



**Village of McFarland Comprehensive Plan
Public Safety Committee
Priorities Exercise Results
July 13, 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:

- A secondary retail and commercial service district, not just relying on Highway 51. Perhaps located in the Village's eastern growth area.
- Increased health/medical services for an aging population.
- Pedestrian-friendly (particularly overcoming a challenge with the 51 corridor).
- Better transportation connectivity.
- Diverse economic base to keep residents here.
- More responsive to seniors; isolation broken down.
- Changed perception from "bedroom" community to a diverse economic community.
- May need to work backward under the assumption that McFarland may become a landlocked community. How can we do the best with what we have and keep McFarland vibrant though revitalization?
- Be prepared for evolving demographics, including potential increases in poverty.
- A community of waterways.
- Safe community.

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

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| Land use or zoning | Housing |
| Economic development | Neighborhood development |
| Redevelopment | Historic preservation |
| Tourism | Transportation |

Recreation and community activities

Resource protection

Community services

Public facilities

Utilities & stormwater management

Intergovernmental relations

COMMITTEE MEMBER RESPONSES:

- Expand municipal center more space for police, fire, administration, seniors.
- Build a community center that is big enough for seniors, other adults, and youths.
- Extend Metro bus service south of Sigglekow Road to key need areas at least (e.g., clinics). Or recommence express Stoughton-McFarland-Madison bus.
- Examine community space availability for growth and development; look at spaces within McFarland (infill/redevelopment) as well as expansion to the east.
- Create usable waterfronts for swimming, fishing opportunities (pier at Lewis Park?), and business development related to the water. Build on momentum at McDaniel Park (need to reduce goose population).
- Build an elevated crosswalk over Highway 51 (or underpass or refuge medians) to make the corridor safer and break down the division between the two parts of the Village.
- Continue to work to control speeds on Highway 51, particularly as drivers come in from the south and have to decelerate. Will also help with pedestrian safety.
- Burma/51 intersection needs improvement, to address current long waits and unsafe conditions.
- Make sure to refer to and incorporate the results of the Ad Hoc Transportation Committee regarding bike and pedestrian facilities.
- Connect the 51 corridor via Farwell to the older downtown area, with mixed use development (i.e., businesses and rooftops feeding each other). Monona Drive might be a model.
- Address EMS call volume increases associated with aging Baby Boomer demographics—mainly a concern with staffing.
- Get much stronger collaboration between the schools and Village, including facilities (for regular and emergency use), safety improvements (sidewalks), equipment, etc.