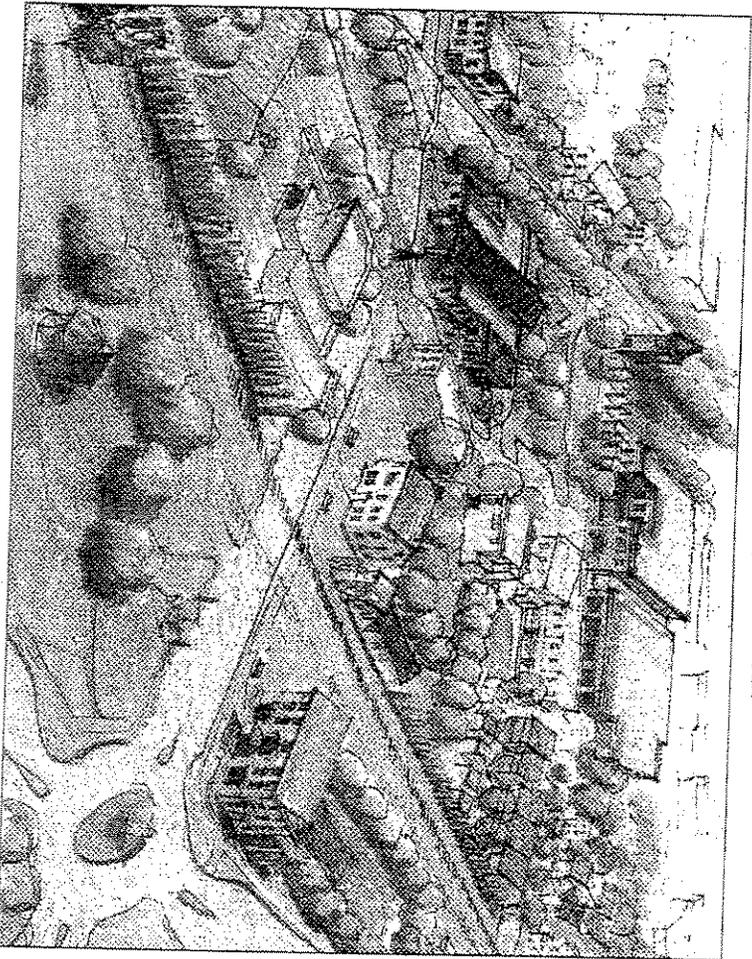


VILLAGE CENTER MASTER PLAN

Village of McFarland, Wisconsin



Better Urban Infill Development Program
Dane County, Wisconsin

VILLAGE CENTER MASTER PLAN

Village of McFarland, Wisconsin

*A Community Design Workshop
for the Future of Downtown McFarland*
September 30, 1999

prepared by
BKO ASSOCIATES, INC./TOWN PLANNING COLLABORATIVE
joint venture

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Better Urban Infill Development Program
Dane County, Wisconsin

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Preface

The Better Urban Infill Development (BUILD) Program was created to use viable existing urban models and community-based design processes to guide property redevelopment and revitalize local communities. Dane County administers the program to assist local governments in preparing plans to redevelop and promote infill development. Additional residential development is a particular focus for the program's urban revitalization strategy.

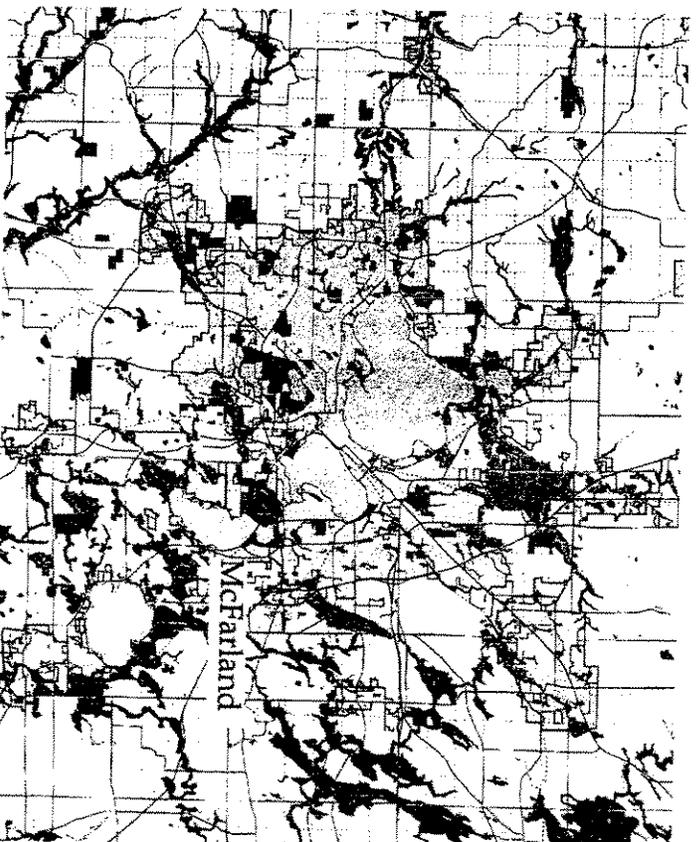
The McFarland project of the BUILD program was conducted using a multi-day, design workshop format. During several focused planning events, the design team structured meetings to identify common community goals and values, and then produced a series of graphic products to demonstrate urban design and planning initiatives and implementation strategies.

The McFarland Village Center Master Plan aims to provide a vision and strategy for ensuring the health and vitality of McFarland's historic downtown in the coming years. Although McFarland is a growing and dynamic community, its downtown (Village Center), has not shared in the recent investment that has come to other parts of the Village, and has been searching for an identity and role that will allow it to thrive.

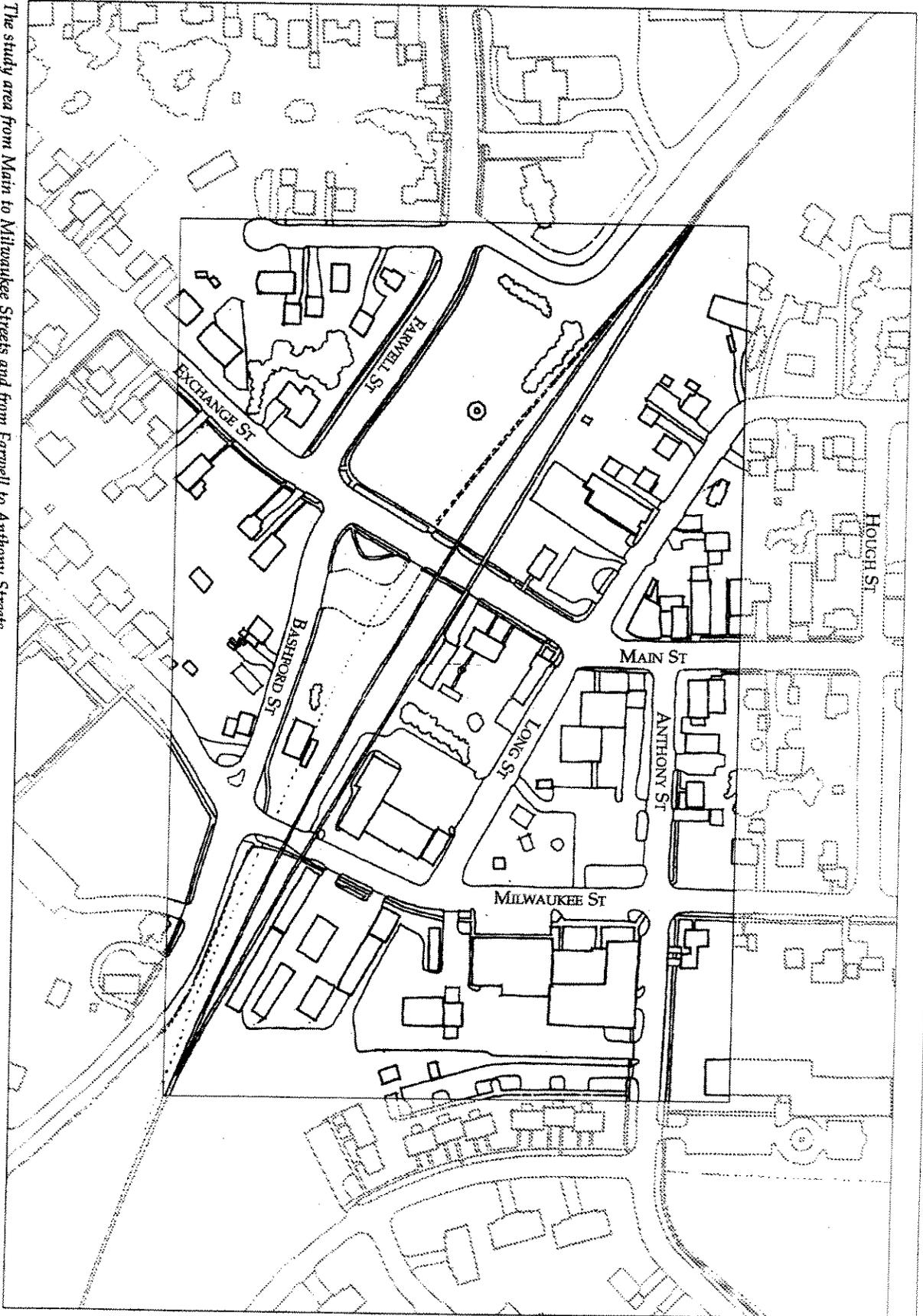
There are several reasons why maintaining the Village Center is important, and why Dane County has supported this effort through the BUILD program. They include:

- The need to encourage development in areas where there is already existing infrastructure.

- The importance of providing jobs near services.
- The opportunity to enhance existing neighborhoods and businesses.
- The chance to avoid developing productive farmland.
- The need to provide more residential choices within the community.
- The need to clean up contaminated sites.
- The opportunity to encourage mixed-use development and provide a range of infill development opportunities.
- The opportunity for a public discussion about the future of the Village Center.



McFarland is part of the larger regional setting in Dane County.



The study area from Main to Milwaukee Streets and from Farwell to Anthony Streets.

I. INTRODUCTION

1.1 Background and Analysis

McFarland has a unique environmental setting on Lake Wabesa and a rich cultural history stretching back before European and even recent Native American settlement. However, McFarland's downtown history is based more on its influence of the railroad, which was established in the late-1800s. The form and character of the Village began to change in the early 1960s, when the increasing use of the automobile changed the town's orientation both physically and economically. A series of events marked this change:

- Daily commuter rail service disappeared.
- Highway 51 was expanded.
- Goods and services progressively moved to the outskirts of town, beginning with the school and continuing with the shopping center, bank, grocery store and convenience shops.

These changes increased development along Highway 51, and greatly reduced the economic role of the downtown. The resulting community and downtown are still valued by McFarland residents, but many think they are in danger of losing their value and character. The strong growth in both economy and population in recent years has been good for the community, but it appears to have come at a price. McFarland residents have examined this question carefully over the past several years, through plans and efforts such as the Making Waves 1989, the 1994 Master Plan, the 1997 Electronic Town Meeting, and Downtown Visioning Task Force.

This process has clarified McFarland citizens' feelings for their downtown. McFarland's downtown is no longer the economic heart of the Village, and residents do not expect it to be

again. However, there is still the sentiment that downtown can and should be the social heart of the community - the *Village Center*. The Village Center should embody the town's history, and maintain a place where McFarland citizens can come together for a wide range of activities, including living, shopping, recreation, and community government.

This Master Plan provides a new vision, and a new set of principles to guide its continued evolution based on the recommendations and accomplishments of previous plans (summarized below).

Village of McFarland 1994 Master Plan outlines policies and recommendations for the growth and planning of the Village. During a community planning workshop on April 7, 1993, residents were invited to identify significant issues that should be discussed within the Master Plan. The Plan made the following recommendations:

- Housing* - Recognize the importance of existing and future housing in McFarland. Require residential units to be built at urban densities and encourage "mixed use" development with a variety of housing types, commercial and open space.
- Commercial* - Locate new commercial uses in planned business or highway commercial districts. Recognize and maintain the McFarland central business district as the center of government services and convenient commercial activities. Commercial areas should be buffered or carefully integrated into residential neighborhoods.
- Economic* - Create business and industrial park areas that are reasonably attractive. Encourage clustering in areas that are able to expand.
- Transportation* - Promote multimodal transportation system that offers convenient alternatives to private vehicle travel. Design street and roadway improvements that are compatible with adjoining land uses, bicyclists and pedestrians.
- Parks and open space* - Use open space preservation as a vehicle for protecting the historic, aesthetic and cultural heritage of McFarland and as a tool for shaping the form of urban growth.

Outdoor and Recreation Plan 1995 looks at the needs and types of recreation and open space for McFarland as it grows.

Historic McFarland, A Walking Tour notes historical and architectural landmarks that are significant to the Village.

Wisconsin Express, A Passenger & Express Freight Service for the State of Wisconsin is a proposed rail link between Madison, Chicago, and the small towns in between. This document also identifies preliminary schedules, costs and future improvements.

"Electronic" Town Meeting, McFarland, March 28, 1996 was an open invitation for the public to call in or be part of the studio audience and respond to pertinent issues. Their comments on the issues were used to inform town leaders for future planning.

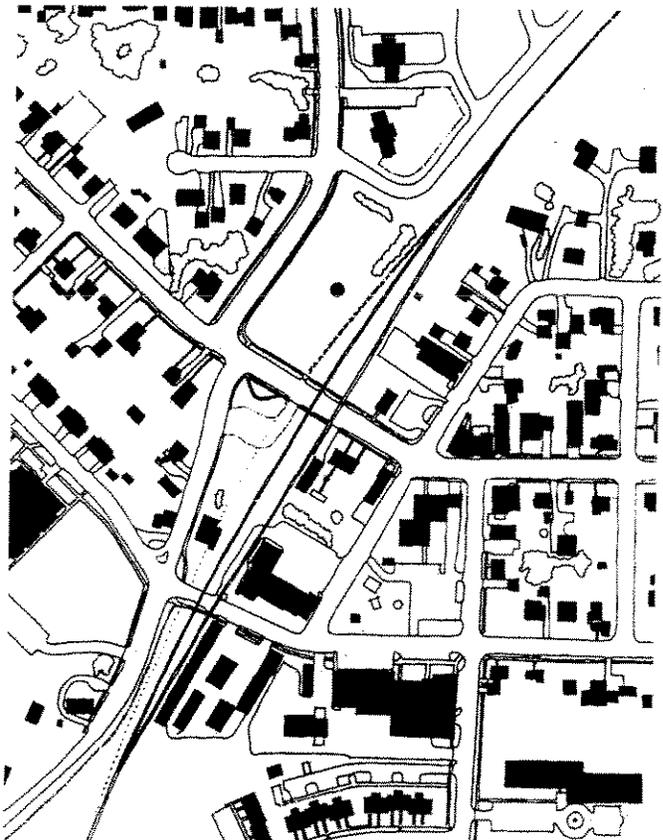
McFarland's Downtown Visioning Task Force, Executive Summary evaluates the future of the downtown area. The report is based on earlier studies and interviews of residents and their opinions of the downtown.

1.2 Review of the Built Environment

The Village of McFarland today comprises two distinct physical places. One is the historic, traditional Village Center that grew up around the railroad; the other is the highway/ automobile-oriented development along Hwy 51. These two patterns of development are the result of the transportation systems of different eras. The Hwy 51 corridor developed in the late 1960s in response to the growing use of the personal automobile. This particular built form generally prohibits people from interacting on a scale comfortable and natural for a human. This pattern, a function of local zoning that requires separate lots, building

pads and parking areas also is inefficient in use of infrastructure, disconnects housing, jobs and services, and fragments development in a linear fashion. Sound planning recognizes that growth and development must accommodate the automobile but it should not do so at the expense of building communities that do not allow for safe, memorable human interaction.

The Village Center, developed during a much different era when mass transit (in this case the railroad) was a predominant mode of transportation, and shops, housing and services were located in a traditional, compact pattern. The resulting built environment formed a physical place oriented to human scale and pedestrian movement. This is the pattern that today is recognized as the center of the Village.



This diagram illustrates the compact pattern of buildings and blocks.

Scale

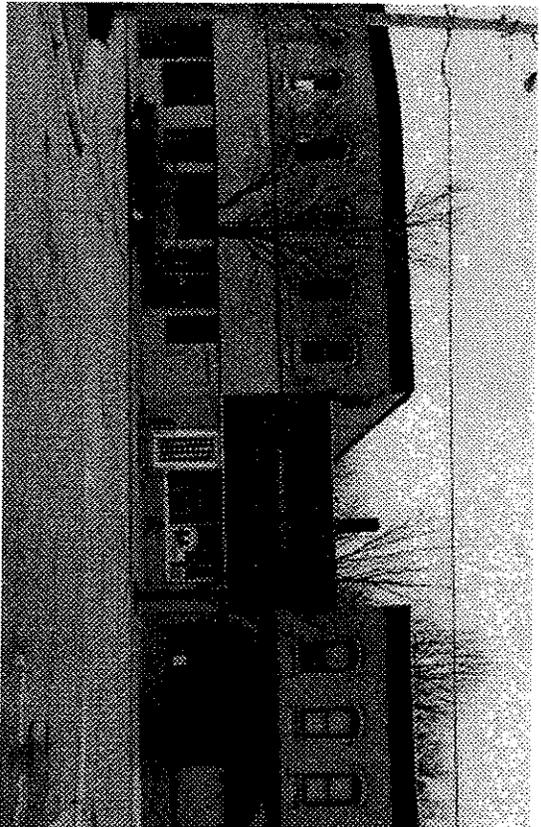
The size of blocks and buildings in a district define the activities that take place there. An automobile-scaled environment is made of large blocks and long, low buildings; a human-scaled environment is made of smaller blocks and buildings. Buildings in a pedestrian friendly environment complement each other.

Enclosure

Buildings define places within the Village just as walls define rooms in a house. A mix of uses within a block and within a building creates interesting spaces. Separating uses isolates daily activities, prohibiting people from interacting on a human scale and creating sprawl.

Pattern

A fully connected network of streets relieves traffic congestion by allowing movement to take a variety of routes and for blocks to be formed. Neighborhoods with clear centers and edges



Two story buildings enclose and define the street.

within walking distance of each other support a daily cycle of activities.

Building Type

A hierarchy of building types (commercial, civic, and residential), help to define places and create diversity.

Building Arrangement

The placement and orientation of buildings creates a “sense of place.” Building arrangement is more important than issues such as materials or window proportion.

Building Surface

Durable materials convey a sense of permanence that reflect the building’s intended life span. Simple forms and proportions make for affordable construction and pleasing aesthetics.

Public Realm

The public realm is the responsibility of the community. A clear design for the public realm can guide building owners in making decisions about private buildings. This also provides the predictability needed to enhance property values and encourage investment.

Sustainability

The community’s image will improve if there is special attention given to adaptive reuse, preservation and conservation of existing buildings. New buildings should be considered long-term investments.

Public Involvement

The ultimate fate of a community is directly related to the level of citizen involvement in its government and the decision-making process.

1.4 Community Design Workshop

The Community Design Workshop consisted of a community presentation session, a citizen workshop, a walking tour by the design team, design sessions on Saturday, Sunday and Monday, a steering committee review meeting and a public presentation all in the span of 4 days, April 16-19, 1999.

Presentations and interviews were held on April 16, 1999 with business owners and community groups. The interviews allowed local Village Center business owners and other stakeholders the opportunity to share their thoughts and ideas.

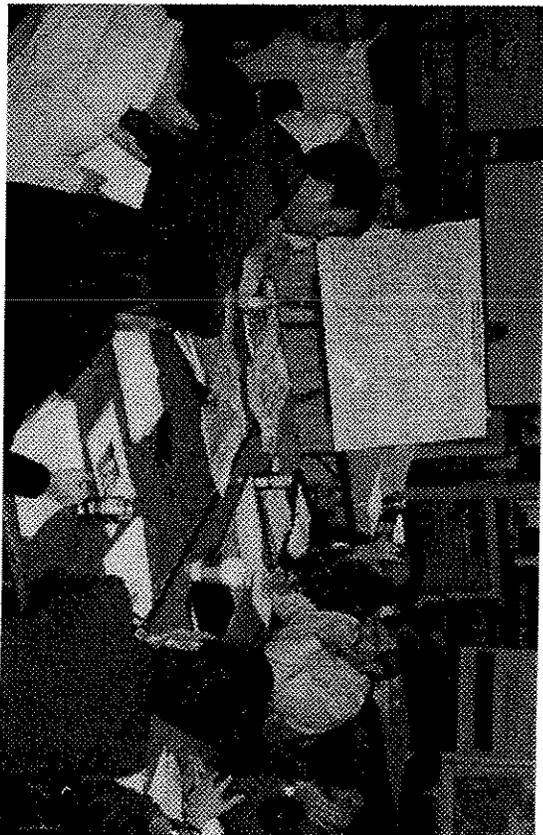
The Citizen Workshop was conducted April 17, 1999 and involved several steps to gather information about the community. Those who attended the Citizen Workshop were organized into small groups to answer five questions on 3x5 cards. Each table then discussed relevant community issues, and all of the answers were recorded on flipchart sheets. The questions were:

1. List three qualities of downtown you like most.
2. Name one activity, one business and one service you would support in downtown.
3. What traditional design and building features found in McFarland should be used in new construction?
4. If new housing is built downtown, what examples would complement downtown activities/ character?
5. Which groups, organizations or individuals should be responsible for implementing your vision? Name one way that might happen.

The answers from each table were then posted on large sheets on the walls around the room and participants voted on the answers. The votes were tallied and significant issues became weighted as priorities (results of the citizen workshop "Democracy"™ are shown in the appendix).

Several community priorities were identified, including:

- Citizens like their downtown centrally located and pedestrian friendly, and would like it to stay that way.
- Historic buildings and Larson Park are considered assets for the Village Center.
- Citizens would support parkland or civic events, a restaurant or coffee shop, and mass transit or a train stop in their Village Center.
- The brick and stonework that is found in McFarland's historic buildings are materials they would like to see in new construction.
- There was overwhelming support for mixed-use buildings and housing above storefronts.
- Citizens want to see the creation of a board with a mixture of public and private representatives to oversee implementation.
- Citizens want to be involved and informed throughout the planning and development process.



II. PLAN RECOMMENDATIONS

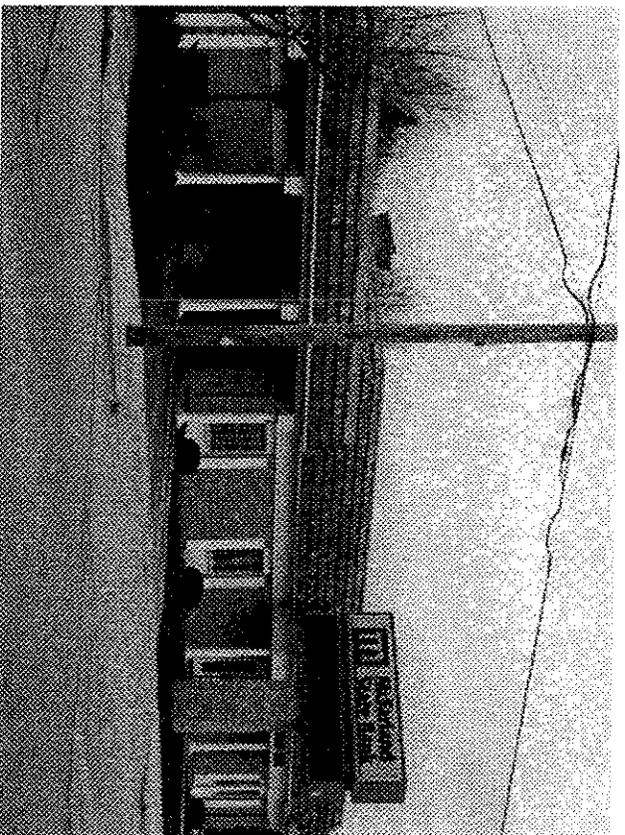
The Village Center Master Plan recommendations are based on the values, preferences, priorities and ideas expressed and communicated during the community-based process. A steering committee provided oversight and review to maintain a level of local practicality and reality. Previous plans and studies relate many of the ideas expressed in the Design Workshop and are referenced here as a foundation for the recommendations. The Village Center as a physical place (buildings, streets, uses, etc.) provides the model for future design and development. The Master Plan consists of:

- A redevelopment plan, which shows graphically how public improvements and private investment can support the public vision for the Village Center.
- Supporting illustrations that suggest what the recommended improvements will look like.
- Suggested street sections that will support the vision for a pedestrian-oriented center.
- Implementation guidelines for accomplishing the recommendations.
- Recommended phasing of improvements.

2.1 Strategies for the Village Center

New Market

To find a successful niche, McFarland's Village Center must find a place in the local and regional real estate market. This market appeal must be based on the district's potential, not historical uses; the market for the Village Center's next twenty-five years may not be the market that it serves now or served in the past. The new market will be based on the Village Center's primary amenities, which include a strong public realm; pedestrian-oriented, mixed-use development; and new residential



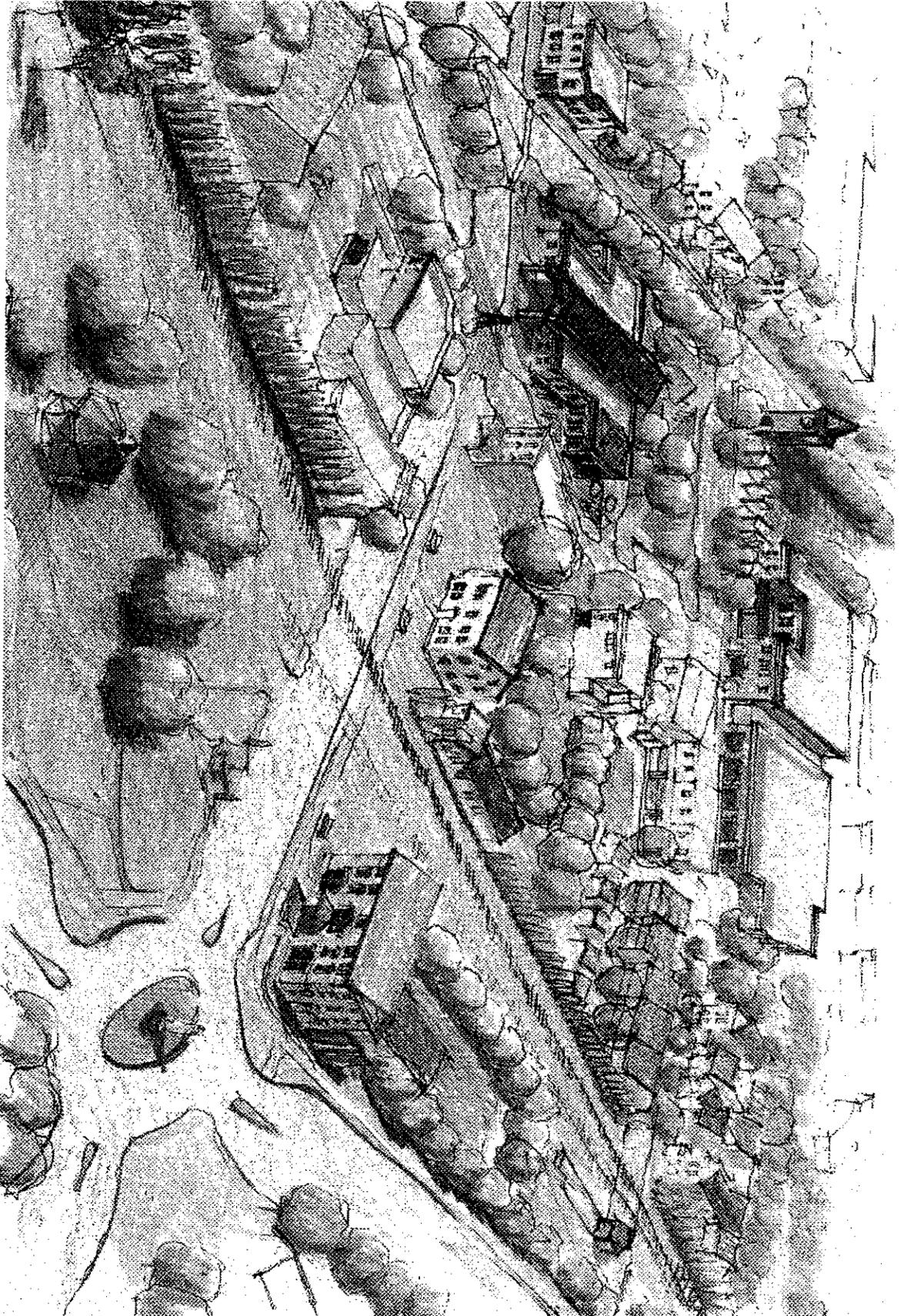
One recommendation is to convert the old bank building into a community facility, building opportunities.

Public Realm

The Village Center should be based on a high-quality public realm, including parks and connections to parks, streets that serve people as well as cars, and important civic destinations such as the Village Hall and the Library.

Urban Design

The Village Center should have an attractive and logical design, based on the historic development pattern in place when it was laid out in the 1800s. An urban design approach is based on successful traditional examples, including the McFarland House, the west block of Main Street and a variety of residential types.



Aerial view of Village Center showing new bank building fronting Arnold Larson Park and a new roundabout.

Buildings

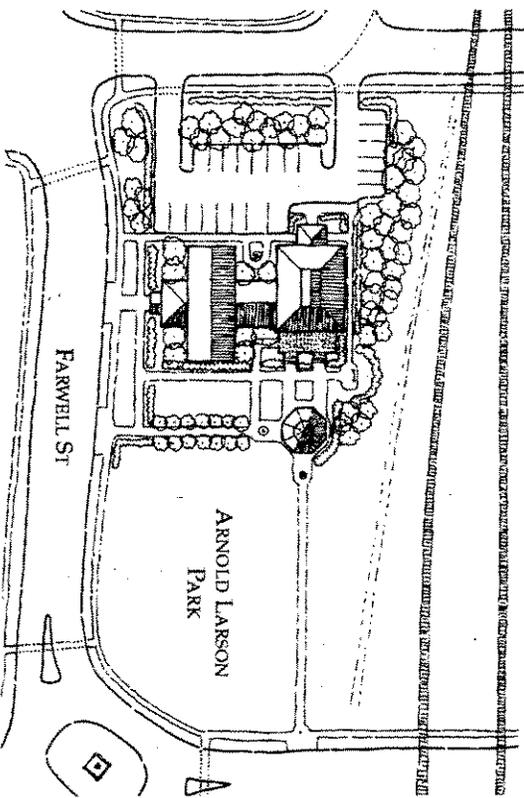
Buildings in the Village Center should respond to the local market conditions and reinforce the urban design of the district. They should be one of two main types: commercial storefronts with offices or housing above, and residential townhouses. They should also share fundamental architectural features, such as a range of traditional materials and some basic building configurations (refer to the sample Urban Code and Standards in the appendix). They will not necessarily share a common architectural style.

The Community Design Workshop identified strong support for maintaining the historic character, the Village Center as the physical and cultural center of town, a commitment to locating the Village Hall in the Village Center and the opportunity to develop vacant sites. It is generally agreed that the Village Center may not return as the economic heart of the community, but it must respond to economic reality to thrive as a true Village Center. This "reinvention" of McFarland's Village Center must recognize its unique new role as the pedestrian-scaled civic and community center, rather than its historical retail role.

This means that additional and different housing types are necessary to keep the Village Center viable. An additional 30-40 housing units eventually may be added. Much of this new housing should accommodate "empty-nesters" and "young professionals" from the local market.

Another decision critical to realizing the vision is re-locating the library into the Village Center. The library represents a community gathering place and significant civic component for place-making. The Plan calls for renovation of the existing bank building as a new library and/or community building. This

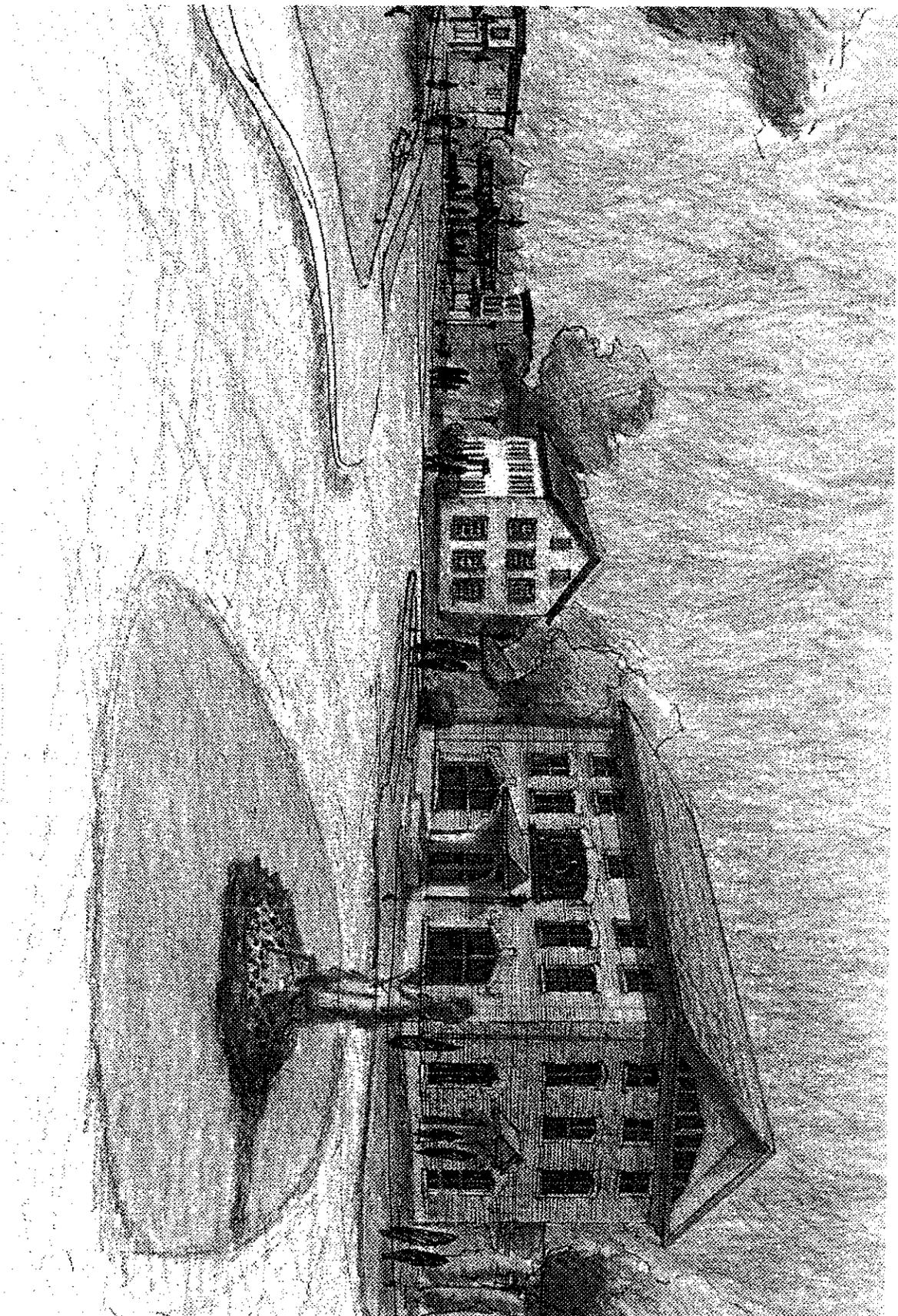
location is in the very center of the Village and in a highly visible location across from the Village Hall. An alternative would be to locate a new library/community building in Arnold Larson Park. This alternative would allow the library to serve as a strong civic landmark and provide much needed definition to the park.



Alternative plan showing new library/community building in Arnold Larson Park

The McFarland State Bank is a major private partner and can play an important role in making the Village Center successful for generations to come. The bank originated in the Village Center, re-invested in downtown in the 1960s and then helped lead the development of a new commercial corridor along the highway. The Bank, as a partner with the Village, has a unique opportunity to once again lead the way in placing its faith, focus and finances back into the Village Center.

With the identified need for more space, the Bank is considering building a new administration facility. The Plan recommends



View of proposed McFarland State Bank with McFarland House and Village Center in background.

strongly that if a new facility is built, it should be located in the Village Center and represent the historic architectural character of McFarland. The Village Board must recognize how important this decision can be for maintaining the “heart” of McFarland, and should make the efforts necessary to accomplish this goal (this may include a variety of incentives such as land donation, infrastructure, streamlined permitting, etc.).

2.2 Plan Program

The Village Center has an exceptional opportunity to re-evolve into a distinct place with a range of housing, retail, office, social and recreational choices.

The Plan Program lists the desired elements or features which the plan is based on and includes elements that are the responsibility of the public sector, elements that can be provided by the private sector, and elements that need to be supported by the community as a whole. It must be recognized that implementation of the program may take 5-10 years or longer; this program is identified to guide the Village during this period.

The Village is responsible for an attractive and functional public realm. The network of streets, parks, and open space set the stage for appropriate private investment. Working with the private sector to establish standards for new development in the Village Center, and helping to assemble land for development that is in accordance with the Plan, completes the strategy for attracting incremental property redevelopment.

Private sector “residents” in the Village Center can make a strong contribution to the district’s health and vitality. A new bank building, for example, will be a strong anchor in the Village Center. Private sector developers should assist the public sector to meet the community’s stated needs, and should in return contribute to the planning process.

The citizens of McFarland are responsible for maintaining their involvement in the community’s evolution. The strong support during the Community Design Workshop is an indication that this center of the community is important to McFarland citizens.

Land Use and Development

The Village Center Master Plan calls for new investment in public realm enhancements and infill development to take place in several phases over a period of years. The center should contain a mix of building uses, so that residential, commercial, and public development can support each other. Residential development should be predominantly in the form of townhouses and apartments, to broaden the range of housing choices available to Village residents.

Traffic and Circulation

There are two important street network changes proposed in the Plan. The first is a roundabout, or traffic circle, at the intersection of Farwell, Exchange and Bashford. Roundabouts slow traffic without the long stopping times, and reduce accidents through orderly turning movements. The roundabout would serve as a gateway into the Village Center and inform drivers that they are entering a pedestrian-oriented area. Another improvement is to build a new “parking street” that would create a Village Green (Anthony, Milwaukee, Long Streets and a new section behind the bank building). This would more clearly organize on-street parking and would allow the Green to be a focal point of the Village Center. And in the mid-to-long range phase the Village should complete the extension of Wisconsin Street across the railroad right-of-way to Farwell.

Community Facilities

Public investments set the tone for and anchor private invest-

ments. The new Village Hall, the Village Green, the roundabout and the clock tower will reinforce the Village Center as the physical and traditional heart of the community. If they are of high quality, they will encourage high-quality investment from private developers as well. A new library building on the western end of Arnold Larson Park would be another welcome addition to the civic ensemble of the Village Center.

Design and Appearance

Another responsibility of the public sector is to make clear what will be expected of private sector developers. Just as zoned land is more valuable than unzoned land, property with clearly articulated design and development standards is often more attractive to developers than property that must undergo an unknown and unpredictable review process. Urban standards specify how new buildings should be arranged on their lots and appropriate locations for parking. Architectural standards specify materials, configurations and techniques for sound, durable and ecologically-sensitive building construction. These design standards, when followed for each increment of development over time, can ensure that the Village Center retains its valued character. (refer to the sample of Urban Code and Standards for the Village Center in the Appendix.)

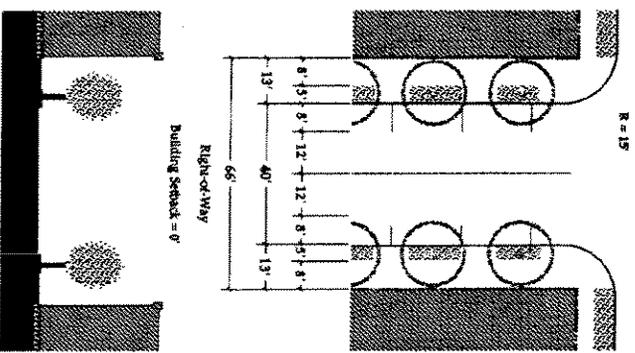
Streetscape

The Village Center’s sidewalks, curbs and other public infrastructure are in need of maintenance and replacement. In some areas, sidewalks are not present and should be added. General observations (during the Design Workshop) confirmed a variety of pedestrians and runners moving through the center. At a minimum the Village should continue to maintain the public infrastructure in a timely manner. Emphasis on the pedestrian environment complements the proposed investment in housing, commercial and government buildings and strengthens the

civic life of the community giving people a safe, pleasant place to gather.

The proposed streetscape plan is a basic approach to replacing old sidewalks, planting street trees and installing pedestrian scale lighting. Phase I is proposed for Exchange Street and Main Street. Phase II would involve enhancing the new Village Hall and would be implemented when Long Street may be re-aligned to help form the Village Green.

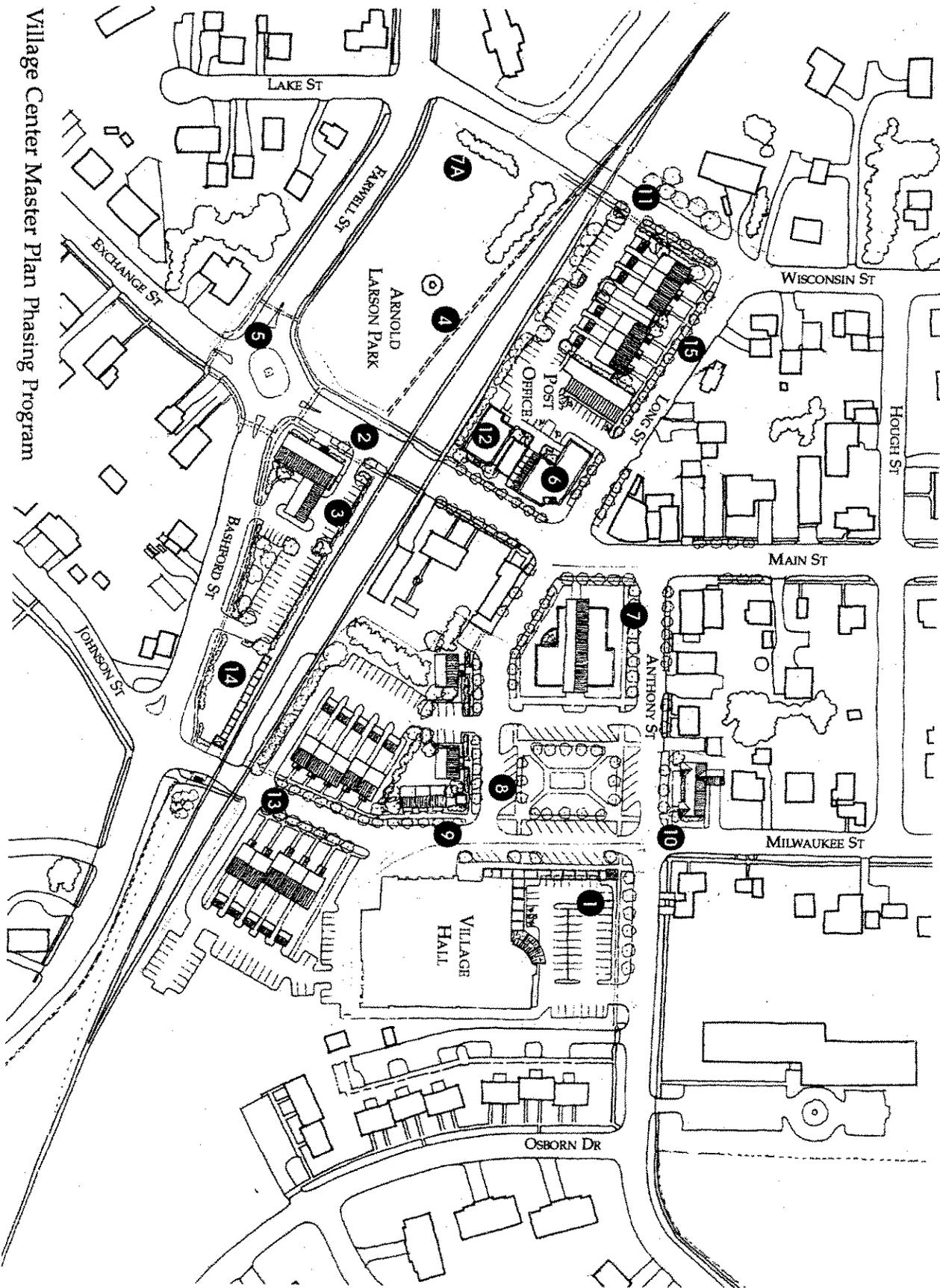
The streetscape plan is a logical first step in the redevelopment and revitalization of McFarland’s Village Center. Such improvements must be made with a commitment and strategy to leverage private investment.



- 66 feet Right of Way Width
- 40 feet Pavement Width (Two Way)
- 35 mph Design Speed
- 30' o/c Street Trees
- Average Daily Trips than 5000
- 9' + 9' Sidewalk Width

3 Story Maximum Building Height

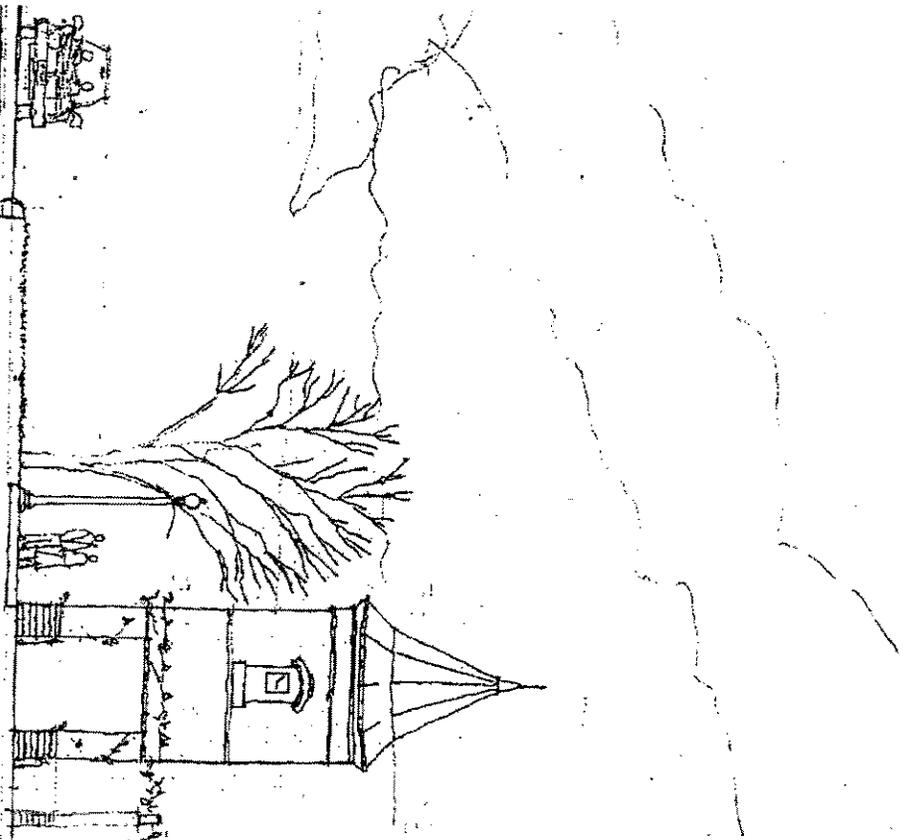
Proposed section for new construction/reconstruction of the Village Center Streets.



Village Center Master Plan Phasing Program

Village Center Master Plan Phasing Program

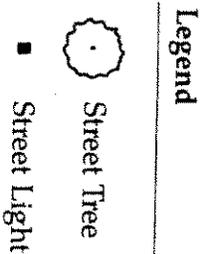
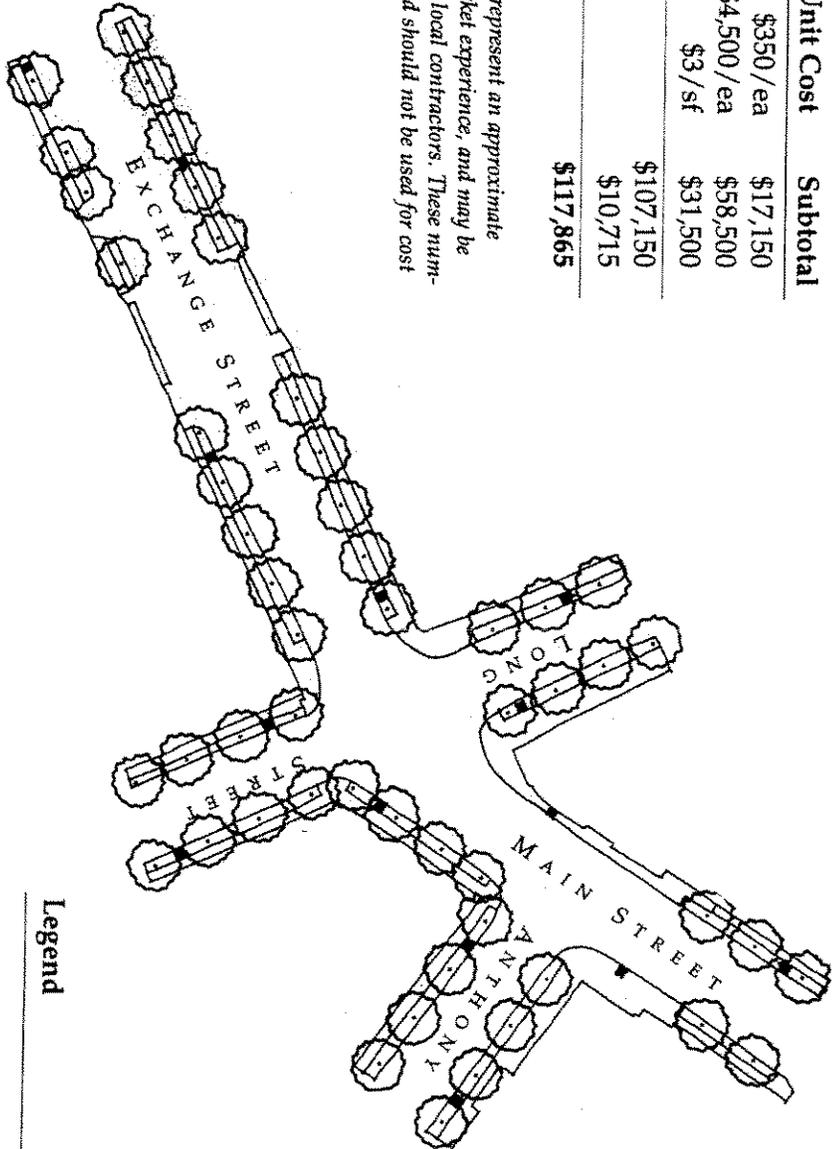
1. Arcade and clock tower - addendum to Village Hall construction.
2. Streetscape Phase 1 - Exchange Street and Main Street (from Farwell, Bashford intersection to Anthony Street) including new sidewalks, street trees and lighting.
3. Village to donate land for new bank administrative building at corner of Exchange and Bashford (approximately 15,000 SF) with shared parking for future train station.
4. Paint Larson Park gazebo white.
5. Plan roundabout at Exchange, Farwell, Bashford intersection in conjunction with a study of school bus circulation.
6. Build new mixed-use building at corner of Long and Main Streets with ground floor retail, a post office retail space, coffee shop, etc., and apartments above.
7. Renovate bank building as a community center or library.
- 7A. Alternate location for new library/community center.
8. Streetscape Phase II includes re-alignment of Long Street; development of Village Green; and addition of street trees, new sidewalks and pedestrian lighting for Long Street, Anthony Street and Milwaukee Street.
9. Five townhouses on land created by Long Street re-alignment.
10. Acquire and redevelop corner lot at Anthony and Milwaukee for 3 townhouses.
11. Extend and connect Wisconsin Street to Farwell.
12. New 2-story infill building with retail on ground floor and apartments above.
13. Redevelop lumber yards as for-sale housing; include an overflow parking lot for municipal use (long range option).
14. Location for train station and parking.
15. Develop new housing on Long Street west of the Post Office (potential long range option).



A Village Hall clock tower will anchor the corner of Anthony & Milwaukee Streets.

Budget Estimate*			
Item	Amount	Unit Cost	Subtotal
Street Tree	49	\$350/ea	\$17,150
Street Light	13	\$4,500/ea	\$58,500
Sidewalk	10,500 s.f.	\$3/sf	\$31,500
Subtotal			\$107,150
Contingency (10%)			\$10,715
Total			\$117,865

* Cost estimates are "ballpark" figures intended to represent an approximate expense. These estimates are not based on local market experience, and may be lower or higher depending on an actual design and local contractors. These numbers are for preliminary budget discussions only and should not be used for cost estimating or bids.

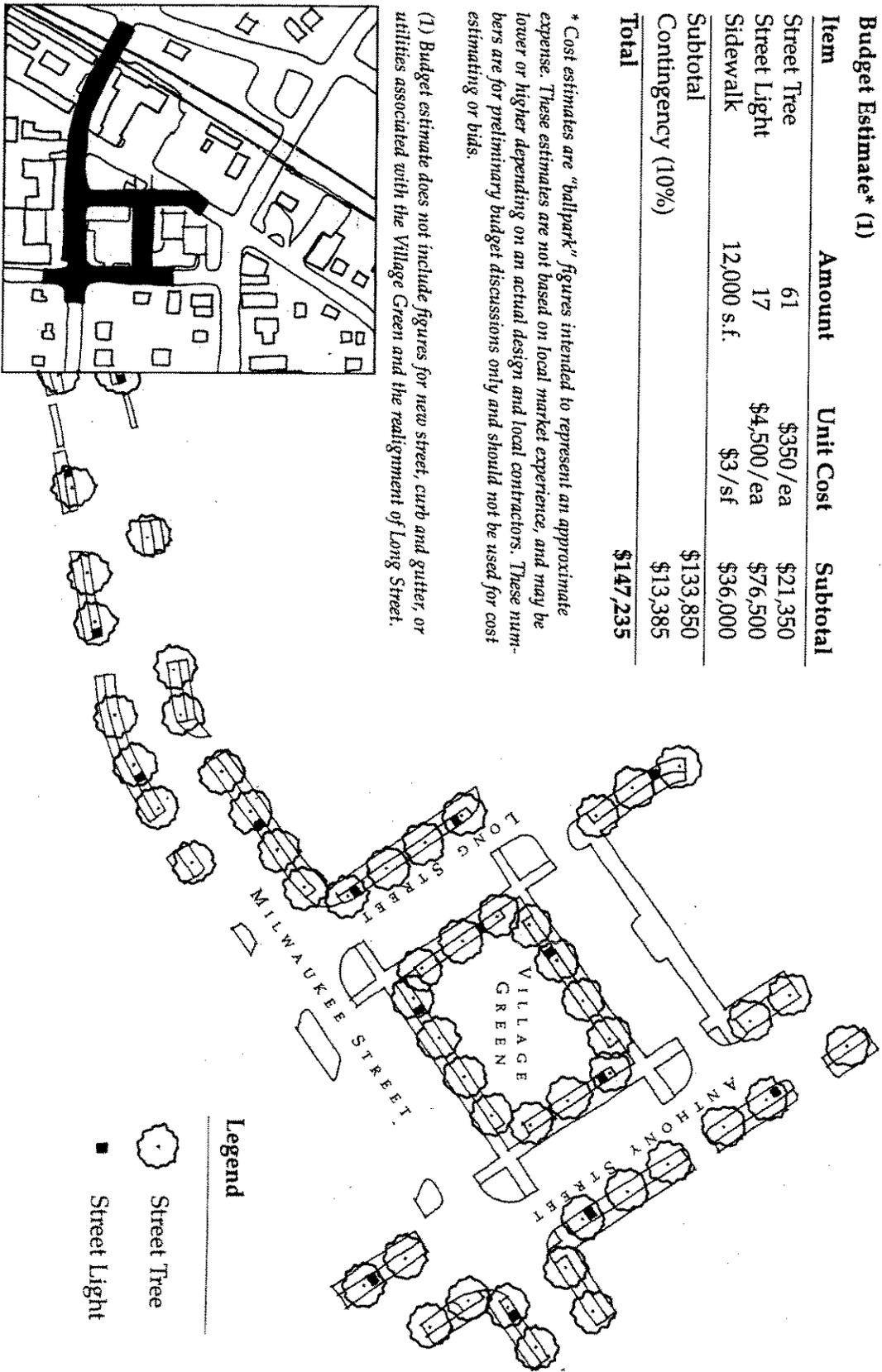


Budget Estimate* (1)

Item	Amount	Unit Cost	Subtotal
Street Tree	61	\$350/ea	\$21,350
Street Light	17	\$4,500/ea	\$76,500
Sidewalk	12,000 s.f.	\$3/sf	\$36,000
Subtotal			\$133,850
Contingency (10%)			\$13,385
Total			\$147,235

* Cost estimates are "ballpark" figures intended to represent an approximate expense. These estimates are not based on local market experience, and may be lower or higher depending on an actual design and local contractors. These numbers are for preliminary budget discussions only and should not be used for cost estimating or bids.

(1) Budget estimate does not include figures for new street, curb and gutter, or utilities associated with the Village Green and the realignment of Long Street.



STREETSCAPE PLAN Phase II

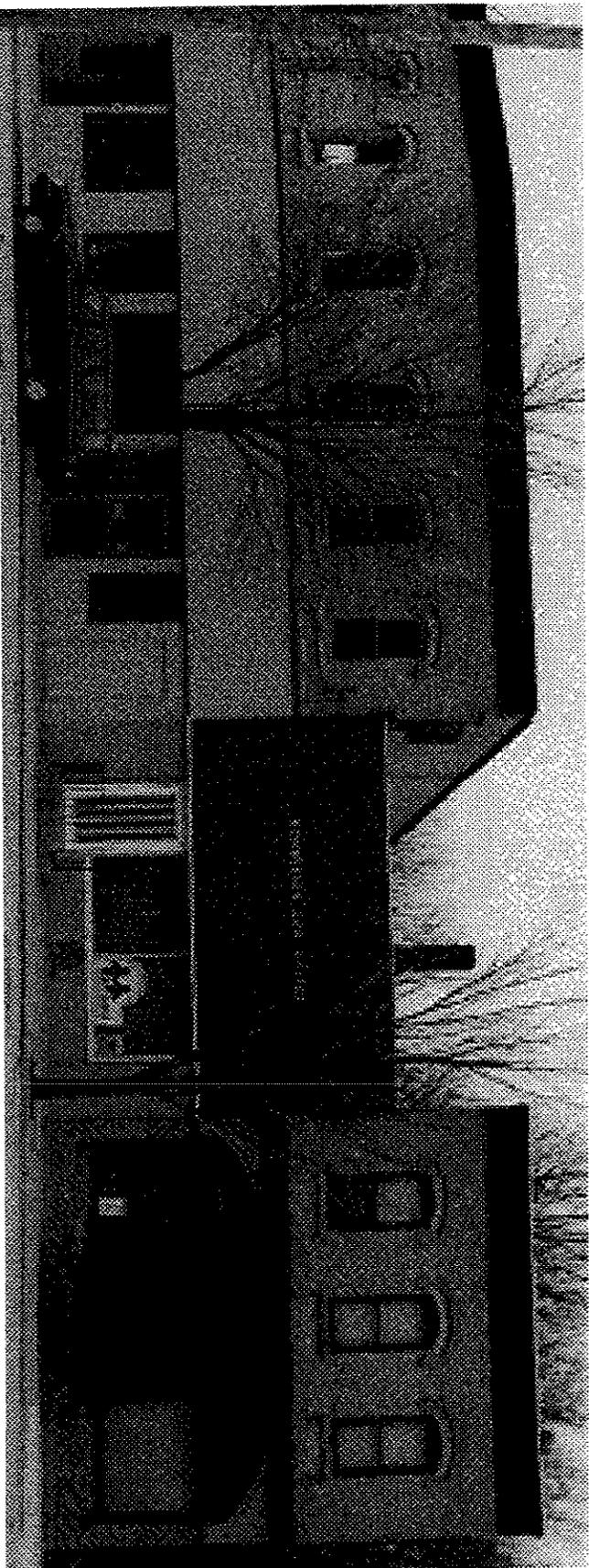
2.3 Historic Preservation

A revised, and smaller, historic district is shown on the following page. This district is more focused on the Village Center which contains most of the commercial and public buildings. The district coincides with the area of the Village Center that is the subject of this Plan. Additional incentives, code requirements and development regulations may be provided to guide proper improvements in the new district.

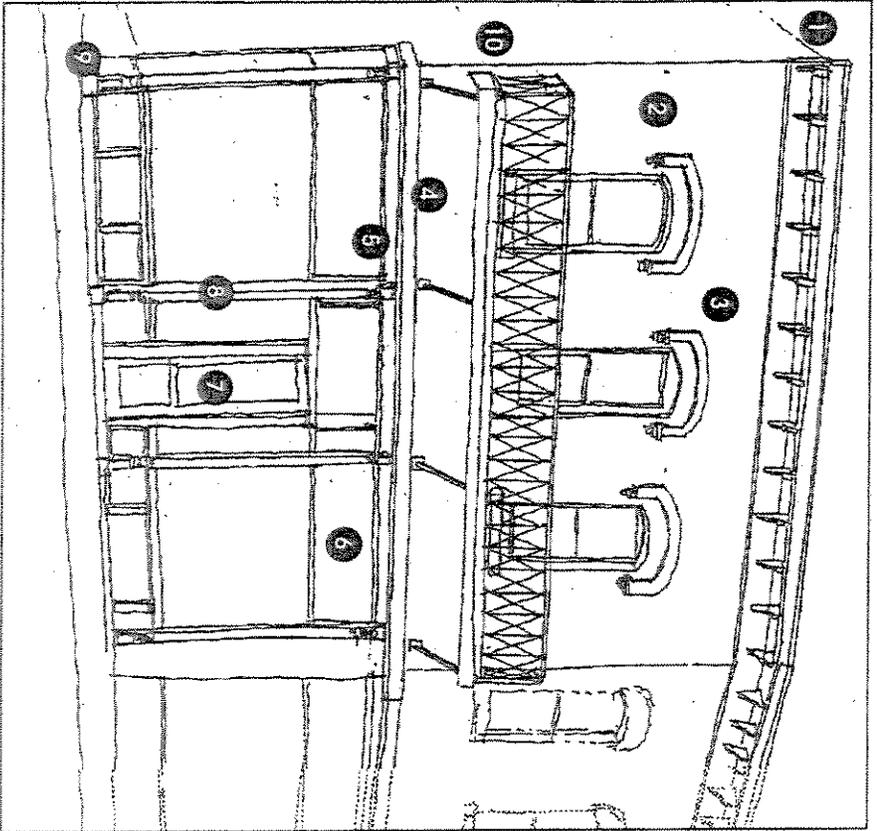
Guidelines for the renovation and restoration of historic buildings are based on the existing commercial structures found on Main Street (e.g., the Ole Olson building 5910 Main Street).

These guidelines should also be applied to new construction and follow the minimum standards of:

- Build to the front property line.
- Height of two or three stories.
- Storefront design with non-reflective glass.
- Vertically mix use with commercial/retail/office on ground floor and residential above.
- Masonry construction and other durable materials.
- Parking behind the main building.

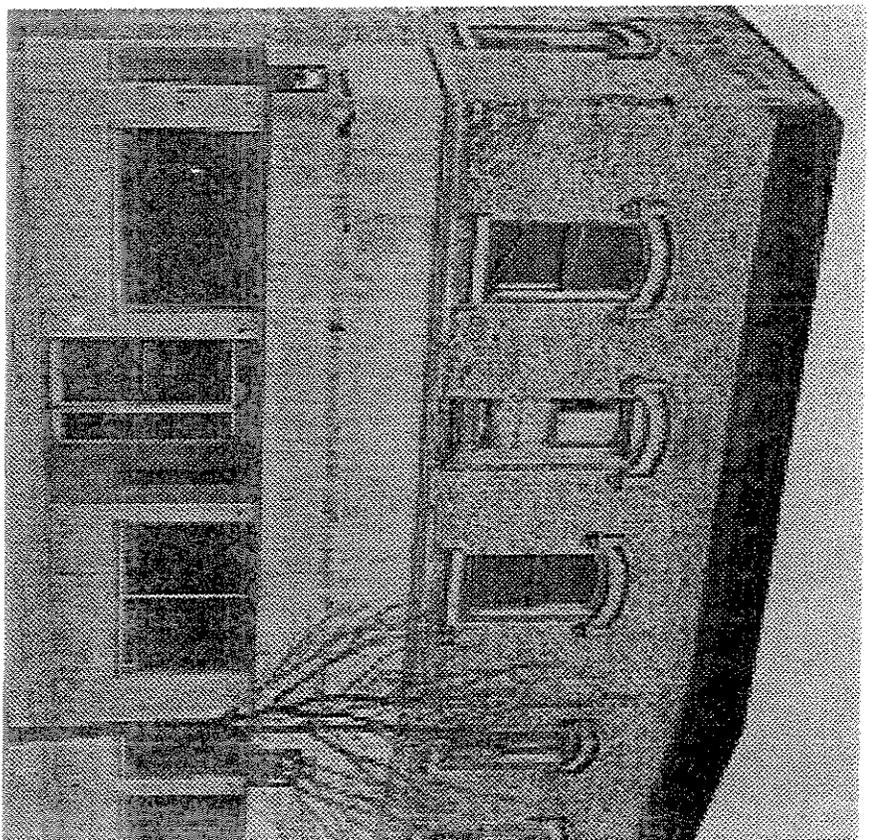


Main Street contains historic buildings in need of heritage-sensitive renovation and preservation.



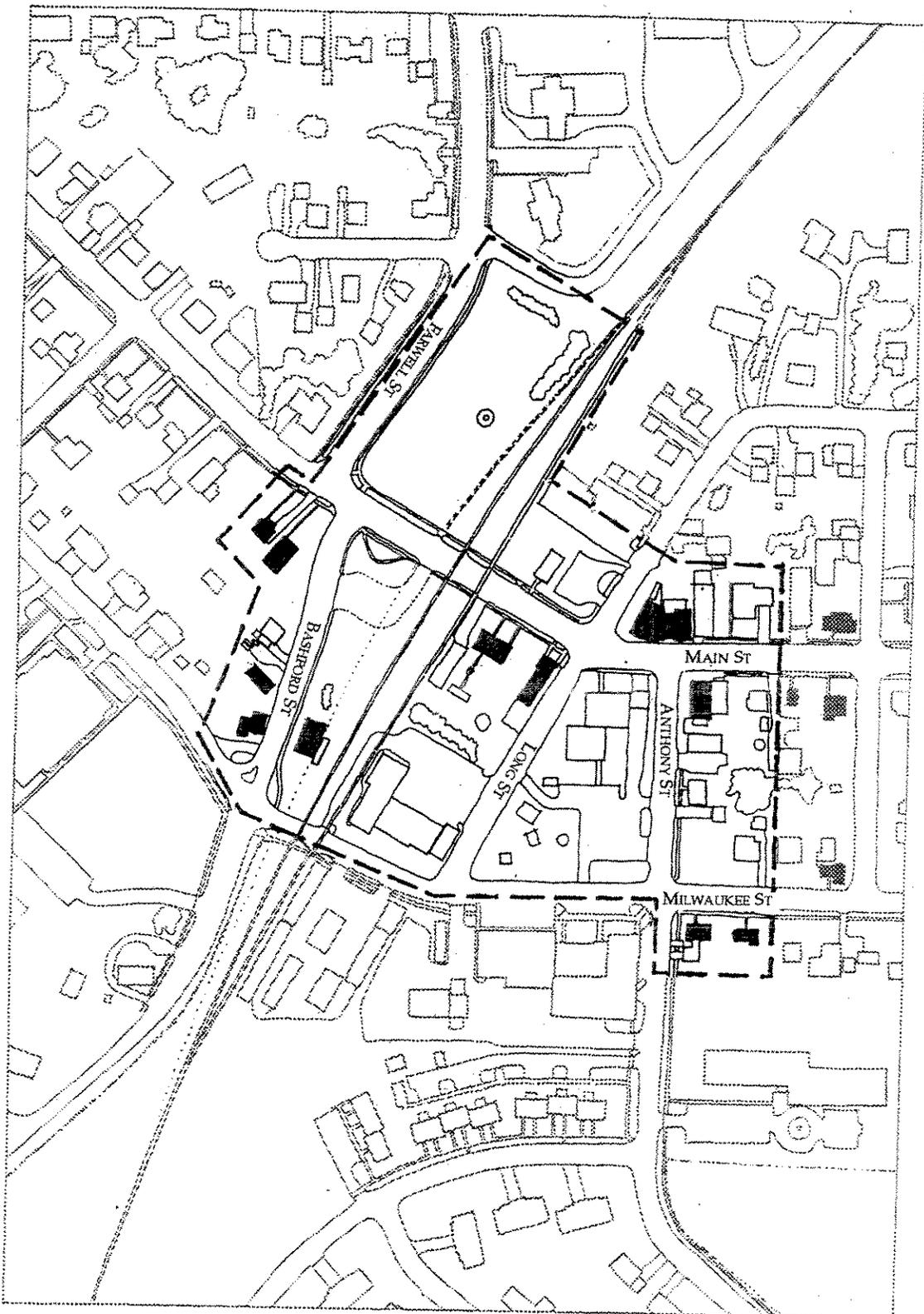
Historic Preservation efforts should begin with identifying the prominent characteristics of the building. These characteristics should be thoughtfully researched, and where possible, replicated and/or re-used, preferably with the guidance of an architect or preservationist skilled in preservation techniques.

1. Formed metal or wood parapet with brackets.
2. Flat masonry wall (cream city brick).
3. Equally spaced windows centered over storefront bays.



The Ole Olson building as it appears today (5910 Main Street).

4. Top of cast iron storefront.
5. Lintel or fascia used for signs.
6. Transom windows.
7. Entry door.
8. Columns or piers in Victorian period often covered with cast iron pilasters.
9. Wood base often set on cast iron or stone sill.
10. Decorative wrought iron details.

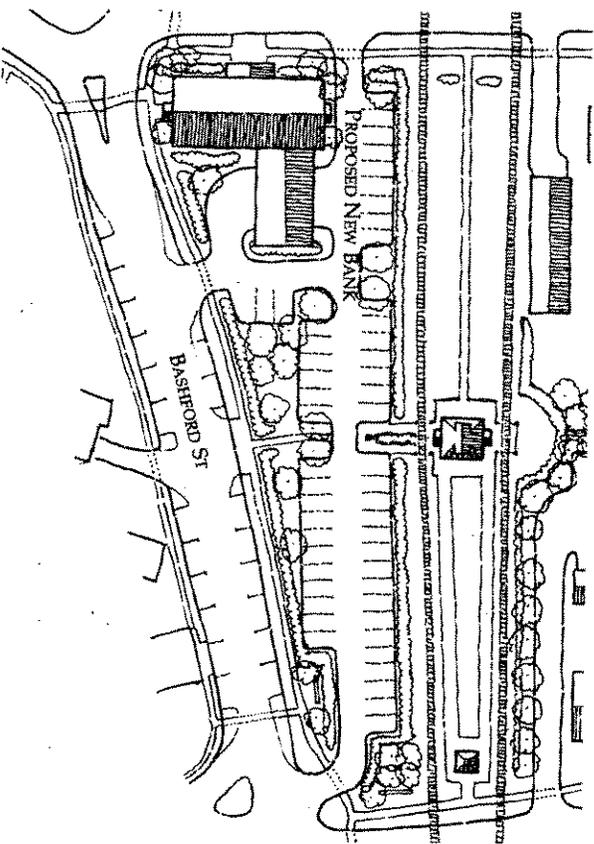


PROPOSED HISTORIC DISTRICT BOUNDARY

■ Historic Properties/Resources

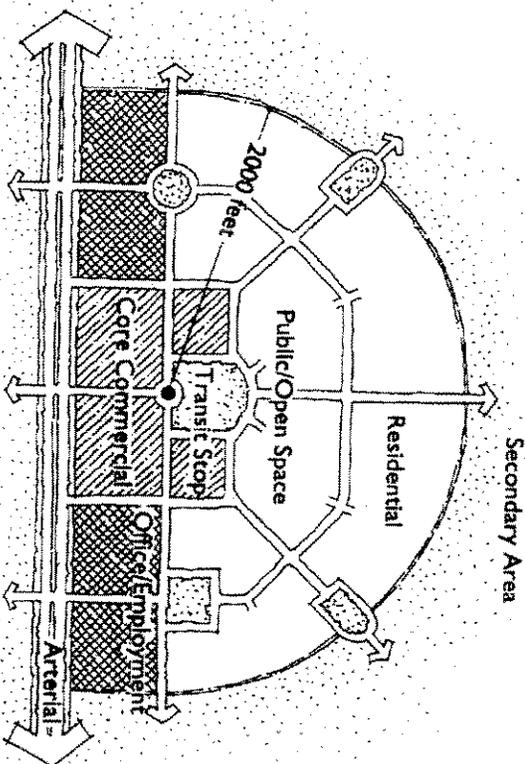
2.4 Commuter Rail(*)

A commuter rail system such as is proposed for Dane County requires significant public investment. In order to capitalize on and ensure its success, linking appropriate land uses with transit is critical. This linkage can best be accomplished with transit-oriented development (TOD) concepts. The concept is simple: moderate- and high-intensity housing and jobs should be emphasized within a 10-minute walking distance from transit stops... Retail conveniences and civic amenities should be located proximate to the transit stop to bring neighborhood services near most homes and jobs, and to make riding transit a convenient routine. Lower-intensity uses such as large-lot residences...should generally lay outside of this highly walkable precinct. This pattern makes it more convenient for people to ride transit than in single-use business parks or residential neighborhoods...



Alternative plan showing commuter rail station and parking.

Typical components of a transit-oriented neighborhood include a core of commercial and civic uses adjacent to the transit station, surrounded by higher-intensity residential and employment uses within walking distance of the station (approximately 2000 feet). The location, design, configuration, and mix of uses in a TOD provide an attractive alternative to conventional development by emphasizing a pedestrian-oriented environment and reinforcing the use of public transportation... Even without transit service, a TOD's mix of complementary uses within a pedestrian-friendly district offers a useful strategy for making livable neighborhoods in both new growth and urbanized settings... To make walking to transit and other conveniences a reasonable option, complementary land uses must be brought together in the same neighborhood. *Source: (excerpts from the Dane County Commuter Rail Feasibility Study)



Landuse diagram for Transit Oriented Development.

Source: The Next American Metropolis, P. Calthorpe, Princeton Architectural Press, 1993.

III. PLAN IMPLEMENTATION

3.1 Funding Strategies

Many of the recommendations called for in the Master Plan do not require additional sources of funding they can be accomplished by delivering already planned and budgeted pieces in a different way. For those elements of the Plan that do require additional investment, there are several potential sources for these funds:

- Capital Improvement Budget. As mentioned above, improvements already budgeted can be delivered in a way that advances the Master Plan recommendations.
- Community Development Block Grants. Federal funds to help communities plan and implement plans.
- Special Assessments. When public improvements directly benefit adjacent property owners (as with streetscape projects, for example,) it is appropriate that they pay part of the cost.
- Business Improvement District. This is a district in which businesses agree to contribute to upkeep and beautification of the entire district. Common items that are paid for can include street and sidewalk cleaning, snow removal, landscaping, decorative lighting, and so forth. This is an appropriate and effective way to ensure that streetscape improvements are maintained.
- Revolving Loan Program. A local or regional housing and redevelopment authority can make low-interest seed money available for facade and beautification improvements, as well as basic business improvements. The fund is “revolving” because proceeds are put back into the fund for additional loans.
- Historic Preservation Grants. Federal and state grants are available for projects that protect the community’s built her-

itage and reuse historical properties.

- Private Investment. As with public funds in the Capital Improvement Budget, private funds that are already budgeted for McFarland’s Village Center can be spent in ways that forward the Master Plan. A clear and articulate vision is necessary to show private investors that their money is being invested wisely in the area.
- Department of Natural Resources Urban Forestry Grants. They may be a resource for funding a model streetscape project. Contact: Dave Stephenson, 3911 Fish Hatchery Rd., Fitchberg, WI 53711 (608) 275-3227.
- Partners for Dane is a revolving low interest loan program associated with the BUILD program, may be used for private improvements.

3.2 Codes and Regulations

Codes and regulations are tools to assist with accomplishing the Plan. However, they are a necessary first step to achieving the goals laid out by the community during the Community Design Workshop. Preparing the following codes will enable the Village to grow as envisioned (refer to the sample Urban Code and Standards in the appendix).

- Establish the Village Center historic district as one in which special rules will apply: a different standard than for other parts of the Village.
- Draw up a regulating plan that will lay out where new development is desired and where specific codes will have force.
- Prepare an Urban Code in graphic format to show traditional zoning and subdivision concepts such as setbacks or build-to lines, height restrictions, encroachments, placement of parking, etc. governing placement of structures.

- Prepare an Architectural Code in graphic format to illustrate regulations governing how structures may be built. These can include sections on materials, placement of windows and doors, construction of porches, roof pitch and materials, and others as appropriate for the district.
- Establish street types that create a pedestrian-friendly area. It is important that the street types established for the Village Center reflect the need for streets that support pedestrians, adjacent development, and the public realm, as well as the need to move cars.
- Prepare a Landscape Code to control the provision of street trees, hedges, fences, walls, lighting, signs, and other parts of the urban landscape. Its implementation will impose a certain level of visual cohesion in the district.

3.3 Historic Preservation

The historic character of the Village Center was mentioned by many in the Community Design Workshop as one of its most important assets. Historic preservation refers not only to preserving the original structures of McFarland, but also the historic development pattern. There are several steps the Village can take to accomplish this.

- A Landmarks Commission can help the community decide which structures or other parts of the community are historic and deserve protection. A commission is an obvious complement to the research on McFarland’s historic buildings that has already been done.
- A new historic district should be established, in which special rules for development that protect the historic nature of the district apply.
- Achieving Certified Local Government (CLG) status through the State Historical Society of Wisconsin can provide eligibility for funding grants, surveys and technical

assistance. McFarland has made progress toward certification by establishing a Landmarks Commission and proposing a historic district. The Village should adopt the revised Historic District and apply for CLG status. Technical assistance in renovating, restoring and reusing historic structures may also be available. State Historical Society of Wisconsin, 816 State Street, Madison, WI 53706 (608) 264-6500. Contact: Geoffrey Gyrisco (608) 264-6510.

3.4 Phasing Program

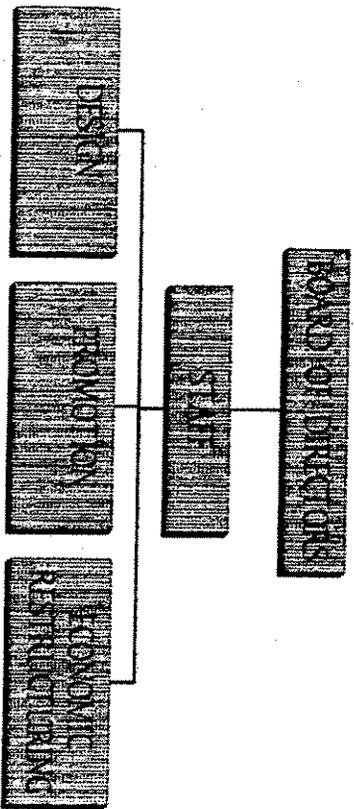
The proposed phasing plan identifies some actions that can be accomplished now such as painting the gazebo, and adopting the historic preservation district. Streetscape improvements should be implemented sooner than later but should be used as a way to leverage of private investment. Likewise, the roundabout is a project the Village can (with assistance from the County) implement in the next few years. A decision that is being discussed now is where a new library should be located. The Plan strongly recommends the library be located in the

Group	Responsibility
Village	<ul style="list-style-type: none"> • Implement Public Realm • Put Incentives/Codes in place • Form Community Development Corporation
Library Board & Village	<ul style="list-style-type: none"> • New Library 2003
Village Center Partnership	<ul style="list-style-type: none"> • Advocate for Plan
Citizens	<ul style="list-style-type: none"> • Continue to Participate; Support Principles • Support Village Center Investment
Bank	<ul style="list-style-type: none"> • Continue Investment in Village Center

VILLAGE CENTER PARTNERSHIP

A quasi public organization responsible for the implementation of the Village Center Vision Plan

VILLAGE CENTER PARTNERSHIP



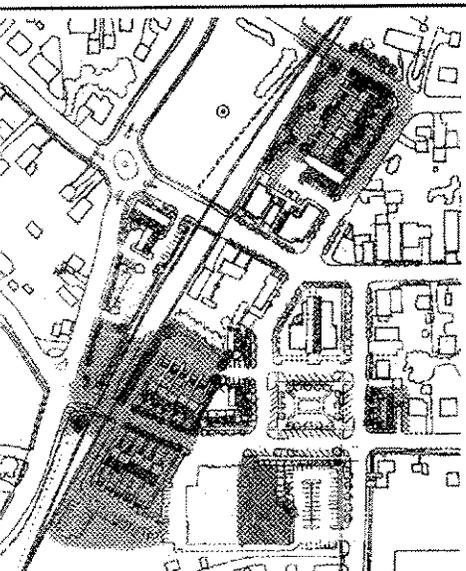
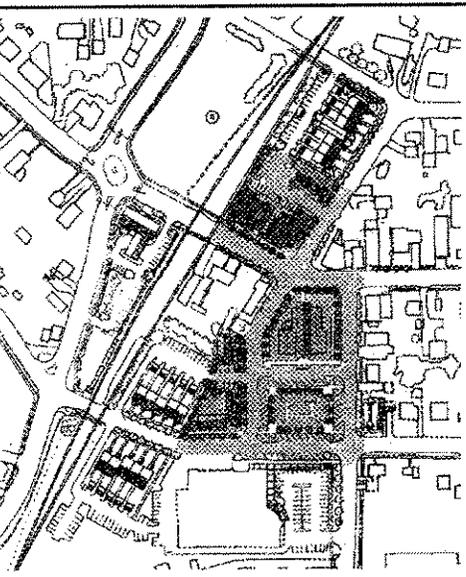
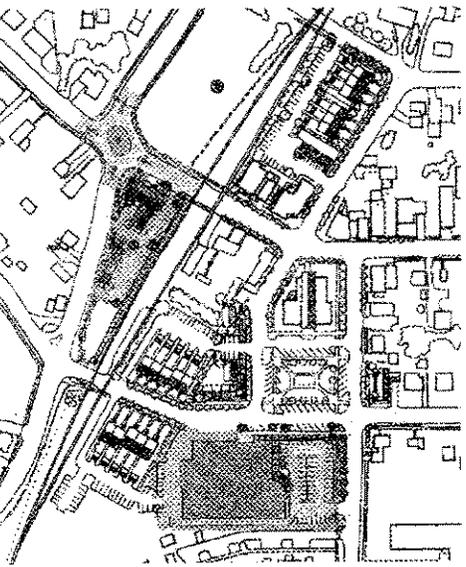
Village Center, possibly Arnold Larson park. Together, with the potential to build a new bank at Bashford, Exchange and Farwell, the bank and library represent key pieces that may lead the revitalization for the Village Center. The Village should consistently focus on the development and redevelopment of housing in the Village Center. Providing new housing choices will allow more residents to live downtown and complete the revitalization.

3.5 Conclusion

McFarland Village Center has a unique and special heritage that is still evident today. Its central location, collection of historic buildings, railroad heritage and seat of government truly makes it the "heart" of McFarland. The basic physical qualities of the Village (the two story buildings, connected street network and mix of uses) are the authentic models that the Village should continue to emulate through new construction. These qualities are important, but requiring new investment to build and rebuild according to these characteristics is even more important. The Village Center as a place is identifiable. It will continue to be vital only if it retains the distinctive character authentic to its origin. Its success in the future will be based not on its ability to sustain commerce and government, but on its ability to bring the people of the community together in a comfortable, memorable manner.

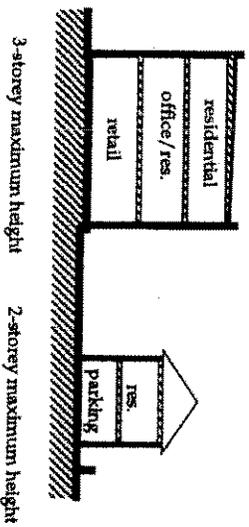
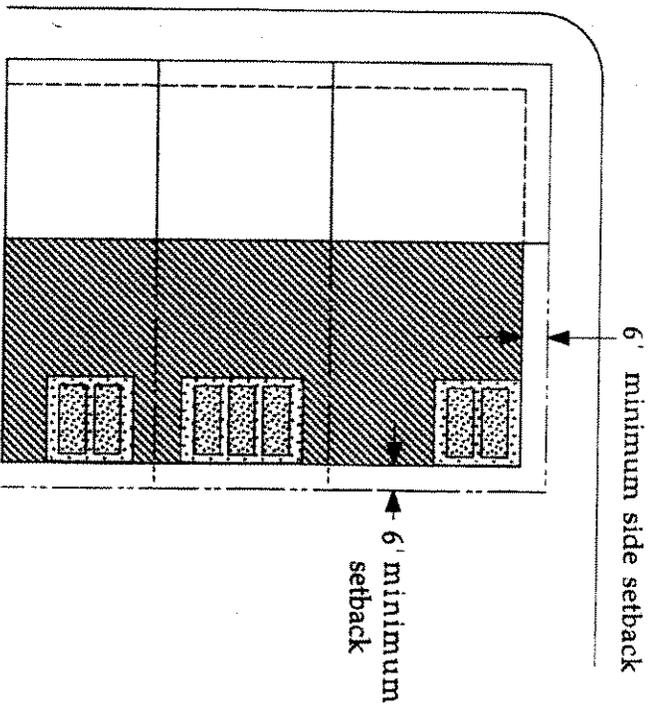
**Village Center Master Plan
Phasing Program**

1-3 Years	4-7 Years	8-12 Years
<ol style="list-style-type: none"> 1. Arcade and clock tower - addendum to Village Hall construction. 2. Streetscape Phase 1 - Exchange Street and Main Street (from Farwell, Bashford intersection to Anthony Street) including new sidewalks, street trees and lighting. 3. Village to donate land for new bank administrative building at corner of Exchange and Bashford (approximately 15,000 SF) with shared parking for future train station. 4. Paint Larson Park gazebo white. 5. Plan roundabout at Exchange, Farwell, Bashford intersection in conjunction with a study of school bus circulation. 	<ol style="list-style-type: none"> 6. Build new mixed-use building at corner of Long and Main Streets with ground floor retail, a post office retail space, coffee shop, etc., and apartments above. 7. Renovate bank building as a community center or library. 7A. Alternate location for new library/community center. 8. Streetscape Phase II includes re-alignment of Long Street; development of Village Green; and addition of street trees, new sidewalks and pedestrian lighting for Long Street, Anthony Street and Milwaukee Street. 9. Five townhouses on land created by Long Street re-alignment. 	<ol style="list-style-type: none"> 10. Acquire and redevelop corner lot at Anthony and Milwaukee for 3 townhouses. 11. Extend and connect Wisconsin Street to Farwell. 12. New 2-story infill building with retail on ground floor and apartments above. 13. Redevelop lumber yards as for-sale housing; include an overflow parking lot for municipal use (long range option). 14. Location for train station and parking. 15. Develop new housing on Long Street west of the Post Office (potential long range option).



IV. Appendix

Sample Urban StandardsA2-A9
List of Community Interviews A10
Summary of Citizen Workshop "Democracy"™ A11-A15
Record of Citizen Workshop AnswersA16-A25

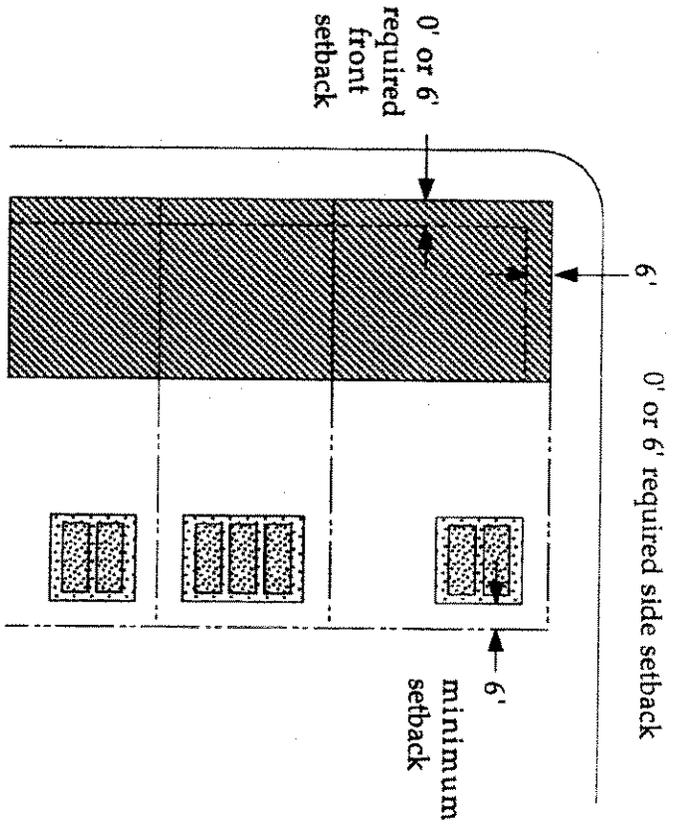


Parking

1. Parking should be provided within the areas shown here.
2. Private parking spaces should be no less than 9' by 19' with access to a street or alley.
3. Trash areas should be enclosed with fencing and located within the parking area.

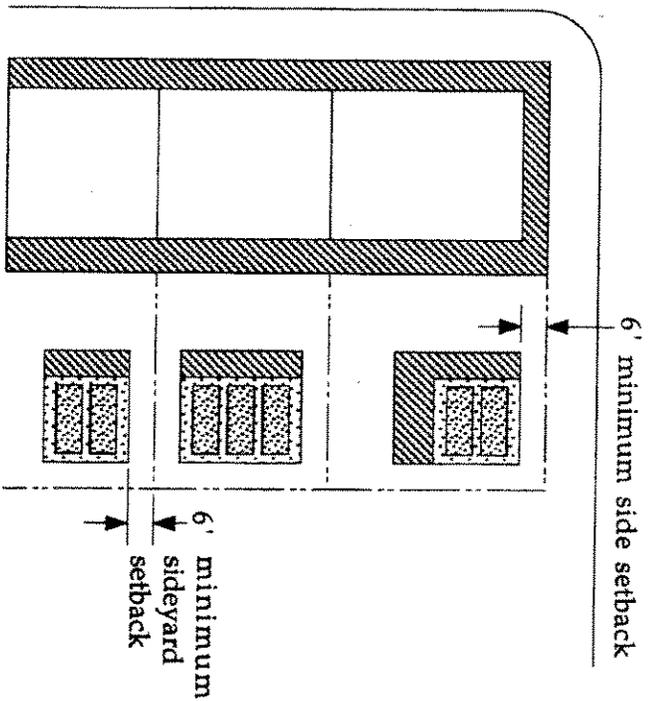
Building Use and Height

1. Uses of buildings should be as shown here.
2. Building height should be measured at the street elevation.
3. Maximum building height should be measured in number of structural floors, each not to exceed 13 feet in height, floor to ceiling.
4. Multi-storey atrium spaces less than 500 square feet are permitted.



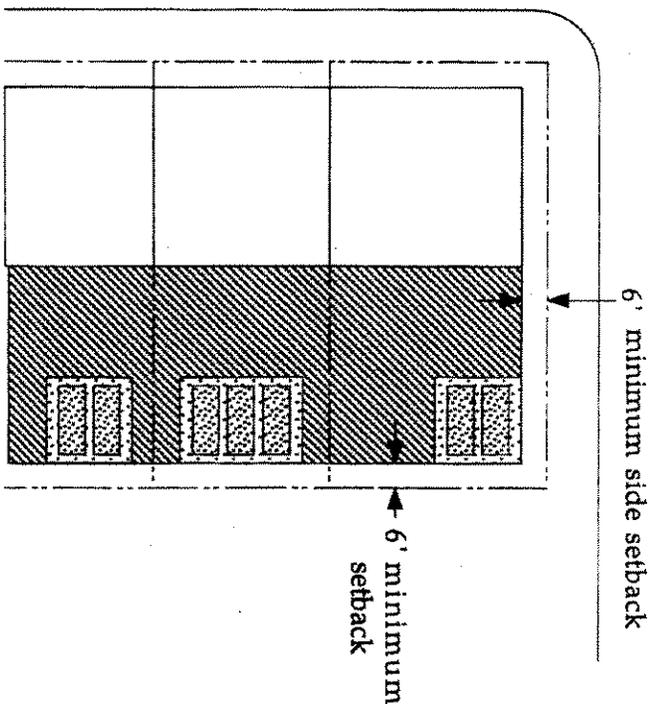
Building Placement

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2. Building street facades should extend along the lot width as designated here.
3. In the absence of building walls or garden walls fences should be built along the property lines.



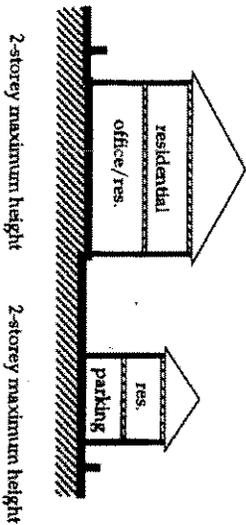
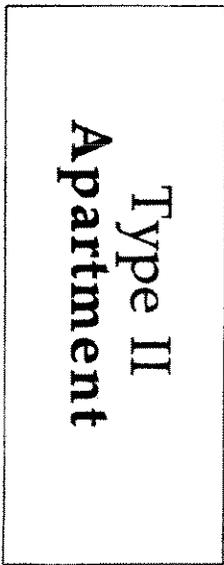
Permitted Encroachments

1. Balconies, stoops, open porches, bay windows, covered walkway and raised door yards are permitted within the areas shown here.
2. Maximum depth of any encroachment should be no more than 12 feet in depth from the building wall.
3. Covered walkways between the principal building and garages are permitted.



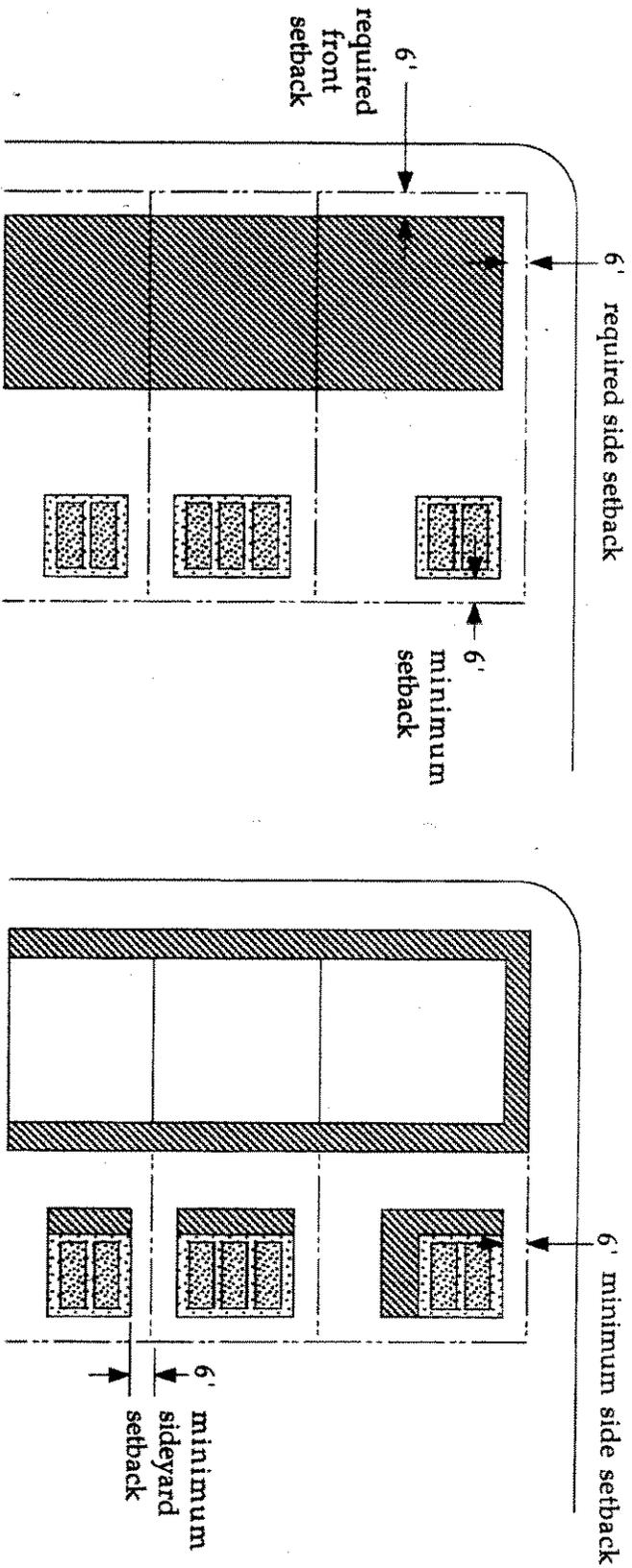
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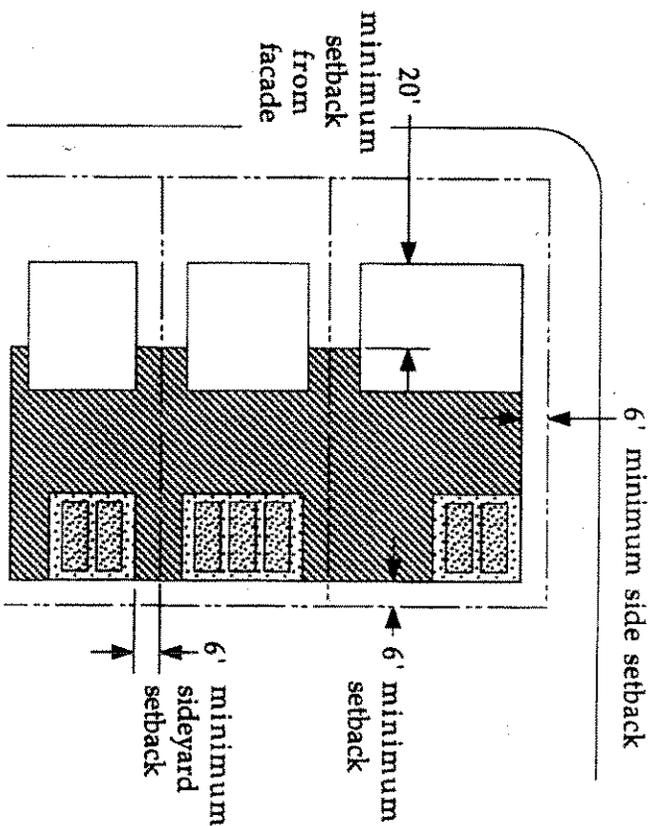


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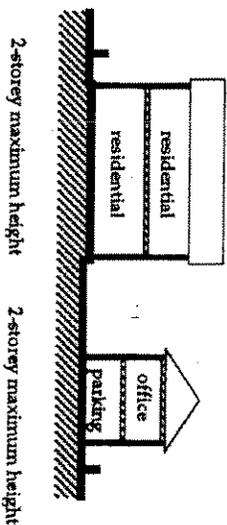
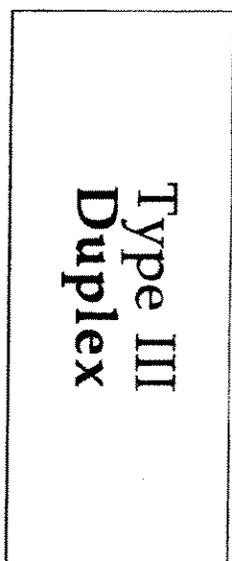
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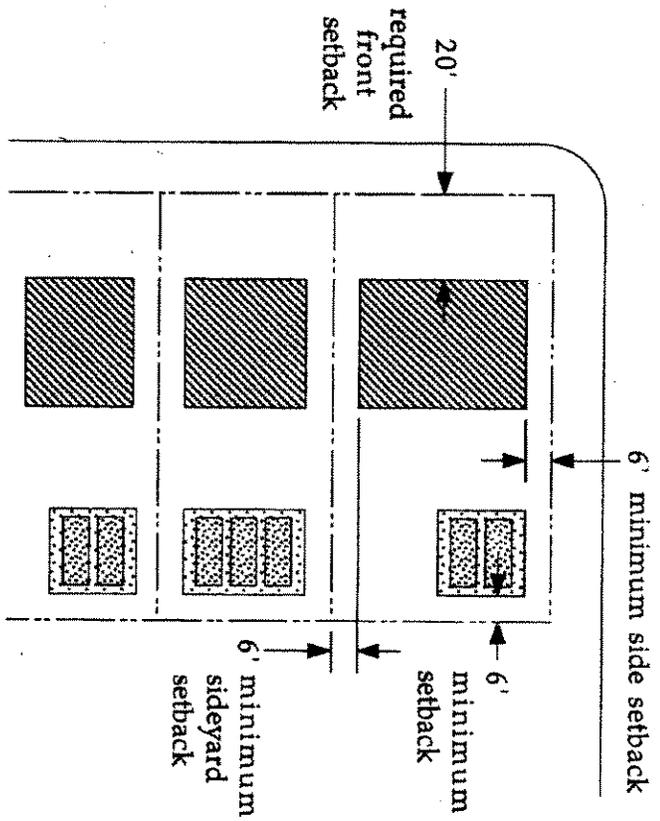
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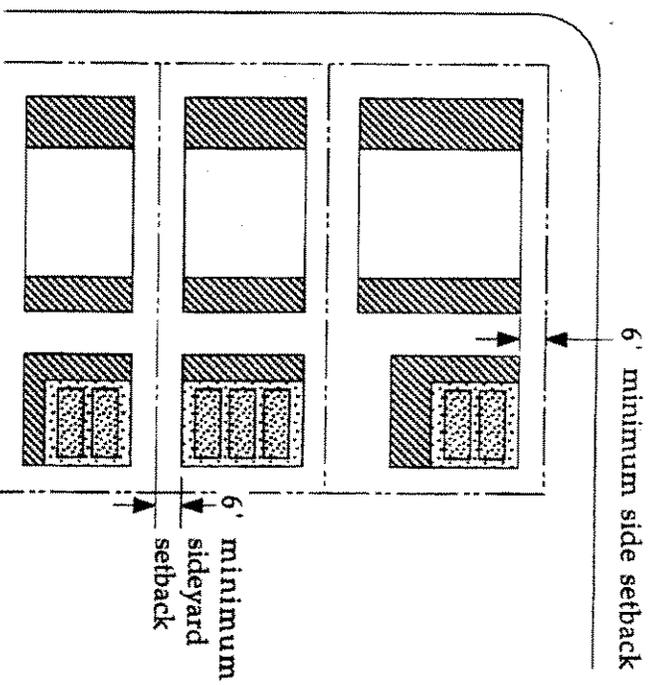
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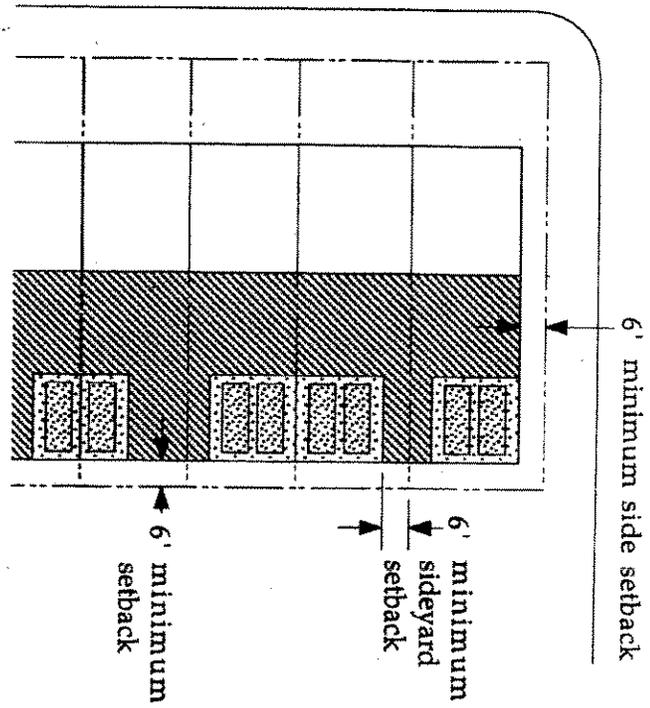
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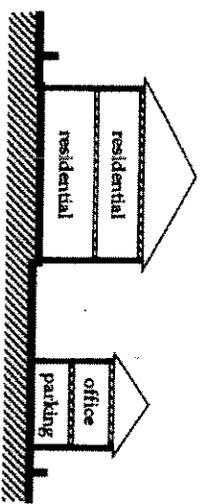
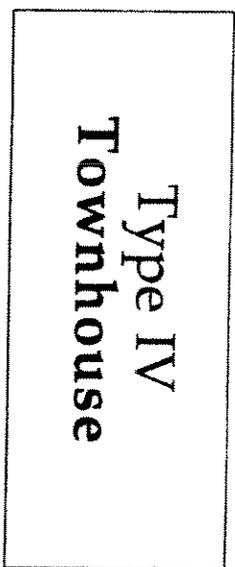
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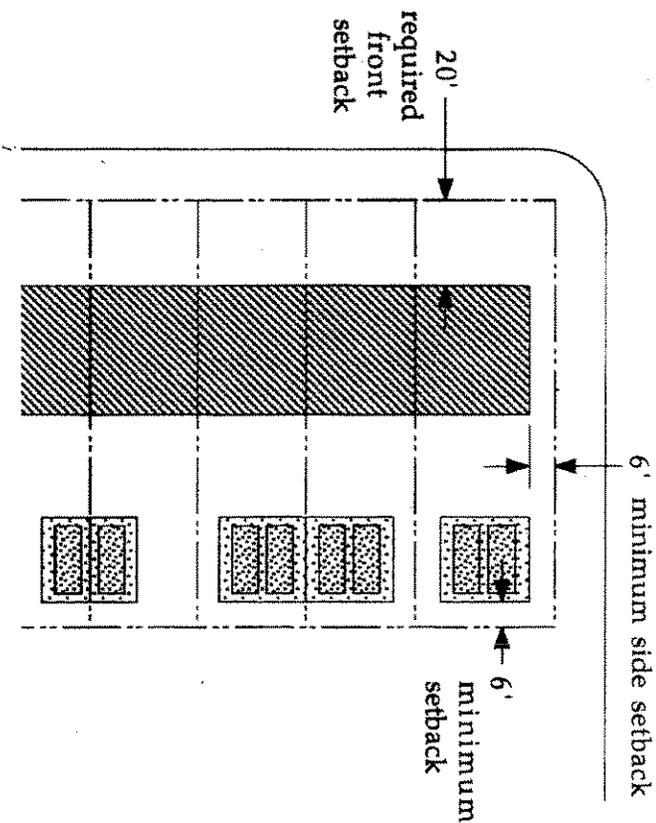
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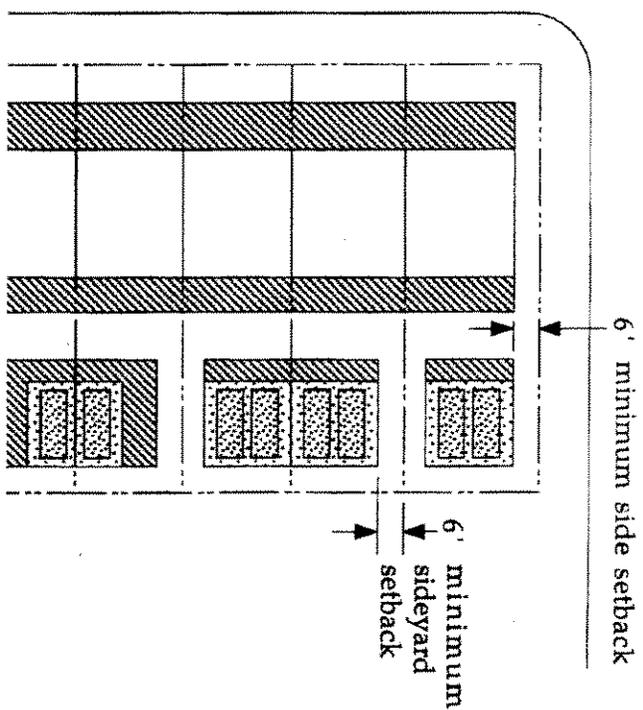
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Interviews April 16, 1999

Sherna Borchardt and Family
Spartan Pizza

Ernie Fischer
McFarland Post Office

Steve Swanson
McFarland State Bank

Robert Sherman
Lions Club

John Schraukangel
Dane County Public Works

John Norwell
County Commissioner

Dick Schroedsky
Chase Lumber

Dick Larson
Glass Business

Ferrn Allen
McFarland House

Russ Kaney
Heartland Properties

Don Peterson
Village of McFarland

Citizen Workshop, April 17, 1999

Question 1: List three qualities of downtown you like most.

Votes	Answers	Duplicates
26	Central location	IIIIII
8	Pedestrian friendly (walking distance)	IIII
7	Historical buildings (fine)	I
6	Potential for Rail (commuter)	
5	Larson Park/ Green space	IIII
5	Greenery	III
5	Small town atmosphere	
4	Historical Buildings/ houses	IIII
4	Historic Character	III
4	Older buildings (historic sense)	I
4	Safe (safety)	I
4	Park (Larson)	
3	Essential Services (Bank, Post Office, Flower/ Food)	II
2	Pleasant walking place	II
2	Convenient/ accessible	
2	Sidewalks	
1	Larson Park	IIIIII
1	Friendly feel of Gazebo area (Park)	I
1	Inviting	
1	The garden space	
1	Friendly gathering places	
1	Has potential	
1	Near the municipal buildings/ Village Hall	
1	Location of Gazebo	
1	Mix of house design	
	Small size/ hometown	IIIIII
	Post office/ location	II
	Clean	I
	Not a busy road	I
	Rich tradition	
	Bank Location	
	Homes and Buildings	
	Close to park	

	Close to home	
	Beauty of flowers and gardens	
	Buildings in reasonably good shape	
	New municipal building	
	"Some", a few, attractive buildings	
	Concentration of institutional buildings	
	McFarland House historic nature	
	Close to Hwy.	
	Keeping Village Hall downtown	
	"Somewhat" quaint	
	No highrise buildings	
	Historic society window display	
	Antique window display	
	Quiet	
	Friendly residents	
	The mall	
	Services to new school	

Question 2: Name one activity, one business and one service you would support in downtown.

Activity Votes	Answers	Duplicates
9	Playground/ park	
6	Bike path	
5	Family festival/ fair / parade /civic events	IIIIIIIIII
4	Concerts on the square	IIII
3	Senior Center	II
2	Community center/ pool/ skating rink	II
2	Historical center	II
2	Walkway / outdoor friendliness	I
2	Commuter Rail	
1	Quaint setting	
1	Passive Park	
	Band Concerts (Larson Park)	III
	3 on 3 basketball tournament	
	Social events at gazebo	
	Street fair	
	Art shows	

Business Votes	Answers	Duplicates
16	Coffee shop	I
12	Restaurant/ coffee shop	II
4	Bakery	II
4	Variety store (5 & 10)	I
4	Specialty shop	
2	Restaurant	IIIIIIII
1	Dine Store	II
1	Ice cream shop	II
1	Movie Theater	
1	Stripmall - soda fountain, cobbler	
1	Small shop/ boutique/ antiques	
	Deli	III
	Fast food/ KFC	I
	Marina	

	Clinic & Library	
	Grocery	
	Hardware	
	Specialized grocery store/ health foods	
	Bank	
	Anti	
	Spartan Pizza/ Restaurant	
	Drug Store	
	Office supply store	
	Dry cleaners/ laundry	
	Video arcade	

Service Votes	Answers	Duplicates
7	Mass transit to Madison	
6	Train stop depot	I
3	Bank hours Saturday	
2	Village government (Village Hall) / civic	IIIIII
1	Gift/ novelty	
	Car wash	
	Bicycle repair	
	Human service	
	Dentist	
	Community Center - Youth, Family, Senior	
	Bus stop	
	Chamber office	I
	Library/ learning center	II
	Plumbing	
	Community bulletin board	
	Historical museum	
	Independent financial service	
	Dry cleaner	
	Community services (village)	
	Professional offices	

Question 3: What traditional design and building features found in McFarland should be used in new construction?

Votes	Answers	Duplicates
20	Brick & stonework (Limestone)	IIIIIIII
19	Historic feel and style	I
12	Yellow, old creamery brick (e.g. Tavern)	IIIIII
11	Pedestrian friendly	
8	Trees and flowers	II
7	1900s train depot theme	I
5	Eclectic building style (e.g. bank, village hall, bank, Spartan Pizza)	
4	2 story/ apartment above shop/ office	IIIIII
3	Old Town look	
2	Streetscape complement historical buildings	IIIIII
2	Street lights (period related) (ex. Gazebo area)	III
2	McFarland house (clapboard siding)	II
2	Victorian (old fashioned)	II
2	Non of current (modern)	I
2	Blend in to complement existing buildings	
2	Buildings built to street, parking in rear	
2	1900-1930 arts and crafts	
1	Brick Arched window types (lots of glass)	I
1	Limit to 2 stories	
1	Walkway marking	
1	Village logo theme	
1	No Frank Lloyd Wright influence, i.e. Prairie style	
	Single buildings, scale	II
	Arch brick windows	II
	Common color	I
	Be consistent with whatever	
	Cobblestone streets	
	Wrought iron fences	
	Stained glass windows	
	Ornate building styles	
	Simple lines	

	Dental/ Crown molding and window pediments	
	Common wood business signs	
	Columns	
	Overhangs (Awnings)	
	Green space between structures	
	Large front windows	
	Queen Anne	
	Detailed cornice	
	Articulated entry	
	Dental office area architecture/ design	
	Limited height	
	Small town atmosphere/style	
	Solid front doors	
	Awnings	
	Shutters	
	Emulate existing styles	
	There is none - hodgepodge	
	Natural land theme (marsh) mound	
	Small structures - midwestern design (not big)	

Question 4: If new housing is built downtown, what examples would complement downtown activities/ character?

Votes	Answers	Duplicates
24	Residence over business	IIIIIIIIII
12	Homes that incorporate a storefront (e.g. building next to Spartan Tavern, McFarland House)	I
11	3-4 story, European "style" with ground floor commercial - small	
10	Condominiums for seniors	
6	Senior center	
4	Rowhouse	III
3	2 story town house with "traditional" look / underground parking / front porch	IIIII
3	Garden areas for residents	
3	No more than 8-10 units / building	
2	Victorian style, Queen Anne	IIIIII
2	Townhouse	IIIII
2	Multi - Unit, Multi - Level (medium to upscale market) / 2-3 story	I
2	Victorian home Bed and Breakfast	
2	Similar in exterior appearance as row	
2	Awnings	
2	Outdoor seating	
2	Low density	
1	No more housing	I
1	Traditional architecture of existing houses	
1	Complement store fronts	
1	Mixed income housing (variable market rate)	
1	Commercial / residential mixed use with parking behind placed on sidewalk	
	Single family homes	II
	Up to code	
	2 family condominiums	
	Not apartments in old businesses	
	Front porches	
	Clapboard siding	

4 family units	
Small lots	
Rear loaded park	
A structure blend in with existing	
Not more than 3 stories	
Possibly limit to elderly housing	
Well-built multi family	
Brick arched window style	
Multi-family that looks like McFarland House	
Hoernicke (old Larson) house	
Can't work without transit to Madison	

Question 5: Which groups, organizations or individuals should be responsible for implementing your vision? Name one way that might happen.

Votes	Answers	Duplicates
28	Group (B) - Village & chamber of commerce & business & property owners & bank	
9	Downtown task force	
11	Community development association	III
4	Village board / government	IIIIIIIIII
4	Group (A) - Property owners & planning commission & this "plan"	
2	Whole community - planning	
2	"team concept" to join all parties	
2	Land and business owners	IIIII
	Citizen advisors, planning	III
	Chamber of Commerce	IIIIIII
	Citizen committees / Residents / Ad Hoc	IIIIII
	Grant funded staff person	
	Small Business Association (all business / community / etc. representatives)	
	Environmental Advocacy Group / trees	
	Town planning commission (village p.c.?)	
	Group (C) - Village & businesses	
	Group (D) - Village & citizens & chamber of commerce	
	Group (E) - Above and county wide assistance	
	Group - a community development (authority or corp.)	
	Respect enterprise and initiative but need cooperative planning and development	
	Volunteer groups (Lyons, Garden club)	
	Develop a plan, provide infrastructure	
	Planning Commission with support of Village Government / planning committee	II
	Local Financial Institutions / investors	
	Dane county	
	Realty people	
	Historical society, landmarks	

Votes	Answers	Duplicates
10	Master plan with target and dates / 5 yr. plan	II
9	Incentives for bus rehabs with vision as guide (start with sidewalks, plants, streets, lights)	
5	Design Review Process	
6	Get all age levels to volunteer. Funded by grants donations and municipal budget	II
1	Slowly / incrementally	II
2	Low interest loans / Revolving Loan Program	
1	Coordinate lending through one (?) bank, business, landscape and residents	
4	Pay attention to what public says and the process (consensus)	II
	Tour / be aware	III
	Community bulletin board / Direct mail (being informed)	III
	Groups to meet / Presentations to local clubs	II
	CDA handles technical aspects	II
	Identify district and set-up legal definition (historic)	
	Zoning Enforcement	I
	Open Houses	
	Business improvement district / local financial incentives	
	Need to engage the property owners	
	Residents make commitment to support local businesses	
	Tear down antique dental, law, replace with new downtown "theme" buildings	
	Tax incentives / T.I.F. District (retail professional center)	II
	Increase taxes and receive grants	
	Use general revenue fund	
	Comprehensive village ordinance	

Citizen Workshop, April 17, 1999

Question 1: List 3 Qualities of Downtown you like most.

Location	Some services close by - bank, post office, library, most schools
Size	Open space at Larsen Park and near RR track (E of Main Street)
Services such as a bank, post office, restaurant, flower shop	Small, hometown feeling
The Gazebo area with its plantings and trees	Non-congested area
The garden area planted by the McFarland Garden Club	Some historic buildings
The older homes and buildings	Needs to be pedestrian friendly
Central location	Historic character
Easily accessible	Trees along the street
Post office	Smallness of downtown
Near the municipal building	Open space of Larsen Park
Center of the community	Trees
Next to the park	Small size
None really	Arnold Larsen Park
Village Hall	Centrally located for entire village
Park (Larsen) - with green space	Historic buildings and houses
Old houses	Convenience
McFarland House	Type of services
Convenient	No congestion
Post office location	It is basically clean and well kept
Bank location	There are several very pine buildings
Inviting	There is a bank, restaurant, and post office - I would consider essential to a downtown
Has potential	Historical Society window display
Rich tradition	Antique shop window display
Historic old buildings	The income we generate
Friendly gathering place	Walking distance to parks, food, post office, bank
Pleasant walking place	No "high" rise buildings
Mall	Small in size (centrally located)
Possibility of railroad	Low volume of auto traffic
Services to new grade school area	Close proximity to highway
Quiet	Park with gazebo
Green (trees shrubs)	Historic buildings
Friendly residents	Road not as busy as hwy. 51
It's all within walking distance	The mix of house designs
Gazebo / park	Sidewalks in this area
Close near my residence	

Keeping the Village Hall in the downtown
Kept clean
Somewhat quaint
Historical restoration
Its central location
A nice area to walk
The Arnold Larsen Park
Location of Gazebo
McFarland House historic nature
Small area
Central location
Clean
Building in reasonably good shape
Safety

Some, a few, attractive buildings
Small town atmosphere
Walkable
Safe
Older buildings
Close to Park
Central Location
Concentration of institutional buildings
Open spaces
Close to home
"Friendly" feel of gazebo area
Historic sense with old buildings
Beauty of flowers and gardens

Question 2: Name one activity, one business and one service you would support in Downtown.

- Parade, Museum, Band concerts
 - Banks
 - Restaurant
 - Music / festival
 - Eatery / small shop
 - Financial Independent
 - Senior Center
 - Community Center
 - Historical Museum
 - Family festival
 - Bike shop
 - Tutorial Center for kids and adults
 - Pair
 - Specialized grocery store - natural foods
 - Restaurant
 - Park play area
 - Restaurant
 - Village offices
 - Family festival
 - Nice coffee shop / bakery
 - Library
 - Street fair
 - Art shows
 - Antique shops
 - Dry cleaners
 - Community concerts, gatherings
 - Downtown cafe - coffee shop settings
 - Gift, novelty shopping area
 - Ben Franklin Store
 - Recreation Center (with Deli & Desserts)
 - A railroad station
 - Concert - festival (civic events)
 - Delicatessen - market
 - Bank hours - Sat A.M.
 - More town celebrations
-
- Stripmall- Soda fountain, cobbler, small businesses
 - Community bulletin board
 - A "dime" store
 - Bus stop to Madison area
 - Commuter rail
 - Family style restaurant
 - Chamber of Commerce Office
 - Passive Park
 - Food Business
 - Library
 - Activities at the historical society
 - Ice cream shop
 - Government services
 - Civic Events (Parades, Speeches, etc.)
 - Hardware store
 - Plumbing
 - Bike path
 - Food - restaurant
 - Nothing that isn't already here
 - Festival event / fair
 - Restaurants
 - Train stop / depot
 - Socials in the gazebo area
 - Specialty shops
 - Community Center - multi generational activities
 - Human Services - ODA counseling, Marriage counseling, Dentist
 - Train Depot
 - Eating - Ice Cream
 - Government offices
 - Concerts in the park
 - Bakery
 - Bicycle repair
 - Pedestrian activities, walkways, quaint settings
 - Specialty stores
 - Bicycle repair

Street fair/ bazaar
Movie theater
Train to Madison
3 on 3 Basketball tournament or summer activity
A full service Marina
A full service car wash
Playground/ park
Variety store
Dry Cleaners/ laundry; Chambers of Commerce
Concerts on "square"
Restaurant
Municipal
Band concerts
Restaurant
Municipal services
Family activities

Ice cream shop - family oriented
Village Hall
Historical Center
Office supply store
Professional offices
Walking/ out door friendliness
Spartan Pizza / Restaurant
Community Services/ Village related services
Band concerts
Drug Store
Village government
Community center/ Pool
Fast food
Deli
Continued concerts in Larson Park
Ice Cream shop

Question 3: What traditional design and building features found in McFarland should be used in new construction?

- Which ever is selected of the many, be consistent (I don't see a design I like)
 - Victorian Fronts
 - Yellow Creamery brick
 - Eclectic
 - Use Village hall/ High school/ bank/ Spartan Pizza as examples
 - Yellow old creamery brick
 - Clapboard - like old McFarland House
 - Dental moldings & Crown moldings & window pediments
 - Limestone - or whatever would fit in with the historical back ground of the village
 - Simple Lines
 - Old Towne style
 - Common wooden business signs
 - Lamp posts
 - Traditional style
 - Brick - preferably yellow
 - Limited to two stories
 - Historic brick (creamery)
 - Buildings are focus, blend new into or compliment
 - "Victorian or Victorian like"
 - Cobblestone streets
 - Street lights
 - Wrought iron fences
 - Stained glass windows
 - Ornate building styles
 - This community was developed by the railroad & should re-develop around that theme
 - Old-fashioned lamp posts
 - Brick sidewalks
 - Flower boxes
 - Brick masonry with called out entry features
 - Use "federal traditional" design features (build like McFarland house)
 - Mass of buildings important - scale - not too big but provide presence
 - Buildings front street, parking to rear
-
- Same color brick
 - Large front windows
 - Queen Anne (residential)
 - Two story (business)
 - Color code (earth tones)
 - Arch brick windows, designs along roof line
 - Two story limit
 - Space between structures (greenery)
 - Single homes/ businesses
 - Traditional style ?
 - The pink brick of the clinic, bank
 - Some classical architectural elements, rather than all modern
 - Brick facades
 - Columns
 - Overhangs
 - Commercial -
 - Limestone
 - Brick
 - Windows Arched
 - Two story
 - Historic preservation to brick store fronts (museum)
 - Consist with new designs for street lights
 - Sidewalk features
 - Traditional design features
 - Old fashioned
 - Well maintained historic feel
 - Traditional style
 - 1900-1930s (Arts & Crafts era design. It would complement the new H.S. and Village Hall designs)
 - Celebrate Diversity
 - I would look for small structures of more traditional mid-west design rather than large modern (lots of steel & glass) type buildings.
 - 2 story buildings
 - Victorian style if we are going to keep the old
 - 2 stories conserve land use

There is none.
McFarland has no consistent architectural feature "old hodgepodge" comes to mind. We would need to develop one. Something with the Village logo theme would be nice.
There is not one period of design that stands out. I feel the "Region" owes a lot to F. L. Wright. I believe a modified version of his style should be implemented. A style that will stand up to our climate.
Train depot theme from 1900s
Would like to see:
More trees
Flowers
Consistent use of color
More brick/ stone work
2 story buildings with shop on first floor and apartments above
Continue or try to duplicate the existing style with the older buildings in the downtown now.
None of current.
Modern.
Brick exteriors
Awnings

Arched windows/ lots of glass
Shutters
Antique style street lights
Arched windows
Solid front doors
Brick
"Old town" look
Follow design features in dental office area
Street lights in the period of these buildings (e.g. gazebo area) to define "downtown" historic look
McFarland Tavern type building
Brick, arched windows
Federal style?
Limit on height
Style could vary - emphasis should be on small town atmosphere rather than assimilation of styles
Traditional design and building
Model after "turn of century"
McFarland House and/or antique shop/ tavern

Question 4: If new housing is built downtown, what examples would complement downtown activities/ character?

- State code
- Fire Resistant Construction
- 2 story - Similar in exterior, appropriate to some now there
- Multi-unit above business, i.e. apartments (Cambridge, Stoughton)
- Victorian type homes that could be used for Bed and Breakfasts
- Homes that incorporates storefront
- Town houses
- House type: Victorian housing or housing in which business or services are located
- Board walks
- Don't build housing downtown
- 2 family condo or single family residences
- Not apartments in old business buildings
- Traditional architecture similar to some of the existing older homes
- Front porches, detailing, moldings, clapboards, old Chicago, used watertown, creamery brick, businesses with awnings, maybe outdoor seating areas
- Elderly housing
- Condos
- Two story townhouses
- Victorian
- Two story - business on first floor, living unit(s) on 2nd floor
- Town house style like old brownstones
- Try some office - commercial on first floor, units above (similar to old downtowns)
- Housing, front streets parking to rear
- Possibility of a few condominiums, popular with older people
- Townhouse / Condos to complement store fronts- possibly above existing businesses
- Victorian style
- Single family / Multi family on small lots
- Multi-story
- Residence over small businesses
- Victorian style
- Town house

- Single family homes
- Apartments above businesses
- Victorian, Queen Anne style
- 4 family maximum size townhomes or condominiums
- Low density
- Traditional style
- Possibly well done condos
- 2-3 story structures
- Multi-family units, could be condos or rentals
- Can't envision anyone moving into residential downtown, unless public transportation to Madison is provided
- Traditional 2 story single family- front porch
- Town houses with traditional look
- I would be open to 3-4 story apartments with first floor businesses if the design emphasized smallness (I'm thinking of European style historic city center)
- 2 story row house condos
- Traditional:
- White with shutters
- 2 story
- Stone with siding to compliment or brick
- Consistent style (any style - just be consistent)
- There should be no more housing built downtown. The shortcoming of downtown is there is too much housing already.
- Commercial on first floor, apartments above
- Multi-family that would look like McFarland House
- Two story townhouse condos with underground parking
- 2 story brick or
- Apartments over businesses
- Senior center
- 2 story condos
- Townhouses with interspersed small service businesses
- Well built multi-family traditional style townhouse types. No more the 8-10 units per building. Brick arched window style. Should have retail on lower level.

Two story apartments or townhouse or apartment above shops
A structure which would blend in with existing buildings. No more
than three stories. Possibly limited to elderly housing. With an
area for a garden for residents.
Multi-unit

Multi-level
Medium to up scale
Larson house (the one that looks good on outside, but unoccupied) (
on corner of Exchange and ? or housing above buildings such as
dental offices)

Question 5: Which groups, organizations or individuals should be responsible for implementing your vision? Name one way that might happen.

The whole community is responsible for planning
 Village planners should be responsible to implement it (Village staff)
 Make it the top priority for one village staff person (grant funded)
 Group - U.B. through director so that there is a central place to direct or encourage.
 Plan - 5 year and more delivered to appropriate department or organization
 Downtown land owners - business, chamber of commerce, village, citizens committees, village
 Example: identity district and set up legal aspect
 Collaboration between community committee
 Environmental agency such as Environment Decade
 Developers, social service agencies, village
 Example: Community drafts plan presents to village, seeks advice from other agencies, hire developers
 Groups, organizations, individual response implementation
 Through direct mailings, open houses & presentation to variety of local clubs
 Don't know enough to answer.
 Would like a group that would be very considerable of the environment with emphases on keeping the area supplied with trees, grass, water, etc.
 Small business association - small business/industry people, developers, local county & state agencies / government
 Create enterprise zones or financial incentives for developers and businesses
 Planning commission
 By zoning laws & enforcement of zoning laws
 The community development office should be responsible through approval & possible low interest loans available
 Village plan commission
 Ad hoc committee
 Create downtown association
 Area residents that live nearby (neighborhood group)
 C.D.A. (create one)

How: Empower local area residents & business owners in decision making process. CDA to handle technical aspects
 Each business downtown should be improved under the direction of an appointed business (lead business)
 Accomplished by keeping parties informed
 Businessmen and realty people
 Groups: citizen advisory board, village council, Dane County board planners
 Manner: slowly - incrementally, with constant citizen input
 Village board, plan commission, historical society, other dedicated committees, chamber of commerce
 Combined effort of Village Chamber of Commerce & downtown vision task force
 Solicit grants to fund redevelopment
 Village Board
 Plan Commission
 Downtown Development task force
 Individual investors
 TTP
 Village Board
 Residents
 Business owners from downtown
 BUILD committee
 Landmarks Commission
 Historical Society
 Meetings, tours of existing buildings
 Village Board
 Post proposals on a community bulletin board
 Village government with citizen members and those through the chamber
 Develop a master plan with targets and dates
 Groups downtown business owners
 Organization Village of McFarland
 How Happen:
 Encourage business owners to rehab with incentives & with vision of