



STAFF TO REVIEW &  
 RECOMMEND  
 - TRAFFIC CONTROLS  
 - SIDEWALK  
 - PARKING  
 - NEEDS FOR  
 WALKERS & BIKERS

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**TECHNICAL MEMORANDUM**

**To:** James Joehnk, P.E.  
 Vierbicher Associates, Inc.

**From:** Mike Scarmon, P.E., PTOE  
 KL Engineering, Inc.

**Date:** August 3, 2016

**Subject:** Waubesa Shores Apartment and Condominiums – Traffic Impact Evaluation

**Introduction**

The purpose of this memo is to summarize the traffic impacts of the proposed Waubesa Shores Apartment and Condominiums development, located primarily on Lot 1 and Lot 2 of Certified Survey Map (CSM) 01256 in McFarland, Wisconsin. Also included in the proposal is a satellite parking lot located on Lot 2 of CSM 04586. The proposed development is a three-story building containing 44 residential units and a restaurant. The residential units are planned to initially be a mixture of condominiums and apartments. The apartments will eventually be converted into condominium units. The proposed site plan includes one proposed full access point to the main development site surface lot on Bremer Road approximately 160' north of Larson Beach Road, one proposed full access point to the main development site underground parking on Lake Edge Road approximately 100' south of Larson Beach Road, and one proposed full access point to the satellite parking lot on Lake Edge Road, approximately 300' south of Larson Beach Road.

**Existing Conditions**

The existing land uses at the primary site location include a restaurant on Lot 1, and a twelve unit two story apartment building on Lot 2, of CSM 01256. The restaurant has been closed since late 2015. The apartment building is currently occupied. These parcels are located on the west side of Lake Edge Road and Bremer Road and have two accesses onto Bremer Road. The intersection of Bremer Road, Larson Beach Road and Lake Edge Road, adjacent to Lot 2, operates as a T-intersection with stop control on Lake Edge Road. CSM 04586 Lot 2 is located on the east side of Lake Edge Road adjacent to the existing Walgreens pharmacy and is currently vacant.

**Trip Generation and Distribution**

The projected trip generation of the proposed development was calculated using the Institute of Transportation Engineers (ITE) *Trip Generation Manual, 9<sup>th</sup> Edition*. Based on proposed land use descriptions, ITE land uses of Residential Condominium/Townhouse (ITE land use code 230) and High Turnover (Sit-Down) Restaurant (ITE land use code 932) were used to estimate proposed development trips. While the development is initially planned to comprise of both condominiums and apartments, the trip generation rate for Residential Condominium/Townhouse is greater than that of Mid-Rise Apartment. The Residential Condominiums/Townhouse land use rate was used to provide a more conservative trip generation estimate.

Based on 44 proposed residential units and a 2,742 square feet (SF) restaurant, approximately 605 trips are expected to be generated by this development on an average weekday. Approximately 49 of these trips are expected during the AM peak hour and approximately 50 trips are expected during the PM peak hour. A trip represents one entering or exiting vehicle movement. A vehicle that enters and exits the development is considered two trips.

Trips generated by the existing land uses on the proposed development site were also quantified in order to determine the expected change in trips generated by the development. A traffic count of the existing apartment driveway was taken in July of 2016 to estimate trips generated by the existing apartment during the peak hours. Daily trips generated by the existing apartment building were estimated using the ITE *Trip Generation Manual, 9<sup>th</sup> Edition*. ITE land use Apartments (ITE land use code 220) was used. When the traffic count was taken, the existing restaurant land use was no longer active. Therefore, trips previously generated by the restaurant were estimated using the ITE *Trip Generation Manual, 9<sup>th</sup> Edition*. ITE land use High Turnover (Sit-Down) Restaurant (ITE land use code 932) was used. The size of the existing restaurant building is approximately 3,220 SF. The total of apartment plus assumed previous restaurant trips was found to be 489 trips during an average weekday and 37 and 42 trips during the AM and PM peaks, respectively.

The projected trip generation of the proposed development is expected to be slightly higher than the existing land use (including the closed restaurant) trip generation. Increases of approximately 12 and 8 trips are expected during the AM and PM peak traffic periods, respectively; an increase of 116 trips is expected over an average weekday.

#### ***Traffic Impacts***

The greatest increase in trips generated over any one hour period is expected to be approximately 12 trips. The expected total increase of 116 trips will be distributed throughout the day. Note that these trips represent total vehicles entering and exiting from the development and do not refer to "round" trips."

The majority of trips to and from the site are expected to utilize Larson Beach Road to access USH 51. Vehicles are expected to use the small portions of Lake Edge Road and Bremer Road between development access points to reach Larson Beach Road.

A reduction in increased trips generated may be realized if a high proportion of the customers of the proposed restaurant are residents of the proposed residential units or travel to the restaurant by boat. The increased traffic volumes are not expected to have significant impacts to traffic operations in the area.

#### ***Parking***

The proposed site plan includes 147 total parking spaces. The planned parking space allocation is as follows: 88 dedicated residential parking spaces on the main development site, 20 dedicated restaurant parking spaces on the main development site, 33 dedicated restaurant parking spaces in the satellite parking lot, and six shared parking spaces in the satellite parking lot. This totals 88 dedicated and six shared residential parking spaces and 53 dedicated and six shared restaurant parking spaces. Each land use is expected to experience peak parking demand at different times, increasing the viability of the shared parking spaces.

The proposed development includes additional pedestrian facilities so that pedestrians may travel from the satellite parking lot to the primary site. These facilities include sidewalk on the east side of Lake Edge Road, a crosswalk on the northbound approach of the Lake Edge Road intersection with Larson Beach Road and Bremer Road, and a curb ramp on the west side of Lake Edge Road to serve the proposed crosswalk. A curb ramp is currently present on the east side of the proposed crosswalk.

The dedicated residential parking spaces are provided at a ratio of two spaces per unit. No specific ratio is required for properties zoned Planned Development Infill District; however, two spaces per unit is required for multifamily zoning and is expected to be adequate for the proposed residential parking needs.

Parking for the restaurant land use is provided at a rate of approximately 21.5 spaces per 1000 SF of land use when the six shared spaces are included. This ratio is expected to be adequate based on the ITE *Parking Generation, 4<sup>th</sup> Edition* manual. Additionally, boat parking spaces on Lake Waubesa will be provided for customers of the restaurant, possibly reducing parking demand.

**Conclusions**

The conclusions relating to the impacts and findings of the proposed Waubesa Shores Apartments and Condominiums development are summarized as follows:

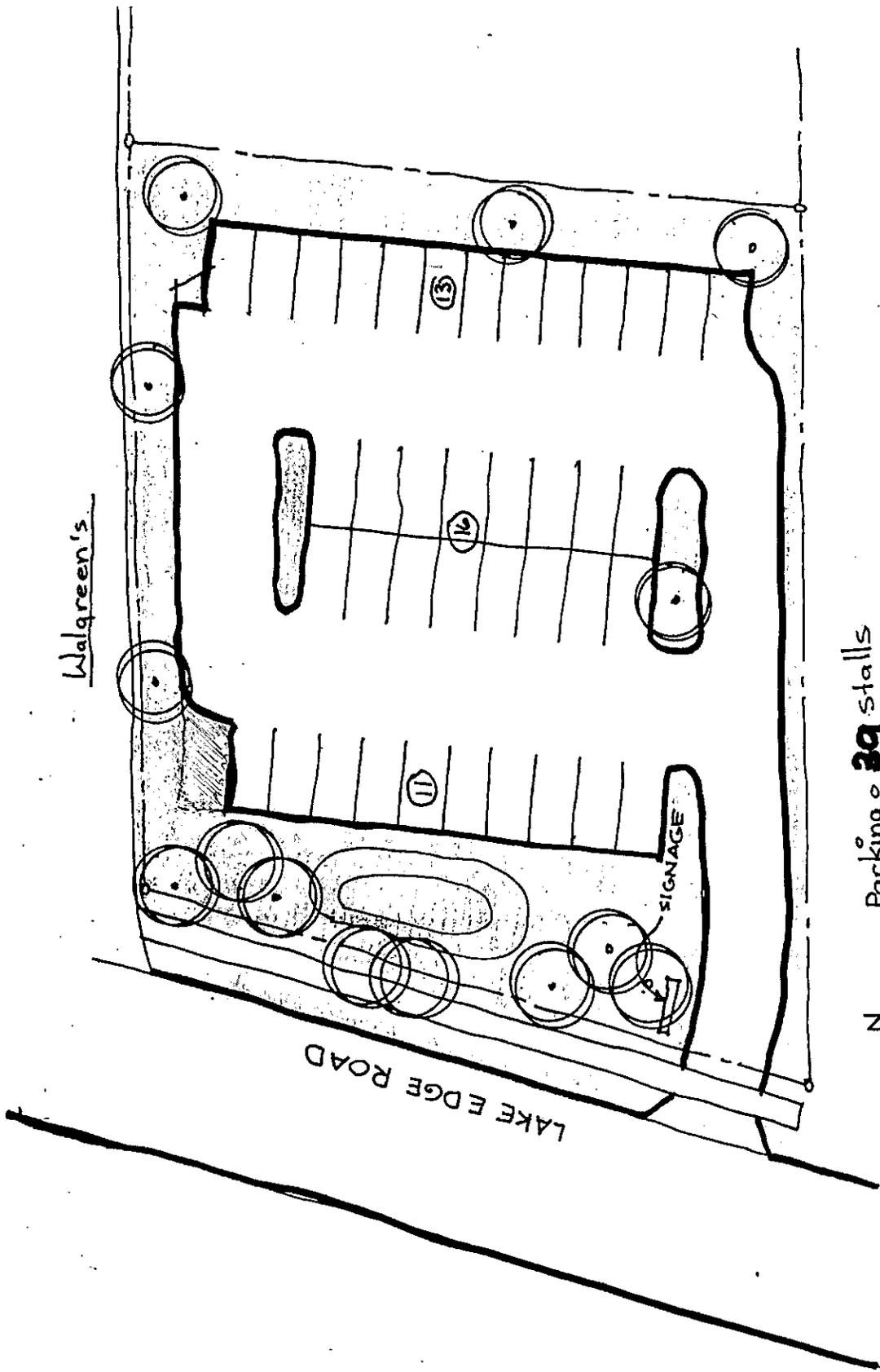
- The proposed development is expected to result in no more than approximately 12 additional trips during over any one hour period with a daily increase of approximately 116 trips.
- The increased trip generation is not expected to have a significant impact on the nearby roadways and intersection.
- 88 dedicated and six shared parking spaces are proposed for the residential units, consistent with zoning requirements for similar land uses.
- 53 dedicated and six shared parking spaces are proposed for the restaurant, consistent with ITE parking generation rates for that land use.

**ATTACHMENT A**  
**Proposed Site Plan**



## **ATTACHMENT B**

### **Proposed Satellite Parking Lot Site Plan**



Walgreen's

LAKE EDGE ROAD

Parking = 39 stalls  
 SITE PLAN • PRELIMINARY  
 1" = 20' - 0"



**ATTACHMENT C**  
**Trip Generation Tables**

**Trip Generation – Proposed Waubesa Shores Development**

| Land Use                               | ITE Land Use Code | Size     | Weekday Daily Trips (rate) | AM Trips    |             |               | PM Trips    |             |              |
|--|-------------------|----------|----------------------------|-------------|-------------|---------------|-------------|-------------|--------------|
|  |                   |          |                            | In (rate)   | Out (rate)  | Total (rate)  | In (rate)   | Out (rate)  | Total (rate) |
| Residential Condominiums/<br>Townhouse | 230               | 44 Units | 256<br>(5.81)              | 3<br>(17%)  | 16<br>(83%) | 19<br>(0.44)  | 15<br>(67%) | 8<br>(33%)  | 23<br>(0.52) |
| High-Turnover (Sit-Down)<br>Restaurant | 932               | 2,742 SF | 349<br>(127.15)            | 16<br>(55%) | 14<br>(45%) | 30<br>(10.81) | 16<br>(60%) | 11<br>(40%) | 27<br>(9.85) |
| <b>Total:</b>                          |                   |          | <b>605</b>                 | <b>19</b>   | <b>30</b>   | <b>49</b>     | <b>31</b>   | <b>19</b>   | <b>50</b>    |

**Trip Generation – Existing Land Uses**

| Land Use                               | ITE Land Use Code | Size     | Weekday Daily Trips (rate) | AM Trips    |             |               | PM Trips    |             |              |
|--|-------------------|----------|----------------------------|-------------|-------------|---------------|-------------|-------------|--------------|
|  |                   |          |                            | In (rate)   | Out (rate)  | Total (rate)  | In (rate)   | Out (rate)  | Total (rate) |
| Apartments                             | 220               | 12 Units | 80<br>(6.65)               | 0*          | 2*          | 2*            | 7*          | 3*          | 10*          |
| High-Turnover (Sit-Down)<br>Restaurant | 932               | 3,220 SF | 409<br>(127.15)            | 19<br>(55%) | 16<br>(45%) | 35<br>(10.81) | 19<br>(60%) | 13<br>(40%) | 32<br>(9.85) |
| <b>Total:</b>                          |                   |          | <b>489</b>                 | <b>19</b>   | <b>18</b>   | <b>37</b>     | <b>26</b>   | <b>16</b>   | <b>42</b>    |

\* Observed traffic volumes.

Item #5

**ORDINANCE NO. 2016-04**

**AN ORDINANCE TO REZONE LANDS AT 4506 LARSON BEACH ROAD AND AT 5604 LAKE EDGE ROAD TO THE PLANNED DEVELOPMENT-INFILL DISTRICT – GENERAL PLAN APPROVED**

Sponsor: The Community Development Department

Recommended Referral: Plan Commission

Public Hearing: Class 2 Notice Required

**WHEREAS**, the developer has submitted all of the necessary documents fulfilling the requirement for approval of the General Plan of the planned development of the lands specified below, and the Village Board is willing to grant approval of the general plan as submitted by the developer, and approval thereof is in the public interest; and

**NOW THEREFORE**, the Village of Board of the Village of McFarland do hereby ordain as follows:

1. Section 62-62(a) of the McFarland Municipal Code and the Official Zoning Map adopted on April 3, 2003 are hereby amended so that the following described real estate is hereby rezoned from the Commercial-General District to the Planned Development-Infill District-General Plan Approved, and shall henceforth be subject to the regulations contained in Sections 62-66 of the McFarland Municipal Code. The legal description of the property rezoned is as follows:

Lot Two (2), Certified Survey Map No. 1256, recorded in Volume 5 of Certified Survey Maps of Dane County, Wisconsin, Page 178, as Document Number 1376444, in the Village of McFarland, Dane County, Wisconsin.

Together with an easement for purposes of ingress and egress over the following described land, in the Village of McFarland, Dane County, Wisconsin described as follows: Part of Lot One (1), said Certified Survey Map No. 1256, lying adjacent to and Northerly of the Northerly line of Lot 2, said Certified Survey Map No. 1256, described as follows: Commencing at the most Northerly iron stake at the Northeasterly corner of Lot 2, said Certified Survey Map No. 1256 on the Westerly line of Bremer Road; thence North 87°03' West along the Northerly boundary of said Lot 2 , 60.0 feet; thence North (true) 30.0 feet to a point; thence South 87°03' East to the Westerly line of Bremer Road; thence Southeasterly along the Westerly line of Bremer Road to the point of beginning of this easement description.

2. Section 62-62(a) of the McFarland Municipal Code and the Official Zoning Map adopted on April 3, 2003 are hereby amended so that the following described real estate is hereby rezoned from the R-3 General Residence District to the Planned Development-Infill District-General Plan Approved, and shall henceforth be subject to the regulations contained

in Sections 62-66 of the McFarland Municipal Code. The legal description of the property rezoned is as follows:

Lot 1, Certified Survey Map 1256, recorded in Vol. 5 of Certified Survey Maps, page 178, as Document No. 1376444, in the Village of McFarland, Dane County, Wisconsin.

3. The Zoning Administrator is hereby directed to label these changes on the Official Zoning Map.

4. Section 1 and Section 2 of this Ordinance do not constitute approval of any building construction within the property. Buildings shall not be permitted until approval of the detailed plan.

5. Section 1 and Section 2 of this Ordinance shall not take effect until the Village approves a detailed plan submitted by the owner. If the owner fails to submit a detailed plan for each of the properties within one (1) year after the recording of this Ordinance, and if the Village Plan Commission fails to approve the detailed plan, then this Ordinance shall become null and void, and the zoning of each of the properties shall continue to be the existing C-G Commercial General and R-3 General Residence Zoning.

The above and foregoing Ordinance was duly adopted at a regular meeting of the McFarland Village Board on the \_\_\_\_ day of \_\_\_\_\_, 2016.

APPROVED:

\_\_\_\_\_  
Brad Czebotar, Village President

ATTEST:

\_\_\_\_\_  
Cassandra Suettinger, Clerk  
4846-6243-4355, v. 1

| ORDINANCE 2016 - 04      |          |
|--------------------------|----------|
| MOTION                   | SECOND   |
| r                        |          |
| ACTION                   | DATE     |
| Adopted                  |          |
| Referred                 |          |
| Tabled                   |          |
| Withdrawn                |          |
| Defeated                 |          |
| Published                |          |
| INDIVIDUAL VOTING RECORD |          |
| Adrian                   | Lytle    |
| Brassington              | Mooney   |
| Czebotar                 | Utter, C |
| Kolk                     |          |
| VOTING RESULTS           |          |
| Motion Carried:          |          |
| Motion Defeated:         |          |

ITOM #6

**Map 2: Planned Land Use**

Terminal & Triangle District Plan  
Village of McFarland, Wisconsin

Planned Employment Center

**Triangle/Meinders Subdistrict**

- Land use mix similar to Badger Business Park & employment center to the south
- Stormwater improvements
- Possible land assembly/consolidation

**Beltline-Oriented Commercial Subdistrict**

- Hotel
- Retreat/conference center
- Sit-down restaurant
- Highway & job-oriented retail
- Clinics and daycare
- Office
- Limited fuel/convenience

**Industrial Center**

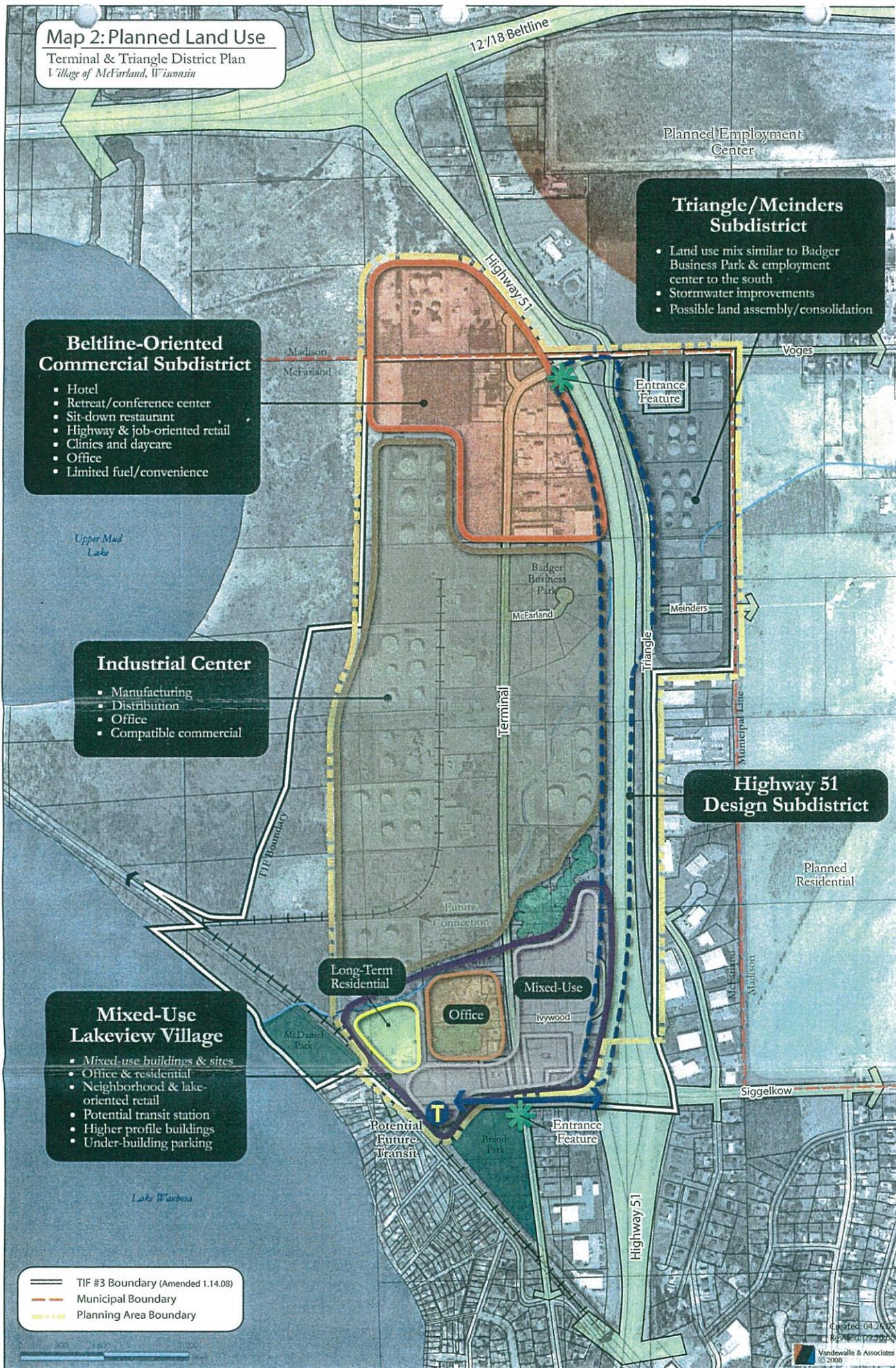
- Manufacturing
- Distribution
- Office
- Compatible commercial

**Mixed-Use Lakeview Village**

- Mixed-use buildings & sites
- Office & residential
- Neighborhood & lake-oriented retail
- Potential transit station
- Higher profile buildings
- Under-building parking

**Highway 51 Design Subdistrict**

- TIF #3 Boundary (Amended 1.14.08)
- Municipal Boundary
- Planning Area Boundary



Item #6

# Village of McFarland Comprehensive Plan

Map  
6

## Planned Land Use

- 2008 Municipal Boundaries
- 2008 Central Urban Service Area Boundary
- Potential Central Urban Service Area Expansion Boundary
- 2008 Suburban Limited Service Area Boundary
- Proposed Collector Roads

- 1 Single Family Residential
- 2 Two Family/Townhouse Residential
- 3 Mixed Residential
- 4 Residential
- 5 Residential
- 6 Single Family Residential - Rural
- 7 Two Family Residential - Sewered
- 8 Two Family Residential - Unsewered
- 9 Mixed Residential
- 10 Planned Neighborhood
- 11 Office
- 12 Neighborhood Commercial
- 13 Planned Commercial
- 14 General Commercial
- 15 Downtown Commercial
- 16 Planned Mixed Use
- 17 Planned Industrial/Business Park
- 18 General Industrial
- 19 Government and Institutional
- 20 Parks and Public Recreation
- 21 Environmental Corridor/Open Space Corridor\*
- 22 Woodlands (Dane Co) Open Space (Madison)
- 23 Surface Water
- 24 Existing Rights of Way

- Long Range, Intergovernmental Planning Area

1. Planned Commercial
2. Office/Business Park
3. Government & Institutional
4. Mixed Residential

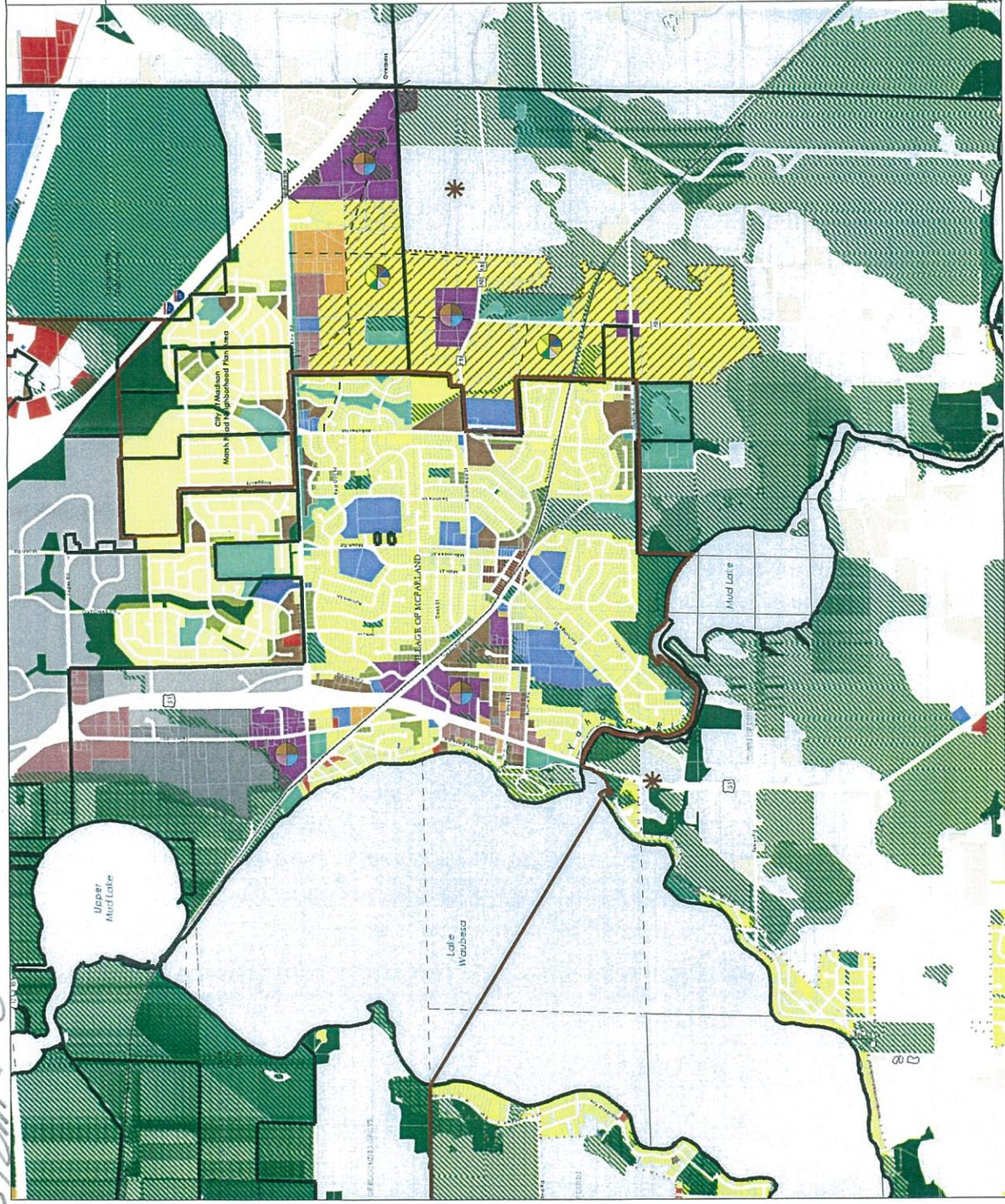


Shades on map represent general recommendations for future land use. Actual recommendations between different land use types and zoning districts may vary somewhat from representations on this map.

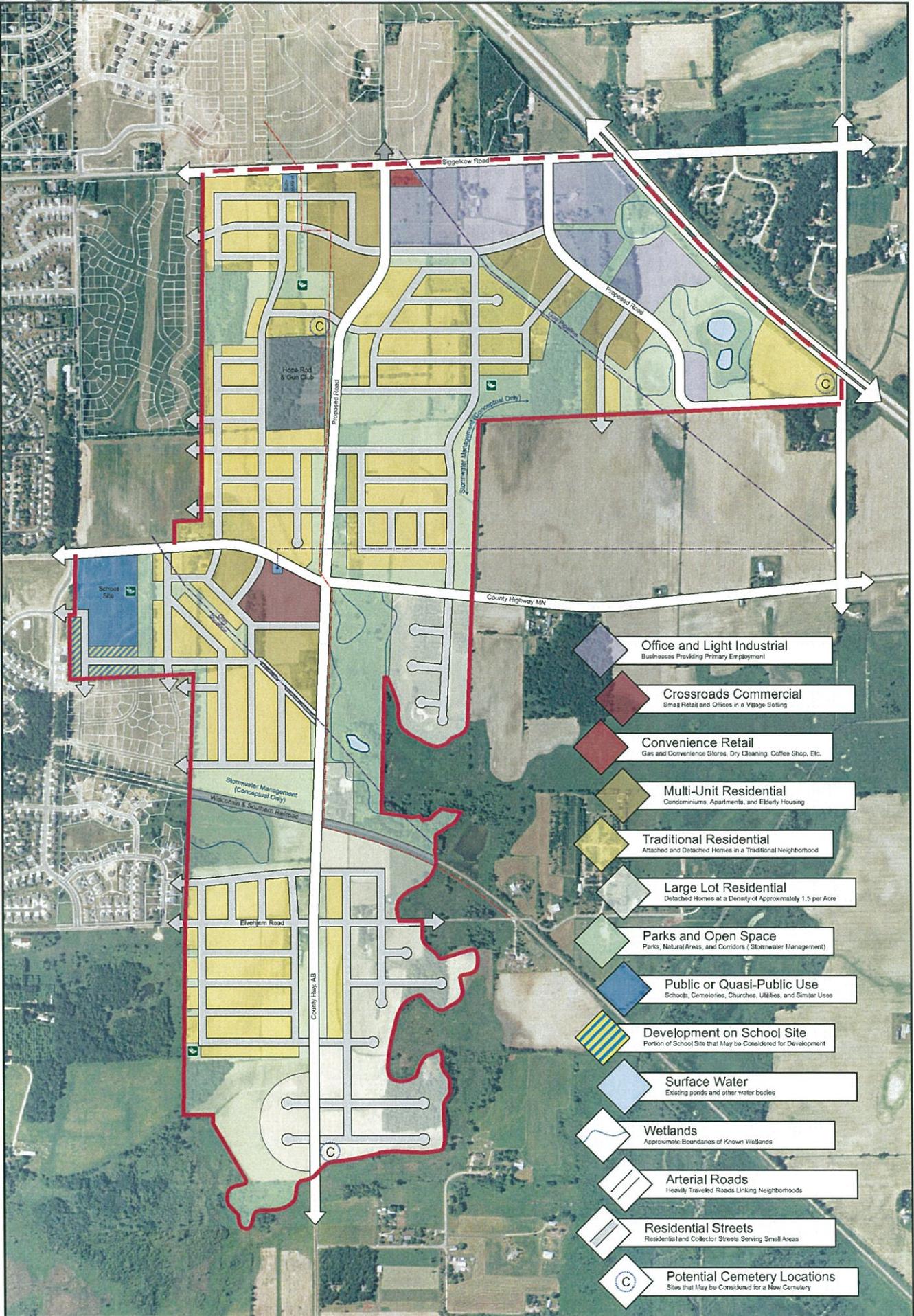
\*Environmental Corridors depicted on the map use generalized boundaries of environmental features identified on the map by the DNR and the Dane County PFC. These generalized boundaries are refined through detailed on-site investigation at the time of land division and site plan review. The boundaries also include locally identified drainageways that may not all meet PFC criteria for Environmental Corridors.

Adopted March 27, 2008  
Amended November 25, 2008  
Source: Dane County LID, Dane County PFC,  
Village of McFarland

Vandervalle & Associates  
Madison, Wisconsin  
Planning - Consulting - Rebuilding



Item #6



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



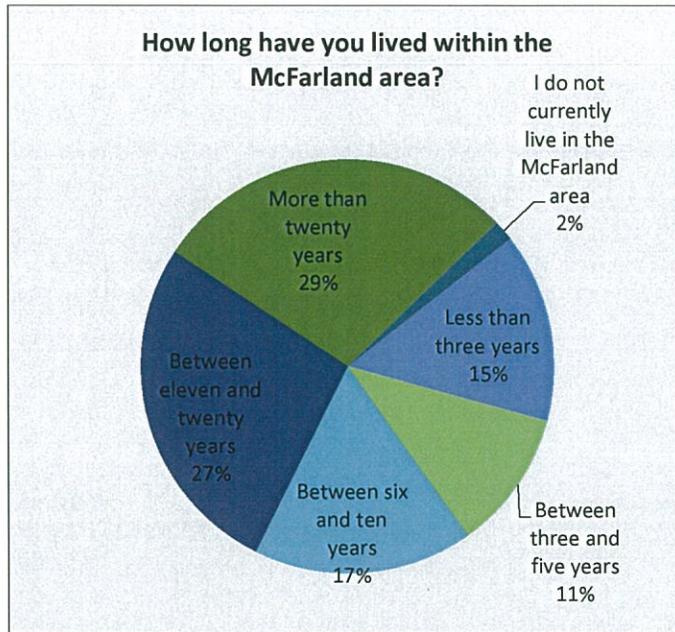
## Village of McFarland Comprehensive Plan Community Survey Results Summer 2016

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

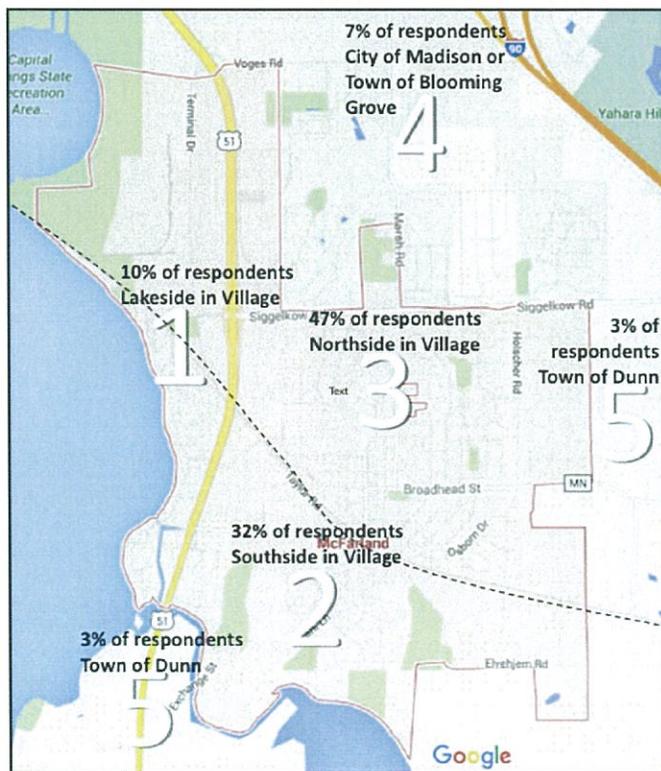
The survey was primarily conducted using an internet survey tool, but hard-copy surveys were also available. The Village utilized various means to make the public aware of the survey. These include the Village newsletter, articles in the community newspaper, the Village’s Web site and Facebook page,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

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

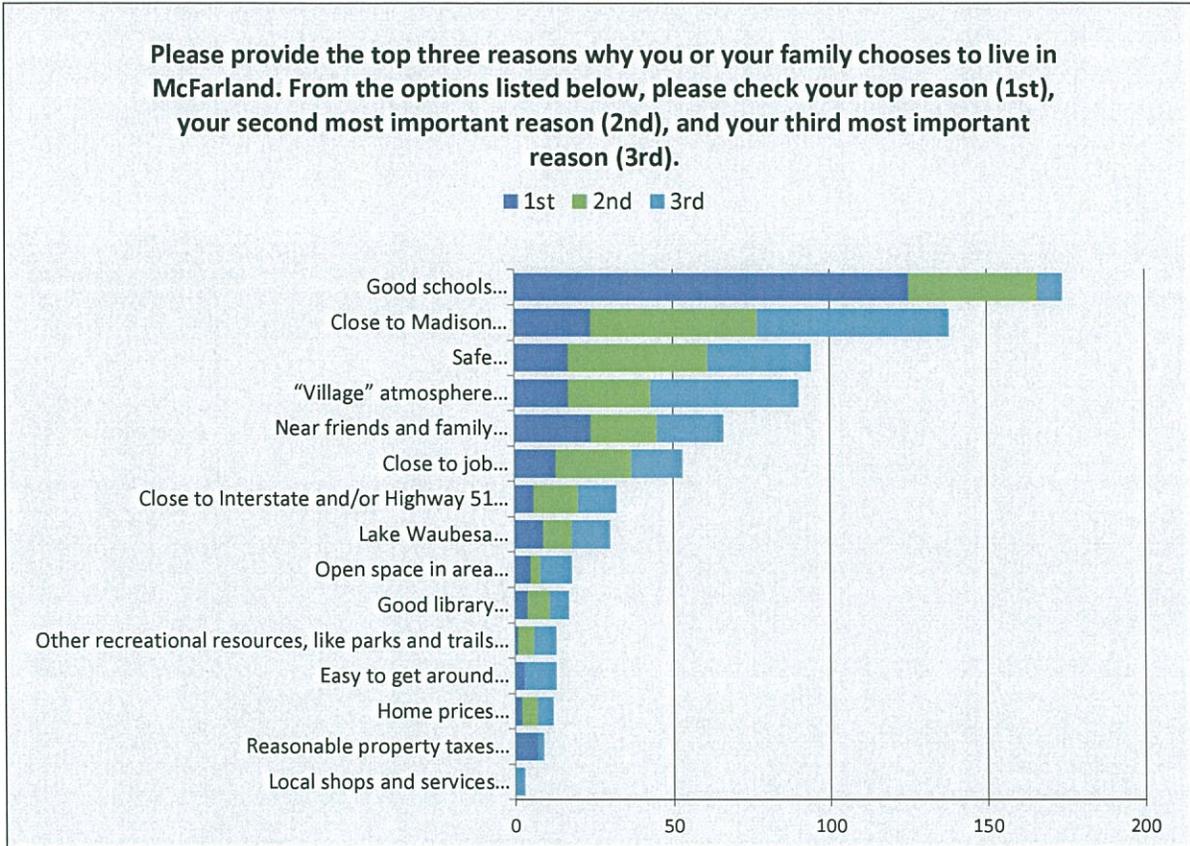
- About 93% of respondents were homeowners, compared to the 73% of the McFarland’s total population that lived in owner-occupied residences in 2010, per the U.S. Census.
- About 61% of survey respondents were women, compared to the 52% of McFarland’s adult population that was female in 2010.
- About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



Respondents were asked to identify in what part of the McFarland area they lived. Per the following map, 97% are Village of McFarland residents:



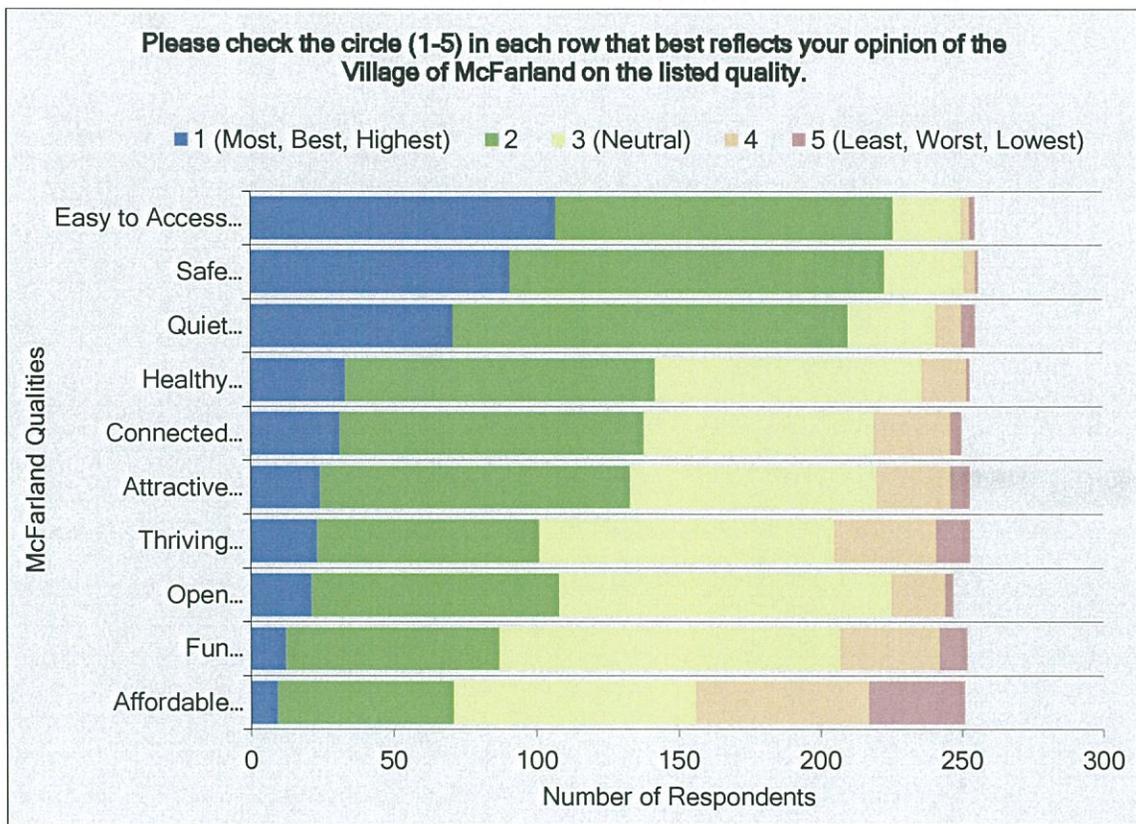
Survey respondents were asked to select their top three reasons for choosing to live in McFarland, from among 15 potential reasons listed. “Good schools” and “Close to Madison” were most often listed among respondents’ top three reasons, with “good schools” the most frequently cited top reason by a significant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



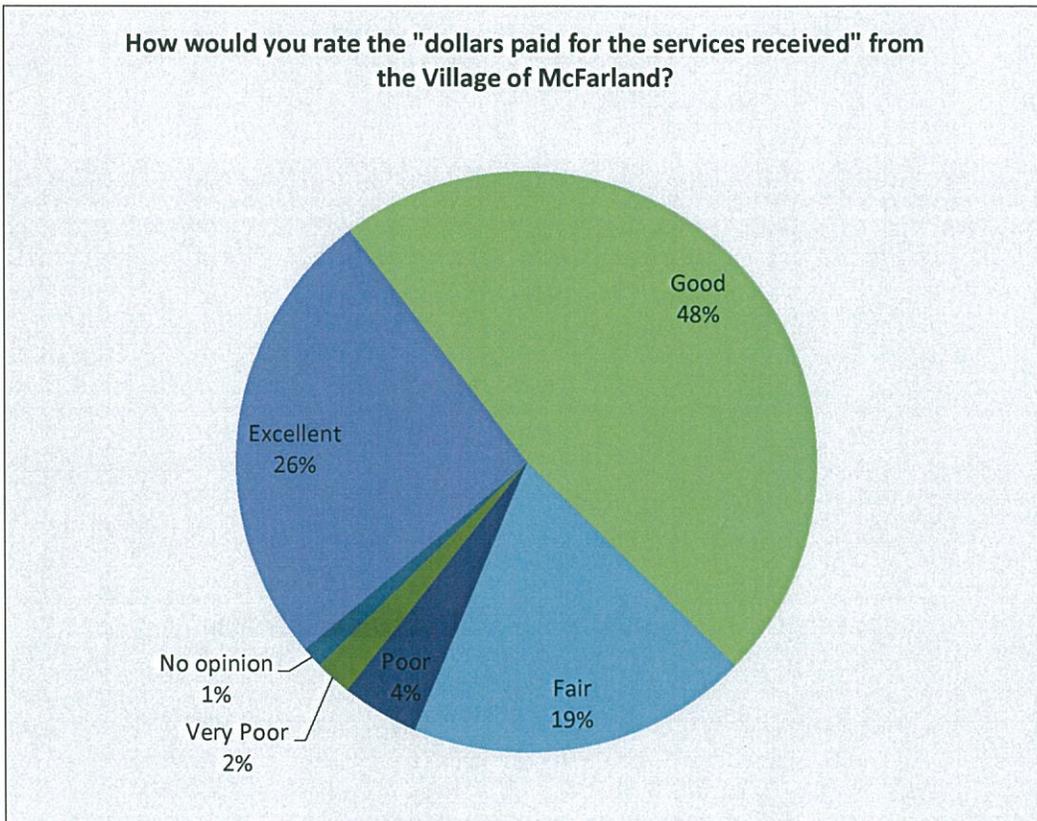
Expense-related reasons, such as home prices and taxes, and the available local shops and services were the least commonly cited reasons. These results correspond with responses to later questions, which suggested concern over housing affordability in McFarland and indicated support to expand retail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

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

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



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

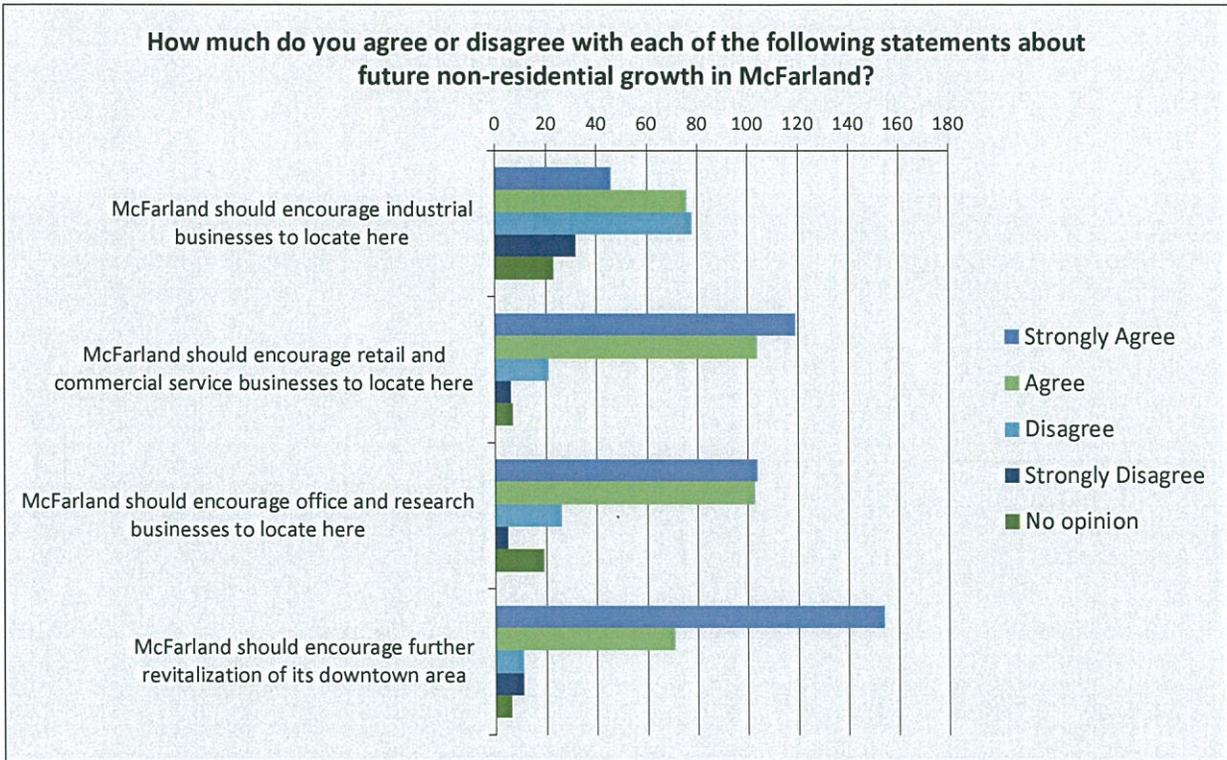


Respondents were asked a series of questions designed to learn attitudes on a potential future vision, policies, development types, and public projects that the Comprehensive Plan could include.

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

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

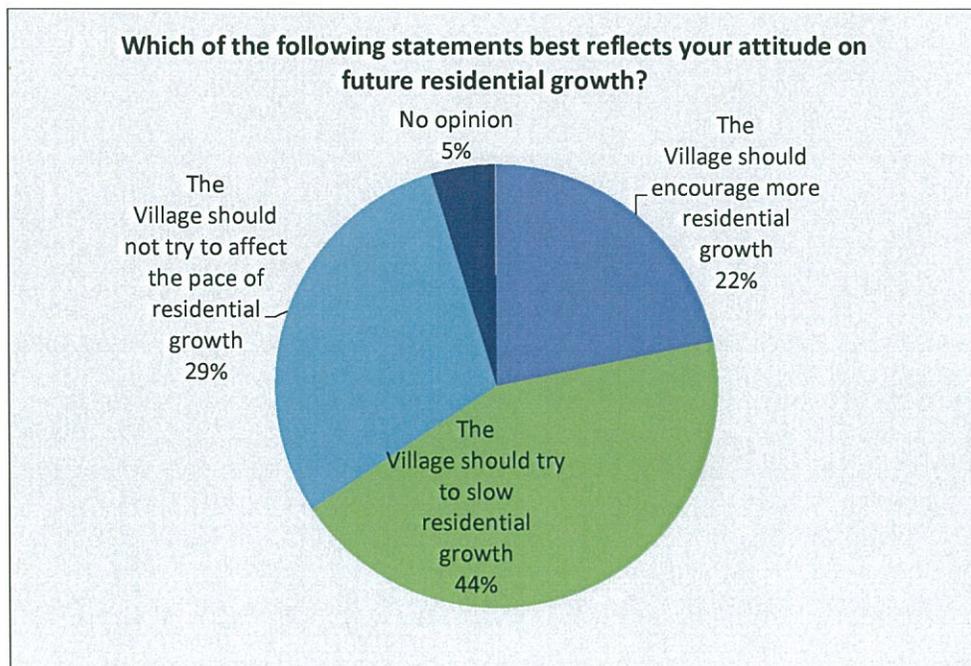
In response to a question about non-residential growth, a significant majority of respondents “strongly agreed” that McFarland should encourage continued downtown redevelopment, and retail, service, office, and research uses. Compared to the other non-residential options, there was less support for industrial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



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

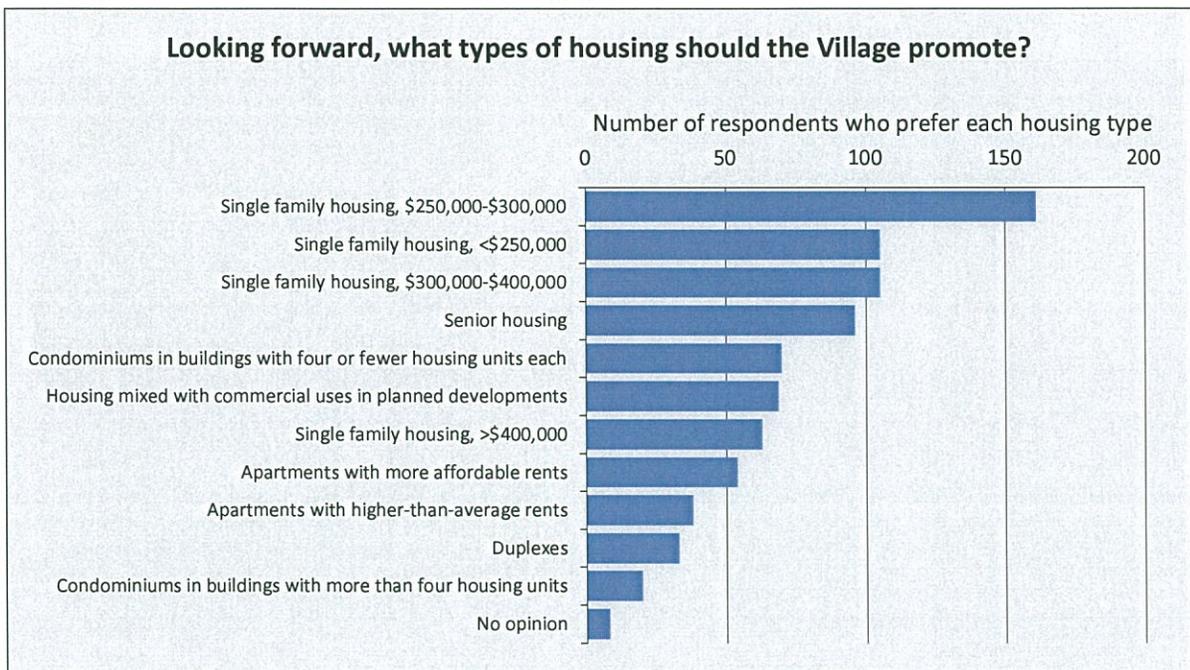
First, respondents were asked to share their opinion about the pace of future residential growth in McFarland. In response, 44% suggested that residential growth should be slowed, but a combined 51% suggested either that the Village should not try to affect the pace or should encourage more residential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

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

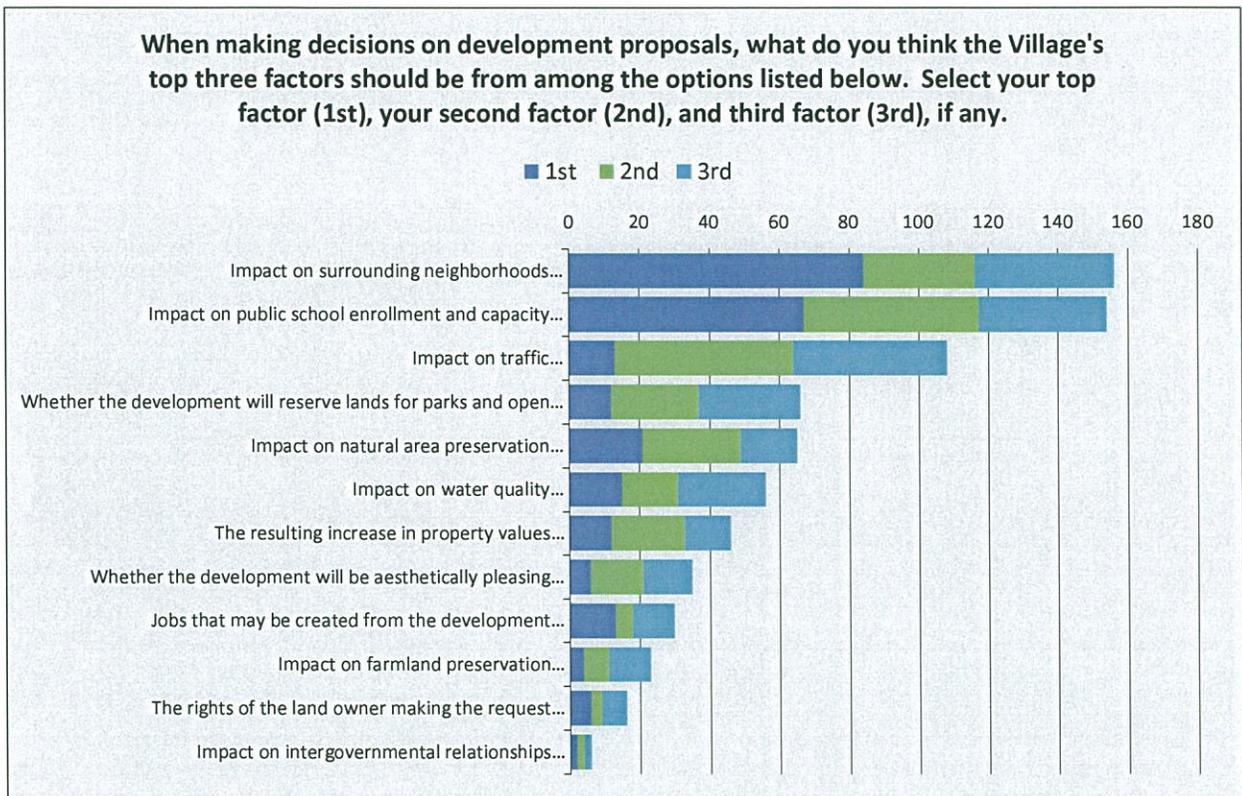


As suggested by the chart below, preferred forms of future residential development were dominated by single family residences with similar characteristics to newer homes in the Village today, and even more affordable single family options. A new house and lot in the Village generally costs between \$300,000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

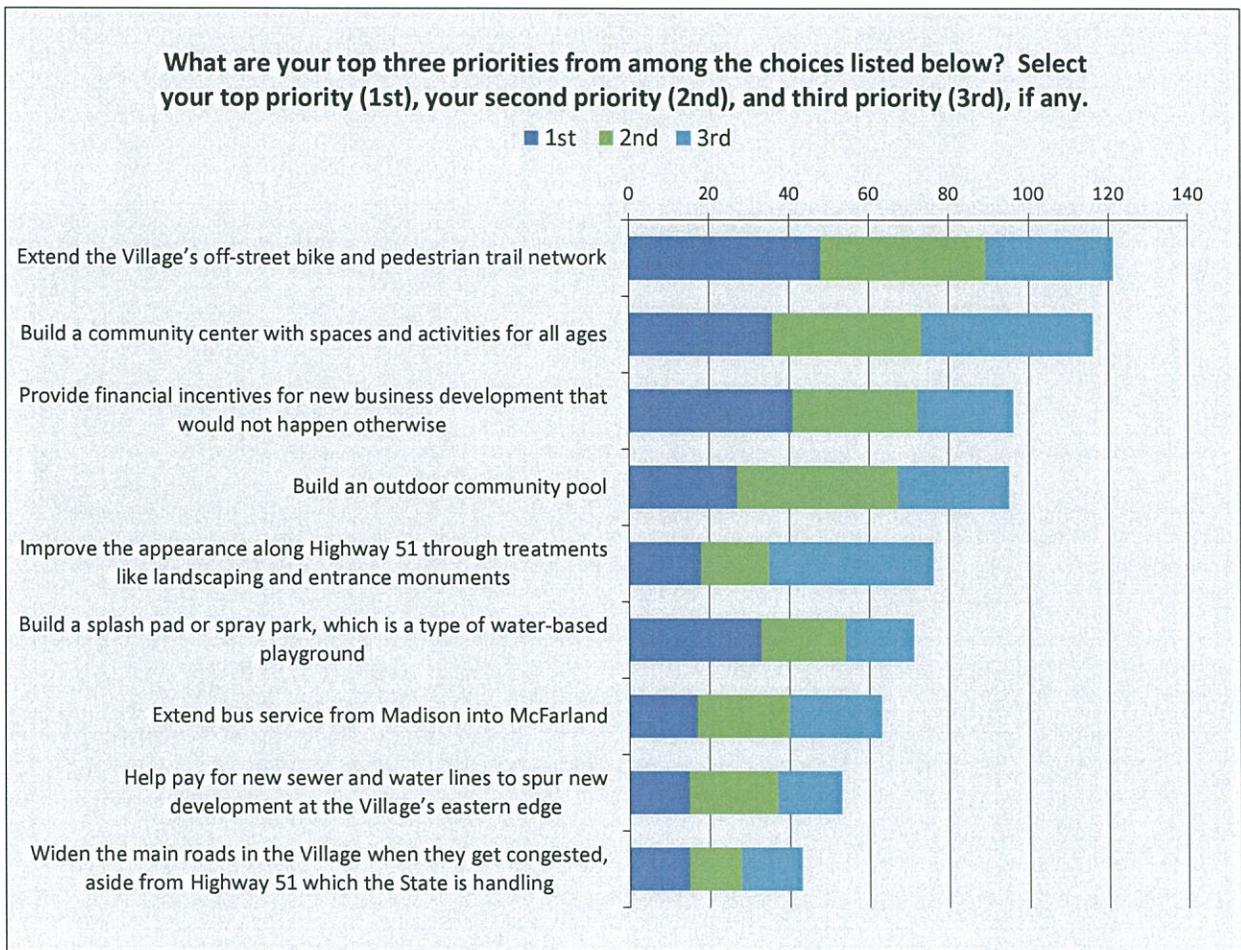
Still, the survey also revealed support for senior housing, condominiums in smaller buildings, and housing mixed with commercial uses in planned developments. These housing types are often indicative and appropriate in downtown settings, which corresponds with support reported earlier for downtown redevelopment.



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



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





Item #6

To: Village of McFarland Plan Commission  
From: Mark Roffers, AICP, Planning Consultant  
Date: August 8, 2016  
Re: Comprehensive Plan Discussion for August 15<sup>th</sup> Plan Commission Meeting

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This memo is intended to provide context for the Plan Commission meeting agenda items related to the McFarland Comprehensive Plan. Memo headings are organized according to topics to discuss.

### **Review Progress and Next Steps**

An updated project timeline is attached. In the spring, I presented the Commission with a draft of the Conditions and Issues volume of the updated Comprehensive Plan. This is the first of two volumes, and contains background information and trends affecting McFarland. Comments have now been incorporated, and *Volume 1: Conditions and Issues* is complete. The document has been posted on the Village website [www.mcfarland.wi.us](http://www.mcfarland.wi.us) (click on “Comprehensive Plan Update”). We have also worked on the efforts described below.

### **Review Results of Web Survey**

In early spring, the Commission advised on a community survey. In late spring and early summer, we administered the survey, primarily via SurveyMonkey.com. 258 people responded. The survey results will help guide the initiatives in *Volume 2: Vision and Directions*. We presented and analyzed the results in attached report, also available as an appendix to Volume 1 and on the Village’s Web page.

### **Review Results of Committee and Stakeholder Group Meetings**

Since I last met with the Commission in April, we have held meetings with a number of other committees and stakeholder groups. A summary of each meeting, aside from two, are in the “Comprehensive Plan” section of the Village’s Web page. The two meetings for which we don’t have summaries are the School District administration and the Senior Outreach Committee, in which the discussions were less formal. We have summarized the results and drawn common themes from all of the meetings, which are included in another attached report. These, too, will help guide the initiatives in Volume 2. This report is another appendix to Volume 1.

## **Present and Discuss Draft Vision Statement and Goals**

The 2006 Comprehensive Plan included, but did not really feature, a vision for McFarland's future. As part of the survey and at each stakeholder meeting, we asked participants about their vision for McFarland's future. That vision, and goals associated with each substantive chapter, will be a centerpiece for *Volume 2: Vision and Directions*. We ultimately propose to present the vision and goals in a manner similar to what we have done for the Village and Weston, among others (see attached example). The initial draft proposed vision statement and goals for McFarland, subject to Commission review and change, are as follows.

### Vision

McFarland is a vibrant village on the shores of Lake Waubesa and minutes from Wisconsin's State Capitol. The community will be characterized by its quality schools; its healthy and peaceful neighborhoods; its thoughtful growth balanced with resource protection; its downtown and historic places adapted to serve modern demands, and its appealing places to work, shop, eat, and play.

### Goals

*Natural and Agricultural Resources:* Serve as a steward to and increase public enjoyment of local lakes, rivers, wetlands, and other natural areas.

*Culture and Community Character:* Enhance and share a unique image of McFarland organized around its waterfront location, historic resources, community events, and village form.

*Land Use:* Promote a sustainable, flexible land use pattern that maintains the desired village character; distinguishes McFarland from its neighboring communities; increases jobs, shopping, and services; and balances expansion with redevelopment, infill, and resource preservation.

*Economic Development:* Increase and ease opportunities for businesses to choose McFarland and to grow here; expand the range of local jobs, shopping, and dining; and build connections from commercial areas to each other and the community.

*Housing and Neighborhoods:* Promote quality, affordable housing for families and aging residents within safe neighborhoods organized around conservation and recreation, and in mixed use development settings, all connected to the broader community.

*Community Facilities and Utilities:* Provide modern parks, other public facilities, and utilities to serve community interests, the Village's community and economic development plans, and technological advances, via partnerships and creative financing wherever practical.

*Transportation:* Connect McFarland internally, to the Madison area, and to the Midwest via interconnected roads, paths, and sidewalks, along with highway, transit, and rail improvements.

*Intergovernmental Cooperation:* Define and enhance the greater McFarland community through a close relationship with the McFarland School District, intergovernmental agreements, and logical community expansion.

### **Discuss Planned Land Use and Transportation & Community Facilities Maps**

The Planned Land Use map, a centerpiece for the upcoming Vision and Directions volume of the Plan, will provide a 20+ year land use vision, guiding future zoning, annexation, and utility decisions. I would like to obtain the Commission's input to aid in construction of the new version of this map.

I envision our work on this topic will be with a broad-brush, to help me assemble the detailed map for the Vision and Directions volume in the next month or so. To assist in this exercise, the Plan Commission has in its packet the 2006 Planned Land Use map, the 2005 plan map from the Terminal and Triangle District Plan, and the development plan map from the 2008 East Side Neighborhood Growth Plan.

As one revised concept, I would like to promote the use of fewer planned land use categories than the 2006 version of the Planned Land Use map, with greater flexibility built into some categories (e.g., "Mixed Use/Flex" district(s)).

Time permitting, I'd also like to revisit the 2006 Planned Transportation and Community Facilities map, also included in the packet.

### **Review and Advise On Initiatives to Include Within Plan**

Finally, at the next meeting, I request the Commission's direction on detailed initiatives that the updated Vision and Directions volume of the Plan may include. Initiatives are specific, proactive steps that the Village may undertake or encourage over the next 5-10 years. The following is an outline of *potential* initiatives for inclusion in this volume. This reflects both some carry-overs from the 2006 plan and some new ideas—many based on the meetings and survey we have had on the updated Plan. I will present and ask for the Commission's input on this list.

1. Secure McFarland's Planned East Side Expansion. This initiative could include the following components:
  - a. Continue to pursue a new or amended intergovernmental agreement/cooperative plan with the City of Madison and possibly Town of Blooming Grove.

- b. Engage in one-on-one communications and informational meetings with property owners between the Village and Interstate 39-90, identifying options and timeframes for annexation to the Village, if desired.
  - c. Accept and facilitate farming as a longer-term use within the Village limits, such as by not requiring development plans as part of annexation, and by adopting a State-certified “exclusive agriculture” zoning district.
  - d. Absorb some of the complexity and cost of filing annexation petitions, such as by providing legal assistance, while respecting the State law that requires annexation to be a property-owner driven process.
  - e. Prepare detailed utility and stormwater plans for the Village’s east side growth area, including detailed engineering, cost, and financing analysis of major projects such as interceptor extensions and new or improved lift stations.
  - f. Continue to refine and communicate the Village’s development plans for the east side, and amend the East Side Neighborhood Growth Area Plan as necessary to be consistent with the recommendations of the new Comprehensive Plan, detailed utility/stormwater plans, and an updated assessment of the intergovernmental framework.
2. Pursue a New Business Park near Interstate 39-90 and Siggelkow Road. This proposed initiative, intended to facilitate the availability of large-site, employment-focused development, includes the following components:
- a. Achieve final resolution of Interstate access. (I advise that the Village move past the interchange concept. This is not because it challenges WisDOT design standards for interchange spacing, but because its local cost would be too high for the Village or property owners to absorb.)
  - b. Support proposed interchange improvements at Highways 12 and AB, which is the most likely outlet for regional access to this area (5 minutes to Interstate).
  - c. Coordinate with non-residential development plans of other entities in the area, including the Ho-Chunk Nation.
  - d. Define desirable uses, such as high-tech manufacturing; low impact, information technology; and office and related uses benefitting from Interstate visibility but not requiring direct vehicular access.
  - e. Outline a general process to get from where we are now to business park development (i.e., property owner coordination, annexation, incentives, infrastructure expansion, marketing, zoning, etc.)

3. Encourage Neighborhood Development on the Village’s East Side. This initiative includes:
  - a. A hybrid of traditional and conservation neighborhood design techniques, allowing small lots and preservation of significant resources and undevelopable lands on the east side.
  - b. Interconnected roads, sidewalks, paths, and environmental corridors dedicated to the public, and including generous public access from the street and sidewalk network.
  - c. Active neighborhood parks designed to facilitate family-living, and developed in conjunction with an early phase of subdivision development.
  - d. The siting of a larger (20+ acre) community park serving the needs of surrounding neighborhoods and the broader McFarland community, but with reference to City of Madison park plans in the vicinity. The 2008 East Side Neighborhood Growth Area Plan identified a site east of the Rod and Gun Club, which depends on a northerly extension of Highway AB. Other, more immediately accessible sites may need to be explored.
  - e. In conjunction with the School District, attempt to resolve future use(s) of its vacant site at the southeast corner of Brodhead Street and Holscher Road. Some or all of which would be attractive for recreational, residential, and/or possibly some small-scale commercial uses, if not reserved for a school site.
  - f. Possible neighborhood-scale commercial development nodes near the intersection of Highways AB and MN, and/or along Siggelkow Road and a proposed northern extension of the Highway AB road.
  - g. Resolution of land use compatibility uses associated with the Hope Rod and Gun Club. (While I appreciate the value of the Rod and Gun Club to the community, its location and desired buffers negatively affect east side growth prospects. Relocation to a site east of the Interstate is preferred, though may affect some of protections the Club currently enjoys under State law.)
  - h. Other recommendations advised through to the East Side Neighborhood Growth Area Plan, as may be amended.
4. Expand Activity and Welcoming Features Along Farwell Street—“McFarland’s Main Street”. This proposed initiative, building from 2010 *Downtown Strategic Market Analysis and Opportunities Assessment*, is intended to both increase activity along this key corridor, and better connect and merge the historic downtown and Highway 51 areas. The 2010 *Assessment* identifies the corridor as appropriate for senior housing

(being implemented) and new commercial uses serving the McFarland community, such as paint, plumbing, and carpeting/tile stores. Farwell Street should also serve as an enhanced community image district (e.g., Monona Drive), via a short- and long-term streetscaping plan. The Village may expand TID #4 or create a new tax incremental district to incentivize denser (for McFarland) development along this corridor, and to provide streetscape and transportation improvements. The Plan may include a concept sketch for the larger vacant site on south side of Farwell Street east of Highway 51.

5. Continue to Implement Downtown Revitalization Efforts. The 2010 *Downtown Opportunities Assessment* also identified several sites in the historic downtown for redevelopment, including Village-owned property adjacent to the rail line, properties west of the Post Office on Long Street, and the north side of Anthony Street between Main and Milwaukee.
6. Implement and Amend the Terminal And Triangle District Plan. This 2005 plan included ambitious programs for dense, mixed use development near Terminal Drive and Siggelkow Road (“Lakeview Village” subdistrict) lot consolidation and redevelopment in the Meinders Road area; and relocation of the tank farms. Even though many of these recommendations may still have merit and the Village should reinforce its current policy against new fuel storage or blending facilities, a reevaluation would make sense given significant economic and demographic shifts since 2005. There are a few sites in and adjacent to the “Lakeview Village” subdistrict which may be reevaluated for their redevelopment potential as part of this Plan (see next initiative).
7. Encourage Compatible Redevelopment at Other Infill Sites. The consultant and Community Development Director propose that the Vision and Directions volume include identification and redevelopment concepts (sketches) for a handful of redevelopment sites that have not been evaluated. Initial suggestions include:
  - a. Burma Road east of Indian Mound Drive.
  - b. Exchange Street south of Highland Drive.
  - c. Large Christ the King Church yard on Marsh Road.
  - d. School District site on Brodhead and Holscher Roads.
  - e. Vacant site on southeast corner of Marsh and Siggelkow.
  - f. Generic residential in-block infill sites.
8. Balance Greater Planned Use Flexibility with Greater Attention to Design and Impacts. In conjunction with a more flexible and mixed use-oriented Planned Land Use Map, share and sketch viable approaches to successfully transition between different land uses, particularly between commercial and residential areas. These may include site

and building design, screening and landscaping, and access controls to enable successful business use while still protecting neighborhood integrity.

9. Develop a Business Recruitment and Retention Strategy. Elements of such a strategy may include:
  - a. Assisting existing businesses stay and grow in McFarland.
  - b. Growing promising technology-based manufacturing and information technology niches.
  - c. Establishing a retailing niche, recognizing that general retailing in McFarland will be challenging, particularly with the growth of on-line retailing and “big box” stores nearby.
  - d. Working to fill identified gaps in businesses, such as a wider diversity of restaurants, health care/wellness, clothing stores, furniture stores, another grocery, florist, gallery (art/book store), toy store, bakery, deli, wine and cheese, family-oriented entertainment, and lesson space (sports/dance/music).
  - e. Embracing a “Shop McFarland First” movement, and continue to develop the Village as a live, work, shop community.
  - f. Gearing tax incremental district, zoning, and other policies around creating a welcoming environment for these types of businesses.
10. Develop a McFarland Brand. A good, consistent branding effort would advance community and economic development, and foster a sense of pride among existing residents and businesses. McFarland’s brand may perhaps be built around the water/lakes, schools, improvements on and near Highway 51, and/or the downtown or historic buildings. Work with the Chamber of Commerce, School District, and the others on this branding effort.
11. Support a Range of Housing Choices While Emphasizing Owner-occupancy. McFarland’s 2010 housing mix was 82% single family and 73% owner-occupied. As the community ages and rental housing becomes more common, it will be difficult for McFarland retain these high of percentages. Still, the Village should work to ensure that each new neighborhood reach at least 60% single family. Allowing smaller single family lots may be an approach to encourage the predominance of single family residential development in McFarland.
12. Continue to Engage with WisDOT on Highway 51 Improvements. This initiative could include several components, recognizing that it is not only a State highway but also a

key entryway and only north-south arterial road for McFarland. These components could include:

- a. Ensuring that existing businesses continue to have reasonable access and viable sites once highway improvements occur.
- b. More safely knitting the Village's east and west sides via bike and pedestrian crossing enhancements across Highway 51, including consideration of an under/overpass near Farwell Avenue, or a significantly enhanced intersection.
- c. Enhancing community landscaping, entryway signs, and wayfinding signs along Highway 51, announcing entry into McFarland and directing travelers to key public destinations and districts. Advocate that a small percentage of highway funding be devoted to such improvements. See also "Highway 51 Design Subdistrict" recommendations in 2005 Terminal and Triangle Drive Plan and Urban Forestry Commission landscape plan.
- d. Carefully analyzing lighting plans; freeway-style lighting in other locations (including environmentally-friendly but harsher LED lights) has negatively affected mixed-use surroundings.
- e. Coordinating the highway project with other local utility and technology infrastructure projects.
- f. Continuing to address backs of buildings, screened outdoor storage, and landscaping on private sites along the abutting Terminal and Triangle Drives.

13. Pursue Major Road Projects to Serve Existing and New Development. We intend to work with the Public Works Director to prepare a "10-year plan" for road improvements in McFarland.

14. Develop a Complete Bike and Pedestrian Network. Components may include:

- a. Developing local bike and pedestrian facilities in accordance with the recommendations of the 2016 recommendations of the Ad Hoc Transportation Planning Committee.
- b. Seeing the Lower Yahara River Trail project through to completion, in conjunction with Dane County, WisDNR, and the Rail Commission.
- c. Supporting the above entities, and/or WisDOT, in continued trail connections to the south, including to Lake Kegonsa and Stoughton.
- d. Closing "missing links" in the local bike, trail, and sidewalk networks in accordance with an annual improvement program.

- e. Building bicycle and pedestrian-friendliness into each road project (“complete streets”).
  - f. Requiring bike parking with new and expanded businesses.
15. Update the Village’s Comprehensive Outdoor Recreation Plan and Associated Park Master Plans. This plan should be updated by 2018 to meet state and federal grant requirements and provide a guide for the upgrade of Village parks and trails. Focus these plans on how existing parks should be upgraded with modern facilities meeting emerging service area demographics and accessibility needs, and how each park could have its unique identity and distinguishing facilities while still marked with a common, updated community “brand.”
  16. Site and Acquire an East Side Community Park. Long recommended in Village plans, a larger community park east of the developed parts of the Village could become home for athletic fields, larger-space community recreational needs, and possibly a community pool. (Question: Should developing a community pool, or at least exploring one, be its own initiative?)
  17. Enhance Access to and Quality of McFarland’s Lakes and Rivers. This proposed initiative could include the following components:
    - a. Collaborate with MMSD, WisDNR, Dane County Land and Water Conservation, sportsman organizations, property owners, and others on efforts to protect and enhance water quality and shoreline stability.
    - b. Expand opportunities for safe and responsible access to the Lake Waubesa, Mud Lake, and the Yahara River, particularly for paddling and fishing.
    - c. Promote related business development opportunities, such as restaurants, concessions, and even beer gardens, including within Village parks.
  18. Reinvigorate McFarland’s Historic Preservation Efforts. This initiative, spearheaded by the Historic Preservation Commission, may include investigation of the historic significance of post-World War II buildings and sites that are not currently listed for project review under Village ordinance.
  19. Collaborate on Development of an Intergenerational Community Center. The center should be big and diverse enough to adequately serve seniors, other adults, and youths. Potential sites include Farwell Street, McFarland Food Pantry site on Hough Street, Christ the King Church site, Community Garden site downtown, Arnold Larsen Park, or constructed 2<sup>nd</sup> floors of either Library or Municipal Center (or reconfigured space if one or both of these floors is built).

20. Prepare a Long-range Plan for Municipal Facility Upgrades. Components may include:
- a. Possible community center (see above).
  - b. Police and Fire/EMS Department needs, including addressing current and future staff space capacity, full vehicle bays, and lack of on-site training space.
  - c. Additional library needs (2015 Library strategic plan advised a space study in the ensuing three years).
  - d. Exploring 2<sup>nd</sup> floor expansion of the Municipal Center and Library buildings, and other options to address above needs/interests.
21. Serve the Greater McFarland Community in Collaboration with the School District. The McFarland Community extends beyond the Village limits. Residents of nearby Madison, Blooming Grove, and Dunn commonly identify themselves with McFarland. The 53558 zip code or McFarland School District may be better indicators of what is “McFarland” than the Village limits. The Village should embrace this more inclusive definition as a means to accomplish other community goals, such as enhanced retailing, local jobs/tax base, and community facilities. The School District may be the most logical partner in such an effort.
22. Promote Transparency and Inclusion in Government Activities. McFarland could emphasize creating a community of open dialogue, discussion, and inclusion, and opportunities for community discussion that allows all voices to be heard. The Comprehensive Plan can set the framework for ongoing dialogue and community development. For example, there could be an open community discussion about some people’s concerns about expanding bus service or trails into Madison. Greater use of the Web page, social and traditional media, and other means of two-way communication could be components.

# Survey results show support of single-family housing, desire to revitalize downtown

Posted: Friday, July 29, 2016 8:30 am

**Survey results show support of single-family housing, desire to revitalize downtown** Amber Gerber/  
agerber@hngnews.com | 0 comments

Easy access, safe and quiet were the top qualities that best define McFarland based on the results of the Comprehensive Plan survey used by the Village Plan Commission, village staff and consultants to discover the priorities and preferences of McFarland's residents.

A total of 258 people, about 8 percent of the village's households, responded to the online and paper survey. Demographically, about half of the respondents identified as being age 30-59, 60 percent had school-aged children and a majority lived in the village for at least 11 years. Additionally, 93 percent of people who responded were homeowners.

Mark Roffers of MDRoffers Consulting, said the firm always hopes for more respondents but said the results are representative of the village population, especially those who have spent multiple years in the community.

As part of the survey, respondents were asked to list the top three reasons they moved to McFarland; the number one reason was good schools. Reasons two and three were proximity to Madison and safety, though village atmosphere was almost at the same level as safety. Rounding out the top six were proximity to family and friends and close to place of employment.

Roffers said these results reinforced what the village already believed to be true.

The survey showed most people would prefer the village to promote single-family homes with prices ranging from less than \$250,000 to \$400,000. There was also support for senior housing. On the lower end, fewer people would like McFarland to have apartments, duplexes and condos with more than four units.

Roffers said when the survey was being developed, there was a mild concern that people would be more interested in having single-family homes that cost \$400,000 or more. The concern was dashed when respondents indicated the desired to see mid-level priced single-family homes built in McFarland.

"Plus, I think there was a recognition that the population is aging and housing and condos are worth pursuing to some degree," Roffers said.

When it came to economic development, people would prefer to see the downtown revitalized before bringing in retail and commercial service businesses.

"I think there are a lot of folks wondering where McFarland's downtown is or desiring that it generate more traffic in connection with what's going on with Highway 51," Roffers said.

Perceptions of village services were mostly positive with nearly 75 percent saying the dollars paid for services were either good or excellent.

"That's a mild surprise only because we're in a time when people are very skeptical of the government and concerned about their pocketbook," Roffers said.

While there were many positive aspects of the survey, the results also showed that the bottom three reasons people moved to McFarland were home prices, reasonable property taxes and local shops and services.

Related to this, people noted affordable and fun ranked the lowest in their opinion of the village. In an open-ended question about what the participants would like to see in the next 10 to 20 years, people responded with managing or lowering property taxes. They would also like to see the village build community recreation facilities such as a pool or community center and offer family friendly entertainment.

The information gathered through the survey will be among the feedback from other village stakeholders to help guide the updated Comprehensive Plan.



## Comprehensive Plan Meetings and Milestones Schedule

(Updated August 1, 2016; Subject to Further Change as Process Evolves)

### **Village Staff/Consultant Kick-off Meetings:** *January 12 and 21, 2016*

- Discuss purpose and process for Comprehensive Plan update
- Discuss/refine public participation plan
- Finalize approach for Web-based communications and survey
- Identify community facility and utility conditions and needs
- Respond to questions related to completion of Conditions and Issues volume

### **Consultant Shares First Draft of Conditions and Issues Volume:** *March 2016*

#### **Plan Commission Meeting #1:** *March 31, 2016*

- Share purpose and process for Comprehensive Plan update
- Discuss potential vision, themes, directions, and challenges for Plan
- Review draft web-based community survey

#### **Plan Commission Meeting #2:** *April 18, 2016*

- Finalize web-based community survey
- Assist with identification of community groups/committees with which to meet
- Present first draft of Conditions and Issues Volume of Plan and invite comments

### **Consultant Conducts Web-Based Community Survey:** *April-June 2016*

#### **Other Committee and Community Group Meetings (up to 14):** *late April-July 2016*

- Meet with Community Development Authority (May 4<sup>th</sup>); Public Works Committee (May 10<sup>th</sup>); Parks, Recreation and Natural Resources Committee (June 16<sup>th</sup>); Public Utilities Committee (May 17<sup>th</sup>); Landmarks Commission (April 28<sup>th</sup>); Senior Outreach Committee (May 19<sup>th</sup>); and Public Safety Committee (July 13<sup>th</sup>)
- Meet with School District to coordinate planning processes and objectives (May 9<sup>th</sup>)
- Meet and talk with other stakeholder groups, including Chamber of Commerce (June 14<sup>th</sup>) and McFarland High School Student Advisory Group (May 19<sup>th</sup>)
- Within these meetings:
  - Discussed potential vision and initiatives for Village Comprehensive Plan
  - Identified their initiatives and plans that intersect with Village Plan

### **Consultant Prepares Next Draft of Conditions and Issues Volume of Plan:** *July 2016*

#### **Consultant Proposes Draft Materials for Vision and Directions Volume:** *August 8, 2016*

- Draft community vision statement/format
- Preliminary description of specific initiatives for volume
- Preliminary future conditions map adjustments

**Plan Commission Meeting #3: August 15, 2016**

- Review results of Web survey
- Review results of the other committee and stakeholder group meetings
- Review and revise preliminary vision, initiatives, and map changes for Vision and Directions Volume of Plan

**Plan Commission Meeting #4 (if necessary): late August 2016**

- Complete discussion of topics not discussed or finalized at August 15 meeting

**Village Board Check-in Meeting: August 22 or September 12, 2016**

- Review outcomes of Plan Commission meetings #3 and #4
- Provide policy direction on key issues and Plan recommendations

**Consultant Prepares First Draft of Vision and Directions Volume of Plan: late Sept. 2016**

**Plan Commission Meetings #5 and #6: October 2016**

- Review and advise changes to first draft of Vision and Directions Volume
- Prepare for community presentation and input meeting
- Consider follow-up stakeholder meetings to review associated chapters (e.g., CDA, Public Works)

**Consultant Prepares Second Draft of Vision and Directions Volume of Plan: early Nov. 2016**

**Community Presentation on Draft Plan: November 2016**

- Invite Board, public, members of earlier committees/groups, and adjoining/overlapping communities to attend and provide input

**Consultant Prepares Approval Draft of Vision and Directions Volume: late November 2016**

**Joint Village Board/Plan Commission Meeting/Hearing: January 2017**

- Hold formal public hearing on Comprehensive Plan
- Plan Commission recommends Comprehensive Plan for Village Board adoption
- Board adopts Comprehensive Plan

**Consultant Prepares Adopted Versions of Both Volumes of Plan: February 2017**

- Also, follow distribution requirements under Section 66.1001 of Statutes

## **Community Development Highlights**

**June 2016**

- During the month of June 47 building permits were issued. Four permits were issued for new single-family homes. Storage Shop USA received two permits; five chicken permits were issued to homeowners wishing to raise chickens. Revenues for the month totaled \$51,756.36
- Participated in several meetings with other staff regarding Village response to a conditional use permit request on Freedom Ring Road in the City of Madison for a gas station/convenience store. The CUP was rejected by the City of Madison Plan Commission which is the outcome we were hoping for.
- Worked with consultant MDRoffers to promote community survey.
- Met with a landowner on Terminal Drive to discuss future redevelopment of his land.
- Met with Police Chief Craig Sherven regarding security measures possible for the Community Development Department.
- Worked with Kelsy Boyd and Attorney Dan Lipmen on finalizing loose ends on the development agreement for Farewell Place; as well as, a loan subordination agreement with Spartan Properties LLC for their TIF loan with the Village for a project on Voges Road.
- Attorney Matt Fleming and I collaborated with Attorney Jeff Bartzen on a replat of a condominium project for Storage Shop USA. For legal reasons the developer felt having an expandable condominium plat was not the way to proceed and submitted a new separate plat for Village approval. Project still involves the same type of land uses.

- Worked with Attorney Matt Fleming on previously approved revisions to the operational agreement between the Village and Community Garden group. Also the group is proposing a second shed at the northwest corner of the community garden site.
- Met with a City Administrator from Monona to discuss possibility of sharing an intern to enforce minor violations. Monona did have someone performing these duties 16 hours a week; but, they recently resigned. Thought was if McFarland could use a person as well additional hours would attract more applicants.
- Assisted in processing request to CARPC to include former Lecy property into the Urban Service Area. This inclusion is necessary in order for the property to receive future sanitary sewer service.
- Finalized review of Prairie Place Preliminary Plat and prepared list of contingencies for action by the Plan Commission and Village Board.
- Working with development group proposing redevelopment of the former Beach House property in applying for review as a Planned Development by the Village.
- Attended the following monthly meetings:
  - Plan Commission
  - Village Board
  - Park, Recreation and Natural Resources Committee
  - Public Works Committee
  - Public Utilities Committee
  - Community Development Authority

Submitted by:

Pauline Boness

Community Development Director

## **Community Development Highlights**

### **July 2016**

- July was definitely one of our busier months with 48 permits issued. Five permits were issued for new single-family homes, most associated with Veridian's Juniper Ridge Subdivision. Revenues for the month totaled just over \$48,600.00
- Together with Allan Coville met with Trustee Dan Kolk to discuss parkland dedication issues.
- Attorney Larry Bechler, Brian Berquist, Allan Coville and I reviewed and commented on the 1<sup>st</sup> Amendment to the Developers Agreement for Juniper Ridge Subdivision in order to make the July 15<sup>th</sup> Plan Commission Meeting. Commissioners postponed action until a number of issues could be resolved. The Village Board took up this item at their July 27<sup>th</sup> meeting as many critical issues had been negotiated with Veridian and Village staff. Some contingencies were tied to the Boards approval which the developer is working on.
- Met with consultant Mark Roffers to discuss current and future land use issues relating to the Comprehensive Plan 2016 update.
- Working to finalize subordinate agreement with McFarland State Bank regarding Tim Neitzel Voges Road project. Attorneys for the Village and the Bank are in discussions.
- Worked with Attorney Matt Fleming on the Village Board's revisions to our agreement with the Friends of McFarland Parks relating to the Community Garden.
- Reviewed projects and provided recommendations for the July 18<sup>th</sup> Plan Commission meeting.

- Received word from CARPC that the sewer service area amendment for the school district was successful.
- Donna Manring, the Chamber of Commerce Executive Director and I spoke with a representative from CGI a marketing company about their Community Showcase video program to create a promotional video of McFarland at no cost to us. Expenses are offset by selling video advertising to local businesses. This project would enable us to use the video on our website as well as the Chambers.
- Spoke with a number of individuals interested in leasing space at the soon to be vacant antique store. Referred them to the new owners.
- With the City of Monona, exploring the possibility of having an intern work with Marty Pilger, our building inspector, 8 hours per week in McFarland and 16 hours in Monona on violations and enforcement.
- Attended the following monthly meetings:
  - Plan Commission
  - Public Works
  - Village Board

Submitted by:

Pauline Boness

Community Development Director

August 10, 2016

Sec 8-553 spells out the required procedure for property maintenance violations. As you can see a minimum of thirty days is allowed for the violation to be corrected. After the thirty days has elapsed it is my discretion whether I allow more time to correct the violation or issue a citation. If it is a first time offender, I generally will give them more time if they contact me and outline a plan of action. Chronic violators will get a citation as soon as I find the time to sit down and write it.

The "mow the grass" ordinance is different in that it specifically allows only five days for the grass to be cut before a citation can be issued and the village crew sent in to cut it. Sometimes the five days is extended because I take into consideration rainy weather or I cannot get there to re-inspect because of my limited schedule in McFarland.

The use of a private contractor to go in and mow these lawns has never been discussed to my knowledge but I assume that the City Attorney would need to be involved to create some kind of contract.

Martin Pilger  
Building Inspector

Inspector may seek issuance of a special inspection warrant under Wis. Stats. § 66.0119, from the Municipal Judge to make an inspection to determine the condition of the dwelling, dwelling unit, rooming unit or premises complained about so that the Building Inspector may perform the duty of eliminating the problem consistent with the purpose of this Article. For the purpose of making such inspection, every occupant of a dwelling or dwelling unit shall give the owner thereof, or the owner's agent, access to any part of such dwelling or dwelling unit or its premises at any reasonable time for making such repairs or alterations that are necessary to comply with this Article or any lawful order issued by the Building Inspector.

(Code 1998, § 15-1-92; Ord. No. 2003-05, § 39, 3-24-2003)

**Sec. 8-553. Enforcement and appeals.**

(a) *Notice of violation.* Whenever the Building Inspector determines that reasonable grounds exist to believe that a violation has occurred of any provision of this Article affecting the health or safety of the occupant of a dwelling, dwelling unit or rooming unit, the Building Inspector shall notify the person responsible for such violation.

(b) *Contents of notice.* Such notice shall:

- (1) Be in writing;
- (2) State the reason for its issuance;
- (3) Allow 30 days for the performance of any act it requires;
- (4) Be served on the person responsible for such violation;
- (5) Contain an outline of remedial action which, if taken, will comply with this Article.

(c) *Service of notice.* Service of such notice upon the person responsible for the violation shall be deemed proper if served personally, or by registered mail to the person's last known address, or by posting it in a conspicuous place in the premises affected by such notice, or by serving the notice by any other method authorized by statute.

(d) *Appeals.* Any person affected by such notice may petition for a hearing before the Board of Zoning Appeals. Such petition must be filed with the Building Inspector within ten days after service of the notice. Such petition shall contain a written statement of the grounds for appeal. Upon receipt of such petition, the Building Inspector shall give written notice to the petitioner of the time and place of the hearing, which shall be held as soon as practicable after receipt of the petition. At such hearing, the petitioner shall be given an opportunity to be heard and to show cause why the petitioner should not comply with such notice.

(e) *Determination of Board of Zoning Appeals.* After the hearing, the Board of Zoning Appeals shall sustain, modify or withdraw the petition based upon whether or not there has been compliance with this Article. If the Board of Zoning Appeals sustains or modifies such notice, it shall be deemed to be an order. Any notice served under Subsection (c) of this Section shall automatically become an order if no petition

is filed with the Building Inspector within ten days after service of the notice. After a hearing in a case when the Board of Zoning Appeals sustains a notice suspending a building permit, the permit is deemed to have been revoked. Any permit suspended by a notice served under Subsection (c) of this Section shall be automatically revoked if no petition is filed with the Building Inspector within ten days after service of the notice.

(f) *Board of Zoning Appeals record.* The hearing proceedings shall be summarized and reduced to writing. The public record of each case shall contain the written summary, the Board of Zoning Appeals' written findings and decision and any notice or order issued in connection therewith. Any person aggrieved by the Board of Zoning Appeals' decision may seek judicial review thereof as provided by Wis. Stats. § 62.23(7)(e)10—15.

(g) *Emergency orders.* Whenever the Building Inspector finds that an emergency exists that requires immediate action to protect the public health or safety, the Building Inspector may, without notice or hearing, issue an order reciting the facts constituting the emergency and requiring that such action be taken as the Building Inspector deems necessary to meet the emergency. Such emergency order shall be effective immediately notwithstanding the other provisions of this Article. Upon petition by the affected person, a hearing shall be held as soon as possible under Subsection (d) of this Section. After such hearing, the Board of Zoning Appeals shall sustain, modify, or revoke the emergency order depending upon whether or not the Building Inspector has complied with the Article.  
(Code 1998, § 15-1-93)

**Sec. 8-554. Maintenance responsibilities of owners and occupants.**

(a) Every owner shall, either personally or by agent, improve and maintain all property under the owner's control to comply with the following requirements:

- (1) All courts, yards, and other outdoor areas on the premises shall be graded or filled to divert surface water flow away from buildings.
- (2) All exterior property areas shall be kept free from noxious weeds.
- (3) All interior and exterior property areas shall be maintained in a condition free from debris, rubbish, garbage, physical hazards, rodent harborage and infestation.
- (4) All fences and other minor construction, paved walkways, and vehicular areas shall be maintained in a safe and sanitary condition.
- (5) All exterior surfaces of buildings and fences made of materials not inherently resistant to deterioration shall be periodically coated with paint or another suitable preservative, which provides adequate resistance to weathering and maintains a neat and attractive appearance.
- (6) All outdoor walkways, driveways, and parking areas serving multiple dwellings and commercial establishments shall be kept free from snow and ice, and any other hazards.