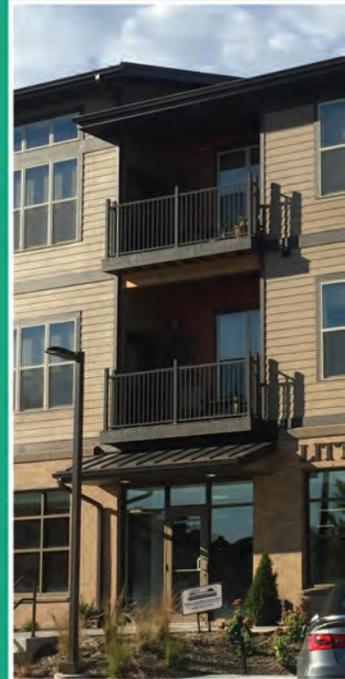


Village of McFarland Comprehensive Plan Volume 2: Vision and Directions

Recommended by Village Plan Commission: August 21, 2017 (Resolution 2017-17)

Adopted by Village of McFarland Board: August 28, 2017 (Ordinance 2017-19)



Acknowledgements

Village of McFarland Board

Brad Czebotar, President
Jerry Adrian, Trustee
Stephanie Brassington, Trustee
Carolyn Clow, Trustee
Dan Kolk, Trustee
Mary Pat Lytle, Trustee
Shaun O'Hearn, Trustee
Tom Mooney, Former Trustee
Clair Utter, Former Trustee

Village Plan Commission

Brad Czebotar, Chair
Dan Kolk, Trustee Member
Bruce Fischer, Citizen Member
Peter Gentry, Citizen Member
Cathy Kirby, Citizen Member
Tom Rogers, Citizen Member
Jeff Sorenson, Citizen Member
Kate Barrett, Former Citizen Member
Ron Berger, Former Citizen Member

Other Village committees were instrumental in the preparation and review of this volume

Primary Village Staff

Pauline Boness, Community Development Director
Matt Schuenke, Village Administrator
Karen Knoll, Community Development Clerk
Allan Colville, Public Works Director
Brian Berquist, Village Engineer, Town & Country Engineering

5915 Milwaukee Street
McFarland, WI 53558
(608) 838-3153
www.mcfarland.wi.us

Consultants

MDRoffers Consulting, Planning and Project Management
www.mdroffers.com

Strand Associates, Mapping
www.strand.com

DRXNL Studio, Design
www.drxml.com



Table of Contents

Chapter 1—Introduction and Community Vision.....	5
McFarland’s Context	6
Planning Area.....	7
Plan Purpose and Organization	8
Chapter 2—Natural and Agricultural Resources	11
Chapter Purpose.....	12
Policies for Natural and Agricultural Resources	12
Initiatives for Natural and Agricultural Resources.....	13
Chapter 3—Culture and Community Character	20
Chapter Purpose.....	21
Policies for Culture and Community Character	21
Initiatives for Culture and Community Character.....	22
Chapter 4—Land Use	29
Chapter Purpose.....	30
General Land Use Policies.....	30
Land Use Initiatives	32



Chapter 5—Economic Development.....	49
Chapter Purpose.....	50
Economic Development Policies	50
Economic Development Initiatives.....	52
Chapter 6—Housing and Neighborhoods.....	61
Chapter Purpose.....	62
Housing and Neighborhoods Policies.....	62
Housing and Neighborhoods Initiatives	63
Chapter 7—Utilities and Community Facilities.....	70
Chapter Purpose.....	71
Policies for Utilities and Community Facilities.....	71
Initiatives for Utilities and Community Facilities	72
Chapter 8—Transportation	83
Chapter Purpose.....	84
Transportation Policies	84
Transportation Initiatives.....	85
Chapter 9—Intergovernmental and Stakeholder Cooperation	94
Chapter Purpose.....	95
Intergovernmental and Stakeholder Cooperation Policies.....	95
Intergovernmental and Stakeholder Cooperation Initiatives	96



CHAPTER 1—INTRODUCTION AND COMMUNITY VISION

Vision

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



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.



The McFarland Village Board has developed the vision and goals on this page. Throughout the remainder of this volume, policies and initiatives that particularly advance one or more of these goals are marked with this circle-and-checkmark symbol in the left-hand margin.



McFarland's Context

McFarland is a lakefront community located in south-central Wisconsin along U.S. Highway 51 and the east shore of Lake Waubesa. The Village's closest neighbors are the bustling City of Madison, the rural Town of Dunn, and the Town of Blooming Grove (which will dissolve in the 2020s). McFarland offers easy access to the Beltline (U.S. Highways 12-18) and Interstate 39-90 for commuting, travel, and transport. McFarland is 90 miles west of Milwaukee, 150 miles northwest of Chicago, and 250 miles southeast of Minneapolis. The Village's population of over 8,000 residents in 2016 is expected to increase by roughly 2,000 people by 2040.

McFarland is a quiet, safe place to raise a family. Residential development has gradually expanded primarily eastward from its historic center and waterfront. More than just a bedroom community, the Village has a redeveloping downtown, modern commercial development along Highway 51 and Farwell Street, and industrial and distribution uses in its northwestern Terminal and Triangle Drive area. This area serves in part as a terminal for petroleum products, where large tanks receive and temporarily store fuel on its way to retail gas stations.

Most McFarland residents enjoy higher than average incomes. McFarland's workforce is well-educated. Madison offers several higher and continuing education opportunities. Younger Village residents are educated by the McFarland School District, which is known for its excellence. The modern McFarland Public Library provides a central venue for lifelong learning.

The Village is also characterized by an open space feel. The landscape is relatively flat, with occasional glacial-formed undulations and a number of wetlands, especially south and east. Multiple outdoor recreation activities take place on and near Lake Waubesa. The Village has more than thirty parks, playgrounds, tot lots, and conservancy areas. Unique recreational facilities include an ice arena and curling facility. Beyond the Village limits, agricultural opportunities abound.



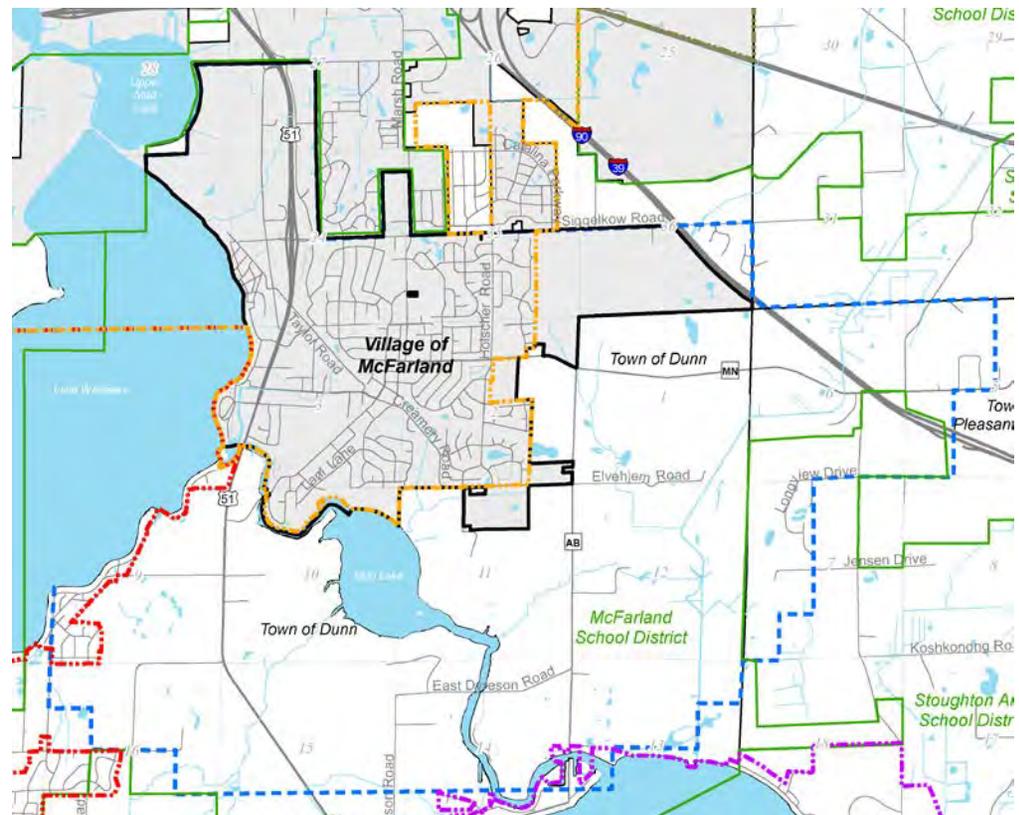
A view of the Yahara River from the Village.

Planning Area

The geographic area covered by this Comprehensive Plan includes all lands within the Village limits, the Village’s extraterritorial jurisdiction, plus a few other areas outside this jurisdiction that impact McFarland’s future (e.g., Highway 51 corridor, 12/AB intersection).

The Village of McFarland’s extraterritorial jurisdiction generally extends 1½ miles from the Village limits, which includes lands both within the Town of Dunn to the Village’s south and east, and Town of Blooming Grove to its east. The Village’s extraterritorial jurisdiction is less on the north by intergovernmental agreement and by intersection with the City of Madison’s extraterritorial jurisdiction. Within its extraterritorial jurisdiction, the Village may plan, prepare an official map, review land division proposals, and (in collaboration with the associated town) zone lands. At time of writing, the Village had no extraterritorial zoning arrangements.

The inclusion of the aforementioned lands in the Village’s planning area does not mean that the Village plans or aspires to grow into all of these areas. The reader is encouraged to read the remainder of this Comprehensive Plan volume—particularly the Land Use chapter—to learn about the Village’s growth plans.



The Village’s planning area includes all lands within the Village and its extraterritorial jurisdiction, which is marked on the above map with this blue dashed line: — — — —



Plan Purpose and Organization

The Village's Comprehensive Plan is its blueprint for future growth, change, and preservation. The Plan is not intended as a set of mandates or requirements on the Village or anyone else. Instead, it is a guidebook for achieving the vision put forward on the cover page of this chapter.

The Village has divided its Comprehensive Plan into two volumes.

Volume 1: Conditions and Issues includes descriptions of current conditions and trends affecting the Village, and projections of population and future land use demand. Volume 1 includes background information required under Wisconsin law, but does not provide any of the Village's policy directions or initiatives for the future.

Volume 2: Vision and Directions is focused on future policies and initiatives. This Volume 2 includes the Village's vision and directions for:

- New development, redevelopment, and preservation areas;
- Different types of land use for specific areas identified for development and redevelopment;
- Transportation, community facility, and utility investments;
- Housing, commercial, and job-based decision making;
- Natural and cultural resource protection and enhancement; and
- Collaboration with other governments, the McFarland School District, Village residents, and private groups.



Volume 1: Conditions and Issues is available on the Village's web page and at the Village's Community Development Department and Public Library.



Through its two volumes, this Plan contains all elements required under Wisconsin’s comprehensive planning law. This Plan updates and replaces the 2006 Village of McFarland Comprehensive Plan.

Aside from the first and last chapters, the Volume 2 chapters include detailed goals, objectives, policies, and initiatives that will allow the Village to realize its vision and overall goals on the cover page of this Volume. Different types of provisions in this volume are as follows:

- **Goals:** Broad statements that express general public priorities about how the Village will approach the issues covered in the chapter. The goal that headlines each chapter is included in Figure 1-1 on the following page.
- **Objectives:** More specific than goals, and are usually attainable through more detailed planning and implementation activities.
- **Policies:** Usually day-to-day rules to ensure plan implementation and to accomplish the goals and objectives. Sometimes “mini-initiatives”—those that may not warrant detailed discussion—are also included in the policies sections of the chapters.
- **Initiatives:** Specific, proactive projects or programs that will, once implemented, achieve the vision, goals, and objectives in this volume. The final chapter—Implementation—includes a summary and prioritization of the various initiatives from the preceding chapters.

Note: Maps and figures run throughout both volumes. Numbering for the maps begins within Volume 1: Conditions and Issues, and continues sequentially in this Volume 2: Vision and Directions. For instance, Map 6 is the first map in Volume 2. Figures are numbered according to their chapter. For example, figures in Chapter 4 are numbered 4-1 and 4-2.



Figure 1-1: Vision and Direction Volume Chapter Goals

Chapter (click on link to go to chapter)	Goal
2—Natural and Agricultural Resources	Serve as a steward to and increase public enjoyment of lakes, rivers, wetlands, and other natural areas.
3—Culture and Community Character	Enhance and share an image of McFarland organized around its waterfront village setting, historic resources, community events, and involved citizenry.
4—Land Use	Promote a sustainable, flexible land use pattern that maintains the desired village and residential character; distinguishes McFarland from neighboring communities; and balances economic and neighborhood expansion with redevelopment, infill, and resource preservation.
5—Economic Development	Increase and ease opportunities for businesses to start-up, locate, and grow in McFarland; expand local jobs, shopping, and dining; and build connections to and between commercial areas.
6—Housing and Neighborhoods	Promote quality, affordable housing for families and older residents within neighborhoods and mixed use settings that are organized around safety, conservation, recreation, and connections to the broader community.
7—Utilities and Community Facilities	Provide modern parks, and other public facilities, services, and utilities to serve community interests, economic development, changing demographics, and a healthy community.
8—Transportation	Connect McFarland internally, to the Madison area, and to the Midwest via interconnected and future-focused roads, paths, and sidewalks, along with highway, transit, and rail improvements.
9—Intergovernmental and Stakeholder Cooperation	Enhance the greater McFarland community by welcoming all area residents, maintaining a close relationship with the McFarland School District, and pursuing and extending other intergovernmental arrangements and agreements.



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.

Chapter Purpose

This chapter features strategies for resource preservation and enhancement in McFarland. The consideration of natural and agricultural resources is important to the Village's land use, community character, and economic future.

Policies for Natural and Agricultural Resources

1. Use major natural areas, such as Lake Waubesa, the Door Creek corridor, Yahara River, and Mud Lake wetlands as long-term edges to community growth and urban-rural transition areas.
2. Support energy efficiency and environmental sustainability as criteria in the design of public facilities and infrastructure.
3. Site future parks in areas that also forward the Village's natural resource protection goal, objectives, and initiatives.
4. Preserve and restore areas of native vegetation and erosion-prone slopes as passive recreational areas and outdoor laboratories; direct most land disturbance away from such areas and slopes.
5. Emphasize use and enhancement of natural drainage systems wherever practical for greater sustainability and value.
6. Emphasize water conservation, groundwater recharge, and infiltration, including using areas with sub-surface glacial till deposits or engineered soils for enhanced infiltration.
7. Enforce the Village's erosion control and stormwater management ordinance, and keep this ordinance up to date with County and State standards.
8. Use environmental Best Management Practices in the management of Village-owned properties.
9. Maintain the urban tree inventory on public lands, and be a resource for landowners to manage mature trees and woodlands.
10. Utilize extraterritorial authorities and agreements to help ensure that (a) development occurs in the appropriate location, time, density and use type, and (b) conflicts between urban and rural uses are minimized.
11. Promote the long-term viability of agricultural uses, including those areas planned for "Agricultural Preservation" on Map 6 as may be amended, and through activities like community gardening and small-plot farming to provide food for local markets.



Initiatives for Natural and Agricultural Resources

1. Enhance the Quality of McFarland's Lakes and River

Lake Waubesa, Upper Mud Lake, the Yahara River, and (Lower) Mud Lake form the western and southern edges of the Village of McFarland. In a previous era, these water bodies were gathering points for summer vacationers, and thereafter locations for cottages and some public parks.

McFarland's lakes are now an undervalued community asset. Recreational use of the waters seems to have plateaued or even declined, resulting in fewer opportunities for residents and visitors to connect with these resources and limited on- and near-water business activity. Contributing factors include limited access from public roads to shorelines, limited navigability in some locations, and poor water quality. The Village intends to enhance access to and quality of McFarland's lakes and river in a variety of ways, which may include the following:

- Continued participation in Yahara WINs, a multi-community effort coordinated by the Madison Metropolitan Sewerage District (MMSD) to meet State requirements for Total Maximum Daily Load (TMDL) reductions into Dane County waterways. See Figure 7-1 in Chapter 7 for more information.

Does Water Quality Affect Water Use?

Evidence supports the Village's belief that enhancements to water quality in its lakes will increase quiet water-based recreation and economic activity.

A 2007 study, entitled "The Economic Impact of Potential Decline in New Hampshire Water Quality," investigated the link between visitor perceptions and water-based recreation. A majority of swimmers, boaters, and anglers indicated that they would decrease or cease their visits to a lake or river if they perceived degradation to the resource.

A 2015 University of Vermont report titled "An Assessment of the Economic Value of Clean Water in Lake Champlain" linked a decline in water quality to a 10 percent decrease in area lodging expenditures.

Through its study "Measuring the Economic Impact of Water Quality Initiatives," the Fund for Lake Michigan has shown water quality initiatives have had a positive, demonstrable economic impact in southeastern Wisconsin.



- Active enforcement of the Village’s erosion control and stormwater management ordinance, including vigilant inspection of construction sites.
- Support for shoreline stabilization efforts, working in the Village’s parks and with the Wisconsin Department of Natural Resources (WisDNR), Dane County Land and Water Conservation, sportsman organizations, property owners, and others.
- Dredging or other potential improvements to enhance or restore navigability, including in degraded or silted areas like the lagoon near Lake Waubesa. See also Figure 7-1.
- Where practical, acquisition of additional public land and access points along the waterways, and development and collaboration on appropriate access improvements, particularly for paddling and fishing. This may be an emphasis of the next update to the Village’s [Outdoor Recreation & Open Space Plan](#)—see Chapter 7 for more details.

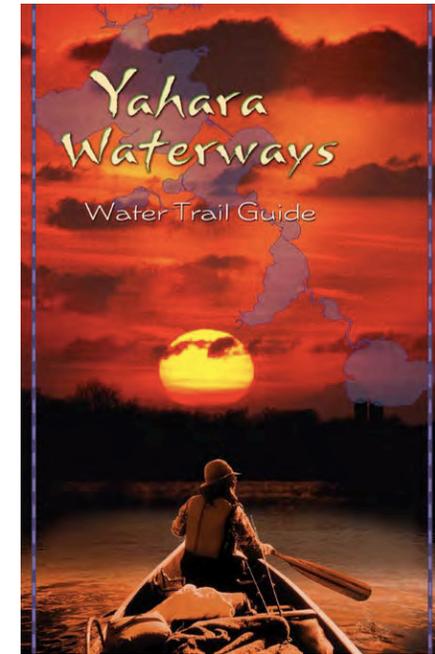


Improved water quality and navigability would enhance popular activities on Lake Waubesa—including fishing, boating, swimming, and waterskiing.

2. Advance Resource-based Recreation in McFarland

Broadening from its vision and the first initiative in this chapter, McFarland endeavors to encourage greater appreciation and responsible use of its natural resources. Such an endeavor would better connect local residents and visitors to these local treasures for recreational use, including its waterways, and nature-based parks and conservancy areas, community gardens, and other natural and agricultural resources and programs. Implementing actions may include:

- **Resource-focused Marketing:** In conjunction with branding and Web site updating, the Village may specifically highlight the relationship between local natural and agricultural resources and community recreation. Products may include a dedicated Web site page (DeForest, Stoughton, and Middleton are good examples), a related social media campaign, and a paper and digital park and trail guide and map including water trails (DeForest and Fitchburg offer good examples). Also, the Village could raise awareness of the existing Yahara Waterways water trail guide—which features McFarland—such as by linking to the online version and establishing a water trail guide distribution kiosk near Lake Waubesa.
- **Nature-Based Education:** The Village supports existing nature-based education programs and activities, such the McFarland Bird Festival, Community Service Day, events focused around the McFarland School Forest, and summer school programs and field trips. Partners may include the McFarland School District, Library, 4H, Scouts, and other community groups. The Village will also explore opportunities for additional water and nature-based programs, events, and services in McFarland.
- **New Stewardship Groups:** The Village encourages development of “Friends” groups where appropriate, to champion and maintain particular nature-based resources. Nearby examples include the Friends of Lake Kegonsa Society and the Friends of Capital Springs Recreation Area. One option for bringing people together may be the Village of McFarland’s Volunteer Program. Task descriptions and particular areas of need are listed on the Village’s website.



- **Business Development:** Spurring compatible business development opportunities, such as restaurants, concessions, and even beer gardens, including within Village parks may be an opportunity to raise environmental awareness and appreciation. These have become a staple in Milwaukee County, and the City of Madison opened its first park/waterfront beer garden in 2017. There were different opinions on this concept during the comprehensive planning process—more discussion is required.

To the extent not otherwise implemented, the Village may further explore and detail these ideas in an update to the [Outdoor Recreation & Open Space Plan](#), described in Chapter 7.

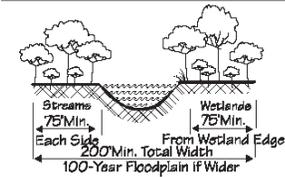
3. Refine and Protect Environmental Corridors

Environmental corridors are continuous systems of open space, based mainly on waterways. They have environmental, ecological, passive recreational, stormwater management, groundwater protection and recharge, erosion control, wildlife, and scenic value. Environmental corridors also have severe limitations for development; therefore, minimizing development in these areas also protects private property.

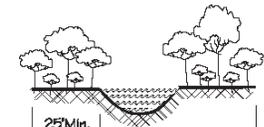
The Capital Area Regional Planning Commission (CARPC) maintains environmental corridor maps, which may be viewed by clicking [here](#) on digital copies of this volume. They are also a component of the “Public Lands, Recreation, and Environmental Corridor” future land use category on Map 6.

What’s included in environmental corridors?

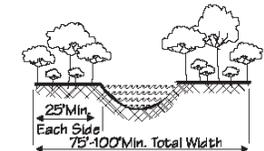
BUFFER STRIP GUIDELINES



NAVIGABLE STREAMS & WETLANDS



INTERMITTENT STREAMS & DRAINAGEWAYS WITH PUBLIC ACCESS FOR RECREATION



INTERMITTENT STREAMS & DRAINAGEWAYS NO RECREATIONAL ACCESS

CARPC staff works with local units of government to delineate environmental corridors, usually as part of the process to expand an urban service area. Environmental corridors typically include water bodies and their buffers, drainageways and their buffers, floodplains, wetlands (and their 75 foot buffers), steep slopes and woodlands near water bodies or wetlands, areas of unique vegetation or geology, and existing and proposed parks.

In general, environmental corridors should contain sufficient width and ground cover to provide for movement of wildlife clear of maintained lawns and landscaping.

McFarland’s east side growth area contains larger wetlands and other environmentally constrained lands. (See the Land Use, Economic Development, and Housing and Neighborhoods chapters for more information on the east side growth area.) These will form an environmental corridor network that will be an asset to adjacent neighborhood development and the broader community—but only if properly considered, preserved, enhanced, and interconnected. This network will provide stormwater management and infiltration, wildlife habitat, native community preservation and restoration, and last but not least—recreation (including trails and parks). Passive parks should be designed in such a way as to allow for the free movement of wildlife.

New development close to environmental corridors should be designed to minimize its impact. “Low-impact development” standards include progressively managing stormwater, minimizing or strategically locating impervious surfaces, promoting infiltration through deep tilling and other techniques, reducing organic and chemical pollutants, establishing wider buffers around key resources, requiring restoration as part of development infrastructure installation, and installing “grey water” systems for irrigation. CARPC has additional resource materials.

The Village maintains regulations—such as floodplain and subdivision regulations—that address environmental corridor protection. The Village intends to allow within environmental corridors new buildings only where they replace old buildings,



The Yahara River and Lower Mud Lake environmental corridor
(in center of photo)

and only minor expansions to existing building footprints, unless the environmental corridor boundary is determined to be in error or environmental protection laws are otherwise followed. The Village intends to allow existing development and farming to continue within environmental corridors.

Occasionally, there is an error or discrepancy in environmental corridor boundaries. Other times, the feature that led to an area's mapping as an environmental corridor no longer exists or has shifted. In such cases, the Village will work with CARPC staff to assure correct corridor boundaries. Aside from addressing obvious errors, CARPC has two procedures to change environmental corridor boundaries once mapped. Major changes require CARPC approval, while minor changes may be approved by the Village Board. CARPC's "Environmental Corridors Fact Sheet," available on its Web page, provides further information.



4. Pursue Local Opportunities to Mitigate and Adapt to Climate Change

With very limited state and federal leadership at time of writing, many municipalities are moving forward with local initiatives to combat climate change and adapt to its impacts (see sidebar to right). Impacts include extreme weather events at increasing frequency.

McFarland will engage in its own local activities to mitigate and adapt to climate change through local action. Many of these are documented elsewhere in this volume, including the promoting redevelopment and infill, expanding the bike and pedestrian system, creating safer routes to schools and maintaining crossing guards to minimize parent drop-offs, exploring bus transit service, engaging in energy-efficient municipal facility planning, and increasing sustainability in transportation and utility improvements.

Further, the Village intends to work to make its lands, residents, and businesses more resilient to the impacts of climate change. In McFarland, these impacts may most often take the form of flooding of greater severity and frequency, including rising waters in lake-based shoreland areas and flash-flooding. The Village will participate in County hazard mitigation planning and implementation, and consider other efforts like the stormwater projects identified in Figure 7-1 to increase the community's resilience to flooding.

Municipal Action on Climate Change

- **Renewable Energy and Conservation:** Solar arrays are being installed on municipal utility buildings across Wisconsin. Many communities are replacing street light fixtures with high-efficiency lights. In many cases, project incentives were provided by Wisconsin's Focus on Energy program and E3 Coalition. In response to a Focus on Energy audit, the Village of McFarland obtained a grant for light replacement.
- **Alternatives to Single Occupancy Vehicle Travel:** Many suburban communities in the Madison, Milwaukee, and other areas are pursuing transit service, bike paths, and more walkable community design. Bus service and even driverless vehicles—discussed in the Transportation chapter—may provide opportunities for McFarland.
- **Green Tier Legacy and Water Star Communities Efforts:** Thirteen Wisconsin cities and villages have adopted resolutions since 2010 to accomplish superior environmental performance, including Monona, Middleton and Fitchburg. McFarland could consider such programs, or launch its own initiative.

CHAPTER 3—CULTURE AND COMMUNITY CHARACTER

Goal: Enhance and share an image of McFarland organized around its waterfront village setting, historic resources, community events, and involved citizenry.



Objectives

1. Refine, develop, and communicate the desired community character for McFarland.
2. Advance heritage preservation and link to quality of life and prosperity.
3. Help create places, activities, and services to bring people together.



Initiatives

(see full chapter to read more)

1. **Develop an Updated McFarland Brand.** The Village may pursue “place branding” to help distinguish and market McFarland to existing and prospective businesses and residents.
2. **Enhance Community Entryway Features and Wayfinding.** Community entryway features, wayfinding signage, and landscaping along key corridors like Highways 51 and MN will enhance McFarland’s image and economic viability.
3. **Reinvigorate McFarland’s Historic Preservation Efforts.** A range of efforts, like updating a historic building inventory or becoming a Certified Local Government, could further distinguish McFarland as a village with history.
4. **Collaborate on Development of an Intergenerational Community Center.** The timing appears ripe to move forward on such an effort.
5. **Support the Needs of Aging Residents.** Several initiatives in this volume support McFarland’s large Baby Boom population over the next 20+ years.

Chapter Purpose

This chapter will help the Village focus efforts that will define and advance McFarland’s community character. “Community character” can be hard to define, but it is a reason why many people choose to visit, shop, and live in a community. Local culture and history; the look and feel of the Village; activities, events, and special places; and a general sense of togetherness and common direction are important components of community character.

Policies for Culture and Community Character

1. Work to develop and enhance special places, such as the Village’s downtown and waterfront parks.
2. Work through and with the Landmarks Commission and McFarland Historical Society, which will be the primary actors for local historic preservation and communication.
3. Clearly and consistently communicate what it means to be in McFarland through quality development, branding, consistent public signage and landscaping, parks, the library, other public facilities, and programming.
4. Support local concerts, sports, holiday festivals, fairs, and other events that celebrate McFarland’s heritage and local traditions.
5. Work with the School District, Chamber of Commerce, Historical Society, Public Library, Senior Outreach Services, and other community organizations to promote cultural, community, and family-based events, programs, and facilities.



The McFarland Historical Museum provides a trove of information on McFarland’s history.

Initiatives for Culture and Community Character

✓ 1. Develop an Updated McFarland Brand

A solid, consistent place branding effort can advance community and economic development, and foster a sense of pride among existing residents and businesses. This initiative aims to assist community leaders with the following approach to branding McFarland:

- **Conducting preliminary discussions:** Village staff may introduce and gain support for the idea of place branding by including the topic as a discussion item on various meeting agendas, and likely with the Chamber of Commerce. These early discussions should consider funding and geographic extent. For example, should the branding effort extend beyond the Village limits to the larger McFarland community, perhaps to the School District or 53558 zip code boundaries?
- **Forming an advisory committee:** The Village may appoint a group of decision makers from the community to lead design of a McFarland brand concept. This committee could have representation from the Chamber, Village, School District, business owners, historic preservation interests, and other uniquely qualified citizens.
- **Hiring a branding expert:** The committee is advised to engage a qualified marketing/branding firm. This firm could be hired through a request for proposals (RFP) process. The RFP

Community Branding Examples



New Glarus' ethnic and cultural heritage has evolved into a longstanding and well-defined place brand. The Swiss brand is reinforced by commercial architecture, festivals, food and beverages, and other experiences.



The Wisconsin River inspired the more recently developed brand for the Sauk Prairie area. The process was initiated by the Chamber of Commerce with the brand also adopted by the Villages of Sauk City and Prairie du Sac.

should capture the highlights of the preliminary discussions, define roles, and specify the project scope and timeline. A skilled marketing/branding firm would be able to offer the committee sound advice on how best the brand could be created and implemented. This step depends on an early funding commitment.

- **Designing the brand:** Through its new brand, McFarland should tell a compelling story to its target audience(s), reflective of how the Village came to be and how it intends to grow. The brand should evoke images and emotions for residents, visitors, and prospects. Based on initial discussions during the comprehensive planning process, McFarland’s brand may embrace being a haven on the waterfront; offering water-based recreation; exemplifying “Golden Era” post-World War II suburbia; and/or boasting outstanding schools, major highways, and/or a historic downtown or buildings.
- **Developing base product(s):** Base products should include a new logo(s), likely a tagline, initial web- and print-based marketing concepts and materials, and further recommendations for implementation including funding and partnerships. Travel Wisconsin (<http://industry.travelwisconsin.com>) and the Wisconsin Economic Development Corporation (<http://inwisconsin.com/community>) should be referenced. The base products should be endorsed by the committee, the Village Board, and any other sponsoring agencies.
- **Brand implementation:** Once endorsed, the committee or staff should energize internal audiences—such as other Village staff, key partners, and residents—to become ambassadors for the McFarland brand. The “old” logo should also be removed as quickly and consistently as the new brand is rolled out. Implementation should include overhauls to Village and possibly Chamber websites, advertising, work clothing, letterhead, envelopes, and all digital communications. Local plans, studies, and position paper should embrace the brand. Signage is also key, including new and replacement community entry signs, wayfinding signs, banners, public park and building signage, and Village vehicle signs or magnets. Preparing complementary private sign design guidelines may encourage private sector signage to contribute to the Village’s brand.

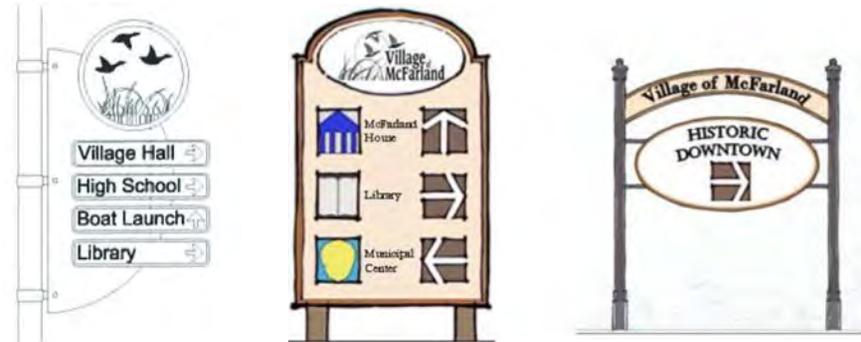


2. Enhance Community Entryway Features and Wayfinding

Entryway features are attention-getting installations that often include major signage, landscaping, and even interactive elements like a fountain or sculpture. Attractive entryway features make a strong first impression, and can draw people to spend time in a place. The purpose of wayfinding signage is to direct visitors to key public destinations and districts.

The Village intends to focus its entryway features and wayfinding signage along two main corridors—Highway 51 and Highway MN (Farwell, Main, and Broadhead Streets). Highway 51 is the major north-south corridor through the Village—it forms many travelers’ first and only impression of McFarland. It is also located near the Village’s western edge, with the Village’s historic downtown about ¾ mile east via Farwell Street. The area near the intersection of Highway 51 and Farwell Street therefore provides a prime setting for wayfinding signage and village-scaled entryway features.

Major programmed highway reconstruction projects provide opportunities for such installations. The Village and County have been reconstructing the MN roadway from 2016 to 2018. Soon after, a major Highway 51 reconstruction project is scheduled (see Chapter 8—Transportation). The Village will advocate that a small percentage of Highway 51 funding be devoted to enhancing community landscaping, wayfinding signs, and entryway signs. In addition to linking with highway projects, further financial support may be attained through grants, Tax Increment District (TID) funds, partnerships with adjacent businesses, and community donations.



Past McFarland Plans have included examples of both entryway and wayfinding signage concepts for the Village.

(Black and white images were prepared by Schreiber/Anderson Associates and color images by Vandewalle & Associates)

Other Village planning documents illustrate particular opportunities for the Highway 51 corridor, particularly the [Highway 51 Corridor Concept Plan](#) prepared in 2007 with the assistance of Schreiber/Anderson Associates. Conceptual opportunities for Highway MN are provided in the [Downtown Strategic Market Analysis and Opportunities Assessment](#), prepared in 2010 with the assistance of Vandewalle & Associates, and in Chapter 5—Economic Development and Map 8: McFarland’s “Main Street.” In certain cases, these highway rights-of-way may not be wide enough or may be subject to other restrictions that do not allow new entryway and wayfinding signage. In those cases, the Village may wish to obtain easements from adjacent private properties.



These two images depict the intersection of Farwell Street and Highway 51. The image on the right shows how the southeast quadrant might look after installing entryway enhancements.

(from Highway 51 Corridor Concept Plan—Schreiber/Anderson Associates)

The Village may also introduce secondary community entryway and wayfinding signage in other areas. These may include, for example, the Marsh/Siggelkow Road intersection at the Village’s northern edge, the Exchange Street/Yahara River bridge at the southern edge, and one or more emerging entryways at the Village’s expanding eastern edge. Similar signage along Village bike and pedestrian paths, particularly at key trailhead locations, will also be considered.

3. Reinvigorate McFarland’s Historic Preservation Efforts

McFarland’s Landmarks Commission promotes historic preservation and education, identifies and seeks designation of historic structures on the National Register of Historic Places, and reviews the appropriateness of remodeling to locally-designated landmark structures. While it has had many successes, the Commission seeks to reinvigorate the Village’s historic preservation efforts. Such efforts may include the following:

- **Update historic building survey:** The Commission may investigate the historic significance of post-World War II buildings and sites. It was just after World War II when the Village’s growth accelerated. Much of McFarland’s identity today is formed by residences and other buildings constructed in this post-war period. Buildings constructed 50 or more years ago—or before 1967—are technically eligible for listing as historic places.
- **Consider becoming a Certified Local Government:** The Wisconsin State Historic Preservation Officer administers the Certified Local Government (CLG) program for the National Park Service in Wisconsin. Benefits of CLG Status include eligibility to apply for Historic Preservation Fund grants, comment on National Register of Historic Places nominations within its municipal boundaries before they are sent to the State Historic Preservation Review Board, and use the International Existing Building Code Chapter 11 for locally designated historic buildings.
- **Continue to modernize presentations of McFarland’s history:** In addition to its museum, the McFarland Historical Society maintains an informative and attractive Web page to share McFarland’s rich history (<https://www.mcfarlandhistorical.org/>). The Village also encourages the Society to work with the Village



The McFarland House is one of many designated landmarks that also has a modern function—in its case a café.

Communications and Technology Department to expand its “video library” to include modern accounts of historic places in McFarland, along with recorded memories from older residents. These videos could be distributed via the Society’s web page, cable TV, YouTube, and other media outlets.

- **Integrate surrounding historic character into land use decision making:** In addition to preserving landmarks, the Village endeavors to emphasize the value of historic buildings and older neighborhoods as part of its zoning decisions. New development and redevelopment near such buildings and neighborhoods should respect their integrity, function, and scale. See Chapter 5—Land Use and Figure 4-2 for applicable guidelines.



4. Collaborate on Development of an Intergenerational Community Center

A multigenerational Village community center would be a place for area residents of all ages to meet, learn, recreate, and socialize.

The timing for a new community center is ripe. There is community support (see sidebar). The McFarland Youth Center is on leased land that has been approved for residential redevelopment; the Youth Center will therefore need to relocate within the next couple of years. Further, the services of the Village’s Senior Center are limited at least in part by its shared space in the Municipal Center. A new community center would enable the Senior Outreach Services Department to focus on recreation as well as additional social services.

Finally, the Village has begun a municipal facility master planning process to which community center planning is logically linked. See Chapter 7—Utilities and Community Facilities for more details on the master planning initiative.

Once the basic program and users for the space are established, a location and type of project (i.e., new construction, expansion, remodeling) can be determined. Consideration will be given to a number of sites. These including but are not limited to infill sites along Farwell Street, the McFarland Food Pantry site on Hough Street, Christ the King Church site, the community garden site downtown, or constructed 2nd levels of either the Library or Municipal Center (or reconfigured existing

Support for a Community Center

The 2016 community survey conducted during the comprehensive planning process placed “build a community center with spaces and activities for all ages” second among a list of nine potential community investment priorities, just behind “build an off-street bike and pedestrian trail network.”



space if one or both of these levels is built). The Village may assign priority to accessible sites near a bike/ped path; along a major road that may also serve as a future public transit route; and/or among other complementary uses like downtown, schools, and shopping.

5. Support the Needs of Aging Residents

Like many communities that mainly developed in the second half of the 2000s, McFarland has large cohorts of Baby Boomers in and approaching retirement age. Looking forward over the next 20 years, this aging population creates many opportunities and challenges for McFarland. As the McFarland Senior Services Director has commented, there will not be a “one size fits all” response to senior needs. Initiatives supporting the diversity and well-being of local seniors are included throughout this volume, including the following initiatives:

- Collaborate on Development of an Intergenerational Community Center (Chapter 3—Culture and Community Character).
- Secure McFarland’s Planned East Side Expansion (Chapter 4—Land Use)
- Implement a Resident Retention and Attraction Strategy (Chapter 6—Housing and Neighborhoods)
- Invest in and Maintain Existing Village Neighborhoods (Chapter 6—Housing and Neighborhoods)
- Prepare and Implement a Municipal Facilities Master Plan (Chapter 7—Utilities and Community Facilities)
- Explore the Introduction of Transit Service (Chapter 8—Transportation)
- Practice Transparency and Inclusion in Government Activities (Chp. 9—Intergovernmental & Stakeholder Cooperation)



This housing development in McFarland is designed exclusively for seniors. Senior housing is amenable to some older adults with compact, one-story floor plans, easy navigation, and freedom from yard maintenance. Still, senior housing is not a solution for every older resident.

CHAPTER 4—LAND USE

Goal: Promote a sustainable, flexible land use pattern that maintains the desired village and residential character; distinguishes McFarland from neighboring communities; and balances economic and neighborhood expansion with redevelopment, infill, and resource preservation.



Objectives

1. Plan for a sufficient supply of lands for new development, while also recognizing preservation interests.
2. Guide development for an efficient land use pattern.
3. Ensure a desirable mix of land uses consistent with the Village's character and a diverse local economy.
4. Provide neighborhoods that enhance resident experience and interaction.



Initiatives

(see full chapter to read more)

1. **Use the Future Land Use Map to Guide Growth and Development.** Map 6 represents the Village's desired future land uses for the McFarland area. The policies and map for each future land use category will guide rezonings, subdivisions, annexations, and utility extensions.
2. **Secure McFarland's Planned East Side Expansion.** The most viable direction for the Village's neighborhood and economic expansion is east. The Village will work to overcome and mitigate challenges related to utilities, transportation, and natural resources to enable this expansion.
3. **Provide for Compatible Reinvestment along Lake Waubesa and in Residential Areas.** The Village encourages redevelopment that weaves new uses skillfully into the existing fabric, strengthening neighborhoods and the Village's economic health while minimizing negative impacts.
4. **Implement and Update Plans for Downtown Revitalization.** Implementing old and new ideas can increase activity in and beautify the downtown.
5. **Implement and Review the Terminal and Triangle District Plan.**

Chapter Purpose

The Village’s land use future includes eastward expansion plus infill and redevelopment in certain mainly developed parts of the community. This chapter contains policies, a Future Land Use map, and initiatives to guide land development and preservation over the next 10 to 20 years. The purpose is to achieve the right mix of land uses in the best locations.

General Land Use Policies

1. Follow the land use recommendations in this Chapter—and in more detailed plans for the downtown, [Terminal and Triangle Drive area](#), and east side growth area—when making detailed land use decisions, such as annexations, rezoning, subdivisions, and utility and road decisions.
2. Use the natural and human-made boundaries of Mud Lake, the Yahara River, Siggelkow Road, and Interstate 39-90 to form the long-term growth edges of the Village.
3. Plan for a land use pattern that enhances economic opportunities and quality of life, and that complements the plans of neighboring communities, Dane County, and the Capital Area Regional Planning Commission (CARPC).
4. Generally require that new development that is both in the Village and Central Urban Service Area connect to municipal sewer, water, and other public services. Phase Central Urban Service Area expansion requests to correspond with expected availability of such services. In advance of Central Urban Service Area designation, enable very limited new housing and other rural building construction on private well and septic systems in accordance with “Agricultural Preservation” policies in Figure 4-1.
5. Actively promote infill development and redevelopment where opportunities present themselves, particularly for underutilized properties along Terminal and Triangle Drive, Highway 51, Farwell Street, and the downtown area.
6. Preserve and enhance the historic character of the downtown and older Village neighborhoods, while encouraging compatible infill, redevelopment, and rehabilitation of buildings and sites according to guidelines in this Chapter.
7. Encourage employment, retail, service, and recreational uses in areas that conveniently serve Village neighborhoods and the greater McFarland community that includes Dunn and the Madison subdivisions that border the Village.



MAP 6

FUTURE LAND USE



COMPREHENSIVE PLAN

Legend

Future Land Use

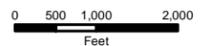
- Single Family Residential
- Two Family and Townhouse Residential
- Multiple Family Residential
- Neighborhood
- Downtown
- Highway and General Commercial
- Commercial Park
- Industrial
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor
- DNR Wetlands and Potential Wetland Indicators over Undeveloped Lands
- Agricultural Preservation
- Urban Reserve
- Water
- Rights-of-Way

Village of McFarland Extraterritorial Jurisdiction Boundary

Village of McFarland Limits (8/18)

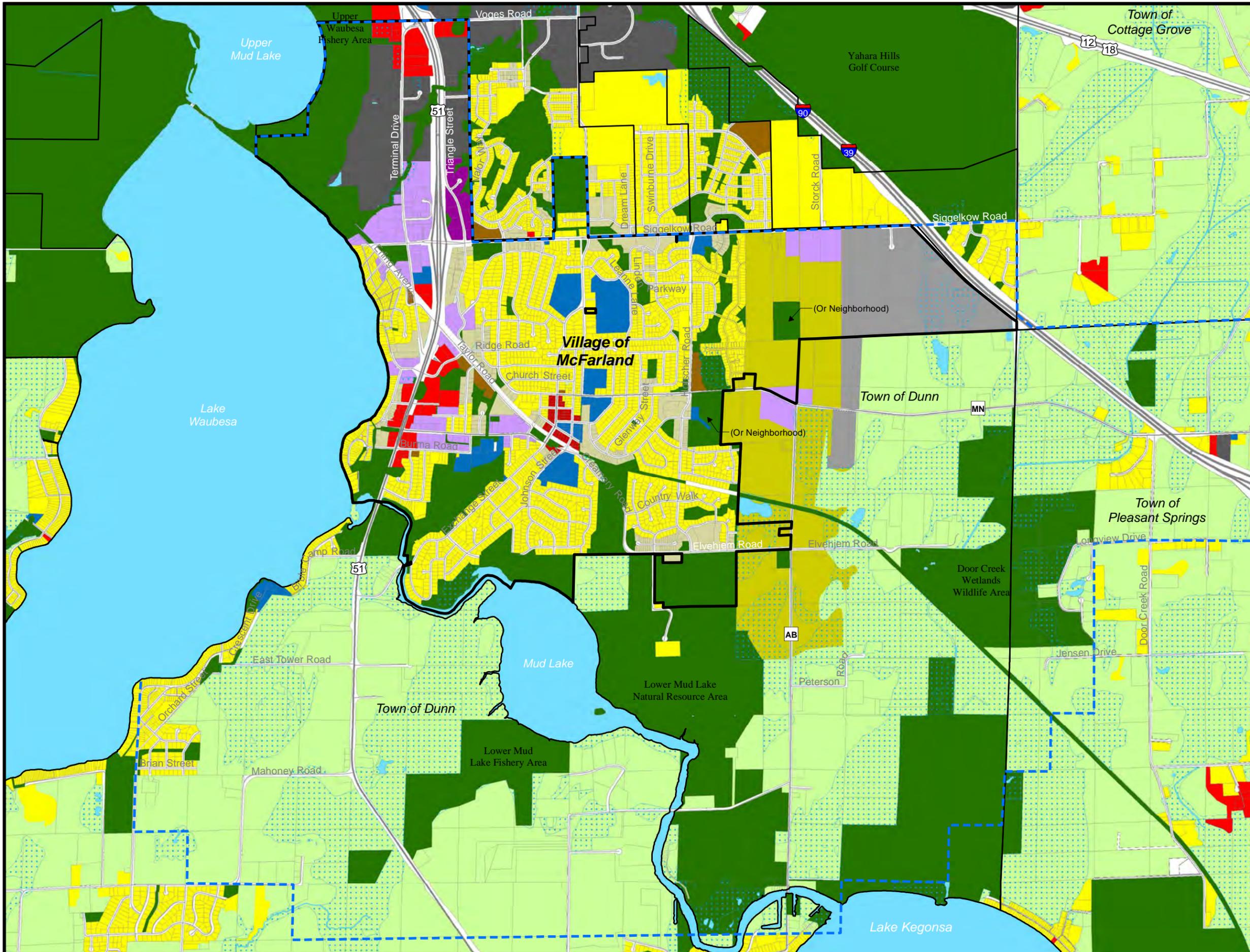
Other Municipal Limits (2018)

Shapes on this map represent the Village's vision for future land use within the Village and its extraterritorial jurisdiction. For such lands, this map is not intended to represent existing land use or zoning, or to compel property owners to change the use of their land. For example, owners of agricultural or other rural land may maintain their current land use. Actual boundaries between different future use categories and implementing zoning districts may vary somewhat from representations on this map. This map also identifies the City's Marsh Road Neighborhood Plan west of the Interstate and north of Siggelkow Road, and existing land use elsewhere beyond the Village's extraterritorial jurisdiction.



Date: May 2019

Data Sources: Village of McFarland, Dane County LIO, WDNR, and CARPC



Land Use Initiatives

1. Use the Future Land Use Map to Guide Growth and Development

Map 6 presents recommended future land uses for the Village of McFarland and its extraterritorial jurisdiction. This map, along with the policies in Figure 4-1, will be a basis for land development decisions.

Changes to the existing land use pattern—towards the recommended future land use pattern on Map 6—occur following approved requests from land owners for rezoning, annexation, subdivisions, conditional use permits, or other development approvals. Not all areas suggested for future development on Map 6 will develop or be rezoned for development immediately following adoption of this Comprehensive Plan. Careful consideration to the timing of development and associated zoning approvals is essential, given transportation, utility, and community service needs and demands; respect for intergovernmental agreements and desires; a desire to preserve productive farmland and natural areas; an interest in orderly development; and a desire to maintain McFarland’s character.

The Future Land Use map contains different land use categories that together illustrate the Village’s land use vision. These are represented by different colored areas on Map 6. As presented in Figure 4-1, each category has a unique description, typical implementing zoning districts (but not the only options), and development policies. Map 6 and Figure 4-1 will be used together to provide an effective guide for zoning and other decisions.

What was considered when crafting the Future Land Use map?

- The Village’s vision for future growth and change, described in Chapter 1— Introduction and Community Vision
- The 2006 map of the same name and function.
- Existing land use and zoning patterns.
- Locations of environmentally sensitive areas and productive farmlands.
- Land use demand forecasts presented in the Volume 1 of this Plan.
- A desire to balance future predictability with flexibility for land use, so that the Village can communicate a clear enough vision, manage development impacts regardless of particular use, and take advantage of opportunities that are impossible to fully anticipate today.

Map 6 and Figure 4-1 include several future land use categories that are designed to accommodate a compatible range of land uses. The following two categories are particularly designed to allow for a blend, or option, of future uses:

- **Neighborhood:** In areas on Map 6 that are planned for “Neighborhood” development, a range of housing choices compatible with the Village’s current and desired character are permitted, along with parks and smaller-scale institutional uses like senior housing and churches. See Figure 4-1 and the Housing and Neighborhoods chapter for additional guidance. The “Neighborhood” category is mapped over much of the Village’s east side growth area. For this large area, determining in advance where the different types and densities of housing ought to go is extremely challenging at best. Still, see the Village’s separate [East Side Neighborhood Growth Area Plan](#) for further conceptual guidance for future land uses in this area. The map from that plan is reproduced later in this chapter.
- **Mixed Use/Flex Commercial:** Lands designated for future “Mixed Use/Flex Commercial” use on Map 6 are appropriate for a mix or option of commercial, multiple family residential, institutional, and/or open space uses. This category is mapped in several transitional and “crossroads” areas of McFarland and its east side growth area. In these spots, the actual future land use is less critical than is success in land use transitions and in managing impacts on surrounding land uses.

Finally, Figure 4-1 suggests that PD Planned Development or PD-I Planned Development-Infill zoning districts may be appropriate to accommodate land development within several of the future land use categories. PD zoning allows some flexibility from standard zoning districts in terms of permitted uses, dimensional standards like setbacks, or other features. In exchange for such flexibility, new development in PD and PD-I zoned areas is to be held to higher standards of building and site design than normally expected under standard zoning. In other words, PD and PD-I zoning should not be used to avoid compliance with the zoning ordinance. Per zoning ordinance rules, unlike standard zoning districts, PD and PD-I zoning districts are linked to a specific development project taking place and being maintained.



Figure 4-1: Future Land Use Categories and Policies

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
Single Family Residential	Predominantly single family detached homes, generally in “subdivision” settings. May include limited two family residences where compatible with a predominantly single family environment. Within the Village, all such areas will be served by public sanitary sewer and water systems.	Within Village, R-1, R-1A, and R-1B Residence Districts and R-2 Single- and Two-Family Residence (more limited) CO Conservancy (for parks, stormwater, and other open areas)	<ol style="list-style-type: none"> 1. Prepare or require a neighborhood plan/concept development plan in advance of each subdivision proposal. 2. Promote interconnection in road and trail networks; minimize long cul-de-sacs and dead-end streets. 3. Require submittal of stormwater management and erosion control plans for new developments. 4. Encourage conservation neighborhood design, including allowing smaller lots and preservation of large open space corridors, in areas with soil limitations and natural resource amenities. 5. Where smaller lots are permitted, pay careful attention to home quality, variety, design, setbacks, and garage placement through zoning, covenants, and development agreements. 6. Pursue residential infill opportunities where feasible, applying standards and approaches in Figure 4-2.
Two Family and Townhouse Residential	Duplexes and two-flats, townhouses, single family residences, home occupations, and small-scale institutional and recreational uses, all served by public sanitary sewer and water systems.	R-2 Single- and Two-Family Residence R-E Elderly Residence PD, PD-I Planned Development	<ol style="list-style-type: none"> 1. Disperse two family and townhouse residential uses through the Village, rather than repeating blocks of this type of future land use in just a few areas. 2. Encourage design of two family houses and townhouses to relate to public streets and integrate with the fabric of the surrounding neighborhood, rather than being designed as isolated enclaves or with garage-door dominance. 3. Hold new two family houses and townhomes to similar standards for quality and livability expected of single family housing. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), and garage parking. 4. Work with County, State, and local lenders to assist with rehabilitation of older duplexes in the Village. 5. Pursue residential infill opportunities where feasible, applying standards and approaches in Figure 4-2.
Multiple Family Residential	A range of housing types, including multiple family residences (e.g., condominiums, apartments, multiplexes), including independent elderly housing. May also include single family residences. Served by public sanitary sewer and water systems.	R-3 General Residence R-E Elderly Residence PD, PD-I Planned Development	<ol style="list-style-type: none"> 1. Disperse higher-density residential uses through the Village, rather than high concentrations in a few areas. 2. Encourage design of multiple family developments to relate to public streets and integrate with the fabric of the surrounding neighborhood, rather than being designed as isolated enclaves or with large parking lot dominance. 3. Hold new multiple family housing to similar standards for quality and livability expected of single family housing. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), garage or underbuilding parking, and responsible management. 4. Monitor areas of aging multiple family housing so that they are community assets. Work with owners and property managers to address problems, and direct them to County and State programs and local lenders. 5. Pursue residential infill opportunities where feasible, applying standards and approaches in Figure 4-2.

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
Neighborhood	A carefully planned mix of mostly single-family residential development, with well-designed, limited components of two family and townhouse residential, multiple family residential, institutional, and recreational land uses. All served by public sanitary sewer and water systems.	R-1 Residence District R-2 Single- and Two-Family Residence R-3 General Residence R-E Elderly Residence PD, PD-I Planned Development (Village may also wish to establish a “neighborhood” zoning district)	<ol style="list-style-type: none"> 1. Unless the developer is following the Village’s East Side Neighborhood Growth Area Plan, require preparation of detailed neighborhood plans in advance of development applications in planned Neighborhood areas. Neighborhood development plans specify the arrangement of different land uses, environmentally sensitive areas, roadways, parks and trails, and other major infrastructure investments. 2. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single-family housing in the community. The Village policy is that at least 65% of new housing units in the planned Neighborhood area as a whole should be single family residences. 3. Promote neighborhoods that instill a sense of community with their design – including gathering places, parks, open spaces, pedestrian and bicycle access, schools, and churches. 4. Refer also to policies applicable to Single Family Residential, Two Family and Townhouse Residential, Multiple Family Residential, and other future land use categories that comprise each Neighborhood area.
Downtown	Mapped within the historic Downtown area of the Village, generally aligning with the Village’s TID #4 boundary. Land uses and activities here are designed to create vibrant places and community gathering spots. Desirable land uses include commercial services, retail, restaurants, lodging, office, multiple family residential (mainly in upper stories), and institutional, including on sites and/or buildings that mix uses.	C-C Central Commercial PD-I Planned Development-Infill R-3 General Residence (limited use)	<ol style="list-style-type: none"> 1. Follow the recommendations of more detailed plans for the Downtown area, such as the TID #4 Project Plan, the Downtown Strategic Market Analysis and Opportunities Assessment, the Downtown Plan (1999), and the Village Center Master Plan. Per the recommendations of the Economic Development chapter, the Village may update and possibly consolidate such plans. 2. Preserve the architectural and historic character of the Downtown with the application of such detailed plans, design standards there and in the zoning ordinance, and incentives where practical. 3. Arrange uses in a bike and pedestrian oriented environment with off- and on-street parking; minimal building setbacks; and building materials, designs, placement, and scale that are compatible with existing development form. 4. Retain and expand governmental facilities in the Downtown area to reinforce public commitment and enhance activity, perhaps including a new family-oriented recreational facility and/or municipal campus expansion.
Highway and General Commercial	A range of retail, commercial service, office, restaurant, lodging, health care, outdoor sales, and institutional uses, with limited outdoor display and storage. Mapped mainly along Highway 51. All uses served by public sanitary sewer and water services.	C-H Highway Commercial C-G General Commercial PD, PD-I Planned Development	<ol style="list-style-type: none"> 1. Rezone sites designated for Highway and General Commercial use on Map 6 only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered. 2. Require larger-scale commercial developments to address traffic, environmental, and neighborhood impacts, including neighborhood-sensitive recommendations in areas adjacent to existing single family uses using the standards in Figure 4-2 and the zoning code.

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
Commercial Park	Light industrial, office, research, testing, health care, and other compatible and support uses (e.g., day care, health club, bank). Arranged in a controlled commercial, business, or office park setting, where allowable uses and activities include those associated with low levels of environmental impact, noise, odor, vibrations, and particulate emissions. Served by public sewer and water.	C-P Commercial Park PD Planned Development C-H Highway Commercial (limited use) C-G General Commercial (limited use)	<ol style="list-style-type: none"> 1. Design Commercial Park areas to result in higher-end business campus settings, with high quality building, site, landscape, lighting, signage, and other aspects of project design. 2. Direct heavy industry, truck terminals, large warehouses, and other higher-impact uses to planned Industrial areas instead. 3. Restrict outdoor storage and activities, except where essential to the business operation and fully screened from nearby uses and streets. Fully screen loading and other less attractive areas from off-site views. 4. Rezone sites designated for Commercial Park use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered. 5. Promote lot sizes and site design that enables future on-site expansion.
Industrial	Manufacturing, warehousing, distribution, office, storage, utility, and other compatible businesses and support uses (e.g., day care, health club, bank). May include screened outdoor storage, and more intensive uses than in other future land use categories. All uses served by public sewer and water systems.	M-IC Manufacturing-Intensive Commercial C-H Highway Commercial (limited use) C-G General Commercial (limited use) Some lands may also be mapped within the "Terminal and Triangle Design Overlay District"	<ol style="list-style-type: none"> 1. Rezone sites designated for Industrial use only after public sanitary sewer and water service is available, the land is within Village limits, and a specific development proposal is offered. 2. Require performance standards as necessary to avoid placing excessive demand on municipal utilities and roads, or creating environmental hazards or unwanted neighborhood impacts. 3. Encourage the redevelopment or intensification of older industrial, storage, and contractor uses and buildings in the Terminal and Triangle District area. Refer to more detailed plans such as the TID #3 Project Plan and Terminal and Triangle District Plan for more detailed policies and recommendations for planned Industrial areas. 4. Encourage the redevelopment of older fuel storage or blending facilities and sites. See the Economic Development chapter for the Village's updated policy related to new or expanded fuel storage and blending operations.
Mixed Use/Flex Commercial	A carefully designed blend or option of commercial services, retail, office, business park, multiple family residential, and/or institutional land uses, including mixed use sites and/or buildings. Compared to the Neighborhood future land use category, Mixed Use/Flex Commercial areas typically are denser, include some non-residential component, and do not typically include single family housing. All uses served by public sewer and water systems.	Appropriate traditional zoning districts (e.g., C-H, C-P, R-3) or PD or PD-I Planned Development zoning	<ol style="list-style-type: none"> 1. Design "Mixed Use/Flex" areas to skillfully mix different uses on the same area, site, and/or building, and/or to serve as transitions between broader areas of different land uses. This future land use category is NOT intended to enable an unplanned or haphazard mix of different uses on any site or in any area. 2. Preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street. Utilize the approach and standards in Figure 4-2 in such settings. 3. Rezone sites designated for Mixed Use/Flex use only after public sanitary sewer and water service is available, the land is within Village limits, and a development proposal is offered. 4. Refer also to policies applicable to Two and Multiple Family Residential, Highway and General Commercial, Commercial Park, and other more specific future land use categories that logically guide the development of each planned Mixed Use/Flex area given the range of proposed uses there.

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
Institutional and Governmental	Buildings and land owned by governmental, educational, religious, and other non-profit organizations intended for public uses, gathering places, membership clubs, or elderly care. Small-scale institutional uses may be located in areas mapped in other future land use categories.	Different residence or commercial districts (Village may wish to establish a “public and institutional” zoning district; current standards in residential districts may not fit institutional use needs)	<ol style="list-style-type: none"> 1. Assure high quality building, site, landscape, lighting, signage, and other aspects of project design. 2. Preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading, and access from the adjacent collector or arterial street. Utilize the approach and standards in Figure 4-2 in such settings. 3. Continue to work with institutions with larger areas of vacant land and/or additional land needs, including the McFarland Cemetery Association and McFarland School District. Coordinate uses and activities on District-owned land, including the vacant site at the southeast corner of Broadhead Street and Holscher Road.
Public Lands, Recreation, and Environmental Corridors	Publicly owned lands used for recreation, natural areas, stormwater management areas, or cemeteries. Also includes continuous systems of open space that include environmentally sensitive lands, natural resources, and endangered or threatened species habitat intended for long-term open space, whether or not in public ownership. See CARPC environmental corridor maps by clicking here in digital versions. Future parks may also be on lands mapped under other future land use categories.	<p>CO Conservancy</p> <p>For Village parks, different residential or commercial districts may also be used, though the Village may wish to establish and use a “public and institutional” zoning district.</p> <p>Such areas may also be subject to wetland, floodplain, or shoreland zoning rules.</p>	<ol style="list-style-type: none"> 1. Utilize the Outdoor Recreation & Open Space Plan and Utilities and Community Facilities chapter to guide the siting and development of future parks and recreation areas. 2. Designate environmental corridors with CARPC when land is added to the Urban Service Area. 3. Where compatible with natural resource and farmland preservation objectives, permit within environmental corridors cropping, grazing, underground utilities, and passive recreational and educational activities such as trails and low-impact athletic fields. Direct other development away from environmental corridors. 4. Collaborate with Dane County and others on the preservation of the large environmental corridors adjacent to Upper Mud Lake, “Lower” Mud Lake, and the Yahara River. 5. Where development is proposed near a mapped environmental corridor, determine the exact boundaries based on the features that define those areas. In consultation with CARPC and where consistent with the County Water Quality Plan, the Village Board will de-map any such area as environmental corridor by resolution if: <ol style="list-style-type: none"> a. More detailed information or studies reveal that the characteristic(s) that resulted in its designation as an environmental corridor is not actually present, b. Approvals from appropriate agencies are granted to alter a property so that the characteristic that resulted in its designation will no longer exist, and/or c. A mapping error has been identified and confirmed.
DNR Wetlands and Potential Wetland Indicators over Undeveloped Lands (blue dot pattern overlay areas on Map 6)	WisDNR mapped wetlands, along with other areas with soil or other conditions that indicate prior and possible wetlands, such as hydric soils, but that are not yet designated as wetland by the WisDNR. Such areas may have building limitations.	CO Conservancy, or development-based zoning districts if soil limitations and associated regulations can be overcome	<ol style="list-style-type: none"> 1. Where such areas are mapped over a property, require a wetland screening in advance of development. If the screening suggests the possibility of actual wetlands, require a wetland delineation in advance of development and buffer such wetlands in accordance with CARPC policy. Some of these areas may be redesignated as environmental corridor in the future. 2. Areas within this designation should remain undeveloped if other, more appropriate building sites can be found on the property. If more appropriate building sites are not available, the underlying land use designation should guide future land use types and density (e.g., Single Family Residential).
Agricultural Preservation	Envisioned for long-term (15+ year) farming and open space. Also allows farmsteads, limited non-farm housing, and associated home occupations and family businesses. May be served by private well and septic.	Generally A-1 (Ex) Exclusive Agriculture in the County’s zoning jurisdiction	<ol style="list-style-type: none"> 1. Support continued farming, open space uses, and operations that process farm products grown mainly on-site and agricultural entertainment, where farming remains the primary activity. 2. Limit non-farm residential development to a maximum density of 1 home per 35 acres of lands in contiguous single ownership, within clusters of smaller individual home sites as opposed to housing on 35+ acre lots. 3. Assure that rural uses do not impede very long-term urban development or road or utility extensions.

Future Land Use Category	General Description of Land Uses Allowed	Typical Implementing Zoning Districts	Development Policies (see also Village zoning, subdivision, stormwater management, and other ordinances)
Urban Reserve	<p>The Village has applied this future land use category to lands near the eastern edge of the Village’s planned growth area. Lands designated as Urban Reserve are appropriate for future urban (Village) development following extension of sewer, water, road, and other urban infrastructure and services. Such lands may be annexed to the Village and remain in agricultural or other rural uses for years, pending the property owners’ and Village’s future determination that they are ripe for more intensive development served by a full range of urban services.</p>	<p>Upon annexation to the Village, A1 Agriculture-Transition and other zoning districts consistent with the then-current use of the land. Development-based zoning districts will be assigned following future amendment to this Comprehensive Plan, per the policies to the right.</p>	<ol style="list-style-type: none"> 1. Within the area mapped as Urban Reserve, enable the continuation of farming, existing housing, and other rural uses, and generally limit new development per the Agricultural Preservation future land use category policies, until such time when the Village identifies that particular mapped area as appropriate for more intensive development. In such case, this Comprehensive Plan and the Urban Service Area will be amended accordingly. 2. Approve non-farm/rural residential development projects within the Urban Reserve only if designed and laid out to not impede the orderly future development and extension of utilities and roads when Village designates the area as appropriate for more intensive development. 3. Consider amending this Comprehensive Plan to redesignate all or part of the Urban Reserve to one or more specific development-based future land use categories, once the Village determines that the following standards are met: <ol style="list-style-type: none"> a. The Village has received a property owner request for more intensive development following annexation. b. The property owner or developer has submitted a conceptual development plan for the property, showing proposed land use patterns, existing and proposed roads and trails including connections to adjacent properties, proposed parks or other recreational spaces, stormwater management systems, and environmentally sensitive areas. c. There is a plan for extension of public utilities, which is feasible, cost-effective, and environmentally sound. d. The proposed development is justified by community growth forecasts or by a particular identified community need, such as for economic (generally non-residential) development. e. The proposed development will not have a substantial adverse effect upon adjacent property, the planned character of the area, the environment, or the fiscal health of the Village. 4. Prioritize future economic development within areas marked as Urban Reserve, rather than residential/neighborhood development, per the recommendations in Chapter 5—Economic Development, until and unless the Village can verify that economic development will not be viable in the future.



2. Secure McFarland's Planned East Side Expansion

As described by the sidebar, horizontal expansion (i.e., growth through annexation), together with infill development and redevelopment within the current Village limits, will assist the Village in realizing its future vision. Perhaps the Village's last remaining place for growth through annexation lay east. This is due to water bodies and wetlands, Madison's city limits, and intergovernmental agreements restricting expansion in other directions. These conditions are depicted on Map 5 in Volume 1.

The Village's east side expansion area extends east to Interstate 39-90 into what is now Blooming Grove and to the edges of a large preserved farm and wetland complex into what is now the Town of Dunn. This expansion area is marked with the red boundary on the 2008 [East Side Neighborhood Growth Area Plan](#) map on the following page. This expansion area is supported by long-standing intergovernmental agreements with Madison and Dunn, and has been reflected and detailed in Village plans for at least a decade.

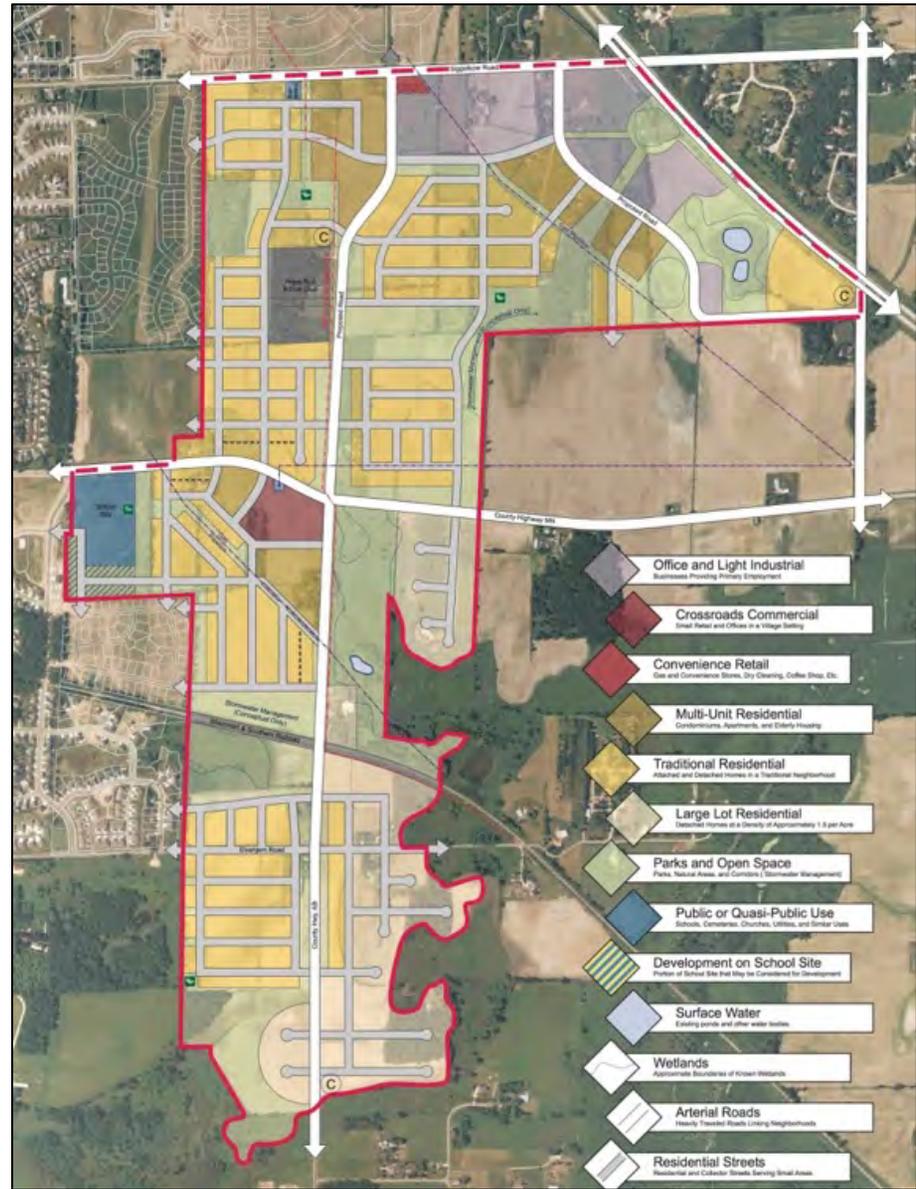
To secure its claim to this modest eastern expansion, the Village intends to engage in a variety of efforts, which may include the following:

Why Should McFarland Grow?

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

- Accommodates projected land demand. As calculated within Volume 1, the Village may require up to 730 developable acres through the year 2040.
- Captures a share of regional growth within the Village limits that will occur with or without McFarland's participation. Specifically, if McFarland were to elect not to expand to the east, one or more other municipalities would likely welcome development in this same area, imposing traffic and other impacts on the Village without the tax benefits.
- Supports desired community investments and amenities, including higher-profile items like a potential community center and basic items such as streets.
- Expands opportunities for residents, including new shopping and jobs. More rooftops can justify opening or expanding a business.
- Provides a steady flow of new students to at least replace graduating seniors each year. Smaller household sizes mean more houses are required for the same number of school children.
- Expands the Village's tax base to maintain affordable tax rates. Wisconsin laws favor municipal and school district population and tax base growth to control taxes.

- **Connect with property owners:** The Village will continue to engage in one-on-one communications and informational meetings with property owners in the area bounded in red on the map to the right. Such meetings are intended to identify options and timeframes for annexation to the Village and to provide technical and legal assistance, if desired by the landowners and following State law requirements.
- **Accept farming as an in-Village use:** In the past, some property owners have been discouraged from annexing their land because they were not ready to develop it. The Village will accept and facilitate farming as a longer-term use within the Village limits, such as by not requiring development plans as part of annexation requests. Within such areas, the Village will also enable limited new construction in accordance with “Agricultural Preservation” polices in Figure 4-1, in advance of such lands being added to the Central Urban Service Area.
- **Consider land acquisition:** Where necessary or advisable, the Village may pursue acquisition of land in its east side growth area for park use, future resale, or easements and rights-



Conceptual Development Plan Map from 2008 East Side Neighborhood Growth Area Plan (Reukert-Mielke)



of-way for logical utility and road extensions. There may be a particular focus on those properties that may otherwise impede logical Village growth.

- **Engage in proactive infrastructure planning:** The Village may prepare detailed utility, stormwater, and transportation plans for its east side growth area, including detailed engineering, cost, and financing analyses of major projects such as interceptor extensions, new or improved lift stations, and improvements to major roads like Siggelkow. The Village would then include such improvements in its capital improvement program, and construct them in conjunction with, and to facilitate, new development. The Village intends to explore creative financing to pay for such infrastructure, without over-burdening property owners and developers to the extent that their developments are not financially feasible. Major potential infrastructure projects are listed in Figure 7-1 in the Utilities and Community Facilities chapter.
- **Share and adapt east side growth plans:** The Village promotes opportunities under the [East Side Neighborhood Growth Area Plan](#) for a range of residential, commercial, and employment-based development. The Village will also enable some flexibility from, or amendments to, that Neighborhood Plan to reflect the recommendations of this updated Comprehensive Plan volume, and in other cases where consistent with the Village’s vision. As one example, the Village may be flexible from the traditional grid development pattern reflected in parts of the 2008 plan map, particularly given the topographic changes and natural features. The Village may also consider other compatible uses in areas designated for “traditional residential” use, such as low-density senior housing or independent living campuses.

Chapter 5—Economic Development, Chapter 6—Housing and Neighborhoods, Chapter 7—Utilities and Community Facilities, and Chapter 8—Transportation include other initiatives and projects that relate to this major initiative.



3. Provide for Compatible Reinvestment along Lake Waubesa and in Residential Areas

Partly because its horizontal expansion opportunities are limited, the Village will encourage redevelopment and infill development in other, mainly-developed parts of the community. These include the Downtown/Farwell Street and Terminal and Triangle Drive areas, for which the Village has detailed plans (see initiatives 4 and 5). The benefits of redevelopment and infill development are summarized in Figure 4-2.

The Village will also consider community-sensitive infill development and redevelopment elsewhere. These include larger parcels on mainly residential sites that have been passed over for development, such as one at the southeast corner of Siggelkow and Marsh Roads, or that may have a single residence on one to several acres, such as sites along Burma Road and Exchange Street. Sites that are on or near the waterfront, particularly Lake Waubesa and focused around aging waterfront business sites are also possibilities.

Figure 4-2 includes a suggested approach and standards for infill development and redevelopment in such settings. It includes a recommended redevelopment process, including neighborhood involvement steps. It also includes and illustrates several urban design principles appropriate to most of these settings. In addition to the guidelines in Figure 4-2, each redevelopment or infill development proposal will be subject to more detailed standards elsewhere in this Volume 2, the Village’s zoning ordinance, and other regulations. The goal is to enable quality redevelopment projects, while still protecting the integrity of the surrounding neighborhood and water quality.

Guidance for Waterfront Uses

For proposed commercial uses, preference should be given to uses that benefit from proximity to the water, such as small retail shops and restaurants, scaled and designed to be compatible with existing development. New housing proposals are also likely in waterfront areas, which may be configured to changing community needs and take advantage of waterfront access and views.

The proposed range of land uses for waterfront sites should reflect input from a residential target market analysis or retail market strategy by a qualified professional marketing group. This will help ensure that plans realistically tie to local market conditions and demand.

Municipalities should consider a form-based approach to waterfront development review. Such an approach gives some flexibility in land uses to respond to market fluctuations, if the layout and design meets community standards and offsite impacts are addressed.

Adapted from: Waterfront Planning Toolkit and Guidelines, Redevelopment Ready Communities Best Practices, Michigan Economic Development Corporation





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.

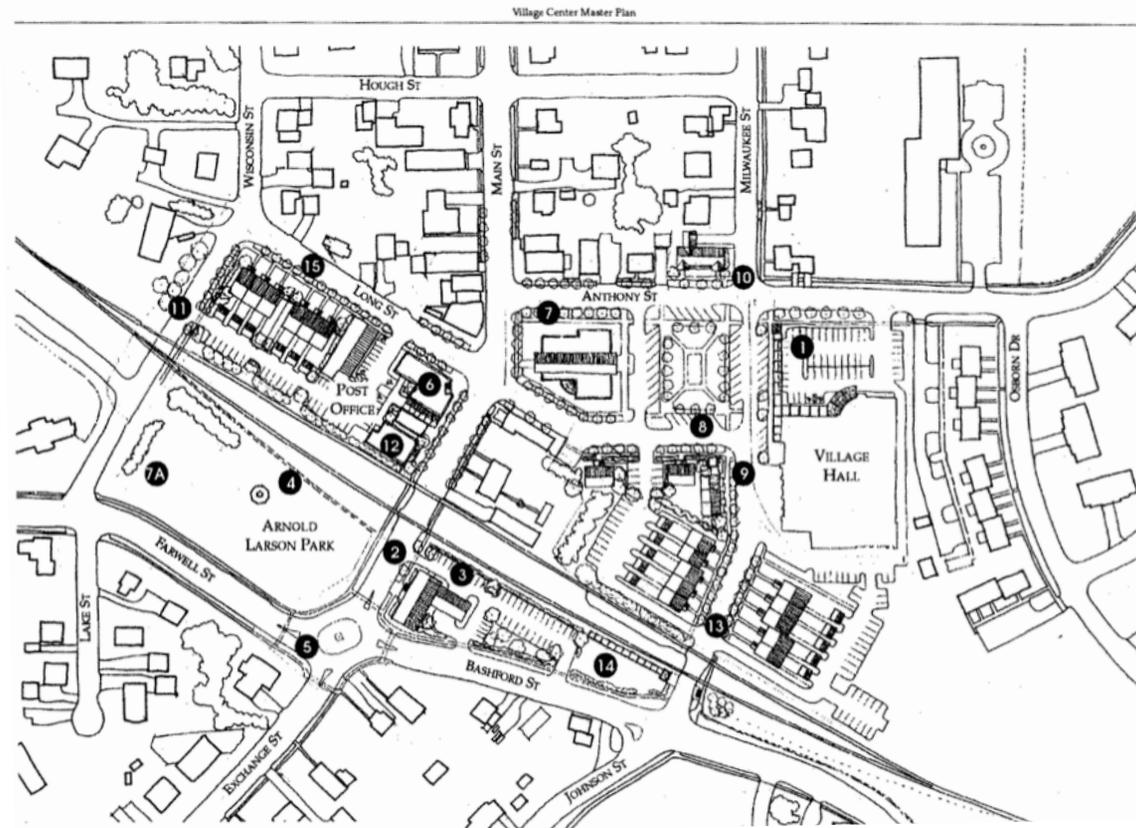
WHAT STEPS SHOULD "REDEVELOPERS" FOLLOW?

- 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-I 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.

4. Implement and Update Plans for Downtown Revitalization

Downtown revitalization has been a Village priority for nearly two decades; during this time, major public investments like the Municipal Center and Library have been constructed. With planned growth on the east side of McFarland and in Madison's Marsh Road neighborhood, the downtown area will become more centralized to area residents, making it a more viable, marketable location for economic activities. The Village intends to continue to focus attention on its downtown—in part by implementing, updating, and perhaps consolidating existing downtown-related plans.

In 1999, the Village adopted a [Village Center Master Plan](#) to promote infill development in the Village's immediate downtown area. In 2010, the Village worked with Vandewalle and Associates on a [Downtown Strategic Market Analysis and Opportunities Assessment](#), which focused on opportunities within the Village's broader Tax Incremental District (TID) #4 area. These plans advance mixed-use infill, redevelopment, and public investments in the historic downtown and along Farwell Street. Investments have occurred with guidance from these plans, including the Library, a major multiple family housing development along Farwell Street, and pending streetscape improvements.



1999 Village Center Master Plan Phasing Program, with multiple potential projects suggested.

The Village intends to actively revisit, update, and consolidate these plans. The 1999 plan includes some recommendations that may no longer be relevant. These may include redevelopment at some downtown locations and traffic improvements like a proposed roundabout at the Exchange, Farwell, and Bashford intersection. Further, the economy, land owners, businesses, and residents in and near the downtown has changed significantly in the last 15 to 20 years. Finally, the Village may wish to explore other ideas in an updated downtown planning process, including the following:

- **Expand geographic extent:** An updated plan should expand the geographic scope of “downtown” McFarland to include the old commercial center of the Village plus the Farwell Street corridor west to Highway 51. In addition, the potential for home-based businesses and retail conversion north to Broadhead Street should be considered.
- **Promote historic character:** The Landmark’s Commission may lead an update to Village’s inventory of historic buildings, as described more fully in the Culture and Community Character chapter. This could include a focus in and around the downtown area.
- **Advance a family-oriented outdoor amenity:** The Village will explore the development of a family-oriented outdoor amenity, geared to both local residents and visitors, to enhance activity and a sense of place in the downtown. Flexible space to enable use in multiple seasons should be investigated, such as an interactive fountain/ice skating rink.
- **Focus redevelopment efforts:** The Village intends to revisit redevelopment recommendations from the 1999 and 2010 plans. In particular, the Village can explore recreational and other opportunities in the block bounded by Exchange Street, Bashford Street, Johnson Street, and the railroad tracks. These may include the family-oriented amenity mention above and the final Village link of the Lower Yahara Trail.

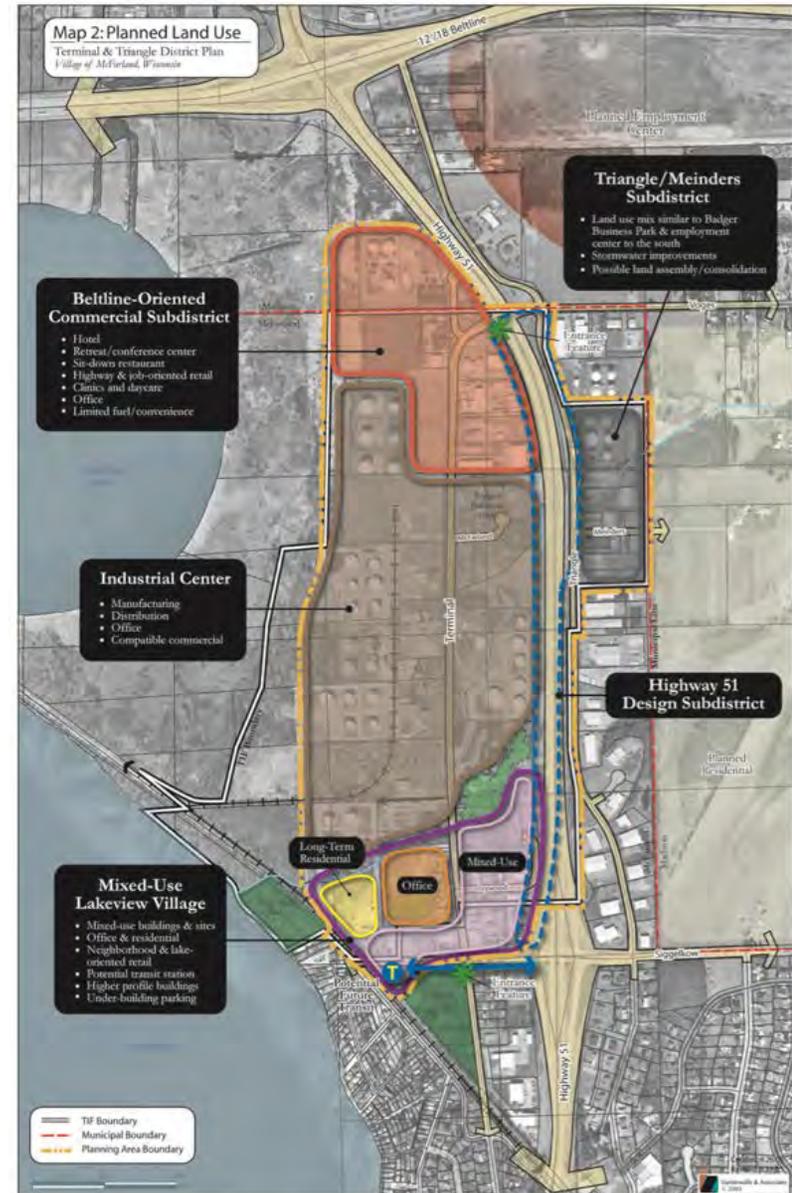


An interactive fountain acts as a family destination and anchor for nearby businesses. In McFarland, a similar feature could be designed to allow other uses in the off-season (e.g., performance space, skating rink).

- **Advance community signage:** An updated plan may serve as a platform for advancing a streetscaping, gateway, and wayfinding signage program. New signage could be in accordance with an updated branding effort for the Village, as suggested in the Culture and Community Character chapter. Signage locations could take their cue from Map 8, which includes ideas for the broader County Highway MN corridor through McFarland.
- **Encourage food-based enterprises:** The updated plan could include exploration of expansion of food-based businesses like restaurants, food carts, a shared-use commercial kitchen, and greater connections and/or expansion to the downtown community garden.

5. Implement and Review the Terminal and Triangle District Plan

McFarland’s economic activity has long centered on a major gasoline distribution center for south central Wisconsin, informally known as the “tank farms.” The center is along Terminal Drive extending from Highway 51 on the north end, to just north of Siggelkow Road on the south end, and along Triangle Drive east of Highway 51 in the Meinders Road area. The Village’s TID #3 generally covers this area.



The 2005 Terminal and Triangle District Plan advises a proactive program of redevelopment for economic purposes within this critical part of the Village. Planned land uses for the district are broadly illustrated on the map shown at right, and reflected on Map 6 earlier in this chapter.

Towards the north end of the district—and for properties with highway visibility—future land uses are to focus on commercial service and some retail uses that serve the traveling public, complement existing and planned businesses in the area, and serve McFarland residents with land uses not appropriate or viable for the downtown or Farwell/Highway 51 commercial areas. Near the southern end of the district, future land uses are to include a mix of office, research and development, residential, and lake-oriented retail uses. This reflects the existing land use pattern in the area and future opportunities for “transit oriented development” identified there. The center of the district is intended for continued—but upgraded—industrial uses.

The [Terminal and Triangle District Plan](#) remains relevant, and deserves further implementation. Still, the Village intends to evaluate that plan for potential amendments. In particular, the Village may wish to:

- **Revise “tank farms” policy:** In light of recent development interest, the Village has revisited the policy in the 2005 Terminal and Triangle District Plan, which currently reads: “Limited expansions to those operations within current parcel ownerships will be considered in areas that do not interfere with the other recommendations of this Plan. New gasoline distribution or processing facilities will generally not be supported.” A new policy, which replaces that of 2005, reads as follows: “Limited expansions to petroleum distribution and/or processing operations within current



This mixed residential and commercial building along Siggelkow Road, just north of Brandt Park, is the best example of new development designed in accordance with the recommendations of the Terminal and Triangle District.

parcel ownerships will be considered in areas that do not interfere with the other recommendations of this Plan. New operations will be supported only under those circumstances where the project provides a logical addition to existing land uses, adheres to the most current design guidelines of the Village of McFarland [Terminal and Triangle District Plan](#), and demonstrates the utilization of the most current best practices with regard to safety measures.

- **Revisit mixed use development premises and edges:** The 2005 plan includes an ambitious program for dense, mixed use development near Terminal Drive and Siggelkow Road. These recommendations were premised, in part, on the introduction of passenger rail service to the area and the partial relocation of the Exxon-Mobil facility. The Village may wish to re-evaluate the recommendations for this area, and its geographic extent, in light of changing dynamics.
- **Revisit Meinders Road area recommendations:** The 2005 plan includes advice for assembly and redevelopment of the smaller lots along Meinders Road. This has yet to occur. In fact, there is some interest in small-site land use changes that may extend the viability of some of the current lots and uses along this short street. The 2005 plan suggests that the Village or Community Development Authority (CDA) may begin to assemble properties here to create larger redevelopment parcels. The Village may investigate whether it wishes to take this step. If not, perhaps the recommendations for the Meinders Road area are ripe for change.
- **Enhance aesthetics along corridor:** The 2005 plan advises a beautification effort along Highway 51—both in the highway right-of-way and for private lands and buildings adjacent to the highway. The Village quickly followed up with [a landscape plan for the Highway 51 corridor](#), but that plan has not yet been implemented. In the near future, there appears to be an opportunity to advance and dovetail those landscaping and community image enhancement plans with the eventual reconstruction of Highway 51.

CHAPTER 5—ECONOMIC DEVELOPMENT

Goal: Increase and ease opportunities for businesses to start-up, locate, and grow in McFarland; expand local jobs, shopping, and dining; and build connections to and between commercial areas.



Objectives

1. Proactively work to retain and grow existing businesses.
2. Expand the local tax base and good paying jobs through business park development and redevelopment.
3. Leverage the McFarland School District area as the Village's retail, restaurant, and service market.
4. Advance the McFarland brand through economic development efforts.



Initiatives

(see full chapter to read more)

1. **Expand Activity and Welcoming Features Along Highway MN—“McFarland's Main Street.”** The MN corridor—including segments of Farwell, Exchange, Main, and Broadhead Streets—can serve as a backbone for community activity and image enhancement. This may be accomplished through road and pedestrian enhancements, streetscaping and community signage, as well as redevelopment and infill development.
2. **Work to Advance Business Opportunities near Interstate 39-90 and Siggelkow Road.** Perhaps with patience and perseverance, the east edge of McFarland's east side growth area will provide an opportunity for larger scale, employment-focused land use.
3. **Develop a Business Recruitment and Retention Strategy.** The Village strives to address the needs of existing businesses and encourage their expansion. The Village will also pursue businesses that fill its gaps and interests.
4. **Enhance the Community Development Authority's Economic Development Function.**

Chapter Purpose

McFarland businesses, jobs, shopping, and commercial services contribute to the area's growth, wealth, and quality of life. This chapter is intended to promote the retention, stabilization, and growth of the economic base over the next 20 years. It includes general policies and three broad initiatives for economic development. Volume 2 in its entirety, is crafted with an emphasis on McFarland's economic growth. Therefore, initiatives in other chapters are clearly intended to cross over to economic development initiatives as well.



Economic Development Policies

1. Maintain a business-friendly environment through customer service, streamlined development approvals, fair and reasonable zoning standards, and development incentives where advancing the vision of this and other Village plans.
2. Maintain an adequate supply of improved, developable land in the Village for new industrial, commercial, office, and mixed use development, in areas identified in the Future Land Use map in the Land Use chapter.
3. Continue to support infrastructure improvements that drive economic activity, such as improvements to the utility, highway, and broadband networks.
4. When making economic development decisions, recognize the importance of preserving and enhancing McFarland's character, aesthetics, heritage, existing locally owned businesses, and the downtown.
5. Participate with and utilize other agencies interested in and charged with economic development, like the McFarland Chamber of Commerce, Madison Region Economic Partnership, UW-Extension, and Wisconsin Economic Development Corporation.
6. Consistently apply non-residential design standards from the Village's zoning ordinance and Village plans to maximize tax base growth, improve community aesthetics, and enhance McFarland as a location for higher-end non-residential development.
7. Capitalize on the Village's assets (strengths) for economic development, and minimize its challenges (weaknesses). See Figure 5-1 on the next page for an overview of assets and challenges.

Figure 5-1: McFarland's Assets and Challenges for Economic Development

Assets	Challenges
Proximity to Madison and expanding regional market	Limited land available for new commercial and industrial development
Excellent transportation access (via Highway 51, Beltline, Interstate, rail)	No direct access to Interstate limits business development prospects
Broader McFarland School District/far southeastern Madison market	Usual travel patterns for other School District and City residents bypass Village
Base of existing businesses in certain sectors (e.g., contractors, exercise)	Highway 51 runs near west edge of Village, facilitating drive-thru mentality
Development incentives through Tax Incremental Districts (TIDs)	"Tank farms" create unique challenges
Educated workforce, with higher-than-average incomes	Limited retail and commercial service activity
Safe neighborhoods	Do not always do a good job promoting community and its assets
Good schools in smaller-district setting; pending school investments	Eastern expansion will require significant utility investments
Strong community & school swimming	Limited avenues for expansion—north, west, and south not available
Expanding bike trail network (new Lower Yahara Trail)	
Good community facilities, such as modern library, hockey & curling club	
Lakes and river	
Open space commitment, including high park space/population ratio	

Economic Development Initiatives



1. Expand Activity and Welcoming Features Along Highway MN— “McFarland’s Main Street”

As introduced in the 2010 [Downtown Strategic Market Analysis and Opportunities Assessment](#), the Village intends to better connect and merge the Highway 51 commercial area with its historic downtown and east side growth area. The current Highway MN corridor has great potential to serve this purpose—providing a focus for community activities, commerce, living, aesthetic enhancement, welcome and wayfinding, walkability, and transportation.

The MN corridor extends from Highway 51 to the eastern edge of the Village and beyond. It includes portions of Farwell, Exchange, Main, and Broadhead Streets that together make up the current Highway MN route through the Village. The Village and County are reconstructing the MN roadway in phases from 2016 to 2018. At the end of this period, the County will transfer jurisdiction to the Village.

As presented in Map 7, the Village’s interest in transitioning the Highway MN corridor to become “McFarland’s Main Street” includes several interrelated components. These include:

- **Streetscaping and other beautification efforts:** Farwell Street in particular should serve as an enhanced community image district and as an “invitation” for Highway 51 drivers to utilize McFarland. The intersection of Farwell Street and Highway 51 provides an opportunity for a gateway “statement,” including signage, landscaping, and possibly public art. Both along Highways 51 and MN, a series of wayfinding signs would direct visitors into the community and to key destinations. Additional enhancements may include street trees,

An Area Success Story: Monona Drive

Monona Drive was reconstructed between 2009 and 2014. Improvements included bike lanes, raised medians with colored and textured concrete, landscaping, utilities, and aesthetics with plantings, decorative lighting, stone walls, and street furniture. Months of planning and design preceded the improvements to assure that they delivered a consistent, quality image.

The Dane County BUILD program provided support for the preparation of Urban Design Guidelines for Monona Drive. Since 2010, the City has used the guidelines to evaluate private development along Monona Drive, and provide the basis for a facade improvement program.

Four of the City’s six TIDs cover parts of Monona Drive. The TIDs provide mechanism to assist interested parties in redevelopment of portions of the Monona Drive corridor.

decorative street lights (lighting around library may help guide), seasonal banners mounted on lights, pedestrian furniture in key locations, and public art in visible locations including near the Farwell/51 and Farwell/Exchange intersections. Funding permitting, parts of the streetscaping plan may be implemented with the road reconstruction projects, while other parts may be deferred. Burying power lines will be investigated as a high-impact improvement.

- **Improved transportation flow and access:** Most parts of the roadway will be rebuilt by 2018. Bike and pedestrian enhancements will be included in each phase. There are a few areas along Farwell Street, in particular, where gaps in the sidewalk network ought to be closed. Map 7 also identifies several intersections for pedestrian crossing enhancements, which may include features like pedestrian-actuated flashing lights and/or unique colors or materials for crosswalk surfacing. The map also includes a potential bus route, which may be an extension of an existing Madison Metro line or a new express line as just two examples. See the Transportation chapter for further details.
- **Continued private reinvestment in the downtown and Farwell Street areas:** Downtown reinvestment should be focused along Exchange and Main Streets. See the Land Use chapter for further directions regarding the downtown. Reinvestment along Farwell Street will include combinations of redevelopment, infill development, and façade and site improvements for existing business. McFarland’s TID #4 provides for façade improvement funds and redevelopment incentives. The Village may extend the geographic coverage of TID #4 to the west; it currently ends near the high school. If that extension occurs, the Village may engage in further outreach with businesses and property owners along the expanded area of Farwell Street regarding business improvement, redevelopment, and street enhancement efforts.
- **Future east side mixed use/crossroads commercial district:** The area near the Broadhead Street and Highway AB intersection should be reserved for future neighborhood-serving commercial and mixed commercial/residential development. It may take years for this market to mature; it may be facilitated by a north extension of the AB roadway to Siggelkow Road.



Base Map Source: Dane County DCIMap

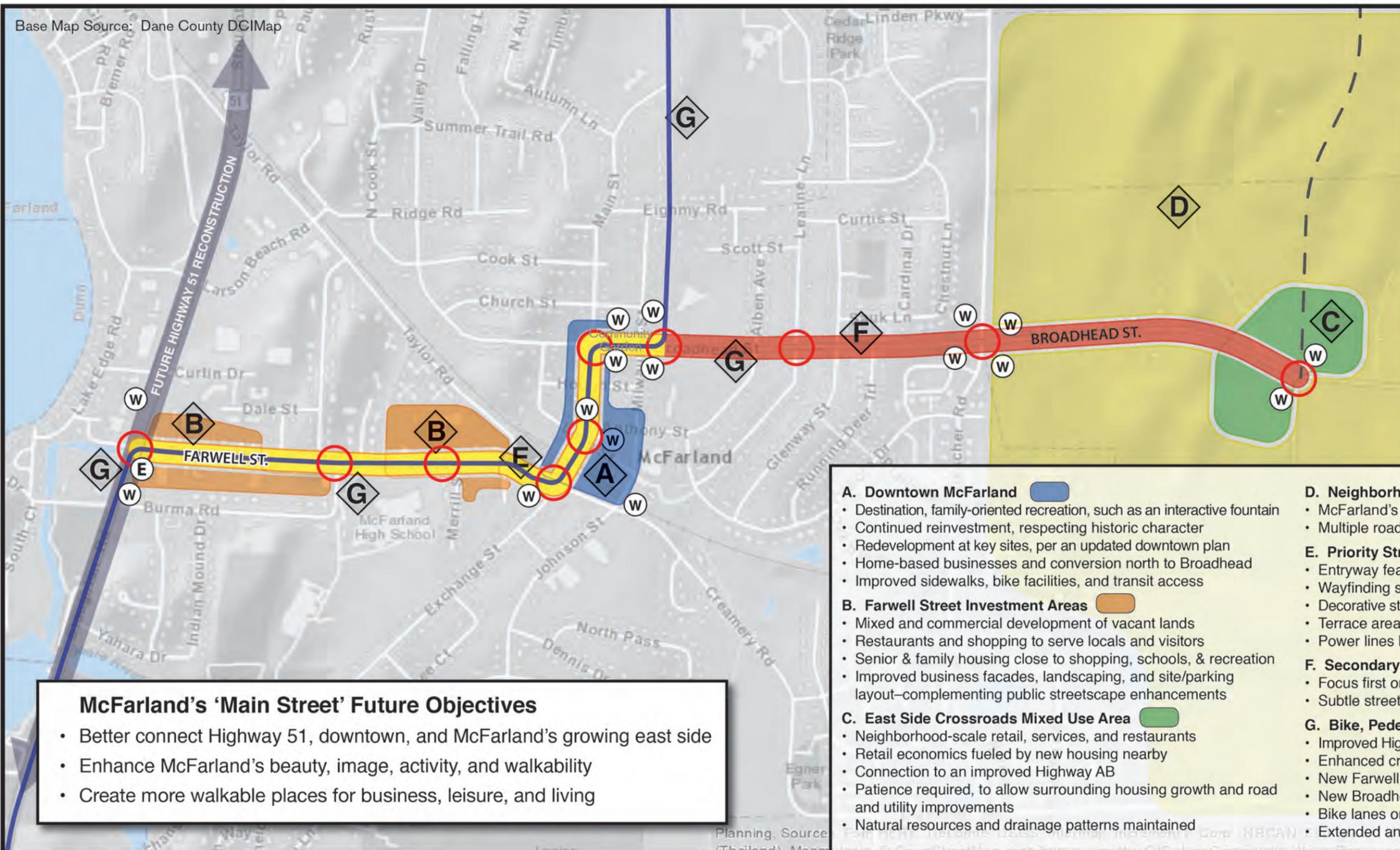
MAP 7 McFARLAND'S 'MAIN STREET' VISION



COMPREHENSIVE PLAN

LEGEND

- Enhanced crosswalks
- Entryway feature
- Wayfinding signage
- New and expanded local roads
- Potential future bus route



McFarland's 'Main Street' Future Objectives

- Better connect Highway 51, downtown, and McFarland's growing east side
- Enhance McFarland's beauty, image, activity, and walkability
- Create more walkable places for business, leisure, and living

- A. Downtown McFarland**
 - Destination, family-oriented recreation, such as an interactive fountain
 - Continued reinvestment, respecting historic character
 - Redevelopment at key sites, per an updated downtown plan
 - Home-based businesses and conversion north to Broadhead
 - Improved sidewalks, bike facilities, and transit access
- B. Farwell Street Investment Areas**
 - Mixed and commercial development of vacant lands
 - Restaurants and shopping to serve locals and visitors
 - Senior & family housing close to shopping, schools, & recreation
 - Improved business facades, landscaping, and site/parking layout—complementing public streetscape enhancements
- C. East Side Crossroads Mixed Use Area**
 - Neighborhood-scale retail, services, and restaurants
 - Retail economics fueled by new housing nearby
 - Connection to an improved Highway AB
 - Patience required, to allow surrounding housing growth and road and utility improvements
 - Natural resources and drainage patterns maintained
- D. Neighborhood Growth Area**
 - McFarland's only residential expansion area
 - Multiple road, bike, and pedestrian connections
- E. Priority Streetscape Improvement Corridor**
 - Entryway feature near Highway 51 to welcome visitors
 - Wayfinding signs, including along 51 near Farwell
 - Decorative street lighting, reflecting library-area lights
 - Terrace area landscaping and stormwater enhancements
 - Power lines buried where practical
- F. Secondary Streetscape Improvement Corridor**
 - Focus first on improved bike/ped connectivity
 - Subtle streetscaping to reflect residential setting
- G. Bike, Pedestrian, and Transit Enhancements**
 - Improved Highway 51 crossing at Farwell Street
 - Enhanced crosswalks at high school and other locations
 - New Farwell Street sidewalk between 51 and Burma
 - New Broadhead Street sidewalks from Main St to east
 - Bike lanes or paved shoulders for urban escape routes
 - Extended and/or express bus routes to Madison



FUTURE IMAGES

Better connections to and along corridor Mixed use redevelopment along Farwell Street Attractive and functional streetscaping Neighborhood-scale retail and services Family-oriented downtown destination

2. Work to Enhance Business Opportunities near Interstate 39-90 and Siggelkow Road

Chapter 4—Land Use includes a broad initiative for eastward expansion of the Village. Such eastward expansion includes residential and non-residential components. Lands directly west of the Interstate, between Siggelkow Road and Highway AB, provide a particular opportunity for employment-based development. These are presently identified as “Urban Reserve” on Map 6: Future Land Use.

The Village encourages commercial, business, or office park uses benefitting from Interstate visibility but not requiring direct vehicular access to the Interstate (see sidebar to right). This area provides an opportunity for larger (10+ acre) non-residential development sites, perhaps focused on office, information technology, health care, and technology-based manufacturing uses. Assets include excellent visibility from an Interstate with 50,000+ vehicles per day and five-minute drive time from the Interstate/Beltline interchange.

Map 7 depicts these and other potential “east end economic opportunities.” These opportunities can grow through cooperation with the Wisconsin Department of Transportation (WisDOT), the Ho-Chunk Nation, the City of Madison, and town and county governments. One subject of common interest includes significantly safer access from Highway AB to Highway 12, ideally through a new interchange that WisDOT was studying at time of writing. WisDOT may defer construction due to budget limitations, though the Nation, City, and Village continued to advocate for an interchange at time of writing.

Moving Beyond an Interstate Interchange

Through past plans and other efforts, the Village has supported a new interchange from McFarland’s east edge to Interstate 39-90 to enhance east edge business development prospects. At time of writing, the Village had ceased including such an interchange in its plans or advocacy efforts because of:

- Extreme challenges in meeting State and federal spacing standards between this area and the Interstate/Beltline interchange.
- High cost relative to expected funding sources. Consistent with recent practice, the Village almost certainly would have to raise the full \$10-\$15 million cost for an interchange. While some may argue that TID or assessments could offset those costs, the consultant does not believe that this approach would be economically viable.
- The failure of other comparable efforts in the Madison area, including in DeForest and on the far east side of Madison.

The Village supports development of this “East End Business Park.” The Village’s Community Development Authority (CDA) would be the logical lead agency, with direction from the Village Board and support from CDA staff. There are a variety of preliminary considerations and efforts advised for successful business park development. These may include:

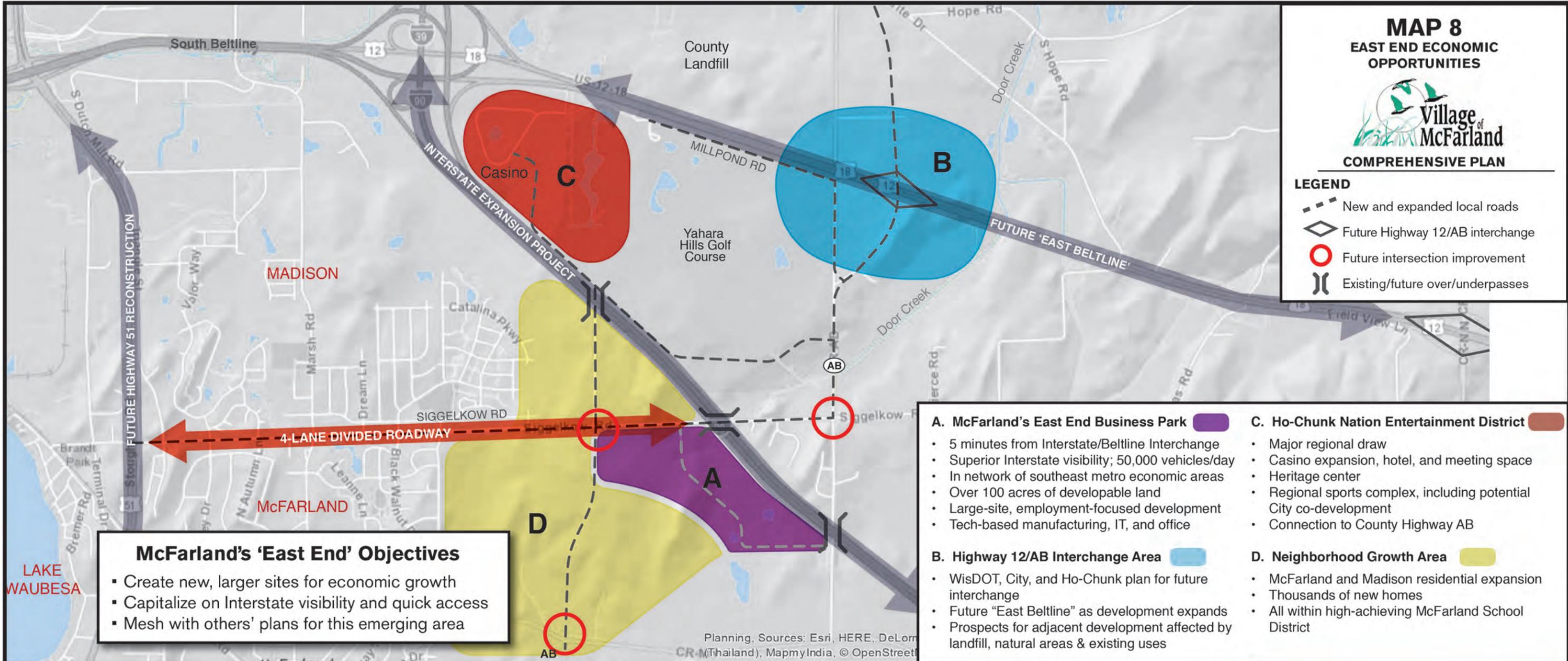
- Preliminary communications with current property owners, respecting property owner wishes on whether and when to develop their land
- Detailed land suitability assessment, including wetland analysis
- Consideration of ownership and management options, including potential for public ownership and development
- Economic and market feasibility analysis
- Utility, transportation, and other cost analysis
- Financial support/TID analysis
- Annexation and zoning approaches
- Marketing approach
- Local and regional roadway improvements
- Continued coordination with the City of Madison, Ho-Chunk Nation, and WisDOT on complementary plans and regional transportation improvements

MAP 8
EAST END ECONOMIC OPPORTUNITIES



LEGEND

- New and expanded local roads
- Future Highway 12/AB interchange
- Future intersection improvement
- Existing/future over/underpasses



McFarland's 'East End' Objectives

- Create new, larger sites for economic growth
- Capitalize on Interstate visibility and quick access
- Mesh with others' plans for this emerging area

- A. McFarland's East End Business Park**
- 5 minutes from Interstate/Beltline Interchange
 - Superior Interstate visibility; 50,000 vehicles/day
 - In network of southeast metro economic areas
 - Over 100 acres of developable land
 - Large-site, employment-focused development
 - Tech-based manufacturing, IT, and office
- B. Highway 12/AB Interchange Area**
- WisDOT, City, and Ho-Chunk plan for future interchange
 - Future "East Beltline" as development expands
 - Prospects for adjacent development affected by landfill, natural areas & existing uses

- C. Ho-Chunk Nation Entertainment District**
- Major regional draw
 - Casino expansion, hotel, and meeting space
 - Heritage center
 - Regional sports complex, including potential City co-development
 - Connection to County Highway AB
- D. Neighborhood Growth Area**
- McFarland and Madison residential expansion
 - Thousands of new homes
 - All within high-achieving McFarland School District



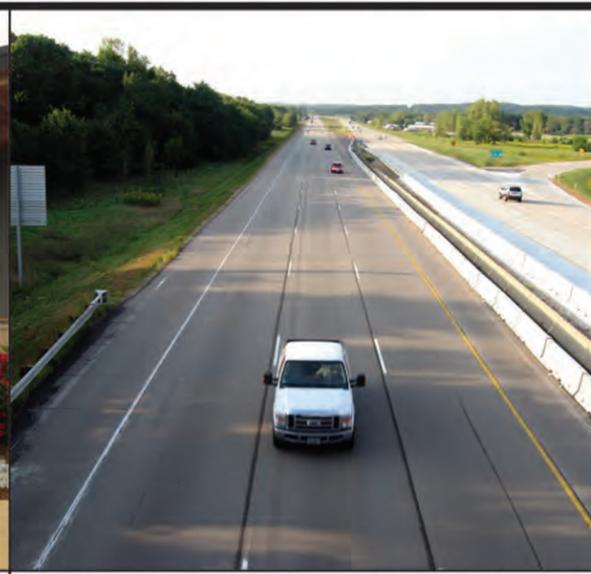
Larger business park sites



Planned highway improvements



Nearby lodging and meeting space



5-minute access to Interstate 39-90-94



Skilled, growing workforce nearby

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



3. Develop a Business Recruitment and Retention Strategy

Locally grown and owned businesses are one of the Village's greatest assets. Local businesses communicate the essence of McFarland by imparting local flavor in the form of unique goods and services. Since many owners also live in the community, most profits (not just payrolls) are spent locally. Retaining and expanding businesses that are already in the Village is the most cost-effective way to grow the local economy. In addition to assisting local businesses, such activities also create an attractive business climate for new investment from others.

The Village desires to support existing businesses in McFarland. In the past, efforts have included providing utilities, new or expanded roads, and sometimes tax incentives. While these are still tools many businesses need or want, they are expensive and not always indicative of what it really takes to retain local businesses and promote growth.

The Village, therefore, intends to develop, adopt, and implement a formal business retention and expansion program, perhaps in concert with the Chamber of Commerce and others. Elements of such a program may include:

- Assisting existing businesses to stay and grow in McFarland. The ultimate success of this effort may hinge on providing sufficiently large sites on the Village's east end.

McFarland's Business Targets

The comprehensive planning statute requires that the Village "assess categories or particular types of new businesses and industries that are desired by the local government unit." McFarland seeks a diverse economic base to provide jobs, goods and services to residents, and to provide a healthy non-residential property tax base. McFarland is particularly interested in attracting and retaining the following types of businesses:

- A wider variety of retailers, restaurants, and services, including one or more coffee shops, bakeries, delis, cafes, brewpubs, wine and cheese shops, specialty grocery, jewelry, clothing/shoes, specialty retail/gifts, toys, health care/wellness, dry cleaners, florists, galleries (art/book store), family-oriented entertainment, and lesson space (sports/dance/music).
- Technology-based manufacturing—producing high-value products and/or using hi-tech processes.
- Information technology businesses.
- Research, corporate, or business offices.

- Working to fill identified interests and gaps in businesses (see sidebar on previous page). Significant growth of general retailing in McFarland will be challenging, particularly with the growth of on-line retailing and “big box” stores nearby.
- Exploring a food preparation and delivery niche to serve a “locavore” market. Ideas may include development of a shared commercial kitchen, pop-up restaurants, food carts, and expansion of and connection to the community garden.
- Advancing entrepreneurship and new business start-ups and acceleration, including among older residents (see also related initiative in Culture and Community Character chapter).
- Improving the functionality of the Village’s website, to provide information online that existing and potential local businesses are likely to be seeking.
- Embracing a “Shop McFarland First” movement, and continue to develop the Village as a live-work-shop community.
- Reviewing and simplifying processes that can hinder business development, possibly including streamlining certain approvals or creating a development checklist or guidebook that would also help set reasonable expectations.



McFarland’s community garden is conveniently located near the downtown.

There are many different business retention and expansion models to consider. Regardless of model, as part of its business retention and expansion program, the Village intends to establish and maintain contact with existing local businesses in a format and frequency desired by each local business. This may include regular contact and assistance for one business, and simply staying out of the way for another. The Village intends to stay in front of existing businesses with value-added propositions to show its commitment to their success, and subsequently use those relationships to aid in attracting new businesses.



4. Enhance the Community Development Authority's Economic Development Function

With agreement from the Village Board, the Community Development Authority (CDA) could become a stronger player in the economic development of the Village. In fact, many of the Village Board's strategic goals could be implemented under the guidance or leadership of the CDA. The Village Board and CDA may review, refine, and further define the mission of the CDA. Existing and expanded functions of the CDA may include:

- Managing development and implementation of a Business Recruitment and Retention Strategy for the Village.
- Leading efforts to revisit, amend, and update planning efforts for the Downtown and Terminal and Triangle Drive areas, as advised in the Land Use chapter.
- Advancing economic development prospects on the Village's east end through some of the efforts laid out in an earlier initiative in this chapter.
- Leading or contributing to a potential Village branding and marketing initiative, as described in the Culture and Community Character chapter.
- As it evolves into more of a policy role, perhaps devolving more of its ministerial functions to staff, including building façade improvement incentives and review of development proposals against guidelines.
- Continuing to communicate with other similar groups in the community on complementary roles, including the Chamber of Commerce.

CHAPTER 6—HOUSING AND NEIGHBORHOODS

Goal: Promote quality, affordable housing for families and older residents within neighborhoods and mixed use settings that are organized around safety, conservation, recreation, and connections to the broader community.



Objectives

1. Expand the range of quality and affordable housing choices for empty nesters, seniors, and the McFarland workforce, while remaining a family-oriented community.
2. Design and support neighborhoods that are welcoming, attractive, safe, and bike and pedestrian oriented.
3. Connect homes, neighborhoods, and their occupants to each other, recreation, shopping, services, and the community.



Initiatives

(see full chapter to read more)

1. **Implement a Resident Retention and Attraction Strategy.** A Knight Foundation study identifies three qualities of successful communities: social offerings, openness, and aesthetics. The Village intends to pursue these qualities and undertake other efforts to retain and attract residents.
2. **Encourage Neighborhood Development on the Village's East Side.** Lands at and near the Village's eastern edge provide the greatest opportunity for significant new housing development. Such development will contribute to continued community health, provide recreational amenities for the entire community, and preserve topographic and natural areas through conservation neighborhood design.
3. **Invest in and Maintain Existing Village Neighborhoods.** The Village intends to make neighborhood infrastructure and recreational investments, support housing upgrades, promote infill development where appropriate, and enforce property maintenance and other codes.

Chapter Purpose

The Village is home to over 3,100 households, with about 70% living in single-family homes in neighborhoods of various ages and characters. The State of Wisconsin projects 35% growth in the number of Village households between 2010 and 2040. This chapter describes how McFarland will accommodate new housing and neighborhoods, while maintaining existing homes and neighborhoods.

Housing and Neighborhoods Policies

1. Encourage a supply of vacant lots, homes for sale, and developable land for housing in order to maintain a vibrant housing market and enhance affordability.
2. Guide new Village housing to planned neighborhoods and mixed use areas with convenient access to commercial and recreational facilities, transportation, schools, shopping, services, and jobs.
3. Integrate two and multiple family developments into the fabric of neighborhoods and the community, rather than isolating and concentrating them.
4. Allow higher-end multiple family housing for McFarland's workforce and elderly, including owner-occupied options at lower price points than possible for single family housing.
5. Promote affordable housing through allowing modest lot sizes and higher suburban densities, revisiting certain public improvement requirements (e.g., street widths), appropriately planned and located multiple family housing, incentives where practical, and continued participation in County and State housing programs.
6. Direct eligible persons to Village, County, State, federal, and non-profit housing programs to promote and preserve decent, affordable housing for persons of different incomes, the elderly, and people with special housing needs.
7. Engage in and support efforts to maintain and rehabilitate the Village's existing housing stock and older neighborhoods.



Housing and Neighborhoods Initiatives

1. Implement a Resident Retention and Attraction Strategy

Resident retention and attraction is essential to community growth, health, and stability. McFarland aims to retain its residents through their lifecycle changes, with a particular focus on Baby Boomers (born between the mid-1940s and mid-1960s) and Millennials (born between the 1980s and early 2000s). The Village will also work to attract new residents. In addition to the general policies included on the previous page, this initiative may include the following efforts:

- **Increase resident connection:** A study (conducted by Gallup of the 26 John S. and James L. Knight Foundation communities across the nation) focused on the emotional side of the connection between residents and their communities, asking these questions: What makes a community a desirable place to live? What draws people to stake their future in it? What will encourage our youth to stay, or at least return with their families later? The three-year study found that social offerings, openness, and aesthetics are what attach people to a place. Further, places with the highest levels of resident attachment also had the highest rate of economic growth—showing how interconnected resident satisfaction is to community prosperity. Through the various policies and initiatives in this volume of the Comprehensive Plan, the Village will advance these three key qualities to retain existing residents and attract new ones.



This historic former home in downtown McFarland has been renovated into a café—an aesthetically pleasing social offering with distinct character and place value.

- Support housing and services for older residents:** The Village will encourage older residents to stay in McFarland. Depending on the situation, this may involve upgrading existing homes, with in-home services where necessary, or moving to other housing in the community. This suggests more senior-oriented housing in the community, which may include senior-restricted condominiums, independent living apartments, assisted living apartments, memory care facilities, and community based living arrangements. Such local moves will retain these valuable residents, while also making the existing housing stock available for new families. This concept relates to a broader initiative to enable McFarland’s growing senior population to age and prosper within the community, described in Chapter 3—Culture and Community Character.
- Position McFarland for the next generations:** Generation X’ers and the Millennial generation are other important groups to retain and attract to McFarland. Many Generation X’ers are now moving up to their final single family home. Millennials are now settling into careers and family roots, making long term housing decisions and selecting where they wish to reside. In 2016, the National Association of Realtors reported that “for the third straight year, the largest group of recent buyers were Millennials, who composed 35 percent of all buyers (32 percent in 2014), more than the combined amount of younger and older boomers.” Millennials “will come and stay [in a community] if they feel connected, digitally and socially; if they can find or make their own opportunities; and if they are encouraged to participate in creating or fostering a sense of place,” writes Tom Still of the Wisconsin State Journal.

Housing as a Revenue Builder

Communities may pursue alternative approaches to increase net property tax revenue. One approach includes increasing the number of households (and housing types) that place few demands on public services. This includes housing that is both compact in form and caters to relatively affluent, childless households such as empty nesters, retirees, and young professionals. Such a strategy can help broaden the tax base without the higher service needs that usually accompanies single family housing on larger lots.

By incorporating multiple family and retirement housing into a compact mixed use development, the need for auto trips and parking is reduced and a built-in market to help assure the success of the businesses is created. This type of development strategy could help both the Village’s tax picture and revitalize its downtown and other mixed use areas.





2. Encourage Neighborhood Development on the Village's East Side

The Village's broad strategy for eastern expansion is explained in Chapter 4—Land Use. As represented on Map 6 and in the 2008 [East Side Neighborhood Growth Area Plan](#), the Village plans the vast majority of these lands for neighborhood (i.e., predominately housing) development. The Village intends to undertake several efforts to encourage housing and compatible neighborhood development in the Village's east side growth area, which may include the following:

- **Increase supply of appealing and functional neighborhoods:** The Village will continue to work with current and prospective residential developers to increase the number of available lots and new houses. The Village also encourages new neighborhoods that by design promotes resident interaction and creates a sense of place. Design techniques include an interconnected street and sidewalk network; accessible and visible parks, trails, and other gathering places; houses oriented to the street and not dominated by garages; modest street pavement widths and street trees; and stormwater management systems integrated into the neighborhood design concept.
- **Promote conservation neighborhood design:** Conservation neighborhood design techniques are most appropriate for McFarland's east side given the varying topography, significant drainageways, large areas of wetlands and hydric



soils, and presence of some challenging adjacent uses (e.g., rod and gun club). Broadly speaking, in a suburban setting, conservation neighborhood design suggests smaller lots clustered in developable areas, in exchange for larger common open space areas (or “environmental corridors”) on more marginal lands. These larger corridors should generally be open to public view and access. Street patterns are typically undulating to reflect the topography and negotiate around the corridors. The Village will work with developers to provide interconnected elements of the emerging environmental corridor and trail network as adjacent land develops.

- **Promote a sustainable housing mix:** The Village will pursue a future housing mix in the east neighborhood growth area that generally reflects the Village’s historic housing mix and supports McFarland as a predominantly single family community, while recognizing changes in the housing and land use market and expands housing choices. The Village intends to ensure that future single family housing comprises at least 65% of the new units in the planned “Neighborhood” area on Map 6. This does not include areas specifically mapped “Multiple Family Residential,” “Mixed Use/Flex Commercial,” or otherwise on Map 6. The sidebar provides the Village’s rationale.

Why manage the mix of new housing? Why 65%?

- Maintains the current character of McFarland. The Village’s 2014 housing mix was 69% single family, per the American Community Survey.
- Is consistent with nearby growing communities, such as Verona (62% single family in 2014) and Cottage Grove (69% single family). Given its larger multiple family areas on its north side, Fitchburg was 43% single family in 2014. Monona, which is built out, was 54% single family.
- Responds to market and demographic changes. McFarland’s population is aging, household size is shrinking, and younger generations are less interested in living in single family homes.
- Provides workforce housing, on the premise that people who work in McFarland should be able to afford to live in McFarland.
- Provides lifecycle housing, which will increase resident retention and the return of former residents back to the community.



- Site and acquire a community park:** The Village will continue to advance the siting of a larger (20+ acre) community park serving the needs of surrounding neighborhoods and the broader McFarland community. The two primary functions of that park will be to provide for larger-scale field sports open to the public and to host community events. A handful of alternative sites have been identified—these are represented on Map 9. A couple of the alternatives depend on road and utility extension. One promising alternative is adjacent to Dane County’s Lower Mud Lake Natural Area, southwest of the intersection of Elvehjem Road and Highway AB. This alternative may include collaborative acquisition and co-development between the Village and County. Regardless of location, the Village intends to remain in communication with other entities pursuing recreational improvements in the area. This includes the McFarland School District (see below). Further, at time of writing, the City of Madison and Ho-Chunk Nation were actively exploring development of an indoor/outdoor recreation complex geared to major sporting events and tournaments.
- Collaborate with the School District:** The District’s 20 acre parcel at the southeast corner of Broadhead St and Holscher Rd. may become home to relocated school athletic fields under the District’s successful November 2016 referendum. The Village would like to work with the District on future uses for its vacant 20-acre parcel. Part or all of this site may, alternatively, be appropriate for a mix of residential land uses, as indicated on Map 6 and in the 2008 [East Side Neighborhood Growth Area Plan](#). The District may also acquire additional land in the Village’s east side growth area.
- Reserve lands for commercial and mixed use development:** The Village supports neighborhood-scale mixed commercial/residential development in two nodes in its east side growth area. These areas are depicted as future “Mixed Use/Flex Commercial” areas on Map 6. One planned area is near the intersection of Highways AB and MN, and the second is along Siggelkow Road near its intersection with a planned northern extension of the Highway AB roadway. It will likely be several years until any type of non-residential development market emerges in either area. Patience will be required.
- Manage land use issues associated with the Rod and Gun Club:** The Hope Rod and Gun Club is a valuable resource for the McFarland area. Unfortunately, it is in a general area that is planned for residential development and difficult to envision for non-residential suburban uses. Fortunately, there are now only a few existing homes in the immediate area. If the Rod and Gun Club is willing, the Village will work with the Club on relocation to an area that is more likely to



remain rural for years to come. With any such relocation, the current site may be appropriate for neighborhood or institutional development, following an assessment of soils for potential contamination. If the Club instead elects to remain, adjacent sites should be evaluated before development. The creation of buffers via distance, tree preservation, and berming may be required. As suggested via Map 9 and the [East Side Neighborhood Growth Area Plan](#), park uses may be appropriate on adjacent lands. In the alternative or in addition, larger (i.e., fewer) home sites may be an acceptable nearby use.

3. Invest in and Maintain Existing Village Neighborhoods

The existing housing stock and neighborhoods are important components of the affordable housing supply and quality living environments, if well maintained. The Village intends to invest in its existing neighborhoods, with reference to the unique character and needs of each neighborhood. The purpose is to maintain and where necessary enhance quality of life, identity, and property value. The components of such a neighborhood investment strategy may include:

- **Public infrastructure improvements:** This may include a neighborhood entrance sign, roadway, sidewalk, trail, stormwater management, and landscape improvements—depending on the neighborhood. As suggested through the Utilities and Community Facilities chapter, the Village endeavors to modernize its parks, retooling buildings and equipment to meet the evolving needs of the surrounding neighborhood.
- **Catalytic projects:** This might involve improving a neighborhood park, addressing a particularly troublesome house or two, or supporting an energizing infill development or redevelopment project. The Land Use chapter and its Figure 4-2 include infill and redevelopment guidance. As a key area of a neighborhood improves, the benefits can reverberate through the entire neighborhood.
- **Housing maintenance assistance:** This includes reinvestment in existing duplexes and multiple-family buildings, and accessibility improvements for homes of older residents. McFarland can connect with other entities and programs for weatherization and home rehabilitation assistance.

- **Code enforcement:** Resources permitting, the Village may engage in proactive code enforcement coupled with professional building, housing, zoning, and property maintenance code enforcement under a policy of active monitoring, in addition to responding to complaints.
- **Zoning district fit:** The Village will review its setback and other standards in zoning districts in older sections to assure they do not unnecessarily stymie home improvements.



Well maintained multiple family residential properties contribute to an attractive streetscape and neighborhood, even as they age.

CHAPTER 7—UTILITIES AND COMMUNITY FACILITIES

Goal: Provide modern parks, and other public facilities, services, and utilities to serve community interests, economic development, changing demographics, and a healthy community.



Objectives

1. Ensure that all residents and businesses have access to basic public services.
2. Maintain a standard of excellence in public facilities and services, including municipal, police, fire, and emergency medical services.
3. Pursue cost-efficient investments in public utilities to serve a compact development pattern.

Initiatives

(see full chapter to read more)

1. **Stage Public Improvements through a Capital Improvement Program.** Chapter 7 includes a list of potential major investments in Village facilities, utilities, and roads. The Village will prioritize, detail, and time these and other capital projects within its capital improvement program.
2. **Prepare and Implement a Municipal Facilities Master Plan.** The Village will complete a plan that addresses department space needs to serve a growing community, in conjunction with investigation of a community center.
3. **Site and Acquire an East Side Community Park.** For more than a decade, the Village has identified a need for a 20+ acre park for larger community events and sports fields.
4. **Update the Village's Outdoor Recreation & Open Space Plan.** The next update to this other Village plan—which unlocks federal, state, and county grants—will consider ideas like a family-oriented downtown recreational space.

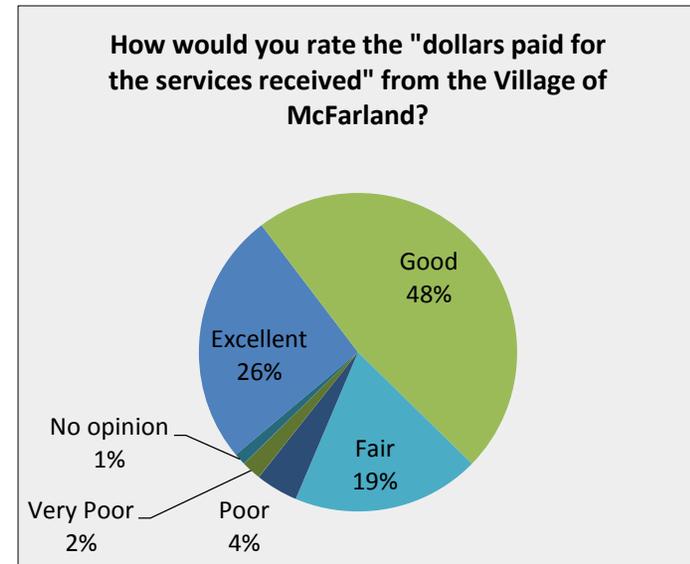


Chapter Purpose

Existing and planned public utilities and facilities serve residents and businesses, as well as planned community development via redevelopment, infill development, and planned east side expansion. The Village will use this chapter as a guide for the maintenance and expansion of utilities and community facilities. It will be supplemented and detailed through the capital improvement program and [Outdoor Recreation & Open Space Plan](#).

Policies for Utilities and Community Facilities

1. Ensure that utility systems have adequate capacity to serve existing customers, and expand capacity if necessary to serve future needs.
2. Plan for public facility and utility projects based on community- or basin-wide utility or stormwater analyses and sustainability, rather than looking at individual projects without careful reference to a larger context.
3. Coordinate utility and community facility planning with land use, transportation, natural resource, and recreation planning.
4. Encourage development that uses existing sewer, water, and road infrastructure (i.e., infill, redevelopment) and is near existing community facilities such as schools and parks.
5. Pursue amendments to the Central Urban Service Area and associated utility and stormwater planning as warranted.
6. Support quality, accessible school, library, and other educational facilities and services to meet the needs of all age groups.
7. Invest in sustainable buildings and infrastructure to reduce costs, promote stewardship, and protect the environment.
8. Enforce progressive storm water management practices through zoning and subdivision approvals to protect water quality, minimize runoff, and promote infiltration.
9. Complete regular maintenance of utilities and community facilities in accordance with best practices and requirements.
10. Combine utility and community facility projects with other projects—like roads, parks, and broadband—wherever practical.



A community survey conducted during this planning process suggested that most McFarland residents value Village services.

Initiatives for Utilities and Community Facilities

1. Stage Public Improvements Through a Capital Improvement Program

The Village will maintain and annually update a Capital Improvement Program (CIP), used to schedule improvements to public facilities and infrastructure over the following five years. The CIP balances factors like current infrastructure condition, impact of improvement on community and economic development, effects of deferring improvement, State and Federal mandates, project cost, funding and financing availability, and fit within the overall Village budget and fee/taxing capacities. Through its CIP, the Village will endeavor to seek joint project opportunities with neighboring communities wherever practical.

Figure 7-1 provides a general timetable forecasting approximate need to expand or rehabilitate a wide range of existing facilities, create new facilities, and assess future facility and utility needs. The potential projects listed in Figure 7-1 will influence what the Village includes in its CIP. It differs from a CIP in that it:

- Focuses on projects that directly affect the physical development of McFarland.
- Includes potential projects beyond the 5-year term of the CIP.
- Does not include cost or funding details.
- Includes potential non-Village improvements, in part because they are required to be addressed in a comprehensive plan under Wisconsin Statutes.

What is a Capital Improvement Program?

A CIP is a community planning and fiscal management tool used to coordinate the type, location, timing, estimated cost, and financing of public capital improvements over a multi-year period. As opposed to operating expenditures or minor facility maintenance, capital improvements are major, non-recurring expenditures in fixed facilities. Often such facilities warrant borrowing to spread the expense of a project with long-term benefit over multiple years.

A CIP guides annual municipal budgeting. It is a working document, which should be reviewed, amended, and extended annually to reflect changing community needs and funding opportunities.

Figure 7-1: Potential Future Major Utility, Community Facility, and Roadway Projects (multipage table)

Major Roads (see also Map 9)	Description	Proposed Timeframe
1. Holscher Road, from CTH MN/Broadhead Street to Siggelkow Road	Reconstruction as an urban roadway, including curb, gutter, sidewalk, on-street bike lanes, sanitary sewer main, water main, and storm sewer.	2017
2. CTH MN, Broadhead/Main/Farwell Street segments from Marsh Road to Long Street	Pavement rehabilitation, on-street bike lanes, and streetscaping including decorative lighting, pedestrian enhancements, street trees, and other improvements. Joint Village/County project. See also Map 8 in Economic Development chapter.	2017
3. CTH MN, Farwell Street segment from Long Street to USH 51	Pavement rehabilitation, sidewalks, on-street bike lanes, storm sewer, and streetscaping including decorative lighting, pedestrian enhancements, street trees, and other improvements. Joint Village/County project. See also Map 8 in Economic Development chapter.	2018
4. Siggelkow Road, from Terminal Drive to Marsh Road	Pavement resurfacing and widening for continuous on-street bike lanes. Joint project with City of Madison.	2018
5. Elvehjem Road/Creamery Road, east to CTH AB	Reconstruction as an urban roadway, with specific improvements to be determined.	2020-21
6. Marsh Road	Reconstruction, including storm sewer and on-street bike lanes. Other specific improvements to be determined.	2021-2025
7. Exchange Street	Reconstruction, including water main and on-street bike lanes. Other specific improvements to be determined.	2021-2025
8. USH 51, from McFarland to Stoughton	WisDOT reconstruction project, based on the outcome of current study. See associated initiative in Transportation chapter.	2021-2025
9. Highway 12/AB interchange	WisDOT project, likely including realignment of CTH AB to the east and its reconstruction south to Siggelkow Road. Included due to significance for economic development on McFarland’s east side. See also Map 7 and Economic Development chapter.	2021-2025
10. Valley Drive	Reconstruction, with specific improvements to be determined.	2025+
11. Terminal Drive, from Siggelkow Road to USH 51	Reconstruction as an urban roadway, with specific improvements to be determined.	Coincide with redevelopment, 2021+
12. CTH MN, from Holscher Road to CTH AB	Reconstruction as an urban roadway, with specific improvements to be determined.	Coincide with development, 2021+
13. CTH AB, from Elvehjem Road to CTH MN	Reconstruction as an urban roadway, with specific improvements to be determined.	Coincide with development, 2021+
14. Northerly extension of CTH AB roadway, from CTH MN/AB intersection to Siggelkow Road CTH AB	Major east side north-south connector. Per the Village’s Official Map and East Side Neighborhood Growth Area Plan .	Coincide with development, 2021+
15. Siggelkow Road, from Catalina Parkway to CTH AB	Reconstruction as an urban roadway, with specific improvements to be determined.	Coincide with development, 2021+

Figure 7-1: Potential Future Major Utility, Community Facility, and Roadway Projects (continued)

Sanitary Sewer and Water	Description	Proposed Timeframe
16. Completion of Wellhead Protection Plan	Intended to define recharge areas for each of the Village’s wells, and propose approached to limit potential sources of contamination in those areas. Zoning regulations, such as a wellhead protection overlay zoning district, may be an appropriate implementation action.	2017-2018
17. Construction of Municipal Well #5	The Village has secured a well site within Parkview Estates.	Timing will be driven by sufficient new development on the Village’s east side
18. Upgrades to Sanitary Sewer Lift Station #2	This lift station, located near the southern edge of the Village, may require a sequence of capacity upgrades, as follows: Phase 1—pump upgrade; Phase 2—force main upgrade to USH 51; Phase 3—gravity interceptor upgrade. Phases may be combined.	Timing will be driven by sufficient new development on the Village’s east side
19. Construction of Southeast Interceptor	This planned interceptor would serve the near east side “Future Gravity Flow Sewer Basin” on Map 9 (Basin A), to serve future development in this basin, particularly lands south of CTH MN. This project may allow Sewer Lift Station #5, along Holscher Road, to be replaced or relocated.	Timing will coincide with the next development at the Village’s east edge
20. Construction of far east interceptor(s)	One or two future interceptors would be required to provide sanitary sewer service to the far east “Future Gravity Flow Sewer Basins” on Map 9 (Basins B and C). Given the limited developable land in the far eastern basin (C), adjacent to the Interstate, that basin may be best served by a lift station to pump waste to Basin B.	Development driven; almost certainly after 2021
21. Upgrade to New Force Main for Sewer Lift Station #1	This lift station is located on Taylor Road south of Siggelkow Road. Project would involve construction of a new lift station.	2025+
Stormwater Management	Description	Proposed Timeframe
22. Participate in “Yahara WINS” Effort	This is a multi-community effort coordinated by the Madison Metropolitan Sewage District (MMSD) to meet State requirements for Total Maximum Daily Load (TMDL) reductions into Dane County waterways. The program is part of the adaptive management plan to reduce overall phosphorous impact on the environment within the Village’s watersheds. The current Village financial commitment is 5 years.	2017-2022+, if agreement is renewed
23. Address West Side Stormwater Bottleneck	During periods of heavy rain, the intersection of Valley Drive and Cook Street have had street flooding, which has occasionally risen onto adjacent private lots. Solutions may include downstream system improvements and/or a stormwater basin in the Valley/Cook area following acquisition of land from willing seller(s). The planned reconstruction of CTH MN (Farwell Street), described as “Major Road” project #3 earlier in this figure, provides an opportunity to address part of this concern.	2018 (coinciding with “Major Road” project #3) and 2019-2021
24. Investigate Options for Lagoon	The lagoon is located on the far west side of the Village, west of Highway 51 and north of Burma Road. Over the years, it has been silted in. Dredging is one option that could be considered, which may need to recur at future intervals. The lagoon may be affected by the “Stormwater Management” project #23.	2019-2021, possibly in conjunction with project #23

Figure 7-1: Potential Future Major Utility, Community Facility, and Roadway Projects (continued)

Community Facilities	Description	Proposed Timeframe
25. Recycling/Solid Waste Collection	Village contracts with private hauler, which uses Village equipment.	RFP and contract with selected hauler every 5 years
26. Hazard Mitigation	The Village intends to participate in County Hazard Mitigation Plan updates.	2017, and every 5 years thereafter
27. Public Works Facility (includes Public Works, Parks Maintenance, Facilities Maintenance, and Water and Sewer Utility Departments)	May need expansion to facilitate community growth. The facility was built to allow building expansion to the east or north.	Development driven; likely 2021+
28. Municipal Center (includes administration, Senior Services, Police, Fire, and Emergency Medical Services)	Police, Fire and Rescue, and Senior Services departments have all identified space constraints. See “Prepare and Implement a Municipal Campus Master Plan” initiative later in the Utilities and Community Facilities chapter.	Facility plan in 2017; construction resulting from that facility plan potentially by 2018-2019
29. Community Center	Community has expressed significant interest in a community center. See related initiative in Culture and Community Character chapter. Youth center may require a new home by 2019, and senior offerings are limited in Municipal Center. The Village will investigate options for development of a multi-generational community center. Coordinate with Municipal Campus planning.	Plan in 2017; construction in 2018 or 2019 to enable continuation of youth center
30. Library	Will be part of Municipal Campus Master Plan. Regardless, upgrades to air conditioning, furniture, and computers are planned.	Plan in 2017; upgrades by 2021
31. Cemeteries	Encourage Cemetery Association to pursue land for expansion, likely to the north along Holscher Road	2017-2018
32. Schools	In November 2016, School District obtained voter approval of a referendum that enabled McFarland Primary School demolition; Conrad Elvehjem building addition and a new parking lot; Waubesa Intermediate School multipurpose addition; Indian Mound Middle School classroom and gymnasium addition; and McFarland High School auditorium, pool, and classroom additions; and relocation of outdoor athletic facilities. See related initiative in Intergovernmental Cooperation chapter.	2018-2020
33. Childcare Facilities	The Village relies on the private market to meet childcare needs, in combination with the School District’s 4K program.	Ongoing
34. Medical Facilities	The Village relies on the private market, except for limited senior services. The clinics once located in the Village have moved to merge with larger corporations. The Village supports re-introduction of private health care providers to McFarland, improved in-home care options, and improved transportation to facilities outside of the Village.	Ongoing
35. Telecommunication Facilities	The Village will work with providers to expand broadband service, including installing conduit with new road and utility projects.	Ongoing
Recreation	Description	Proposed Timeframe
36. Upgrade Brandt Park	Replace lights and backstop. Explore additional land acquisition for parking and perhaps expansion of outfield fence.	2017
37. Construct Grandview Marsh Trail	Consider boardwalk for cycling and cross-country skiing.	2017
38. Develop Community Park	This initiative is explored elsewhere in this volume. Map 9 suggests five potential alternative sites. The most appealing may be an expansion of Urho Park to the east, to enable athletic fields and larger community events.	Planning 2017-2019, Construction 2020-2021
39. Update the Outdoor Recreation & Open Space Plan	This park system plan will provide further ideas and details on proposed park system improvements. It should be updated every five years to maintain grant eligibility. As part of next update, investigate opportunities for the park behind Pic ‘n’ Save, possible southeasterly expansion of McDaniel Park, a downtown family-oriented recreation destination (e.g., interactive fountain), shared recreational facilities with the School District, and advancement of the Village’s bike and pedestrian system (see Map 10).	2019, 2024



2. Prepare and Implement a Municipal Facilities Master Plan

The Village has begun to complete, and then intends to implement, a master plan for its 40,000 square foot Municipal Center, the 18,000 square foot Public Library building across Milwaukee Street, and other Village buildings and lands. The idea is to consider each of the facilities in combination. Both the Municipal Center and Library are structurally equipped to add a second story.

Major needs appear to be as follows:

- **Police Department:** Increasing call volume is creating a demand for more staff hours, which in turn may require more square footage.
- **Fire and Rescue Department:** Department-identified needs include additional staff space, vehicle bays, equipment storage room, and training space.
- **Senior Outreach Services:** McFarland is currently unable to deliver some social services for seniors given space constraints in the Municipal Center. See related initiative in the Culture and Community Character chapter.
- **E.D. Locke Public Library:** The Library Board completed a strategic plan in 2015 that advised a further space study in the following three years.
- **New community center:** The Village intends to investigate opportunities for a new community center space that will address senior needs and be equally welcoming to youth, and all McFarland residents. This space could possibly be built as a second story addition to the Library or Municipal Center, though there are other locational options. For



The McFarland Municipal Campus is centrally located in the Village's downtown. (Source: Dane County DCiMap)

further discussion on the community center concept, see the initiative titled “Collaborate on Development of an Intergenerational Community Center” in Chapter 3—Culture and Community Character.

The master plan will be constructed around detailed maps and building improvement plans that will highlight proposed changes. To properly guide implementation, the master plan should also include a phasing schedule and construction cost estimates. This information will assist with capital improvement planning and grant applications.



3. Site and Acquire an East Side Community Park

Long recommended in Village plans, a larger community park east of the currently developed parts of the Village could become home for athletic fields, larger-space community events (e.g., McFarland Family Festival, Fourth of July fireworks), and possibly even a community pool. As depicted on Map 9, several sites that could potentially accommodate these activities. These include:

- Lands around the Hope Rod & Gun Club. If the Club is to remain in its current location, minimizing housing exposure (e.g., frontage, density, proximity) around that property may be sound policy.
- In conjunction with the School District, on or adjacent to its undeveloped site at the southeast corner of Highway MN and Holscher Road.
- Undeveloped and challenging-to-develop land further east, near the southeast corner of Highways MN and AB.
- Land adjacent to John Urso Park and Dane County’s Lower Mud Lake Natural Area, southwest of the intersection of Elvehjem Road and Highway AB. Acquisition and development could be a collaborative effort between the Village and Dane County, and the combined expansive area could provide a wide variety of active and passive recreational opportunities.



Together with the City of Madison, the Ho-Chunk Nation is actively exploring the development of an indoor/outdoor recreation complex northeast of McFarland, near the Yahara Hills Golf Course. The new facility is likely to be designed to serve City, regional, and tournament needs. The project may include several indoor and outdoor athletic fields and courts, and more will be known once the feasibility study for this project is completed in 2017. Both the Village and the McFarland School District are advised to monitor that project, and align their own efforts to complement and not try to compete.



4. Update the Village's Outdoor Recreation & Open Space Plan

The Village's [Outdoor Recreation & Open Space Plan](#) guides the development, reuse, preservation, and acquisition of land for parks, recreation trails, and other open spaces. The Village adopted the current plan in 2013. An update every five years keeps the Village eligible for matching grant funds through the Federal Land and Water Conservation Fund (LAWCON) and the State of Wisconsin Stewardship Fund.

The next update to the Outdoor Recreation & Open Space Plan will likely explore many exciting opportunities. During this comprehensive planning process, the following opportunities were suggested for investigation as part of the next update:

- **Evolve McFarland's parks:** As McFarland has grown and demographics and interests have evolved, the demand for recreational space and activities has also changed. In some cases, facilities and equipment are old and/or mismatched to the population living in the area. This suggests a need to improve existing recreational facilities, and provide additional and different facilities. The updated plan could explore a unique identity and distinguishing facilities for each park, including equipment for people with special needs. As resources allow, the update could feature redevelopment master plans, or at least fresh ideas, for William McFarland Park and Legion Memorial Park as two examples.
- **Consider Southeast Expansion of McDaniel Park:** The Village may explore acquisition of additional land to the southeast of this park. McDaniel Park may become more heavily utilized with completion of the adjacent Lower Yahara River Trail.
- **Explore a downtown family-oriented recreational amenity:** As further described in the Economic Development chapter, the Village may explore development of an exciting, unique downtown recreational facility. This could include, for

example, an interactive fountain or waterfall, with the space possibly doubling as a skating rink or small concert space in the off-season. The Village could also better communicate a sense of arrival into the downtown by using new McFarland branding concepts on significant gateway signage—see Map 8 and the Economic Development chapter for further detail.

- **Increase awareness and use of resource-based recreation:** See initiative in Chapter 2—Natural and Cultural Resources for more information
- **Enhance accessible outdoor play:** Accessible or Boundless playgrounds provide children of varying abilities experiences that allow them the developmental and physical benefits of unstructured play. The Village may aim to develop recreation infrastructure plans for space and usage that particularly include park equipment for special needs children. The Village could possibly partner with occupational and physical therapists, including those affiliated with the McFarland School District who are acquainted with children in the McFarland community.
- **Improve facilities for pedestrians and cyclists:** The updated plan could continue to depict and advance McFarland’s park and trail system, based on the bicycle and pedestrian system recommendations in this volume (see Chapter 8—Transportation and Map 10). The idea is to link parks, neighborhoods, and other destinations through a system of facilities and routes. The Village will explore the role of each park in the bicycle and pedestrian system, and a bike-based wayfinding sign program.



A wheelchair platform swing at a recently updated park in Evansville, Wisconsin enables wheelchair users to safely enjoy swinging in the comfort of their own chair.

- **Advance the McFarland brand:** The updated plan can help align the park system with a new McFarland brand. See Chapter 3—Culture and Community Character for more information on community branding. Ultimately, all McFarland parks ought to display consistent signage with the community’s logo or brand marker for a unified overall theme.



MAP 9

TRANSPORTATION AND COMMUNITY FACILITIES



COMPREHENSIVE PLAN

Legend

Existing Facilities

- Village of McFarland Limits (8/17)
- Interstate Highway
- United States Highway
- County and Local Roads
- 2015 Traffic Volumes (Vehicles Per Day)
- Madison Metro Bus Route
- Railroad
- Public Lands and Recreation
- Village Facilities
- McFarland School District Lands and Facilities
- Water Storage Tank
- Well
- Sewer Lift Station (No Planned Changes)

Planned Facilities

- Improvements to Existing Roads
- Intersection Improvements
- Possible Future Collector/Connector Roads
- Future Bus Route Option
- Future Community Park Alternative Site
- Sewer Lift Station (Upgrade or Replace)
- Future Gravity Flow Sewer Basins

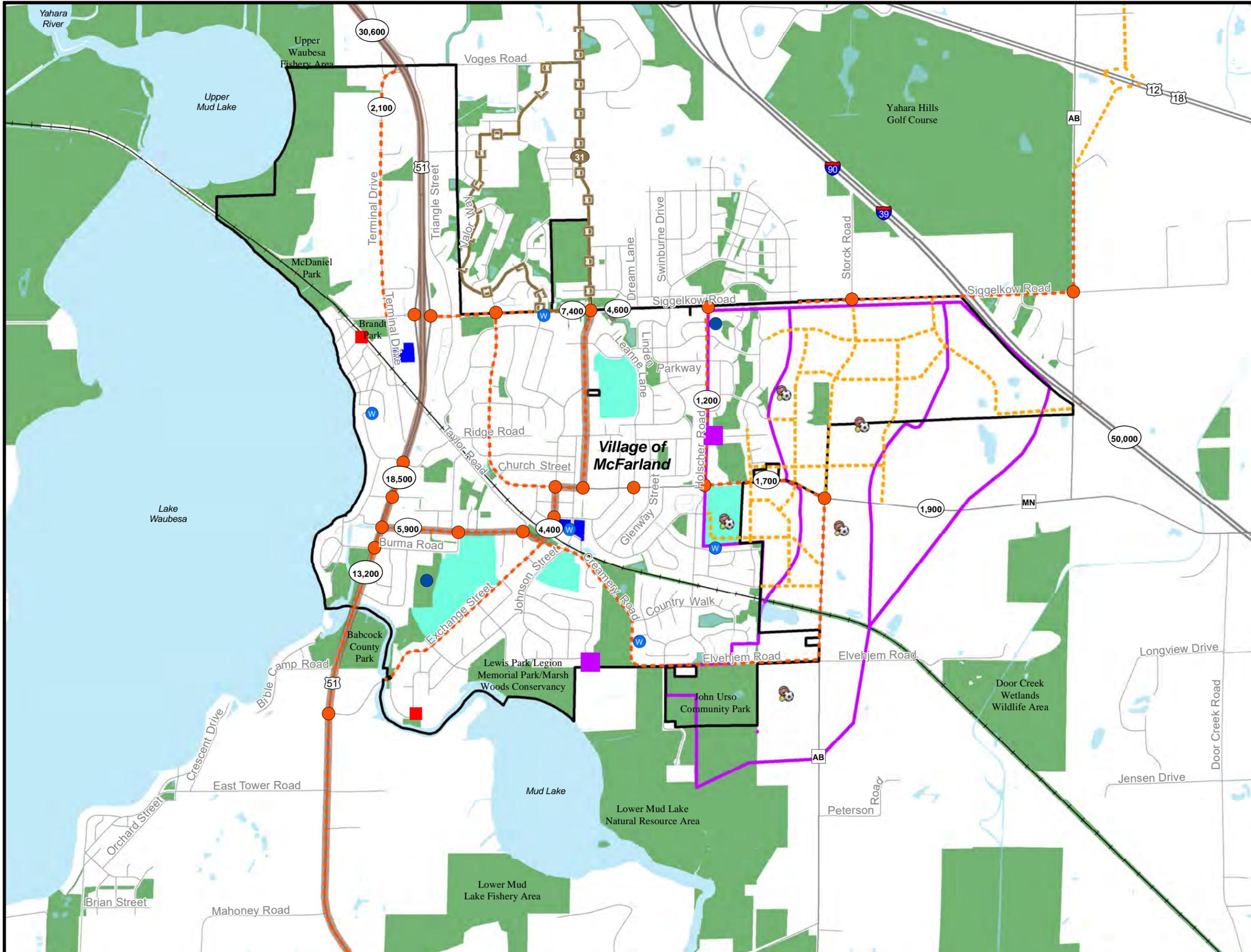
Notes:

1. Several of the planned facilities indicated on this map are described further in the Utilities and Community Facilities and Transportation chapters of the Vision and Directions volume, and/or in the Village Capital Improvements Program.
2. For existing and planned bicycle and pedestrian facilities, see Map 10.
3. For the full range of existing and planned parks, and proposed improvements to existing parks, see the Village's Outdoor Recreation and Open Space Plan.



Date: August 2017

Data Sources: Village of McFarland, Town and Country Engineering, Dane County LIO, and CARPC



MAP 10

BICYCLE AND PEDESTRIAN SYSTEM



COMPREHENSIVE PLAN

Legend

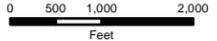
Existing Facilities

- On-Street Bike Lanes
- Off-Street Bike/Ped Paths
- Urban Escape Routes

Planned Facilities

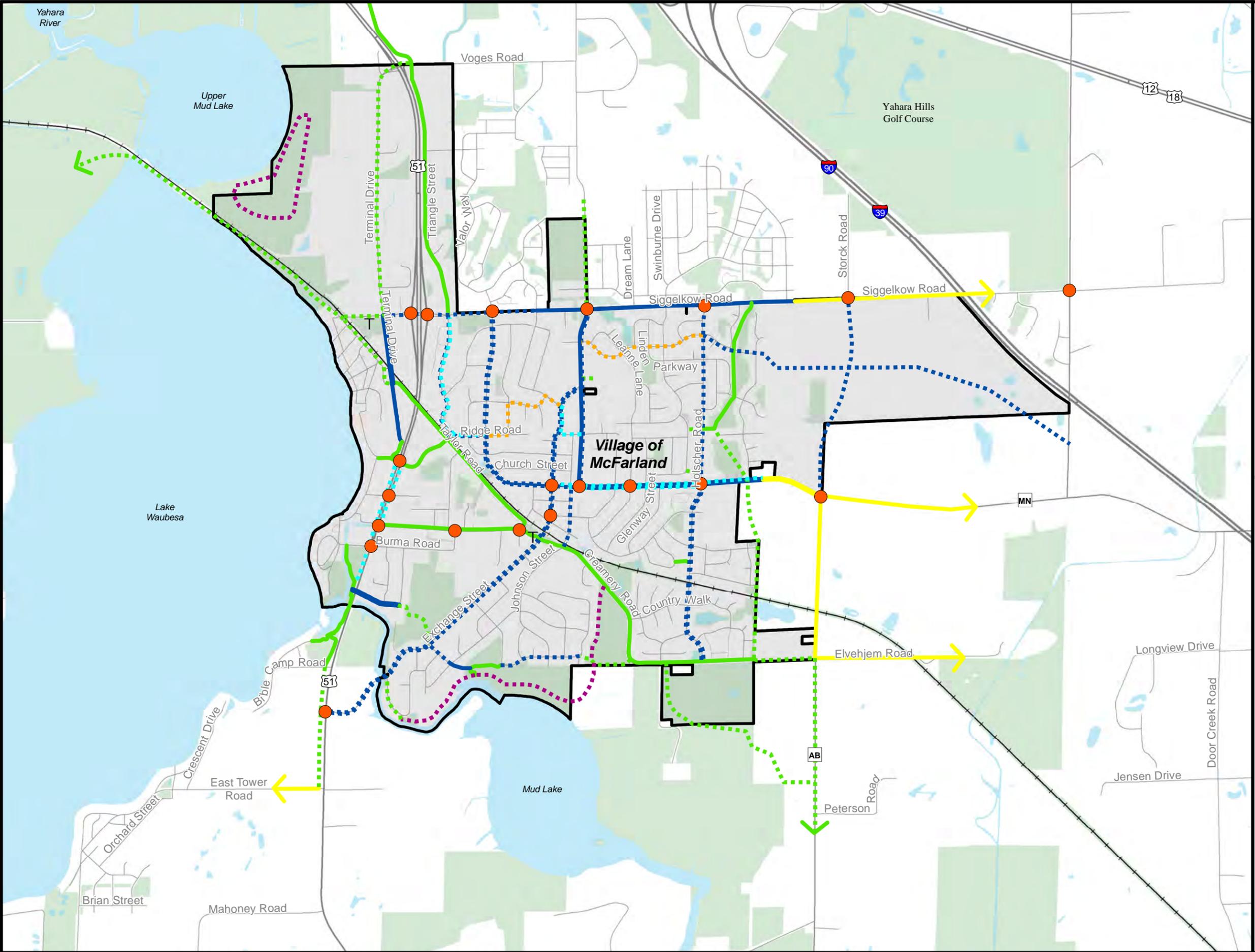
- - - Priority Sidewalks
- - - Off-Street Ped Paths
- - - Off-Street Bike/Ped Paths
- - - On-Street Signed Routes
- - - On-Street Bike Lanes
- T Trailheads
- Intersection Improvements

- Village of McFarland Limits (8/17)
- Interstate Highway
- United States Highway
- County and Local Roads
- Railroad
- Public Lands and Recreation
- Surface Water



Date: August 2017

Data Sources: Village of McFarland, Town and Country Engineering, Dane County LIO, Dane County Parks, and CARPC



CHAPTER 8—TRANSPORTATION

Goal: Connect McFarland internally, to the Madison area, and to the Midwest via interconnected and future-focused roads, paths, and sidewalks, along with highway, transit, and rail improvements.



Objectives

1. Encourage interconnected road, pedestrian, bike, and transit networks serving businesses, visitors, and residents of all ages and abilities.
2. Ensure that transportation system improvements are coordinated with land use and economic development.
3. Coordinate with other agencies that have jurisdiction over roads and highways, bikeways, and other transportation systems—leveraging investments for mutual benefit.



Initiatives

(see full chapter to read more)

1. **Implement a Roadway Improvement Plan.** Figure 7-1, Map 9, and the Village’s Capital Improvement Program provide a multi-year plan to maintain and enhance the Village’s road network to serve existing and future development, including in McFarland’s east side growth area.
2. **Expand McFarland’s Bicycle and Pedestrian Network.** The Village will advance improvements to sidewalks, trails, and on-street bike facilities to make McFarland an even more safe, healthy, and sustainable community.
3. **Explore the Introduction of Transit Service.** Working with potential partners, the Village intends to investigate bus or shuttle service options to key regional destinations. If implemented, such an effort would enhance mobility in a growing as well as aging community.
4. **Continue to Engage with WisDOT on Highway Improvements.** The planned reconstruction of Highway 51 from McFarland to Stoughton and the potential construction of a Highway 12/AB interchange northeast of the Village present transportation and community development opportunities.

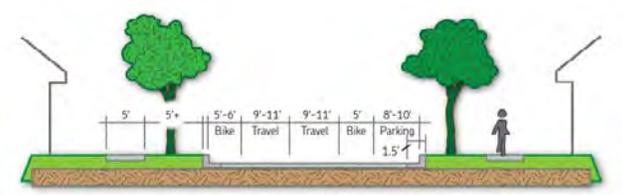
Chapter Purpose

The McFarland area’s transportation system supports local workers, businesses, residents, and visitors. This chapter guides the future development and maintenance of various modes of transportation serving the Village. It also provides a platform for the Village’s more detailed Capital Improvement Program (CIP) and its interactions with other transportation agencies.

Transportation Policies

1. Promote a continuous, interconnected network of highways, streets, sidewalks, bicycle routes, and trails.
2. Ensure safe and convenient access for motorists, pedestrians, and cyclists among McFarland’s neighborhoods, parks, waterways, schools, downtown, and commercial and employment districts.
3. Collaborate with the Wisconsin Department of Transportation (WisDOT), Dane County, and other agencies to improve connections between McFarland, Madison, and the broader region and to advance the Village’s community development objectives.
4. Coordinate transportation system planning and construction with utilities, land uses, recreation, and natural resources.
5. In the review of new subdivisions and other developments, require new roads and paths generally where advised under Map 9, Map 10, and the Village’s [Official Map](#). Where deviations are approved, assure that basic connections advised under such maps are maintained.
6. Design new and reconstructed roads as Complete Streets to serve their multiple intended functions; promote a safe and sustainable community; and enhance surrounding character (see sidebar).
7. Anticipate the introduction of automated vehicles (“driverless cars”).
8. Continue to update and implement a CIP to provide for transportation improvements and as a funding platform.

Complete Streets



This graphic illustrates just one example of a Complete Street—for a collector road in a neighborhood setting. In general, Complete Streets are roadways designed and operated to enable safe, convenient, and comfortable access and travel for all users. Pedestrians, bicyclists, motorists, and other transportation users of all ages and abilities can move safely and comfortably along and across a Complete Street. In addition to providing a sound local transportation policy option, adherence with Complete Streets policies has been required in Wisconsin for any highway project involving state or federal funding. In addition, transportation grant programs favor communities with Complete Streets policies.

Transportation Initiatives



1. Implement a Roadway Improvement Plan

Road improvements contribute to the economic vitality of the McFarland area by providing for the effective movement of people and goods. Planned improvements to existing major roads and new roads in McFarland are listed in Figure 7-1 in the previous chapter, and are illustrated on Map 9. Planned improvements cover a 10+ year timeframe, with the actual timing of many projects driven by the pace and location of land development. The Village will use the information provided by this figure and this map to inform its five-year CIP and potential amendments to its [Official Map](#).

The projects in Figure 7-1 and Map 9 focus on reconstruction of existing roads to address aging pavement, improve safety, serve adjacent development, and manage increased traffic resulting from community and regional growth. In many cases, such reconstruction projects will include “urbanizing” a rural roadway initially constructed to serve a much different function and many fewer vehicles. In all cases, such reconstruction will incorporate Complete Streets principles to the extent practical, including bike and pedestrian facilities.

Many of the planned improvements to existing roads and all of the future roads shown on Map 9 respond to the planned easterly expansion of the Village, as shown on Map 6 and described in the Land Use and Economic Development chapters. As that growth occurs, routes like Broadhead Street (current Highway MN) and Siggelkow Road will demand specific attention and intergovernmental collaboration.

Impacts of “Driverless Cars”

Experts predict that Driverless Cars—formally known as Autonomous Vehicles (AVs)—will become commonplace before 2025. This may affect road design, mobility, and land development through:

- Fewer travel lanes and greater achievement of Complete Streets. Fewer vehicles mean fewer driving lanes, which may in turn lead to more space for bike and pedestrian infrastructure and streetscaping.
- More drop-off zones and fewer and smaller parking lots. AVs can park anywhere or keep driving until they’re needed again.
- Greater infill and tax base opportunities. With surface parking lots potentially rendered obsolete, more infill building opportunities will be the result.
- Fewer vehicles per household. Rather than sitting idle in a parking lot for hours, AVs can more easily do double-duty for some households that currently need two cars. Others may simply rent or subscribe to AVs.

Sources: Tim Chapin, Lindsay Stevens, and Jeremy Crute, *Planning Magazine*, April 2017. Michael R. Boswell and William Riggs “[Autonomous Future](#),” Planetizen series.



2. Expand McFarland's Bicycle and Pedestrian Network

The Village intends to enhance McFarland as an inviting, safe, healthy, vibrant, and sustainable community by expanding and interconnecting its bicycle and pedestrian network. A comprehensive network of bicycle and pedestrian facilities will increase mobility in a community with increasingly diverse ages and abilities, enhance a sense of place and connection among residents and to their community, promote healthy lifestyles, and help manage pollution and greenhouse gas emissions. The network is intended to link neighborhoods, parks, and other key destinations in the community.

The Village's ad hoc Transportation Committee, in consultation with Vandewalle & Associates and Town & Country Engineering, in 2016 completed a bicycle/pedestrian system study. This study was part of its charge to encourage system-wide discussions on the Village's future transportation network. This initiative, including the planned system depicted on Map 10, encompasses the Committee's recommendations.

The planned bicycle and pedestrian network represented on Map 10 will guide implementation of regional, neighborhood, and local connections. The planned network identifies key segments and desired routing to facilitate a community-wide system. It is also intended to spark regional conversations about opportunities to connect the Village to the surrounding region, including Madison's bike system and County and State parks and natural areas.

Implementation of the network will be determined by a combination of prioritizing (e.g., closing key "missing links"); funding opportunities; and co-development with other transportation, utility, and recreation projects. The Village intends to use its CIP and annual budgets for short- to mid-term prioritization. In any case, development of this system will be phased, and

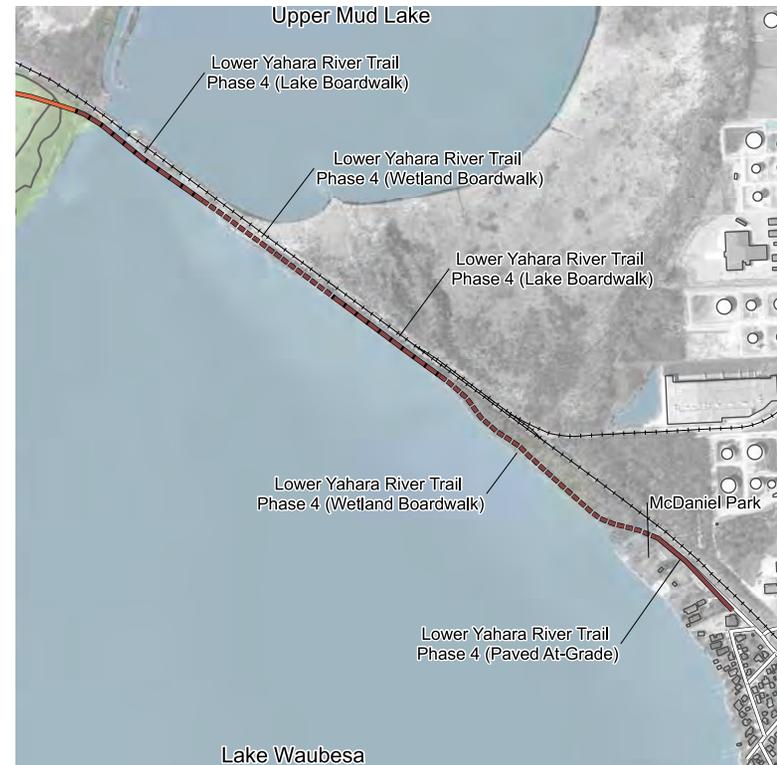


McFarland already has a backbone of multi-use paths on which to base its planned network.

design and construction will be incremental as opportunities arise. Final timing, facility cross sections, sidewalk/terrace configurations, and path segments will require additional study, detailed design, and community, neighborhood, and adjacent landowner discussion prior to implementation.

As identified on Map 10, and to a certain extent on Map 9, the bicycle and pedestrian network will consist of the following components:

- **Priority Sidewalks:** Areas marked as “Priority Sidewalks” on Map 10 represent planned pedestrian connections in response to areas with higher density housing (e.g., Paulson Road), commercial destinations (e.g., along Highway 51), or key missing links (e.g., Ridge Road). Priority sidewalks seek to increase pedestrian safety, address existing desired travel routes, and encourage walking between compatible uses. To guide installation of the priority sidewalks and other potential new sidewalks along existing streets, the Village may develop a clear, consistent, and comprehensive sidewalk policy.
- **Off-Street Ped Paths:** Planned “Off-Street Ped Paths” on Map 10 are intended as pedestrian-only connections to serve as low volume or nature based walking paths. These path segments would be non-paved, likely consisting of mowed paths or gravel/bark mulch surfaces.
- **Off-Street Bike/Ped Paths:** Planned “Off-Street Bike/Ped Paths” are road-separated facilities designed for pedestrians, bicycles, and other wheeled, non-motorized vehicles (e.g., in-line skates). Adaptable to a broad range of user groups, skill levels, and fitness levels, these



The above graphic, from the Dane County Land and Water Resources Department, represents Lower Yahara River Trail project phases that extend into McFarland.

planned paths build upon existing paths to create connections throughout the Village and leverage the County's regional bicycle path network. These types of paths would be paved and generally 10 feet in width. A special area of focus will be the Lower Yahara River Trail project—a regional path crossing easterly over Upper Mud Lake and Lake Waubesa into McFarland. In conjunction with Dane County, Wisconsin Department of Natural Resources, and the Rail Commission, McFarland is committed to seeing this trail project through to completion and building its local path network to feed and complement it.

- **On-Street Signed Routes:** Planned “On-Street Signed Routes” are intended for lower volume streets that safely connect to neighborhoods or other destinations. While most McFarland’s neighborhood streets are appropriate for bicycling, two specific road routes on Map 10 are proposed for signage to provide a clear, safe route for cross-town bike travel.
- **On-Street Bike Lanes:** Planned “On-Street Bike Lanes,” like those currently marked on reconstructed segments of Siggelkow Road, will utilize on-street pavement markings to reinforce key routes through the Village. The Village will focus on collector streets for marked on-street bike lanes. Through the creation of dedication space, these facilities offer cyclists safer travel space, create visual cues for cyclists and motorists, and offer traffic calming by clearly delineating travel spaces even when not in use.
- **Urban Escape Routes:** “Urban Escape Routes” represent key existing and future connections from the Village to the surrounding rural area. The identified routes on Map 10 have manageable motor vehicle traffic conflicts—at least for experienced, on-road cyclists. Future street reconstruction projects should be preceded by discussions on desirable bicycle accommodations or potential adverse impacts.
- **Trailheads:** Map 10 shows two general areas in which the Village may wish to develop a bicycle trailhead—in or near Brandt Park and in the downtown area. Such trailheads could include motor vehicle and bike parking, informational kiosks including representations of the bike and pedestrian system and local businesses, a bench and/or picnic table, a water fountain, and perhaps a bike mechanic stand.



- **Intersection Improvements:** Often, crossing a major road is the most significant impediment to safe bike or pedestrian travel. Maps 9 and 10 indicate several potential improvements to road intersections, all of which could feature improved crosswalks, shorter crossing distances via center refuge medians or curb extension, and other efforts to make crossing safer and more comfortable.
- **Wayfinding Signs:** The system should be marked with a series of wayfinding signs to direct bicyclists and walkers to their destinations, and in more remote areas to provide mile (or ¼ mile) markers. The Dane County Bicycle Wayfinding Manual may be a useful resource for bicycle wayfinding signs in the Village.
- **Complete Streets:** Road design can have a significant effect on cycling and walking. Often, people choose to drive short distances because of the perception that biking or walking would be unsafe. This is often because, in the past, many roads were built with only motor vehicles in mind. The Village intends to build multi-modal features into road projects going forward—part of a concept known as Complete Streets introduced in the “policies” section of this chapter.

With these improvements on the horizon, the Village will explore other efforts to enhance McFarland as a bicycle and pedestrian friendly community. These include requiring bike parking and safe access in all new commercial, industrial, institutional, and multiple family residential development projects. The Village may also explore designation as a bicycle friendly community, or similar status. The recognition provides a resource and structure for bike-friendly efforts.

Bicycle Friendly Communities

The Bicycle Friendly America program through the League of American Bicyclists ranks and recognizes U.S. communities that actively support bicycling with infrastructure, programs and policies. Wisconsin boasts a number of Bicycle Friendly Communities:

- **Platinum:** Madison
- **Silver:** La Crosse, Shorewood, and Fitchburg
- **Bronze:** Middleton, Monona, Milwaukee, River Falls, Eau Claire, Onalaska, Stevens Point, Sturgeon Bay, Appleton, and Menomonie

Much more information is available at <http://bikeleague.org/bfa>.



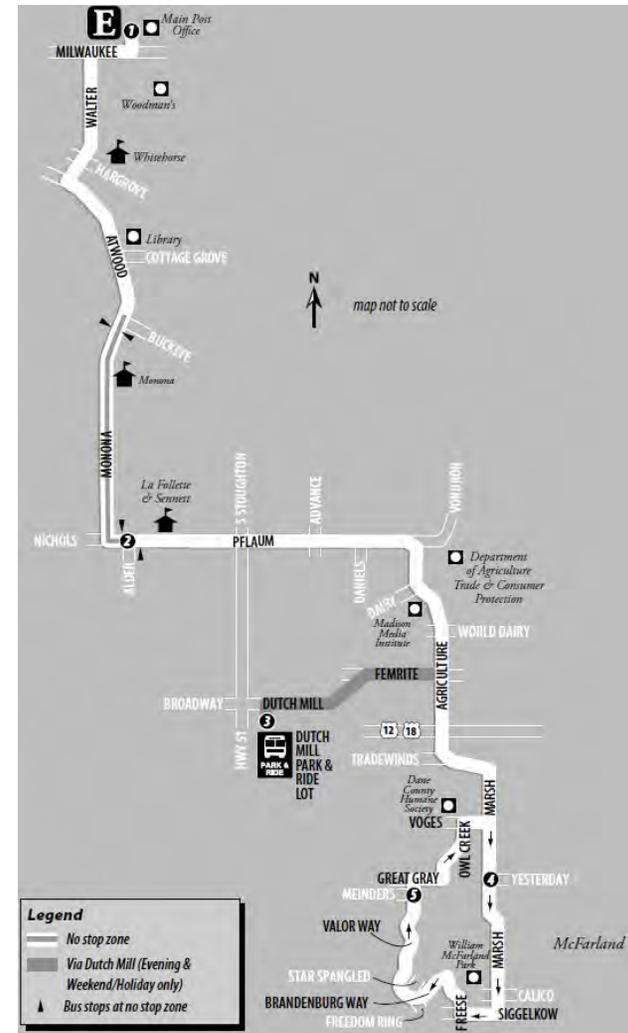


3. Explore the Introduction of Transit Service

As McFarland’s population ages and becomes more economically diverse, and the Village seeks additional jobs, demand for alternative modes of transportation will likely increase. The Village intends to conduct a community conversation and technical analysis of transit service options. This conversation should include the Chamber of Commerce, employers, senior citizens, other residents who may be transit-dependent, potential “choice” riders, and the broader community in which there may be different perceptions of bus service.

The different options for providing or extending bus or shuttle transit service in McFarland include the following, which are not all mutually exclusive:

- New or extended Madison Metro route:** The cities of Middleton, Verona, and Fitchburg have contracted with the Madison Metro Transit system on fixed-route bus service. McFarland may have a similar opportunity. This could be via an extension of Metro Route 31; the current route is depicted on Metro’s map to the right. Alternatively, the Village could work with Madison Metro to determine the cost and feasibility of a new bus route. A new route might be considered because Route 31 does not offer direct service to downtown Madison, the University campus, or hospitals—key regional destinations for McFarland residents. Maps 8 and 9 conceptually depict a potential new or extended bus route through McFarland. The number of hours a Metro bus spends within a jurisdiction’s borders largely defines the cost of service, factoring in local, State, and federal revenues. As of 2016, a lack of storage capacity limits any increases to Metro’s fleet size (i.e., number of routes and frequency of service), with no clear timeline for resolution.



- Regional express bus service:** Compared to local route service, express bus service has fewer stops, only at major trip origins or destinations (e.g., one or two per community, downtown Madison, UW-Campus). The Madison Area Transportation Planning Board’s 2012 Long Range Transportation Plan contemplated express bus service through McFarland on Highway 51, continuing south to Stoughton. The Board’s 2017 Plan update will likely refine a concept for new express bus service to and through McFarland, which may include a downtown McFarland connection such as is represented on Maps 8 and 9. A site along Highway 51 would provide a logical park and ride lot location, perhaps built in conjunction with Highway 51 improvements (see next initiative).
- Independently contracted bus service:** The City of Monona has a contract with First Student to operate a weekday commuter express route called Monona Express. Monona Express makes four loops each weekday morning and four loops each afternoon to take riders to downtown Madison, the UW Campus, and the UW, VA, Meriter, and St. Mary’s Hospitals. First implemented about twenty years ago, the Monona Express is partially funded by local, State and federal monies. Regular fares are 50 percent higher than regular Madison Metro fares. McFarland could pursue a similar approach, and the proximity of McFarland to Monona may provide opportunity for collaboration between the two municipalities.
- Specialized transit service:** At time of writing, McFarland residents could use four specialized transportation services for the elderly, persons with disabilities, and low-income persons administered by the Adult Community Services Division of the Dane County Department of Human Services. Again through a contract with First Student, Monona offers a flexible route service through that City designed for people with disabilities as well as seniors. Perhaps through the Senior Outreach Services Department, the Village could explore opportunities to expand or better publicize Dane County’s paratransit services, model after Monona’s program, or pursue another alternative for specialized and/or flexible route bus, shuttle, or shared-ride taxi service.

4. Continue to Engage with WisDOT on Highway Improvements

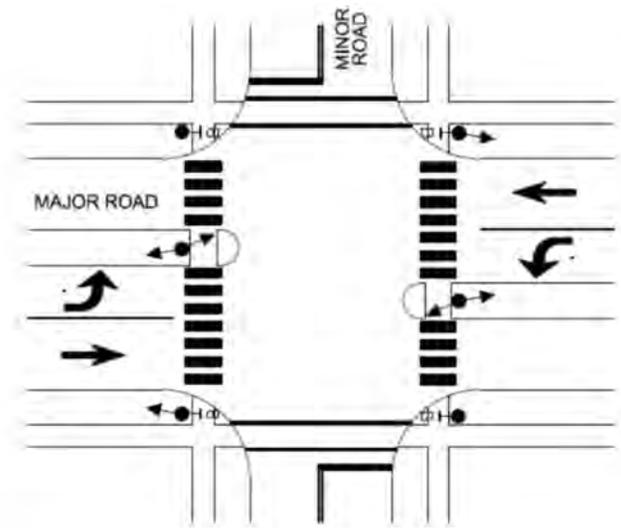
U.S. Highway 51 is both a major Midwest travel way and a commuter route between Stoughton, McFarland, and Madison. Highway 51 serves other roles for McFarland too, including being its only north-south arterial road, providing access to its primary commercial and employment districts, and helping define the community's image to visitors and passers-through.

WisDOT's is scheduled to complete its Environmental Assessment for Highway 51 in 2018, with construction currently anticipated in the early- to mid-2020s. Proposed improvements between Exchange Street and Larson Beach Road would include reconstruction of the existing 4-lane roadway with a median or two-way left-turn lane, replacement of the bridge over the Yahara River, and bicycle and pedestrian accommodations on both sides of the highway. Pavement would be replaced along the existing 4-lane expressway section from Larson Beach Road to Terminal Drive/Voges Road. An auxiliary lane (outside lane) would be added in each direction between the north ramps of the Siggelkow Road interchange and Terminal Drive/Voges Road intersection. The Highway 51 southbound bridge over Taylor Road and the railroad would be replaced.

As this project progress to design, the Village advocates the following elements, as part of the WisDOT project or in tandem:

- **Sensitivity to the needs of existing businesses:** In the process of highway design, the Village will advocate that existing businesses continue to have reasonable access and viable site sizes and shapes to serve their needs.
- **Utility and transit coordination:** The Village will work with WisDOT to coordinate the upcoming highway project with other local utility and technology infrastructure projects, such as water, sewer, and fiber optic cable. Coordination with potential bus service, including a potential park and ride lot near Highway 51, should be considered.
- **Community-sensitive street lighting:** The Village has observed the negative effects of harsh freeway-style lighting in other communities. Within the stretch between the Yahara River and Larson Beach Road, the Village will advocate community-sensitive lighting options, including consideration of decorative lights compatible to what the Village may implement along Farwell Street east of Highway 51. See Map 8 in the Economic Development chapter.

- **Entryway and aesthetic enhancements:** A recent State law change no longer generally requires “community sensitive solutions” as part of major highway projects. Still, the Village may wish to advocate that a small percentage of funds for the Highway 51 project be devoted to features like adjacent landscaping, entryway signs, and wayfinding signs, as suggested in the Culture and Community Character and Economic Development chapters. Highway 51 reconstruction planning did begin when these funds were available.
- **Significantly improved bike and pedestrian crossings:** As included in Map 9, these should include enhancements at each of the four at-grade intersections (Burma, Farwell, Dale Curtain, and Larson Beach) to safely knit the east and west sides of the community. An under/overpass near Farwell Street should be considered.



This graphic from the 2016 WisDOT Traffic Guidelines Manual shows supplemental pedestrian crossing pavement markings at major roads.

In addition, WisDOT continues to plan for potential improvements in the area of U.S. Highways 12/18 and County Highway AB through its US 12/18 Freeway Conversion Study. As replicated on Maps 7 and 9, WisDOT’s recommended alternative would create a full diamond interchange approximately 1,000 feet east of the existing Highway AB intersection with Highway 12/18. The eastern shift would minimize impacts on existing uses in the area. The Village in conjunction with the City of Madison and Ho-Chunk Nation advocates construction of this interchange. The interchange would greatly enhance the prospects for economic development at McFarland’s eastern edge, as described in the Economic Development chapter.

CHAPTER 9—INTERGOVERNMENTAL AND STAKEHOLDER COOPERATION

Goal: Enhance the greater McFarland community by welcoming all area residents, maintaining a close relationship with the McFarland School District, and pursuing and extending other intergovernmental arrangements and agreements.



Objectives

1. Build working relationships with pertinent local, County, regional, and State governments and districts.
2. Use intergovernmental agreements to advance the Village's vision and its regional sensibilities.
3. Maintain and grow McFarland as an open community in which all voices are heard.

Initiatives

(see full chapter to read more)

1. **Manage Intergovernmental Agreements with Adjacent Municipalities.** At time of writing, McFarland had boundary agreements with the Town of Dunn and City of Madison. Madison had an agreement with the Town of Blooming Grove, which will result in that town's dissolution in the 2020s.
2. **Serve the Greater McFarland Community in Collaboration with the School District.** The health of the Village and School District are intertwined. The Village welcomes collaboration on matters such as school expansions, land acquisition and disposition, joint programming and facility use, cross-service on committees, community growth, traffic management, and safe routes to schools.
3. **Practice Transparency and Inclusion in Village Activities.** The Village will be open, welcoming, and responsive to the McFarland community through consistency in action, meaningful input, and high- and low-tech means to interact and learn.



Chapter Purpose

The Village has intergovernmental agreements and other informal relationships with units of government that are adjacent to McFarland or cover overlapping territory. The Village will manage these relationships and agreements, including new efforts for mutual benefit over time. The Village also desires to enhance the voice of its residents, property owners, and business owners in local government affairs. Such efforts will be guided by this chapter and this volume, and under the direction of the Village Board.

Intergovernmental and Stakeholder Cooperation Policies

1. Continue to support intergovernmental and cross-community organizations that enhance McFarland's quality of life, such as the Chamber of Commerce and School District.
2. Leverage relationships with the Madison Region Economic Partnership (MadREP), Wisconsin Economic Development Corporation (WEDC), and Capital Area Regional Planning Commission (CARPC) to advance local and regional economic development.
3. Cooperate with State legislators, adjacent local and tribal governments, Dane County, and Wisconsin Department of Transportation (WisDOT) on intergovernmental transportation recommendations included in the Transportation chapter.
4. Work together with neighboring municipalities; Dane County; the Wisconsin Department of Natural Resources (WisDNR); Madison Metropolitan Sewerage District (MMSD); and sportsmen, watershed, and other private associations on lake, river, watershed, recreation, flood control, and habitat projects, including those in the Natural Resources chapter.
5. Continue intergovernmental and shared service agreements for public facilities and services, and consider additional services and facilities where consolidating, coordinating, or sharing will result in better services or cost savings.
6. Offer to share the Village's capital improvement program (CIP) with neighboring municipalities and the School District to identify potential for coordinating projects, and seek opportunities to coordinate bidding and construction of infrastructure projects and major equipment purchases.
7. Actively participate, review, monitor, and comment on pending comprehensive, neighborhood, and other plans for nearby communities and Dane County.
8. Maintain a general policy of active citizen and other stakeholder engagement in Village planning, decision making, problem resolution, and idea generation and vetting.



Intergovernmental and Stakeholder Cooperation Initiatives

1. Manage Intergovernmental Agreements with Adjacent Municipalities

At time of writing, McFarland had several agreements with other units of governments concerning the delivery of various services, including fire protection, emergency medical services, and senior services. The Village will seek to extend and expand such service agreements, where cost- or resource-sharing will benefit McFarland residents in an era of tight public resources.

Intergovernmental agreements focused on municipal boundaries lead to more logical future boundaries, more efficient utility and road networks, provide less chance that either local government will lower its standards to attract annexation. For McFarland, the Village desires agreements that provide a sufficient avenue for orderly Village expansion, which for McFarland is most logically in an easterly direction. The importance of the Village being able to expand horizontally—while still promoting redevelopment and infill—is documented in the Land Use chapter.

In 2005, the Village of McFarland and Town of Dunn entered into an intergovernmental cooperation agreement that designated land east of the existing Village boundary where Village annexations are permitted and Town acquisition of development rights are not permitted. The agreement also limits development and Village annexation south of the Yahara River and Lower Mud Lake. Prior to its next 10-year Comprehensive Plan update, the Village seeks to engage with the Town of Dunn regarding extension of that agreement, which would otherwise terminate on December 31, 2025.

While the McFarland-Dunn agreement allows the Village a reasonable opportunity to expand into part of its eastern growth area, most of the Village’s east side growth area was until July 2017 within the Town of Blooming Grove. In 1997, Madison and McFarland entered a 20-year intergovernmental land use and boundary agreement, which provided for Madison’s easterly expansion north of Siggelkow Road and McFarland’s south of Siggelkow Road. That agreement is set to expire in April 2018.

In 2006, Madison entered a separate agreement with Blooming Grove that provides for the phased incorporation of all of that town’s lands into the City of Madison no later than October 31, 2027, or sooner if desired by the Town Board, “including any territory south of Siggelkow Road.” That agreement allows the City to then detach any such property south of Siggelkow Road to the Village, and notes that before the dissolution of Blooming Grove, the “Village of McFarland may annex Town lands south

of Siggelkow Road in accordance with state law.” In July 2017, the Village in fact annexed 361 acres in this area at the request of landowners.

The City of Madison has indicated that it does not intend to renew or amend its 1997 agreement with the Village, instead offering the position that the Madison-Blooming Grove agreement will control after April 2018.

2. Serve the Greater McFarland Community in Collaboration with the School District

The future health and growth of the McFarland School District and the Village of McFarland are closely linked. McFarland students consistently show very high levels of achievement, ranking several percentage points higher than the rest of the State in all subject areas. While the Village is the primary provider of students to the McFarland School District, District students also live in parts of the Towns of Dunn, Pleasant Springs, Blooming Grove, Cottage Grove, and (increasingly) the City of Madison. Regardless of the municipality in which they reside, many McFarland School District families most closely identify themselves with the Village of McFarland.

The Village welcomes collaboration with the School District on a variety of issues, perhaps including the following:

- **School Expansions:** The McFarland School District’s successful November 2016 referendum enables expansions to most of its school buildings. As the District proceeds with expanding its facilities, the Village seeks collaboration on impact analyses, especially traffic.
- **Transportation Access Improvements:** Student safety is a high priority for both the Village and the School District. Transportation improvements near McFarland schools should be made in collaboration, including “safe routes to schools” for walkers and cyclists as a means to manage traffic and greenhouse gas emissions.

Schools are a Top Reason for Choosing McFarland

Within the 2016 community survey conducted during the comprehensive planning process, respondents were asked to choose from among 15 potential reasons why their family chooses to live in McFarland. “Good schools” was selected as the top reason by 48 percent of respondents—the next most frequently selected “top reason” received 9 percent.



- **Collaboration on Land Acquisition and Disposition:** The District may be interested in disposing of its undeveloped site at the southeast corner of Holscher Road and Highway MN, and/or acquiring a separate tract of undeveloped land further northeast. The Village offers collaboration to assure that School District and Village plans mesh.
- **Joint Programming and Facility Use:** The Village intends to continue to work with the District on joint facility usage for community and recreational programming. The Village welcomes District collaboration on a community center. See also Chapter 7—Utilities and Community Facilities.
- **Collaboration on Comprehensive Outdoor Recreation & Open Space Plan:** The Village will appreciate input from the School District during its process for updating the [Outdoor Recreation & Open Space Plan](#), as School District lands and facilities factor into the community’s recreation system.
- **Maintaining Moderate Population Growth:** State aids to school districts are linked to population growth. In general, school districts benefit from steady population growth. The Village will work to achieve population growth, including through initiatives described in Chapter 6—Housing and Neighborhoods and possibly through joint marketing with the District.
- **Regular Interaction:** Many villages ask for a school district liaison to serve on plan commissions or other Village bodies. Such participation aids in municipality-district communication and helps assure that school district impacts are addressed with new development proposals. When a position opens on the Plan Commission, the Village may seek a School District representative, who must also be a Village resident. There are additional options for regular communication.



Enhancing safety on and near school sites for walkers, cyclists, buses, and parents driving their kids should be a collaborative effort between the Village and School District.



3. Practice Transparency and Inclusion in Government Activities

The Village would like to emphasize McFarland as a community of transparency, open dialogue, and inclusion, with opportunities for community discussion that allow all voices to be heard. Through this and other initiatives, the Comprehensive Plan sets forward a framework for ongoing dialogue and community development.

The Village Board has already spent time formulating and committing to the following action steps:

- **Increase trustee and staff outreach to neighborhoods:** The Village will increase its visibility at neighborhood meetings and events with a friendly Village face, and host and participate in open houses and other similar events. The Village will also maintain a stronger presence at regular meetings of community service organizations and other local groups.
- **Record and report citizen input:** The Village intends to track the concerns of citizens who contact Village officials and staff, and report back with outcomes. While exercising discretion on contacts and privacy, the Village administration also intends to convey this information to the Village Board on a regular basis.
- **Increase involvement in community development plans and the community's vision:** The Village desires to get more stakeholder input, going forward, including through modern options like social media. Potential initiatives of developing a community center or expanding bus service provide ripe opportunities for genuine community dialogue.
- **Coordinate with community associations using Village facilities:** These include groups like the Soccer Association, Softball Association, Youth Center, and others. At least annually, the Village would like to meet with such groups to

Open Houses

Open houses allow local residents to interact with their Village government in a friendly, non-threatening manner.

In observance of National Public Works Week, the Village of McFarland in May 2017 hosted the Village's first-ever Public Works Open House. Attendees were offered a behind-the-scenes look at what the Village's Public Works Department does, including the tools and equipment required to maintain the Village's infrastructure. The event included equipment displays and giveaways for kids.

address collaborative efforts, establish fees, coordinate fundraising events, facilitate special event permits, and develop facility use policies. The Village will explore requiring that such groups report annually to the Village.

- **Coordinate annual meetings with other organizations to ensure objective coherence:** The Village desires to have joint meetings between Village Board and other Village and related entities—such as the Library Board, Police and Fire Commission, and School Board—at least once per year. The two boards in each pair should consider coordinating the meeting as an organized discussion with agendas, held in the first half of the year.
- **Research committee structure:** The Village seeks to streamline government by investigating its efficiency and communications. Some committee combinations may reduce redundancy. The Village may also introduce simplified templates for agendas and minutes to improve workflow efficiency.
- **Continually update all agendas and meeting information on the website:** The Village aims to distribute agendas sooner to allow for ample review time. Likewise, there is a desire for more timely completion of meeting minutes. A consistent, streamlined process with realistic deadlines will help assure reliable distribution of information via the Village’s website.
- **Review purchasing policy:** In general, the Village will evaluate effectiveness and efficiency in Village government operations. Staff may want to re-review and possibly revise policies such as to dispose of public property, and/or update the fiscal manual.
- **Improve community communication:** All forms of communications should be considered and reviewed for effectiveness, with existing tools considered for updates, reformatting, or discontinuance if ineffective. The Village will continue and update as necessary traditional media outlets, such as the Village’s “Outlook” newsletter and McFarland Thistle. The Village also intends to expand use of its Website and social media (e.g., Facebook, YouTube, and Instagram) to help it be more proactive with communications, accessible and responsive to citizens, more transparent, and reach a greater variety of people. Greater use of the Village’s Website, social media, surveys, and other means of two-way communication will help the Village maintain an inclusive atmosphere.



CHAPTER 10—IMPLEMENTATION



Top Priority Initiatives

(see preceding chapters to read more)

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

High Priority Initiatives

(see preceding chapters to read more)

- A. Advance Resource-based Recreation in McFarland
- B. Refine and Protect Environmental Corridors
- C. Enhance Community Entryway Features and Wayfinding
- D. Support the Needs of Aging Residents
- E. Use the Future Land Use Map to Guide Growth and Development
- F. Implement and Update Plans for Downtown Revitalization
- G. Develop a Business Recruitment and Retention Strategy
- H. Enhance the Community Development Authority's Economic Development Function
- I. Invest in and Maintain Existing Village Neighborhoods
- J. Stage Public Improvements through a Capital Improvements Program
- K. Update the Village's Outdoor Recreation & Open Space Plan
- L. Implement a Roadway Improvement Plan
- M. Continue to Engage with WisDOT on Highway Improvements
- N. Service the Greater McFarland Community in Collaboration with the School District

Chapter Purpose

Specific follow-up actions will be required for the Village’s Comprehensive Plan to become reality. This final chapter provides the Village of McFarland with a roadmap for Plan management and implementation.

Understanding the Comprehensive Plan

The McFarland Comprehensive Plan was adopted following procedures specified by Wisconsin’s comprehensive planning statute and the Village’s public participation plan. The process included opportunities for public and other stakeholder input, Village Plan Commission and other Village committee recommendations, a public hearing, and finally Village Board adoption of the Plan.

Considering both the Conditions and Issues volume and this Vision and Directions volume, the Plan includes all necessary elements under statute. The comprehensive planning statute requires that this Implementation chapter “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the two volumes of the Plan were prepared simultaneously, there are no known internal inconsistencies.

Marketing the Comprehensive Plan

This Plan volume should be used by government officials, developers, residents, and others interested in the future of the McFarland area to guide growth, development, redevelopment, and preservation. This Plan will have value only if it is shared, understood, and supported. The Village will work to increase awareness of this Plan, such as by:

- Ensuring that up-to-date materials are easily accessible on the Village website.
- Speaking to organizations and groups within the McFarland community about the Plan.
- Displaying the community’s vision, the Future Land Use map (Map 6), and other Plan materials at the Municipal Center.
- Incorporating initiatives into annual budgets and capital improvement programs, as funding allows.
- Presenting and discussing implementation progress and performance reports to the Village Board and Plan Commission.
- Encouraging all Village committees and staff to become familiar with and use the Plan in their decision making.



Implementing Initiatives in the Plan

Figure 10-1 includes all of the initiatives from each chapter within this volume of the Plan. See the referenced chapter in this figure for more information on each initiative. Also, see Figure 7-1 for an identification and timetable for Community Facilities and Utilities projects.

The Village Board, with input from the Plan Commission and the public, evaluated all of the initiatives in Figure 10-1 against one another to arrive at a priority rating for each initiative. Priorities may later be adjusted by the Village Board to capture unique opportunities or shifting emphases, without having to amend this Comprehensive Plan. In general, “top” priorities will be primary focus over the few years following adoption of this Plan. “High” priorities should advance as soon as practical, assuming that “top” priorities are on course and manageable. “Moderate” priorities could eventually elevate to “high” or “top” priorities, or may be ongoing or time-permitting initiatives of the associated staff.



Figure 10-1: Prioritization of Comprehensive Plan Initiatives

Identifier	Initiative (click on link to learn more)	From Chapter...	Priority Ranking
1	Enhance the Quality of McFarland’s Lakes and River	2—Natural and Agricultural Resources	TOP
2	Collaborate on Development of an Intergenerational Community Center	3—Culture and Community Character	
3	Secure McFarland’s Planned East Side Expansion	4—Land Use	
4	Expand Activity and Welcoming Features along Highway MN—McFarland’s “Main Street”	5—Economic Development	
5	Prepare and Implement a Municipal Facilities Master Plan	7—Utilities and Community Facilities	
6	Expand McFarland’s Bike and Pedestrian Network	8—Transportation	
7	Practice Transparency and Inclusion in Government Activities	9—Cooperation	
8	Advance Resource-based Recreation in McFarland	2—Natural and Agricultural Resources	HIGH
9	Refine and Protect Environmental Corridors	2—Natural and Agricultural Resources	
10	Enhance Community Entryway Features and Wayfinding	3—Culture and Community Character	
11	Support the Needs of Aging Residents	3—Culture and Community Character	
12	Use the Future Land Use Map to Guide Growth and Development	4—Land Use	
13	Implement and Update Plans for Downtown Revitalization	4—Land Use	
14	Develop a Business Recruitment and Retention Strategy	5—Economic Development	
15	Enhance the Community Development Authority’s Economic Development Function	5—Economic Development	
16	Invest in and Maintain Existing Village Neighborhoods	6—Housing and Neighborhoods	
17	Stage Public Improvements through a Capital Improvements Program	7—Utilities and Community Facilities	
18	Update the Village’s Outdoor Recreation & Open Space Plan	7—Utilities and Community Facilities	
19	Implement a Roadway Improvement Plan	8—Transportation	
20	Continue to Engage with WisDOT on Highway Improvements	8—Transportation	
21	Service the Greater McFarland Community in Collaboration with the School District	9—Cooperation	
22	Pursue Local Opportunities to Mitigate and Adapt to Climate Change	2—Natural and Agricultural Resources	MODERATE
23	Develop an Updated McFarland Brand	3—Culture and Community Character	
24	Reinvigorate McFarland’s Historic Preservation Efforts	3—Culture and Community Character	
25	Provide for Compatible Reinvestment along Lake Waubesa and in Residential Areas	4—Land Use	
26	Implement and Review the Terminal and Triangle District Plan	4—Land Use	
27	Work to Enhance Business Opportunities near Interstate 39-90 and Siggelkow Road	5—Economic Development	
28	Implement a Resident Retention and Attraction Strategy	6—Housing and Neighborhoods	
29	Encourage Neighborhood Development on the Village’s East Side	6—Housing and Neighborhoods	
30	Site and Acquire an East Side Community Park	7—Utilities and Community Facilities	
31	Explore the Introduction of Transit Service	8—Transportation	
32	Manage Intergovernmental Agreements with Adjacent Municipalities	9—Cooperation	

Using the Plan for Day-to-Day Decision Making

The Village will evaluate decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. Many individual decisions guided by this Plan will involve zoning, land divisions, and public investments. The Village's approach to evaluating consistency of decisions with this Comprehensive Plan is as listed below:

- **Zoning:** Proposed zoning text and map amendments (rezonings) must be consistent with this Plan by statute. The Future Land Use map (Map 6) will guide the application of permanent zoning to property. However, the precise location of zoning district boundaries may vary from the Future Land Use map, as judged appropriate by the Village. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for properties located at the edges of future land use category areas, or in the downtown area. In their consideration of [zoning map](#) changes, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. Therefore, this Plan allows for the phasing of zoning actions and the refinement of the precise recommended land use boundaries through zoning processes. Where the Village wishes to amend its zoning map in a manner that differs from this Plan, the Plan will first need to be amended to resolve the difference(s) under the procedures specified later in this chapter.
- **Land Division:** Proposed land division ordinances/subdivision regulations must be consistent with this Plan, and land divisions and subdivisions under them should be generally consistent. In their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, the current availability of public infrastructure and services, and the details of the proposed development. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Plan Commission and Village Board.
- **Official Map Actions:** The [Official Map](#), which for McFarland focuses particularly on major future roads, must also be consistent with the Comprehensive Plan. Departures from the exact locations of future public facilities depicted on the Official Map will often be resolved through platting and land development processes. In their consideration of



amendments to the Official Map, the Plan Commission and Village Board will evaluate the specific timing of the amendment request, its relationship to the nature of both existing and future land uses, its relationship to future transportation and community facilities as depicted on Map 9, and the details of the proposed amendment.

- **Public Investments:** Public investment decisions will generally be guided by the recommendations in this Comprehensive Plan, including Figure 7-1. The timing and precise location of public investments may vary, as judged appropriate by the Village Board, often following committee recommendations. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments, as deemed appropriate by the Village Board.

Monitoring the Plan

The Village generally relies on its staff to monitor the Comprehensive Plan and potential amendments. The Plan Commission intends to devote at least one meeting annually to:

- Review decisions on private development proposals and progress on initiatives over the previous year against the recommendations of this Plan.
- Consider municipality, developer, and public requested amendments to the Plan over the previous year and in response to new opportunities, more detailed analyses, or changing community conditions.
- Monitor changes in the State comprehensive planning and related laws to determine how they may affect this Plan.
- Offer recommendations to the Village Board on amendments to the Comprehensive Plan.

Amending the Comprehensive Plan

The Village will amend and update the Plan as appropriate. “Amendments” are generally defined as minor changes to the maps or text in the Comprehensive Plan. Amendments may be appropriate in instances where the Plan becomes irrelevant or contradictory to emerging policy, initiatives, or trends. It is possible that McFarland will receive, and wish to entertain, requests for Plan amendments from landowners, developers, and others. Frequent amendments, though, should be avoided. Ideally, proposed amendments will be occasional and bundled together so that the Village can thoughtfully evaluate their impacts.



The following process for Plan amendments will assure that the Plan amendment procedures of Section 66.1001(4), Wisconsin Statutes (at least as of 2017), are followed:

1. In coordination with the Village Board, the Plan Commission meets to discuss a potential amendment to the Plan.
2. The Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
3. A Class 1 notice is published at least 30 days before the public hearing described below, and containing information required under Section 66.1001(4)d, Wisconsin Statutes. Also, the Village must provide notice of the proposed Plan amendment to any individual who qualifies under Sections 66.1001(4)e and f of Statutes.
4. Not less than 30 days after publishing of the notice, the Village Board holds a public hearing on an ordinance that would incorporate the proposed amendments into the Comprehensive Plan.
5. The Village Board acts on the ordinance adopting the proposed Plan amendments. Adoption must be by a majority vote of all members. This may be immediately following the public hearing, or at a subsequent Village Board meeting.
6. A copy of the adopted ordinance and Plan amendments are sent to all adjacent and overlapping government jurisdictions, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, of Wisconsin State Statutes.

Updating the Comprehensive Plan

A Plan update is more significant than an amendment. An update often involves a substantial re-write of the Plan document and maps, including review of demographic and statistical data and identification of policy changes. Under current State law, the Village will need to update this Plan no later than 10 years following the adoption date on the cover. Based on this deadline, the Village intends to update this Comprehensive Plan by the year 2027.

