



**Village of McFarland Comprehensive Plan
Parks, Recreation, and Natural Resources Committee
Priorities Exercise Results
June 16, 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

COMMITTEE MEMBER RESPONSES:

- Multiple natural resources celebrated, keeping some areas "unspoiled" (e.g., views of Lower Mud Lake and rest of McFarland)
- Get all people outside—young and old, able bodied and handicapped
- Community that accommodates different housing types
- Enhanced downtown, including as a place of seniors
- Maintain small-town atmosphere; minimize use of productive farmland. (Should McFarland's size be limited?)
- McFarland distinguished from other nearby communities:
 - Distinct change when you get to McFarland (perhaps characterized by green space and careful planning)
 - Better define ourselves as a waterfront community.
- Quality, small school system (actively promoted as community asset)
- Multiple transportation options:
 - Rail as a transportation option
 - Small electric vehicles
 - Capitalize on biking; make McFarland a bike hub

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

COMMITTEE MEMBER RESPONSES:

- Layer existing park spaces/facilities with the demographics of the community to identify gaps and needs
- Pull in business owners to ask them what they think we should include in the areas of parks and recreation to help them enhance their businesses
- Expand sidewalk network and bike paths:
 - Public Works Department identifies major sidewalk gaps
 - Policy is for two-side sidewalks in new developments, not shorter cul-de-sacs
- To enhance McFarland as a lake community:
 - Address challenges in improving lake quality
 - Improve access to the lakes (Jaeger, Lewis, expand McDaniel Park to south?)
 - Expand opportunities for paddling, which is a growing activity
- Develop/enhance identities of different parks:
 - Distinguish certain parks for different functions (some active sports, some playgrounds, etc.)
 - Don't be tied to the historic functions/ improvements to existing parks, assuming that the needs of 20-30 years ago are the same as needs today
- Acquire a larger piece of land (20+ acres) on the east side for larger scale athletic facilities and open field space (e.g., ultimate Frisbee, disc golf)

- Use the park system to enhance the economy:
 - Concession like Wingra Boat House—maybe need to advertise for this type of concession
 - Need more event spaces
 - Seize Lewis Park development plan as an opportunity for community enhancement
 - Campground in McFarland?
- Attract medical clinics into McFarland
- In general, include specific implementation steps and timeframes within comprehensive plan