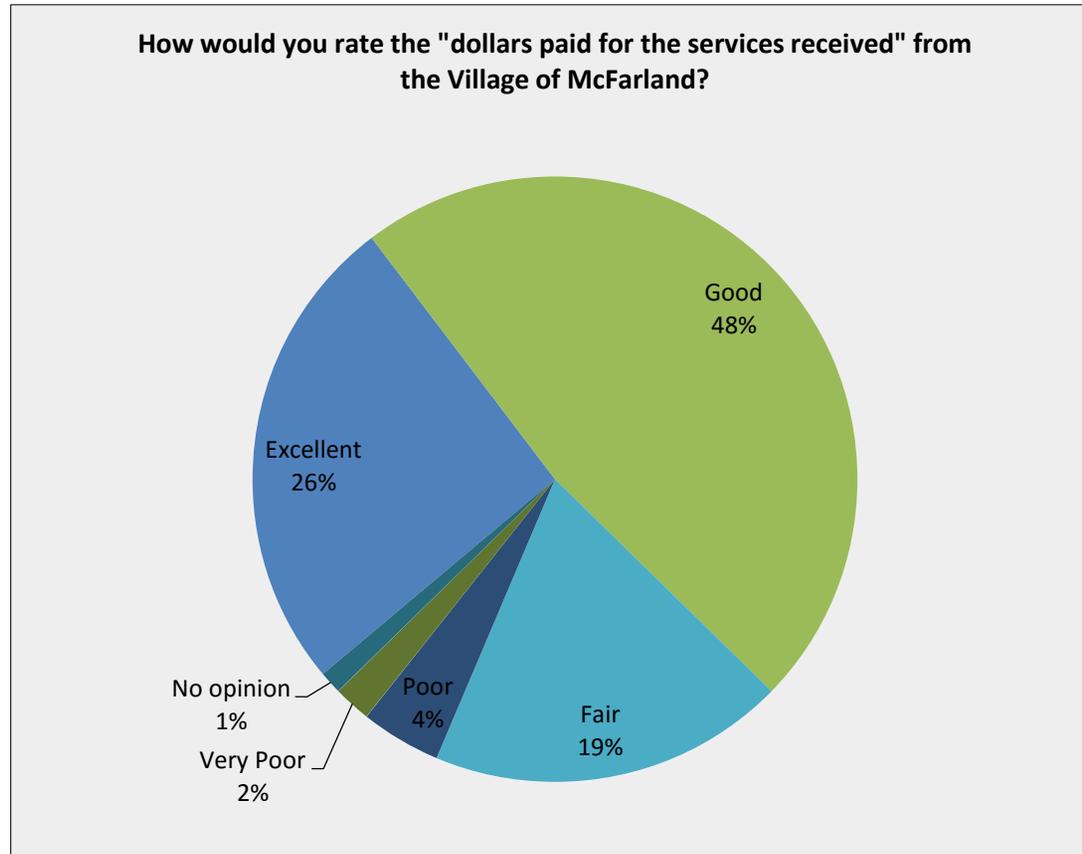
Expense-related reasons, such as home prices and taxes, and the available local shops and services were the least commonly cited reasons. These results correspond with responses to later questions, which suggested concern over housing affordability in McFarland and indicated support to expand retail and commercial service choices.

Through another question, respondents were asked to assign ratings to a list of ten potential qualities of McFarland on a 1 to 5 scale. A “1” response to a particular potential quality meant that McFarland “most”, “best”, or “highly” exhibited that quality in the mind of the respondent. A “5” response meant that McFarland was rated “least”, “worst”, or “lowest” on that quality by the respondent.

Collectively, respondents suggested that “easy to access”, “safe”, and “quiet” were the qualities that best defined McFarland. These correspond with the responses to the previous question. From among the ten potential qualities, McFarland rated lowest on affordability and qualities that suggested activity (e.g., fun, thriving). This foreshadows responses to a later question in which many respondents expressed support to expand recreational offerings in McFarland.



Respondent perceptions on Village services were generally positive. The Village provides services such as sewer and water, police and fire, garbage collection, street maintenance, snow removal, sidewalks and trails, parks, library, youth center, and senior services. 30% of residents' property tax bills are spent on these Village services. Over 70% of respondents rated the "dollars paid for the services received" by the Village as either "good" or "excellent". Only 6% rated "dollars paid for the services received" as "poor" or "very poor". This is a noteworthy level of satisfaction, particularly in an era marked by economic uncertainty and a fair amount of distrust of government.

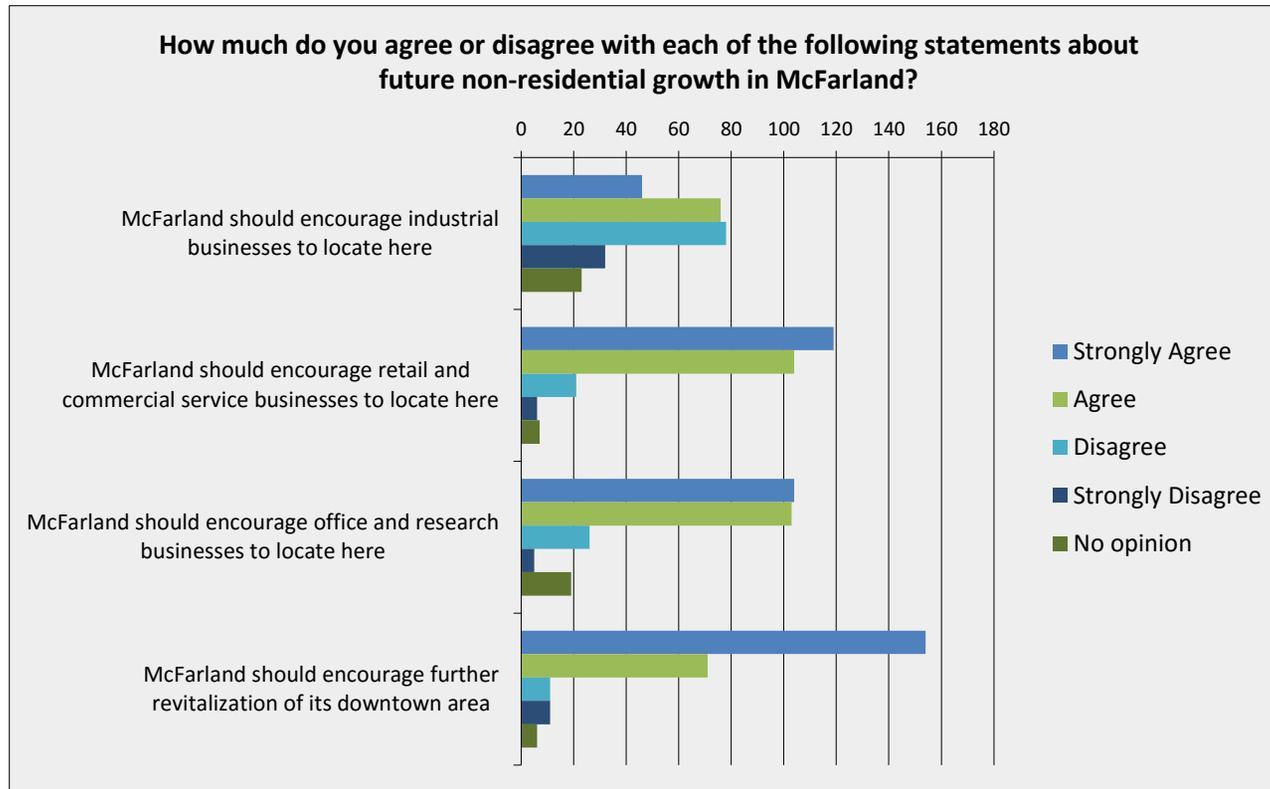


Respondents were asked a series of questions designed to learn attitudes on a potential future vision, policies, development types, and public projects that the Comprehensive Plan could include.

Respondents were asked to complete the following open ended statement: “As I look forward over the next 10 to 20 years, I wish McFarland would...” Though there were a wide range of responses, the most common categories of responses (in general order of preference) were:

- ...increase commercial options, especially restaurants, grocery stores, and family-friendly entertainment.
- ...build community recreational facilities, like a pool or community center.
- ...pay careful attention to growth and development. (Responses suggested widely differing opinions about the appropriate pace of growth.)
- ...manage the ongoing quality and expansion of the schools. (Respondents often indicated an interest in Village-School District collaboration, and sometimes did not distinguish the two.)
- ...retain McFarland’s “village” or “small community” character.
- ...manage or lower property taxes.
- ...invest in the downtown and other older parts of the Village.
- ...continue to be a safe place for families.
- ...preserve and enhance natural resources.
- ...improve community appearance.

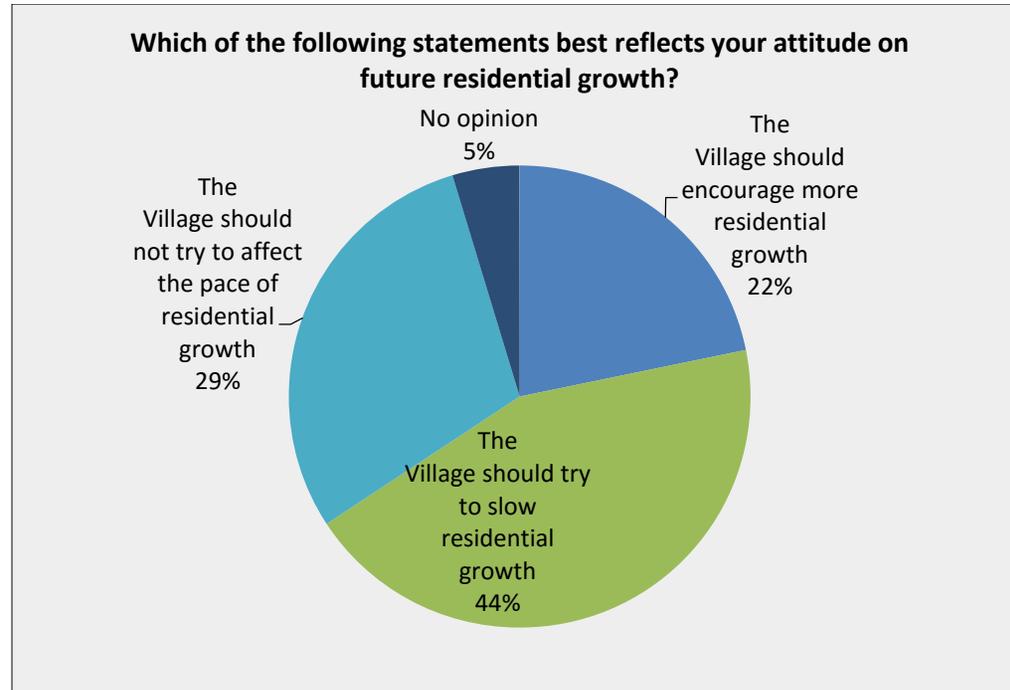
In response to a question about non-residential growth, a significant majority of respondents “strongly agreed” that McFarland should encourage continued downtown redevelopment , and retail, service, office, and research uses. Compared to the other non-residential options, there was less support for industrial development. This may be correlated to some open-ended responses suggesting concerns about the appearances of existing industries, and many respondents desires for a “quiet” community and “village” atmosphere.



Respondents were also asked two questions to gauge attitudes about future residential development.

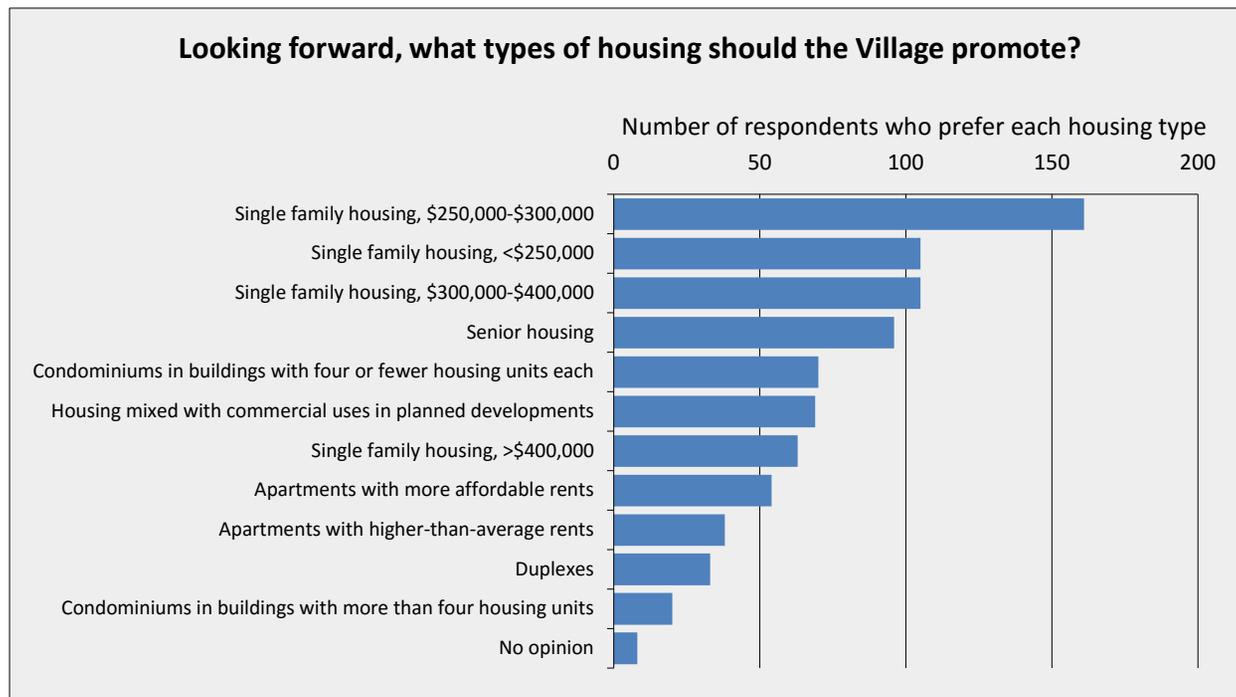
First, respondents were asked to share their opinion about the pace of future residential growth in McFarland. In response, 44% suggested that residential growth should be slowed, but a combined 51% suggested either that the Village should not try to affect the pace or should encourage more residential growth. Responses to other questions, including open-ended questions, suggest that some of those who favor slower growth are concerned about school overcrowding and/or the cost of potential school expansion.

The survey did not attempt to make any connection between preferred housing pace and types and preferred forms of non-residential development. For example, it can be challenging for a community to attract retail and commercial service development without significant population/housing density in a customer/employee service area.

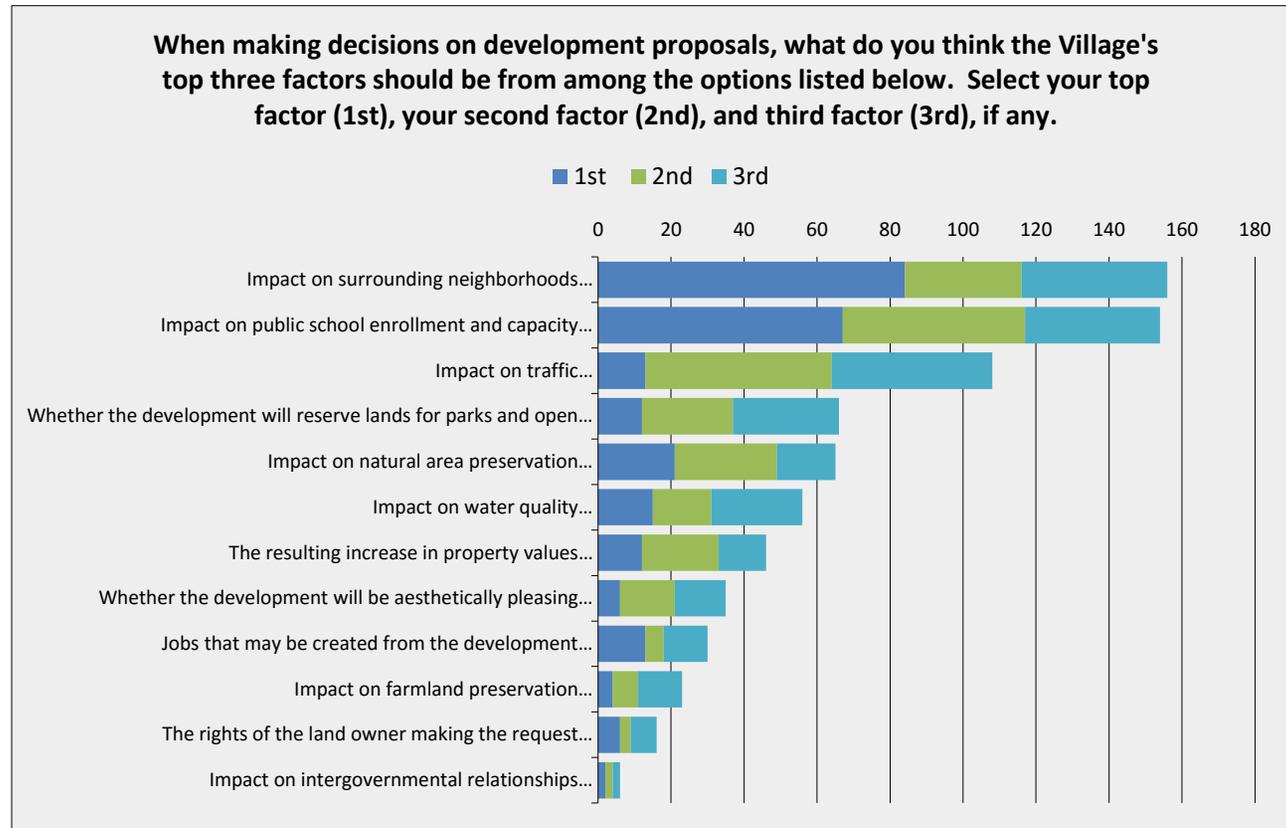


As suggested by the chart below, preferred forms of future residential development were dominated by single family residences with similar characteristics to newer homes in the Village today, and even more affordable single family options. A new house and lot in the Village generally costs between \$300,000 and \$360,000 today. These housing preferences were probably influenced by the housing types occupied by most respondents—9 out of every 10 respondents were homeowners.

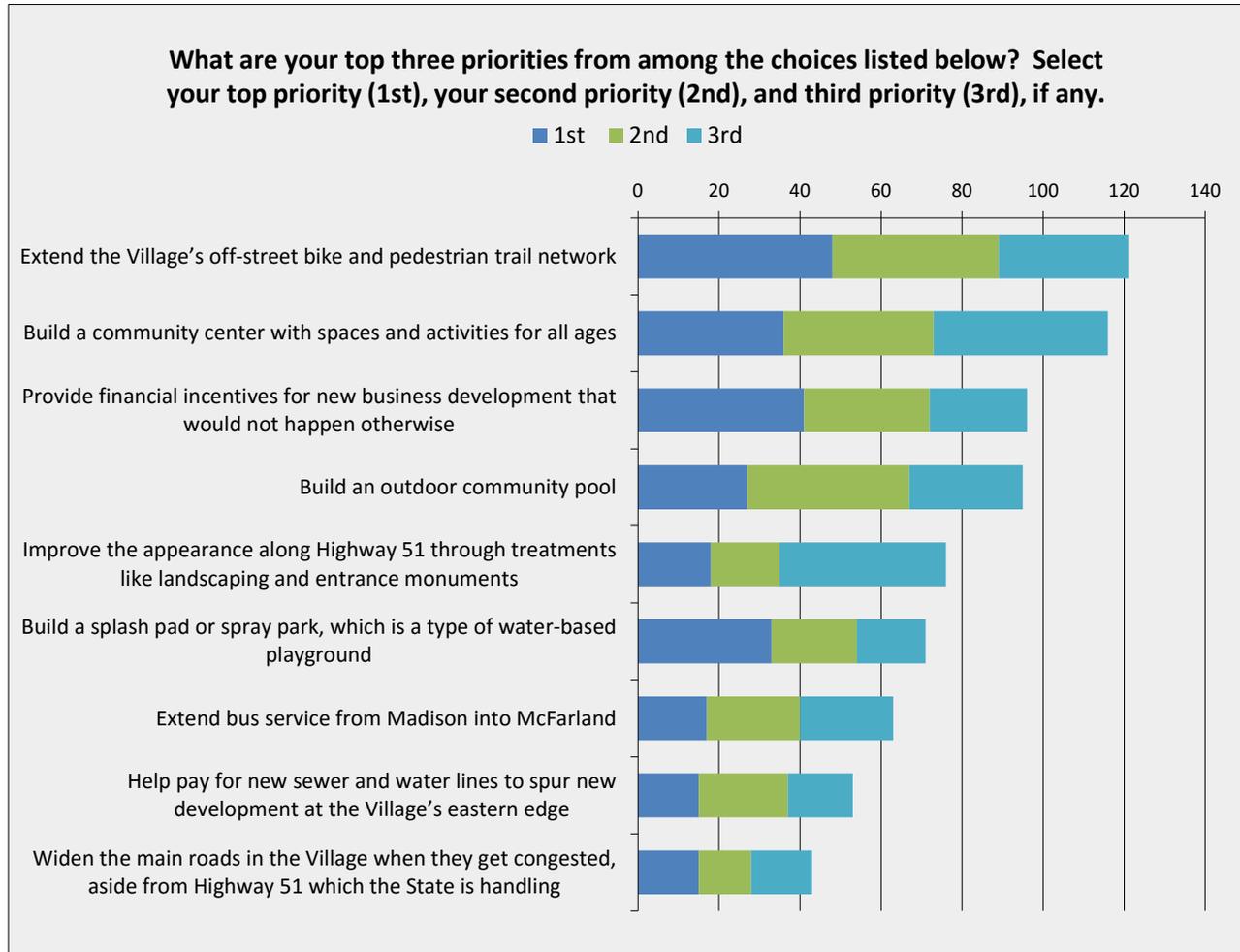
Still, the survey also revealed support for senior housing, condominiums in smaller buildings, and housing mixed with commercial uses in planned developments. These housing types are often indicative and appropriate in downtown settings, which corresponds with support reported earlier for downtown redevelopment.



Respondents were asked to identify key factors against which the Village should evaluate future development proposals. Among 12 listed potential factors, common choices included surrounding neighborhood impacts, school enrollment and capacity impacts, traffic impact, whether parks and open spaces are provided, and whether natural resources are preserved. Less frequently selected factors included farmland preservation, the rights of the land owner making the request, and intergovernmental impacts.



Respondents were also asked to offer their opinion on public facility and infrastructure investments that the Village has considered or may consider in the coming years. Potential projects to expand recreational opportunities—including extending the off-street bike and pedestrian trail network, building an all-ages community center, and outdoor pool—were most often preferred. Another high-ranking priority was providing financial incentives for new business development that would not otherwise happen. Expanding utility and transportation infrastructure (aside from trails) did not receive as much support.



## **APPENDIX B: SUMMARY-STAKEHOLDER MEETINGS**

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## Appendix B

### Village of McFarland Comprehensive Plan Summary - Stakeholder Meetings Spring/Summer 2016

In Spring and Summer 2016, the consultant completed a series of meetings with the following Village committees and McFarland-area stakeholder groups:

- Plan Commission - March 31
- Landmarks Commission - April 28
- Community Development Authority - May 4
- Public Works Committee - May 10
- Public Utilities Committee - May 17
- McFarland High School Students - May 18
- Senior Outreach Committee – May 18
- Chamber of Commerce - June 14
- Parks, Recreation, and Natural Resources Committee - June 16
- Public Safety Committee - July 13

These stakeholder meetings provided one way for the consultant to gain an understanding of these groups and their members' vision and priorities for the Village. This information was then combined with other public input and analysis to contribute to the vision and initiatives within the Comprehensive Plan's Volume 2: Vision and Directions.

The results from each of these stakeholder meetings are available, for a limited time, on the Village's Web page, or upon request to the Community Development Department. While individual groups and members raised unique issues, the themes and subject matter that make up the rest of this summary intersected many, if not all, of the discussions.

Reputation, perception, and intergovernmental cooperation cross multiple themes and ideas presented below. While the comments suggested many areas of potential improvement, group members expressed a general satisfaction with McFarland in its current state. There were several comments and expressed desires to not change the essence of McFarland as a smaller community, even though most recognized that some change would be inevitable.

## Enhance Community Identity

Several group discussions and individual comments relayed an interest in defining or expanding upon a unique identity, image, or “brand” for the Village. This may perhaps be built around the water/lakes, schools, improvements on and near Highway 51, and/or the downtown or historic buildings. The following specific comments emphasized the importance of identity, and provided some ideas:

- Ideas for branding sometime come before the ability to fund a related marketing initiative. The Village should be ready with an idea so it can “strike” when funding is available.
- Good staff, nice schools, and updated school buildings are key assets; the school system should be a defining characteristic of McFarland.
- Quality, small school system should be actively promoted as a community asset.
- Does McFarland have an identity, aside from the school system? “City of the Second Lake” used to be slogan—bring back and update?
- Identify McFarland as a community of waterways.
- Better define ourselves as a waterfront community.
- To enhance McFarland as a lake community, address challenges in improving lake quality, improve access to the lakes, and expand opportunities for paddling.
- There should be a distinct appearance change when motorists cross into McFarland, perhaps characterized by green space and/or by careful planning.
- Currently, the tank farms separate the Village from the City near Highway 51, but also form the image of McFarland to a significant degree. Need to address.
- Establish wayfinding signage along Highway 51 to help with branding and get people to key destinations in the community.
- Need greater identity built around an enhanced downtown.
- Enhance the historic qualities of the Village. There is something unique that exists here that isn’t promoted in a way that has endeared it to the community.

## **Enhance Economic Diversity and Non-residential Tax Base Growth**

Many group participants expressed an interest in growing McFarland beyond its “bedroom community” image, though there were countervailing opinions. There was also significant interest in growing job opportunities, retail, commercial, and health services in McFarland. The following specific comments elaborate:

- McFarland will have overcome its stereotype of a bedroom community, and more business growth will result.
- The bedroom/small town image may be a hindrance for economic development.
- Focus on economic sustainability; better match local jobs with local residents.
- Expand and diversify tax base to bring relief to residential taxpayers.
- Position McFarland as a community that accommodates different housing types.
- Village needs housing, but also business generation to lower the residential tax burden.
- Advance economic development, which means both direct recruitment of new and expanded businesses (growing the non-residential tax base) and enhancements to quality of life to make the Village a more attractive location for investment.
- Enhance a business-friendly government and community.
- Unify, define, and link the current collection of business areas—historic downtown, Farwell, Highway 51, Siggelkow.
- Establish a retailing niche, recognizing that general retailing in McFarland will be challenging, particularly with the growth of on-line retailing and “big box” stores nearby.
- Need to grow businesses, including technology-based light industrial uses, office users, and mixed use infill development and redevelopment
- Establish a new industrial park with larger sites near Interstate 39/90.

## **Secure Avenues for McFarland’s Future Growth**

Several groups discussed opportunities, challenges, and limitations for future horizontal expansion of the Village of McFarland. Most members advised that the Village pursue well-planned easterly expansion. Many also promoted infill and redevelopment, as a hedge if east side expansion provides unattainable or is truncated. The following were specific comments:

- Ideal annual enrollment growth rate increase for the school district seems to be 2-5%.

- Amount of vacant land that the Village may have for future growth is quickly becoming an issue; the plan needs to address this.
- Village should plan for and pursue continued expansion to the east.
- Explore all options to expand to the east.
- Take advantage of a narrow growth window, both geographically and in time, especially for growth to the east.
- Convince Blooming Grove property owners to east of Village that they will have a better future in the Village. Consider including Dunn property owners.
- Enable agricultural land as a permitted use following annexation, and don't require a development plan to annex.
- Examine community space availability for growth and development; look at spaces within McFarland (infill/redevelopment) as well as expansion to the east.
- Establish or grow a secondary retail and commercial service district, not just relying on Highway 51. Perhaps located in the Village's eastern growth area.
- As the community grows east, identify and preserve natural and recreational areas.
- Acquire a larger piece of land (20+ acres) on the east side for larger scale athletic facilities and open field space (e.g., ultimate Frisbee, disc golf).
- Pursue a final decision on whether WisDOT or the Federal Highway Administration will support a new Interstate interchange ASAP, so land use can be driven by whatever improvement is possible or likely.
- Investigate WisDOT's plans for CTH AB/USH 12 improvements; this may be reasonable alternative access for east side employment growth.
- If the Village wants to expand east, it will need to make significant infrastructure investments: sewer, water, transportation. Will need to increase sizes of sewage lift pumps, and consider major sewer interceptor projects.
- May need to work backward under the assumption that McFarland may become a landlocked community. How can we do the best with what we have and keep McFarland vibrant through revitalization?
- May need to plan for a Village where infill and redevelopment is more common or possible than is edge development.

- One opinion: when the Dunn intergovernmental agreement expires, there may be an opportunity for the Village to grow beyond its current agreed limits. Another opinion: this agreement may have benefits to the broader community and Village, and retains a sense of small town and natural character.

### **Improve Connectivity within McFarland and to Other Destinations**

McFarland has developed in different stages, each with more or less attention to road, bike, and pedestrian connections. Also, McFarland's geographic position has created challenges for bike, bus, and auto connections to Madison and beyond. Group members had a number of ideas to improve connectivity:

- By 2035, there should be a better way to get people around the area. The Village should be supportive of new transportation methods.
- The Village's 2006 vision statement missed the importance of link the Village with the greater Dane County area. This should include a fully connected transportation system, including bike/ped connections.
- Provide multiple transportation options, including bus, rail, small electric vehicles, biking.
- Improve transportation connectivity within the Village and back and forth into Madison. The pending trail is a good addition, but not everyone can walk/bike that far.
- Extend the Capital City Trail link through the Village south towards Stoughton.
- Capitalize on the greater trend of walking and biking to shops.
- Make McFarland bike-able to connect residents to different places: expand bike parking at businesses; enable commute to downtown Madison by bike.
- Make McFarland walkable, including an old world feel with modern infrastructure.
- Establish McFarland as a bike destination or hub, via more facilities.
- Increase interconnectivity between residential neighborhoods.
- Ensure connectivity of bike and pedestrian facilities in McFarland, and encourage Dane County to do the same for facilities it controls.
- Improve the Burma and Farwell intersections with Highway 51; they are hazardous and impeding safe pedestrian movement.

- Build an elevated crosswalk over Highway 51 (or an underpass or refuge medians) to make the corridor safer and break down the division between the two parts of the Village.

### **Grow Recreational and Leisure Activities in McFarland**

Several groups and members discussed expanding water-based recreation and trails, and providing more shopping and hospitality businesses in the community. Specific comments included the following:

- Create usable waterfronts for swimming, fishing opportunities (pier at Lewis Park?), and business development related to the water. Build on momentum at McDaniel Park.
- Pull in business owners to ask them what they think the Village should focus on for parks and recreation to help them enhance their businesses.
- Consider parks that are open longer to provide locations for youth activities.
- Use the park system to enhance the economy: concessions like Wingra Boat House, event spaces; seize Lewis Park development plan as an opportunity for enhancement.
- Develop/enhance identities of different parks: distinguish certain parks for different functions; don't be tied to the historic functions/improvements of existing parks, assuming that the needs of 20-30 years ago are the same as needs of today
- Take advantage of natural resources—recreation/tourism may be a way to grow.
- Get much stronger collaboration between the schools and Village, including facilities (for regular and emergency use), safety improvements (sidewalks), equipment, etc.
- Respond to the needs and interests of the future labor market, which is rapidly evolving (e.g., home based businesses). For example, the Village may want to promote “third places”—more places to eat and work and relax.

### **Address the Needs of an Aging and Increasingly Diverse Population**

Meeting participants identified several ideas for McFarland to help address the needs of the aging Baby Boom population over the planning period. Several also expressed interest in advancing a multi-generational community center. The following member comments elaborate:

- Be more responsive to seniors, so that isolation can be broken down.
- Maintain connections to and for older residents.

- Be prepared for evolving demographics, including potential increases in poverty.
- Address EMS call volume increases associated with aging Baby Boomer demographics.
- Enhance downtown, including as a place of seniors.
- Increase health/medical services for an aging population; attract medical clinics into McFarland.
- Many current residents will want to downsize, so smaller homes/condos and senior living options should be expanded.
- Transportation options will be important for an aging and Millennial population that may not want to drive as much: Do walkers have the time to cross the road, given the timer on the beg lights? Consider allowing/promoting golf carts on local streets.
- Consider more modes of transportation as community ages and changes (bus, bike).
- Build a community center that is big enough for seniors, other adults, and youths.
- Need a community center, including a place for the youth center that will be displaced and designated spots for seniors; Municipal Building is spread too thin.
- Lack of community space hinders what the Village can do to bring people together. More meeting rooms are needed. The curling club and ice center are also used as community places, but each has its limitations.