

Comprehensive Plan

Presentation and Summary
August 2017



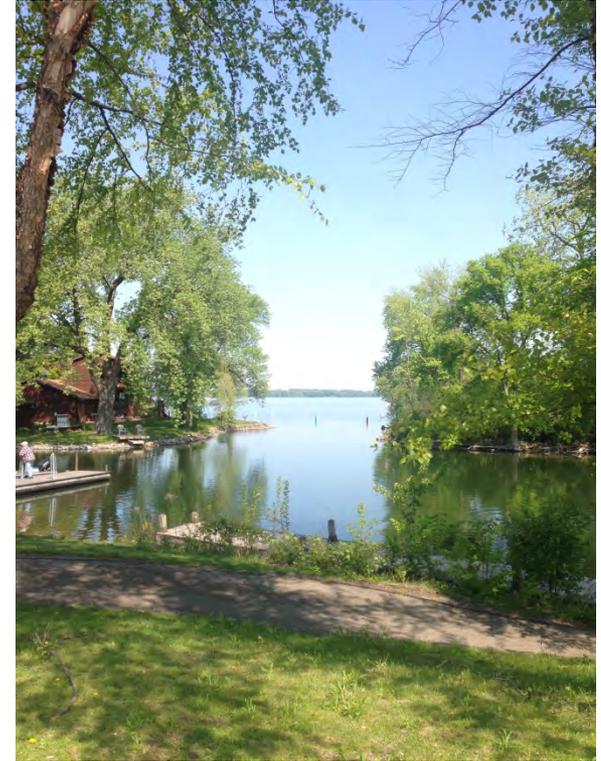
Planning Process and Format

What is the Comprehensive Plan Update?

- A guide for future growth and enhancement for the Village over the next 10 to 20 years
- A vision and directions for land use, economic development, housing, transportation, community facilities, natural resources, image, etc.
- A complete update and replacement of the Village's 2006 Comprehensive Plan

McFarland's Approach to this Plan Update

- Refine vision of what the Village wants to be, and communicate Village Board's goals
- Advance and prioritize initiatives for community growth and change, based on vision and goals
- Serve as an umbrella for other Village plans, and a springboard for any future amendments

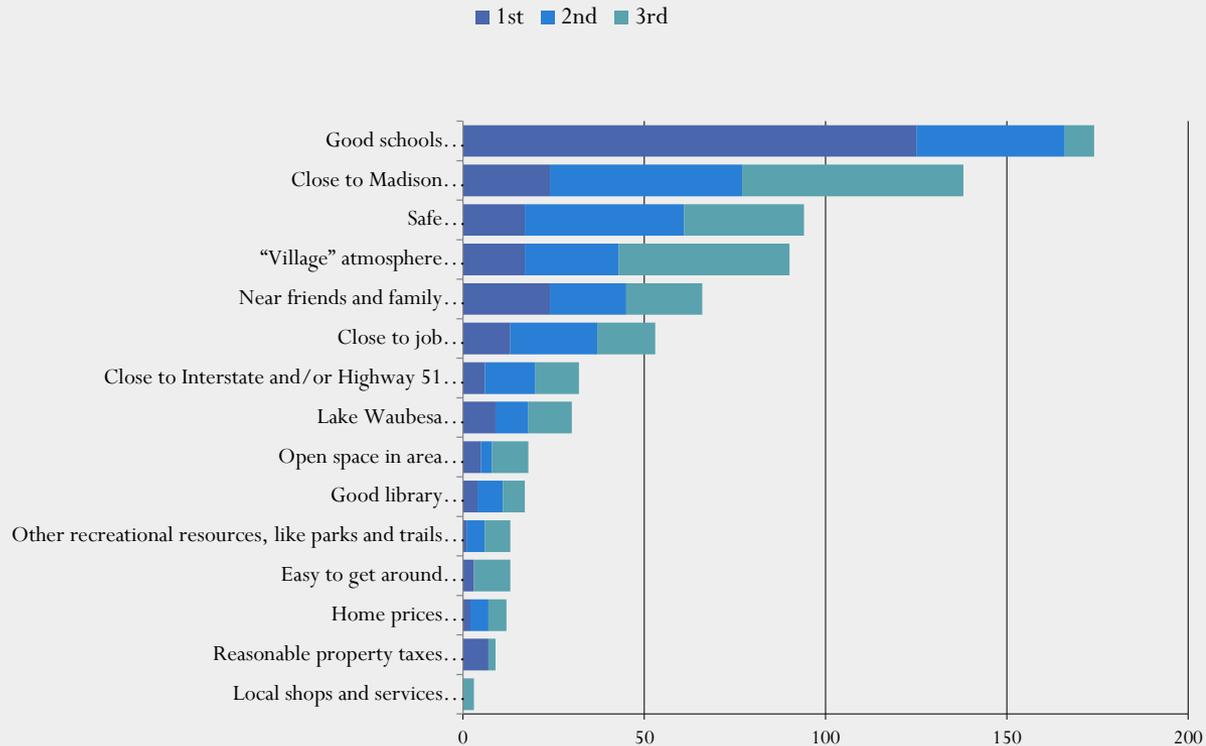


A Thoughtful Planning Process

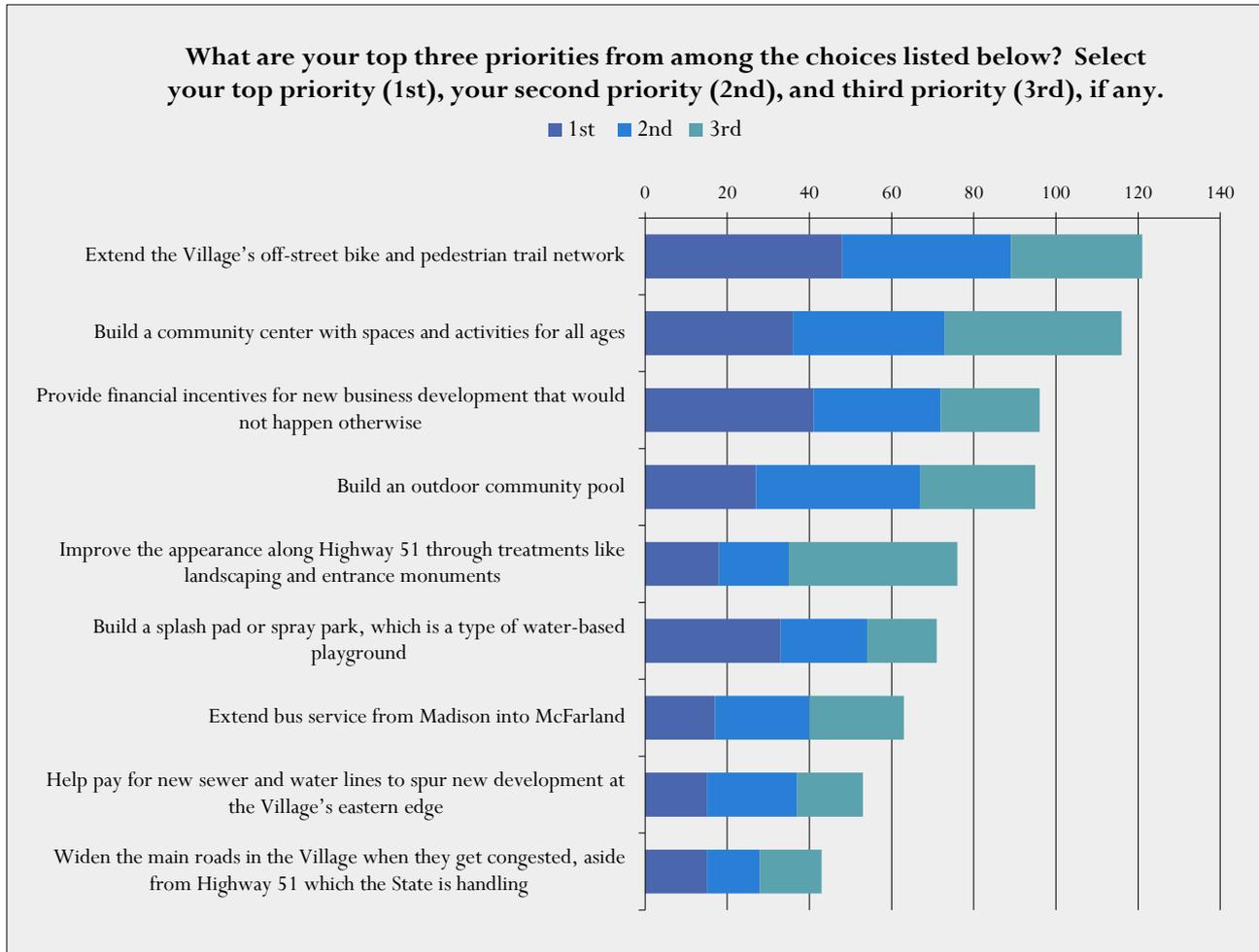
- Overseen by the Plan Commission and Village Board, which held multiple public meetings and engaged in extended talks
- Meetings with other committees and community partners:
 - Community Development Authority
 - Public Works, Utilities, Parks, Public Health and Safety, Landmarks Committees
 - McFarland School District and high school students
 - Chamber of Commerce
- Use of Outlook newsletter, Thistle, and Web to get word out
- 2016 Web-based community survey—258 responses
- Presentation in June 2017, with notice to each utility customer
- Final public hearing in August 2017 before adoption

Community Survey Values

Please provide the top three reasons why you or your family chooses to live in McFarland. From the options listed below, please check your top reason (1st), your second most important reason (2nd), and your third most important reason (3rd).



Community Survey Priorities



Comprehensive Plan Format

- Volume 1: Conditions and Issues
 - Describes current conditions, trends, and projections
 - Does not contain policies or directions for future change
 - Volume 1 is not the focus of this presentation/summary
- Volume 2: Vision and Directions
 - Begins with an overall community vision and goals
 - Describes action-oriented initiatives for community development
 - Volume 2 is the focus of this presentation/summary

Volume 2: Vision and Directions

Based on a Clear, Compelling Vision

McFarland will remain an inviting and vibrant village on the shores of Lake Waubesa, minutes from Wisconsin's State Capitol. McFarland will offer a social fabric and supportive environment in which all residents may practice their individual value choices.



Based on a Clear, Compelling Vision

The Village will maintain and pursue...

...a viable local economy built around responsible growth and revitalization.

...a proud heritage and downtown, adapted to serve modern demands.

...an emphasis on education and lifelong learning.

...safe and appealing places to live, work, shop, eat, and play.

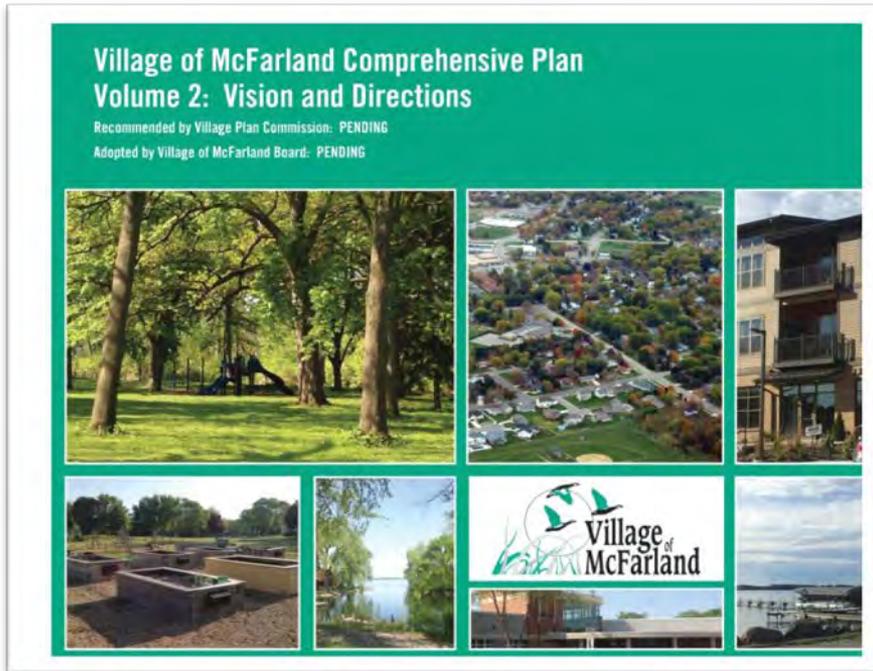
...opportunities for recreation and respite, focused on our lakes and other resources.

Advances Board's Strategic Goals

1. A healthy and growing, regionally and globally integrated economy that supports local initiatives.
2. A well-run, efficient and responsive government that provides high levels of quality-of-life services to the community.
3. A safe, healthy, and secure community.
4. A government that promotes and supports active citizen participation in the community.



Volume 2 Chapters



Only significance of chapter order is that subsequent chapters tend to build on and be related to previous

1. Introduction & Community Vision
2. Natural & Agricultural Resources
3. Culture and Community Character
4. Land Use
5. Economic Development
6. Housing & Neighborhoods
7. Utilities & Community Facilities
8. Transportation
9. Intergovernmental & Stakeholder Cooperation
10. Implementation

Most Chapters are Organized Similarly

CHAPTER 2—NATURAL AND AGRICULTURAL RESOURCES

Goal: Serve as a steward to and increase public enjoyment of lakes, rivers, wetlands, and other natural areas.



Objectives

1. Protect and improve surface water quality and access.
2. Preserve and enhance other natural areas, like wetlands and woodlands.
3. Support agriculture in the McFarland area for food production and community character.

Initiatives

(see full chapter to read more)

1. **Enhance Access to and Quality of McFarland's Lakes and River.** Improved access to and water quality in Lake Waubesa, Mud Lake, and the Yahara River will enhance use of these waterways and McFarland's connectedness to them.
2. **Advance Resource-based Recreation in McFarland.** The Village will expand awareness of and access to outdoor activities through resource-focused marketing, education, volunteer development, and other actions.
3. **Refine and Protect Environmental Corridors.** The layering of natural areas and building limitations comprise environmental corridors. Corridors serve multiple stormwater management, groundwater protection and recharge, erosion control, wildlife habitat, passive recreation, and scenic functions. McFarland's easterly expansion will be characterized by a thoughtfully protected and connected environmental corridor network.
4. **Pursue Local Opportunities to Mitigate and Adapt to Climate Change.** The Village will advance local practices to mitigate or reduce the release of greenhouse gasses, and work to increase the community's resilience to the impacts of climate change.



Each includes:

- Cover page (see example to left)
- List of policies focused on day-to-day decisions.
- Detailed descriptions of the initiatives outlined on cover page.

Natural and Agricultural Resources Initiatives



- Enhance Access to and Quality of McFarland's Lakes and River
- Advance Resource-based Recreation in McFarland
- Refine and Protect Environmental Corridors
- Pursue Local Opportunities to Mitigate and Adapt to Climate Change

Culture and Community Character Initiatives



- Develop an Updated McFarland Brand
- Enhance Community Entryway Features and Wayfinding
- Reinvigorate McFarland's Historic Preservation Efforts
- Collaborate on Development of an Intergenerational Community Center
- Support the Needs of Aging Residents

Land Use Recommendations

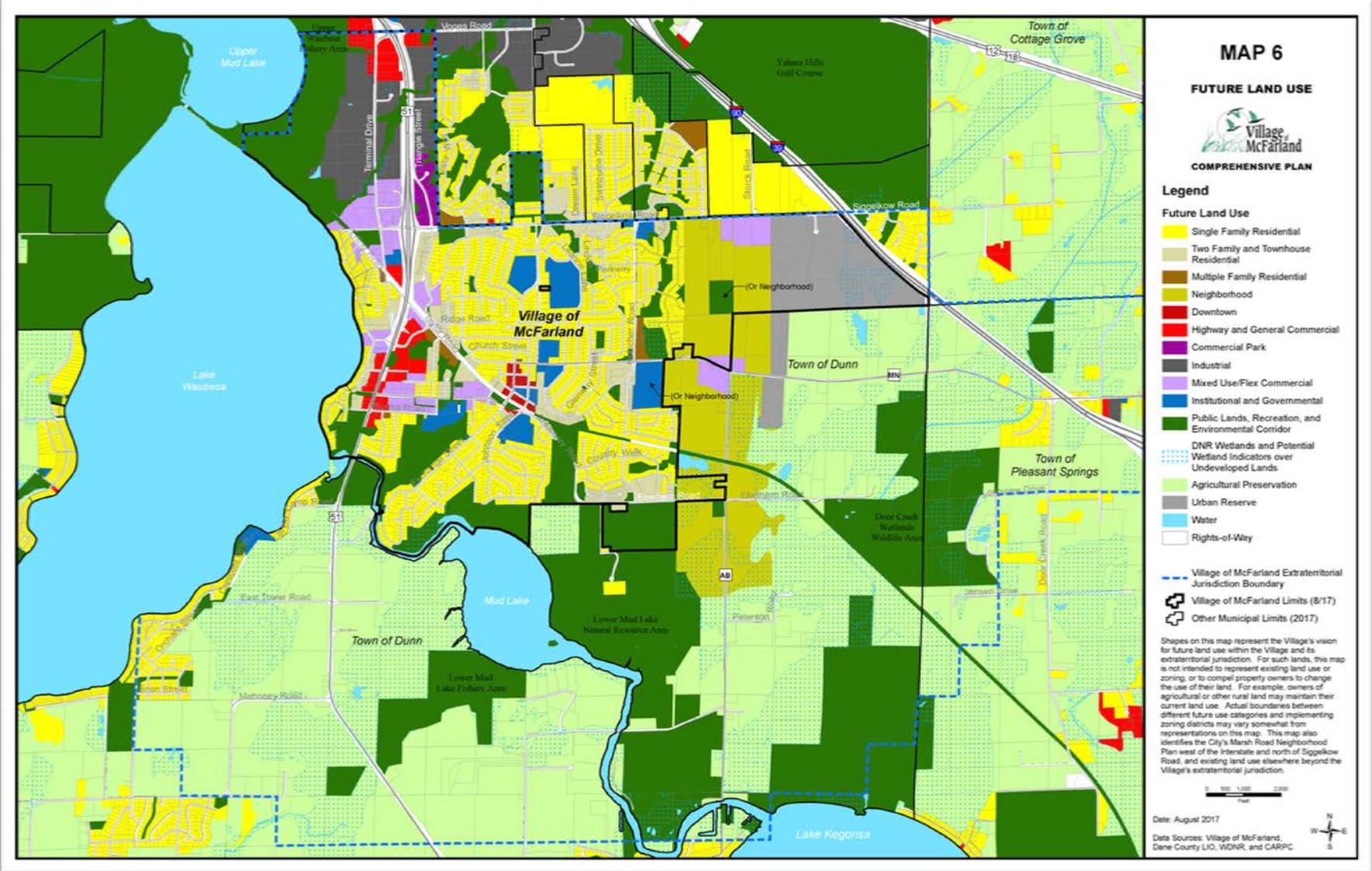
Why Should McFarland Grow?

The Village intends to support moderate, planned growth for the following reasons:

- Accommodates projected land demand.
- Captures a share of regional growth within the Village limits
- Supports desired community investments and amenities, Expands opportunities for residents, including new shopping and jobs.
- Provides a steady flow of new students to at least replace graduating seniors each year.
- Expands the Village's tax base to maintain affordable tax rates.

- Use the Future Land Use Map to Guide Growth and Development
- Secure McFarland's Planned East Side Expansion
- Provide for Compatible Reinvestment along Lake Waubesa and in Residential Areas
- Implement and Update Plans for Downtown Revitalization
- Implement and Review the Terminal and Triangle District Plan

Future Land Use Map Guides Village Zoning and Expansion Decisions



Chapter also Includes Standards for Future Infill and Redevelopment Sites



WHAT DESIGN PRINCIPLES ARE IMPORTANT?

- (A) Maintain compatible setbacks.**
Extra-shallow or deep setbacks interrupt neighborhood form and place incompatible activities next to each other.
- (B) Use scale transitions.** Site taller and bulkier aspects away from adjacent single family homes, tapering down close to residential lot lines. Consider solar access.
- (C) Back-to-back is best.** Abut back yard of the project to back yards of existing residential uses where possible.
- (D) Provide gathering and focal points.** This may mean better waterfront access, recreational facilities, places of respite, or art.
- (E) Manage uses.** Uses that require drive-through lanes, outdoor storage, and bright lights are not the best residential or waterfront neighbors.
- (F) Keep it green.** Continue and establish landscaped buffers, including natural shoreline restoration. Use walls and fences only where necessary.
- (G) Use stormwater as a design feature.** Practice progressive storm water management that improves water quality. Design stormwater features as an aesthetic and "natural" element.
- (H) Limit driveway access.** Direct commercial driveways away from residential streets and to intersections.
- (I) On-site circulation.** Avoid parking and circulation patterns that result in headlights pointing towards residential windows. Otherwise, use berms, all-season landscaping, or fencing.
- (J) Hide parking.** Underbuilding, garage, and side yard/rear parking should be the norm in redevelopment projects. Avoid large waterfront parking lots.
- (K) Details matter.** Carefully site and screen mechanicals, loading areas, dumpsters, lighting, and signage. Direct to yards away from residential neighbors where possible.
- (L) Consider non-physical solutions.** Explore opportunities to limit hours of operation, deliveries, or other bothersome activities, including time-of-day considerations.

Figure 4-2
Infill and Redevelopment Standards
in Residential and Waterfront Settings



WHY INFILL?

- Utilizes existing roads, utilities, and services.
- Renews obsolete, run-down, and vacant sites.
- Limits conversion of farmland and natural areas elsewhere.
- Increases property tax revenue and re-circulates dollars.
- Diversifies living options for empty-nesters, seniors, young professionals, and workforce.
- Increases shopping, dining, and recreational options.

WHAT STEPS SHOULD "REDEVELOPERS" FOLLOW?

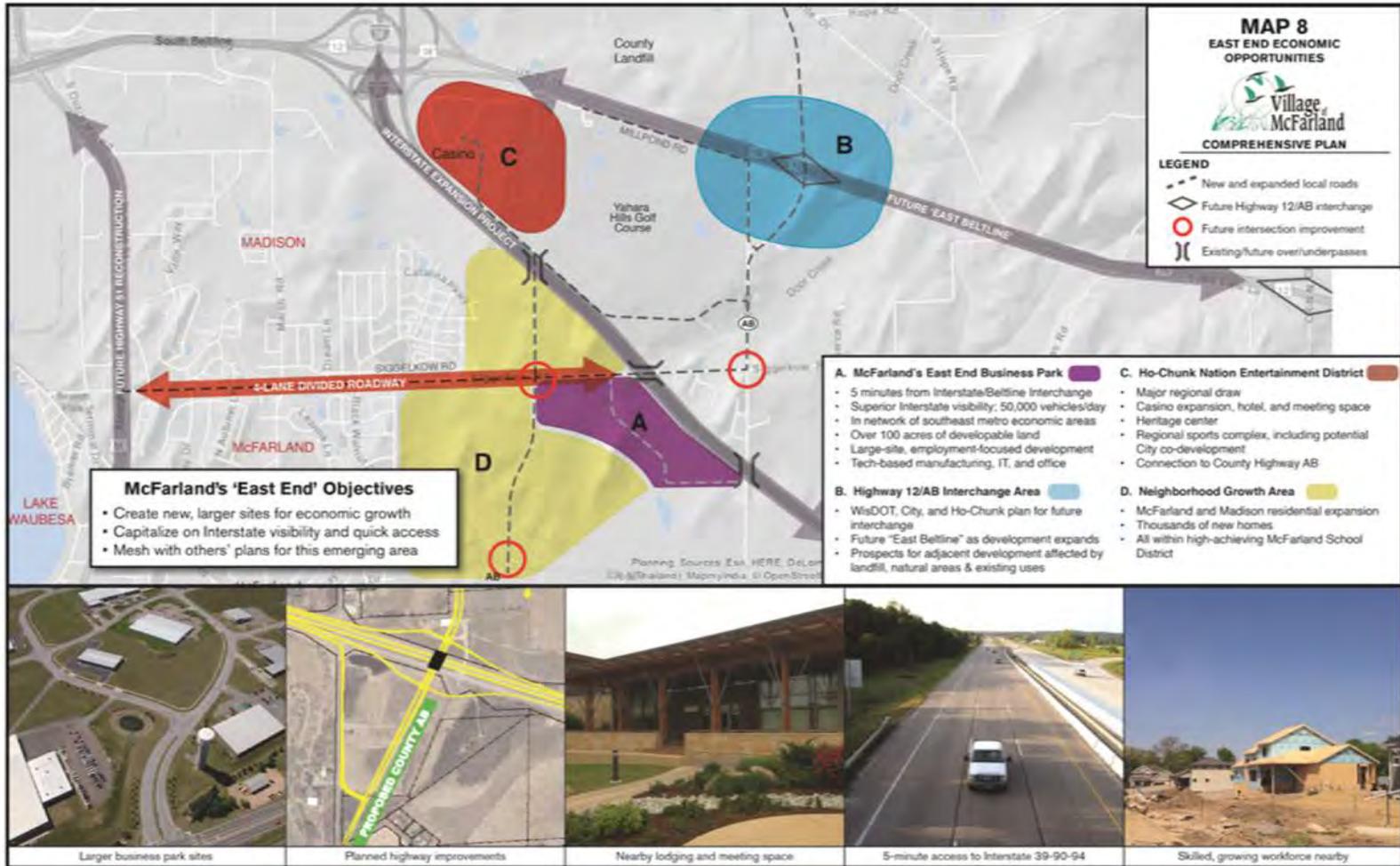
- 1. Initial Consultation.** Talk with Community Development Department staff to identify opportunities and pitfalls.
- 2. Consistency Evaluation.** Refer to Map 6: Future Land Use and plans for areas like the downtown and Terminal and Triangle Drives. Determine whether a Village plan or ordinance amendment will be required.
- 3. Land Control.** Secure option on property. Pursue an extended option period (e.g., 120-180 days) to allow approvals before acquisition is finalized.
- 4. Concept Plan Development.** Prepare conceptual site and building plans with initial engineering and stormwater review.
- 5. Village Concept Plan Review.** Submit for Village staff and Plan Commission review. This step and the next could be combined or reversed in order, depending on the project.
- 6. Neighborhood Meeting.** Meet with neighbors to present the concept and hear and consider comments.
- 7. Possible Plan Amendment Request.** State law requires that rezonings be consistent with the comprehensive plan. For simpler projects, this step and the next could be combined.
- 8. Rezoning Application.** Determine with Village staff the appropriate zoning district, considering standard Village zoning districts and the PD-1 Planned Development Infill district. Include a "general implementation plan" submittal.
- 9. Possible Follow-up Meeting.** Assuming approved rezoning, reconnect with the neighborhood, Village staff, and/or Plan Commission to work through detailed issues.
- 10. Detailed Implementation Plan.** Include all plans required by ordinance, plus phasing, construction, and operational plans.

Economic Development Initiatives



- Expand Activity and Welcoming Features Along Highway MN— “McFarland’s Main Street”
- Work to Advance Business Opportunities near Interstate 39-90 and Siggelkow Road
- Develop a Business Recruitment and Retention Strategy
- Enhance the Community Development Authority’s Economic Development Function

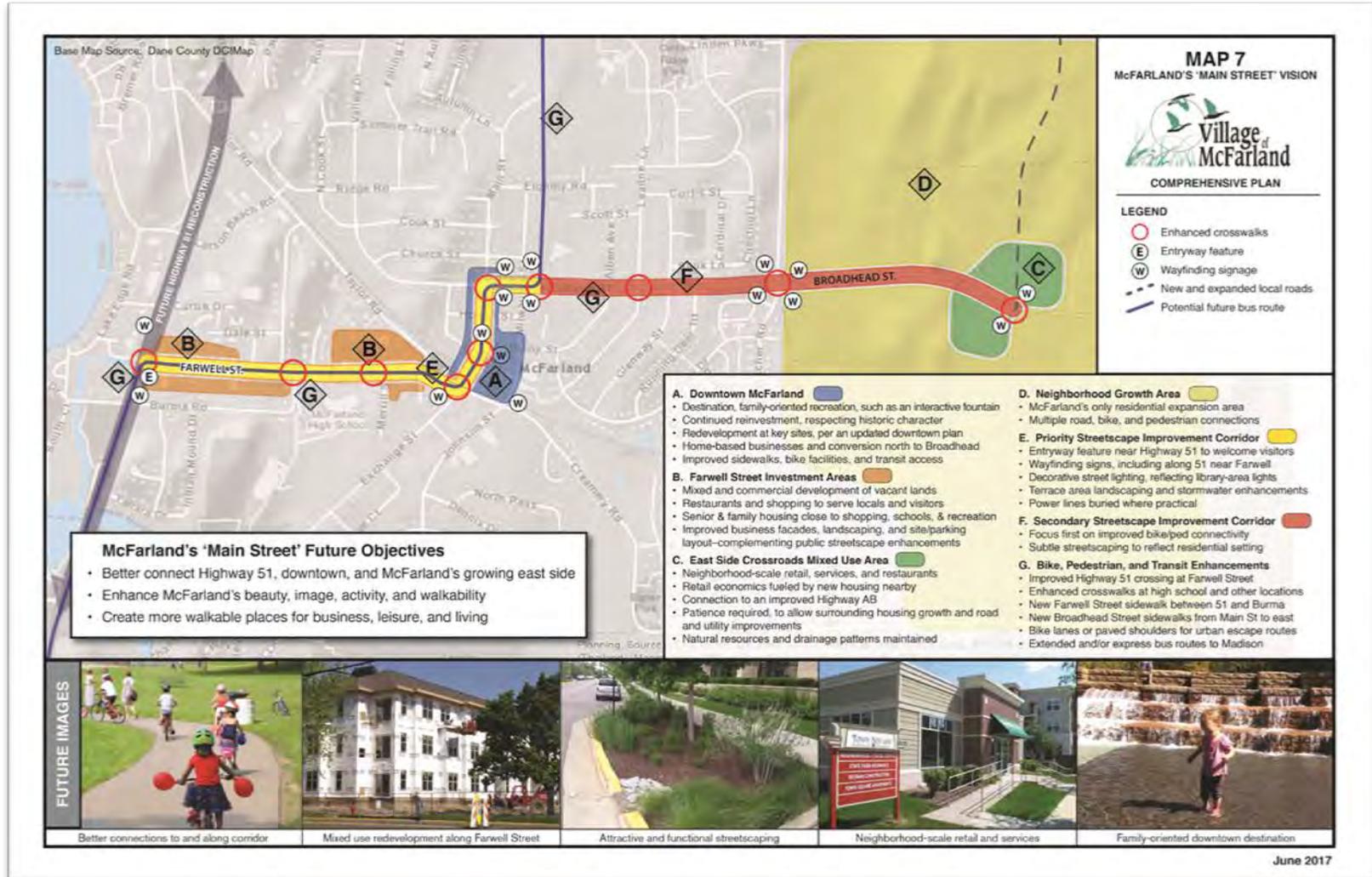
Advances East End Opportunities



Sources: Dane County DCIMap, WisDOT, Ho-Chunk Nation, City of Madison

June 2017

Advances Vision for Hwy MN



Housing & Neighborhood Initiatives



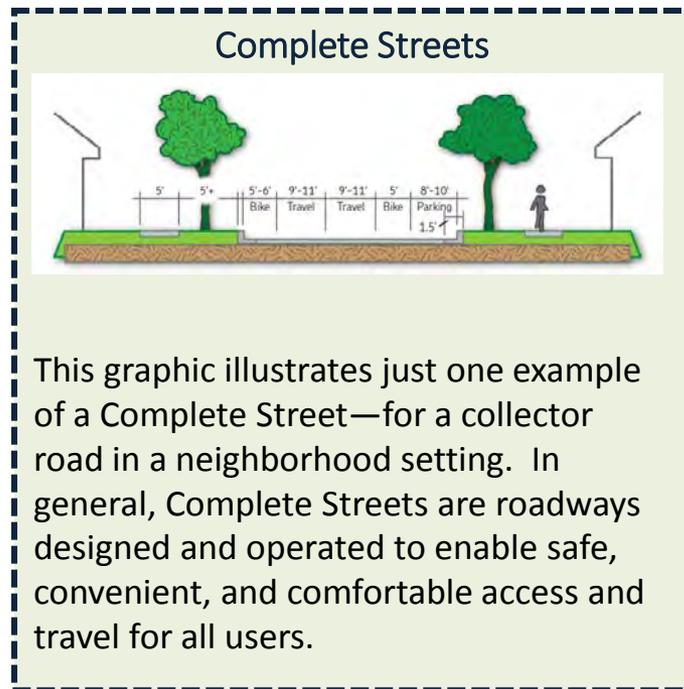
- Implement a Resident Retention and Attraction Strategy
- Encourage Neighborhood Development on the Village's East Side
- Invest in and Maintain Existing Village Neighborhoods

Utilities and Community Facilities Initiatives



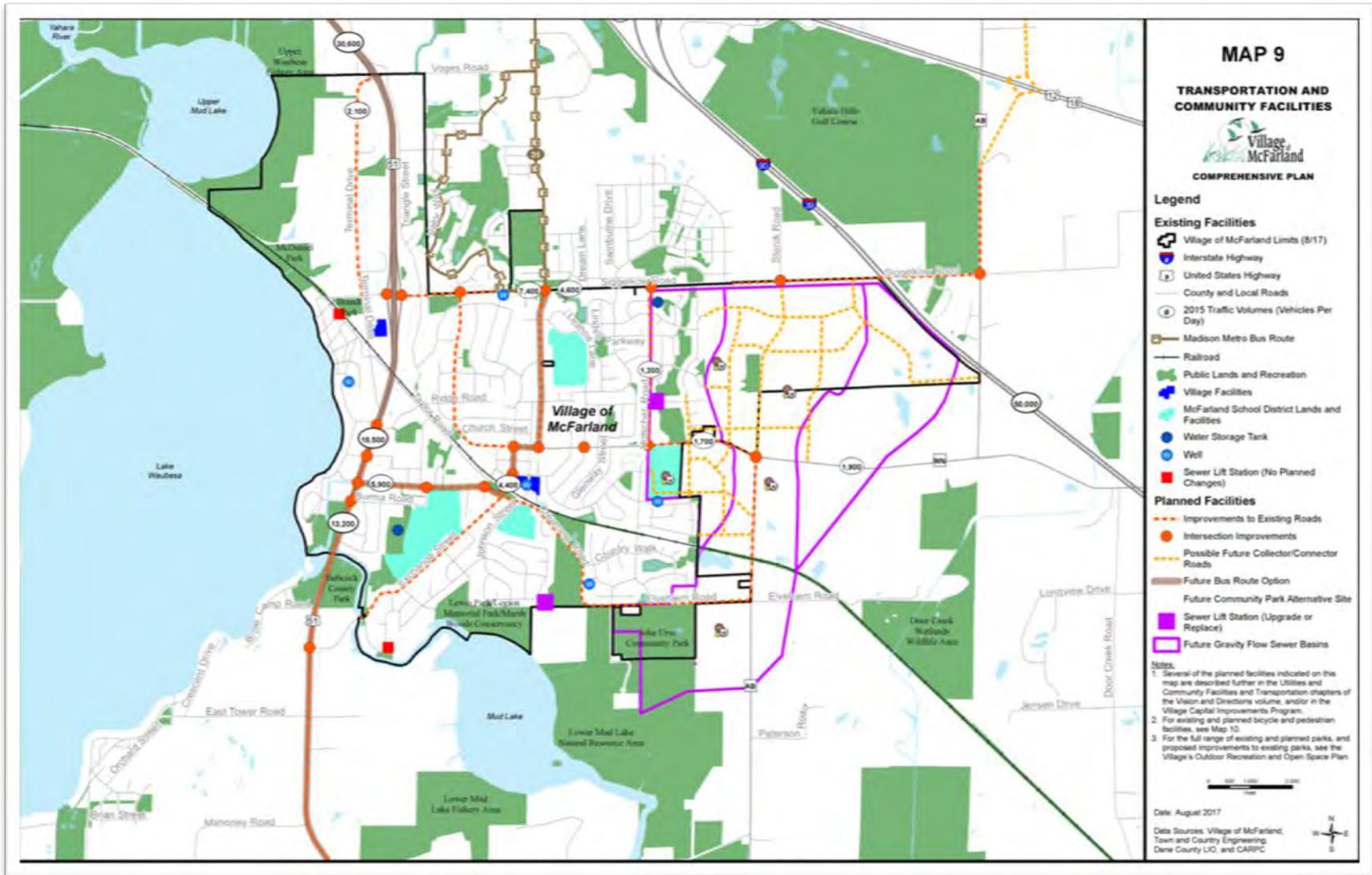
- Stage Public Improvements through a Capital Improvement Program
- Prepare and Implement a Municipal Facilities Master Plan
- Site and Acquire an East Side Community Park
- Update the Village's Outdoor Recreation & Open Space Plan

Transportation Initiatives

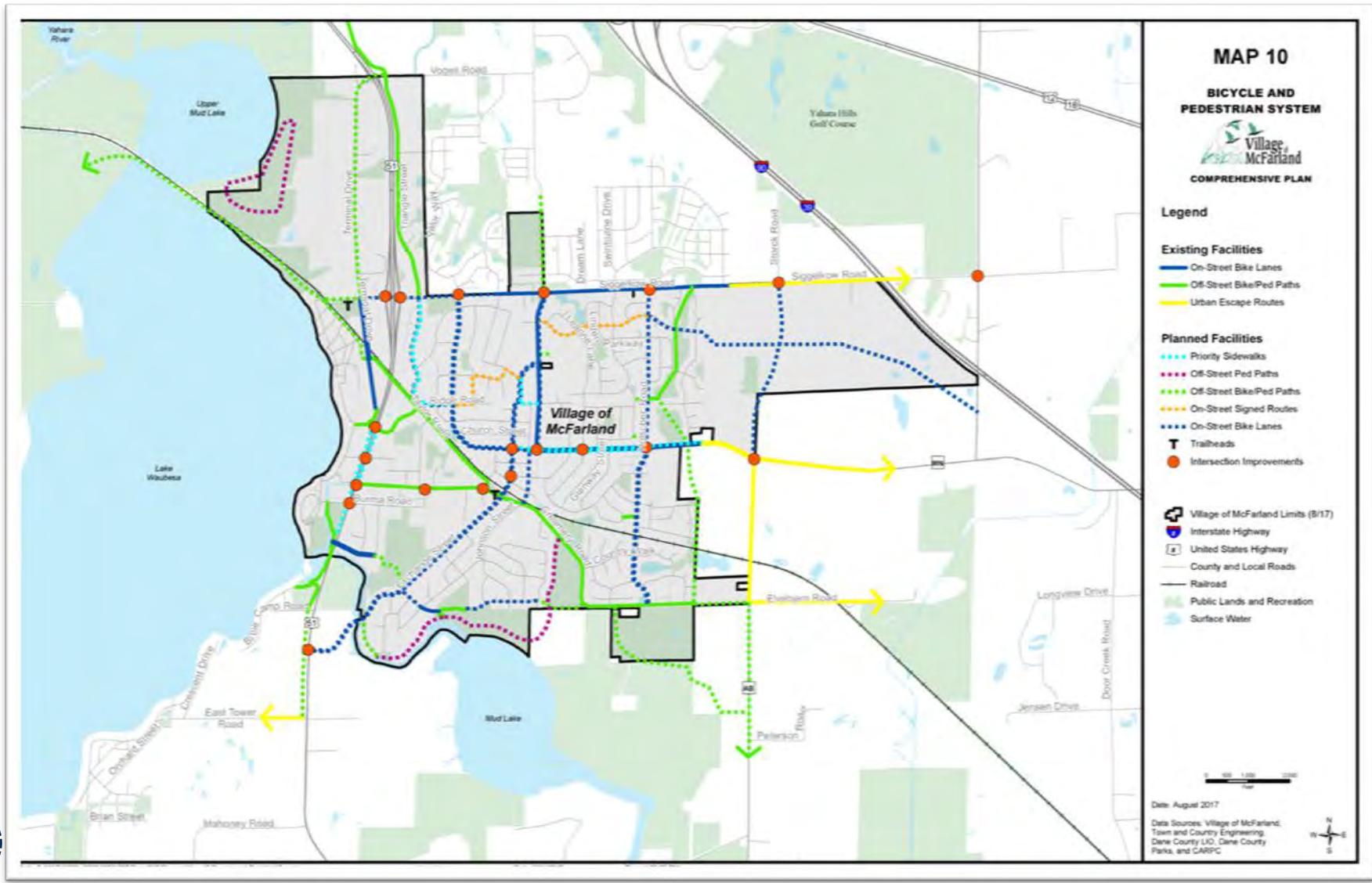


- Implement a Roadway Improvement Plan
- Expand McFarland’s Bicycle and Pedestrian Network
- Explore the Introduction of Transit Service
- Continue to Engage with WisDOT on Highway Improvements

Transportation and Community Facilities Map Helps Guide Major Investments



Future Bike and Ped Facilities also Guided



Intergovernmental and Stakeholder Cooperation Initiatives



- Manage Intergovernmental Agreements with Adjacent Municipalities
- Serve the Greater McFarland Community in Collaboration with the School District
- Practice Transparency and Inclusion in Village Activities

Next Steps

Top Priorities for Implementation

1. Enhance the Quality of McFarland's Lakes and River
2. Collaborate on Development of an Intergenerational Community Center
3. Secure McFarland's Planned East Side Expansion
4. Expand Activity and Welcoming Features along Highway MN—McFarland's "Main Street"
5. Prepare and Implement a Municipal Facilities Master Plan
6. Expand McFarland's Bike and Pedestrian Network
7. Practice Transparency and Inclusion in Government Activities