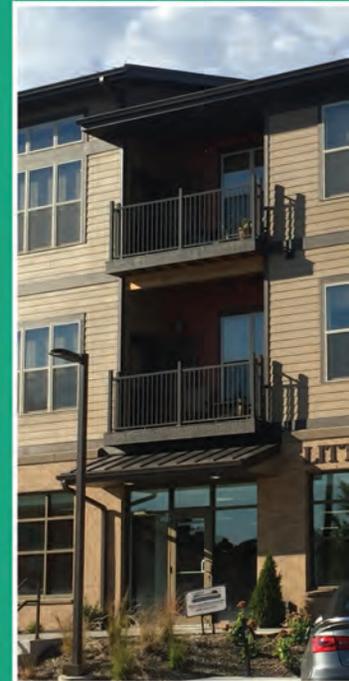
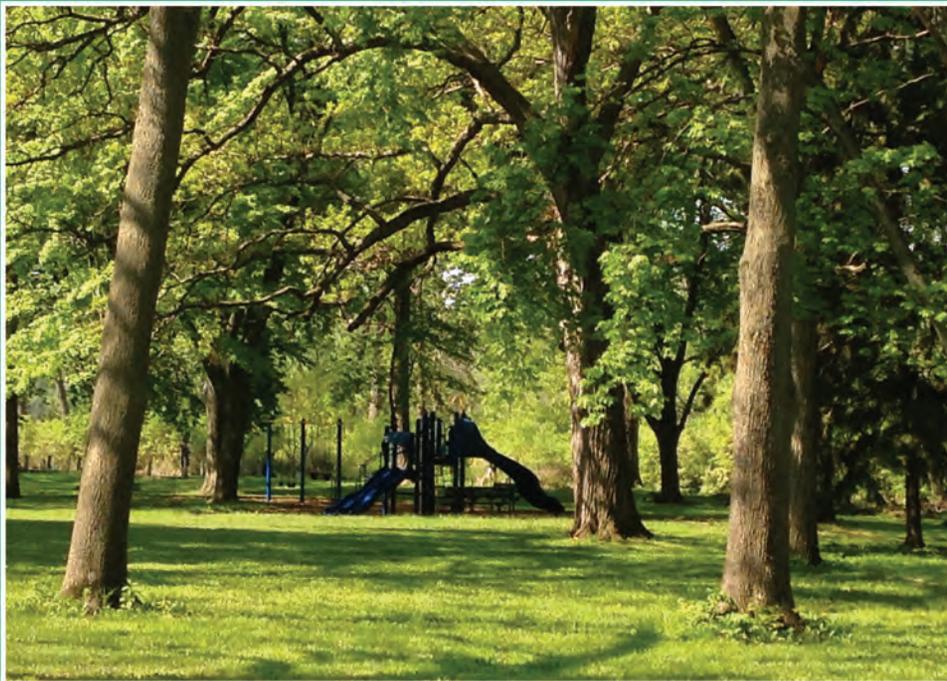


Village of McFarland Comprehensive Plan Volume 2: Vision and Directions

Summary

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

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



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.



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 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 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.**

MAP 6

FUTURE LAND USE



COMPREHENSIVE PLAN

Legend

Future Land Use

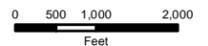
- Single Family Residential
- Two Family and Townhouse Residential
- Multiple Family Residential
- Neighborhood
- Downtown
- Highway and General Commercial
- Commercial Park
- Industrial
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor
- 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 (8/17)

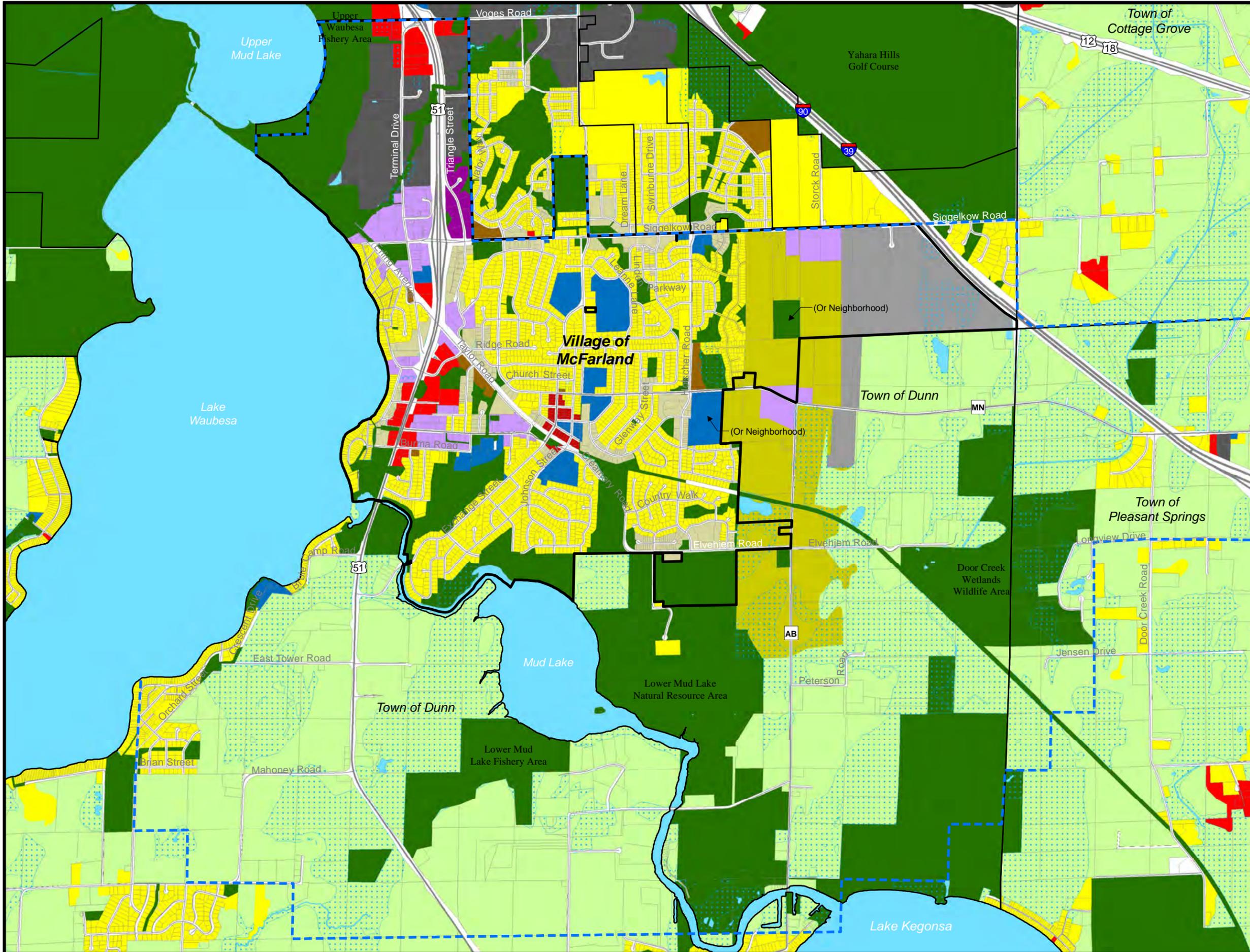
Other Municipal Limits (2017)

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: August 2017

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



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.**

Base Map Source: Dane County DCIMap

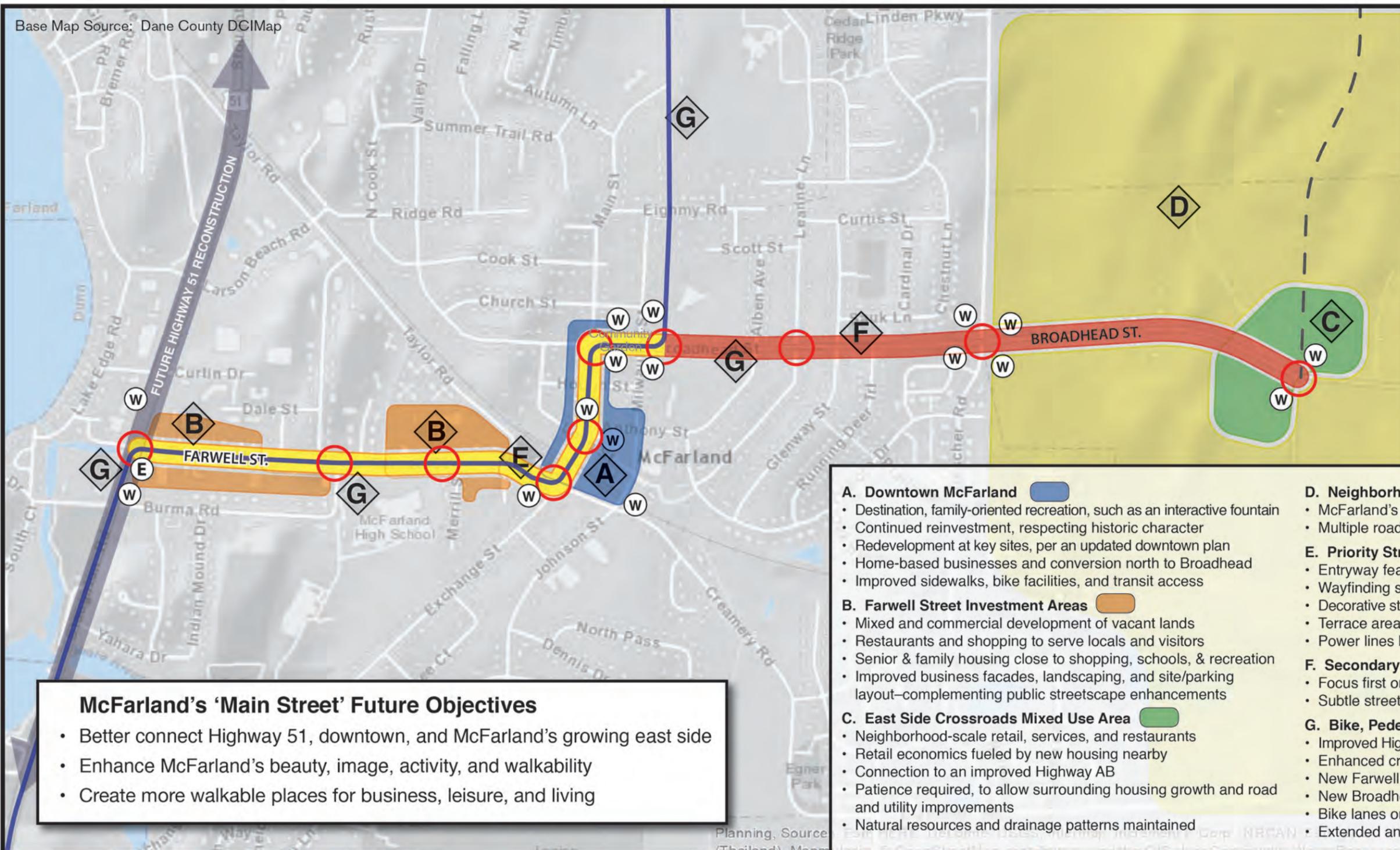
MAP 7 McFARLAND'S 'MAIN STREET' VISION



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

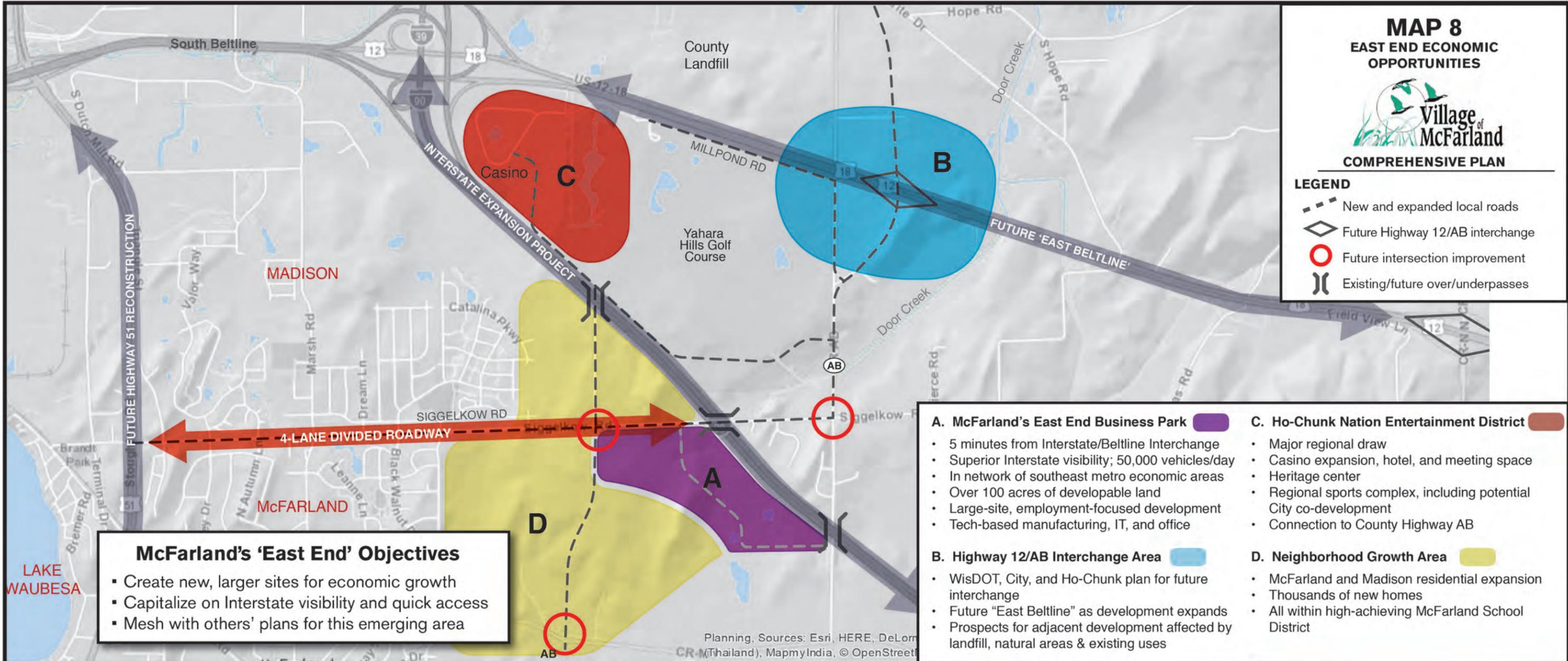
Family-oriented downtown destination

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



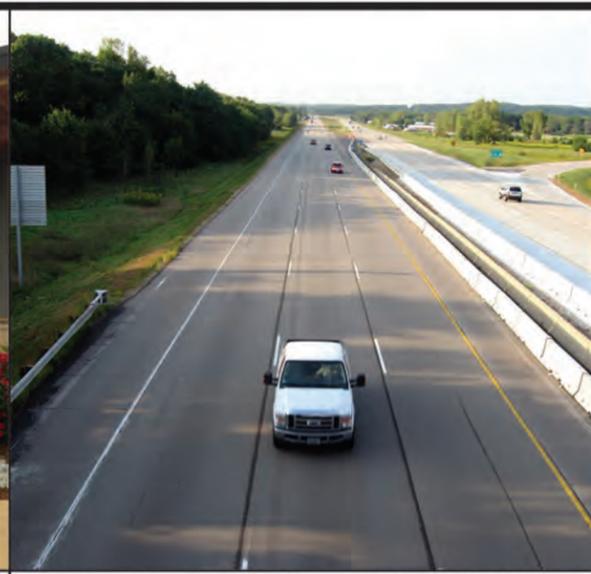
Larger business park sites



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

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 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.



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

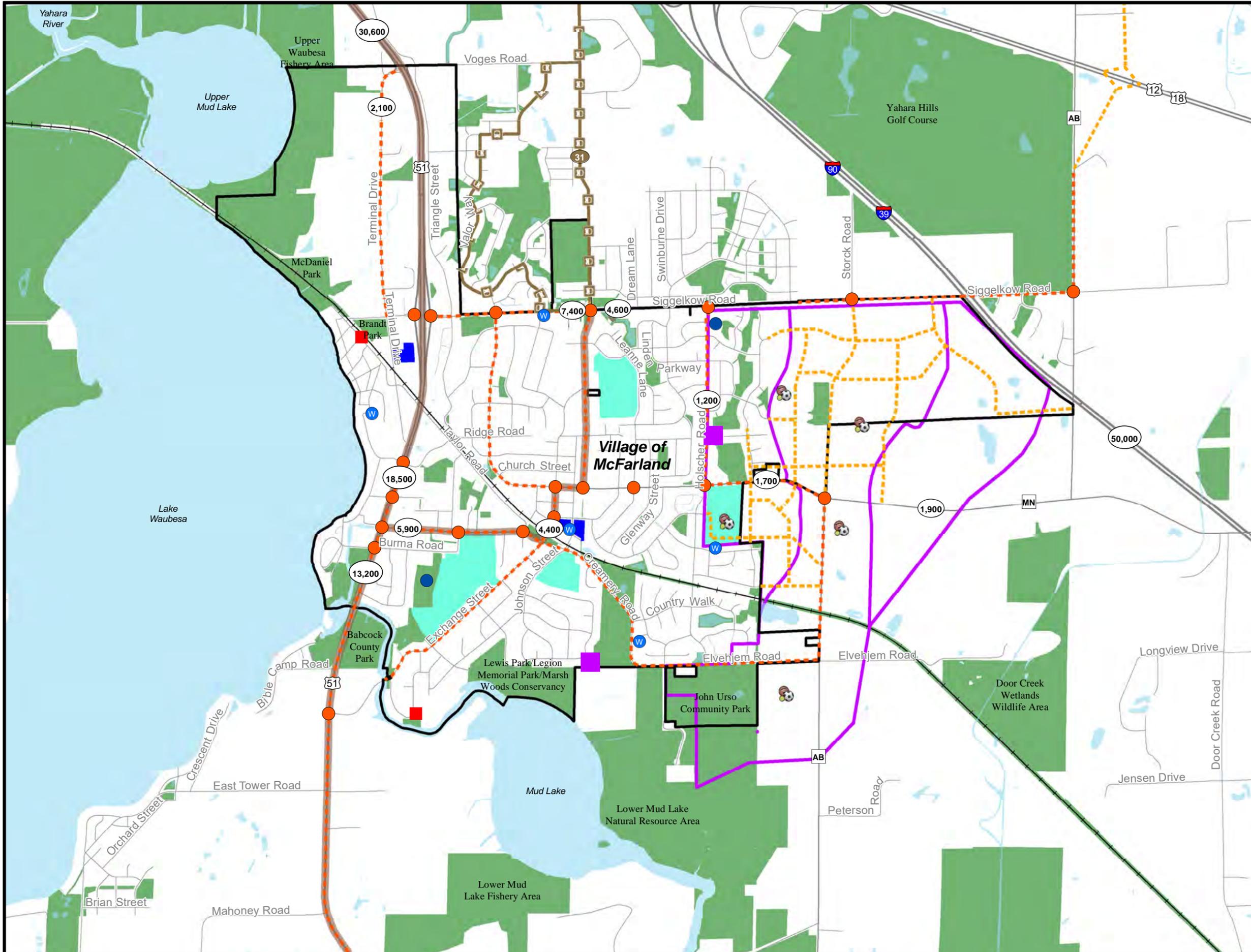
Notes:

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

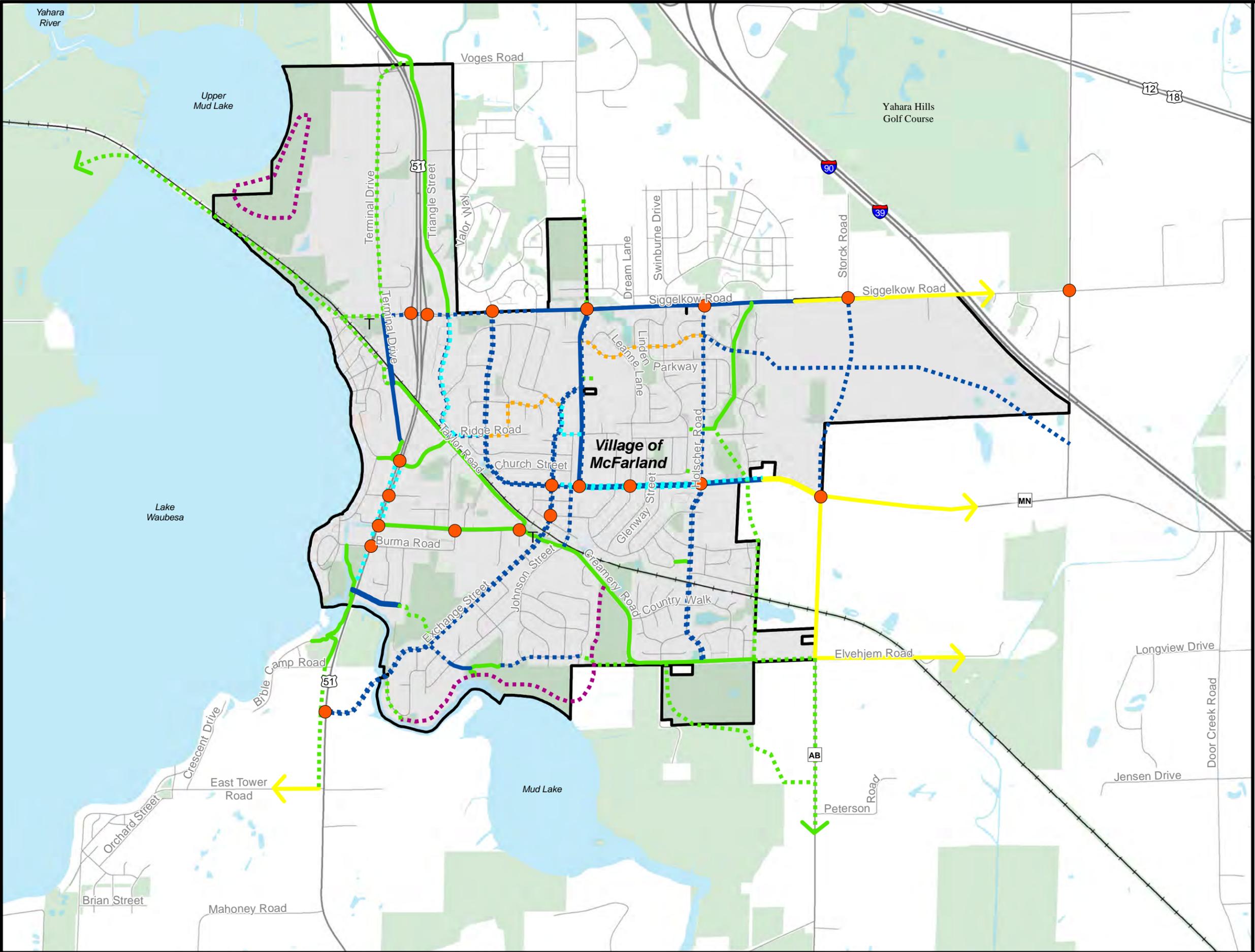
- - - Priority Sidewalks
- - - Off-Street Ped Paths
- - - Off-Street Bike/Ped Paths
- - - On-Street Signed Routes
- - - On-Street Bike Lanes
- T Trailheads
- Intersection Improvements

- 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 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 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