



**Village of McFarland Comprehensive Plan
Priorities Exercise Results
Community Development Authority
May 4, 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:

- Village should plan for and pursue continued expansion to the east.
- Much depends on whether a new Interstate interchange could be secured. With an interchange, the Village should focus on larger lot business/industrial development. Without an interchange, residential might be most likely future on most lands to the east.
- May need to plan for a Village where infill and redevelopment is more common or possible than is edge development.
- Envision MN as McFarland's "Monona Drive", and USH 51 as the Village's "beltline."
- McFarland School District is a driver—more joint school-community facilities and opportunities.
- Bike destination, via more facilities.

The consultant the read the vision statement from the 2006 Comprehensive Plan, which was as follows: "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."

Members' responses to this 2006 vision statement were as follows:

- Looks good, but “small town character” disappeared once Madison grew to the north side of Siggelkow Road.
- Focus on economic sustainability; match jobs with residents.

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:

- Explore all options to expand to the east.
- Interest in land for larger lots for employment-generating business uses, so the Village can appeal to new such uses and retain smaller ones when they want to grow.
- Convince Blooming Grove property owners to east of Village that they will have a better future in the Village. Consider including Dunn property owners. As part of this, maybe agricultural land should be permitted/ allowable use following annexation. Don't require a development plan to annex, and consider adopting an exclusive agricultural zoning district to enable farming tax credits.
- Encourage residential development to the replace at least 150 students per year in the McFarland School District without open enrollment.
- Need to get Madison Metro Sewerage District plans and align with Village plans.
- Redevelop tank farms area.
- Need to grow businesses, including technology-based light industrial uses, office users, and via mixed use infill development and redevelopment
- Could there be municipal boundary trades with the City of Madison (e.g., to get the north end of Terminal Drive in the Village)?