



Village of McFarland Comprehensive Plan

Recommended by the Plan Commission: February 2, 2006
Adopted by the Village Board: March 27, 2006



Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715

ORDINANCE NO. 2006-05

**AN ORDINANCE TO ADOPT THE COMPREHENSIVE PLAN
OF THE VILLAGE OF MCFARLAND**

The Village Board of the Village of McFarland do hereby ordain as follows:

WHEREAS, pursuant to Wis. Stats. §§ 61.35 and 62.23(2) and (3), the Village Board of the Village of McFarland is authorized to prepare and adopt a Comprehensive Plan as defined in Wis. Stats. §§ 66.1001(1)(a) and 66.1001(2); and

WHEREAS, the Village Board of the Village of McFarland has adopted and followed written procedures designed to foster public participation at every stage of the preparation of a Comprehensive Plan containing all of the elements specified in Wis. Stats. § 66.1001(4)(a); and

WHEREAS, the Plan Commission of the Village of McFarland, by a majority vote of the entire Commission recorded in its official minutes, has adopted a Resolution recommending to the Village Board the adoption of the document entitled "Village of McFarland Comprehensive Plan," pursuant to Wis. Stats. § 66.1001(2); and

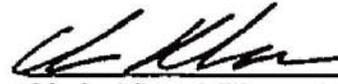
WHEREAS, the Village of McFarland has held a public hearing on March 27, 2006, preceded by Class 1 notice, in compliance with the requirements of Wis. Stats. § 66.1001(4)(d), and provided numerous other opportunities for public involvement pursuant to its adopted public participation strategy and procedures;

NOW, THEREFORE, the document entitled "Village of McFarland Comprehensive Plan" is hereby formally adopted as the Village of McFarland's Comprehensive Plan pursuant to Wis. Stats. § 66.1001(4)(c).

This Ordinance shall take effect upon passage by a majority vote of the members of the Village Board and publication as required by law.

The above and foregoing Ordinance was duly adopted at a regular meeting of the Village Board of the Village of McFarland on the 27th day of March, 2006.

APPROVED:



Chris Klar, Village President

ATTEST:



Deb Neal, Village Clerk

ORDINANCE 2006-05

MOTIONED **SECONDED**

Kushner

Crane

ACTION

DATE

Adopted

03/27/06

Referred

Tabled

Withdrawn

Defeated

Published

INDIVIDUAL VOTING RECORD

Crane	Aye	Kushner	Aye
Havlik	No	Machtan	Absent
Heaton-Amrhein	Aye	Miles	Aye
Klar	No		

VOTING RESULTS

Motion Carried: 4 - 2

Motion Defeated:

RESOLUTION # 04-2006

RESOLUTION 04-2006			
MOTIONED		SECONDED	
Klar		Kushner	
ACTION		DATE	
Adopted		02/20/06	
Referred			
Tabled			
Withdrawn			
Defeated			
Published			
INDIVIDUAL VOTING RECORD			
Klar	Aye	Plotkin	Aye
Kushner	Aye	Robb	Absent
Kensgaard	Absent		
Obst	Aye		
VOTING RESULTS			
Motion Carried:		4 - 0	
Motion			
Defeated:			

RESOLUTION ADOPTING AND RECOMMENDING THE COMPREHENSIVE PLAN FOR THE VILLAGE OF MCFARLAND IN DANE COUNTY, WISCONSIN

WHEREAS, section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to adopt a comprehensive plan, and Section 66.1001(2) identifies the required elements of a comprehensive plan; and

WHEREAS, the Village of McFarland Plan Commission has the authority to recommend that the Village Board adopt a "comprehensive plan" under Section 66.1001(4)(b); and

WHEREAS, the Village has prepared the attached document (named Village of McFarland Comprehensive Plan), containing all maps and other descriptive materials, to be the comprehensive plan for the Village under Section 66.1001, Wisconsin Statutes.

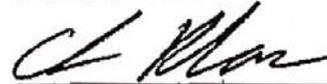
NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the Village of McFarland hereby adopts the attached Comprehensive Plan as the Village's comprehensive plan under section 66.1001(4), Wisconsin Statutes; and

BE IT FURTHER RESOLVED that the Clerk/Deputy Treasurer certifies a copy of the attached Comprehensive Plan to the Village Board; and

BE IT FINALLY RESOLVED that the Plan Commission hereby recommends that, following a public hearing, the Village Board adopt an ordinance to constitute official Village approval of the Village of McFarland Comprehensive Plan as the Village's comprehensive plan under Section 66.1001, Wisconsin Statutes.

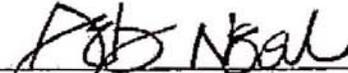
Adopted this 20th day of February, 2006.

APPROVED:



Chris Klar, Plan Commission Chair

ATTEST:



Deb Neal, Clerk/ Deputy Treasurer

PLAN SUMMARY

A. The Reason for Planning

The Village of McFarland has evolved over the past three decades from a freestanding resort town and farm market center into a suburban community within an expanding Dane County urban area. During the 1990s, the Village experienced profound residential growth and faced difficult decisions related to community expansion. The Village's 1994 plan took an important step in managing and staging this growth in and around McFarland and guided development into areas adequately served by transportation, utilities, and community facilities and services. Now, the Village seeks a new plan to continue these efforts in a manner that distinguishes McFarland from other communities in the region and helps the Village grow smart, efficiently, and in a way that retains its "small town" character that has attracted residents to this corner of Lake Waubesa for 150 years.



B. Purpose of the Comprehensive Plan

This *Comprehensive Plan* is a guide for the development, revitalization, and preservation of the McFarland area over the next 20+ years. It is a reflection of public and intergovernmental input, local policy desires, and Wisconsin statutes. The *Plan* is comprised of nine elements, with the focal point being the Land Use chapter, which includes a map showing preferred areas for residential, commercial, and industrial development and redevelopment, as well as areas recommended for long-range open space and agricultural uses. The *Plan* was shaped by an extensive public participation process, which included monthly Ad Hoc committee meetings, a visioning workshop, focus groups, an alternative growth scenarios forum, an open house, and public hearings. As a result of this process, the *Plan's* recommendations are generally consistent with other local and regional plans, long-standing state and regional policies, sound planning practices, and resident and landowner wishes.

C. Key Plan Recommendations

This is a *Plan* for a community that is forecasted to grow from 6,500 residents today to nearly 10,000 residents by 2025. It is intended to guide this future population and related job growth in a manner that enhances McFarland's sense of place and works in concert with adjacent jurisdictions, Dane County, and the State. The *Plan* is formed around a vision of a community expanding east into well-planned neighborhoods thoughtfully linked and integrated by streets, sidewalks, bike routes, parks and open space corridors. A community with a downtown that is revitalized and re-shaped with civic, commercial and office development. A community that is aggressively approaching economic development opportunities through infill projects, re-development projects and new projects that reflect McFarland's "small town" character. A community that is maintaining its reputation for quality schools, state-of-the-art community facilities, and safe neighborhoods. To achieve this vision of McFarland, this *Plan* advocates the directions summarized on the next page.

D. Promote Infill Development within the Village

This *Plan* recommends that the Village take an aggressive approach to redeveloping vacant or underutilized lands, particularly for economic development purposes. Recommendations include:

- Transforming land uses along south Terminal Drive through high quality redevelopment projects to maximize the Village’s non-residential tax base and enhance community appearance.
- Requiring quality design and appearance of development along Highway 51, which serves as the “front door” of the community.
- Promoting downtown revitalization and redevelopment of parcels along Farwell Street. This development should include a mixture of residential, commercial, office and institutional uses.
- Siting one or two commuter rail stations as a catalyst for redeveloping surrounding land uses.

E. Direct Future Village Growth to the East

This *Plan* recommends that the Village’s future “edge” growth area occur east of the Village’s current limits, within the man-made and natural boundaries of Siggelkow Road, Mud Lake, Door Creek, Yahara River, and the Interstate. Within this growth area, the *Plan* recommends:

- Accommodating projected population growth in well-planned residential neighborhoods with a mixture of housing types, interconnected streets and sidewalks, parks, bike routes, and open space corridors.
- Designating areas for new commercial and office development along Siggelkow Road to capture the residential market emerging on the east side of McFarland and Madison’s Marsh Road Neighborhood.
- Planning for high-quality employment-based land uses along Interstate 39 between Siggelkow Road and Highway AB for companies that desire freeway visibility and reasonably good access.



F. Implement the Plan in Cooperation with Others

The Village will have to work on further efforts and with other governments to fully achieve its future objectives. Recommendations include:

- Working with surrounding Towns intergovernmental boundary and land use agreements. The agreements emphasize the future of the East Side Growth Area and lands south of the Yahara River near Highway 51, which the *Plan* does not recommend for development over the 20+ year planning period.
- Reviewing and considering amendments and time extensions to the agreement with the City of Madison.
- Working with the adjacent Towns, Dane County, and Wisconsin Department of Natural Resources to prepare a conservation plan for southern portion of the Village’s planning area.
- Working with the adjacent Towns, Dane County, and Wisconsin Department of Transportation on Highway 51 improvements.

This is the vision. With this new *Comprehensive Plan*, the Village is positioning itself at the forefront of best development practices and concepts. By insisting upon top-quality projects and effectively managing growth, the Village will capture the benefits of dynamic regional growth, while preserving and enhancing its historic and “small town” character.

ACKNOWLEDGEMENTS

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 Ryan Quam
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INTRODUCTION

A. Purpose of this Plan

This 2006 *Village of McFarland Comprehensive Plan* is intended to serve as a blueprint for both the short- and long-range growth and development in the Village over the next 20 to 25 years. As an update to the Village's 1994 master plan, this *Plan* is designed to be used as a policy guide to:

- Direct community development and land use decisions;
- Identify needed transportation and community facilities to serve future land uses;
- Direct private housing and other investment; and
- Focus on specific strategies to implement plan recommendations.

This *Plan* is being prepared under the State of Wisconsin's "Smart Growth" legislation contained in §66.1001, Wisconsin Statutes. It meets all of the statutory requirements of the Smart Growth law, including the nine required elements: **Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural and Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation.** This *Plan* is organized into nine chapters—one for each required element. Each chapter begins with background information on the element, followed by a series of Village goals and policies related to that element, and ending with a set of detailed recommendations. The final chapter (**Implementation**) provides strategies and timelines to ensure that plan recommendations are carried out in the future.

B. Plan Development Process

The State's Smart Growth legislation describes how a comprehensive plan must be developed and adopted (see sidebar). After 2010, only those plans that contain the nine required elements and were adopted under the prescribed procedures will have legal standing. Zoning, subdivision, and official map ordinances and decisions made by the Village after 2010 will have to be consistent with this *Plan* (or subsequent amendments to it).

In addition to providing sound public policy guidance, a comprehensive plan should also incorporate an inclusive public participation process to ensure that its recommendations reflect a broadly supported future vision. An extensive process of citizen review and approval was critical to the planning process. This includes not only formal requirements outlined in §66.1001, but also more informal mechanisms such as public workshops and meetings.

At the outset of this planning process, the Village Board adopted by resolution on February 10, 2003, its public participation plan to ensure that this *Plan* accurately reflects the vision, goals, and values of its residents. This public participation plan reflects the dedicated commitment of McFarland's Ad Hoc Comprehensive Plan Committee, Plan Commission, Village Board, and Village staff, and on-going

Plan Adoption Process

Preparation of a comprehensive plan is authorized under § 66.1001, Wisconsin Statutes. Before adoption, a Plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a draft of the Plan and recommends that the Village Board enact an ordinance adopting the Plan as the Village's official comprehensive plan.

Following Plan Commission recommendation and approval, the Village Board holds a public hearing to discuss the proposed ordinance adopting the Plan. Copies of the public hearing draft of the Plan are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the Plan and information concerning where the entire document may be inspected or obtained. The Board may then adopt the ordinance approving the Plan as the Village's official comprehensive plan.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Village Board assures that both bodies understand and endorse the plan.

input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. Due to this extensive public participation process, the recommendations of this *Plan* are generally consistent with other adopted local and regional plans, long-standing state and regional policies, and sound planning practices.

C. General Regional Context

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 map shows the Village's current (2003) municipal boundary and the Village's portion of the regional Central Urban Service Area (CUSA) boundary. It also shows neighboring municipal and town boundaries, the McFarland School District boundary, and section lines.



The Village of McFarland (shown above in a 2003 photo looking eastward over the community) is located on the east shore of Lake Waubesa

The Village is located along U.S. Highway 51 and the east shore of Lake Waubesa. It is located directly south of Madison, 90 miles west of Milwaukee, 150 miles north of Chicago, 100 miles east of Dubuque, and 250 miles south 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 and expansion during the 1990s. Total population, employment, and development are forecasted to continue growing in the region over next two decades, with McFarland positioned to accommodate some of this growth in a balanced, well-planned manner.

D. Selection of Planning Area

The study area for this *Plan* has been selected as to generally include all lands in which the Village has both a short-term and long-term *interest* in planning and development activity. The Planning Area includes all lands currently within McFarland's portion of the Central Urban Service Area (CUSA) and unincorporated areas within 1½ miles of the Village boundaries. Map 1 shows this 1½-mile boundary, as it is shortened by the Village's adjacency to the City of Madison.

Within the Planning Area, state statutes enable the Village to plan, review subdivisions, enact extraterritorial zoning, and implement an official map, except where such area is in another village or city boundary. This *Plan* covers a planning period of approximately 20 to 25 years. Within that time period, much of the land within the Village's Planning Area will remain outside the corporate limits (i.e., not be annexed). The Village has an interest in assuring that development activity within the entire Planning Area does not negatively affect the capacity for logical urban growth within and beyond the planning period.

Map 1: Jurisdictional Boundaries

CHAPTER ONE: ISSUES AND OPPORTUNITIES

This chapter provides an overview of the important demographic trends and background data necessary to develop a comprehensive understanding of the changes taking place in the Village of McFarland. As required under §66.1001, Wisconsin Statutes, this chapter includes population and household size trends and projections, age distribution characteristics, and employment trends and forecasts. It also includes a section on overall goals, objectives and policies to guide the future development in the Village over the planning period.

A. Population Trends and Projections

According to U.S. Census data, the Village of McFarland grew from 5,232 residents in 1990 to 6,416 residents in 2000, representing a 23 percent increase. According to 2003 estimates, the Village's population has increased to 6,919 residents, an 8 percent increase since the 2000 census. Table 1 compares McFarland's historic growth trends with nearby suburban areas, towns, Dane County and the State. Over the past decade, McFarland's growth outpaced Madison (9 percent) Dane County (16 percent) and the State (9.6 percent), but did not grow as fast as nearby Stoughton, Verona and Fitchburg. The two surrounding towns (Dunn and Blooming Grove) lost population during the 1990s. Data from the recent census can provide general insight into migration patterns fueling the Village's population change. The 2000 Census reported that of the 5,935 Village residents who were age 5 or older, nearly 56 percent had lived in the same house in 1995. The comparable figure for Dane County was 46 percent and for Wisconsin it was about 57 percent. Approximately 33 percent of the Village's residents had lived elsewhere within Dane County, and nearly 5 percent had lived in another state in 1995. Migrants moving into Dane County and the Madison urban area from other states or other Wisconsin counties are typically following education, employment or metropolitan amenities.

Table 1: Population Trends, 1970-2000

	1970	1980	1990	2000	Population Change*	Percent Change*
Village of McFarland	2,386	3,783	5,232	6,416	+1,184	22.6%
City of Madison	172,007	170,616	190,766	208,054	+17,288	9.1%
City of Stoughton	6,096	7,589	8,786	12,354	+3,568	40.6%
City of Fitchburg	4,704	11,973	15,648	20,501	+4,853	31.0%
City of Middleton	8,286	11,779	13,785	15,770	+1,985	14.4%
City of Verona	2,334	3,336	5,374	7,052	+1,678	31.2%
Village of Waunakee	2,181	3,866	5,897	8,995	+3,098	52.5%
Town of Dunn	3,391	4,966	5,274	5,270	-4	-0.1%
Town of Blooming Grove	1,608	1,965	2,079	1,768	-311	-15.0%
Dane County	290,272	323,545	367,085	426,526	+59,441	16.2%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	+471,906	9.6%

Sources: U.S. Census of Population and Housing, 1970 – 2000

* 1990 to 2000 population change

Population growth is expected to continue in McFarland over the planning period. Table 2 shows the Village's projected population in five-year increments to the year 2025 based on state and regional projections and historic growth trends. The Wisconsin Department of Administration's population forecast (produced in 2003) shows a Village population of 8,755 residents by the year 2020. The Dane County Regional Planning Commission (DCRPC) projects a population of 9,776 by the year 2025.

Table 2: Population Projections, 2000-2025

	2000	2005	2010	2015	2020	2025
Wisconsin Department of Administration ¹	6,416	7,071	7,650	8,187	8,755	-
Dane County Regional Planning Commission ²	6,416	-	7,775	-	9,109	9,776
1990-2000 Historic Growth Rate Trend ³	6,416	7,143	7,988	8,932	9,988	11,169
1980-2000 Historic Growth Rate Trend ⁴	6,416	7,402	8,783	10,421	12,365	14,671
First Tier Metro Historic Growth Rate Trend ⁵	6,416	7,492	9,072	10,984	13,300	16,104

¹ Source: *Official Municipal Population Projections, 2000-2020 (2003)*

² Source: *2001 Dane County Regional Trends*

³ Source: *Vandewalle & Associates, based on 1990 to 2000 average annual growth rate (2.26%) compounded annually*

⁴ Source: *Vandewalle & Associates, based on 1980 to 2000 average annual growth rate (3.48%) compounded annually*

⁵ Source: *Vandewalle & Associates, based on 1980 to 2000 average annual growth rate (3.90%) for the “First Tier Metro” communities of Cottage Grove, DeForest, McFarland, Oregon, Stoughton, Sun Prairie, Verona, and Waunakee, compounded annually.*

Three alternative projection methods based on historic growth trends show even higher potential population levels in McFarland:

- During the 1990s, McFarland’s population grew by an average rate of 2.26% each year. If this trend continues, the Village’s population would grow to 11,169 residents by 2025.
- From 1980 to 2000, McFarland’s population grew by an average rate of 3.48% annually. If this historic 20-year growth rate continues, the Village’s population would grow to 14,671 residents by 2025.
- From 1980 to 2000, the “first tier metro” communities around the City of Madison—including McFarland—grew collectively by an average rate of 3.90% annually. If McFarland followed this “metro community” trend over the next two decades, total population would grow to 16,104 residents by 2025.

The Village’s actual future population will depend on market conditions, attitudes and policies about growth, and development regulations. These alternative population projections were used when considering different future growth scenarios in McFarland over the next 20 to 25 years and in evaluating how different growth policies employed by the Village might impact future population increases. For the purposes of this *Plan*, the DCRPC’s projected growth rate resulting in about 9,780 residents by 2025 were used to determine future land use, housing, and community facility needs.

B. Demographic Trends

Table 3 shows trends in McFarland’s age and sex distribution from 1990 to 2000, and compares these trends with Dane County and Wisconsin. Following nationwide trends, the average age of McFarland’s population has grown somewhat older in the past twenty years. In 1980, the Village had a median age of 27.7, in 1990 it was 31.6, and by 2000 it was 37.1, which was older than both the County and the State. With prolonged life expectancy and a trend toward declining birth rates, the median age will likely continue to rise over the planning period. While McFarland’s median age is getting older, overall the Village maintains a sizeable younger population when compared to Dane County and the State. In 2000, the proportion of teenagers (18 and younger) in McFarland was higher, and the proportion of seniors (65 and older) was lower, than County and State populations. According to county level Census data, people moving into Dane County and the Madison urban area tend to be younger families with children. The 2000 Census data suggests that many of these families have settled in McFarland.

Table 3: Demographic Characteristics, 1990-2000

	Village of McFarland		Dane County		State of Wisconsin	
	1990	2000	1990	2000	1990	2000
Median Age	31.6	37.1	30.7	33.2	32.9	36.0
% under 18	32.3	29.3	22.7	22.6	26.4	25.5
% 65 and over	6.4	7.9	9.3	9.3	13.3	13.1
% Female	50.4	49.8	50.0	50.5	51.1	50.6

Sources: U.S. Census of Population and Housing, 1990 and 2000

Age group projections for the Village of McFarland are not available but, according to the Department of Administration, Dane County’s elderly age group (65 and older) is projected to increase significantly over the planning period. This will have important implications for school facility planning, elderly housing, and specialized transportation services in all communities, including McFarland.

C. Household Trends and Forecasts

Table 4 compares selected household characteristics in 2000 for McFarland with nearby suburban communities, towns, Dane County, and the State. McFarland’s average household size was comparable with nearby Stoughton and Oregon, but higher than the towns, Dane County and the State.

The Village’s average household size has been declining over the past two decades. The number of persons per household dropped from 2.96 in 1980 to 2.83 in 1990, and continued to drop to 2.63 in 2000. The average household size in all of Dane County in 2000 was 2.37, down from 2.46 in 1990.

According to the DCRPC, the Village’s average household size is forecasted to drop to 2.55 persons by 2010 and 2.50 persons by 2025. These projected household sizes will be used in determining future housing demand in the community over the next 20 years.

Table 4: Household Characteristic Comparisons, 2000

	Village of McFarland	City of Stoughton	Village of Oregon	Town of Dunn	Town of Blooming Grove	Dane County	State of Wisconsin
Total Housing Units	2,477	4,890	2,895	2,259	748	180,398	2,321,144
Total Households	2,434	4,734	2,796	2,079	723	173,484	2,084,544
Household Size	2.63	2.52	2.66	2.53	2.44	2.37	2.50
% Single-person household	21.5	26.2	20.4	17.6	26.7	29.4	26.8
% Family Households with school-age children	41.7%	37.5	43.5	31.4	28.6	29.0	31.9
% With individuals 65 years and older	15.7	22.5	15.2	15.7	16.0	15.8	23.0

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

D. Employment Trends and Forecasts

Table 5 shows the range of industries that employed McFarland workers in 2000. A large percentage of McFarland residents held jobs in the education, health, and social services and manufacturing industries. The Village’s largest employer is the McFarland Public School District with about 315 employees. Other large employers include: AMTELCO (110); the Village of McFarland (57); and the McFarland State Bank (30). There are also a large number of small businesses in the community. According to the U.S. Census

Bureau, the number of employees working in the McFarland zip code area (53558) as of March 1999 was 2,197, up 52 percent since 1994. Data on the number of employees working in the McFarland zip code area as of March 2002 will be released in the next few years.

Table 5: Labor Force Characteristics for McFarland Residents, 2000

Industry	Percentage of Labor Force
Education/Health/Social Services	20.8%
Manufacturing	12.7%
Finance/Insurance/Real Estate	11.0%
Public Administration	10.4%
Retail Trade	9.5%
Professional/Scientific/Management/Admin.	9.0%
Transportation/Communications/Utilities	6.8%
Arts/Ent./Rec./Accommodation/Food Service	4.9%
Wholesale Trade	4.5%
Construction	4.1%
Information	2.6%
Agriculture/Forestry/Mining	0.3%
Other Services	3.4%

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

At the county-level, total employment in all sectors increased by about 13 percent from 1996 to 2001, according to Department of Workforce Development (WisDWD). Jobs in the service sector increased the most, from 64,819 jobs in 1996 to 78,701 jobs in 2001. The County's service jobs are often relatively skilled professional or technical positions. The county also experienced significant growth in jobs related to the transportation, communication, and utilities and the manufacturing sectors. Forecasting employment growth for establishments located within McFarland is difficult given the community's comparatively small labor force and reliance on the larger Madison urban area. Employment forecasts have been provided for Dane County and the Madison metropolitan area. Woods & Poole Economics, Inc.—a regional economic and demographic analysis firm—shows total employment in Dane County growing at an annual rate of 1.5% from 1998 to 2003. The finance, insurance and real estate employment sector is expected to have the highest annual growth rate during this five-year period. Total employment in the Madison metropolitan area is projected to increase 26% over the next 20 years, from approximately 330,880 workers in 1999 to 417,370 workers in 2020. Jobs in the service sector are projected to experience the highest growth during this time period.

E. Key Planning Issues and Opportunities

To guide the planning process, the Village formed an 11-member Ad Hoc Comprehensive Plan Committee that included Village Trustees, Plan Commissioners, citizen members, representatives from the chamber of commerce and school district, and representatives from the Towns of Dunn and Blooming Grove. The committee met on a monthly basis throughout the course of the planning process to discuss the plan and allowed time for public input at each meeting. This committee also directed a number of efforts to ensure that this *Plan* is based on a vision shared by McFarland residents. These efforts were discussed and organized at monthly committee meetings that were well-attended by the public throughout the planning process. Public input strategies were outlined in the Village's public participation plan adopted by the Village Board at the outset of this planning process. The results of this public participation effort are summarized below, and were used to inform the goals, objectives, policies and recommendations reported in this *Plan*.

1. Vision Setting Workshop

The Village held a Vision Setting Workshop on May 6, 2003. The purpose of the workshop was to identify a shared future vision for the Village, and somewhat more detailed strategies for achieving that vision. In total, 50 people attended this workshop and identified McFarland's opportunities and challenges for future growth and development. Participants were asked to express what they value most about McFarland, what they see as emerging trends in the area, and their hopes and dreams for the Village's future. Some common responses included:



Residents expressed their hopes, dreams and visions for McFarland at a workshop in May 2003

- **Values:** Easy access to Madison while maintaining a “small town” community; great schools, adjacency to lakes and rivers, sense of history and community, proximity to rural areas and natural open space, great community services, low crime rate, proximity to quality health care services.
- **Trends:** Increasing development pressure in the community, limited space for economic development expansion, increasing tax rates, more traffic in the Village, lack of architectural diversity in new development, widening imbalance between residential and commercial land base, lack of pedestrian and bicycle facilities, Madison growing rapidly along northern border, lack of pro-active planning.
- **Hopes & Dreams:** Plan for growth while maintaining community identity, maintain strong schools, take better advantage of Lake Waubesa and other natural features, better transportation connections (bike, rail, bus) between Madison and McFarland, improve architectural character and quality for commercial and industrial development, downtown revitalization and redevelopment, promote senior housing, plan for a mix of housing types that address affordable home ownership, improve gateway entrance into McFarland.

Through discussion and consensus on the issues summarized above, small groups were asked to establish community planning goals, or vision elements, to guide the Village's comprehensive planning process. The following statements were chosen as the “top 3” visions at the workshop:

- **“Attract business/commercial ventures appropriate for a small town/smart business development”.** Strategies for achieving this vision statement included conducting a detailed study that identifies the needs and wants of local businesses; offering incentives to attract businesses; encouraging the Village to be more proactive in efforts to attract businesses, involving citizens and business groups in the effort; focusing on existing resources such as available land, rail, natural resources, highway access; helping existing businesses grow and stay in the Village; and keeping taxes low.
- **“Preserve our sense of community and quality of life through access to services (library, community center, senior services, retail, pool)”.** Strategies for achieving this vision statement included building a community pool, improving park and recreation services and programs, particularly for seniors; redeveloping the downtown business district; maintaining quality public safety services, coordinating community events, and expanding community information services.

- **“Smart Growth that preserves and enhances the natural resources surrounding the community”.** Strategies for achieving this vision statement included prioritizing and purchasing key natural areas around the community, protecting existing wetlands; educating developers on the importance of wetlands; creating sedimentation basins to trap run-off before it hits the rivers and lakes; protecting the lake corridor through the “Friends of Yahara”, promoting the use of rain gardens to reduce pollution and run-off; enhancing access to natural areas; preserving existing Indian Mounds and drumlins; and working with the Town of Dunn to preserve mutual natural areas.

2. Focus Groups

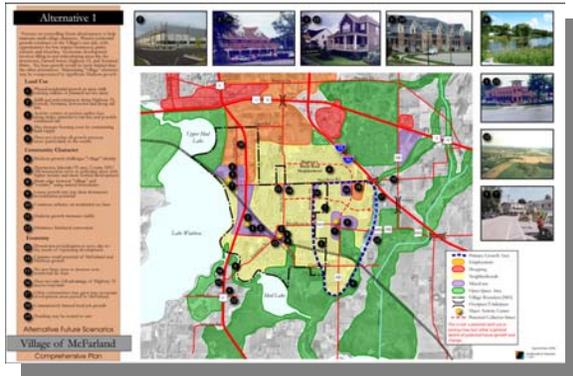
Four focus group discussions were held in June 2003 to provide more detailed consideration to some of the key visions and strategies identified in the vision setting workshop. The focus groups included business owners and economic development interests; neighborhood organizations and historic preservation interests; local developers and builders; and a group interested in park, open space, and recreation issues. The main recommendations from each of these groups are summarized below:

- **Downtown Business/Economic Development:** The comprehensive plan should provide more non-residential development areas to increase the balance of residential and non-residential land uses in the Village; the Village should be more pro-active in marketing the Badger Business Park; the development review process for non-residential projects should be easy to follow and predictable; the economic development commission should be re-established to work on specific issues and strategies; encourage new businesses in the downtown such as a coffee shop, jewelry store, sit-down restaurant; the plan should consider the two possible places for new commercial growth: south of the river and/or east of the Village toward the Interstate; the Village should focus on re-development opportunities along Terminal Drive, Highway 51, and the downtown area; the Village should encourage multi-family residential buildings in the downtown area to increase overall activity in that area.
- **Neighborhood Organizations/Historic Preservation:** The Village should plan for more open space corridors (or greenways) throughout the community; existing and future subdivisions should be linked with a village-wide network of bike and/or walking trails; the Village should explore possible Madison Metro service extensions into McFarland if this bus service includes routes in the growing Marsh Road Neighborhood to the north; any future elderly housing should be sited near grocery stores, in the downtown area, or next to other community services rather than out on the edges of the community; the Village should start requiring higher residential densities as a strategy to provide more affordable housing in the community.
- **Local Developers:** There is a demand for more moderately-priced lots, entry-level housing, and senior housing in McFarland; the Village’s growth management/phasing plan and the Town of Dunn’s restrictive development policies have driven up the price of land in the entire area; the cost of land should be considered when deciding whether the Village should expand to the south or to the east; smaller tracts of land available under the phasing plan make it difficult for developers to create a mixed use project; the Village should establish a clear, step-by-step process for getting development reviewed; relocating the lumberyard should be a main feature to any downtown redevelopment scheme.
- **Parks, Open Space, and Recreation:** The Village should plan for bicycle and pedestrian routes throughout the Village; pursue efforts with the County to build a regional bike route connecting McFarland to Madison and the “Capital City” trail; explore the feasibility and interest in a dog park in the Village; pursue grant funds and other funding opportunities for acquiring and developing future parkland.

3. Future Alternatives Open House

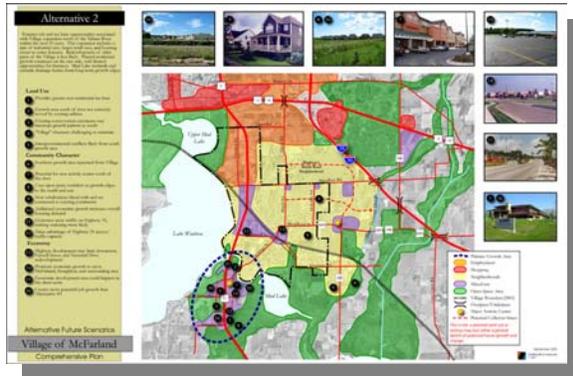
An open house was held on October 2, 2003 to gather input on three alternative future scenarios for the Village. The three scenarios depicted various ways that growth over the next 40 years might be arranged in and around the Village. There were 219 people who attended the open house, which consisted of two presentations of the scenarios, followed by a question and answer period and individual examination of graphic materials presenting information on the scenarios. The scenarios were on display at the 2003 Family Fun Fest and in the Municipal Building lobby in the weeks leading up to and following the open house. Participants were allowed to provide written reactions and comments on each scenario in a provided evaluation form. In total, there were 187 evaluation forms turned in during this process. The three scenarios presented were:

Alternative #1



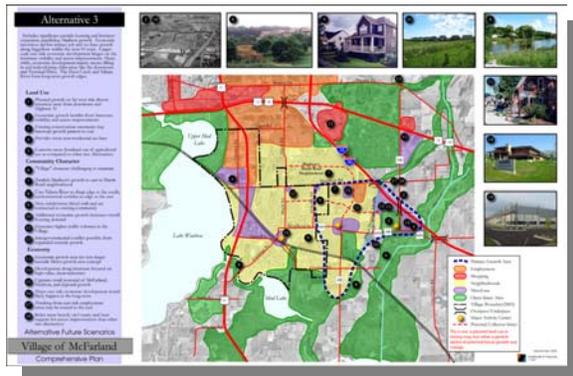
Alternative #1 focused on controlling future development to help maintain small-village character. Phased residential growth in areas with existing utilities or planned service areas would continue on the Village’s east side, with opportunities for low-impact businesses, parks, schools, and churches. Economic development would involve filling in and redeveloping areas in the downtown, Farwell Street, Highway 51, and Terminal Drive. Tax base growth would be more limited than the other alternatives.

Alternative #2



Alternative #2 featured job and tax base opportunities associated with Village expansion south of the Yahara River within the next 10 years. The expansion would include a mix of industrial uses, larger retail uses, and housing closer to water features. Redevelopment of older parts of the Village would be less likely given more “greenfield” development to the south. Phased residential growth would continue on the east side, with limited opportunities for businesses. Mud Lake wetlands and eastside drainage basins would form long-term growth edges.

Alternative #3



Alternative #3 would include significant eastside housing and business expansion, paralleling Madison growth. Incentives would aid low-impact job and tax base growth along Siggelkow Road within the next 10 years. Larger-scale east side economic development would hinge on interstate highway visibility and access improvements. Meanwhile, economic development would mainly mean filling in and redeveloping older areas like the downtown and Terminal Drive area. The Door Creek and Yahara River form long term growth edges.

Of the 187 submitted evaluation forms, 96 (or 51 percent) indicated a preference for only Alternative #1, compared to 16 forms (or 9 percent) indicating preference for only Alternative #2 and 11 forms indicating preference for only Alternative #3. The remaining evaluation forms indicated a preference for some combination of the three alternatives, or suggested that none of the alternatives were desirable.

In the summer of 2003 the Comprehensive Plan Committee discussed the mapping of a fourth alternative future scenario. That fourth future scenario would have shown a combination of growth to the east and to the south of the Yahara River. Based on budgetary constraints, this alternative was not formally considered at the public open house.

However, in August 2003, the McFarland Chamber of Commerce conducted a membership survey to gauge support for the alternatives. As part of its survey, the Chamber proposed the fourth scenario that combined elements of the three formally considered alternatives (including some growth to the east and some to the south) and emphasized the notion of limiting Village boundary expansion to that of the McFarland School District boundary. Of those members responding to the survey, the majority preferred the fourth scenario, following by Alternative #2 and Alternative #1. There was no support for Alternative #3 among Chamber member respondents.

4. Draft Plan Open House

On June 24, 2004, the Village held an open house to allow residents to review the draft *Comprehensive Plan*. Approximately 55 people attended the two-hour session. Comments raised at the open house included a request to show more land for future commercial use on the east side; more consideration should be given to the impact community growth will have on groundwater quality and quantity; the *Plan* should recognize the existing rod and gun club in the Eastside Growth Area and consider it a long-term use in the Village; the Village needs to recognize that state law protects sport shooting ranges from noise nuisance ordinances or zoning conditions related to noise; bike lanes should be mapped to show connections to a future transit station; consideration should be given to the impacts growth on the east side will have on Siggelkow Road; the *Plan* should recognize that lands on the far east side are enrolled in the Town of Dunn's Purchase of Development Rights (PDR) program and will not be developed for any other land use; and residents should have been given a fourth scenario to consider during the alternative growth scenarios phase of the project that showed some development to the east and some to the south of the Yahara River.

Attendees at the open house were provided an evaluation form to obtain more individual reaction to the *Plan*. There were 13 evaluation forms submitted at the open house. One of the questions in the form asked, on a scale of 1 to 10 with 1 indicating "no support" and 10 indicating "very supportive," how each attendee rated their overall support for the plan recommendations. The average score from the 13 evaluation forms was 6.5.

Prior to the open house during the month of June, the draft Planned Land Use Map was on display at Village hall. An evaluation form was provided to interested individuals wanting to react to the plan map. There were 22 evaluation forms submitted during this public display period. One of the questions in the form asked, on a scale of 1 to 10 with 1 indicating "no support" and 10 indicating "very supportive," how each person rated their overall support for the plan recommendations. The average score from the 22 evaluation forms was 5.2.

5. Plan Commission Work Sessions

Following the public open house, the Comprehensive Plan Committee forwarded the *Plan* onto the Village Plan Commission. During late 2005 and early 2006, the Plan Commission held several public work sessions on the *Plan* and incorporated several changes to the *Plan* based on public input and Commissioner comments.

6. Public Hearing

The Village Board held a Public Hearing on the *Plan* on March 27, 2006, following proper notice and distribution of *Plan* materials. Several residents spoke at the Public Hearing, particularly on the issues of growth south of the Yahara River and open space planning near the river. In addition, written comments from the City of Madison and Town of Dunn were received. In consideration of these comments, the Village Board approved certain changes to this *Plan* prior to adoption.

F. Overall Goals, Objectives and Policies

Through the public participation process described above, a set of overall goals was articulated for the Village of McFarland. These overall goals provide the framework on which the Village will build its more specific recommendations. Each chapter of this *Plan* includes goals, objectives and policies which provide the vision and policy guidance that the Plan Commission, Village Board, residents, and other interested groups will need to guide local land use decision-making over the next 20+ years. Goals, objectives and policies are defined below:

- **Goals** are broad, advisory statements that express general public priorities about how the Village should approach preservation and development issues. These goals are based on key issues, opportunities and problems that affect the Village.
- **Objectives** suggest future directions in a way that is more specific than goals. The accomplishment of an objective contributes to the fulfillment of a goal. While achievement of an objective is often not easily measured, objectives are usually attainable through policies and specific implementation activities.
- **Policies** are rules, courses of action, or programs used to ensure *Plan* implementation and to accomplish the goals and objectives. Village decision makers should use policies on a day-to-day basis. Success in achieving policies is usually measurable.

Overall Planning Goals

- Preserve the Village of McFarland's small-town atmosphere while accommodating well planned, orderly and coordinated growth.
- Enhance opportunities for business and industrial development and redevelopment in the Village.
- Protect the important natural resources in and around the Village and use them as community edges.
- Maintain a balance of types and affordability levels in the Village's housing stock.
- Promote a future land use pattern containing a mix of uses and building types, while respecting the Village's historic character.
- Emphasize intergovernmental communications and cooperation in planning efforts.
- Enhance the sense of community and recreational opportunities within the Village.

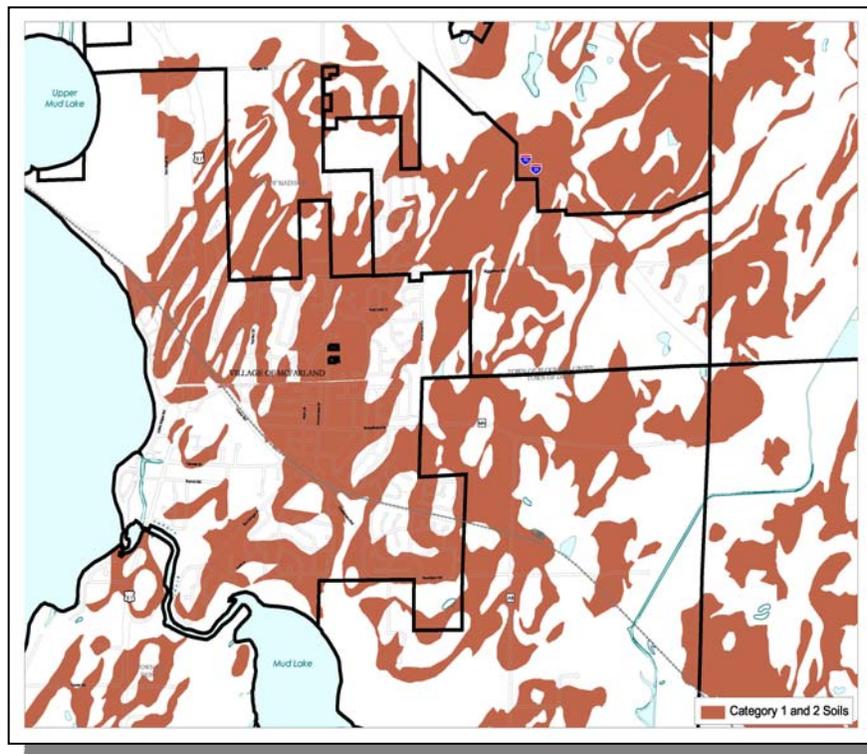
CHAPTER TWO: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

This chapter contains a compilation of background data, goals, objectives, policies, and recommended programs to preserve productive farmlands, conserve important natural resources, and protect historic and cultural sites and landmarks in the McFarland planning area over the next 20 years.

A. Agricultural Resource Inventory

Farming and agricultural activities have played an important role in McFarland's historic development as a railroad hub for shipping wheat, hogs and tobacco. Most of the soils in the adjacent Town of Dunn and in some portions of the Town of Blooming Grove are very suitable for crop production and result in good yields without overly intensive management. Map 2 depicts, in the shaded areas, the best farmland soils in the McFarland area.

Map 2: Class I and II Soils



Farm commodities produced in the planning area include beef, dairy, corn, tobacco, oats, alfalfa, soybeans, and canning crops. The two adjacent towns have adopted land use plans which are incorporated into Dane County's *Farmland Preservation Plan*. The Town of Blooming Grove and the Town of Dunn worked on plan updates to comply with the Smart Growth law at the time McFarland was working on this *Comprehensive Plan*. These two towns have also adopted Dane County's exclusive agricultural zoning district, which limits non-farm development in the rural areas. Today, the rural farmland surrounding McFarland is viewed by many residents as a positive contributor to the Village's character.

In an effort to preserve large tracts of farmland and open space, the Town of Dunn established a purchase of development rights (PDR) program in 1996 when town residents approved a property tax increase to fund the program. This tax increase raises roughly \$160,000 a year for the town's PDR program. As of April 2003, the town has used these funds and grants to purchase development rights from 15 landowners and protect over 2,060 acres of land for permanent farmland and open space uses (see Map 5 for the location of these protected parcels in the McFarland planning area). The town has accomplished

this in partnership with several land protection organizations including the Wisconsin Department of Natural Resources (WisDNR), U.S. Department of Agriculture, Dane County Parks, and the Natural Heritage Land Trust.

B. Agricultural Resource Goals, Objectives and Policies

Goal:

Work with surrounding Towns to preserve agricultural uses in mutually agreed areas.

Objectives:

- a. Maintain agriculture as a significant economic activity within McFarland's extraterritorial jurisdiction.
- b. Prioritize the preservation of the best agricultural soils in the Village's planning area as a key factor in decisions on future community expansion.
- c. Recognize the value of farmland as open space near the Village limits.



Open farm fields and grazing lands add rural character to the Village's planning area

Policies:

1. Work with surrounding communities to encourage an orderly, efficient development pattern that minimizes conflicts between urban and rural uses.
2. Use the Village's extraterritorial subdivision review in support of adopted town land use plans to prevent intensive non-farm development of mutually agreed agricultural preservation areas.
3. Carefully consider the location of prime or other highly productive agricultural lands before making decisions on the expansion of urban services or community growth.
4. Recommend that no policy should be adopted or implemented which would substantially impair or diminish the present uses, values or enjoyment of agricultural land.

C. Agricultural Resource Programs and Recommendations

This *Plan* recognizes the importance of agricultural activities to McFarland's local economy and character and seeks to preserve the integrity of this resource in and beyond the Village limits. The Village encourages the preservation of existing farmlands in areas designated as *Agricultural Preservation Areas* on Map 6, by pursuing the following recommendations:

- Support the Town of Dunn on development right acquisitions from willing landowners where consistent with this *Plan's* growth and preservation recommendations. As a result of the preservation efforts of the Town of Dunn, there will be permanently protected agricultural lands at certain long-range Village borders that will form a long-term Village boundary such as in some areas of the East Side Growth Area.
- Allow the annexation of lands whose owners wish to continue agricultural activities for an indefinite period of time.
- Continue to support the creation of community gardens, similar to the space that will be provided for community gardens in Urso Park.
- Exercise extraterritorial jurisdiction (ETJ) plat review authority as established by state statutes by not approving subdivisions (5 or more lots) within the ETJ, except in Village-Town mutually agreed areas.

D. Natural Resource Inventory

Understanding the relationship between the Village and its natural surroundings suggests possible locational advantages for particular land uses. A natural resource inventory is also important in identifying environmentally sensitive areas where development is not appropriate. Identifying these areas before development occurs will prevent severe site or environmental problems that may be difficult or costly to correct in the future. Maintenance of these natural features is also important for community appearance and for the functions they perform for natural communities. Map 3 and Map 5 in this *Plan* depict the Village's key environmentally sensitive areas, some of which are described in more detail below.

1. Landforms/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. 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 which generally lie parallel to the southwest movement of the glaciers.

Under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period. Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

2. Environmental Corridors

Environmental corridors are located throughout the planning area (see sidebar for a description of Environmental Corridors). Within the Village, the dominant environmental corridor follows the Lake Waubesa shoreline and Yahara River flowage corridor. Environmental corridors are, in effect, a composite of the most important individual elements of the natural resource base and have immeasurable environmental, ecological, and recreational value. Protection of these corridors from additional intrusion by incompatible land uses should be an essential planning objective for the preserva-

Environmental Corridor Analysis

Environmental corridors are a composite of the best elements of the natural resource base occurring in a linear pattern on the landscape. These corridor areas normally include one or more natural resource elements that are essential to the maintenance of an ecological balance and diversity, and the preservation of natural beauty and should be preserved and protected in essentially natural open uses. These corridors generally lie along the major stream valleys, around major lakes, and in the moraine areas of south central Wisconsin. Almost all of the remaining high-value wetlands, woodlands, wildlife habitat areas, major bodies of surface water, and delineated floodlands and shorelands are contained within these corridors. As mapped by the DCRPC, environmental corridor features include:

- surface waters and their undeveloped shorelands
- DNR mapped wetlands and 100-year floodplains
- steep slopes greater than 12 percent adjacent to a floodplain, wetland, or water body
- woodlands and areas of unique vegetation or geology adjacent to a water body
- existing and proposed parks, greenways, conservancy areas and stormwater management areas.

tion of open natural spaces. All of the environmental corridors shown on Maps 3 and 5 were mapped by the DCRPC and serve as an important determinant of this *Plan's* recommended land use and transportation patterns.

3. 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 slumping, 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.

4. Drainage Basins

Map 4 shows the major watershed boundaries and drainage divides in the planning area. The entire Village lies within the Yahara River watershed. The northern part of the Village drains into Lake Waubesa, while the southern part drains into Lower Mud Lake. The land area draining to Lake Waubesa is included in a WisDNR "priority watershed" project (called the "Yahara-Monona" Project). Under this project, financial and technical assistance is provided to Village and rural landowners to control erosion and stormwater runoff.

5. 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.

Map 3: Environmentally Sensitive Areas and Public Lands

6. Surface Waters

Primary surface water bodies in the planning area include Lake Waubesa, Mud Lake, and the Yahara River. 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, blue gill, crappie, perch, walleye, northern pike, and sunfish. 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 and continues into Lake Kegonsa and eventually drains into the Rock River farther to the south. The river drains the entire Dane County chain-of-lakes (Mendota, Monona, 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).



The Yahara River flows along the Village's southern edge

7. Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas predicted to be inundated with flood waters 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. In 2001, FEMA and Dane County began digitizing the floodplain maps for Dane County. The National Flood Insurance Program maps produced by the FEMA should be referenced for official delineation and elevations of floodplain boundaries.

8. Wetlands

Wetlands in the planning area are the result of glacial activity. During the glaciation period, a layer of glacial till was left behind in varying thickness across the region. This material often blocked the path of rivers and streams, creating lakes, marshes and wetlands of various shapes and sizes. The largest wetland feature in the McFarland area is the Waubesa wetlands located at the southwest corner of the 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 planning area are located along Upper Mud Lake, in the McDaniel Park and Babcock County Park areas, and along the Yahara River southeast of the Village in the Door Creek watershed. In 1998, Dane County was awarded a WisDNR Lake Management Planning grant to de-

velop a Door Creek Wetlands Resource Protection Plan to conduct an evaluation of these wetlands and to develop a comprehensive framework for protecting and restoring this natural resource. Wetland areas are important for aquifer recharge, groundwater and surface water quality improvement, and wildlife habitat. These have been identified and mapped by WisDNR through its Wisconsin Wetlands Inventory. Generally, County and Village zoning does not permit development in these areas.

9. 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 woodland areas shown on Maps 3 and 4 were identified by the DCRPC from the latest aerial photographs using a 1-acre minimum size and approximately 80 percent minimum canopy cover as mapping criteria. The McFarland planning 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.

10. Steep Slopes

Steep slopes enhance a community's visual appeal and shape urban development patterns. Protecting steep slopes from disturbance reduces erosion and water runoff into local rivers and streams, thereby improving the quality of area water resources. Disturbances of steep slopes by development or construction can render the slope unstable, which could cause landslides resulting in expensive and extensive damage to buildings, roads, and utilities. For all of these reasons, protecting steep slopes through proper planning is very important. 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. Several areas along Lake Waubesa also have slopes of greater than 20 percent.

11. Hilltops and Ridgetops

Hilltops and ridgetops are important natural features that are often overlooked in comprehensive planning efforts. Within the Village, these features are particularly noticeable in the northern and southern portions of the community. Hilltops and ridgetops serve to define the horizon and provide a "natural edge" for a community. Large structures constructed on top of them tend to be visually prominent—especially if not blending with the area's rural-agricultural character in terms of color, material, or style.

12. Rare Species Occurrences

There are areas in and around McFarland where rare plants and animals have been identified by WisDNR's Natural Heritage Inventory. This is a statewide listing of known locations of rare, threatened, or endangered plant and animal species. This data is obtained through field inventory and site checks. Generally, the identified areas are located in the southeast corner of the Village and along the Yahara River and Mud Lake. More specific information on location and specie type is available from WisDNR's Bureau of Endangered Resources office at its website www.dnr.state.wi.us/org/land/er/ and also by contacting Jamelle Schlangen at Jamelle.Schlangen@dnr.state.wi.us.

E. Natural Resource Goals, Objectives and Policies

Goal:

Protect the Village's important natural resources

Objectives:

- a. Preserve streams, drainageways, floodplains, wetlands, wildlife habitat, steep slopes, woodland areas, and other natural features.

- b. Protect surface water and ground water quality in the Village's planning area.
- c. Work with private landowners to clean up contaminated sites that threaten the public health, safety, and welfare.
- d. Prevent future problems associated with developing land too close to natural areas.

Policies:

1. Prevent development in Environmental Corridors as designated by and per the policies of the Dane County Regional Planning Commission.
2. Prohibit new buildings on slopes greater than 20 percent. Strongly discourage placement of new buildings on hydric soils and on slopes between 12 percent and 20 percent where other more appropriate sites are available.
3. Require natural resource features to be depicted on all site plans, preliminary plats, and certified survey maps, including wetlands, steep slopes, floodplains, drainageways, wooded areas, and mature trees. Once identified, establish maximum clearance or removal standards for these features and require on-site mitigation where those standards cannot be met.
4. Work with surrounding communities, the County, and non-profit groups to encourage an orderly, efficient development pattern that preserves natural resources and to obtain land or development rights for natural resource or open space protection.
5. Utilize subdivision, zoning, and official mapping authority to protect environmental corridors within the Village limits and extraterritorial area.
6. Emphasize use of natural drainage patterns, construction site erosion control, and ongoing stormwater management measures that control the quality, quantity, and temperature of water leaving any site.
7. Use major natural areas, such as the Door Creek corridor, Yahara River, and Mud Lake wetlands as a long-term edge to community growth.
8. Work to protect rare species and wildlife habitat areas, including through submittal of a "Wisconsin Natural Heritage Inventory Request Form" to WisDNR whenever a new subdivision or major development proposal is offered within a section of land where a rare species has been identified.
9. Carefully review proposals for metallic and non-metallic mineral extraction operations, requiring the submittal and careful review of site plans, operation plans, and reclamation plans and the protection of adjacent property owners, natural resources, and local roads.

F. Natural Resource Programs and Recommendations

The following are key recommendations to protect the planning area's important natural resources:

1. Preserve Environmental Corridors and Other Key Features

Continuing the recommendations contained in the Village's previous land use and park plans, this *Plan* recommends that the Village continue to use the mapped environmental corridors to protect open space and direct development to lands suitable for construction. The Village should update its Official Map to incorporate environmental corridors and proposed drainageways and parks shown on the Planned Land Use Map. The Village should also work cooperatively with the County, WisDNR, and local landowners to restore environmental features by re-establishing some of the original stream channels and re-directing flow back into marsh areas. Requiring a vegetative buffer of 75 to 100 feet around all wetlands and navigable streams is another approach to protecting water quality and wildlife habitat.

2. Prepare Conservation Plan with Neighboring Communities

This *Plan* recommends that the Village work with the adjacent Towns, Dane County, and WisDNR to prepare a Conservation Plan for the southern portion of the planning area, generally encompass-

ing the Door Creek wetlands, Lower Mud Lake wetlands, and surrounding agricultural land. The Conservation Plan should build from the evaluations and recommendations contained in the 2000 *Door Creek Wetlands Resource Protection Plan* and make specific recommendations for protecting the area's natural resources and preserving rural character and open space. The multi-jurisdictional Conservation Plan should be designed to:

- Inventory the planning area's natural resource base, including extensive open space areas, woodlands, wetlands, natural resource areas, critical habitat areas, prominent vegetation cover, steep slopes, environmental corridors, and already protected land.
- Identify important "viewsheds," community growth edges, and areas of scenic value in the community;
- Identify "greenway" corridors which can link open space areas, connect local and regional recreational trail systems, and preserve and enhance the overall character of the area.
- Identify priority areas for preservation and restoration, including archeological features and prime farmland parcels.
- Establish a system for evaluating and prioritizing lands in the planning area which are appropriate for conservation *and* that protect important "viewsheds" and/or connect recommended "greenway" corridors.
- Provide detailed strategies to implement plan recommendations by identifying specific grant programs, partnerships, and funding opportunities for this multi-jurisdictional effort.



The Lower Mud Lake wetlands are an important natural resource for area residents

3. Promote Water Quality Protection

The Village should require stormwater management practices, such as infiltration and retention ponds, be incorporated into development proposals that address the water quantity impacts to area wetlands. Post-development stormwater run-off should not exceed pre-development conditions. Area-wide stormwater management systems should be identified in accordance with detailed stormwater management plans and in conjunction with open space amenities such as wetlands, woodlands, and parks. To minimize erosion control and runoff impacts on local water quality, the Village should work with private landowners and developers to incorporate Best Management Practices (BMPs) rather than simply conventional engineering strategies. BMPs may include overland transfer, natural landscaping to increase infiltration and reduce run-off (e.g., rain gardens), bio-infiltration systems, residential roof runoff directed to pervious yard areas, maximum impervious surface ratios for development sites, and narrower street cross-sections.

G. Cultural Resource Inventory

Preservation of historic and cultural resources fosters a sense of pride, improves quality of life, and provides an important feeling of social and cultural continuity between the past, present and future. The following sections describe the Village's significant historic and archeological resources.

1. Historic Resources

Like many other communities in southern Wisconsin, 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 the settlement of 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. A complete description of McFarland’s historic past has been compiled in the *City of the Second Lake – A History of McFarland, Wisconsin*, with the most recent addition published in 1998.

There are three sites in the Village listed in the State or National Register of Historic Places. The Lewis Mound Group was the Village’s first site listed in the National Register, back in 1984. This mound group is comprised of eight conical and linear burial mounds, which were 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 site listed on the register. This mound group is made up of two burial mounds.



The third site, listed in 1988, is the McFarland House. Constructed in 1857, this house was designed in the Greek Revival Style and served as an early boarding house. It is located at 5923 Exchange Street. The McFarland Historical Society maintains more information on these treasured historic sites.

In addition to state and nationally-designated landmarks, the State Historical Society’s Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state—such as barns, bridges, commercial buildings, school houses, and houses—that create Wisconsin’s distinct cultural landscape. The AHI includes 89 documented structures, including 68 houses, in the Village of McFarland. A complete description of these structures is available on the Society’s web page.

2. Archeological Resources

According to the State Historic Society, there are over 20 archaeological sites (shown on Map 3) and cemeteries identified in the McFarland planning area as of January 2003. This includes only those sites that have been reported to the Society, and does not include all of the sites that might be present in the planning area. The types of sites that have been identified in the area include cemeteries (burial mounds and unmarked graves), historic campsites, and early homesteads. Many of these archaeological sites are located along Lake Waubesa. Few of these sites have been evaluated by the Society for their importance, or their eligibility for listing on the State or National Register of Historic Places. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Dane County ordinances require a 25-foot building setback from Native American burial mounds.

H. Cultural Resource Goals, Objectives and Policies

Goal:

Preserve and build on McFarland's historic character.

Objectives:

- a. Promote the historic downtown area as the Village's community center and gathering place.
- b. Identify and protect unique historic and archeological areas within the Village and planning area.

Policies:

1. Emphasize the value of remaining historic resource areas as community focal points.
2. Encourage the preservation of historically and architecturally significant structures/districts and archeological resources in the Village, especially the historic residences. Continue to update records and mapping to fully document these resources.
3. Work with the McFarland Historic Society to protect resources that contribute to the Village's character.
4. Enhance the role of the downtown area as the Village's activity hub.
5. Support community events and programs which celebrate the history and culture of McFarland, in conjunction with the McFarland School District, Chamber of Commerce, Historic Society, churches, clubs, and other groups.

I. Cultural Resource Programs and Recommendations

The following are recommendations to preserve McFarland's important historic and archeological features:

1. Preserve Historic Districts and Buildings

Protecting the historic properties in Downtown McFarland could be accomplished through strategic amendments to the Village's zoning ordinance and through a formal landmark nomination process. This *Plan* recommends the adoption of a Downtown Design Overlay District that would allow the Plan Commission to review any new construction or the exterior remodeling, renovation, or modification to existing structures in the downtown area to ensure that it meets certain aesthetic standards.

The Village's Landmarks Commission should seek to formally nominate the downtown historic district boundary as recommended in the 1999 *Village Center Master Plan* and adopt a historic preservation ordinance to regulate new construction, alterations or demolitions that affect properties within this district. Once this district and ordinance are officially established, the Village should apply for Certified Local Government (CLG) status through the State Historic Society. This would allow the Village to apply for special grants to fund planning and educational activities concerning historic preservation. The Landmarks Commission should also explore any opportunities to nominate a single structure or property in the Village.

Once a district or single property is listed on the State or National Register, there are economic incentives available to private landowners interested in protecting their properties. These incentives help offset additional costs that may be necessary to comply with other, more regulatory aspects of an historic preservation program. The primary economic incentive for historic preservation is in the form of tax credits. These tax incentives are available for buildings that are listed, or eligible for listing, on the State and National Register of Historic Places. Property owners can qualify for a 20% federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. In Wisconsin, owners of historic properties can claim an additional 5% ITC from the State against the approved costs of the rehabilitation of their building. All work must comply with federal guidelines established in the Secretary of Interior's *Standards for Historic Building Rehabilitation*.

At the state level, another tax relief program provides a 25% Wisconsin ITC for the rehabilitation of owner-occupied structures that either contribute to a National Register-listed historic district or that are individually listed—or eligible for listing—with the National or State Register. To qualify, rehabilitation expenditures must exceed \$10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. All applications must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.



Downtown McFarland has several historic properties

Historic property owners can apply for grant funding from the Wisconsin Humanities Council's Historic Preservation grant program. The program provided grants for projects that enhance the appreciation of important historic buildings or decorative art works. Preference is given to significant preservation projects in communities with populations less than 30,000. All applications must be made to the Wisconsin Humanities Council, where additional information can be obtained.

2. Protect Archeological Resources

There are over 20 archaeological sites and cemeteries in the McFarland planning area identified in the Wisconsin Archeological Site Inventory (ASI). Many of these archaeological sites are Native American burial sites located along Lake Waubesa and the Yahara River drainage basin. Only two of these sites have been listed on the State or National Register of Historic Places. Interested individuals who own archeological sites that are listed on these registers, or believe that an archeological site on their property may be eligible for the state and national register, can take advantage of some tax breaks. If a site is listed, and if the owner signs a protective covenant, the land included under the covenant can be made exempt from general property taxes. Depending on the size of the site and the local tax rate, signing a covenant can provide substantial savings for the land owner.

To avoid disturbing any known archeological site during development, this *Plan* advises that the Village make a specific request to the State Historical Society for more detailed information when a specific development proposal is offered on land in an area where a known historic or archeological site has been mapped, if its location is not readily apparent.

CHAPTER THREE: LAND USE

This chapter contains a compilation of background information, goals, objectives, policies and recommendations to guide future preservation and development of public and private lands in and around the Village of McFarland. The chapter includes two inventory maps that show existing land uses and factors that influence McFarland’s future growth patterns. It also includes a map showing recommended future land uses.

A. Existing Land Use Inventory

An accurate depiction of the Village’s existing land use pattern is the first step in planning for a desired *future* land use pattern. An inventory of existing land uses in the community was conducted using data from Dane County, aerial photographs, and spot field checks (see sidebar for a description of existing land use categories). Following this initial inventory, Village officials and members of the Ad Hoc Comprehensive Planning Committee had an opportunity to review and suggest corrections to the map before they were finalized. The resulting Map 4 portrays the Village’s existing land use pattern as of early 2003.

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 USH 51. In general, McFarland has been expanding to the north and east over the past decade. This growth northward has slowly eroded the open space area that separates McFarland and Madison.

Table 6 summarizes the total acreage amount for each land use category within the Village’s municipal limits. The following is a summary of the development patterns depicted on Map 4.

1. Residential Development

Much of the Village’s land area is used for single-, two- or multi-family residential development (35 percent of the Village’s *total* land area; more than 50 percent of its *developed* land area). The Village’s residential land base is primarily single-family homes, with 640 acres of land dedicated for such use. According to the DCRPC, the density of single family residential development in McFarland’s portion of the Central Urban Service Area in 2000 was 3.7 units per acre.

The Village adopted a *Residential Growth Management Plan* in 1998 to guide the staging of residential development in the community. This staging plan is based on urban service area expansions, population, housing and platting trends, and the Village’s current supply of building lots. The staging plan

Existing Land Use Categories

Single Family Residential: single-family residential development at densities up to 4 dwelling units per acre;

Two-Family Residential: two-family and attached single-family residential development (duplexes, town homes, flats), generally at densities up to 8 dwelling units per acre;

Multiple Family Residential: a variety of residential units at densities averaging 8 dwelling units per acre;

Mobile Homes: Mobile homes and mobile home parks;

Business: indoor and outdoor commercial land uses, and controlled outdoor display land uses

Office: office, institutional and office-support land uses;

Industrial: indoor manufacturing, assembling and controlled outdoor storage areas;

Extraction: sites either in current or previous uses as a landfill; quarries, gravel pits, clay extraction, peat extraction and related uses.

Institutional: large-scale public buildings, hospitals, and special-care facilities. Small institutional uses may be permitted in other land use categories

Agriculture/Vacant: agricultural uses, farmsteads, open lands, vacant parcels and single-family residential development with densities at or below 1 dwelling per 35 acres;

Public Open Space: park and open space facilities devoted to playgrounds, play fields, play courts, trails, picnic areas, and related recreational activities. Land owned by WisDNR.

Woodlands: Wooded areas as mapped by DCRPC;

Surface Water: lakes, rivers and perennial streams;

Roads: publicly-owned land for transportation uses, including roads, highways, and railroads.

calls for phased residential development on the east side of the Village along Holscher Road, between Siggelkow Road to the north and Elvehjem Road to the south (see Map 5 for stage area boundaries).

The Village's *Two-Family Residential* development includes scattered properties around the downtown area, along Lake Edge, Burma, and Creamery Roads and at the Village's edge. *Multiple Family Residential* development, averaging about eight to ten units per acre, is located on scattered sites throughout the community, with particular areas of development around the downtown. More recent multiple family developments are found along USH 51 and Paulson Road and along Siggelkow Road.



Much of McFarland's recent residential growth has occurred at the Village's edges, such as that shown above along Elvehjem Road

Most of the residential development outside of the Village limits is located along Lake Waubesa within the Waubesa Limited Service Area (LSA)

where a separate sanitary district provides sanitary sewer service to 2,027 people. There is also existing and pending residential development north of the Village along Marsh Road, in the City of Madison and Town of Blooming Grove. There is a 120-home rural residential subdivision located in the Town of Blooming Grove north of Siggelkow Road.

2. Business/Office Development

There are approximately 90 acres in McFarland used for business or office development. There are two primary locations for this type of development: the downtown area (where the railroad, Exchange Street, Creamery Road and Milwaukee Street converge) and along both sides of USH 51 and Farwell Street. Most of the recent *Business* development has occurred along USH 51. There is a key undeveloped parcel slated for future commercial and office development near Pick-n-Save on the east side of USH 51. There are some limited *Office* uses interspersed with business uses along USH 51 and in the downtown area. Outside of the Village limits, there are scattered locations of *Business* development, particularly north and east of the Village in the City of Madison (Marsh Road and Voges Road).

3. Industrial Development

Industrial uses in McFarland include the large petroleum terminals, or "tank farms", north of the Village along Terminal Drive and USH 51. These terminals are owned and operated by several different companies, including U.S. Oil, Koch Pipeline, Citgo, Cenex and Exxon Mobil. The McFarland Commerce Park along Triangle Road is located in the northern part of the Village, and includes a variety of tenants and buildings. Nearly all of the Village's industrial development is located on the northwest side of the community.

4. Other Land Uses

Key *Institutional* land uses in McFarland include the McFarland High School, Indian Mound Middle School, Waubesa Intermediate School, and Conrad Elvehjem Early Learning Center. Other *Institutional* land use includes the municipal buildings along Milwaukee Street, the library, ice arena and curling facility, museum, and scattered church sites and cemeteries.

Map 4: Existing Land Use

5. Existing Land Use Conflicts

The land use inventory highlighted areas in McFarland where past development decisions have resulted in incompatible or conflicting land uses. Commercial development along USH 51 and Farwell Street has caused noise, traffic, and lighting conflicts with some neighboring residential homes. There are some existing homes along Terminal Drive located adjacent to the tank farms, which generate heavy truck traffic. This *Plan* seeks to minimize these types of potential conflicts through thoughtful planning and implementation.

Table 6: Village of McFarland Existing Land Use Totals

Land Use	Acres*	Percent
Single Family	640	30.0
Two Family	35	1.6
Multiple Family	55	2.6
Mobile Homes	0	0
Business	74	3.7
Office	18	0.8
Industrial	213	10.0
Extraction	2	0
Institutional	116	5.4
Agriculture/Vacant	314	14.7
Public Open Space	237	11.0
Woodlands	39	1.8
Surface Water	5	0.2
Road Right-of-way	390	18.2
TOTAL	2,138	100%

Source: GIS Inventory, Vandeville & Associates, 2003

** Includes only land acreages within the Village's 2004 municipal limits*

6. Land Development Trends

From 1993 through 2001 there were 750 parcels created in the Village of McFarland through either subdivision platting or through a certified survey map, which averages to 83 lots per year (see Table 7). In 1998, there were 240 new lots created in the Village, by far the most platting activity over the past decade. In part, this platting activity prompted the 1998 adoption of the *Residential Growth Management Plan*.

According to the DCRPC and based on all approved preliminary plats, there were 315 vacant or potential single family lots in the Village in 1998. There was land available for the development of 48 duplex units, 168 multiple family units, and 80 elderly units. Based on this supply of residential land and on past development trends, the Village had about 9 years worth of single family unit growth potential, 10 years worth of two-family development growth potential, 19 years worth of multiple-family development growth potential, and 18 years worth of elderly unit development growth potential. Since 1998, new lot creation continued to outpace new residential development. However, local developers interviewed during this planning process suggested that there is a strong market for housing, and other participants in this process have suggested that the amount of lots for larger single family homes is in short supply. There was also an identified need for more non-residential sites in the Village.

Table 7: Land Development Trends, 1993-2002

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Parcels created by Subdivision	25	30	59	0	143	217	70	43	39	148
Parcels created by Certified Survey Map	9	9	21	12	22	23	8	7	13	13
Total number of parcels	34	39	80	12	165	240	78	50	52	161

Source: Dane County Regional Planning Commission

B. Projected Land Use Demand

Wisconsin Statutes require comprehensive plans to include projections, in five-year increments, for future residential, agricultural, commercial, and industrial land uses in a community over the 20 year planning period. These land use demand projections should be tied to the Village's population, household size and employment forecasts presented in Chapter One of this *Plan*. In 2002, the DCRPC prepared land use projections for McFarland's portion of the Central Urban Service Area (see Table 8), which will be used to guide this planning effort. These land use projections assume that the Village's population will grow around 2 percent each year, on average, from 2000 to 2025.

This Plan projects that agricultural land uses in the Village of McFarland will decline over the planning period, following current trends of agricultural land conversion. In general, agricultural land within the Village is projected to be an interim use pending development of the sites. The adjacent Town of Dunn is planning for a significant portion of the land base to remain in rural and agricultural use over the next 20 years.

Table 8: Future Land Use Demand Projections

	2000	2003	2005	2010	2015	2020	2025
Population	6,416	6,919	7,096 ²	7,775	8,442 ²	9,109	9,776
Persons per Household	2.59	na	na	2.55	na	2.50	2.50
Housing Units	2,477	2,766	2,907 ²	3,049	3,346 ²	3,644	3,910
Residential Land Use Area (acres) ³	632	730	792	952	1,112	1,272	1,431
Commercial Land Use Area (acres) ³	88	92	100	111	122	133	145
Industrial Land Use Area (acres) ³	203	213	208	213	218	223	229

Source: Dane County Regional Planning Commission, 2002

¹ Based on 2003 population and housing unit estimates and the 2003 land use inventory

² For 2005 and 2015, the population and housing unit numbers are extrapolations from the data set

³ For 2005, 2010, 2015, and 2020, the land use acreages are extrapolations from the data set

The methodology used to project the local demand for future land uses assumes that the current ratio of residential to non-residential uses will remain constant over the planning period. The methodology does not account for any regional demand for various non-residential land uses. Because this planning process has identified a desire to increase the overall balance of non-residential development in McFarland, the acreages shown in Table 8 will primarily be used to identify the amount of land area needed to accommodate projected residential growth from 2003 to 2025 (700 acres). The DCRPC did not project agricultural land uses for the Village. In general, agricultural land within the Village is projected to be an interim use pending development of the sites. Within the planning area, the Towns of Dunn and Blooming Grove are planning for a significant portion of their land base to remain in agricultural use over the next 20 years.

Land prices in the Village are accelerating rapidly given limits in land supply and the accessibility of the McFarland area. Undeveloped land in and near McFarland have been selling for between \$50,000 and \$100,000 per acre in recent years with the higher values intended for commercial use.

C. Growth Factors Analysis

Before determining where all of the projected land uses shown in Table 8 should be located in and around McFarland, it is important to analyze the various factors that influence where the community can logically expand its urban services. Topography, drainage basins, natural features, public lands, lands subject to conservation easements, transportation corridors, potential hazardous sites, and current agreements with neighboring jurisdictions all pose certain opportunities and constraints to McFarland's future growth. Map 5 depicts these key factors, as described in more detail below.

1. Surface Water and Drainage

Communities typically want to extend sanitary sewer services uphill as much as possible to efficiently create a gravity-based utility network. Extending services beyond a ridgeline and into another basin often results in higher utility (e.g., lift stations) costs. Map 5 shows the major watershed boundaries and drainage divides within the McFarland planning area. These drainage basins suggest logical urban service expansion areas in the future. The watershed boundary running generally north-south near the eastern edge of the Village limits separates the Lake Waubesa Watershed and the Door Creek Watershed. The area between this ridgeline and the Village limits is identified on the map as a "Short Term Gravity Flow Sewer Area." In 2000, the Village's consulting engineering firm studied this short term service area and prepared the *McFarland East Basin Capacity Study*, which found that existing utilities near this area (Lift Station #2 and the Countrywood sewer interceptor) can serve this basin after some minor capacity improvements.

2. Open Space Features

Map 5 shows the location of publicly-owned lands in the planning area, including Village-, County-, and State-owned parks and open space areas. Much of this public land is located along Lower Mud Lake on the south side of the Village. 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 nearly 270 acres of land in the Town's PDR program on the far east side of the Village straddling CTH MN/AB, and a large parcel along Tower Road on the south side of the planning area.

3. Near-Term Municipal Service Potential

Map 5 shows the Village's 2003 Central Urban Service Area (CUSA) Boundary. This boundary, which includes the Village and portions of the Town of Dunn and Blooming Grove, depicts 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. Delineating an urban service area allows the Village to plan for the orderly extension of utilities and public services, while recognizing that USA boundaries can be expanded regularly over time. Map 5 also shows the Lake Waubesa 2003 Limited Service Area (LSA) Boundary, which encompasses primarily lakeshore development in the Town of Dunn. Homes within this LSA are served by a public sanitary sewer system. In Dane County, LSAs are intended to provide a specific urban service, and additional urban development is not anticipated. McFarland's *Residential Growth Management Plan* (1998) established a detailed phasing plan for residential growth on the Village's eastern edge. This planning report identified and mapped six geographic areas for phased growth, which are depicted on Map 5. This report suggested that the Village's current CUSA boundary is sufficient to accommodate projected community growth to the year 2007.

4. Potential Development Hazards

Another growth factor often overlooked in the comprehensive planning process is potential hazardous sites. Wisconsin communities are vulnerable to a wide range of hazards, both natural and technological. Natural hazards such as floods, tornadoes, and land slides can cause injuries, loss of life, disruption of services, and property damage. The storage, distribution and transportation of radiological, biological and chemical materials can also pose hazards to a community's population. In 2003, the Wisconsin Emergency Management agency issued a report titled *Hazard Analysis* which inventories the range of potential hazards across the state and is meant as a resource for the preparation of local hazard analysis studies. Map 5 shows just some of the key potential hazard features in the McFarland planning area, including high risk brownfield sites, hazardous materials facilities, hazardous material transportation routes, and dams.

5. Intergovernmental Agreements

The Village of McFarland/City of Madison Boundary Agreement line follows Siggelkow Road. This "annexation boundary line" along Siggelkow Road was established in 1997 under an agreement between Madison and McFarland in which the City agreed to not annex any land south of Siggelkow Road, east of CTH AB, for a 20-year period while the Village agreed to not annex any land north of Siggelkow road, east of CTH AB. Unless extended by mutual agreed of both parties, this agreement will terminate in 2017.

Map 5: Growth Factors Analysis

D. Land Use Goals, Objectives and Policies

Goal #1:

Follow a “Smart Growth” strategy that preserves and enhances the natural resources surrounding the Village.

Goal #2:

Promote a future land use pattern in and around the Village that contains a logical and sustainable mix of uses and building types.

Objectives:

- a. Ensure a desirable and compatible mix of land uses consistent with the Village’s historical character.
- b. Ensure that adequate development areas are reserved for a variety of land uses.
- c. Guide development to promote efficient land use patterns and limit sprawl without undue limitations on economic growth.
- d. Support sustainable land use practices to create a unique community identity.
- e. Create buffers between potentially conflicting land uses to minimize conflict.
- f. Promote the stabilization and expansion of the current economic base by identifying areas for non-residential and employment-based land uses.
- g. Promote an efficient pattern of future development for land within Village boundaries and within the extraterritorial jurisdiction area.
- h. Preserve open space, natural areas and agricultural land by promoting compact development.

Policies:

1. Use the natural and human-made boundaries of the Door Creek, Mud Lake, Yahara River, Siggelkow Road and Interstate 39/90 to form the 20-year growth edges for the Village.
2. Phase residential growth in areas with existing utilities or planned service areas.
3. Maintain the Village’s general mix of housing types including single family units (65 to 75 percent), two-family or duplex units (5 to 10 percent) and multiple-family units (15 to 20 percent) in future growth areas.
4. Disperse higher density residential development throughout the community, rather than creating large concentrations of this development in a few locations.
5. Actively promote infill development and redevelopment where opportunities present themselves, particularly for underutilized properties along Terminal Drive, Highway 51, Farwell Street and in the downtown area.
6. Focus neighborhood-oriented commercial development in areas that will conveniently serve existing and planned residential areas in both McFarland and Madison.
7. Use logical transitions between neighboring and potentially incompatible land uses, such as buffering with landscaping, open space uses, or less intensive land uses, between potentially incompatible land uses. In particular, the Village should recognize that the established private gun club on the community’s east side is a long-term use, and ensure that any developers with proposed projects around this existing gun club take adequate measures to mitigate potential conflicts to the greatest extent possible.
8. Ensure that all development complies with this *Comprehensive Plan* and the Village’s Official Map, zoning ordinance and subdivision ordinance.
9. Promote nonresidential development opportunities with visibility from the Interstate and access via Siggelkow Road and CTH AB.

E. Land Use Programs and Recommendations

This chapter is intended to guide the land use development of the Village of McFarland over the next 20 years and beyond. Long-range land use planning allows municipalities to phase and guide development in a manner that maintains community character, protects sensitive environmental features, and provides efficient municipal services. Land use planning also enables the Village to identify lands well-suited for public purposes such as parks, schools, municipal facilities, major roads and drainage facilities.

Wisconsin Statutes specifically allow villages to prepare plans for lands both inside and currently outside its municipal boundaries. To effectively manage growth, this *Plan* identifies desirable land use patterns within the existing Village limits and in unincorporated areas around the Village. Implementing many of the land use recommendations of this *Plan*, therefore, will be significantly aided by intergovernmental coordination and cooperation. Specific strategies to achieve this coordination and cooperation with neighboring jurisdictions are described in Chapter Eight.

This *Plan* does not assume that all areas depicted on the Planned Land Use Map will develop right away. Instead, Map 6 shows those areas in and around the Village that are the most logical development areas, regardless of the absolute timing of development. Given service demands and other factors, careful consideration to the levels and timing of manageable development is essential. The Village advocates the development of a land use pattern that focuses growth in areas that can most efficiently be served by transportation and infrastructure facilities, and in accordance with the most recently adopted phasing strategy.

The Planned Land Use Map and detailed written recommendations provided in this chapter may be used as a basis to update the Village's regulatory land use tools, such as the zoning map. It should also be used as a basis for all public and private sector development decisions. These include annexations, rezonings, conditional use permits, subdivisions, extension of municipal utilities, and other public or private investments.

1. Planned Land Use Map Categories

Map 6 divides *planned* land uses in the Village of McFarland into the following categories:

- a. **Agricultural Preservation Areas:** land intended to be preserved primarily for farming, farmsteads, forestry, open space, and agricultural or forestry support activities, with limited recreational uses, farm family businesses, and residential development at or below a density of 1 dwelling unit per 35 acres;
- b. **Single Family Residential – Rural:** single-family detached residential development, generally at densities between 1 dwelling unit per acre and 1 dwelling unit per 35 acres and served by on-site waste disposal systems;
- c. **Single Family Residential – Sewered:** single-family detached residential development served by a public sanitary sewer system at densities of between 3 and 5 dwelling units per acre. This category includes storm water management facilities and mini-parks to serve residential development. This category is similar to the “Low Density Residential” category used by the DCRPC and the City of Madison;
- d. **Two Family/Townhouse Residential:** groupings of two or more duplexes and attached single family residences with individual entries (e.g., townhouses) served by a public sanitary sewer service system. This planned land use category is similar to the “Medium Density Residential” category used by the DCRPC and the City of Madison;
- e. **Mixed Residential:** a variety of residential units, particularly multiple-family housing (3+ unit buildings), at densities averaging above 8 dwelling units per acre and served by a public sanitary sewer service system. This planned land use category is similar to the “High Density Residential” category used by the DCRPC and the City of Madison;
- f. **Neighborhood Commercial:** neighborhood supporting retail, service, and office uses that preserve residential character through building scale and appearance, landscaping, and signs;

- g. **Planned Neighborhood:** a carefully planned mixture of predominately single-family residential (sewered) development, combined with one or more of the following other and use categories in this list: two-family/townhouse residential, mixed residential, neighborhood commercial, institutional, and parks and public recreation. This future land use category is intended to accommodate Traditional Neighborhood Designs (TND), as well as other forms of planned neighborhoods as described and depicted in greater detail in Chapter Six. Approximately 70 percent of the dwelling units in each *Planned Neighborhood* area should be single-family detached units, approximately 10 percent should be two-family units, and 20 percent multi-family;
- h. **Planned Commercial:** high-quality indoor retail, commercial service, office and institutional land uses with generous landscaping, modest lighting, and limited signage, complying with detailed design standards included in Chapter Seven;
- i. **General Commercial:** indoor commercial, office, institutional, telecommunications, and outdoor display land uses, with low to moderate attention to building design, appearance, landscaping and signage;
- j. **Downtown:** pedestrian-oriented commercial, office, institutional and residential uses in a “downtown” setting with on-street parking and minimal building setbacks;
- k. **Office:** high-quality office, institutional and office-support land uses with generous landscaping, modest lighting, and limited signage;
- l. **Planned Mixed Use:** a carefully controlled mix of commercial, office, light assembly, and/or residential uses, with approvals granted only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans. Development should comply with detailed design standards included in Chapter Seven;
- m. **Planned Industrial/Business Park:** high-quality indoor manufacturing, warehousing, distribution, and office uses with generous landscaping, screened storage areas, modest lighting, and limited signage, complying with detailed design standards included in Chapter Seven;
- n. **General Industrial:** indoor manufacturing, warehousing, distribution, and office uses, with outdoor storage areas and low to moderate attention to building design, appearance, landscaping and signage;
- o. **Government and Institutional:** large-scale public buildings, hospitals, and special-care facilities. Small-scale institutional uses, such as churches, cemeteries and elementary schools, may be permitted in other land use categories;
- p. **Parks and Public Recreation:** park and open space facilities devoted to both active and passive recreation, such as playgrounds, play fields, play courts, trails, picnic areas, natural areas, and related recreational activities;
- q. **Environmental Corridor/Open Space Corridor:** continuous systems of open space that include environmentally sensitive lands and natural resources requiring protection from disturbance and development, and lands needed for open space and recreational use, based mainly on drainageways, stream channels, floodplains, wetlands, and other resource lands and features. This overlay category is based on data from the DCRPC, which maps “environmental corridors” within Urban Service Areas and “open space corridors” (which are only wetlands and floodplains) outside of USA boundaries;
- r. **Surface Water:** lakes, rivers and perennial streams;
- s. **Rights-of-Way:** publicly-owned land for transportation uses, including roads, highways, and railroads.

The Planned Land Use Map presented in this chapter was determined by a number of factors, including overall development trends, plans currently in the development process, areas that are logical for future development due to their proximity to existing development (Map 4: Existing Land Use 2003), and environmental, soil, topographic, drainage and other development constraints (Map 3: Environmentally Sensitive Areas and Public Lands; and Map 5: Growth Factors Analysis). The Planned Land

Use Map and following detailed written recommendations also reflect the extensive public input the Village received at several meetings and events held throughout 2003 and early 2004, as described in Chapter One.

2. Land Use Programs and Recommendations for Currently Developed Area

This *Plan* generally proposes minor changes in the existing land use pattern within the developed portions of McFarland. However, there are three notable opportunities for infill development along USH 51, redevelopment in the downtown area and along Farwell Street, and a transformation of land uses along south Terminal Drive. These opportunities, which were identified by focus groups and at the vision workshop, are described in more detail as follows:

Infill Development along USH 51

Most business, industrial and office uses in McFarland are located along USH 51 and the western edges of Farwell and Burma Streets. As traffic along USH 51 increases over the planning period, these areas will continue to be attractive locations for commercial and employment uses looking for high visibility and convenient access. North of Siggelkow Road, existing *General Industrial* areas along USH 51 and Terminal Drive are proposed to remain intact. As opportunities for reinvestment and redevelopment occur, the appearance of building facades exposed to public view, including loading docks and storage areas, should be improved. Vacant parcels in this area—particularly in the Badger Business Park—are recommended for *Planned Industrial* uses, which are appropriate for high-quality indoor manufacturing, assembly, and storage uses with generous landscaping and limited signage. Some office uses may also be appropriate in this park, where the impact of surrounding industrial uses on their operation will be negligible (e.g., noise, emissions, heavy trucking activity). All industrial development or redevelopment projects along the USH 51 corridor should comply with detailed site, building, signage, and landscaping design standards described and illustrated in Chapter Seven. Furthermore, this planning process has identified opportunities for industrial expansion in the “front yards” of several industrial and tank farm parcels along Terminal Drive (particularly the west side). The feasibility of utilizing more of these spaces for industrial development should be explored in a redevelopment plan for the entire Terminal Drive area, discussed in more detail below.

One of the most important infill sites along USH 51, and in the entire Village, encompasses the 50-acre “triangle” shaped area between the highway, Taylor Road, and rail line. This site is a key entryway into the Village and, as such, creates opportunities for establishing a positive, distinctive image for McFarland. This *Plan* recommends *Planned Mixed Use* development for this area (see Map 5) organized around creating an attractive, cohesive, inviting environment. A portion of this area is currently under development and referred to as “Woodland Commons,” with a proposed mix of light industrial, retail, office, and multi-family residential uses. This *Plan* recommends that all proposed buildings in this gateway area be of high quality and generally contemporary in design, including the following specific recommendations:



Multi-story buildings with a mix of retail, office, and residential uses are envisioned for McFarland's key gateway area.

- The commercial and multiple family uses should incorporate high-quality, attractive exterior building materials and site design. Light industrial buildings should be built to high quality design standards and be adaptable for a range of uses over time (e.g., possibly future commercial uses).

- Larger buildings should include varied setbacks, building heights, and architectural details to soften their scale. Where larger buildings are proposed far from a street, the development should include smaller buildings in “outlots” closer to the street.
- Pedestrian connections to buildings and surrounding neighborhoods should be provided.
- Garages should not be the predominant architectural features on any street frontage.
- Large parking lots directly abutting streets should be avoided or heavily landscaped.
- The overall public and private landscaping theme should emphasize native plantings, including prairie plantings. Development along or backing up to USH 51 should be attractively landscaped to create a favorable first impression at this gateway. Street trees should be provided in the terrace areas of all streets. Private landscaping should be generous, particularly in street setback areas and in buffer yards.
- Private signage should be controlled to protect and enhance the desired character of this area. Ground signs should be limited to low-profile, monument style signs.
- Commercial, industrial, and multiple-family residential lighting should be carefully controlled, particularly given the mixed use character of this site.



Highway commercial uses like gas stations should incorporate high-quality site design and building standards.

South of “Woodland Commons,” existing commercial properties and vacant lots along both sides of USH 51 and at the eastern edges of Farwell and Burma Streets are recommended for *Planned Commercial* uses. As these sites develop or redevelop, the Village should demand higher standards in building design, site layout, landscaping, signage, parking, and access. These standards are described and illustrated in the policies section of Chapter Seven. Where lots are smaller than 3 acres, the Village’s PD-I Planned Development Infill zoning district would be appropriate to guide the development of these areas.



McFarland Center on Farwell Street

Downtown Area and Farwell Street Redevelopment

Downtown McFarland should continue to serve as a civic, retail, service, and gathering place for area residents, as envisioned in the recommended *Downtown* category. The Village should support downtown revitalization efforts by promoting more downtown housing and mixed use developments, investing in civic places, and guiding business redevelopment proposals. With planned growth on the east side of McFarland and in Madison’s Marsh Road neighborhood, the downtown area will become more centralized to existing and future area residents, making it a more viable, marketable location for economic activities. This *Plan* recommends implementing many of the land use and design recommendations contained in McFarland’s 1999 *Vil-*

lage Center Master Plan. This detailed downtown planning effort suggested several rehabilitation and redevelopment projects in the downtown, including:

- In the long term, encourage existing incompatible heavy commercial uses—such the lumber yard—to relocate to larger commercial or industrial areas in the Village.
- Improve downtown streetscapes with new sidewalks, street trees and lighting.
- Develop more housing in the downtown area with townhouses or multi-family units.
- Renovate historically significant buildings.
- Promote the expansion, retention, and location of specialty retail, restaurants, financial services, offices, retail, and community uses through marketing, investment and incentive strategies.
- Plan for a roundabout at the Exchange, Farwell, Bashford intersection in conjunction with a study of school bus circulation

In addition to these efforts, this *Plan* recommends that the Village continue to support the downtown as a site for a commuter rail station. This station would increase activity in the area, and could enhance many of the downtown revitalization strategies outlines in the *Village Center Master Plan*.

This *Comprehensive Plan* considers the McFarland Centre site on Farwell Street as a key component to the downtown redevelopment effort. This site is envisioned to redevelop as a mixed residential and retail use anchored by senior housing or condominiums. This 7.5-acre site is particularly suited to senior housing development, given its size and relatively flat topography, its central location and walking distance to shopping, the library, and senior services in the municipal building downtown, its location in the heart of daily activity in the Village generated by the schools across the street, and its access to a major collector street in the community. The site could integrate senior housing with medial office and retail space in multi-story building(s). The buildings should be configured to maximize visibility of first floor retail space along the street while providing a natural refuge (e.g., extensive landscaping, gardens, ponds) for residents. A covered arcade or similar feature could welcome pedestrians and organize the retail and office space while upper floors accommodate senior living units. To create a more pedestrian-friendly setting to this site, the building could be brought closer to the street while providing underground parking or parking behind the building. Because this area is located next to established neighborhoods, it is imperative that any redevelopment project in this area results in high-quality building design, site layout, landscaping, and signage.

Implement Terminal and Triangle District Plan

In 2005, the Village's Plan Commission and the Board approved the Terminal and Triangle District Plan to guide land use planning and economic development activities at the Village's northwest edge. This Plan will help assure that interested parties—including property owners, business owners, and developers—understand the Village's aspirations and desires for new development in the Terminal and Triangle District before they make development proposals. The Plan will also assist Village government and committees in their review of all development proposals in a fair and consistent manner. This will maximize quality economic development and create an attractive business destination.

Future land use and economic opportunities are not uniform throughout the 300+ acre district. Variations are based on position relative to road and rail systems, existing development, natural features, property owner interests, and land use marketability. Therefore, the Plan includes not only recommendations for the entire district, but also recommendations for each of five subdistricts:

- **Highway 51 Design Subdistrict**, including 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.
- **Beltline-Oriented Commercial Subdistrict**, including 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**, including lands near the intersection of Terminal Drive and Siggelkow Road, near the south end of the planning area. 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.
- **Industrial Center Subdistrict**, including industrial and distribution focused lands along Terminal Drive between the previous two subdistricts. These areas will 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.



Option for Future Office Development East of Terminal Drive

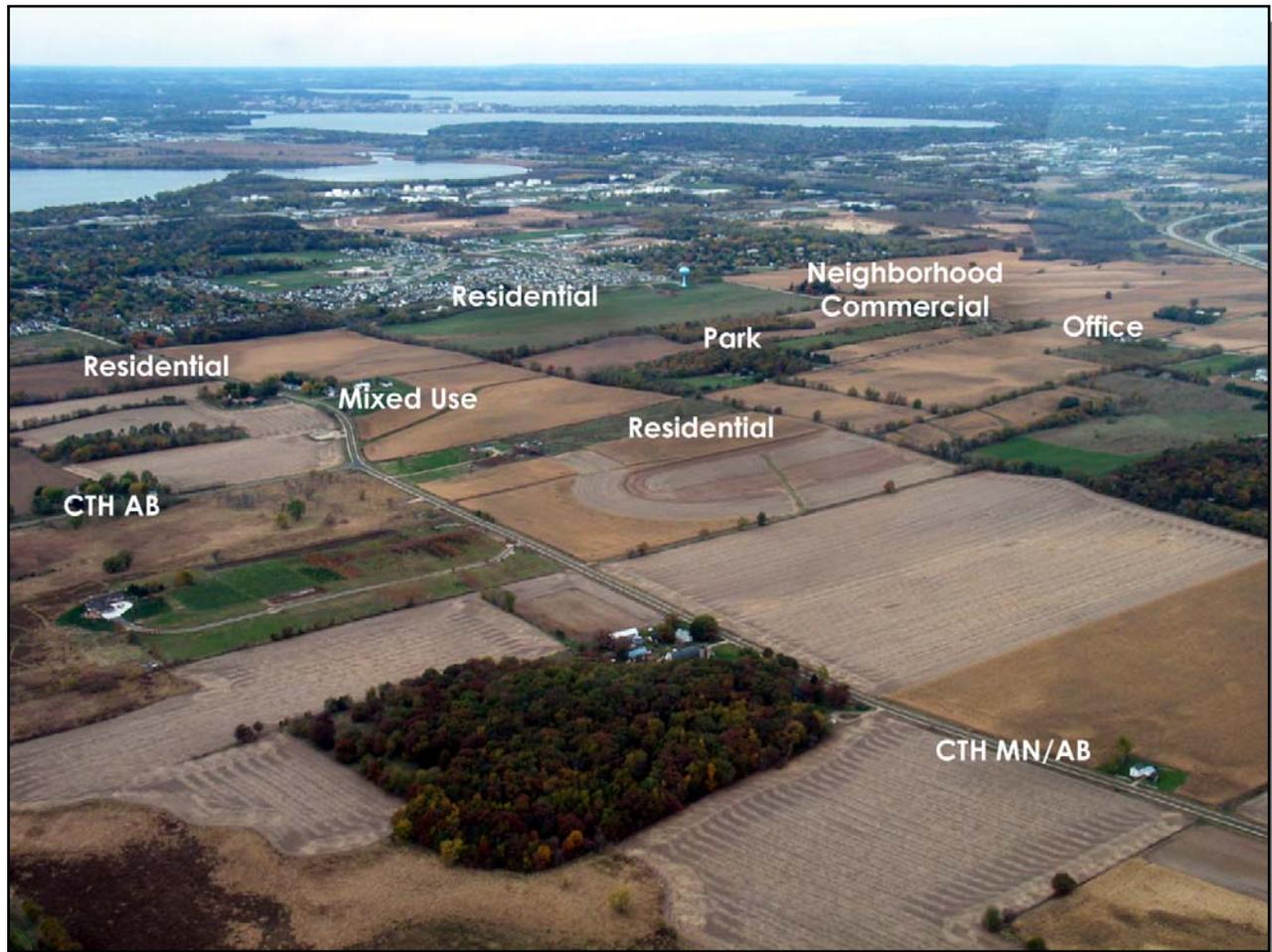
The Terminal and Triangle District Plan also includes a redevelopment concept, design guidelines, and transportation recommendations for each subdistrict. The Terminal and Triangle District Plan is incorporated into the Comprehensive Plan by reference.

3. Land Use Programs and Recommendations for Eastside Growth Area

This *Plan* recommends that the Village’s primary new growth area over the 20-year planning period occur east of the Village’s current limits, south of Siggelkow Road, north of the Mud Lake and Door Creek wetlands, and within the “Potential Central Urban Service Area Expansion Boundary” line

(shown on Map 6). This area contains about 900 acres and is referred to in this *Plan* as the Eastside Growth Area. Approximately 600 acres is planned for predominately residential development (which meets the projected 2020 residential land use demand but is below the 2025 projected demand as reported in Table 8); 170 acres for exclusive commercial, office, or a planned mixture of non-residential use; 55 acres of community-scale park and open space use; and 25 acres for institutional use. The remaining acreage is in existing or planned right-of-way. The size and delineation of this Eastside Growth Area was established by:

- Identifying areas unsuitable for development, such as wetlands, floodplains, steep slopes and wet soils, as described and mapped in Chapter Two.
- Locating logical long-term boundaries for the Urban Service Area, such as natural or constructed barriers, drainage basin boundaries or other logical service boundaries, as described and mapped earlier in this chapter.
- Determining the amount of vacant land needed for development throughout the 20-year planning period based on forecasts presented in Chapter One and Table 8.
- Identifying emerging and anticipated development opportunities which may be desirable for the Village, as explored in the alternative futures effort and other public participation events described in Chapter One.



This Plan recommends continued growth on the Village's east side. The air photo above, taken in 2003, is labeled with major road designations and some of the land uses recommended and depicted on Map 5

As shown on Map 6 and depicted on the air photograph above, this *Plan* advises a general arrangement of new land uses in the Eastside Growth Area, but it does not recommend that this area develop as a collection of marginally related land uses and roads. Rather, this *Plan* recognizes that the actual implementation of the recommended development pattern will require a closer examination of the area to thoughtfully plan for a blend of residential, nonresidential and mixed use areas with road and trail connections.

Specific issues that need more detailed consideration include the long-term use of the private gun club, which is labeled on Map 4 as an existing use and shown on Map 6 as a future park or public recreation area. The Village needs to recognize recent state law that ensures that any shooting range that existed prior to June 1998 (such as the Hope Rod & Gun Club) may continue to operate at their present location, and that such shooting ranges are not subject to local noise nuisance ordinances or zoning conditions related to noise. As future residential areas develop around the gun club as proposed on Map 6, the Village will need to ensure that those developments are properly buffered, bermed, landscaped, and/or set back from the gun club to minimize land use conflicts.

Other issues needing more detailed consideration include how to best integrate existing land uses such as the rural subdivision near Interstate 90 into the neighborhood fabric, and how to deal with large parcels in the area currently under conservation easements.

The best approach for focusing on these detailed issues is for the Village to prepare a Neighborhood Development Plan for the Eastside Growth Area (the recommended content of such a plan is described in greater detail in Chapter Nine), similar to what the City of Madison prepared for the Marsh Road Neighborhood. After the Village adopts a Neighborhood Development Plan for this area, all subsequent development should comply with or improve upon that plan. The result of this proposed detailed planning process should be a growth area that captures much of the charm and unique character of the best historic neighborhoods in McFarland, with the added benefit of better coordinated land use, open space, and transportation patterns. Areas planned in this manner will be more marketable to a greater diversity of ages, incomes and lifestyles, and will typically appreciate in value faster than single-use, “cookie cutter” subdivisions that become indistinguishable from each other.



The arrangement of planned land uses shown in the Eastside Growth Area suggest a highly planned mix of residential types; neighborhood-oriented shopping opportunities along Siggelkow Road and the intersection of CTHs MN and AB; employment opportunities along Siggelkow Road and close to Interstate 90; and educational facilities. This entire Eastside Growth Area should be connected to other neighborhoods and the rest of the Village by a network of streets that discourage high travel speeds but still allow access for emergency and maintenance vehicles.

The entire Eastside Growth Area should adhere to the following design objectives, in addition to those presented in the Housing and Neighborhood Development chapter (Chapter Six) for “Planned Neighborhoods”:

- Create a distinct sense of place and charming human scale by bringing buildings close to the sidewalk and street; use public plazas, greens and squares to provide focal points, create visual interest, and generate highly prominent building sites; and where practical use the concepts embodied in the “Traditional Neighborhood Design” movement discussed in more detail in Chapter Six.
- Provide connections within and between the employment centers, neighborhood commercial centers and residential neighborhoods, emphasizing the use through streets and a grid street system.
- Integrate a mix of uses and densities within and around the neighborhood commercial centers
- Incorporate pedestrian connections throughout the growth area and enhance opportunities to serve the area with alternative modes of transportation.
- Preserve environmentally sensitive areas and unique natural features.
- Lay out streets, buildings, and public open spaces which take advantage of long views created by local topography.



Example of a commercial building that complements surrounding neighborhood, as envisioned in the Eastside Growth Areas

Figure 2: Conceptual Layout for Eastside Growth Area



The graphic above shows a conceptual layout and integration of the range of land uses recommended for the Eastside Growth Area. With this overall approach to neighborhood design in place, the following are some more detailed recommendations, by land use category, for this future growth area:

Planned Neighborhood Areas

Approximately 590 gross acres within the Eastside Growth Area are mapped in the *Planned Neighborhood* future land use category. These areas will include a carefully planned mixture of predominately single-family residential development, combined with higher density residential, parks and open space, retail, small office, and institutional uses (as described earlier in this chapter). This planned acreage could yield approximately 2,700 housing units. Within this *Planned Neighborhood* area:

- An interconnected street pattern should be established. For example, Red Oak Trail is becoming an east-west connection, and a new street running north from the CTH MN and AB intersection up to Siggelkow Road is becoming a north-south connection (see Maps 6 and 8).
- All new development should occur on municipal sewer and water service.
- Most mature trees in the wooded areas should be preserved.
- The design guidelines for *Planned Neighborhoods* presented in Chapter Six should be followed.
- The mix of residential uses should conform to the mix recommended in the “Planned Land Use Map Categories” section earlier in this chapter.
- Lands south of CTH MN should include estate-type housing on larger lots (15,000 to 20,000 square feet), given their adjacency to nearby open space corridors and parks.
- Higher density residential uses should be included to help transition between planned commercial or office development and single family residential areas. They should be planned to integrate with other projects in the area, rather than becoming isolated, unconnected enclaves. All multiple family projects in this area should meet the recommended design standards presented in Chapter Six.
- For large-scale development projects (e.g., 80+ acres), non-residential development areas should be included to create convenient, walkable destinations for surrounding residents, and enhance tax base.
- Reserving and protecting appropriately sized and located areas for stormwater management will be particularly important. Map 6 shows a conceptual greenway corridor running north and south through this *Planned Neighborhood* area to handle stormwater drainage. As shown on Map 8, there is also an opportunity to establish bike and pedestrian trails along this corridor to link this area to other parts of the Village.

Planned Commercial and Office Uses

Expansion of Siggelkow Road into a 4-lane roadway is anticipated as the Eastside Growth Area and Marsh Road neighborhood build out over the planning period. The Village should recognize the fact that no commercial or office uses are planned in the Marsh Road neighborhood and capture this market by planning for low-impact, community- and neighborhood-oriented commercial and office uses at certain future intersections along this expanded roadway.



Example of Neighborhood Commercial development

Planned Commercial uses should be easily accessible from surrounding neighborhoods by sidewalks and bike routes. Because these sites are planned to serve adjacent neighborhoods, it is imperative that these areas contain high quality development that blends with the scale and architectural style of the adjacent residences. All development should meet the recommended design standards presented in the policies section of Chapter Seven.

Map 6 also recommends 37 acres along Siggelkow Road for new *Office* development. Office projects in this area should be designed and landscaped to high suburban office park standards. This office area will add employment opportunities to the Village and increase the non-residential tax base in McFarland. The Village should reserve this land for office development over the planning period. If a market does not emerge over the planning period, this area may also be appropriate for high quality, low intensity light industrial development that does not rely on heavy manufacturing or trucking activity.

To preserve the planned residential character of lands north and south of Siggelkow Road in this general vicinity, these future commercial and office areas should be designed to a scale and character that is in harmony with residential surroundings. In addition, as depicted on Map 6 and described in the Transportation chapter, the Siggelkow Road frontage of these commercial and office sites should include a landscaped bugger strip.

Planned Mixed Use

There are three *Planned Mixed Use* areas recommended for the Eastside Growth Area.

One of these sites is envisioned at the intersection of CTHs MN and AB is planned to contain a mixture of commercial uses designed to supply the day-to-day goods and services for residents living in both McFarland and Madison's Marsh Road neighborhood. Senior housing and smaller-scale office development would also be appropriate for this area. Potential commercial uses in this area might include a deli, coffee shop, specialty retail, dry cleaners, drug store, restaurant, and grocery store. Development in this mixed-use center could include first floor retail, accented by the potential for upper story office space and residential units, and/or a mix of uses and buildings within the same development. Overall, it is recommended that, to the extent possible, this mixed-use center be planned to create compact, pedestrian-friendly clusters of complementary businesses, housing, and civic uses. In evaluating proposed neighborhood-scale stores at this location, important factors to consider include the proximity and ease of pedestrian access from residential areas, pedestrian-bicycle connections and routes throughout the entire neighborhood, the range of convenience goods and services available, hours of operation, and the level of amenity provided. All commercial development projects should meet the recommended site, building, and landscape design criteria in Chapter Seven.

A second *Planned Mixed Use* site is located along Interstate 39 between Siggelkow Road and the CTH AB overpass. This area should be reserved for high-quality employment based land uses that desire freeway frontage and visibility. Employment-based uses visible from the Interstate (yet without direct access) are not uncommon in the area, with the World Dairy Center and the Datex-Ohmeda campus in Madison as nearby examples. This *Plan* acknowledges that the market for these uses and extending utilities to this area may take several years to develop, but in the meantime the Village should work with the Towns and County to limit any further rural development in this area.

A third *Planned Mixed Use* site is located at the intersection of CTH AB and Elvehjem Road. This area should be developed at a neighborhood scale with a relatively modest mix of uses (e.g., perhaps small-scale neighborhood shopping and offices and possibly senior housing).

Parks and Public Recreation

Consistent with the Village's *Outdoor Recreation Plan*, this *Plan* recommends a series of mini-parks (or "tot lots") and neighborhood parks to serve future residential development in the area. Mini-parks should be an acre or less in size and serve immediate neighborhood residents within a ¼ mile radius.

Neighborhood parks should be about 15 acres in size and serve a population of up to 5,000 residents or a ½ mile radius. Given that the population for this area at time of full build-out is 6,000 to 7,000 residents, at least one and possibly two neighborhood parks should be planned for this area. Map 6 shows two larger sites for active and passive park space to accommodate this projected need. This *Plan* recommends preserving a “greenway” corridor in the Eastside Growth Area. In addition to stormwater management concerns, this may address one of the Village’s weaknesses identified by focus groups and at the vision workshop concerning the lack of neighborhood connections. While this proposed greenway system is shown conceptually on Map 6, the specific delineation of this system would be established during the platting phase of development. A Village-wide greenway system can support many different activities and serve multiple purposes, such as:



A planned bike and pedestrian path along the proposed greenway could connect the Eastside Growth Area to other parts of the Village

- **Accommodating active and passive recreation areas.** Many of the Village’s major parks and conservancy areas could be linked by the greenway system.
- **Creating neighborhood amenities and connections.** The greenway system can provide amenities within both existing and planned neighborhoods that increase property values and quality of life, allow neighbors to connect to one another and key points in the Village, and provide attractive neighborhood edges. Neighborhood connections to the greenway system should be primary consideration in neighborhood design.
- **Enhancing natural stormwater management.** A majority of the lands in the greenway system are wetlands, floodplains, hydric soils, or recharge areas, which provide necessary flood storage capacity during storm events. Making use of natural systems for stormwater management is an environmentally-responsible and cost-effective way to deal with stormwater issues in the growth area.

Map 6 also shows a greenway buffer along the south side of Siggelkow Road. This buffer is intended to visually separate development in the City of Madison to the north, and planned development in the Village of McFarland to the south. More specific recommendations related to the dimensions, treatment, and use of this greenway buffer is provided in Chapter Four.

Government and Institutional

Assuming that this entire growth area will yield about 2,800 to 3,000 new homes at time of full build-out, and using the average McFarland School District housing unit multiplier for school children (.56 students/unit), it is projected that this Eastside Growth Area will sustain about 1,600 students at time of full-build out. This is more than the number of district school kids who lived within the Village limits in 2000. This projected school-age population suggests that additional school facilities will be needed to serve this projected growth. Map 6 shows a 24-acre parcel at the corner of CTH MN and Holscher Road that is currently owned by the McFarland School District and recommend for *Government and Institutional* use. Another elementary school site in the Eastside Growth Area may be needed to serve the projected school-age population in this area.

4. Land Use Programs and Recommendations for Peripheral Area

Map 6 provides land use recommendations for lands beyond the proposed “Potential Central Urban Service Area Expansion Boundary” line but within the Village’s 1½ mile ETJ boundary. As discussed earlier in this chapter, this *Plan* identifies desirable land uses within the Village’s ETJ area to effectively manage growth in the long term.

The scattered areas of existing *Single Family Residential – Rural* uses are planned to remain intact over the 20-year planning period. The *Single Family Residential-Sewered* uses within the Lake Waubesa Limited Service Area (LSA) are also planned to remain intact over the planning period, although this *Plan* does not endorse any expansions to this LSA boundary.

The remaining portions of the Village’s peripheral area, particularly south and west of the Yahara River, are planned as *Agricultural Preservation Areas*. Consistent with stated land use policies in adjacent Towns, only development that is of a rural or agricultural nature—at densities equal to or less than one non-farm residence per 35 acres—is recommended for these areas. The Village should continue its policy of not extending urban services into planned *Agricultural Preservation Areas*.

Within the peripheral area, this *Plan* identifies two locations where new and continued long-range intergovernmental planning efforts are recommended (labeled on Map 6 as “Long Range Intergovernmental Planning Area”). One of these areas is located in the Highway 51 corridor south of the Yahara River. This *Plan* does not include Village growth south of the Yahara River along USH 51 over the 20-year planning period for the following reasons:

- **Impact on Local Intergovernmental Agreement:** As described more fully in Chapter Eight, the Village has entered into an intergovernmental agreement with the Town of Dunn which does not allow annexation or significant development south of the Yahara River.
- **Impact on Village Character:** At the Vision Setting Workshop held as part of this planning process, most participants expressed a desire to keep McFarland’s “small village” character and identity intact. This character may be difficult to maintain with new development south of the river that is physically separated from the rest of the Village. Increased separation between jobs and housing would result in more traffic congestion and isolation of those who depend on others to transport them (e.g., children and elderly). These factors may slowly erode McFarland’s village character. Keeping development compact, scaled to a size compatible with current Village characteristics, and planned within defensible natural boundaries (like that formed by the river/park/ridge on the Village’s south side), will help maintain McFarland’s village character.
- **Impact on Economic Development:** This *Plan* advises a strong public-private partnership to advance redevelopment of key areas for economic development and community services that are close to where people live. Growth south of the river may decrease the viability and marketability of redevelopment in the downtown and Terminal Drive areas. Further, new commercial development planned for the Village’s east side will be more difficult to market if that same type of development occurs to the south. Finally, there are significant questions about the viability for an office park in the southern growth area over the next 10 to 20 years—a purported possible future land use for this area. Competing office parks near the Interstate and Beltline—including a few in the planning stages—will for many years have a significant advantage in attracting what is a relatively thin market. Within the foreseeable future, if this southern area is opened for development, it will likely be far more attractive to large-scale retail development and/or industrial, transportation, or warehousing uses.
- **Impact on Natural Resources:** Most of the growth area south of the river is bounded by sensitive natural features such as wetlands, floodplains, woodlands on steep slopes, and Native American sites. Non-residential development with large impervious surfaces—such as the most likely uses for this area—would require significant re-grading and can have environmental impacts on surrounding natural resources, even with progressive stormwater management rules.

Further, the presence of intensive development at the edges of these natural areas, unless carefully designed and scaled, can have a negative visual impact. Dane County has identified most of the southern growth area as part of the larger Lower Mud Lake Protection Area and has had a long-standing interest in preserving these natural resources.

- **Impact on Traffic:** Traffic is projected to increase on Highway 51 whether the Village grows to the south or not. However, certain types of development south of the river would generate greater impacts on Highway 51 traffic than others. For example, based on DCRPC and the Institute of Transportation Engineers trip generation standards, every 1,000 square feet of retail space in a specialty retail center generates about 41 car trips per day. A big box retail outlet at 150,000 square feet would generate about 6,150 care trips per day on average. Any development south of the river will likely necessitate lane expansions and other capacity improvements sooner rather than later. Development in this location will also increase local traffic demand on Exchange Street, which serves as the only other route into the Village. As part of its access control requirements, WisDOT will likely insist that any future development and street patterns in this south growth area establish Exchange Street as the preferred route for Village traffic access. The fact that most residential growth is planned for McFarland's east side, and this non-residential development would be on the south side, would further increase the number and distance of car trips to and from different edges of the community.

This *Plan* acknowledges that there will be continued pressure to develop the lands south of the Yahara River near Highway 51. The Village has options to address this pressure over the planning period:

- Work with the Town of Dunn, Dane County, non-profit organizations or others to acquire the land for public use, acquire development rights, or some combination, and/or
- Work with the Town of Dunn to ensure that the Eastside Growth Area will not be further affected by any future Purchase of Development Rights acquisitions. This is another component of the intergovernmental agreement between the Village and Town.

5. Smart Growth Areas

Wisconsin law requires comprehensive plans to identify "Smart Growth Areas," defined as "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, state, and utility services, where practical, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which will have relatively low municipal, state governmental, and utility costs." This *Plan* designates *Planned Mixed Use* areas within the Village limits as "Smart Growth Areas". Strategies for developing and redeveloping these areas are outlined in this *Comprehensive Plan*.

Map 6: Planned Land Use

CHAPTER FOUR: TRANSPORTATION

This chapter includes a compilation of background information, goals, objectives, policies and recommended programs to guide the future development and maintenance of various modes of transportation in the Village. It also compares the Village's transportation policies and programs to state and regional transportation plans as required under §66.1001, Wisconsin Statutes.

A. Existing Transportation Network

The Village is well connected to the Madison urban area and the larger region through the existing roadway network (see Map 7). Residents are also well served by other local and regional transportation facilities. This section describes the Village's existing transportation network.

1. Roadways

McFarland is served by a network of roadways that perform different functions (see sidebar 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 to 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 roadways linking McFarland residents to the larger Madison urban area.

Within the Village, USH 51 runs north-south through the western portion of community. 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 the past 15 years. 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. Most of this traffic originates and terminates outside McFarland.

There are significant state highway improvements under study for the McFarland planning area. WisDOT is conducting an environmental assessment of the IH 39/90 corridor between Madison and the Illinois state line. This study, conducted mainly during 2003 and 2004, focuses on the expansion of the interstate from 4 to 6 lanes. The study could move to project construction in about 15 years.

WisDOT is conducting two needs assessments of the USH 51 corridor. The first assessment examined ten miles of USH 51 (Stoughton Road) from Interstate 39/90/94 north of Madison to Terminal Drive and Voges Road in McFarland. The study assessed the existing roadway's condition and how future traffic volumes will impact flow. Only immediate needs were addressed in this phase of the study. A summary of the key findings from this assessment are presented under "Review of State and Regional Transportation Plans." The second study is focused on USH 51 south of the Beltline, from Voges Road south through McFarland and Stoughton to Interstate 39/90. This second assessment

Roadway Function Classification System

In Dane County and throughout Wisconsin, all local, county, state and federal transportation routes are classified in categories under the "Roadway Functional Classification" system. This system has been delineated in the *Dane County Regional Transportation Plan*.

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. Arterial roadways 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.

was conducted in 2003 and completed in early 2004. A summary of the key findings are presented under “Review of State and Regional Transportation Plans.” WisDOT has determined that the needs of both of these corridors warrant further study and analysis of various alternatives.

In McFarland, the following roadways serve as north-south collector roads: Terminal Drive, Triangle Street, Valley Drive, Marsh Road, Main Street, Exchange Street, Creamery Road and CTH AB. Holscher Road is planned in the near future to become a major north-south collector from Siggelkow Road to Elvehjem Road. Marsh Road is also slated to become a major north-south roadway in the planning area, with the 2005 extension of Marsh Road over the Beltline to connect to Femrite Road.

Major east-west collectors include Voges Road, Siggelkow Road, Broadhead Street (CTH MN), Farwell Street and Elvehjem Road. Traffic volumes along Farwell Street have dropped 14 percent over the past 15 years. This is likely a result of the construction during that time period of the Siggelkow-USH 51 interchange, which serves as an alternative commuting route to avoid congestion on Farwell Street. Most other major collectors experienced volume increases, attributed to the overall growth of McFarland and increased commuter trips.

According to the Village police department, the following intersections were identified as “problem spots” for traffic conflicts: intersection of Farwell Street/Bashford Street/Taylor Road near Gazebo Park; Marsh Road and Broadhead Street; Marsh Road and Siggelkow Road; Siggelkow Road and Valley Drive; and Terminal Drive and USH 51.

Over the planning period, some of the Village’s local streets may require expansion and/or “urbanization” (e.g., curb and gutter) as the community continues to develop and traffic volumes increase. Interim measures such as signalization and turning and passing lanes might be needed for some north-south and east-west streets. Such improvements must be done in conjunction with sound land use planning to ensure that the desired character of the community and environmentally sensitive areas are not adversely affected.

2. 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.

3. Rail

McFarland is served by Wisconsin & Southern rail line which runs in a diagonal northwest-southeast direction through the center of community. The freight line, connecting Madison to the north and Stoughton to the south, is used several times a day to haul products such as grain and lumber for local employers such as Agro Distribution.

The *Transport 2020 Alternatives Analysis* for Dane County and the Madison metropolitan area recommends, in the long term, a possible commuter rail line that would run from downtown Madison to McFarland using the Wisconsin & Southern rail line in an early phase or “starter system”, and eventually south of McFarland to Stoughton in a secondary phase or “full system”. This study suggests a location in the downtown area as a potential commuter rail station with a park-and-ride facility.

Map 7: Existing Transportation Facilities

4. Bikes and Pedestrians

Bicycle and pedestrian facilities are important for a community like McFarland, where many of the Village's primary destinations (e.g., schools, parks, businesses) are generally within walking or biking distance. Biking facilities are also important for commuting and recreational use. Planned growth should accommodate, or at least not impede, safe bicycle and pedestrian travel.

The Village's 2001 *Outdoor Recreation Plan* recommends a communitywide bicycle route and pedestrian way system to serve McFarland residents. A map depicting the recommended routes and pathways is contained in the outdoor recreation plan.

The draft 2000 *Bicycle Transportation Plan for the Madison Urban Area and Dane County* recommends bicycle facility improvements for the larger McFarland area. This plan recommends widening the paved shoulders along USH 51 south of the Village and CTHs MN and AB to better accommodate on-road bike traffic. There are also long-range plans to provide a bike path parallel to the Wisconsin & Southern rail line that would connect McFarland bikers to the new state park on the northwest side of Lake Waubesa and into the Capital City bike trail in Madison.

About half of the streets in McFarland have sidewalks to accommodate pedestrian movement. The main concern for pedestrian safety in the Village has been focused on intersections with vehicular traffic, especially along more heavily traveled streets such as Farwell, Broadhead, and Exchange Streets and Valley Drive. USH 51 serves as a barrier to bike and pedestrian traffic for many residents wishing to get from the developed areas east of the highway to parks and businesses along Lake Waubesa west of the highway.

5. 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 does not provide bus service in McFarland.

Paratransit is a specialized transit service to specific 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 take advantage of four specialized transportation services for the elderly, persons with disabilities, and low-income persons. These services are administered by the Adult Community Services Division of the Dane County Department of Human Services (DCDHS).

6. Review of State and Regional Transportation Plans

This section reviews regional, county, and state transportation plans and studies relevant to McFarland, as required under the comprehensive planning legislation. 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.

Dane County Land Use and Transportation Plan

The *Dane County Land Use and Transportation Plan* (1997) includes recommendations for different components of the county-wide transportation system to serve the county land development through 2020. These components include transit, bicycle and pedestrian facilities, streets and roadways, increased vehicle occupancy, paratransit, rail and air transportation, parking and corridor preservation. The following are plan recommendations relevant to the McFarland planning area:

- Listing a USH 51 north bypass around Stoughton (CTH B and CTH N) as a potential capacity improvement in need for further study. This bypass is recommended to be a 4-lane divided roadway. According to this plan, the estimated timetable for planning this bypass was 2011 to 2020, with actual construction beginning sometime after this planning stage.
- Listing McFarland as a possible long-range commuter rail stop for a region-wide rail system.

Madison Area Metropolitan Planning Organization (MPO)

The Madison Area Metropolitan Planning Organization (MPO) is the designated regional policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. The Madison Metropolitan Planning Area consists 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 MPO 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 “Vision 2020” *Dane County Land Use and Transportation Plan* is the current long-range plan, and is scheduled to be updated in the next two or three years. The TIP is updated every year. There are no McFarland-specific projects currently in the current TIP.

Transport 2020: Transportation Alternatives Analysis for the Dane Co./Greater Madison Metropolitan Area

WisDOT, Dane County, and the City of Madison jointly conducted this transportation alternatives analysis between 2000 and 2002. The *Transport 2020* report, released in 2002, identified a future transit system to address current and future needs and achieve regional goals identified in the planning process. According to this report, projections between 1990 and 2020 indicate that the trend in population and employment growth and vehicle trips will increase 35 to 45 percent in the greater Madison metropolitan area—which includes McFarland. As a result of this planning process, the reported “Locally Preferred Alternative” includes a network of strategically located park-and-ride lots, new regional express bus service to several Dane County communities (including McFarland), and new passenger rail service (i.e., commuter rail and urban streetcar service) operating in the central part of Madison.

Translinks 21: A Multimodal Transportation Plan for Wisconsin’s 21st Century

Translinks 21: A Multimodal Transportation Plan for Wisconsin’s 21st Century provides a broad planning “umbrella” including an overall vision and goals for transportation systems in the state for the next 25 years. This 1995 plan recommends complete construction of the Corridors 2020 “backbone” network by 2005, the creation of a new state grant program to help local governments prepare transportation corridor management plans to deal effectively with growth, the provision of state funding to assist small communities in providing transportation services to elderly and disabled persons, and the development of a detailed assessment of local road investment needs. There are no critical transportation issues related to McFarland identified in this Plan.

Wisconsin Rail Issues and Opportunities Report

Wisconsin Rail Issues and Opportunities summarizes critical rail transportation issues identified during a public outreach effort. The report serves as a point of departure for the rail component of the upcoming Connections 2030, WisDOT’s multimodal transportation plan set for completion in 2006. The report identifies the possibility of a commuter rail in Dane County and the Greater Madison Metropolitan area, which includes McFarland.

Wisconsin State Highway Plan

The *Wisconsin State Highway Plan 2020* focuses on the 11,800 miles of State Trunk Highway routes in Wisconsin. The plan does not identify specific projects, but instead broad strategies and policies to improve the state highway system over the next 20 years. Given its focus, the plan does not identify improvement needs on roads under local jurisdiction. The plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety. This plan indicates that traffic congestion along USH 51 between Stoughton and McFarland will become “severe” in 2020 if there are no capacity expansions to this roadway.

Stoughton Road Needs Assessment

WisDOT and a private engineering firm completed a needs assessment in June 2003 for USH 51/Stoughton Road north of McFarland. The study area covered a 10-mile stretch from Terminal Drive/Voges Road in McFarland north through Madison and Monona to Interstate 39/90/94 in the Town of Burke. This needs assessment identified existing problems along the corridor and looked at the impact that growth on the east side of Madison will have on the route. The study assembled traffic volume data, crash rates, and future growth rates for analysis. In 2003, a technical report and executive summary identified several short-term improvements to enhance safety and improve traffic flow along this corridor, including:

- Construct additional turn lanes at the Beltline interchange area.
- Construct the Marsh Road overpass and include bicycle and pedestrian facilities with this overpass.
- Provide sidewalks and bicycle lanes on Stoughton Road through the Beltline interchange area, with construction of these bike and pedestrian facilities slated for 2005.
- Expand the Dutch Mill Park and Ride lot.

USH 51 Needs Assessment Study

WisDOT completed an in-depth study to review and analyze transportation needs for USH 51 in 2004. The study area covered the USH 51 corridor from Burma Road in McFarland south to CTH N on the east side of Stoughton. The study identified existing problems along the corridor and looked at the impact that growth within and between McFarland and Stoughton will have on the route. In 2004, a technical report and executive summary identified several corridor issues and concerns, including the need for:

- Increased law enforcement to control travel speeds and aggressive driving.
- Improved lane markings and signage at key intersections, particularly at Exchange Street.
- Maintaining suitable highway access within McFarland
- A grade-separated pedestrian crossing between Babcock Park and its overflow parking lot.
- Improved bike and pedestrian crossings throughout McFarland, and a suitable bike and pedestrian route *between* McFarland and Stoughton. While USH 51 may not be a suitable route, the study suggests that the Wisconsin & Southern rail corridor could be a potential route worth further investigation.
- Continued promotion of existing transit programs, including the State Vanpool, Dane County Rideshare, and other specialized transportation services; along with continued planning for future park-and-ride sites along the corridor

Wisconsin Bicycle Transportation Plan 2020

The *Wisconsin Bicycle Transportation Plan 2020 (1998)* presents a blueprint for improving conditions for bicycling, clarifies the Wisconsin Department of Transportation's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. The plan reports that, according to a University of Wisconsin survey conducted in August of 1998, more than one-third of all Wisconsin households included someone who took at least one bike trip in the previous week. The plan map shows existing state trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

B. Transportation Goals, Objectives and Policies

Goal:

Provide a safe and efficient transportation system that meets the needs of multiple users in and around the Village.

Goal:

Develop and maintain a comprehensive system of bicycle and pedestrian facilities in the McFarland area.

Objectives:

- a. Ensure that transportation system improvements are coordinated with land development.
- b. Provide a quality transportation system for the Eastside Growth Area that results in safe and convenient access between neighborhoods, employment centers, schools, service centers and recreational centers.
- c. Encourage pedestrian-oriented neighborhood designs that support a range of transportation choices as new developments are platted and existing neighborhoods are revitalized.
- d. Plan and implement a comprehensive network of sidewalks and bicycle routes in the Village that serve neighborhoods, schools, parks, playgrounds and activity centers.
- e. Encourage and support regional transit service in Dane County.
- f. Help facilitate multi-jurisdictional (Village of McFarland; City of Madison; Towns of Dunn, Blooming Grove, Cottage Grove and Pleasant Springs); Dane County; and State transportation system improvements in the Village's planning area.

Policies:

1. Update and enforce the Village's Official Map to reserve sufficient rights-of-way for future arterial and collector streets, pedestrian and bicycle paths, bridges, and commuter rail facilities.
2. Work with WisDOT, Dane County, and surrounding jurisdictions to coordinate land use with future improvements to USH 51, CTHs AB and MN, and Siggelkow Road.
3. Design new or expanded collector roads and an interconnected network of local streets to serve the Eastside Growth Area in a manner compatible with adjoining land uses, topography, and natural areas.
4. Require that all future streets in the Eastside Growth Area intersect Siggelkow Road directly across from existing or planned streets in the Madison's Marsh Road Neighborhood.
5. Refine Village policies for requiring sidewalks on new public streets.
6. Establish bicycle paths and routes on local streets throughout the community to connect neighborhoods with schools, parks, and shopping. These routes should be identified with appropriate signs.
7. Work with neighboring jurisdictions, Dane County, and the state to coordinate bicycle and pedestrian planning, and planning for potential future alternative transportation corridors such as commuter rail.
8. Work with the Dane County Specialized Transportation Commission to connect providers of additional transportation options to those who require them, such as the elderly, disabled, and children.
9. Coordinate capital improvements programming with the recommendations presented in this *Plan*.
10. Support a multi-modal transportation system in the McFarland/Madison areas as a economic driver including appropriate service upgrades to the Dane County Regional Airport, continued freight rail service from the Wisconsin/Southern Rail through the Village (including appropriate spurs in the Terminal Drive area), and improvements to Highway 51 and the Beltline to support trucking.

C. Transportation Programs and Recommendations

Increasing traffic on local arterial and collector roads and a lack of continuous pedestrian and bicycle paths were two key transportation-related “issues of concern” that participants in the planning process identified. To address these concerns, this *Plan* recommends:

- Improvements to existing—and proper arrangement of future—arterial, collector, and some local roads to reduce reliance on USH 51 for local traffic circulation,
- A conceptual plan for an expanded bikeway and pedestrian network in and around the Village,
- A detailed neighborhood development plan for the Eastside Growth Area, identifying a recommended road and path network for that area,
- A policy for developing and maintaining the Village’s sidewalk system,
- Guiding land development, infill development, and redevelopment into locations and neighborhood arrangements that promote walking, biking, transit, and shorter car trips.

Expanding on the planning goals, objective, and policies listed above, Map 8 presents this *Plan*’s recommended transportation improvements, summarized as follows:

1. Work with State, County, and Neighboring Jurisdictions on USH 51 Improvements

WisDOT’s needs assessment for USH 51 identified and prioritized the highway corridor’s immediate, emerging and long-term needs. With this initial needs assessment completed, WisDOT plans to begin undertaking in mid-2004 an Alternatives Analysis to identify specific strategies to meet these varying needs. The range of alternatives—particularly related to possible future expansion and access controls and a grade-separated pedestrian crossing—could have a significant impact on McFarland. The Village should carefully monitor and participate in the next phase of the study to assure that local concerns and plans are represented.

The Village should continue to work with WisDOT to control access and make other minor improvements along USH 51 to maximize its capacity under current conditions. The Village should continue to limit the number of direct driveway access points along the highway in order to maintain traffic flow and improve safety. In general, direct access to arterial streets shall only be allowed for major facilities such as shopping areas or other significant traffic generators. The Village should promote a strong grid system with multiple interconnected roadways throughout the Village to prevent over-reliance of USH 51 for local traffic.

2. Plan for New, Expanded and Enhanced Collector Roads

The following roads in McFarland serve as collectors to disperse traffic off of USH 51 and provide direct access into residential neighborhoods and commercial areas: Terminal Drive, Triangle Street, Valley Drive, Marsh Road, Main Street, Exchange Street, Creamery Road, CTH AB, Voges Road, Siggelkow Road, Broadhead Street, Farwell Street and Elvehjem Road. As the Village expands eastward, some of these existing collector roads should be extended or expanded and new roads should be built to maintain a complete, interconnected collector road system (See Map 8). The following are more detailed recommendations:



- Expand Siggelkow Road.** In accordance with Village and City of Madison plans and traffic forecasts, Siggelkow Road should be expanded into a 4-lane roadway from USH 51 to the IH 39/90 underpass as McFarland’s Eastside Growth Area and Madison’s Marsh Road neighborhood build out. This roadway expansion will facilitate more efficient east-west traffic movement from these planned growth areas to USH 51. As growth continues to the east, the importance of Siggelkow as a major route to the east will also increase. The collector route from Siggelkow to County AB to USH 12 could provide a convenient way to access the *Planned Mixed Use* and planned office/commercial areas near the Interstate, if designated as a truck route and improvements to the AB/12 intersection were programmed. Any improvements or expansions of a “Siggelkow Road/CTH AB/USH 12” connector route will need to be coordinated with the City, surrounding towns, and Dane County. The Village should work with these communities to suggest this project when the MPO updates its long-range transportation plan and Transportation Improvement Program.

The graphic on the following page puts forth a conceptual design for the Siggelkow Road corridor. This design suggests bike lanes and a generous median to facilitate turning movements and enhance the image at this emerging entryway to McFarland. In particular, the median should be generously landscaped—the area models in the photos suggest some options.

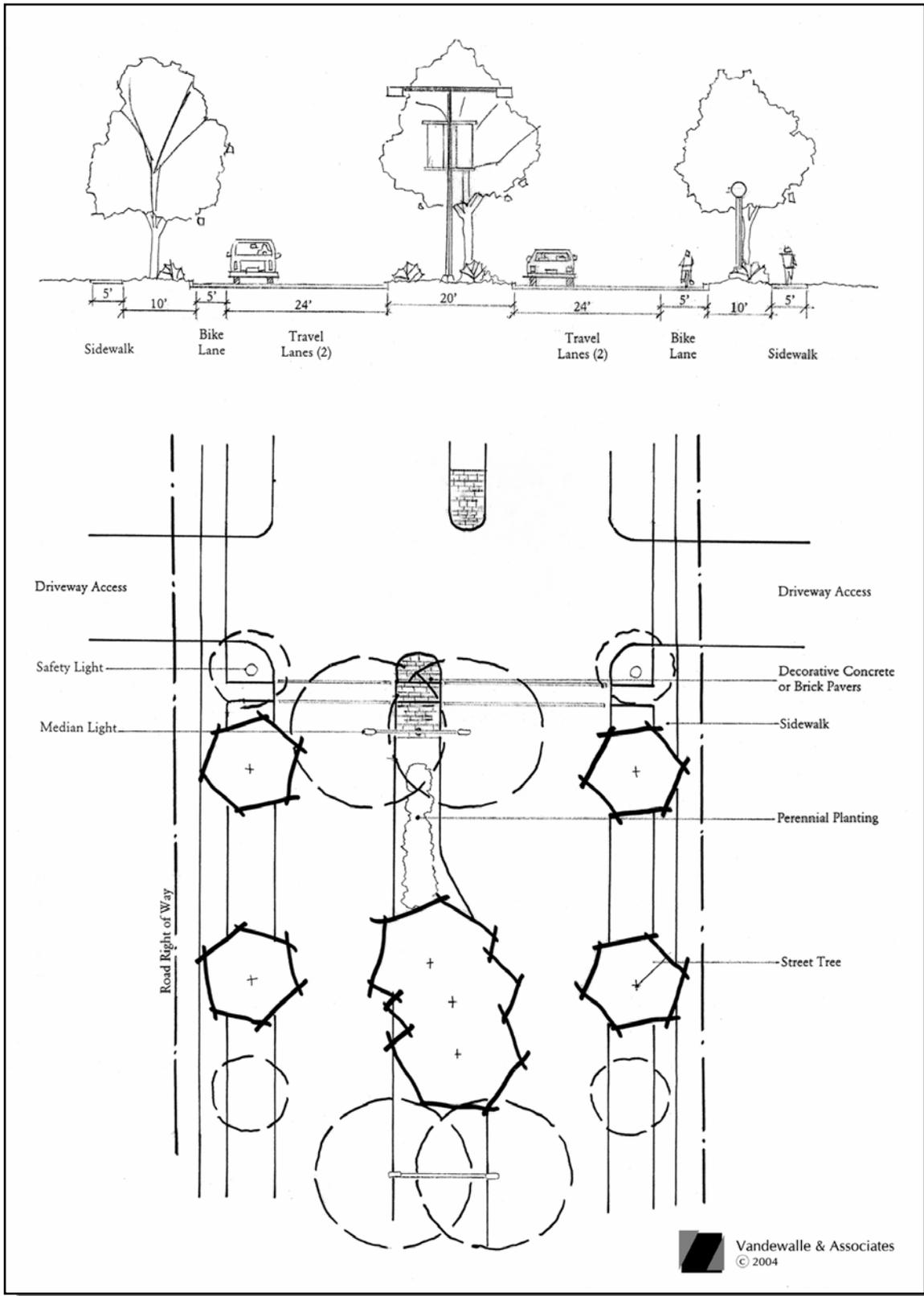
A right-of-way width of 110 feet is recommended to accommodate these improvements and provide for the desired image for the corridor.

Direct access from individual parcels to an expanded Siggelkow Road should be minimized. The types of access control could include limiting all private driveways, requiring shared driveways, or allowing access only via intersecting public roads.

This *Plan* also envisions a 75 to 100-foot buffer strip along the southern edge of Siggelkow Road to establish a more defined sense of entry to the Village from the City. As adjacent land develops, the developers should be required to submit a detailed landscape plan for this strip with final plat submittals. The planting plans should include a varied mix of trees, shrubs, and perennial plantings, according to the following minimum standards: 1 canopy tree, 1.5 understory or evergreen trees, and 6 shrubs for every 100 feet of length. The plans should also incorporate decorative, discontinuous fences and walls and Village entrance monuments at key crossroads, such as Marsh Road. Where appropriate, stormwater management features should be sited in these areas and attractively landscaped.



Figure 3: Conceptual Design for Siggelkow Road Corridor



- **Extend Holscher Road and Red Oak Trail.** Consistent with previous Village plans, this *Plan* recommends that Holscher Road extend south of Broadhead Street to Elvehjem Road. This *Plan* also envisions an extension of Red Oak Trail east to CTH AB, near the Interstate 39/90 overpass. These road extensions will provide convenient north-south and east-west connections on the east side of McFarland, and alleviate traffic congestion on the existing road system in this area. In general, the Village's recommended right-of-way for collector roads is 70 to 80 feet. All collector roads should include sidewalks and street trees on both sides.
- **Map future collector streets in Eastside Growth Area.** This *Plan* also recommends two north-south collector streets to improve traffic circulation in the Eastside Growth Area. Conceptual layouts of these future collector streets are shown on Map 8. Both streets would connect CTH MN to Siggelkow Road. The proposed route from the intersection of CTHs AB and MN would parallel the power line corridor until it veered westward to align directly across from a planned collector in the Marsh Road neighborhood. This would be a second appropriate location for a Village entrance monument.
- **Study possible roundabout in downtown McFarland.** Where Exchange, Farwell and Bashford intersect in the downtown area, the Village should investigate the feasibility of constructing a roundabout, as recommended in the *Village Center Master Plan*. This feasibility study should be undertaken in conjunction with the McFarland School District to identify issues related to school bus circulation through this intersection.

3. Update Functional Classification Map

The Village should also work with WisDOT to update the Village's functional classification map. This increases the possibility that state and federal funding assistance may be applied to road construction projects. All reclassifications of the Village's present functional road system will require ultimate approval from the Federal Highway Administration. In cooperation with the Village, WisDOT's submittal to the FHWA will need to include maps showing the existing functional classification system and the proposed alterations, statistics regarding the mileage of the functional system, and a statement that the study was conducted in cooperation with appropriate local officials. All changes to the functional classification system are directly related to federal-aid eligibility.

4. Update and Enforce the Village's Official Map

The Village adopted its Official Map in the 1980s and updated it during the 1990s. Under State Statutes, the Village's Official Map reserves rights-of-way for future streets, pedestrian/bicycle paths, schools, parks, drainageways and other public facilities—both within the municipal limits and extra-territorial jurisdiction. The Village should update its Official Map and enforce it to protect roadway corridors and obtain sufficient rights-of-way for roads when they are needed. The Village may wish to update the Official Map after the recommended neighborhood development plan for the Eastside Growth Area is completed, as this effort would offer more detailed recommendations for future collector roads than depicted on Map 8.

Before the Village approves any certified survey map, preliminary plat, final plat, site plan, or planned unit development, it should make sure that the proposed development is consistent with the recommendations of the Official Map. Actual construction or expansion of any road may not occur for many years, even after new or additional right-of-way is acquired or reserved. However, the Village should work to acquire corridors, through dedication or purchase of additional right-of-way, well in advance of actual need.

5. Plan for an Interconnected Local Street Pattern

The future circulation pattern within the Eastside Growth Area should provide multiple routes to most destinations, while minimizing potential conflicts between residential and non-residential land uses. Spreading traffic among several roads allows for the most efficient use of transportation dollars

and minimizes traffic congestion on a few main roads. An interconnected system is also preferred for bike and pedestrian access, police and fire access, street maintenance, and snow plowing.

The local street pattern should be laid out in a manner that takes advantage of the area's natural topography, and aligns with adjacent existing streets to the west and north. To address the issue of traffic circulation within and between subdivisions, this *Plan* recommends that cul-de-sacs be prohibited unless natural features (e.g., topography, wetlands) prevent the extension or looping of a roadway system. Map 8 does not show the local street pattern that will be needed to serve future development in this planned growth area, but these streets should be shown on a detailed neighborhood development plan as described in more detail in Chapter Three.

Once this local street pattern is established through the detailed planning effort, these streets should be dedicated and constructed as new parcels develop. In general, the construction of local streets should be timed so as to avoid serving as de-facto collector streets until the actual collector road is constructed. At the time of development, all subdivisions in this Eastside Growth Area should provide more than one vehicular access point in and out of the development.

The local street pattern may require traffic-calming measures to help minimize the design speeds of many of the roadways in the Eastside Growth Area. These measures, when coupled with narrower street cross sections as advocated in "Traditional Neighborhood Development" design, also help minimize pedestrian/ automobile conflicts and increase the sense of safety among pedestrians. Street widths found in recent designed neighborhoods in the Madison area range from 28 feet with two-sided parking to serve single family lots, to 36-40 feet with on-street parking and bike lanes to serve more intensive lands uses in a neighborhood (e.g., commercial, institutional). Specific traffic-calming measures that may be appropriate in this growth area include intersection bump-outs, reduced curb radii, and neighborhood boulevards. These measures should be designed into the streets at the time of initial development.



Example of "teardrop island" used to calm local traffic.

6. Properly Guide Land Use Decisions along Interstate 39/90 Corridor

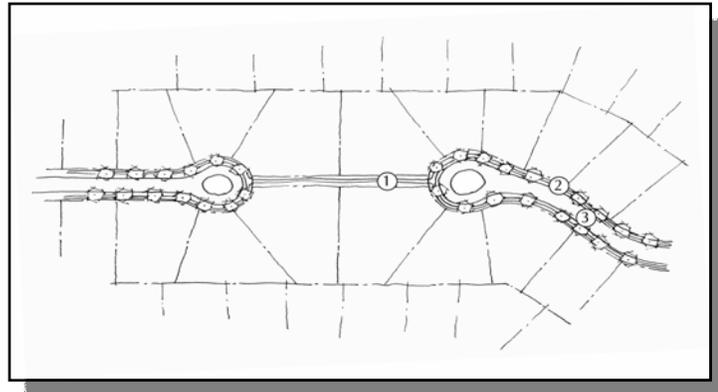
A future interchange along Interstate 39/90 near CTH AB was discussed during the planning process, although it is not a recommendation of this *Plan*. WisDOT does not support a future interchange because it would likely encourage local traffic to use the Interstate system. The purpose of the Interstate system is to move traffic between regional and national locations. This *Plan* recognizes that WisDOT will oppose a new interchange at Interstate 39/90, but it also advises that the Village work to ensure that this idea is not rendered impossible in the long-term by poor land use planning. The Village should work cooperatively with the towns to ensure that lands along the west side of Interstate 39/90 corridor be kept open for future non-residential development in a manner which preserves sufficient land should an interchange ever be favorably considered.

7. Expand and Implement Pedestrian and Bicycle Facilities Plan

The Village should implement the proposed pedestrian way and bicycle route system as recommended in its 2001 *Outdoor Recreation Plan*. The Village should organize its implementation efforts around a continuous sidewalk system, new bike lanes, an expanded multi-use trail network, and providing regional connections.

▪ **Expand sidewalk system.**

The Village should continue to require sidewalks on both sides of all existing and proposed collector streets, and on both sides of key routes to schools, parks, and other community facilities with heavy foot traffic. Other sidewalks or paths should be provided within neighborhoods where necessary to maintain relatively direct connections between destinations when they are not available on local streets (e.g., between a residential neighborhood and adjacent shopping area). This is especially important at the ends of cul-de-sacs. Paths designed exclusively to serve the neighborhood should be maintained by a homeowners’ association as a neighborhood amenity.



1. Mid-block/ Cul-de-sac pedestrian crossing
 2. Sidewalk
 3. Street Trees

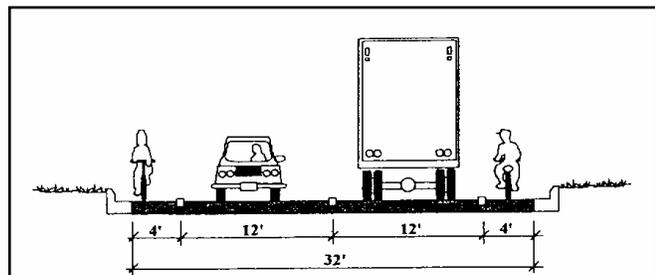
This is especially important at the ends of cul-de-sacs. Paths designed exclusively to serve the neighborhood should be maintained by a homeowners’ association as a neighborhood amenity.

The Village should also implement some of the pedestrian improvements in the downtown as recommended in the *Village Center Master Plan*. The Village should ensure that all pedestrian crossings at major intersections are properly designed to provide maximum safety to those crossing these streets. Pedestrian access should be carefully considered during site plan reviews and all new development projects should be required to accommodate the needs of pedestrians, bicyclists, and the physically challenged.

- **Expand Off-Street Bike Path System.** Off-street bike trails are often preferred where recreational traffic is heavy, and multiple uses (walking, in-line skating) are anticipated or encouraged. Off-street paths should be generally 10 feet in width and constructed within a minimum 20-foot easement or right-of-way. As part of the plat approval process, developers may be required to provide easements and/or construct paths as part of the range of public improvements within a subdivision. Recommended routes for off-street paths are depicted in Map 8.

▪ **Design On-Street Bike Lanes.**

All streets in McFarland are used to a certain extent by bicycles. When traffic volumes and vehicular speeds are low, on-road bike traffic is generally acceptable without extra street width or designated bike lanes. When volumes are higher, signed and striped bicycle lanes (4 or 5 feet in width) are the preferred option. Bike routes on streets that have



Signed and striped bicycle lanes on arterial streets encourage people to make every day trips by bike instead of by car.

traffic volumes of more than 2,000 cars per day and/or speed limits of 30 MPH or more should have wider travel lanes and/or designated bike lanes to safely accommodate bike traffic or other forms of personal mobility transportation (e.g., Segways). In McFarland, signed and striped bike lanes are recommended for Triangle Street, Marsh Road, Valley Drive, Main Street, Holscher Road, Broadhead Street, and Siggelkow Road. Recommended routes for on-street bike routes are depicted in Map 8.

- Support regional connections.** The conceptual bikeway plan depicted on Map 8 suggests a trail that connects McFarland with the City of Madison and the Capital City Trail via the Wisconsin & Southern rail corridor. Providing a better link between McFarland and the Madison trail systems was identified as a key transportation-related planning goal during the vision setting workshop, and has been recommended in the 2000 *Bicycle Transportation Plan for the Madison Urban Area and Dane County*, the master plan for the Capital Springs State Park, as well as the Village's 2001 *Outdoor Recreation Plan*. The Village should work with the County and WisDNR to investigate the feasibility of providing this connection and identifying specific grant programs to assist in the construction of the Upper Mud Lake bridge and other trail development components. Any future improvements or expansions to the existing rail line to accommodate commuter rail should also be designed and constructed to accommodate an adjacent bike path. Two other potential connections into Madison's bike trail system will be provided in conjunction with the Marsh Road overpass, which will tie into Femrite Drive, and the sidewalks and bike lanes planned for the Stoughton Road underpass at the Beltline.

Map 8 shows a conceptual plan for the Village's on- and off-street bikeway system, expanding on the bikeway planning recommendations contained in the Village's 2001 *Outdoor Recreation Plan*. This 5-year plan makes the Village eligible to obtain state and federal grants to assist in bikeway acquisition and development. The Village should also require the dedication of easements or rights-of-way for bikeways with the approval of new developments (even when actual construction may be years away), and budget funds for bikeway development.

8. Promote Future Transit Service Alternatives

The Village should work with the City of Madison and the Madison Metro Transit System bus service to investigate the feasibility of extending a regular bus route to serve residents in Marsh Road neighborhood and the Village of McFarland. While it is recognized that transit service has been slow to expand into outlying communities due to the relatively higher costs and lower ridership, this could change over the planning period with increased population in the McFarland area and changing attitudes about driving and parking in the main activity centers around Madison. If and when regular bus service extends into McFarland, the Village's existing and planned collector roads would make suitable bus routes. Each neighborhood should ideally be within a ¼ mile walking distance of a future circulating bus route; providing an interconnected road network will help make viable bus service a reality.



Example of a commuter rail transit stop

The Village is supportive of future transit service recommendations contained in *Transport 2020*, which envisions a start-up rail system in Madison, supplemented with an expanded number of feeder busses and express bus service to outlying communities like McFarland. Over time, the express bus service could be supplanted by commuter rail to and from the outlying communities. Rail corridors in Dane County will increasingly be seen as an important source of capacity to move people in the region.

In recognition of this regional transit planning vision, this *Plan* identifies four alternative locations in the Village for a transit terminal/commuter rail station. Consistent with *Transport 2020* and the *Village Center Master Plan*, one of the alternate location is in the downtown area (Bashford Street and Milwaukee Street), where a terminal could spur higher density residential development and commercial activity in the surrounding area. However, a downtown site will need to overcome potential drawbacks such as limited parking and distance from USH 51. As alternatives, this *Plan* identifies a potential site east of the rail line/USH 51 intersection, and another site in the *Planned Mixed Use* redevelopment area generally across the rail line from McDaniel Park (depicted in greater detail in the Village’s Terminal and Triangle District Plan), and another site near the intersection of CTH AB and Elvehjem Road. A minimum site size of three acres should be provided. Below is a list of “pros and cons” that the Village should consider for each potential site over the planning period as it narrows down a final location

In the interim period, a chosen site could be used for an express bus stop, and then as a commuter rail stop when the system becomes operable. The site could also be used as a park-and-ride lot or a public open space, perhaps a dog running park. Extensive structural improvements not related to transit service are not advised.

Table 9: “Pros and Cons” of Alternative Transit Facility Locations

Location	Pros	Cons
Downtown	<ul style="list-style-type: none"> ▪ Central location ▪ Could spur higher density development ▪ Catalyst for downtown revitalization 	<ul style="list-style-type: none"> ▪ Limited parking space ▪ Distant from USH 51 ▪ No viable, vacant site yet available in downtown area
Rail Line/USH 51	<ul style="list-style-type: none"> ▪ Direct access from USH 51 ▪ Space for parking ▪ Central location 	<ul style="list-style-type: none"> ▪ Not much potential for surrounding redevelopment or revitalization. ▪ Property currently proposed for commercial development
<i>Planned Mixed Use Site West of 51</i>	<ul style="list-style-type: none"> ▪ Catalyst for Terminal Drive redevelopment ▪ Space for parking 	<ul style="list-style-type: none"> ▪ Given current land use, site might not be available for many years ▪ Distant from rest of the village
<i>Planned Neighborhood Site near CTH AB</i>	<ul style="list-style-type: none"> ▪ New surrounding development can be designed to be transit-oriented ▪ Park and Ride site options 	<ul style="list-style-type: none"> ▪ Distant from USH 51 ▪ Distant from population center/traffic patterns

Map 8: Planned Transportation & Community Facilities

CHAPTER FIVE: UTILITIES AND COMMUNITY FACILITIES

Public utilities and services, such as sewer, water, police, fire, library, parks and senior services, contribute to McFarland's overall quality of life, and often are a primary reason people choose to live in the Village. This chapter contains a compilation of background information, goals, objectives, policies and recommended programs to guide the future maintenance and development of these utilities and community facilities, as required under §66.1001, Wisconsin Statutes.

A. Existing Utilities and Community Facilities

1. Public Works Facility

The Public Works facility is located on Terminal Drive, and was constructed in 1998. The building contains offices for the public works, parks maintenance, facilities maintenance, and the water and sewer utility departments. The facility is currently meeting the short- and long-term needs of these departments.

2. Water Supply

The McFarland Water Utility operates three 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. 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, and it is no longer used. Chlorine and fluoride are added to the water system at each well house.

The Village implemented a water system impact fee in 1998 to fund projects that will increase capacity to serve future development. The construction of the 750,000 gallon tank in 2000, as well as an anticipated fourth municipal well to be built in the next few years, will meet water system capacity needs through 2025.

3. Sanitary Waste Disposal

Households in the Village are served by the Madison Metropolitan Sewerage District (MMSD). The MMSD provides regional interceptors, while the Village provides and maintains local laterals in the sewer system. Regionally, The MMSD serves over 300,000 households in the Madison metropolitan area. The sewer system within McFarland is primarily gravity flow, but three sanitary lift stations, with a fourth and fifth in the planning stages, are operated by the McFarland Sewer Utility. Wastewater is treated at the Nine Springs Wastewater Treatment Plant located northwest of the village. The Nine Springs plant is built with available liquid capacity to serve the metropolitan area beyond the year 2020.

4. Recycling

Recyclables are collected weekly in the Village under contract.

5. On-site Wastewater Treatment

A limited number of properties not connected to the McFarland municipal sewer system are served by private on-site wastewater disposal systems. It is the Village's goal to extend sanitary sewer service to those areas when appropriate.

6. Cemeteries

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

7. Solid Waste Disposal

The Village contracts with private firms for weekly curbside collection of refuse and recyclables, and periodic collection of leaves, lawn waste, and chipping of brush for residential properties. Commercial and multi-family properties must contract directly for these services.

8. Stormwater Management

The Village has separate stormwater and sanitary systems, with the stormwater system maintained by the Public Works Department. All surface stormwater drains into Lake Waubesa, the Yahara River, or Lower Mud Lake. The stormwater system consists of wet detention basins, dry detention basins, and vegetated drainageways. Occasional flooding has occurred in some areas after storm events, particularly on south Valley Drive.

9. Electric Power, Gas and Telephone

Alliant Energy provides electricity and natural gas to most households in the Village. Madison Gas and Electric Company serves the Village north of Siggelkow Road. Telephone service is provided by Verizon. The American Transmission Company operates a power line that runs north-south along the Village's east side. There are plans to upgrade this transmission line and substation located near the intersection of CTH AB and MN in 2006.

10. Telecommunication Towers

The Village of McFarland leases antenna and equipment space at its water towers to three different telecommunications carriers. Two 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 of the Interstate 39/90 and USH 51 corridors.

11. Municipal Center

The McFarland Municipal Center opened in early 2000, and houses most of the Village government offices. The 40,000-square foot facility, located in McFarland's downtown area, contains space for the following departments: Administration; Cable 12; Community Development; Emergency Medical Services; Emergency Government; Fire; Municipal Court; Police; and Senior Outreach Services. Office and storage space is also provided to the Community Food Pantry, to staff of the McFarland Family Festival, and to the Joining Forces for Families program operated by Dane County Human Services. The Center includes overnight rooms for EMT staff. Public meeting spaces within the building are used by a wide variety of community groups and for private rentals. The building is currently meeting the space needs for each department, and it was designed to allow the addition of a second floor if additional space is needed in the future.

12. Police

The McFarland Police Department operates 24 hours per day with twelve full-time and six part-time officers, plus two clerical staff members. The Department is responsible for law enforcement, criminal investigation, patrol, traffic enforcement, police school liaison, community policing, crossing guards, and records management activities. The Police Department operates out of the Municipal Center, and its space needs are currently being met. As residential development increases in the City of Madison north of the village, the department anticipates more mutual aid calls in areas outside of its jurisdiction, which may require the need for additional police officers in the future.

13. Fire Protection

The McFarland Fire Department provides fire protection, inspection, and education services to the Village, and, under contract, to portions of the Towns of Dunn and Pleasant Springs. The department is staffed by a part-time Fire Chief, a full-time Deputy Chief/Fire Marshal, and forty-five vol-

unteers. Vehicles and equipment operated by the department includes two engines, an aerial ladder engine, two tanker trucks, a rescue squad, a brush truck, and a boat used for water rescue on area lakes.

14. Emergency Medical Services

The McFarland Emergency Medical Services Department provides emergency medical and ambulance services to the Village, and also to parts of the Towns of Blooming Grove, Dunn, and Pleasant Springs, by contract. The Department operates two ambulances with five full-time Village employees who serve as emergency medical technicians (EMTs) staffing the ambulances and one full-time director. Thirty-five volunteer EMTs serve on evenings, weekends, and holidays. The Department is certified to operate at the IV Tech level.

15. Library

Construction of the new public library, located at 5920 Milwaukee Street, was completed in December 2005. The 18,000 square foot building provides additional space needed to meet current and future usage demands. Other amenities 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 an increased number of computers for public use. As a member of the Dane County Library System and the South Central Library System, the services of the library are available to any resident of the eight-county region through inter-library loans and visits.

16. Senior Services

The Village of McFarland, with funding support from Dane County and other municipalities, provides a Senior Outreach Services Department to serve older adults and people with disabilities in the Village and surrounding areas. Department staff members currently work out of the Municipal Building. Some of the programs offered include: Home Helpers, a program that provides volunteer help for home chores; a driver escort program that provides transportation for older adults; the Friendly Visitor Program; a low vision support group; Older Adult Education speakers and programs; MATC daytime classes; and Dane County Senior Olympics events. The McFarland Senior Citizen Group offers monthly social and recreation events, as well as several day trips throughout the year.

The Department recently conducted a survey and focus group sessions to identify future senior programming needs in the community. Two of the most common needs expressed by those surveyed were a drop-in senior center and expanded transportation services to destinations in the larger Madison area. One of the Department's long-range goals is to have a facility that would house its services and programs.

17. Health and Child Care

Medical, dental, and optometric services are available in the area. Three major hospitals serve the area. Private operators in the Village offer dependable child care and preschool options.

18. Youth Services

The McFarland Youth Resources Center, located at 5120 Farwell Street next to the library offers pool tables, computers/Internet, games, movies, field trips, sports equipment, and special events. Regular hours are from 3-6pm during school days and 1-5 during non-school/summer days. There are 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.

19. 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 facilities 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 located in the Conrad Elvehjem Early Learning Center. As of 2000, there were 8,964 persons residing within the McFarland school district.

In the 2002/03 school year, district enrollment was 1,951 students. Total enrollment in the district has remained relatively stable over the past decade, with a slight decline over the past 5 years (see Table 10). Enrollment is projected to continue to decline over the next 10 years. Assuming that the average trends in enrollment and grade progressions over the past decade will continue into this decade, one projection method forecasts a total enrollment of 1,717 students in 2009. When looking at more recent trends (1995 to 2000, and 1998 to 2000) two other projections show total enrollment of between 1,817 and 1,753 students.

Table 10: McFarland School District Enrollment, 1993–2003; 2009

School Year	93-94	94-95	95-96	96-97	97-98	98-99	99-00	00-01	01-02	02-03
McFarland School District Enrollment (total students)	1,940	1,945	1,978	2,004	1,995	1,963	1,938	1,951	1,871	1,951
2009/2010 Projected Enrollment										
1,717, based on Baseline Projection Model										
1,817, based on Last 5 Year Trend Model										
1,753, based on Last 2 Year Trend Model										

Source: McFarland Public School District

20. Parks and Recreation Facilities

The Village has about 66 acres of active and accessible passive park 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 like the one serving the Ridgeview neighborhood. There are another 265 acres in the Village’s park system comprised of open spaces and natural features. The McFarland School District also provides recreational facilities to Village residents.

The Village updated its *Outdoor Recreation Plan* in 2001 to provide recommendations for system expansion and improvement until the year 2006. According to this plan, the Village currently satisfies the recreational needs of its residents in terms of the overall ratio of total developed park acreage to population. However, in terms of providing specific park types, the Village does not currently meet national standards for mini-parks (or “tot lots”) or community parks. The Village recently purchased 39 acres of land along Elvehjem Road for future community park development. The plan recommends acquiring park sites and open space corridors on the east side of the Village as it expands. The recommendations from this park plan have been integrated into the recommendations of this *Comprehensive Plan*.

B. Utilities and Community Facilities Goals, Objectives and Policies

Goal:

Preserve the Village’s sense of community and quality of life through access to services such as the library, community center, senior services, retail, and community pool.

Goal:

Coordinate utility and community facility systems planning with land use, transportation, natural resources, and recreation planning.

Objectives:

- a. Ensure that basic public services such as adequate police and fire protection, street services, education, and other services are made available to all residents.
- b. Provide quality, accessible parks, recreation, library space, and open space facilities and services to meet the needs of all age groups in McFarland.
- c. Encourage logical, cost-efficient expansion of facilities to serve compact development patterns.
- d. Maximize the use of existing utilities and facilities within the Village, and plan for an orderly extension of municipal utilities and facilities for the Eastside Growth Area.
- e. Respect natural features and conditions in the design and location of this orderly utility extension.
- f. Ensure that the Village's utility system has adequate capacity to accommodate projected future growth; avoid overbuilding that would require present residents to carry the costs of unutilized capacity.

Policies:

1. Continue the five-year capital improvements program that sets priorities for competing public needs, and which can be funded from available fiscal resources.
2. Cooperate with other governmental units to avoid duplication of services. Promote the development of shared facilities and parks among various public land uses including, but not limited to, the coordination of county, town, village, and school recreation facilities.
3. Confine the extension of urban services to the existing CUSA boundary and, over the planning period, within the proposed CUSA expansion area.
4. Avoid extending public utilities over large acreages of undeveloped land for the purpose of serving scattered parcels of existing development.
5. Establish specific standards for the quality of a community facility, equitably serving all sections of the Village, ensuring that the planning for development and recreational programs will meet the specific age groups in each service area.
6. Plan for public facilities on a systems basis, rather than as a series of individual projects. Establish logical service areas for each community service, coincident with the urban service area.
7. Promote infill development and redevelopment which uses existing utility systems and roads, and are close to existing community facilities such as schools, parks, and other public investments; map these as "Smart Growth" areas in the *Comprehensive Plan*.
8. Implement and prepare updates to the Village's 5-year *Outdoor Recreation Plan*.
9. Support efforts to build or expand indoor community facilities (e.g., community center, pool) to serve residents of all ages for meetings, activities, recreation, and social events.
10. Follow the recommendations of the Village's utility studies when making utility and growth decisions. Prepare and update these studies as appropriate.
11. Enforce progressive storm water management practices through zoning and subdivision approvals to protect water quality and minimize runoff.
12. Do not allow on-site waste water treatment for new development within the Village, and discourage concentrations of these systems within the Village's Extraterritorial Jurisdiction.
13. Promote the co-location of telecommunication facilities on the least number of towers possible or on alternative structures such as tall buildings, silos, storage tanks, etc.
14. Support the private provision of health, senior, and childcare facilities within the Village as a means to promote economic development and a healthy community.

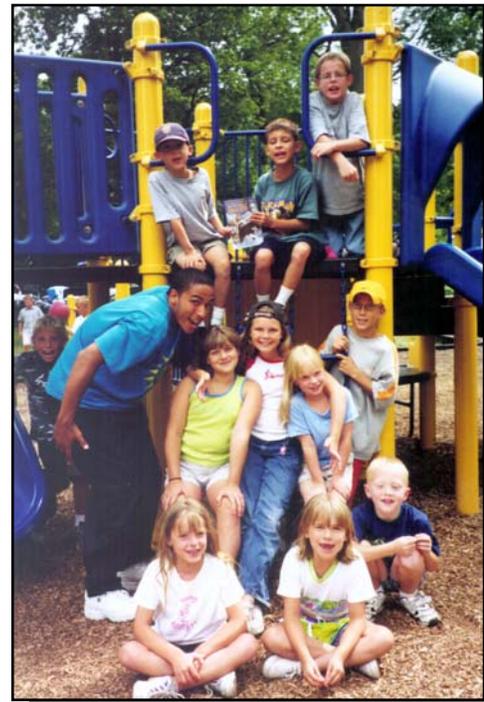
C. Utilities and Community Facilities Programs and Recommendations

The public participation efforts conducted during the course of this planning process found strong support for McFarland's community facilities and services. Expanding on the local goals, objectives, and policies above, this section of the *Plan* provides an overview of the key utility and community facility recommendations for the Village over the planning period, particularly as they relate to the recommended land use and transportation network in McFarland. More detailed planning will be required to refine these broad recommendations as opportunities or needs for community facility development arise. For example, the Village should continue to update its outdoor recreation, sanitary sewer, water, and storm sewer studies and plans on a regular basis. At the end of this chapter, Table 11 shows a timetable to expand, rehabilitate or create new community utilities or facilities over the planning period.

1. Parks and Recreation Facilities

Community facilities such as parks, bike paths and open space provide McFarland residents with both active and passive recreational opportunities, provide a connection to nature, serve as community focal points, increase surrounding property values, and enhance overall quality of life. The Village should continue to plan for park and recreational facilities to ensure that these facilities will be adequate in number, type, and location to meet the demands of future growth. The park and recreational facility recommendations of this *Plan* build off of recommendations of the Village's 2001 *Outdoor Recreation Plan*:

- Plan for, officially map, and acquire two primary park sites in the Eastside Growth Area. The general location for these two park sites are shown on Maps 6 and 8. These parks would provide an amenity to the planned residential areas on the Village's east side and would be ideal for active recreational opportunities. Facilities at these sites could include playfields, playgrounds, and areas for picnicking.
- Plan for and acquire through land dedication several mini-parks or "tot lots" to serve the immediate neighborhood in planned growth areas. As noted in the Village's *Outdoor Recreation Plan*, the community has relatively few mini-parks in the park system. These smaller parks (typically ½ to 1 acre in size) are specialized facilities that serve a concentrated or limited population such as pre-school and elementary school age children or senior citizens. These mini-parks should be easily accessible to the surrounding neighborhood and serve as area within a ¼ mile radius.
- Implement a bicycle and pedestrian trail system. As described in more detail in this chapter, this system is intended to link the Village's central area, surrounding neighborhoods, schools, and various park sites. Eventually, this trail system could provide a link south to Stoughton via the Fish Creek corridor.
- Plan for and officially map a greenway corridor between Siggelkow Road and Elvehjem Road on the east side of the Village. See Chapter Three for a more detailed discussion of this greenway corridor.
- Plan for more "lifetime" recreational activities and winter recreational programs and facilities to better serve the recreational needs and desires of all McFarland residents, not just local sports organizations. Particular focus should be on recreational facilities and programs for seniors living in the community.



- Prepare a detailed master plan for the development of the 39-acre site recently purchased along Elvehjem Road. This master plan will identify the desired range of uses and facilities, costs, and logical phasing.
- Work with the adjacent Towns, Dane County, and WisDNR to prepare a Conservation Plan for the southern portion of the Villages planning area, generally encompassing the Door Creek wetlands, Lower Mud Lake wetlands, and surrounding agricultural land (see Chapter Two for more details on this recommended planning effort).

This *Plan* recommends that the Village incorporate and refine the above recommendations when the Village updates its next *Outdoor Recreation Plan* in 2006. WisDNR requires municipalities to update their plan every five years in order to remain eligible for State Stewardship funds (available annually through the Wisconsin DNR) and other grants to assist with the acquisition and development of parks and trails.

In general, park siting should provide for a combination of active and passive features in the same park. Therefore, where possible, even neighborhood parks should locate adjacent to environmental corridors (which ultimately may carry trail facilities). All residents in a neighborhood should generally be within a 10-minute walk (at most ½ mile) from a neighborhood park.

The Village should continue to require parkland dedication or collect fees in-lieu-of dedication with new developments to fully supply the recreation demands of McFarland's growing population. In addition to a land dedication or fee-in-lieu amount, many communities are also now requiring payment of a parkland improvement fee. These fees are then used by the communities to develop parks that have been acquired with appropriate facilities. Further exploring implementation of a park improvement fee is advised by this *Plan*. The Village should follow the Wisconsin impact fee law if it decides to implement a park improvement fee. As another alternative, many developers are working directly with communities to not only dedicate but also improve parks within subdivisions when they are platted, and to provide privately-owned park space in certain developments. Village ordinances should be adjusted as necessary to allow for this as a Village option.

2. Other Municipal Facilities and Services

As the Village expands geographically and demographically, increased strains will be placed on its municipal facilities. During the course of this planning process, some specific community facility improvements or additions were identified. This *Plan* recommends further exploration and investigation on the following community facility and service enhancements:

- **Community Center.** This planning process identified a desire to develop a community center to serve a range of age group and social organizational needs. As reported in the 2002 *Village of McFarland Outreach Services Needs Analysis*, the Village could consider combining a senior center with a day care center or other community services (e.g., Community Food Pantry) to create an intergenerational community center. About 17,500 square feet of building space is typically needed for this type of facility. Over the planning period, the Village should work with local groups to identify potential sites for an intergenerational community center. The downtown area, the *Planned Mixed Use* area along Farwell Street (see Map 6), and the *Planned Mixed Use* area near the intersection of CTHs AB and MN may be suitable locations for this type of center.
- **Community Pool.** The planning process identified a desire to develop a community pool or aquatic center. This pool could be part of the community center project mentioned above, although site size would become a factor in the possible downtown locations. Another option is to site a pool in one of the Village's existing or planned park sites. Typically, public pools or aquatic centers are sited in community parks, which range from 10 to 20 acres in size. A four-lane, 25 meter pool with tot pool and adult whirlpool with changing rooms and administration/reception/concession area typically requires a 15,000 to 20,000 square foot

building. The Village should work with local organizations to study the feasibility and interest in building an aquatic center/community pool.

- **Cemetery.** A future cemetery site would be a compatible use in the Eastside Growth Area. In general, criteria to consider when selecting a cemetery site include adequate soils, gentle topography, good access, and sufficient size. A cemetery does not need to be at roadway intersections with high exposure or visibility. Cemeteries are often used as “buffers” between higher density development and lower density residential areas, or adjacent to park or other open space uses. A 3- to 5-acre site should be identified somewhere on the east side for this type of land use. Whenever land is being proposed for development, the Village should involve the McFarland Cemetery Association to identify whether there is potential for a new or expanded cemetery within that landholding.

3. Public School Facilities

It will be critical to coordinate land use and development decisions with the McFarland School District’s long-range planning efforts. To an even greater extent than the Village, the uncertain local development rate and location can create monumental planning problems for public schools. This is particularly problematic in the McFarland School District, which includes the Village, surrounding towns, and the rapidly growing portion of the City of Madison’s Marsh Road Neighborhood.

Given the projected household growth in the Eastside Growth Area and the portion of the Marsh Road Neighborhood over the planning period, there will likely be a need for at least one additional elementary school in the district. The School District owns property in the Eastside Growth Area (planned as *Government and Institutional* on Map 6), which would be a suitable location to serve future growth. The School District will need to assess what type of building or buildings would be necessary on this site to adequately serve projected student growth.

In the longer term, the district may need yet another elementary school on the far east side of the Village. The Village should work with the District to proactively identify an appropriate site before land costs escalate. An appropriate site(s) could be identified in the recommended Eastside Growth Area neighborhood development plan.

The ultimate boundaries between the Madison and McFarland School Districts will play a major role in school district planning and the future character of the McFarland Community. The Village should play a strong role in inter-district and inter-community discussions on ultimate school district boundaries.

4. Transmission Line Improvements

The American Transmission Company (ATC) operates a 138kv power line that runs north-south through the Eastside Growth Area. Because new transmission lines are costly to build and difficult to site, energy providers are increasingly looking to increase capacity along existing routes. This *Plan* promotes “corridor sharing” or the use of the transmission line’s existing rights-of-way (from the intersection of CTHs MN and AB to Siggelkow Road) for a proposed new road. This proposed road is shown on Map 8. Corridor sharing reduces the impacts by locating linear land uses together, and minimizes the amount of land affected by new easements. It also reduces the proliferation of corridors and easements such roads, pipelines, power lines, and other linear features.

5. Major Public Utility Recommendations

In general, public utility needs will be addressed through more detailed engineering studies on utility systems and specific required improvements following the completion of this *Comprehensive Plan*.

Given the planned eastern expansion of Village growth over the planning period, certain utility upgrades will be necessary. This *Plan* anticipates the need for a fourth well and a fourth lift station to be constructed on the Village’s east side to provide added utility capacity for the portion of the Eastside

Growth Area *west* of the major drainage divide. The Village should begin investigating specific sites for these utilities.

For the portion east of the major drainage divide (see Map 5), the Village will need to work with the Madison Metropolitan Sewerage District to properly site and size a new sanitary service line running south from the Yahara Hills Golf Course, through the eastern portion of Marsh Road Neighborhood, and into the Village’s Eastside Growth Area. Table 11 shows a timetable to expand, rehabilitate, or create new community utilities and facilities in McFarland.

Table 11: Timetable to Expand, Rehabilitate, or Create New Community Facilities or Utilities

Village Utilities & Community Facilities	Timeframe	Comments
Water Supply	2014-2020	Construct a 4 th municipal well on East Side.
Sanitary Sewer Service	2015-2025	Increase Force Main on East Side (2015+).
On-Site Wastewater Treatment Tech	Ongoing	Extend sanitary sewer service when appropriate to areas currently using on-site wastewater treatment facilities.
Solid Waste Disposal	N/A	Continue current services.
Recycling	N/A	Continue current services.
Police, Fire, and Rescue	2006-2010	Equipment upgrades and replacement; expand staff to meet increasing population.
Telecommunication Facilities	N/A	Provided by private companies; co-location promoted.
Power Plants and Transmission Lines	2006	Support upgraded transmission line and substation located near the intersection of CTH AB and MN.
Stormwater Management (Quality and Quantity)	2006-2010	Retrofit drainage facilities (inlets, catch basins) on Terminal Dr., Valley Dr., Yahara/Rivercrest, Lake Edge.
Community Center	2010-2015	Conduct feasibility study for new community center.
Community Pool	2006-2015	Identify potential site in next update to <i>Outdoor Recreation Plan</i> (2006); Conduct feasibility study for pool (2006–15).
Public Library	N/A	Completed construction of new library in 2005.
Senior Services	2010-2015	Conduct feasibility study for new senior services center; Explore re-locating to current library building if new library is sited and constructed elsewhere.
Health and Child Care	Ongoing	Future needs to be met by private providers.
Village Administration	2015-2020	Conduct feasibility of adding second floor to administration building.
Parks	2006-2008	Update the <i>Outdoor Recreation Plan</i> in 2006. Complete park master plans for McDaniel and Brandt Parks.
Trails and Paths	2006-2020	Re-stripe Holscher Road to add bike lane (2005); work with WisDOT on pedestrian overpass along USH 51; support bike connection to Madison via the railroad.
Cemetery	2006-2010	Identify 3- to 5- acre site in the East Side Growth Area.
Schools	2006-2010	Work with School District staff to assess projected student growth from Village development; identify potential sites for new schools on the East Side.

CHAPTER SIX: HOUSING AND NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its largest long-term capital asset. As is typical in most communities, housing is the largest single land user in McFarland (35% of the total land area). Housing not only provides shelter, but also serves to identify neighborhoods and a community's sense of place. This chapter contains a compilation of background information, goals, objectives, policies and recommended programs aimed at providing an adequate housing supply that meets existing and forecasted housing demand in the Village. The chapter covers all of the data and analysis as required under §66.1001, Wisconsin Statutes.

A. Existing Housing Framework

From 1990 to 2000, the Village's total housing stock increased nearly 30 percent, from 1,910 to 2,481 housing units. On average, the Village added about 57 new housing units per year over the past decade. As shown in Tables 11 and 12, most housing units in McFarland are single family homes. The percentage of multi-family units in the Village increased from 1990 to 2000.

Table 12: Housing Types, 1990-2000

Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent
Single Family	1,508	78.9%	1,854	74.8%
Two Family (Duplex)	84	4.4%	115	4.6%
Multi-Family	307	16.1%	500	20.2%
Mobile Home	11	0.6%	0	0%

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

Table 13: Housing Development, 1993-2002

Units per Structure	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
Single Family	39	28	30	36	35	49	66	75	78	50
Two Family (Duplex)	4	2	2	6	10	8	10	8	10	18
Multifamily	30	18	40	8	12	28	6	8	13	29
Total	73	48	72	50	57	85	82	91	101	97

Source: Dane County Regional Planning Commission and Village of McFarland

Table 14 compares other 2000 housing stock characteristics in McFarland with Stoughton, Oregon, the Towns of Dunn and Blooming Grove, and Dane County. In 2000, McFarland had an average vacancy rate of 2.3%, which is very low compared to similar communities. This suggests that the overall demand for housing in McFarland may have been greater than in surrounding communities. The percent of owner-occupied housing units in the Village was 73%, which is higher than the compared urban areas and county, but lower than the towns. The self-reported median housing value in 1999 was \$153,400, which is higher than Stoughton, Oregon and the County, but less than Dunn. The median monthly rent for McFarland in 1999 was \$641.

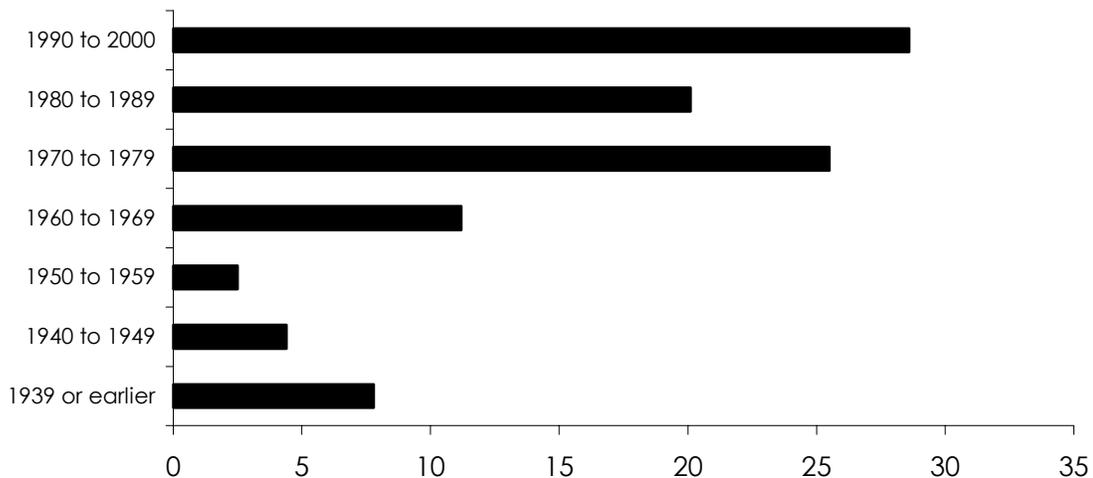
Table 14: Housing Stock Characteristics, 2000

	Village of McFarland	City of Stoughton	Village of Oregon	Town of Dunn	Town of Blooming Grove	Dane County
Total Housing Units	2,481	4,890	2,895	2,259	748	180,398
% Vacant	2.3%	3.2%	3.4%	8.0%	3.3%	3.8%
% Owner Occupied	73.0%	64.9%	71.5%	88.9%	80.4%	57.6%
Median Housing Value in 2000	\$153,400	\$131,600	\$146,000	\$167,900	\$123,500	\$146,900
Median Contract Rent in 2000	\$641	\$596	\$635	\$778	\$544	\$641

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

Table 15 illustrates the age of the Village’s housing stock based on 2000 census data. The age of a community’s housing stock is sometimes used as a measure of the general condition of the local housing supply. Nearly 75 percent of McFarland’s housing has been built since 1970. Almost 30 percent of McFarland’s housing was constructed from 1990 to 2000 alone. The Village does have a number of older homes built before World War II (8 percent). Over the planning period, owners of these older homes will likely be interested in housing rehabilitation efforts or programs.

Table 15: Age of Housing as a Percent of the Total 2000 Housing Stock



1. Housing Programs

Forty-eight Dane County communities—including the Village of McFarland—joined together to establish the Dane County Community Development Block Grant (CDBG) program. This partnership was recognized by the U.S. Department of Housing and Urban Development (HUD), allowing Dane County to receive CDBG funds on an annual basis for housing, economic development, and community service initiatives that benefit low- to moderate-income residents. Approximately \$1 million annually in CDBG funds is available for eligible projects in participating communities. Eligible projects related to housing include rehabilitation; minor home repair; handicapped –accessibility modifications; downpayment assistance for first-time homebuyers; and housing education, training and counseling.

According to the Wisconsin Housing and Economic Development Authority (WHEDA), there were 56 federally subsidized housing units in McFarland in April 2003. Thirty-six of these units are for the elderly, 15 units for families, and five units for disabled citizens. As of April 2003, there were 32 housing contracts under Section 8 in McFarland.

Table 16: Need for Assisted Rental Housing in McFarland, 1999

Assisted Rental Need	1999 Need	1999 Supply	% of Need Met	Persons or Families with Unmet Needs
Elderly Units	170	105	61.8	65
Family Units	62	60	96.2	2

Source: WHEDA and Dane County Regional Planning Commission

2. Existing Neighborhoods

The lakes, river, highway and railroad divide the Village into three general neighborhoods, each made up of a handful of smaller subdivisions. The western part of the Village—west of USH 51, between the railroad and the Yahara River—is generally referred to as the “Lakeside” neighborhood. North of the railroad tracks and downtown is generally referred to as the “Northside” neighborhood. This large, growing area includes recently developed subdivisions like Cedar Glade, Ridgeview, Red Oak Addition and Highland Oaks. South of the railroad and downtown is generally referred to as the “Southside” neighborhood. Recent plats in this neighborhood include the Parkview Estates and Country Wood subdivisions.



Neighborhoods around downtown McFarland

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 sewer, water, utility, and street network extensions. 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 design, where streets and lots follow the natural contours of the land. This pattern respects the local topography but often results in longer, odd-shaped blocks and can also make pedestrian access and provision of municipal and emergency services more challenging, particularly where cul-de-sacs are liberally used.

B. Housing and Neighborhood Development Goals, Objectives and Policies

Goal:

Provide for residential growth with a variety of housing types, densities, and costs to promote a suitable living environment for all residents.

Objectives:

- a. Provide a range of housing in the Village that meets the needs of persons of all income levels, age groups, and with special needs.
- b. Design neighborhoods that provide a range of housing types, densities, and costs, but which also maintain the predominantly single-family character of the community.
- c. Work with private landowners or housing advocates to market the availability of land for the development or redevelopment of low-income and moderate-income housing.
- d. Design neighborhoods that are oriented towards pedestrians and well-served by sidewalks, bicycle routes, and other non-motorized transportation facilities.
- e. Locate housing in areas that are served by full urban services, including sanitary sewers and public water within convenient access to community facilities, employment centers and transportation routes.
- f. Phase new residential development in a manner consistent with public facility and service capacity and community expectations.
- g. Create attractive and safe neighborhoods that are well-served by essential municipal services and facilities (sanitary sewer, municipal water, stormwater management facilities, police, fire, etc.).
- h. Support programs that maintain or rehabilitate the Village's existing housing stock.

Policies:

1. Guide new housing to areas of the Village with convenient access to commercial and recreational facilities, transportation systems, schools, shopping, jobs, and other necessary facilities and services.
2. Design new neighborhoods to encourage resident interaction and create a sense of place. Design techniques include an interconnected street network; accessible and visible parks, trails, and other gathering places; houses oriented to the street and not dominated by garages; modest street pavement widths and street trees; stormwater management systems integrated into the neighborhood design concept; and proximity to shopping and services to meet day-to-day needs.
3. Promote affordable housing through smaller lot sizes, revisiting certain public improvement requirements (e.g., street widths), appropriately planned and located attached and multiple-family housing, and continued participation in county and state housing programs.
4. Reserve areas that contain particular amenities (e.g., adjacent to environmental corridors, wooded sites) for higher-end "estate" type housing on lot sizes ranging from 15,000 to 20,000 square feet to provide a full range of housing choices in McFarland.
5. Encourage initiatives that strengthen existing neighborhoods through maintenance of the housing stock, creative reuse of vacant or under-utilized buildings, infill development, and maintenance and improvement of parks.
6. Consider the residential growth phasing recommendations included in the 1998 Residential Growth Management Plan advisory, particularly where proposed developments meet or exceed other recommendations of this *Comprehensive Plan*.
7. Continue and enact programs to require all proposed residential developments to dedicate land, or pay a fee in lieu thereof, for public park, recreation, and open space acquisition and development.
8. Require that the development of new neighborhoods comply with the Village's historic housing mix. In general, not less than 75 percent of all new housing units in any new neighborhood should be single family detached homes.
9. Plan for multiple-family developments in parts of the Village where streets and sidewalks can handle increased amounts of traffic; there are adequate parks, open spaces, shopping, and civic facilities existing or planned nearby; and the utility system and schools in the area have sufficient capacity. Disperse such developments in smaller projects throughout the Village, rather than larger projects in isolated areas.

C. Housing and Neighborhood Development Programs and Recommendations

Expanding on the local planning goals, objective and policies described and illustrated above, this section of the *Plan* presents the key housing and neighborhood development recommendations for McFarland.

1. Promote Infill and Maintenance of Existing Residential Properties

The Village should encourage new residential development on existing platted and fully improved lots, and small unplatted parcels that had been passed over, before extending urban services to new areas for residential development. To gain a better understanding of the infill development potential in McFarland's mainly built-up areas, the Village should conduct an inventory of all vacant, developable parcels and lots; identify factors that have resulted in them remaining vacant; and develop approaches to encourage their development as appropriate. The Village should also support redevelopment or rehabilitation of older residential properties. Property maintenance codes should be strongly enforced in McFarland's older neighborhoods.

With waterfront lots at a premium in Dane County and homebuyers increasingly wanting more space, the Village will likely see more interest in "tear-downs" and replacement of lakefront cottages into larger, permanent homes. Across the nation, this phenomenon of replacing existing traditional-style homes with much larger homes has threatened to erode distinct neighborhoods and community character. In McFarland, this "tear down" issues will likely play out on lots along Lake Waubesa and within the Lakeside neighborhood. The Village recently amended its R-1B residential zoning district to specifically mitigate some of the negative implications associated with these types of modifications. Common approaches include:

- Establishing maximum building coverage requirements. Maximum building coverage ratios can minimize the appearance of bulk and preserve open space.
- Reducing the maximum height allowed for a structure.
- Increasing minimum side yard setbacks to provide additional light and air onto the lot.
- Setting restrictions on home and garage roof angles to ensure that light is not blocked on abutting lots.
- Considering maximum building size standards.

2. Promote Well-Planned Neighborhood Development in Eastside Growth Area

This *Plan* recommends that neighborhood development continue to expand eastward, using the Door Creek and Mud Lake wetlands as the ultimate edges for residential expansion. Map 6 and Chapter Three contain detailed recommendations for this "Eastside Growth Area." In general, the

Traditional Neighborhood Design

Portions of the Eastside Growth Area are appropriate for residential development that employs the concepts of "Traditional Neighborhood Design." Design elements commonly found in traditional neighborhoods include:

- Reduced building setbacks that create a distinct sense of place and charming human scale by bringing buildings close to the sidewalk and street;
- Use of picket fences, wrought iron fences, masonry walls, or hedgerows to define the outdoor space between the home and street and to create human scale spaces;
- Use of front porches and stoops to encourage social interaction between neighborhood residents and to create visual interest in building facades;
- Pulling back garages behind the front facade of the home as much as possible or placing the garage in the rear yard of the home with access from an alley, lane or parking court;
- Use of public plazas, greens and squares to provide focal points for the neighborhood, create visual interest, and generate highly prominent building sites.

Many communities in Wisconsin have enacted an ordinance to guide this type of development, using models developed by the University of Wisconsin and Dane County.

Eastside Growth Area should be planned, designed and developed in accordance with “planned neighborhood” principles included in the graphic. Certain parts of the Eastside Growth area may also be appropriate for “traditional neighborhood design” techniques, outlined in the sidebar. These techniques seek to replicate some of the design characteristics of pre-World War II neighborhoods in McFarland. Other parts, particularly those including and near natural features, may be appropriate for larger homes on larger lots. In general, the Village should ensure that there is a good mix of housing types, colors, facades, garage treatments, and other visual characteristics in all new subdivisions per the mix policy in Chapter Three.

For large-scale development projects (e.g., 80+ acres), developers should be required (or provided strong incentives) to include non-residential development areas to create convenient, walkable destinations for surrounding residents, and enhance tax base opportunities. Non-residential development, including small-scale commercial uses or institutional uses, is particularly suitable at major intersections or along major roadways in the Village’s Eastside Growth Area. For example, this *Plan* (see Map 6) recommends a cluster of non-residential uses at the intersection of CTHs MN and AB and along Siggelkow Road.

The most effective approach to identifying how the neighborhood design recommendations of this *Comprehensive Plan* would play out “on the ground” is to prepare and adopt a detailed neighborhood development plan for the Eastside Growth Area, as advised in Chapter Three. As part of that detailed planning process, a careful review of zoning district options and subdivision design standards would also be appropriate to assure that Village ordinances are facilitating (or at least not impeding) this design advice.

3. Update and Re-Calibrate Residential Growth Phasing Plan

The Village should continue to phase residential growth over time to ensure logical and cost-efficient expansions to community utilities and services. However, the current phasing scheme, adopted in 1998, was called into question over the course of this planning process. At a minimum, this scheme should be revisited and re-calibrated in order to:

- Respond to more recent community growth and market trends. The current growth phasing plan is six years old and based on pre-2000 Census and building activity data.
- Respond to the Village’s capacity to provide public facilities, services, and utilities including stormwater management, and the School District’s capacity to meet added educational demands. Consider linking the opening up of new lands for development to the satisfaction of these types of criteria in addition to or as an alternative to the current approach linking phasing to a particular year.
- Consider providing flexibility in the phasing program to those developers who meet central goals of this *Plan*, particularly in providing additional non-residential, economic development opportunities. For example, a particular phasing area may be opened up for development sooner than otherwise allowed if the developer directly provides or actively promotes a sufficient amount of non-residential development either on-site or elsewhere in the Village.

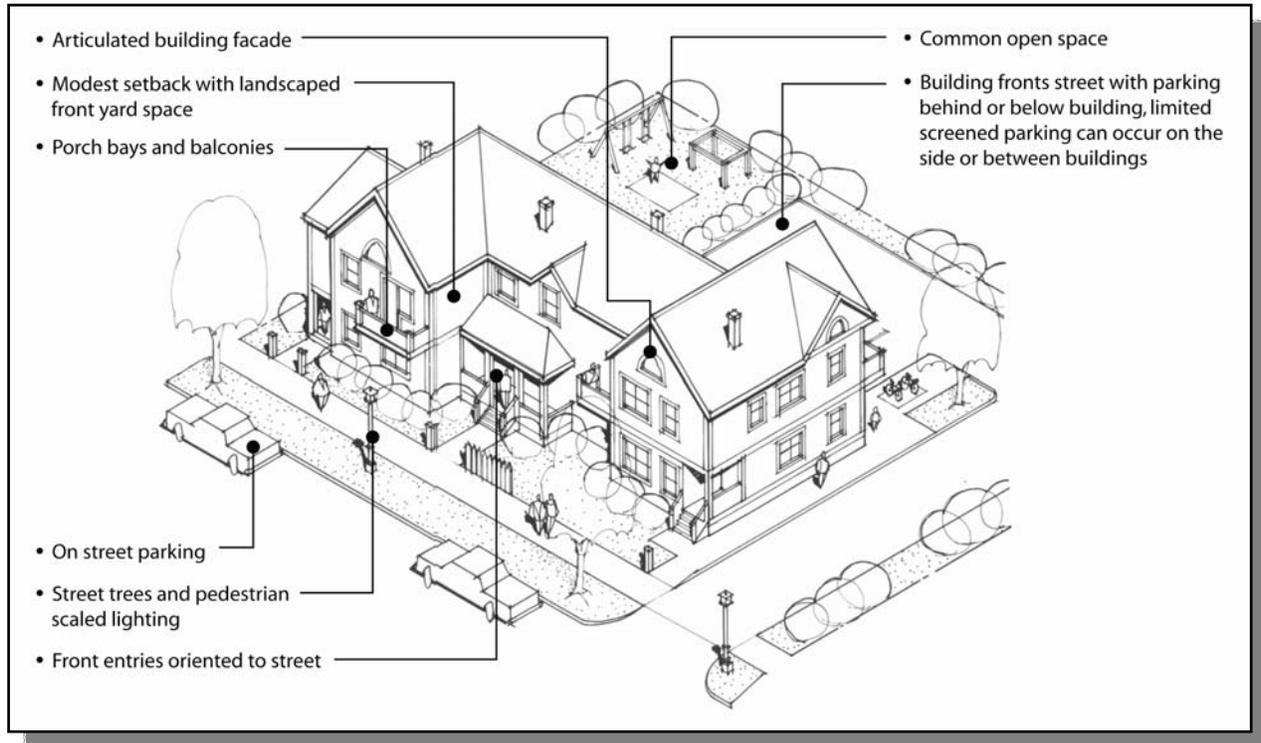
Village maintenance of even a re-calibrated residential growth phasing plan should be based on new or extended intergovernmental agreements with its neighboring communities. If the City of Madison is not willing to make a longer-term commitment to a boundary agreement along Siggelkow Road, the Village should consider discarding its residential growth phasing plan. An inability to reach a longer-term commitment with Madison could mean that Madison could ultimately grow into this area if McFarland does not by the current agreement end date (2017). Additional detail on intergovernmental agreements is provided in Chapter Eight.

Figure 4: Planned Neighborhoods

4. Enact Design Standards for Multiple Family Housing

Multiple family housing is an important component of the community to provide options for the elderly, younger residents, and employees for McFarland businesses. Such housing can also be part of an overall economic development strategy (see Chapter VIII). However, such projects often cause community opposition. In some cases, this is because such projects have been poorly and cheaply designed. This *Plan* advises that the Village enact the detailed design guidelines for all new or expanded multi-family residential developments and enforce them during development review processes. The following guidelines and Figure 5 provide a foundation:

- Incorporate architectural design that fits the context of the surrounding neighborhood, and McFarland's overall character. Encourage layouts where buildings appear as a grouping of smaller residences. Within and near the downtown, promote building materials, designs, scale, and setbacks that are compatible with the surrounding historic character.
- Use brick and other natural materials on building facades. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.
- Locate parking, dumpsters, and other unattractive uses behind buildings.
- For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas; (e) large parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.
- Provide generous landscaping of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
- Provide on-site recreational and open space areas to serve the needs of residents. Whenever possible, develop contiguous rear yards as a unit to encourage use by building residents and guests.

Figure 5: Desired Multiple Family Residential Project Layout

5. Support Provision and Supply of Affordable Housing

The Village should continue to support programs that provide affordable housing to low- and moderate-income families in the community. These programs include the Community Development Block Grant (CDBG) program to undertake housing rehabilitation projects for low-to-middle income families, home mortgage and improvement loans from WHEDA, and home repair grants from the USDA. The USDA Rural Development program is generally available in cities and villages with a population of 10,000 or less.

The Village might wish to explore the development of a housing trust fund. A housing trust fund is a pool of money available for housing projects for middle or lower income households. The fund is used to fill financial gaps to make housing projects feasible. Trust funds are replenished on an annual basis or they may be designed to be perpetual and self-sustaining. Revolving funds are sustained by the payments of loan recipients which are then used to supply additional loans.

In addition, the Village could encourage infill development on vacant or under-used lots within the built-up area of McFarland as a means to promote affordable housing. This *Plan* identifies some of these vacant or underutilized parcels inside the Village limits as “Smart Growth” areas, shown on Map 6 as *Planned Mixed Use* areas. As a next step, the Village may develop a more detailed inventory of potential vacant and underutilized sites, and distribute this inventory to home builders and other housing providers. In addition, the Village could adopt more flexible regulations to allow development of irregular or substandard infill lots, allow mixed uses for infill developments to enhance the economic feasibility; and even assist in the acquisition, clearance, and consolidation of infill lots into larger, more easily developed sites. The vision for the Eastside Growth Area and the neighborhood design principles advocated in this *Plan* are intended to promote a range of housing choices by advocating a range of densities, detached and attached homes, and lot sizes. Land costs can be up to twenty-five percent or more of the total costs for a home. Smaller lot sizes reduces land costs, which in turn can make owner-occupied housing more affordable.

CHAPTER SEVEN: ECONOMIC DEVELOPMENT

This chapter contains a compilation of background information, goals, objectives, policies and recommended programs to promote the retention and stabilization of the Village's economic base. As required by §66.1001, Wisconsin Statutes, this chapter includes an assessment of new businesses and industries desired in the Village, an assessment of the community's strengths and weaknesses with respect to attracting and retaining businesses and industries, an inventory of environmentally contaminated sites and recommended strategies for their redevelopment.

A. Existing Economic Development Framework

Most McFarland residents hold jobs in the education, health, social services and manufacturing industries in locations throughout the Madison area. The McFarland Public School District, AMTELCO, F.E. Petro, and Village government are some of the larger employers *within* the community. There are also a large number of smaller businesses. The following section provides more information on McFarland's economic profile.

1. Labor Force

The Village's labor force is the portion of the population employed or available for work and includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to 2000 census data, 3,823 residents age 16 or older were in the labor force. Of this total, 65 residents (or 1.4% of the labor force) were unemployed. According to the U.S. Census Bureau, the number of employees working in the McFarland zip code area (53558) as of March 1999 was 2,197, up 52 percent since 1994. Data on the number of employees working in the McFarland zip code area as of March 2002 will be released in the next few years.

According to the 2000 census, nearly 43 percent of all workers in the McFarland zip code area identified themselves working in management, professional, or related-type jobs (often called "white collar" jobs). About 16 percent of all workers identified themselves working in farming, construction, extraction, maintenance, production, and transportation jobs (often called "blue collar" jobs). The remaining percentage worked in service or sales related jobs. Table 17 shows the breakdown of "white-" and "blue-collar" jobs in 2000 and 1990 for the McFarland zip code area and, for comparison, the Stoughton and Cottage Grove zip code areas and in all of Dane County.

Table 17: Comparison of "White" and "Blue" Collar Jobs, 1990-2000

Zip Code Area	2000 "white collar"	1990 "white collar"	2000 "blue collar"	1990 "blue collar"
McFarland	43 percent	32 percent	16 percent	25 percent
Stoughton	35 percent	26 percent	25 percent	28 percent
Cottage Grove	40 percent	26 percent	22 percent	25 percent
Dane County	44 percent	33 percent	17 percent	20 percent

Source: Wisconsin State Journal, Book of Business, 2003 and U.S. Census, 1990

2. Educational Attainment

Educational attainment is another characteristic of a community's labor force. According to the 2000 census, about 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 36 percent of the population. This 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.

3. Income Data

According to 2000 Census data, the median household income in 1999 in the Village was \$62,969. For comparison, the median household income reported for Dane County in 1999 was \$49,223, and for the state it was \$43,791. Approximately 50 percent of the Village households reported an annual income of between \$50,000 and \$100,000. Four percent of the households reported an annual income of more than \$150,000.

More current income data collected for the Village’s zip code area indicates that the average household income in 2003 was \$68,671. As shown on Table 18, the comparable 2003 figure in the Cottage Grove zip code area was \$73,682; in Madison it was \$44,312; and in Stoughton it was \$58,166. In Dane County, the median 2003 household income was \$43,791.

Table 18: Comparable 2003 Median Household Incomes

Zip Code Area	Median Household Income
McFarland	\$68,671
Madison ¹	\$44,312
Cottage Grove	\$73,682
Stoughton	\$58,166
Dane County	\$53,703

Source: U.S. Census Bureau

¹ *Average of 10 zip codes covering the City of Madison Area*

4. Environmentally Contaminated Sites

The Wisconsin DNR’s Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. The DNR defines brownfields as “abandoned or under-utilized 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 DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of April 2003, there were 71 contaminated sites in the McFarland area in need of clean up or where clean up is underway according to the Bureau for Remediation and Redevelopment Trading System (BRRTS). Of the 71 incidents, 17 are classified as LUSTs, or leaking underground storage tanks. These tanks are, or were, known to be contaminating the soil and/or groundwater with petroleum. Forty of the incidents 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. Ten sites in the McFarland area are classified as Environmental Repair Program, or 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 of the properties on the BRRTS list, specifically those labeled as ERP and LUST, 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 this *Plan*. The Village encourages remediation and redevelopment of these sites for economic development where appropriate.

5. Economic Development Programs

The Village has a number of tools, programs, and agencies available to foster economic development. The Village recognizes the importance of its abundant community facilities, such as public utilities, streets, and parks, as an economic development and “quality of life” asset and will continue to provide funding into the development and maintenance of these facilities.

The Village has used Tax Increment Financing (TIF) districts to create incentives for industrial development in its commercial park. TIF provides for up-front public expenditures for land and infrastructure for industrial development. The resulting development pays for such initial expenditures over time through dedicated property tax revenues. The Village recently created its third TIF district.

The Village also recently created a Community Development Authority (CDA). The primary mission of the CDA will be to spearhead redevelopment activities in the Terminal and Triangle District, helping to overcome factors that stand in the way of private-only redevelopment initiatives. The CDA will prepare a marketing plan and conduct marketing initiatives. The CDA will also review proposed site and building plans to ensure compliance with design standards and tax increment targets, making recommendations to the Plan Commission. The CDA will also advise the Village Board on the nature and timing of public improvements, as well as development agreements involving economic development assistance to be provided to projects.

The Dane County Community Development Block Grant (CDBG) program funds eligible projects related to economic development, such as providing loans, business counseling, training, and education to small businesses that are owned by or provide jobs for low- to moderate-income residents.

The state’s Community Based Economic Development Program (CBED) provides funding assistance to local governments and community-based organizations that undertake planning, development and technical assistance projects that support business development. Using CBED program funds, local governments can finance economic development plans, small business and technology-based incubator grants, revolving loan programs, and entrepreneur training programs for at-risk youth. Any Wisconsin city, village, town, county, tribe or community-based organization is eligible to apply for grant funding. Funds are available on an annual basis through a competitive application process. Some grants must be matched by local funds. Application materials are available from the Wisconsin Department of Commerce.

The U.S. Small Business Administration’s Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 loans can be used to fund land purchases and improvements, grading, street improvements, utilities, parking lots and landscaping, construction of new facilities, or modernizing, renovating or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community.

6. Assessment of Desired Economic Development Focus

The Wisconsin comprehensive planning statute requires that this *Plan* “assess categories or particular types of new businesses and industries that are desired by the local government unit.” Based on public input obtained during the visioning workshop, focus group discussions, and committee meetings, McFarland seeks a diverse economic base to provide jobs, goods and services to residents, and to provide a healthy non-residential property tax base. McFarland is particularly interested in attracting and retaining the following types of economic development:

- Downtown retailers and services such as jewelry stores, coffee shops, and sit-down restaurants.
- Neighborhood-oriented retail development to serve future residential areas such as a deli, coffee shop, specialty retail, dry cleaners, drug store, video rental, restaurant or “take-out” place, and grocery store.
- Research, corporate or general business offices.
- Manufacturing, research and development industries.

Based on public input, Table 19 shows the identified strengths and weaknesses with respect to attracting and retaining businesses and industries in the community.

Table 19: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
Village’s proximity to Madison and expanding regional market	Limited land available for commercial or industrial development
Excellent transportation access (51, Beltline, Interstate, rail)	Perception of an unpredictable development review process
Good schools, safe neighborhoods, and good community facilities	No staff or committee exclusively devoted to economic development
Educated workforce	Tank Farm is an unattractive gateway entrance along USH 51
Village’s “small town” and open space feel	Perception as a residential “bedroom community”

B. Economic Development Goals, Objectives and Policies

Goal:

Attract business and commercial ventures into McFarland that are compatible with the Village’s “small town” character.

Goal:

Strengthen and diversify the job base, tax base and retail opportunities.

Objectives:

- a. Increase the supply of developable land in the Village devoted for industrial and commercial land uses, and provide necessary municipal services to these areas.
- b. Provide for planned commercial development in concentrated areas and discourage unplanned, incremental strip commercial development along major community corridors, such as Highway 51.
- c. Maintain business and industrial park areas that are attractive and contribute to the economic stability of the McFarland area, without degrading the natural environment or residential neighborhoods.
- d. Improve the overall climate for economic development through public outreach, business development programming, and actions of Village government.
- e. Maintain and enhance downtown McFarland as the center of government services and convenient commercial activities.
- f. Actively encourage infill of vacant parcels and redevelopment of underutilized properties that are already served by utilities.

Policies:

1. Plan for commercial developments convenient to residential areas which are adequately buffered, or are carefully integrated into the residential development pattern.
2. Support mixed use development projects that integrate non-residential and residential uses into high-quality, unified places.
3. Encourage the clustering of larger-scale commercial uses in order to maximize consumer safety and convenience, improve traffic flow, and enhance economic viability.
4. Locate industries in areas where they have adequate expansion space to meet anticipated future needs.

5. Prioritize economic development by establishing committees, authorities, and/or dedicated staff devoted to promoting and developing and implementing creative approaches for economic development.
6. Work in concert with private economic development interests to prepare and implement an economic development action plan for McFarland.
7. Provide appropriate incentives, including tax increment financing, to encourage redevelopment for economic purposes and new industrial and office development in planned areas of the Village.
8. Establish a linkage between the approval of major residential developments and the establishment of new non-residential uses in or near the residential developments (see Chapter Six).
9. Support proposals that provide a range of commercial development opportunities, while considering the importance of preserving McFarland's small village character and the downtown.
10. Strongly encourage shared driveways, shared parking spaces, and coordinated site plan designs to avoid the creation of new commercial strips.
11. Use the zoning process to limit hours of operation for certain types of land uses that have the potential for significant negative impacts on neighboring land uses.
12. Consider the impact of proposed commercial rezonings on the economic viability of existing commercial areas in the community before making a decision on the request.
13. Preserve and enhance the downtown McFarland by implementing the recommendations contained in this *Plan* and the list the name of the Village Center Master Plan.

C. Economic Development Programs and Recommendations

Expanding on the local goals, objectives and polices above, this *Plan* advises that the Village focus economic development on:

- High-quality, compact, and lasting economic development projects that recognizes the limited supply of marketable lands for these purposes in the community,
- Infill and redevelopment opportunities in areas where existing utilities and infrastructure are available,
- Lands in the Village's Eastside Growth Area that take advantage of good access and visibility along main roads and that are close to planned residential development, and
- Lands that take advantage of visibility along, and relatively good access to, Interstate 39/90.

More specific economic development recommendations to pursue these directions are highlighted in the following sections.

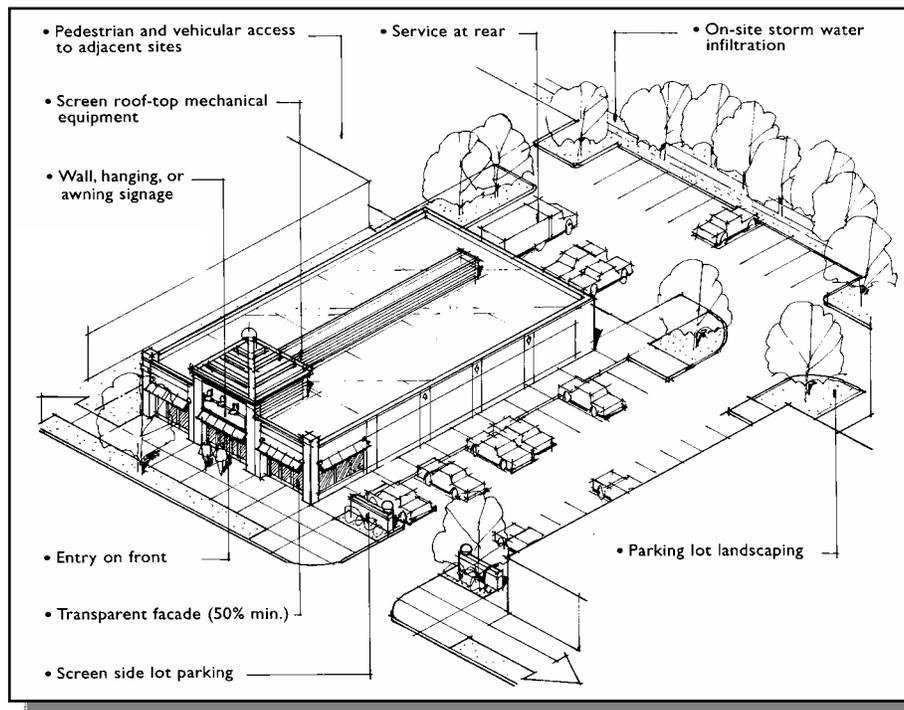
1. Strengthen Site Design Standards for Commercial, Industrial, and Mixed Use Projects

This *Plan* recommends that the Village strengthen and enforce design standards for commercial, industrial, and mixed use development projects to ensure high-quality, lasting projects that are compatible with the Village's desired character. These standards should apply to all new development and redevelopment in the Village. They should ideally be incorporated into or referenced in the Village's zoning ordinance (adding to recently adopted basic standards) and be used during site plan review processes. For new and expanded commercial uses, the standards listed below and illustrated in Figure 6 are advised:

- New driveways with adequate throat depths to allow for proper vehicle stacking.
- Limited number of access drives along arterial and collector streets.
- Common driveways serving more than one commercial use, wherever possible.
- High quality landscaping treatment of bufferyards, street frontages, paved areas and building foundations.
- Street trees along all public street frontages.

- Intensive activity areas such as building entrances, service and loading areas, parking lots, and trash receptacle storage areas oriented away from less intensive land uses.
- Parking lots heavily landscaped with perimeter landscaping and/or landscaped islands, along with screening to block views from streets and residential uses.
- Parking to the sides and rear of buildings, rather than having all parking in the front.
- Signage that is high quality and not excessive in height or total square footage.
- Location of loading docks, dumpsters, mechanical equipment, and outdoor storage areas behind buildings and away from less intensive land uses.
- Complete screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features.
- Safe, convenient, and separated pedestrian and bicycle access to the site from the parking areas to the buildings, and to adjacent commercial developments.
- Site design features that allow pedestrians to walk parallel to moving cars.
- Illumination from lighting kept on site through use of cut-off luminaires.
- High quality building materials, such as brick, wood, stone, and tinted masonry.
- Canopies, awnings, trellises, bays, and windows to add visual interest to facades.
- Variations in building height and roof lines, including parapets, multi-planed, and pitched roofs and staggered building facades (variations in wall depth and/or direction).
- All building façades containing architectural details and of similar quality as the front building façade.
- Central features that add to community character, such as patios and benches.

Figure 6: Desired New Commercial Project Layout

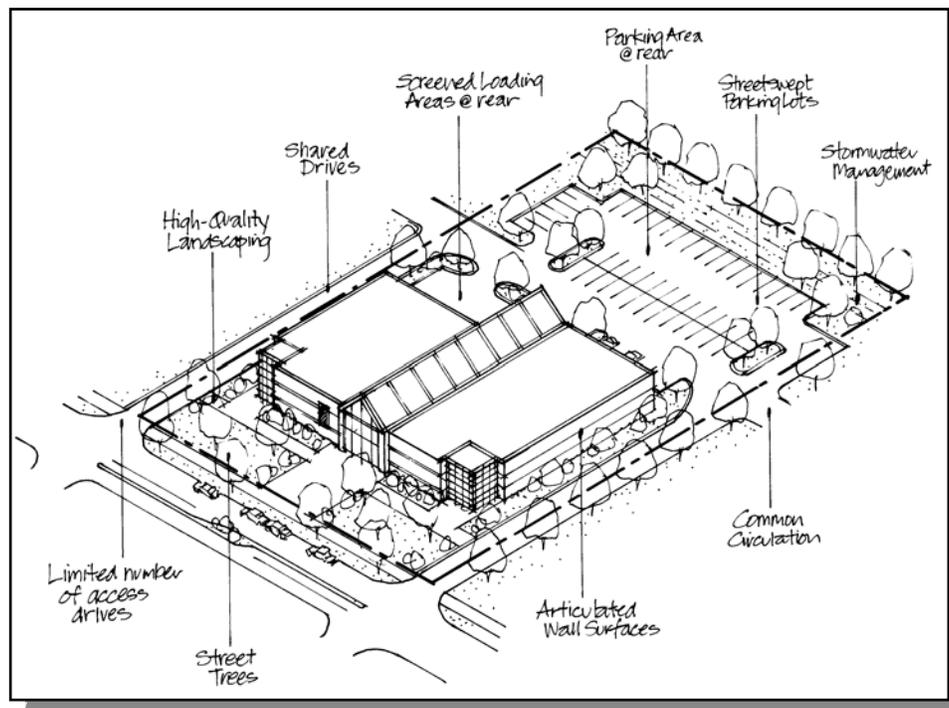


For new and expanded industrial uses, the standards listed below and illustrated in Figure 7 are advised:

- New driveways with adequate throat depths to allow for proper vehicle stacking.
- Limited number of access drives along arterial and collector streets.

- High quality landscaping treatment of bufferyards, street frontages, paved areas and building foundations.
- Screening where industrial uses abut non-industrial uses, in the form of hedges, evergreen trees, berms, decorative fences or a combination.
- Screening of parking lots from public rights-of-way and non-industrial uses.
- Complete screening of all loading areas, outdoor storage areas, mechanical equipment, and dumpsters using berms, hedges, or decorative walls or fences.
- Street trees along all public road frontages.
- High quality building materials, such as brick, wood, stone, tinted masonry, pre-cast concrete, and architectural metal.
- Location of loading areas at the rear of buildings.
- Separation of pedestrian walkways from vehicular traffic and loading areas.
- Design of parking and circulation areas so that vehicles are able to move from one area of the site to another without re-entering a street.
- Variable building setbacks and vegetation in strategic locations along foundations.

Figure 7: Desired New Industrial Project Layout



Increasingly, communities are planning areas for a mix of non-residential and residential uses—particularly commercial and residential uses. This mixture occurs on the same site, in the same building, or both. This type of development scheme has several advantages, including providing built-in residential markets for commercial enterprises, promoting walking and limiting auto trips, creating active, vibrant places, and diversifying development risk. This *Comprehensive Plan* advises “planned mixed use” development and redevelopment in several parts of McFarland (see Map 6 and Chapter Three). The design standards for these areas included on the following page illustrate some general design standards for these types of areas. Obviously, each area has different issues, geography, size, existing development, and other characteristics that must be considered in their design. Of critical importance to these areas is ensuring very careful planning and high-quality design.

2. Carry out Implementation of Terminal and Triangle District Plan

In order to fully realize the vision expressed in the Terminal and Triangle District Plan, the Village and its newly-created Community Development Authority must be proactive players and cultivate mutually beneficial relationships with developers, property owners, and neighboring jurisdictions. Implementation of this vision will require their significant commitment to provide ongoing support and participation, and dedication of time and resources.

The flowchart on the following page illustrates the review process a potential developer would follow in the Terminal and Triangle District planning area if financial assistance from the Village were requested. The review process begins with the project management team (PMT). This group has initial contact with the project applicant and reviews items such as conceptual site plans, and a potential request for Village financial participation. After reviewing the concept, checking for compliance to the vision of this *Plan* and the District Plan, and discussing financial participation, the PMT creates a report summarizing their findings. This report is given to the CDA. Upon reviewing the PMT's report, and gathering additional information such as a business plan and financial statements, the CDA makes a recommendation to the Village Board. The Village Board reviews the CDA's recommendation and votes on potential financial participation. Finally, the Plan Commission reviews and votes on the approval of the site and architectural plans, as well as potential zoning issues.

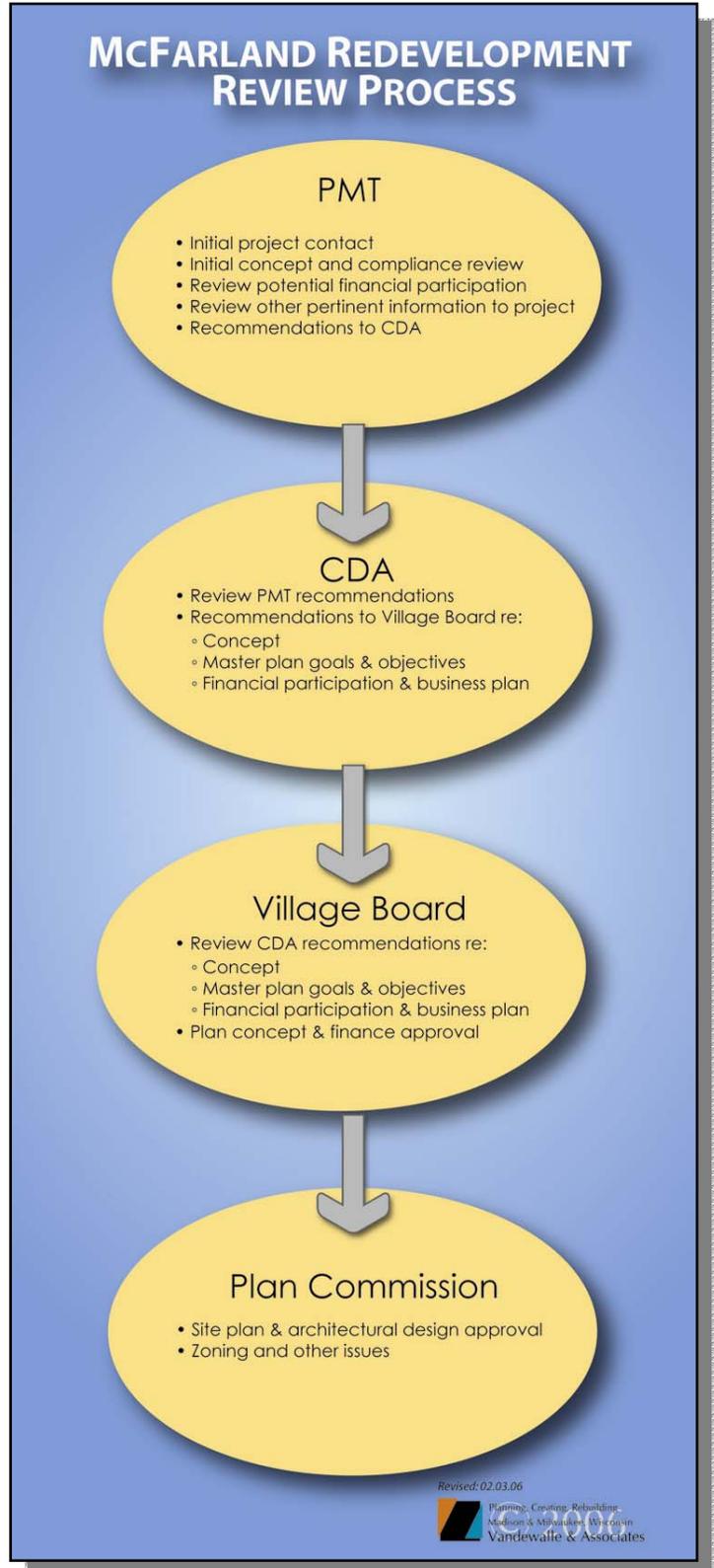


Figure 8: Mixed Use Centers

3. Advance Downtown Revitalization Efforts

The Village also should continue to support downtown revitalization efforts by promoting more downtown housing and mixed use development, investing in civic places, and guiding business redevelopment proposals. With expanded growth to the Village’s east side, the downtown will become more centralized to Village residents—making it a more viable, marketable location for economic activities. It also has the real potential to serve as the Madison Marsh Road Neighborhood’s “downtown.” The relocation of the lumberyard may both directly and indirectly contribute to downtown redevelopment. There is also an opportunity for reuse or redevelopment of McFarland Center, with a mix of non-residential uses anchored by senior housing or condominiums. As with the Terminal Drive area, establishment of a redevelopment tax incremental financing district in the downtown area may be advisable to fully implement the Village Center Master Plan and to accomplish these larger redevelopment objectives. Chapter Three provides a more complete description of recommended revitalization planning efforts for the downtown.



4. Plan for Economic Development Opportunities in the Eastside Growth Area

This *Plan* recommends high-quality new commercial and office development oriented east along Siggelkow Road (see Map 6), generally intended to serve residents in the general area. Low-impact research and light assembly uses may also be appropriate for this corridor. This recommended strategy takes advantage of the growing market demand from residential growth planned both north (in the City of Madison) and south of that road. It also provides relatively good access to the Interstate and Beltline by heading both west and east on Siggelkow, which will be expanded to a four-lane road in the future. Identifying this area for economic development may also minimize the need to identify potentially less appropriate areas in the McFarland area for “greenfield” economic development.

A bit further east, this *Plan* recommends high-quality employment-based land uses in a mixed use setting with frontage and visibility along the west side of Interstate 39/90 (see “Planned Mixed Use” area on Map 6). Offices and hotels would be other complementary uses in this area. Employment-based land uses visible from the Interstate, yet without direct access are not unusual in this area—just to the north the World Dairy Center and the Datex-Ohmeda campus do not have direct access onto Interstate 39/90. As these other areas become built out, similar opportunities will emerge for other similarly situated sites. As development of this area becomes more imminent, the route including Siggelkow Road and CTH AB north to USH 12 should be designated as a truck route. This *Plan* recognizes that the market for these uses and utilities to this area will take several years to develop. In the meantime, the Village should work with Town of Blooming Grove to ensure that land use decisions made in the interim would not impede this long-term strategy.

5. Consider Linking Residential Growth to Economic Development Expansion

As suggested in Chapter Six, the Village’s current residential phasing plan should be re-calibrated. The process to re-calibrated this phasing plan should consider linking residential phasing to the expansion of economic development opportunities in the Village. For example, a particular phasing area may be opened up for development sooner than otherwise allowed if the developer directly provided or actively promoted a sufficient amount of non-residential development either on-site or elsewhere in the Village. For large-scale residential areas, the Village may also consider requiring developers to include non-residential development components to create convenient, walkable destinations for surrounding residents, and enhance tax base opportunities.

6. Work to Retain Locally Grown Businesses

Locally grown and owned businesses are one of a McFarland's greatest assets. Many local businesses have become identified with McFarland and impart local flavor (often in the form of unique goods and services). Since many owners also live in the community, there is a much greater likelihood that the profits (not just the payrolls) will be spent locally as well. Local business development and retention should be key aspects of the Village's economic development program. Resources that local economic development staff may help to procure include business mentoring services and small business loans.

7. Pursue New Commercial Development that Caters to Local Consumers

Like many other communities around Madison, there is a mismatch in the Village between the purchasing power of local households and the number of local establishments where purchases can be made. This results in a significant leakage of wealth from the community, and unnecessary automobile trips as McFarland residents travel outside the community for much of their shopping. A greater quantity and variety of everyday retail shopping geared specifically toward the *local* market would help re-circulate local wealth while bolstering Village tax revenues. More local shopping and employment would also put less strain on regional roads (e.g., USH 51) resulting in less auto pollution and greater convenience. Much of this new retail can be accommodated through the redevelopment and/or re-positioning of existing marginal commercial properties along USH 51 and Farwell Street, redevelopment of the downtown area, and planned non-residential development in the Village's Eastside Growth Area.

8. Encourage Housing that Targets Young Professionals, Empty Nesters and Retirees

Many communities have an aversion to high-density, multi-family housing. This perception is largely based on the belief that such housing strains public resources, depresses property values, and is aesthetically incompatible with "small town" settings. It disregards the fact that many affluent householders are aging and would like to downsize their lives without leaving the community, and that traditional single-family homes on large lots may actually place the greatest overall strain on public

Retirement Housing as a Tax Base Revenue Builder

Economic development programs in most communities are concerned with essentially two core issues—jobs and taxes. In communities where unemployment is low and wages high, economic development objectives are really more about building tax base than advancing broader economic goals. Communities have the option of pursuing a number of alternative strategies to increase tax revenues without having to rely solely on new office or industrial employment. Two complementary strategies include: increasing the number of retail and service businesses, and increasing the number of households (and housing types) that place comparatively few demands on public services; namely, housing that is both compact in form and caters to relatively affluent, childless households such as empty nesters, retirees, and young professionals. Such a strategy can help broaden the tax base without offsetting the high-service needs that accompanies traditional single-family housing on larger lots.

By incorporating retirement housing into a compact mixed-use development that also features retail and services, the need for auto trips and parking is reduced and a built-in market to help assure the success of the businesses is created. This type of development strategy could help both the Village's tax picture and revitalize downtown or other underutilized areas identified in this *Plan*.



services. Further, some households in these higher density developments are in the early stages of careers and have high income potential. Such households either can't afford or do not want to maintain their own home and would prefer a high-quality alternative. Many communities have come to view these types of developments as tax base revenue builders (see sidebar).

A well-balanced and "sustainable" community requires a greater choice of housing for people at various stages of their careers and lives. In addition, quality, affordable housing along with solid public services and protected natural resources have emerged as primary business attraction factors for new economy industries.

9. Actively Pursue Brownfield Redevelopment

In McFarland, there are several opportunities for brownfield redevelopment, particularly along Terminal Drive. While brownfield redevelopment can present complicated problems, these sites provide a tremendous opportunity to engage public and private funding sources in a plan for long-term economic development. Brownfields are more than a public health and environmental issue. In many communities, brownfields pose a number of economic development constraints such as lowering surrounding property values and contributing to a neighborhood's blighted condition. Successful redevelopment of brownfields can revitalize older neighborhoods and increase local tax revenue. Brownfield redevelopment is also an effective growth management tool, attracting business development back into areas where municipal services are already provided rather than on undeveloped lands (e.g., farmland, open space) at a community's edge.

Redevelopment strategies for each brownfield are extremely site-specific, dependent upon factors such as previous ownership, past land use, and the type of potential environmental contamination. A detailed environmental site assessment and market analysis is recommended before proceeding in any brownfield redevelopment project. There are a range of funding sources and implementation tools available from both public and private agencies to assist communities, businesses, lenders, and private citizens in the clean-up and redevelopment of brownfields in Wisconsin. After the site assessment process, the Village and private property owners should prepare a unique redevelopment strategy for the property, following the general steps to redevelopment planning described earlier in this chapter.

10. Pursue Economic Development in a Pro-active, Yet Judicious Manner

Economic development, if it is to be done well, involves much more than zoning lands for commercial or industrial development and letting the market take its course. Zoning cannot actively recruit or hand-select the best business or developer for a given project or site. Business recruitment and retention programs must be developed, properties assembled, requests for proposals written, inquires answered, developer agreements executed, and incentive programs administered. Such programs must be staffed and funded.

Thoughtful planning and preparation now will allow the Village to remain selective in the future. As it becomes recognized that the Village's well-managed physical environment and community facilities are its greatest assets, quality development will encourage yet more quality development. Developers will better understand the community's expectations for new development at the outset, and be more confident that their investment will be protected by sound planning decisions down the road. Weak planning, by contrast, creates uncertainty in real estate markets and discourages top-notch design.

To assist the Village evaluate and prioritize this *Plan's* economic development strategy recommendations, Chapter Nine includes a checklist and suggested timeline to guide McFarland in this "pro-active, yet judicious" effort.

CHAPTER EIGHT: INTERGOVERNMENTAL COOPERATION

This chapter is focused on “intergovernmental cooperation”, defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve land use, transportation, natural resource, utility, facility, services, or other issues of mutual interest. 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 (e.g., school districts).

This chapter contains a compilation of background information, goals, objectives, policies and recommended programs for joint planning and decision making with other jurisdictions, and covers all of the information required under §66.1001, Wisconsin Statutes. It incorporates by reference all plans and agreements to which McFarland is a party under §66.0301, §66.0307, and §66.0309, Wisconsin Statutes. It is intended to promote consistency between this *Plan* and plans for neighboring jurisdictions.

A. Existing Village Plans

McFarland has a history of community planning and implementation. The Village prepared its first master plan in 1983, with subsequent updates in 1994 and now with this *Plan* in 2006. The Village has an adopted zoning ordinance, subdivision ordinance, official map, erosion control ordinance, stormwater management ordinance, floodplain ordinance, and wetland zoning ordinance. These ordinances have been updated over time to respond to changing trends in development and in local attitudes. The following is a summary of the planning efforts undertaken by the Village in recent years:

1. Master Plan (1994)

The Village prepared its 1994 Master Plan with assistance from the Dane County Regional Planning Commission. This plan provided recommendations on land use, economic development, community facilities, transportation, housing, natural resources, and implementation. The 1994 plan recommended that the Village grow to the east in different phases over the subsequent 20 years, along with several transportation and utility improvements to serve these future growth areas. While many of the ideas in the 1994 plan have been carried forward, this *Comprehensive Plan* supercedes that 1994 plan.

2. Residential Growth Management Plan (1998)

This report compiled and analyzed the different growth management techniques available to McFarland and established a more detailed phasing plan for residential growth on the Village’s eastern edge. Using the general growth areas identified in the 1994 master plan, this 1998 report identified and mapped six phases for growth east of Holscher Road through 2020, generally from Sigelkow Road on the north end to Elvehjem Road on the south end (see Map 5). Chapter Six of this *Comprehensive Plan* advises an update and recalibration of this residential growth management plan to reflect more recent trends, future expectations, intergovernmental agreements, and possibly a different approach that no longer relies on specific time period targets and limitations.

3. Village Center Master Plan (1999)

This plan was funded in part by Dane County’s Better Urban Infill Development (BUILD) program, designed to promote infill development and redevelopment. The Village Center Master Plan provides a vision and strategy for ensuring the long-term health and vitality of McFarland’s downtown area. This planning effort included a multi-day design workshop and follow-up meetings with the public. The plan provided land use, streetscaping, historic preservation, traffic and circulation, community facilities, and design recommendations McFarland’s downtown area. The recommendations of that plan remain appropriate, and have been incorporated and in certain cases enhanced in this *Comprehensive Plan*. The Village Center Master Plan was never officially adopted by the Village.

4. Outdoor Recreation Plan (2001)

The Village updated its five-year Outdoor Recreation Plan to recommend improvements to existing park and recreational facilities and identify opportunities to expand the Village's park system. The plan was guided by a parks and recreation survey. The plan recommended a pedestrian way system and on-street bicycle routes. It also recommended acquiring park and open space areas on the eastern edge of the Village as it expands. This *Comprehensive Plan* built on the recommendations of the 2001 Outdoor Recreation Plan, providing additional detail and forecasting for future east side park and trail opportunities. These new ideas should be considered when the Outdoor Recreation Plan is again updated in 2006. The Village is also in the process of preparing, or will soon prepare, master plans for Urso, McDaniel, and Brandt parks to guide their future (re)development.

5. Terminal and Triangle District Plan (2005)

The Terminal and Triangle District Plan, completed in August 2005, serves as a guide for new public and private investments within a district along Terminal Drive extending from Highway 51 on the north end to Siggelkow Road on the south end, and along Triangle Drive east of Highway 51 in the Meinders Road area. Most of these lands are presently used for industrial and distribution purposes. This is generally the area that is also within TIF #3, but notably also includes lands at the north end of Terminal Drive that are in the City of Madison. These City lands were incorporated in consultation with City staff and affected property owners. The Terminal and Triangle District Plan advises a proactive program of redevelopment for economic purposes within this critical part of the Village.

6. Highway 51 Landscape Plan (2005)

In order to improve aesthetics along Highway 51, the Village' Urban Forestry Commission worked in conjunction with a landscape architect to prepare a unified landscape plan for the Highway 51 corridor. Implementation of this plan will be carried out through a collaboration among the Village, Wisconsin Department of Transportation, and private property owners. At the time of writing, the Highway 51 Landscape Plan had not been adopted by the Village.

B. Existing Regional Framework

Map 1 shows the boundaries of McFarland's neighboring or overlapping jurisdictions. Relationships with these local, regional and state jurisdictions were analyzed during the Village's planning process to identify mutual planning issues or potential conflicts. The following is a summary of this analysis:

1. Important State Agency Jurisdictions

The Wisconsin Department of Transportation's (WisDOT) District 1 office, located in Madison, serves all of Dane County. The District 1 office was notified of all transportation-related issues affecting the Village to ensure ongoing communication and so that potential conflicts could be identified and discussed during the planning process.

As described in greater detail in Chapter Four, WisDOT has recently engaged in three major transportation studies in the McFarland area. These include studies to explore future expansions and re-configurations to Interstate 39/90, Highway 51 (Stoughton Road) north of the Beltline, and Highway 51 through McFarland and Stoughton. The former two studies, if they result in construction, will likely improve access to McFarland with little direct impact. The final Highway 51 study, for which a Needs Assessment was completed in early 2004, could have a more significant impact on McFarland. These potential impacts are particularly related to possible future expansion and access controls for Highway 51. The Village should carefully monitor and participate in the likely next phase of the study process 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. The Department of Agriculture Trade and Con-

sumer Protection (DATCP) is the state agency which administers the state's Farmland Preservation Program for farm owners in the surrounding towns. There are no known conflicts between the Village's plans and the plans and actions of these State agencies.

2. Regional Planning Commission

The Village is not presently under a Regional Planning Commission jurisdiction. Prior to 2004, the Dane County Regional Planning Commission (DCRPC) was in operation in all of Dane County. The DCRPC was dissolved on October 1, 2004.

The DCRPC formerly prepared water quality plans, delineated and amended urban service areas, and delineated and amended environmental corridors in coordination with WisDNR. Since the dissolution of the DCRPC, WisDNR has assumed these functions, designating the Community Analysis and Planning Division of the Dane County Planning and Development Department to provide it with technical assistance.

Community leaders in Dane County have proposed options for successor organizations to DCRPC, potentially including a "Council of Governments," which would have a different representation but assume some similar functions. The State Legislature and Governor would likely have to authorize a replacement organization. Through the Dane County Cities and Villages Association, McFarland intends to be involved in discussions on any new agency.

DCRPC plans and studies were a valuable resource in the preparation of this *Comprehensive Plan*. There are no known conflicts between this *Comprehensive Plan* and the regional master plan, which contained the following components at the time of writing:

- Dane County Land Use and Transportation Plan (adopted June 1997 as amended)
- Dane County Water Quality Plan (adopted June 1980 as amended)
- Dane County Parks and Open Space Plan 2001-2005 (adopted September 2001)
- Dane County Solid Waste Plan (adopted October 1988)
- Dane County Farmland Preservation Plan (adopted October 1981 as amended)
- Bicycle Transportation Plan (adopted August 2000)

3. Madison Area Metropolitan Planning Organization

The Madison Area Metropolitan Planning Organization (MPO) is the designated regional policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. The Madison Metropolitan Planning Area consists 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 MPO 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 "Vision 2020" Dane County Land Use and Transportation Plan is the current long-range plan, and was being updated at the time of adoption of this *Comprehensive Plan*. The TIP is updated every year. There are no McFarland-specific projects in the TIP. The Village should suggest projects for future updates to the long-range transportation plan and TIP that are identified in this *Plan*, potentially including the expansion of Siggelkow Road in cooperation with Madison and Blooming Grove.

The Village will also continue to monitor the progress of Transport 2020—an ongoing intergovernmental study to explore high-capacity transit options, including rail, in the Madison area.

4. Dane County

Dane County is contending with increasing growth pressure. The county's 2000 population was 426,526, an increase of 59,441 (1.6% annual average increase). The County's estimated 2005 population is up to 458,297 residents, representing continued growth at this level. Most of this growth pressure is generated by increases in employment throughout the region and by Dane County births and attrition. The County's growth rate has varied widely for each local government. Towns have grown by about one percent per year; the smaller cities and villages have growth more quickly (between 2 and 3 percent per year). McFarland's population grew by 2.3% per year on average during 1990s.

In recognition of the stress that such growth places on both natural and human systems, Dane County has adopted several plans in recent years. These include the Lower Mud Lake Resource Protection Plan (adopted in 1994), Dane County Land Use and Transportation Plan (adopted in 1997), Door Creek Wetlands Resource Protection Plan (adopted in 2000), Dane County Park and Open Space Plan (adopted in 2001), and the Dane County Farmland Preservation Plan. The Farmland Preservation Plan, originally adopted in 1981 and amended numerous times, is the de facto county land use plan. It includes town-adopted comprehensive plans, master plans, and land use plans as component parts. In general, these county plans advocate strong growth management and environmental protection efforts, with a focus on concentrating non-farm development in existing urban areas. This *Village of McFarland Comprehensive Plan* is generally consistent with these adopted County plans, with more specific comments on compatibility with town plan components of the Farmland Preservation Plan presented in the following paragraphs.

Dane County is in the process of preparing a comprehensive plan to meet Smart Growth requirements, scheduled for completion in May 2006. The process is being guided by several committees focused around the different required plan elements. The Village should continue to coordinate with that effort, and share ideas from the Village's *Comprehensive Plan* that may have broader applicability and opportunities for implementation if included in the County plan, including the recommended intergovernmental conservation plan for the southern and eastern edges of the Village's growth area, trails, and other transportation projects that may affect County highways like AB and MN.

5. 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 2005 population of 221,735. The City's population is projected to grow to 245,077 by 2020, according to the State Department of Administration.

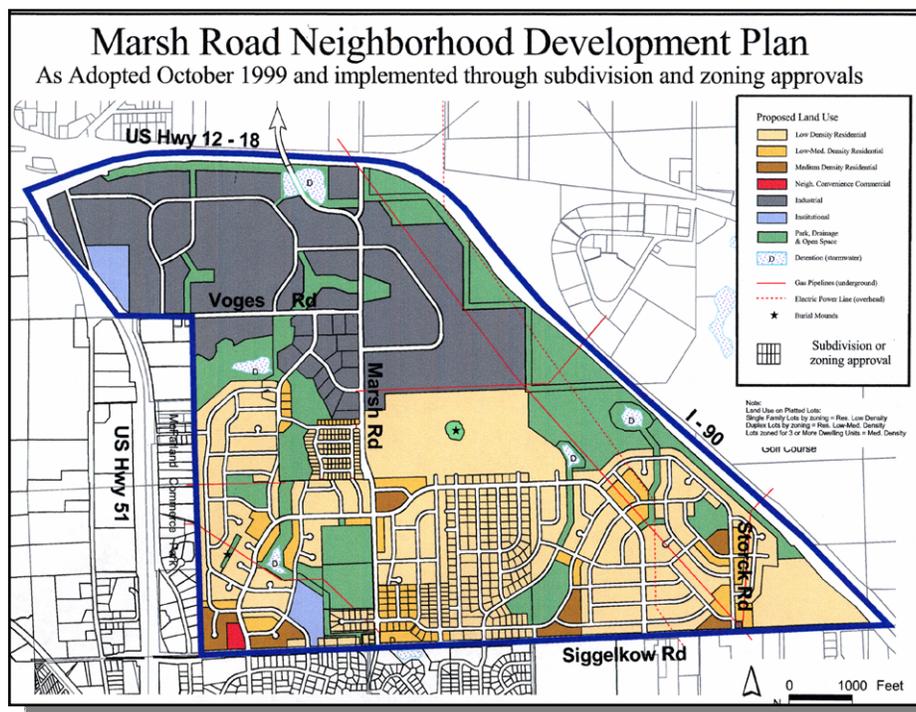
In 1997, Madison and McFarland entered an intergovernmental land use and boundary agreement, which is scheduled to be in effect through 2017 and includes the following provisions:

- Siggelkow Road will serve as the municipal boundary between the City and Village through 2017, east to CTH AB. Neither community may annex additional land on the opposite side of Siggelkow Road, 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 are outlined.

The City has over forty documents which together form its current master plan. Over the years, the City has prepared neighborhood development plans as components of its master plan for designated growth areas on its periphery. 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 Belt-

line, between USH 51 and Interstate 90 (see development plan map below). The area, encompassing approximately 1,300 acres, 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.

Figure 9: Marsh Road Neighborhood Development Plan



Source: City of Madison Department of Planning and Development, 2002

The Marsh Road Neighborhood Development Plan is consistent with the Village's *Comprehensive Plan*. Specifically, proposed land uses are designed to be complementary and proposed streets accessing Siggelkow Road are proposed to align with one another. The lack of commercial and office development in the Marsh Road plan suggests an opportunity for such low-impact development on "McFarland's side" of Siggelkow Road to serve neighborhood service needs in both communities.

In January 2006, the City adopted its new comprehensive plan. 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. The City's plan also 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. The City and Village have begun discussions regarding extending the timeframe and addressing other provisions of this intergovernmental agreement. Overall, it appears that the City's pending comprehensive plan and this Village *Comprehensive Plan* are consistent with one another, although the Village and City should continue to engage in discussions regarding joint boundary, land use, and redevelopment initiatives near their edges.

6. City of Stoughton

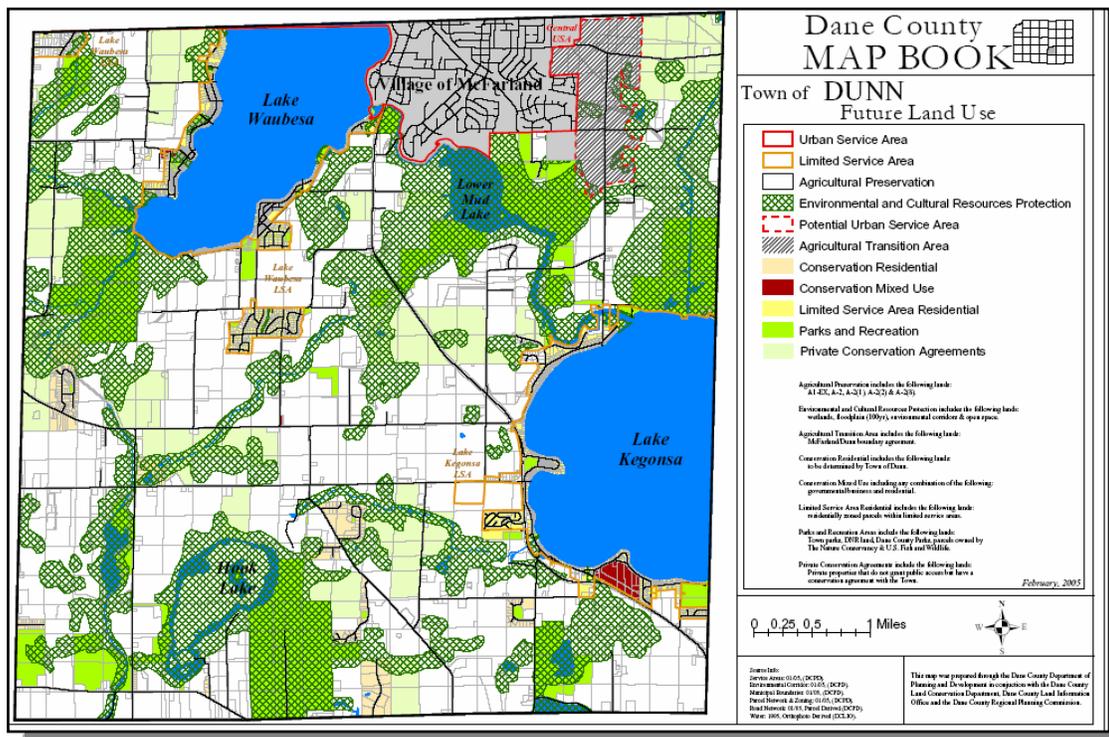
The City of Stoughton is located about 6 miles south of McFarland on USH 51. Stoughton was one of the fastest growing communities in Dane County during the 1990s, increasing from 8,780 residents in 1990 to 12,350 residents by the end of the decade. The City is projected to grow to 17,580 residents by 2025, according to the DCRPC. The City currently exercises its 1½-mile extraterritorial jurisdiction (ETJ) plat review authority and, given its population, can extend its ETJ authority up to 3 miles. The City adopted its Comprehensive Plan on May 31, 2005. There are no recommendations that directly affect the Village.

7. Town of Dunn

The Town of Dunn abuts McFarland to the south and east. The Town has an estimated 2005 population of 5,287 residents—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 two decades ago, the Town adopted its first land use plan, the County’s exclusive agricultural zoning district, and its own subdivision ordinance. At the time of writing, the Town of Dunn was nearing completion of its new comprehensive plan. The draft plan recommends maintaining, improving or expanding existing successful intergovernmental cooperation efforts with the Village. Below is the Town of Dunn draft Future Land Use Map from their Comprehensive Plan. This Future Land Use map is consistent with the Planned Land Use Map (Map 6) and the remainder of the Village’s *Comprehensive Plan*. Particularly noteworthy is that Dunn’s pending plan acknowledges the Village’s Eastside Growth Area and contains consistent recommendations for this same area.

Figure 10: Town of Dunn Future Land Use



Perhaps the Town's most noteworthy plan implementation approach has been its purchase of development rights (PDR) program. The stated 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 April 2003, the Town has purchased development rights from 15 landowners and 2,064 acres of land for permanent farmland and open space uses. 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. Town easement purchases in the McFarland area are reflected on Map 5. Development purchases in the CTH AB/MN corridor affected the long-range urban growth area that was advised by this *Village Comprehensive Plan*.

The Town of Dunn and Village of McFarland have had shared service agreements for fire and emergency medical services for many years. A spirit of cooperation has increased in recent years. A representative from the Town of Dunn was invited to attend all of the monthly Village Ad Hoc Committee meetings to ensure on-going dialogue between the two jurisdictions and to identify and discuss potential conflicts during the planning process. Most significantly, the Town and Village in 2005 entered into an Intergovernmental Cooperation Agreement that identifies which services will be shared over the next 20 years and also outlines an area of land to the east of the existing Village boundaries that will be transitioned to urban land uses over the next 20 years (the Eastside Growth Area described in this *Comprehensive Plan*). The agreement also limits development and Village annexation south of the Yahara River in the Highway 51 corridor. This agreement guided and in certain cases limited the contents and direction of this *Comprehensive Plan*.

8. Town of Blooming Grove

The Town of Blooming Grove, abutting McFarland to the northeast, had 1,742 residents in 2005. The Town's largest residential development area near the Village (on Siggelkow Road) is the April Hills subdivision, with about 100 homes. The Town currently includes approximately 18 square miles, including a number of islands. Blooming Grove and McFarland have a shared service agreement for emergency medical services. A representative from the Town of Blooming Grove was invited to attend all of the monthly Village Ad Hoc Committee meetings to ensure on-going dialogue between the two jurisdictions and to identify and discuss potential conflicts during the planning process.

The Town has entered into an intergovernmental agreement with the City of Madison that will ultimately lead to its dissolution within the next 20 years. Lands that remain in the Town by that deadline will automatically be incorporated into the City. This has important potential implications for McFarland, given that some lands that are in the Village's Eastside Growth Area are currently in Blooming Grove.

In 2005, Blooming Grove adopted a comprehensive plan. That plan advises single family residential development on ¼ acre lots east of the Village and south of Siggelkow Road. This *Village Comprehensive Plan* also advises development over this same area, but the Village's *Plan* suggests a mix of residential, office, and neighborhood retail development on public sewer and water services. Approaches to resolve this inconsistency are advised in the "recommendations" section that follows.

9. 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 Towns of Dunn, Blooming Grove, and Pleasant Springs. According to 2000 Census data, the school district serves 2,434 households. All five of the public school facilities are located within the Village's municipal limits.

The District owns a 24-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. Chapter Five of this *Comprehensive Plan* identifies the continued reservation of this site for school purposes, and the possible long-range need for an additional school site on east side of the Village's planned Eastside Growth Area. There are no known conflicts between the plans and policies of the McFarland School District and those of the Village.

McFarland's 2002 enrollment was 1,951 students. Neighboring school districts include the Madison Metropolitan School District (with a 2002 enrollment of 24,900 students), the Monona Grove School District (2002 enrollment of 2,770 students); the Stoughton Area School District (2002 enrollment of 3,640 students), and the Oregon School District (2002 enrollment of 3,480 students).

C. Intergovernmental Cooperation Goals, Objectives and Policies

Goal:

Maintain mutually beneficial relations with nearby governments.

Objectives:

- a. Work with surrounding communities to encourage an orderly, efficient land use pattern that minimizes conflicts between urban and rural uses and preserves farming and natural resources in mutually agreed areas.
- b. Cooperatively secure long-range growth opportunities for McFarland which will ensure the economic health of the community and result in a logical, efficient future land use pattern.
- c. Work with Dane County and neighboring jurisdictions on comprehensive planning efforts.
- d. Work with surrounding communities on future municipal boundary changes, sewer service areas, land use policies, and extraterritorial decisions.
- e. Work with the McFarland School District on school district planning, potential school siting, joint recreational spaces and programming, and other areas of mutual concern.

Policies:

1. Continue intergovernmental and shared service agreements for public facilities and services.
2. Consider additional joint services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services or cost savings.
3. Cooperate with other governments and non-profit agencies on natural resources, places of recreation, transportation facilities, and other systems that are under shared authority or cross governmental boundaries.
4. Provide a copy of this *Comprehensive Plan* to all surrounding local governments.
5. Actively participate, review, monitor, and comment on pending comprehensive plans for nearby communities and Dane County.
6. Work to resolve already identified and possible future differences between the *Village of McFarland Comprehensive Plan* and plans of adjacent communities, particularly with Blooming Grove.
7. Cooperate with affected governments and the McFarland School District on a proposed neighborhood development plan for the Eastside Growth Area, as described in detail in Chapter Three of this *Plan*.
8. Initiate and help implement an intergovernmental conservation plan focused on lands south and southeast of McFarland; covering natural area, farmland, open space, and recreational issues; and incorporating previous plans and initiatives for this area. (See Chapter Three for additional details.)
9. Work with surrounding municipalities on new or extended formal intergovernmental agreements covering boundary, urban service area, land use, and extraterritorial area issues.

10. Exercise extraterritorial powers where necessary to protect Village interests or where intergovernmental cooperation efforts do not yield desirable results.
11. Collaboratively implement the Highway 51 Landscape Plan.

D. Intergovernmental Cooperation Programs and Recommendations

Intergovernmental cooperation is key to achieving a logical and efficient growth management program for the McFarland area. Without effective intergovernmental cooperation, lands on McFarland's fringe will likely become an inefficient, poorly planned, and prematurely developed patchwork of rural and urban subdivisions, isolated commercial developments, and scattered, non-viable "preserved" farms and natural areas surrounded by development. The goals of all communities in the McFarland area will not be served by such a pattern.

This *Comprehensive Plan* advises a number of intergovernmental planning initiatives, such as an intergovernmental conservation plan and multi-jurisdictional participation on a detailed neighborhood development plan for the planned Eastside Growth Area. The remainder of this chapter focuses on formal intergovernmental discussions and agreements with neighboring communities.

1. Overview of Intergovernmental Agreements

This *Comprehensive Plan* advises that McFarland continue to participate in intergovernmental discussions with surrounding governments, with the goal of achieving full consistency among comprehensive plans and implementation programs. In general, formal intergovernmental agreements help communities minimize competition for development, make sure that future development is of high quality and appropriately paced, provide all parties with a greater sense of certainty on the future actions of others, and promote municipal efficiency in an era of diminishing government resources. Formal intergovernmental agreements may cover:

- **Municipal Boundary Changes:** Intergovernmental agreements frequently suggest limits to long-range municipal annexation, generally in exchange for some compromises from a participating town. Such compromises may include the town's agreement not to legally contest any annexation petition that is within the agreed annexation area and/or to limit town development or development rights purchases in the possible future annexation area. Provisions for future maintenance, upgrades, or extensions of roads affected by annexations are often also covered in intergovernmental agreements.
- **Urban Service Area Boundaries:** Some intergovernmental agreements include provisions that define where public sewer and/or water services may be extended and where they may not over the term of the agreement. These areas largely define where fairly intensive urban (publicly sewered) growth may occur. Some agreements include provisions that do not allow intensive development with on-site waste disposal (septic) systems in such designated or planned urban service areas.
- **Future Land Use Recommendations:** Frequently, intergovernmental agreements include maps or descriptions that specify future land uses or development densities considered acceptable or unacceptable. Some agreements also include provisions that the communities will then amend their comprehensive plans to be consistent with the future land use provisions in the agreement, or to not amend their comprehensive plans in a manner that would be inconsistent with the agreement.

There are two main formats for intergovernmental agreements under Wisconsin Statutes. The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a "66.0301" agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. Another format for an intergovernmental agreement is a "cooperative plan" under Section 66.0307 of the Wisconsin Stat-

utes. This approach is more labor intensive and ultimately requires State approval of the agreement, but does not have some of the limitations of the “66.0301” agreement format. Recently, many communities have begun with a “66.0301” agreement, and have included provisions for following through with a “66.0307” cooperative plan.

2. Implement Town of Dunn Agreement

In 2005, the Village of McFarland and Town of Dunn reached a significant intergovernmental boundary, land use, and service agreement. At the time of writing, that agreement was subject to litigation. Assuming the litigation is resolved in the Village’s and Town’s favor, efforts will move towards implementing and monitoring this agreement. The Village and Town should continue to meet to monitor progress on the agreement, and to consider amendments as appropriate and mutually agreed by both communities.

3. Proposed Town of Blooming Grove Agreement

A piece of the Eastside Growth Area recommended in this *Comprehensive Plan* presently lies within the Town. The Village plans these areas for mostly mixed uses (e.g., office, neighborhood retail), as they are near Siggelkow Road, central to future planned residential growth, and visible from the Interstate. The 2000 Town plan identified this same area for rural residential development. An intergovernmental agreement would help secure the future economic growth potential of this area, provide appropriate transportation solutions, and avoid a patchwork of uncoordinated and incompatible rural and urban residential and non-residential use areas.

A formal agreement between McFarland and Blooming Grove may include the following types of provisions:

- Town could agree not to rezone land or approve rural subdivisions (greater than a one house per 35 acre density) within the Village’s planned Eastside Growth Area (see Chapter Three and Map 6).
- Village could agree to not annex lands beyond that Eastside Growth Area and to maintain a growth phasing plan within the Eastside Growth Area.
- Village could agree not to exercise extraterritorial zoning or plat review authority over the Eastside Growth Area.
- Village and Town (and City) could agree to advocate for the expansion of Siggelkow Road in line with the recommendations of Chapter Four of this *Plan*, including listing it on the MPO’s Transportation Improvement Program for federal funds eligibility.
- Village and Town could amend their plans and development policies to be in line with the agreement.

If the Town is not amenable to this, or to an intergovernmental agreement in general, the Village may consider using or expanding its extraterritorial land use/division authorities to protect its interests.

4. Potential Amendments to City of Madison Agreement

The Village and City have an intergovernmental agreement which identifies Siggelkow Road as the boundary between the two communities through 2017. The two communities have begun to review this intergovernmental agreement and consider potential amendments and time extensions. A time extension would help secure Village planning in its Eastside Growth Area and minimize the need for a “rush to the Interstate” before 2017. The agreement could also include provisions to transfer any remaining portions of the Town of Blooming Grove that are south of Siggelkow Road and west of the Interstate to the Village upon the Town’s dissolution. The Village and City (with Blooming Grove) could also agree to advocate for expansion of Siggelkow Road in line with this *Plan*, including listing on the MPO Transportation Improvement Program.

CHAPTER NINE: IMPLEMENTATION

Few of the recommendations of this *Plan* will be automatically implemented. Specific follow-up action will be required for the *Plan* to become reality. This final chapter is intended to provide the Village with a roadmap for these implementation actions. It includes a compilation of programs and specific actions to be completed in a stated sequence, as required under §66.1001, Wisconsin Statutes.

A. Plan Adoption

A first step in implementing the *Village of McFarland Comprehensive Plan* is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The Village has included all necessary elements for this plan to be adopted as a “Smart Growth” plan under the state’s comprehensive planning legislation. Section 66.1001(4), Wisconsin Statutes, establishes the procedures for the adoption of a “Smart Growth” comprehensive plan. The Village followed this process in adopting this *Plan*.

B. Plan Monitoring, Amendments, and Update

Once adopted, the Village should regularly evaluate its progress towards achieving the recommendations of this *Plan*, and amend and update it as appropriate. This section suggests recommended criteria and procedures for monitoring, amending, and updating the plan.

1. Plan Monitoring

The Village should constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this *Plan*. It should be used as the first “point of reference” when evaluating these projects, which are typically decided on a monthly basis. On January 1, 2010, zoning, subdivision, and official map ordinances and decisions will have to be consistent with the *Comprehensive Plan*.

2. Plan Amendments

This *Plan* can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the *Plan* is becoming irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. “Amendments” are generally defined as minor changes to the plan maps or text. The *Plan* should be specifically evaluated for potential amendments every three years. Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless.

The State comprehensive planning law requires that the Village use the same basic process to amend a Smart Growth comprehensive plan as it used to initially adopt the plan. This does not mean that new vision forums need to be held, or old committees need to be reformed. It does mean that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed. These procedures are provided in a sidebar in the Introduction section.

As a dynamic community facing a myriad of growth issues, the Village is likely to receive requests for plan amendments over the planning period. To provide a more manageable, predictable and cost-effective process, the Village could consider establishing a single plan amendment consideration cycle every year or two between January and June. Modeled after programs underway in other Dane County communities, this approach would require that all proposed plan amendment requests be officially submitted to the Village prior to February 1 of each year. A full draft of the amendments would then be presented to the Plan Commission in March and April, with courtesy notices sent to the reviewing jurisdictions and agencies. The public hearing, and earliest potential action on the proposed amendments, would be scheduled for a joint meeting of the Plan Commission and Village Board in June. This annual process would also provide a coordinated timeline for Urban Service Area amendments and annexation into the Madison Metropolitan Sewer District (MMSD) service area, which would occur in the second half of each year.

3. Plan Update

The State comprehensive planning law requires that a Smart Growth comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the Village should update this *Comprehensive Plan* before the year 2016 (i.e., ten years after 2006), at the latest. The Village should continue to monitor any changes to the language or interpretations of the State law over the next several years.

C. Consistency Among Plan Elements

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this *Plan* were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this *Plan*.

D. Implementation Programs and Recommendations

Table 20 provides a detailed list and timeline of the major actions that the Village should complete to implement this *Plan*. Often, such actions will require substantial cooperation with others, including County and surrounding local governments and local property owners. The table has three different columns of information, described as follows:

- **Category:** The list of recommendations is divided into different categories—based on different implementation tools or plan elements.
- **Recommendation:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the *Plan*. The recommendations are for Village actions, recognizing that many of these actions may not occur without cooperation from others.
- **Reference:** The third column provides the chapter(s) of this *Plan* where the recommendation is described in greater detail.
- **Implementation Timeframe:** The fourth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence.” The suggested timeframe for the completion of each recommendation reflects the priority attached to the recommendation. Suggested implementation timeframes span the next 10 years, because the *Plan* will have to be updated by 2016.

Table 20: Implementation Strategies Timetable

Category	Recommendation	Reference	Implementation Timeframe
Detailed Planning	Prepare a Neighborhood Development Plan for the Eastside Growth Area	Chapters Three & Six	2006-2007
	Consider preparing a statutory Redevelopment Plan for the Terminal Drive redevelopment area	Chapters Three & Seven	2007-2008
	Consider preparing a statutory Redevelopment Plan and implementation strategy for downtown, including the current McFarland Center site	Chapters Three & Seven	2009-2010
	Prepare a McFarland-area Conservation Plan with adjacent towns, Dane County, and WisDNR	Chapters Two, Five, and Eight	2008-2010
	Update the Village’s Outdoor Recreation Plan , responding to advice in this <i>Comprehensive Plan</i> , including exploration of a park improvement fee and a detailed analysis of potential conservancy land within the village limits	Chapter Five	2006
	Prepare and implement detailed master plans for Urso, McDaniel, and Brandt parks	Chapter Five	2006-2008
Ordinances	Consider changes to the Zoning Ordinance to: <ul style="list-style-type: none"> ▪ Incorporate more detailed standards for building, site, and landscaping design for multiple family, commercial, and industrial projects, or at least references to the standards in this <i>Plan</i> ▪ Address residential “tear down” issues near Lake Waubesa ▪ Consider setting maximum clearance standards for natural resources ▪ Adopt “anti-monotony” housing requirements. ▪ Explore opportunities to streamline development approval processes 	Chapters Two, Three, Six, Seven	2008-2010
	Consider amendments to the Subdivision Ordinance to implement recommendations of this <i>Plan</i>	Chapters Two, Three, Six	2008-2010
	Update the Official Map to reflect the roadway, bike-way, pedestrian, greenway and potential transit facility recommendations of this <i>Plan</i>	Chapters Four and Five	2007
Agricultural, Natural, and Cultural Resources	Explore with Landmarks Commission to formally designate downtown McFarland as an historic district	Chapter Two	2006-2007
	Apply for Certified Local Government (CLG) status through the Wisconsin State Historic Society	Chapter Two	2008-2010
	Prepare a historic preservation ordinance	Chapter Two	2008-2010
Land Use	Implement land use recommendations of this <i>Comprehensive Plan</i> , the Terminal and Triangle District Plan , and the Village Center Master Plan	Chapters Three and Seven	2006 and ongoing
	Implement the land use recommendations of the intergovernmental agreements described below	Chapters Three and Eight	2006 and ongoing

Category	Recommendation	Reference	Implementation Timeframe
Transportation and Community Facilities	Work with WisDOT, Dane County, and surrounding Towns on pending USH 51 studies and capacity improvements	Chapter Four	2006-2016
	Suggest the Siggelkow Road/CTH AB/USH 12 connector route as a study project as part of the Madison Area MPO long range transportation plan, and identify the expansion of Siggelkow Road as a project for MPO Transportation Improvement Program	Chapters Four and Seven	2006–2007
Transportation and Community Facilities (cont.)	Work with Madison Metro to study extending regular bus service into McFarland	Chapter Four	2008–2010
	Monitor progress of Dane County’s regional commuter rail initiative and continue to explore the feasibility of siting a transit terminal/rail station at one of the alternative locations identified in this <i>Plan</i>	Chapter Four	2006–2016
	Conduct a more detailed planning study to evaluate costs and feasibility of constructing a community center and/or community pool	Chapter Five	2006–2008
	Work with the School District to evaluate long term facility and siting needs	Chapter Five	2008–2016
	Work with WisDNR and Dane County on possible regional bike path along Upper Mud Lake	Chapters Four and Five	2008–2010
Housing & Economic Development	Conduct inventory of all vacant, developable lots in the Village	Chapters Three and Six	2007
	Update, re-calibrate, and/or reconfigure the Residential Growth Phasing Plan	Chapters Three and Six	2006
	Charge the newly created CDA to prepare an economic development action strategy implement the other economic development recommendations of this <i>Plan</i>	Chapter Seven	2006 and ongoing
Intergovernmental Cooperation	Implement the intergovernmental agreement with the Town of Dunn	Chapters Three and Eight	2006-2016
	Extend intergovernmental agreement with the City of Madison	Chapter Eight	2006
	Enter an intergovernmental agreement with Bloomington Grove , if practical or necessary	Chapter Eight	2007-2008
Plan Monitoring	Monitor the pace and mix of development activity and the Village’s performance against this <i>Comprehensive Plan</i> , and consider amendments as appropriate	Chapter Nine	Annual review process
	Update development-related ordinances that implement the <i>Plan</i>	See above	2008-2010
	Update this <i>Comprehensive Plan</i>	Chapter Nine	2014-2016