



**Village of McFarland Comprehensive Plan  
Priorities Exercise Results—Landmarks Commission  
April 28, 2016**

1. WHAT IS YOUR VISION FOR THE FUTURE OF MCFARLAND? In answering this question, you might think about:

- What McFarland in the year 2035 looks and feels like
- How the community functions
- What McFarland's best future features are
- How the community inspires residents, land owners and businesses to improve their lives

Member Responses:

- The community currently functions very well.
- Does McFarland have an identity, aside from the school system? City of the Second Lake used to be slogan—bring back old slogan and update? Something to do with how well community groups work together?
- Board has looked at branding for Village. Ideas sometimes come before the funding. The Village should be ready with an idea so it can strike when funding is available.

2. WHAT INITIATIVES SHOULD THE VILLAGE PRIORITIZE OVER THE NEXT 5-10 YEARS? In answering this question, you might want to think about:

- |                          |                                     |
|--------------------------|-------------------------------------|
| Land use or zoning       | Transportation                      |
| Economic development     | Recreation and community activities |
| Redevelopment            | Resource protection                 |
| Tourism                  | Community services                  |
| Housing                  | Public facilities                   |
| Neighborhood development | Utilities & stormwater management   |
| Historic preservation    | Intergovernmental relations         |

Member Responses:

- Extend the Capital City Trail through Village south towards Stoughton.
- Take advantage of natural resources—recreation/tourism may be a way to grow. Village is not maximizing parks and natural resources to the extent that it could.
- Establish an industrial park near I-39/90.

- Transportation options will be important for an aging and Millennial population that may not want to drive as much:
  - Increase interconnectivity between residential neighborhoods.
  - Improve accessibility at crosswalks – do walkers have the time to cross the road, given the timer on the beg lights?
  - Consider allowing golf carts on local streets.
  - Design the Village, or at least parts of it, in a way where it's possible to get around without a vehicle.
  - Consider either bus or rail service that serves and moves McFarland residents toward job opportunities in the region.
- Rebuild the depot. Ties in historic aspect of the Village and maybe one day might be used for rail-based transportation again.
- Support decent, safe, affordable housing.
- Consider sports complex; Grant Park has been outgrown by the Village.
- Recreation is not always school related. For example, the school's pool is sometimes available for community use, but often not available when it's wanted.
- Community service days ought to continue and be a strong component of community life.
- Retailing in McFarland will be challenging, particularly with on-line retailing and existing and proposed big box stores nearby.
- Enable the expansion of the farmers' market/local food scene.
- One opinion: when the Dunn intergovernmental agreement expires, there may be an opportunity for the Village to grow beyond its current agreed limits. Another opinion: this agreement may have benefits to the broader community and Village, and retains a sense of small town and natural character.
- Expand tax base to bring relief to taxpayers.
- Lack of community space hinders what the Village can do to bring people together. More meeting rooms/third spaces are needed. Space at Village Hall is stretched thin. The curling club and ice center are also used as community places, but each has its limitations.

3. WHAT INITIATIVES DOES YOUR GROUP OR ORGANIZATION HAVE FOR THE NEXT 1, 5, OR 10 YEARS? How can these initiatives be advanced or coordinated through the Village and its updated Comprehensive Plan?

Member Responses:

- Enhance the historic qualities of the Village. There is something unique that exists here that isn't promoted in a way that has endeared it to the community.
- McFarland and Larson Houses – are these used to the extent that they can be?
- Larson House – previous fundraising efforts turned this home into a museum. Costs \$10,000 per year to keep it operational. Each year the Society tries to enhance what this place offers. Afternoon tea, Victorian Christmas House. 300+ visitors at holiday season.
- Identify more historically significant sites around the Village and provide information. More properties are now eligible to be added to the Registry of Historic Places or as landmarks, such as lake houses and 1940s bungalows. Commission should explore.
- Role of the Landmarks Commission: Expand function? Meet more regularly? Explore different properties? There seems to be interest in being more active. If there's to be a historic aspect of McFarland that gets woven into its future, the Landmarks Commission should be active in shaping it.