



**Village of McFarland Comprehensive Plan
Priorities Exercise Results
Chamber of Commerce
June 14, 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

CHAMBER MEMBER RESPONSES:

- Business-friendly government and community.
- McFarland will have overcome its stereotype of a bedroom community, and more business growth will result.
- Hodgepodge of business areas unified—historic downtown, Farwell, 51, Siggelkow.
- McFarland capitalizes on greater trend of walking and biking to shops: Lucky Duck, Culvers, pool, coffee shop, Rock N Rolls.
- Takes advantage of natural spaces and growing paddling trend; open space corridors should be more highly utilized.

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

CHAMBER MEMBER RESPONSES:

- Improve Burma and Farwell intersection; hazardous and impeding pedestrian traffic.
- Make McFarland bike-able to connect residents to different places:
 - Need expansion of bike parking at businesses
 - Be able to commute to downtown Madison by bike
- With reconstruction and streetscaping on Broadhead Street, perhaps the Village could use some tax increment financing dollars to improve it (e.g., Monona Drive).
- Need a community center, including a place for the youth center that will be displaced and designated spots for seniors; Municipal Building is spread too thin.
- Preserve older areas in the downtown as a draw, and investigate 50 year+ old houses that qualify as potentially “historic.”
- Improve activity in the downtown:
 - Reuse possibility of antique store?
 - Will parking be an issue? Build municipal parking lot?
- Overcome reputation that Village government is not easy for business to work with; Village should facilitate business growth:
 - Expand on recent efforts, such as allowance of outdoor alcohol sales.
 - Should not have to go before Board or Committee many times, without assistance.
 - Turn people to resources to get questions answered.
 - Be more open to change.
- Establish wayfinding signage along Highway 51 to get people into the community.