

Thursday, April 23, 2026

7:00 PM

**McFarland Municipal Center**  
5915 Milwaukee St, McFarland  
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/86502644772>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 865 0264 4772

Press \*9 to raise/lower hand. Press \*6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
  - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to [community.development@mcfarland.wi.us](mailto:community.development@mcfarland.wi.us) to be included with the agenda materials.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the March 11, 2026 CDA meeting.
4. BUSINESS.
  - a. Discussion regarding creation of a new tax increment finance district near the intersection of Elvehjem Road and CTH AB related to the potential relocation of Bliffert Lumber.
  - b. Discussion and action to make a recommendation to the Village Board to issue a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.
5. CLOSED SESSION.
  - a. Discussion and action to convene into Closed Session in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session, specifically regarding real estate and development incentive negotiations within the pre-development agreement with Elvehjem Acres LLC and Bliffert Southwest Holdings LLC for the development of a new business park.
6. RECONVENE INTO OPEN SESSION.

7. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, May 13, 2026 at 7:00 PM.

8. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us) by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

## Community Development Authority

### MINUTES

**March 11, 2026**

Members Present: Kathy Annen, Luke Fessler, Kurt Zimmerman (7:04 PM), Anthony Hennes, Josh Ostermann, Benjamin Tanko

Members Absent: Elizabeth Yszenga

Staff Present: Andrew Bremer, Kong Thao

#### 1. CALL TO ORDER.

Annen called the meeting to order at 7:01 P.M.

#### 2. PUBLIC APPEARANCES.

There were no public appearances.

#### 3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the February 11, 2026, CDA meeting.

Annen motioned to approve the minutes of the February 11, 2026, CDA. Seconded by Ostermann, motion carried 5-0.

- b. Motion to approve the minutes of the February 19, 2026 joint CDA and Plan Commission meeting.

Annen motioned to approve the minutes of the February 19, 2026, joint CDA and Plan Commission meeting with proposed amendments to business item 3a for the last sentence to read as follow: The CDA and Plan Commission reached a consensus to direct staff to prepare a Request for Proposal to update the 2017 Comprehensive Plan, including public engagement separate and specific to the East Side Plan, as one holistic project. Seconded by Fessler, motion carried 5-0.

#### 4. BUSINESS.

- a. Discussion regarding a Tax Increment Financing Incentive Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcel 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6.

Bremer provided summary of the agenda item discussing the applicant's requested amount, payback period, projected property value, and proposed timeline of the project. Bremer commented on the review from Baker Tilly. The CDA discussed the payback period schedule, Baker Tilly's review on the assessment guaranteed, site location, future tenant in the building, and parking. Bremer provided ongoing clarification to questions from the CDA regarding Baker Tilly's review, TIF procedural processes, layout of the proposed plan, and future phase review of the project. Ryan Quam, Applicant and owner, was present for statements and answered questions by the CDA.

- b. Discussion regarding Tax Increment Financing Development Agreement between the Village of McFarland and Ezra Properties, LLC for 4703 Terminal Drive, Phase 2 and Phase 3 development at 4703 Terminal Drive, Tax Increment District #6.

Bremer provided summary of the agenda item discussing the previous discussion by the CDA and Village Board's comments, and subordination.

- c. Discussion regarding an amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, Tax Increment Finance District #3.

Bremer provided summary of the current development agreement and the proposed amendments within the agreement, highlighting the new dates. Tanko inquired about the current agreement details. Bremer provided explanation of development agreement, and desired outcomes from that agreement.

- d. Discussion and action to make a recommendation to the Village Board to issue a Request for Proposals for the update to the Village's 2017 Comprehensive Plan.

Bremer provided summary on the details of the RFP, requirements under state statutes, desired outcomes within the RFP, community engagement planning, proposed steering committee as a joint body between the CDA and Plan Commission, and project timeline. Annen asked about extraterritorial lands within 1.5 miles of the current boundary. Tanko asked for clarification on current and past planning, plan types, what they are used for, and previous redevelopment plans. Bremer provided clarification and background on the questions asked.

Annen proposed amendments to the RFP on page 6, paragraph 2 starting with Items 1-3 for the last sentence; page 7, Section 4-2, and page 9-4 to include consistent language for "separate and specific". Bremer explained to the CDA members reasoning of the proposed amendments. The CDA agreed with the proposed amendments to the RFP. Annen motioned to make a recommendation to the Village Board to issue the RFP with the changes discussed. Fessler seconded. Motion carried 6-0.

## 5. CLOSED SESSION.

- a. Discussion and action to convene into Closed Session in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified

public business whenever competitive or bargaining reasons require a closed session, specifically related to:

- 1) Tax Increment Financing Development Incentive Applications from Ezra Properties, LLC for Well Played.
- 2) Tax Increment Financing Development Agreement between the Village of McFarland and Ezra Properties for Phase 2 and Phase 3 at 4703 Terminal Drive, TID #6.
- 3) Tax Increment Financing Development Agreement #1 between the Village of McFarland and Ezra Properties LLC for Phase 1, 4703 Terminal Drive, TID #3.

Annen motioned to enter closed session, on a roll call vote motion. Ostermann seconded the motion. Motion carried 6-0. Meeting moved into closed session at 8:09 P.M.

#### 6. RECONVENE INTO OPEN SESSION.

- a. Motion to adjourn closed session and reconvene in open session to discuss and take action on items of business discussed in closed session.

Annen motioned to adjourn the closed session and reconvene in open session on a roll call vote. Ostermann seconded the motion. Roll call vote carried 6-0. Meeting moved into open session at 8:48 P.M.

#### 7. ACTION ON ITEMS DISCUSSED IN CLOSED SESSION.

- a. Discussion and action to make a recommendation to the Village Board regarding Tax Increment Financing Development Incentive from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment Finance District #6

Annen motioned to recommend to the Village Board approval of Tax Increment Financing Development Incentives Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6. Fessler seconded the motion. In discussion, Bremer commented for Annen to include the detail regarding subordination in her amendment. Annen amended her motion to add subordination of up to 8% for Phase 2 and up to 12% for Phase 3. Fessler seconded the motion. Motion carried 6-0 for the amended motion.

Following successful motion for item 7.b., Fessler motioned to reconsider the previously approved motion for item 7.a. Annen seconded. Motion carried 6-0.

Returning to this agenda item, Annen motioned to recommend to the Village Board approval of Tax Increment Financing Development Incentives Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the

vicinity of 4012-4020 Terminal Drive, Tax Increment District #6. Fessler seconded the motion. Motion carried 6-0.

- b. Discussion and action to make a recommendation to the Village Board regarding a Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 2 and Phase 3 development at 4703 Terminal Drive, Tax Increment District #6.

Annen motioned to recommend to the Village Board approval of Tax Increment Financing Development Incentive Applications from Ezra Properties, LLC for 4703 Terminal Drive, Phase 2 and Phase 3, located in Tax Increment District #6. Fessler seconded the motion. Motion carried 6-0.

Annen motioned to recommend to the Village Board approval of a Tax Increment Financing Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 2 and Phase 3 development at 4703 Terminal Drive, TID #6. Ostermann seconded the motion. During discussion Tanko clarified that the subordination from the previous motion should have been included in this motion. Staff affirmed this was correct. Annen amended her original motion to include subordination of up to 8% for Phase 2 and up to 12% for Phase 3. Ostermann affirmed the amendment and seconded. Motion carried 6-0.

- c. Discussion and action to make a recommendation to the Village Board regarding an amendment to the existing Tax Increment Financing Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 and development at 4703 Terminal Drive, Tax Increment Finance District #3.

Annen motioned to recommend to the Village Board approval of a Tax Increment Financing Development Agreement Amendment #1 between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, TID #3. Ostermann seconded. Motion carried 6-0.

#### 8. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, April 8, 2026 at 7:00 P.M. Bremer clarified that the date conflicts with Village ordinances for meetings falling on a holiday. The meeting will likely be rescheduled for Thursday April 16, 2026 at 7:00 PM. Staff will reach out individually to confirm with members for attendance.

#### 9. ADJOURNMENT.

Annen motioned to adjourn. Hennes seconded the motion. Motion carried 6-0. Meeting adjourned at 8:54 P.M.

  
**VILLAGE OF**  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, April 23, 2026

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:** Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Discussion regarding creation of a new tax increment finance district near the intersection of Elvehjem Road and CTH AB related to the potential relocation of Bliffert Lumber.

**PREVIOUS ACTION:**

February 11, 2026, CDA reviewed the draft conceptual site plan from Bliffert Lumber and discussed the potential parcels to include in the TID and the type of TID to create.

**ISSUE SUMMARY:**

Following the February 12 CDA meeting, the Village hired Katrina Becker from Becker Professional Services to assist the Village in creation of the required Project Plan for the proposed TID. In working with Becker, staff have affirmed the three parcels proposed for inclusion in the new TID at the February CDA meeting will advance forward and affirmed that the proposed type of TID will be a Mixed-Use TID. Mixed-Use TIDs have a 20-year lifespan (not including potential extensions). The first 15 years is the Project Expenditure Period.

Included in the packet are six maps of the potential Elvehjem Road & CTH AB TIF district (TID #7). These maps were drafted by our planning consultant to eventually be incorporated into the TID Project Plan as required under State Statute. Becker is working on finalizing the other components of the draft Project Plan to bring forward at a future CDA meeting for review prior to initiating the formal approval process under State Statute. The three parcels proposed for the new TID are further described below:

- Parcel #1 is 22.9 acres and includes the proposed Elvehjem Acres business park including the proposed Bliffert Lumber lot and three additional lots ranging in size from 1.8 to 2.0 acres. There are no specific users identified for the non-Bliffert lots at this time. This concept has not been officially approved by the Village, nor has any rezone or subdivision plat; however, the intent of the concept is to support planning for the project TID Project Plan.
- Parcel #2 is a 15.7 acres and is owned by the same owner (Kevin Urso) as Parcel #1. The majority of this parcel is open space/wetland. Urso previously presented to the Plan Commission a concept for 7 townhouse units on this parcel. Urso is considering creating a plat of condominium for the townhouses (owner occupied); however, a final determination regarding owner vs. renter occupied units has not been determined. This concept has not been officially approved by the Village, nor has any rezone or subdivision plat; however, the intent of the concept is to support planning for the proposed TID Project Plan.



- Parcel #3 is 7.4 acres and is owned by Lakestone Properties. This is Lot 18 of the Sperle Corners subdivision and is planned for three multifamily apartment buildings totaling 117 units. This subdivision plat was approved by the Village Board on October 28, 2025.

The purpose of this agenda item is to affirm the TID boundary, TID type, and review the draft TID Maps for any questions by the CDA. Later in the agenda, the CDA will consider moving into closed session specifically regarding real estate and development incentive negotiations within the pre-development agreement with Elvehjem Acres LLC and Bliffert Southwest Holdings LLC for the development of a new business park.

### **Background information regarding Tax Increment Financing from the February 12, 2026 CDA Meeting**

Tax Increment Financing (TIF) is the most commonly and widely used economic development tool for municipalities in the State and has been in existence since 1976. The process to create, manage, amend, and close TIF districts (TIDs) is regulated under [Wis. Statute 66.1105](#). The Wisconsin Department of Revenue provides State oversight of TIF districts. According to the DOR, there are 1,400 active TIDs in the State. The DOR maintains a [TIF Manual](#) for those interested in a deeper dive into the TIF mechanics, processes and requirements. Common definitions and terms related to Tax Increment Financing:

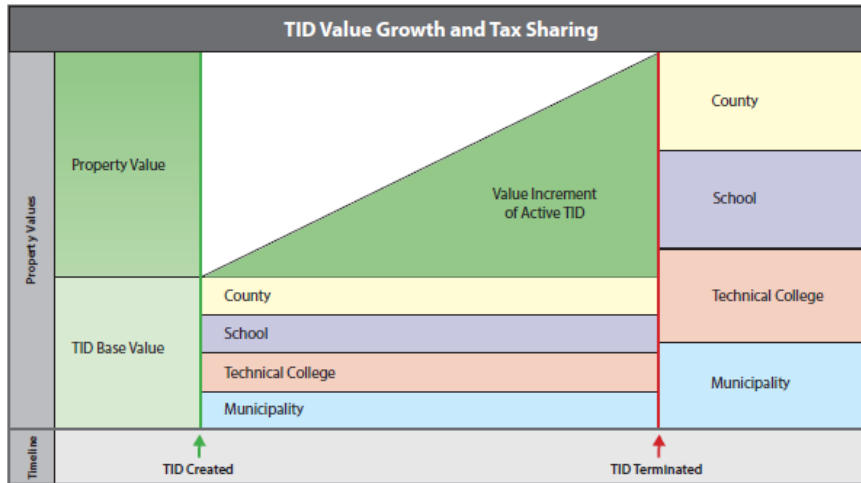
- TIF (Tax Increment Financing). An economic development financing tool.
- TID (Tax Increment District). The area/boundary where TIF is used.
- Project Plan. A document explaining the financial details, development plans and maps for the TID.
- Base Value. The total value, as equalized by DOR, of the real property located within the TID as of the creation date of the TID.
- Current Value. The total equalized value of the real property in the TID as of January 1 of the current year, certified annually on approximately October 1.
- Tax Increment. The taxes levied by all overlying taxing jurisdictions on the value between the base value and the current value of the TID. The municipality that manages the TID uses these taxes to pay for the approved project costs.
- Value Increment. The difference in value between the Base Value and the Current Value of the TID. This is the amount of property value that can be attributed to the TID investment used to generate the tax increment that pays for the investments.

Below is a graphic from the DOR TIF Manual that explains how TIF works:

## B. How TIF Works

When a municipality creates a TID, the municipality and other taxing jurisdictions agree to support their operation from the existing tax base within the TID. They agree the municipality will use the taxes on the value increase in the TID to pay for the investment.

### 1. Sharing the tax base



Essentially, TIF allows a municipality to use the Tax Increment generated within the TID to pay for investments made within the TID that lead to the generation of the Tax Increment. The basic tenants of the creation of a TID is the finding that *but for* the use of TIF the development proposed (Tax Increment) would not occur or would occur to a lesser extent or timeframe; the economic benefits of the TID, as measured by increased employment, business and personal income and property value (Value Increment), are sufficient to compensate for the cost of the improvements; and the benefits of the proposed TID outweigh the anticipated tax increments to be paid to the overlaying taxing jurisdictions.

Generally speaking, there are five types of TIDs: Industrial (15/20), Mixed-Use (15/20), Blighted (22/27), Rehabilitation & Conservation (22/27), and Environmental (22/27). Each type of TID has a maximum expenditure period (first value) and maximum life (second value). The maximum expenditure period is the time during the life of a TID where the municipality may complete projects within the TID, including public works projects or development incentives.

During the remaining five years of the TID, a municipality may only continue to pay down existing TID related debt service and pay for administrative, organizational, legal and accounting services related to managing the TID. The declaration of TID type is based on the type of land that makes up 50% or more of the area in the TID. The proposed TID boundary corresponds with areas identified for Business Park and Medium Density Residential in the [Village's 2023 East Side Neighborhood Plan](#).

Mixed-Use TIDs can only include lands proposed for newly platted residential use if it does not exceed 35%, by area, of the real property in the TID and the residential development meets other qualifications. "Newly platted" refers to land that has not been previously subdivided or is currently subject to a replat as defined in Wis. Stat. 236.02(11). The proposed TID includes approximately 14% of the area for newly platted residential uses. Under state law, increment revenue may only be spent on newly platted residential development in a mixed-use TID if the



TID includes less than 35% of lands proposed for newly platted residential use and if one of the following applies:

1. Density of the residential housing is at least three units per acre. Proposed multi-family residential development in TID #7 would correspond to the Village's East Side Neighborhood Medium Density Residential Future Land Use Category. Chapter 4 of the plan describes these areas as having typical net densities of 5-15 units per acre with individual developments up to 20 dwelling units per acre, with further increases considered for legally restricted affordable housing or developments along existing or future transit corridors.
2. Residential housing is located in a conservation subdivision (not applicable)
3. Residential housing is located in a traditional neighborhood development (not applicable)

Other customary TID boundary creation requirements include that only properties within the municipality can be included in the TID, only whole parcels can be included, and the boundaries of the TID must be continuous. The draft TID boundary map follows these state statute requirements. There are three proposed properties for inclusion in the TID totaling 46 acres.

The total Base Value (current assessment values) is approximately \$463,000. State Statute requires that the total assessment value of parcels proposed for inclusion in a new TID, plus the Value Increment of all existing TIDs in the municipality (\$137,815,000), can't exceed 12% of the Total Equalized Value of properties in the municipality (\$1,836,335,200). This is known as the 12% compliance test. According to the DOR, the Village's 2025 percentage is 7.50%. The creation of the new TID is anticipated to increase this value to approximately 7.53%. Thus, even with the creation of the new TID, the Village will have remaining capacity to create or amend existing TIDs in the future.

Future CDA meetings will be held to review and recommend the Project Plan for the TID. This includes a deeper dive into the projected TID revenues and expenses within the draft Project Plan. It is important to note, that the creation of a TID in itself does not create specific obligations of the municipality in terms of approval of certain development proposals or the expenditure of funding. Those decisions are made on a case-by-case basis after the TID is created.

In addition to the CDA's role in developing the draft TID Project Plan other meetings will need to be held in order to consider approval of the new TID. This includes a public hearing by the Plan Commission, approval by the Plan Commission, approval by the Village Board and approval by the Joint Review Board. Under Wis. State Statute 66.1105, the final decision regarding whether to create or amend the boundaries of an existing TIF District is under the authority of the Joint Review Board (JRB). The JRB is made up of the Village President, Public Member nominated by the Village President, a member of the McFarland School District, a member of Dane County, and a member of Madison Technical College. Once a TIF District is created, the Village Board has final authority over the annual budgeting and use of TIF district revenues. At this time, there are no specific dates for these future meetings.



### **FINANCIAL/BUDGET IMPACT:**

The Village's 2026 Capital Improvement budget includes \$25,000 in funding related to various expenses to create the TID. This includes funding for consultant expenses to create the TID Project Plan and public notification expenses. These costs are reimbursable from future tax increment if the TID is approved. Costs to provide assistance with land acquisition, railroad, road, and utility infrastructure, and the costs to acquire the existing Downtown lumberyard would be finalized as part of the proposed real estate and development agreements contemplated in the predevelopment agreement. These expenses would then likely occur in 2027, allowing the Village to plan for those expenditures as part of the 2027-2031 Capital Improvement Plan and 2027 Budget. Funding for the potential acquisition of the existing Bliffert Lumber properties would be from existing Tax Increment District #4, via donation of surplus revenue from TID #3.

Specific estimates of future TID eligible expenditures and tax increment revenue will be developed as part of creation of the TID Project Plan. Bliffert has indicated an initial site and building construction cost estimate of \$7.5M for the concept provided in the packet.

### **VILLAGE PLAN REFERENCE:**

This proposed project is supported by a number of existing Village plans.

#### **[2025-2026 Village Board Strategic Plan](#)**

- *Objective 1: Attract and enhance new and existing restaurants, retail, light industrial, office, mixed-use, and civic uses in the downtown area, USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.*
- *Objective 2: Develop incentives for business growth such as incubator programs, tax increment financing districts, and recruitment/retention.*
- *Action Step III: Consider development opportunities created through Pre-Development Agreement with Bliffer Lumber and Elvehjem Acres.*

#### **2023 East Side Plan**

The Elvehjem Acres property is identified in [Chapter 4, Master Plan Concept](#), for future "Business" or Medium Density Residential, including Map Note #2 which further explains: *This 22-acre parcel is adjacent to an existing rail corridor, which offers an opportunity for a niche rail-support industry. The property is uniquely buffered by wetlands and a major road. Siting an industrial use should take advantage of these buffers, as well as use building architecture to minimize its impact on adjacent uses. If a niche industrial use is not found, medium-density residential is preferred.* Chapter 4 describes the "Business" future land use category as *"including office buildings, office-showrooms, warehouses, and light industrial buildings that offer retail trade, or services for individuals or businesses. Typical implementing zoning districts include: General Commercial (C-G), Commercial Park (C-P), Highway-Commercial (C-H), Limited Commercial (C-L), and Manufactured-Intensive Commercial (M-IC)."*

#### **[2023 Economic Strategic Plan](#)**

*Strategy #2: Expand Commercial and Industrial Land Base. McFarland only has one*



*remaining vacant industrial zoned property and needs additional commercial and industrial land. The Village is in the unique position to be programming new space in the community via the East Side Plan as the property along McFarland's east side is available and prime for development to meet the community's needs for the next several years. Additional work to be done in tandem with development includes extending utilities, road construction, and potentially creating Tax Increment Districts. Expanding the land available for commercial and industrial development is an invitation for investment which facilitates wage and income growth, growth in the tax base, and quality of life for residents. Expanding the land base allows for existing businesses to grow locally - retaining the relationships between themselves and their labor force as well as the communities that have nurtured them. Additionally, land availability can be a competitive advantage to attract outside investment into the community.*

*Strategy #6: Attract New Commercial/Retail/Service Businesses. Retail and commercial businesses will be best located in existing commercial corridors, downtown, and newly planned mixed-use buildings within the East Side neighborhood. The redevelopment of the existing lumberyard is specifically mentioned on page 30: The lumberyard and several of the older residential lots present opportunities for redevelopment to higher density residential, mixed-use, and commercial development and on page 44: "The current site of Chase Lumber near downtown is a prime redevelopment site. Village staff should engage in conversation with company representatives to initiate or continue the discussion."*

### **2017 Comprehensive Plan**

The [Future Land Use Map](#) identifies the existing lumberyard property for future Downtown uses. Figure 4.1 further defines this as *"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."* Redevelopment of the Downtown lumberyard is also supported by the following:

- *Land Use Initiative #4: Implement and Update Plans for Downtown Revitalization.*
- *Land Use Policy #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.*

In 2023, the Comprehensive Plan was amended to include the 2023 East Side Plan. The Future Land Use Map identifies the Elvehjem Acres property for future Mixed-Use/Flex Commercial with additional details regarding preferred land uses and policies as provided within the 2023 East Side Plan.

### **2010 Downtown Strategic Market Analysis**

*Page 19: Chase Lumber - As an operating business that generates activity, the lumber yard brings benefits to the downtown. Pursuing a relocation strategy for the business should not be a near-term priority. Particularly given that the current economic situation will limit near-term private development. However, in the longer term, utilizing the lumber yard site for development that is more appropriate for its central and highly-visible downtown location may become a priority.*



**2008 Tax Increment District #4**

The existing lumber yard is located within TID #4. Map 4 of the Project Plan identifies the existing lumberyard as a future redevelopment site.

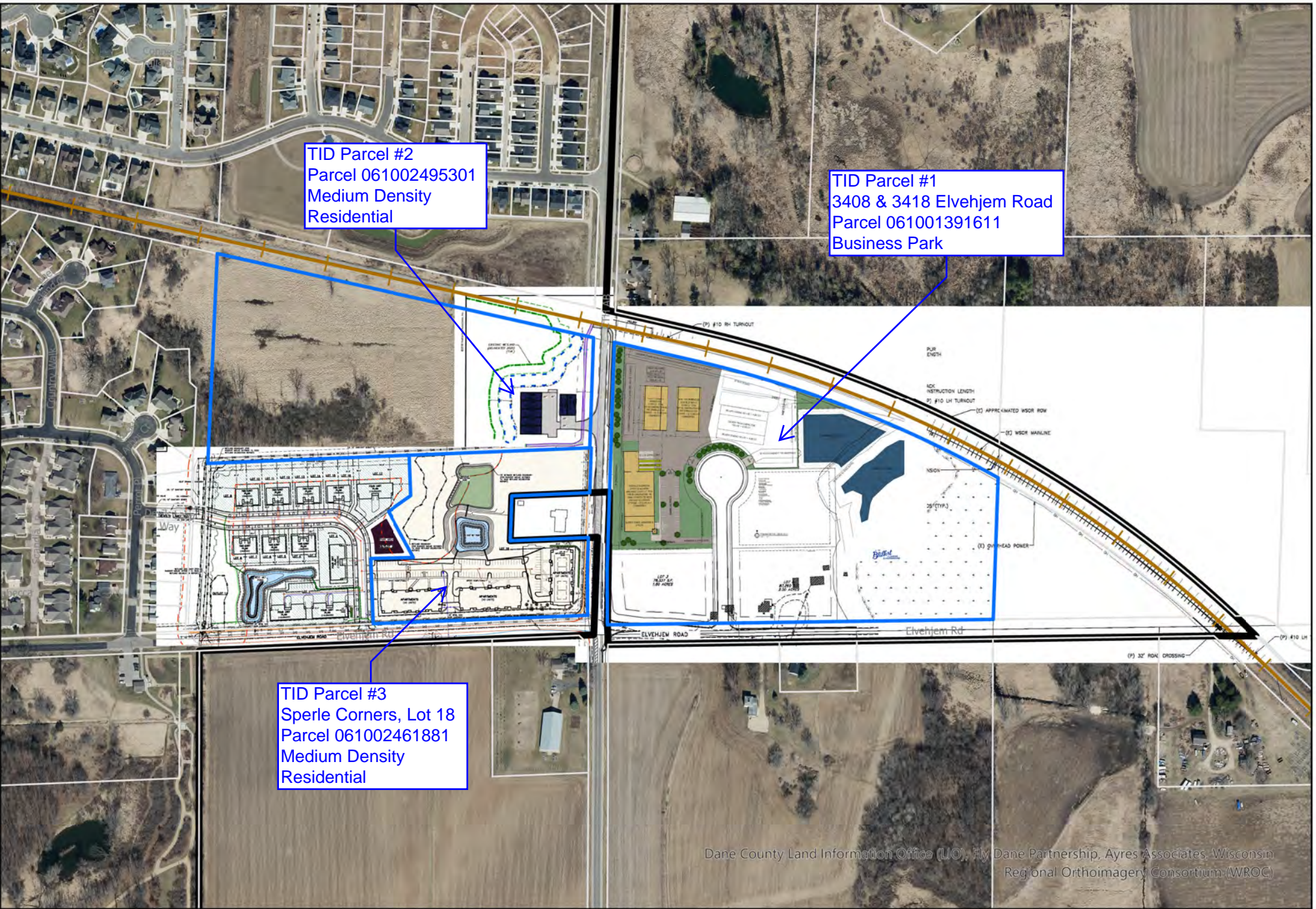
**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

This agenda item is presented for discussion only.

**ATTACHMENTS:**

1. Elvehjem & CTH AB TID Concept Map\_02.05.26
2. VOMTID7BoundaryMap
3. VOMTID7SatelliteMap
4. VOMTID7CLUMap
5. VOMTID7CurrentZoningMap
6. VOMTID7FLUMap
7. VOMTID7HalfMileProjectsMap



TID Parcel #2  
Parcel 061002495301  
Medium Density Residential

TID Parcel #1  
3408 & 3418 Elvehjem Road  
Parcel 061001391611  
Business Park

TID Parcel #3  
Sperle Corners, Lot 18  
Parcel 061002461881  
Medium Density Residential

Dane County Land Information Office (LIO), Fly Dane Partnership, Ayres Associates, Wisconsin Regional Orthoimagery Consortium (WROC)



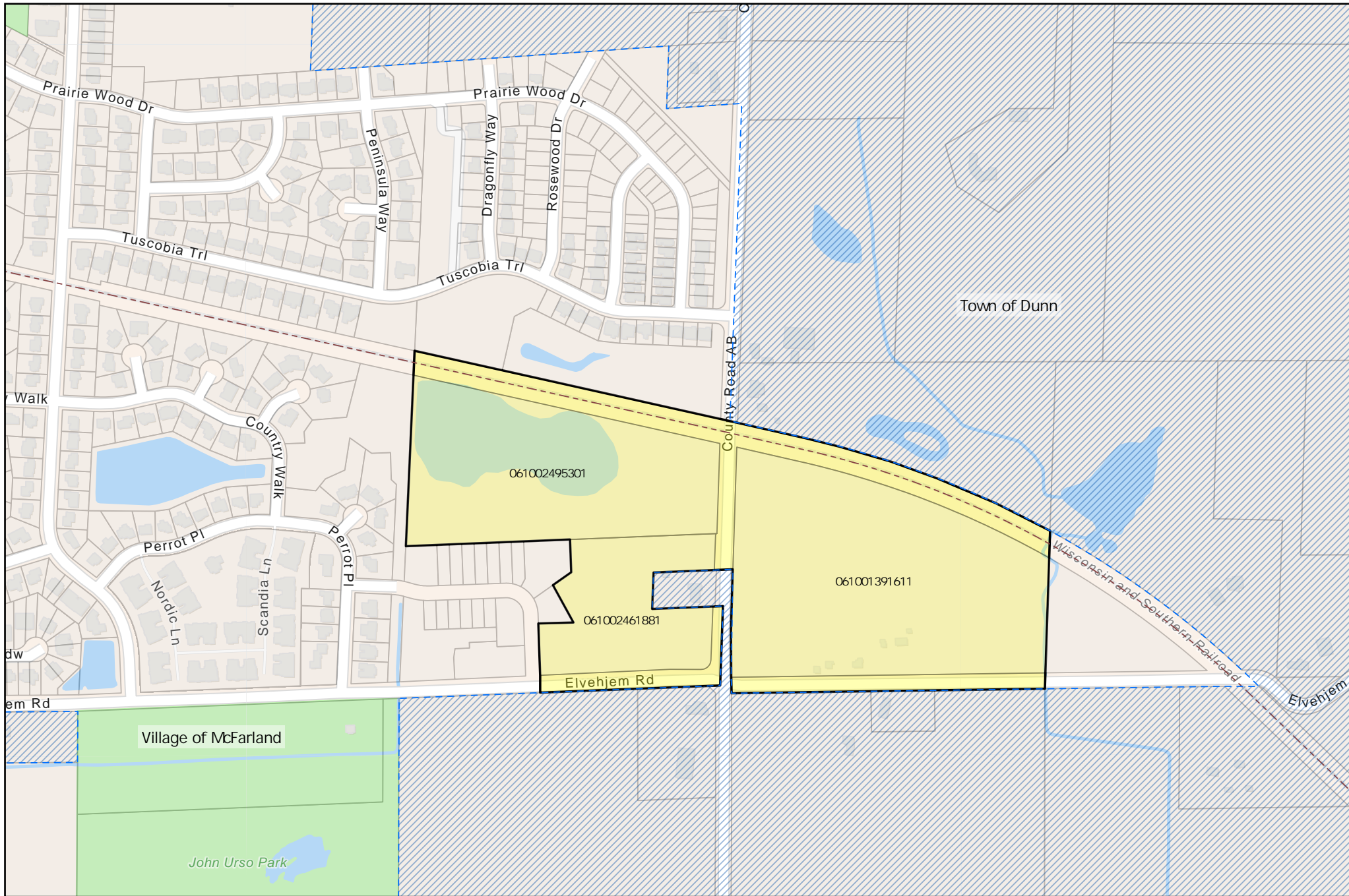
Elvehjem Road & CTH AB  
Proposed TID

- Potential TID Parcels
- Municipal Boundary
- Parcels
- Railroad

N

0 125 250 500 Feet

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- TID # 7
- Parcels
- Railroads
- Town of Dunn



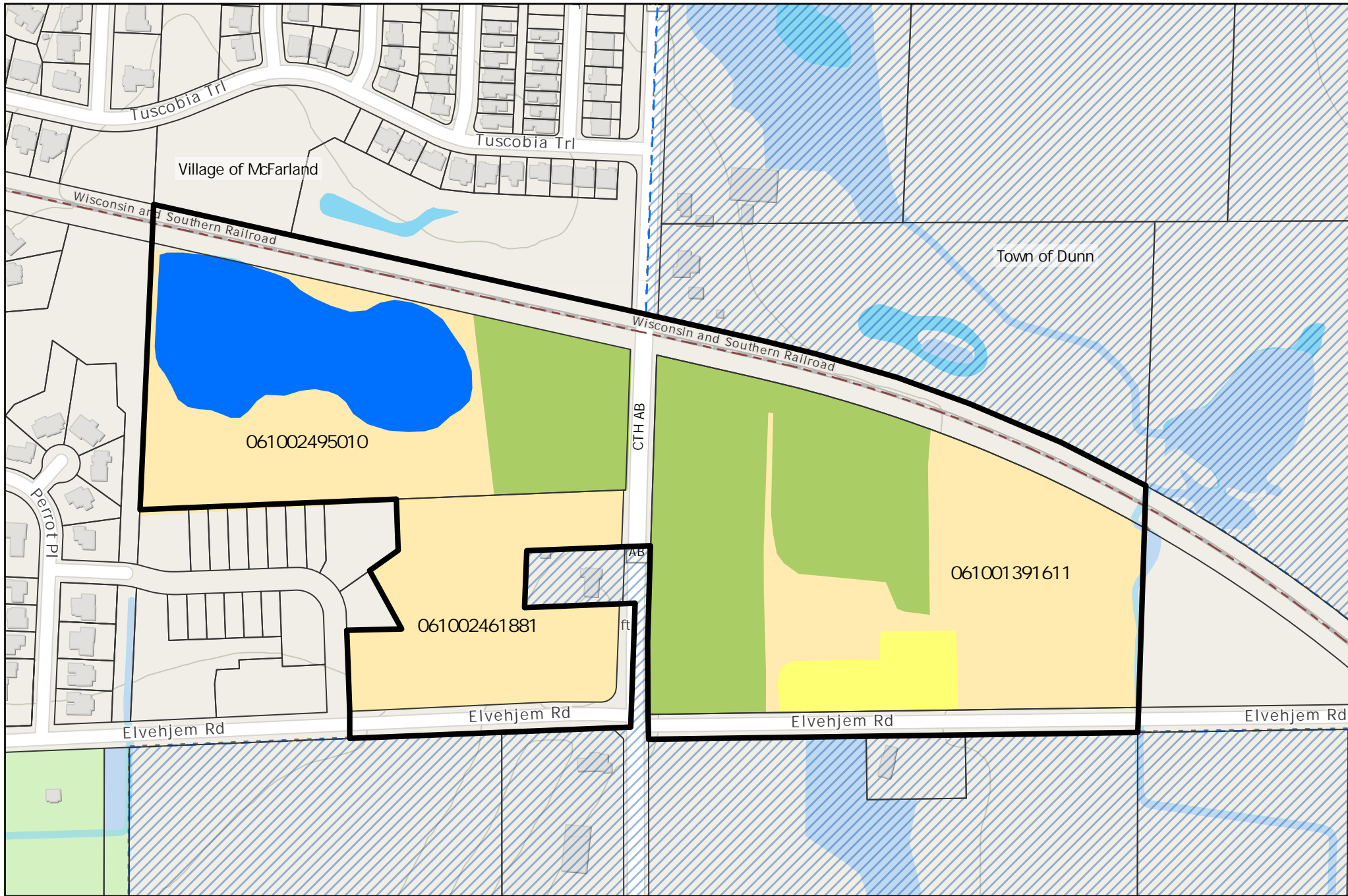


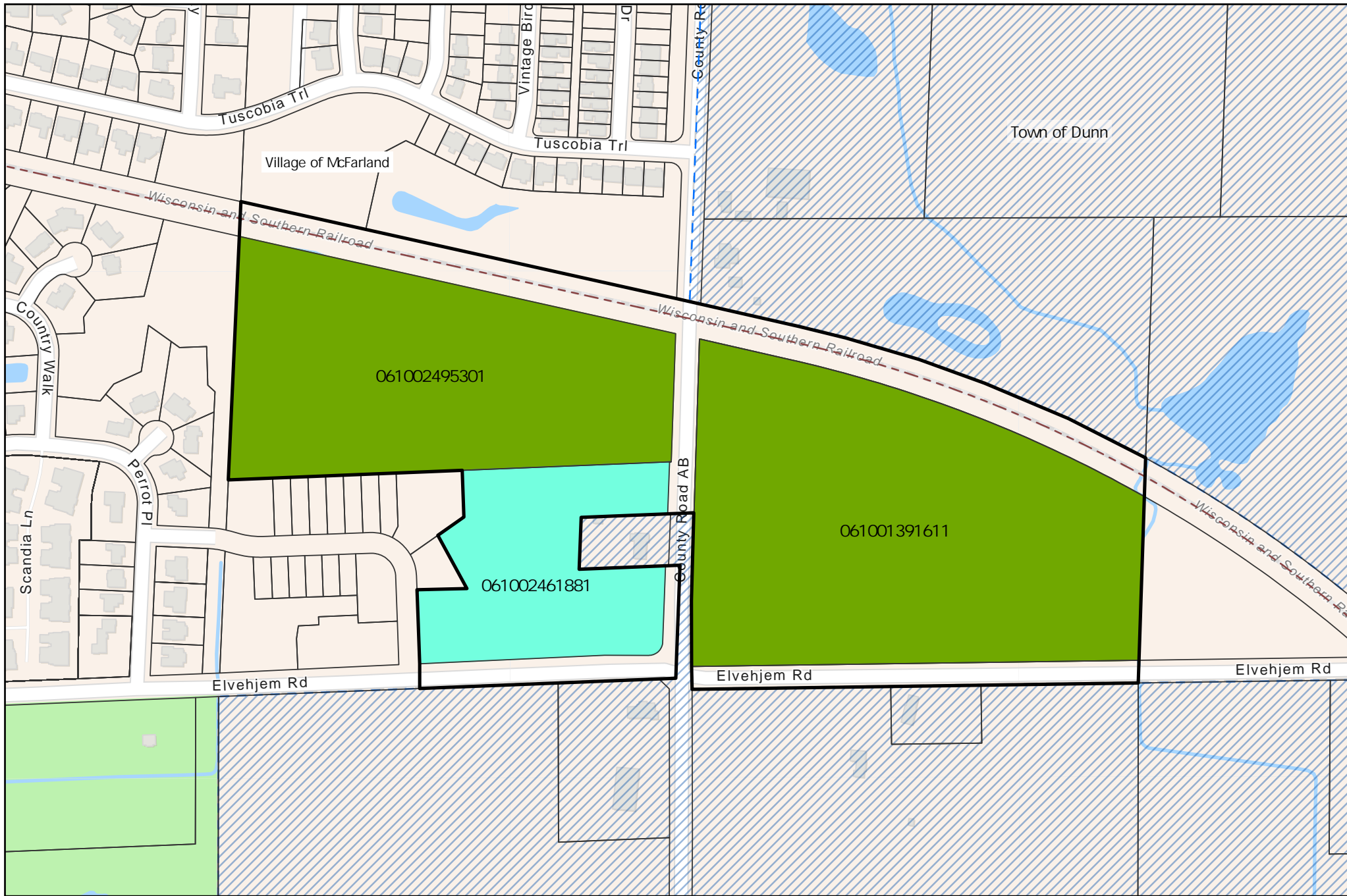
TID # 7  
Railroads






Town of Dunn

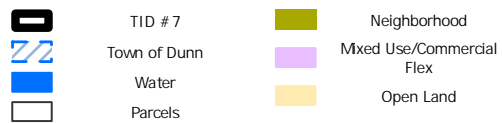
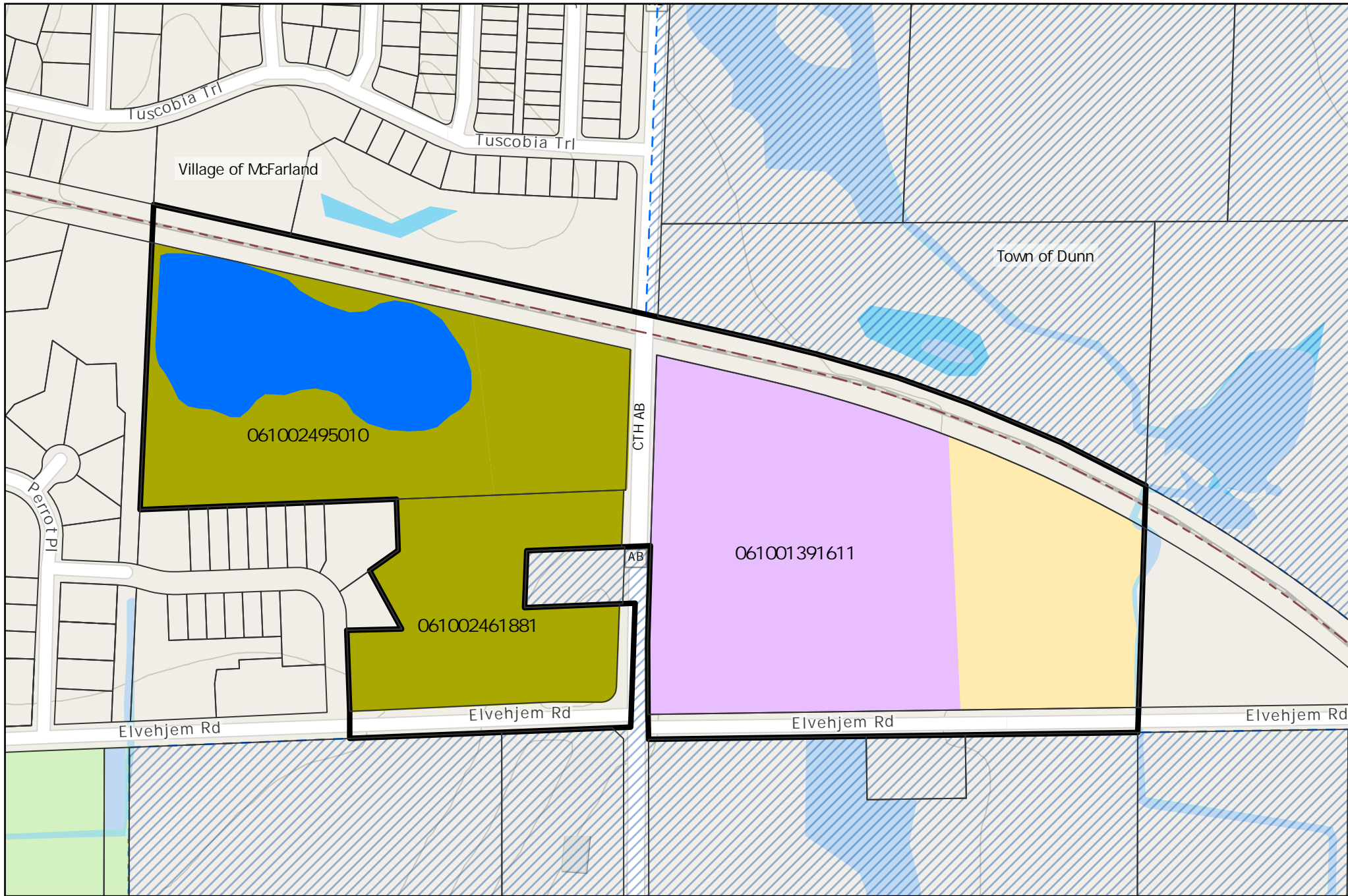


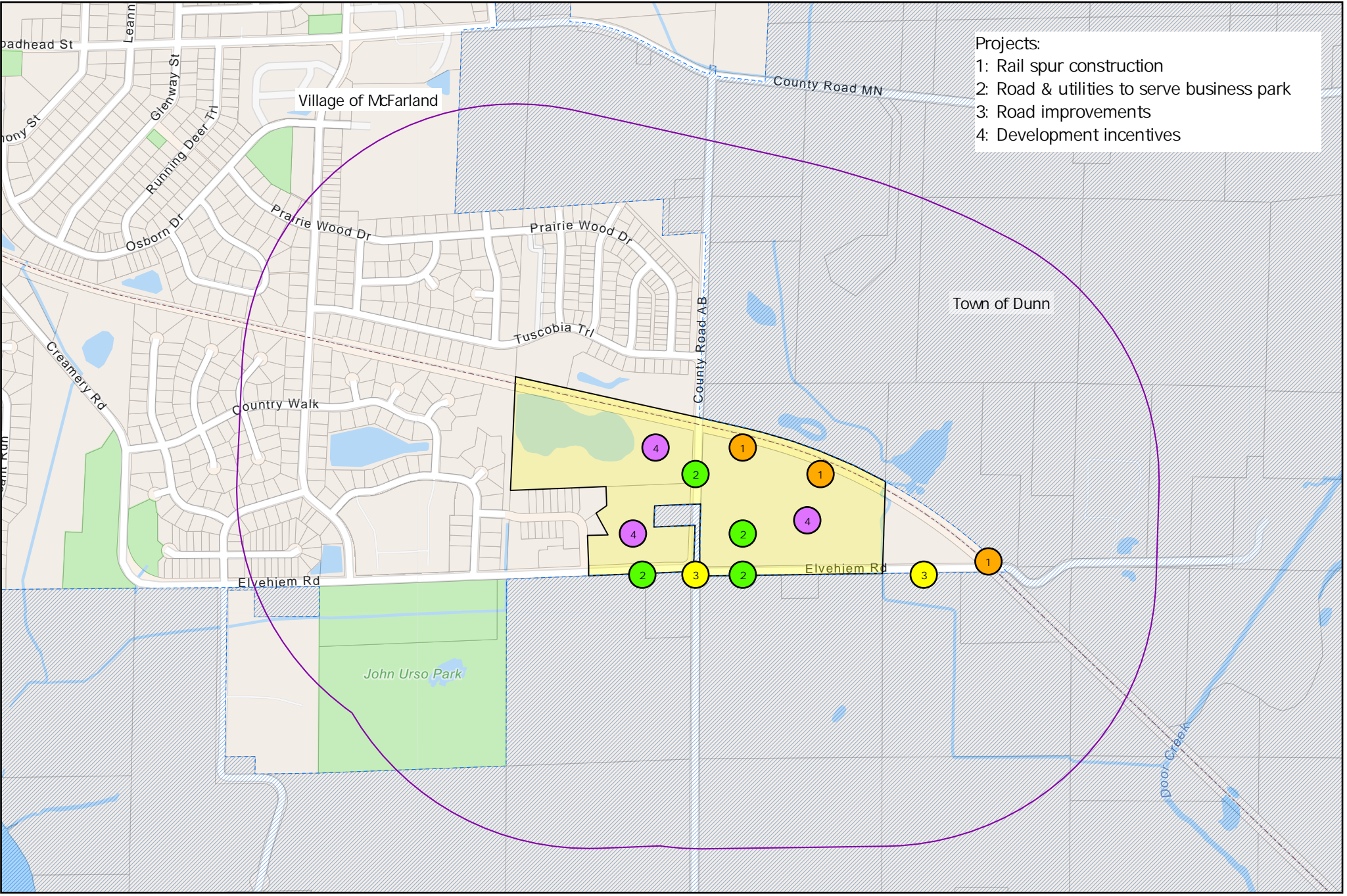




-  TID # 7
-  Railroads
-  Town of Dunn
-  Parcels
-  A-1 Agricultural Transition
-  PD Planned Development







- Projects:
- 1: Rail spur construction
  - 2: Road & utilities to serve business park
  - 3: Road improvements
  - 4: Development incentives



Village of McFarland  
TID # 7 Half-Mile Radius & Proposed Improvements Map

0 220 440 880 Feet

April 2026

- TID # 7
- Town of Dunn
- Railroads
- Half-Mile Radius



Sources: Dane County, Village of McFarland, Becker Professional Services



**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, April 23, 2026

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:** Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Discussion and action to make a recommendation to the Village Board to issue a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.

**PREVIOUS ACTION:**

November 18, 2025 Plan Commission initial project scoping and RFP discussion.

February 19, 2026 joint CDA and Plan Commission meeting to discuss Village Board referral to consider creating a plan to engage with the community regarding the 2023 East Side Plan and comprehensive plan project scoping discussion.

March 11, 2026 CDA meeting to recommend the draft RFP.

March 17, 2026 Plan Commission postponed action to recommend the draft RFP subject to review of additional modifications discussed that evening.

**ISSUE SUMMARY:**

Included in the packet is an updated copy of the draft Request for Proposals to update the Village's 2017 Comprehensive Plan. The RFP includes language to address comments received from March 11 CDA meeting and March 17 Plan Commission meeting. The latter is shown as track changes in the RFP to aid in review of the latest revisions. As part of the March 17 Plan Commission meeting, there was discussion regarding the inclusion of sub-area neighborhood character studies for all identified infill targets to analyze the specific height, massing, and architectural scale of the surrounding R-1 residential area before applying a density designation. The RFP has been revised to include this in the base services at a boarder neighborhood, district and corridor level/approach, as opposed to at a specific site level for any specific property that may be identified for infill or redevelopment. This is in keeping with similar content found in the existing Comprehensive Plan ([Figure 4.2](#)) and the East Side Plan ([Chapter 2, Compatibility Guidelines](#)). It is not uncommon for Comprehensive Plans to be organized around the approach of creating neighborhoods, districts and corridors. Refer to the [City of Green Bay](#) and [City of La Crosse](#) Comprehensive plans for examples. The Village is approaching the project in this fashion through the Terminal and Triangle District and East Side plans, and this revised RFP simply extends that approach Village-wide. However, traditionally a Comprehensive Plan doesn't include developing parcel-specific site and building concepts and renderings, unless specifically requested by the community. As discussed at the March 17 Plan Commission meeting, it is unknown how many potential properties may be identified for infill development based on how the project progresses. As an optional service, the RFP requests the consultant provide an estimated cost, or cost range, to provide parcel level conceptual site and building design concepts if this is desired by the Village. There are many factors that could influence



what the cost to provide this service would be (e.g. number of sites, size of the sites, number of concept variations, additional public engagement specific to the concepts, etc.). If there are particular properties where the Village would want the consultant to provide this service, then it should be identified within the RFP. Otherwise, the revised RFP simply asks the consultants to provide a cost per site, or cost range per site, in the event that during the planning project the Village wants to amend the contract to add this type of service for any particular properties.

Ultimately, the Village would need to negotiate the specific terms of the contract amendment for the Village Board's approval. Requesting this information as part of the consultants' proposals would be informational only. If this isn't desired, then it can be removed from the RFP as inclusion doesn't prevent the Village from requesting this type of service later in the planning process if desired. The revised RFP will be reviewed at the Plan Commission's April 21st meeting and the CDA's April 23rd meeting for recommendations to the Village Board.

**FINANCIAL/BUDGET IMPACT:**

The Village's 2026 budget includes \$60,000 for 2026 project expenses and the Village's 2026-2030 Capital Improvement Plan identifies another \$60,000 for 2027 project expenses. The final amount to budget for in 2027 will be determined based on the final cost of the proposal selected by the Village. Noting, that some of the project funding in both 2026 and 2027 will need to be utilized for public communication expenditures completed by Village staff, including but not limited to, direct mailers to Village residents and businesses.

**VILLAGE PLAN REFERENCE:**

[2017 Comprehensive Plan](#)

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Recommended motion:

*Motion, second, to recommend to the Village Board issuing a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.*

**ATTACHMENTS:**

1. Village of McFarland Comprehensive Plan Update RFP\_04.16.2026(redline)



## Request For Proposals

### *2027 Comprehensive Plan*

RFP Issuance Date: ~~March 24~~April 28, 2026

RFP Due Date: By 4:00 PM on ~~April 24~~May 29, 2026

*Please Submit to:*

Village of McFarland  
Department of Community & Economic Development  
Attn: Andrew Bremer, AICP  
Community & Economic Development Director  
5915 Milwaukee Street  
PO Box 110  
McFarland, WI 53558

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## SECTION 1      Purpose

The Village of McFarland seeks a multidisciplinary consultant team to complete a 10-year update of the Village’s 2017 Comprehensive Plan meeting all the requirements of Wis. Stat. 66.1001. The planning area consists of all lands within the Village of McFarland boundary and those lands within the Village’s 1.5-mile extraterritorial plat review jurisdiction. Through this planning project, the Village seeks to reevaluate the recommendations within the 2023 East Side Plan and 2005 Terminal and Triangle District Plan as part of the incorporation of ~~those plans~~land use planning recommendations for those areas within the next Comprehensive Plan. As part of adoption of the final 2027 Comprehensive Plan, the Village desires to retire the 2023 East Side Plan and 2005 Terminal and Triangle District Plan. In addition to experience completing comprehensive plans meeting the requirements of Wis. Stat. 66.1001, the most desirable consultant team will possess a proven track record of community engagement, community consensus building, and public relations. This includes conducting inclusive and innovative community engagement practices and working with the Village to bring the community together in the planning process.

The Community & Economic Development Director will serve as the Village’s Project Manager and point of contact for the consultant. An Ad-hoc Comprehensive Plan Steering Committee will be formed to oversee the plan’s development. The Ad-hoc Committee will consist of the members of the Village’s existing Community Development Authority and Plan Commission. The Committee will meet as needed to discuss the planning project and draft deliverables. Additionally, the planning process will likely require input from other various Village committees/commissions/board, Village staff, residents, property, and business owners. The Village is currently utilizing a hybrid of in-person and Zoom public meetings. The Consultant should anticipate a combination of in-person, remote, or hybrid meetings throughout the planning process.

## SECTION 2      Community Background

The Village of McFarland is located adjacent to the southeast side of the City of Madison in Dane County, WI. US Highway 51 serves as the main connection point between the neighboring cities of Madison and Stoughton. The January 1, 2025 population of McFarland is estimated at 9,737 residents. The Village and some surrounding communities are served by the McFarland School District. The District includes two elementary schools, a middle school, and one high school. In the 2024-2025 school year, the District reported 2,389 enrolled students.

The Village is bounded on the west by Lake Waubesa/Upper Mud Lake and to the south by the Yahara River and Lower Mud Lake. These natural water bodies and the Village’s emphasis on outdoor park, conservancy, and recreation amenities contribute to the Village’s tagline *Naturally Connected*. The Village also places a strong emphasis on connecting Village operations to the residents and stakeholder which we serve. This includes an internal Communications Manager and supportive staff that work collectively with Village Department Heads and the Village Board,

Committees, and Commissions to utilize a number of tools to inform and engage the community regarding Village operations and projects.

In August of 2025 the Village updated its vision and mission statements:

### **Vision Statement**

McFarland strives to be a community that works for everyone. With smart planning, responsible leadership, and strong local services, McFarland is a great place to live, work, and belong.

### **Mission Statement**

We serve McFarland by providing everyday services that support community well-being by leading with care, planning with purpose and acting with accountability. We work to earn trust and make decisions that reflect shared values.

### **Our Values**

- **Trust:** We seek to build a foundation on transparency and honesty.
- **Care:** We serve with empathy, kindness, and respect.
- **Responsibility:** We act with accountability to our community.
- **Balance:** We grow in ways that are thoughtful and protect what makes us unique.
- **Engagement:** We work together to strengthen relationships and belonging.
- **Action:** We focus on real, practical outcomes that serve our residents.

More information about the Village is available at [www.mcfarland.wi.us](http://www.mcfarland.wi.us).

## SECTION 3 Project Background

The Village last updated its Comprehensive Plan in 2017. The [existing plan](#) has served the community well and there have only been four amendments to the plan since its original adoption. The Village has a number of other existing plans and studies that support community planning including:

- 2026-2030 Capital Improvement Plan
- 2025 Siggelkow Road Traffic Study
- 2025 Comprehensive Outdoor Recreation Plan
- 2025 Town of Dunn Boundary Agreement
- 2024 TID #6 Project Plan
- 2023 Municipal Center Campus Master Plan
- 2023 East Side Plan
- 2023 Economic Strategic Plan
- 2023 Housing Needs Assessment Study
- 2022 Dane County Hazard Mitigation Plan
- 2020 Strategic Plan, Amended 2025
- 2021 Sustainability Plan
- 2017 TID #5 Project Plan
- 2015 TIF #3 Amended Project Plan
- 2015 TIF #4 Amended Project Plan
- 2010 Downtown Strategic Market Analysis and Opportunities Assessment
- 2008 TIF District #4 Project Plan

- 2007 TIF District #3 Amended Project Plan
- 2005 Terminal & Triangle District Plan
- 2005 Highway 51 Corridor Concept Plan
- 2004 TIF District #3 Project Plan
- 1999 Village Center Master Plan

Copies of these plans are available on the Community & Economic Development website under the [Community Development Plans tab](#).

Due to existing natural features, municipal boundaries, and existing and potential municipal boundary agreements, the Village’s growth opportunities over the next 10-years are primarily limited to infill redevelopment and eastern greenfield expansion.

### **Current Projects Relevant to the Comprehensive Plan Project**

[Madison-McFarland Intergovernmental Agreement](#). The Village and City recently wrapped up several public information meetings regarding potential concepts for a new intergovernmental agreement, including short and long-term boundary amendments and annexation policies. The Village and City previously had an agreement that was adopted in 1997 and expired in 2018, a year after the 2017 Comprehensive Plan was adopted. This project is currently on hold pending the likely submittal of an annexation petition from residents within the Town of Blooming Grove April Hills subdivisions. The Village anticipates receiving the annexation petition within the next several months. Village Board decisions regarding the annexation petition and whether to proceed with an IGA with the City will likely be concluded by the end of 2026. If the Village Board decides to continue with the IGA project, official adoption is not anticipated until 2027.

[Siggelkow Road Traffic Study and 30% Design Plans](#). In response to community concerns regarding existing and future traffic conditions along Siggelkow Road, the Village completed a traffic study of Siggelkow Road from Erling Avenue to CTH AB in the Fall of 2025. The Traffic Study is being utilized by the Village Engineer as part of the development of 30% design plans for future reconstruction of the portion of Siggelkow Road from Catalina Parkway to CTH AB. The Village anticipates completing the 30% design plans by the end of this Spring.

[USH 51 Reconstruction](#). While not a specific Village led project, the WisDOT is currently reconstructing USH 51 from Stoughton to Siggelkow Road. The Siggelkow Road portion of this project has been completed. Portions from the Yahara River bridge to Larson Beach Road will be reconstructed in 2026-2028. The WisDOT is also completing a study of [USH 51 from Voges Road/Terminal Drive to WIS 30](#).

### **Recent Projects Relevant to the Comprehensive Plan Project**

[2023 East Side Plan](#). In 2023 the Village adopted the 2023 East Side Plan which replaced the 2008 East Side Neighborhood Growth Area Plan. This plan was unanimously adopted by the CDA, Plan Commission and Village Board after a multi-year planning and community engagement process.

The plan was adopted as a component, or sub-area plan, of the Village's 2017 Comprehensive Plan.

2024 Tax Increment District #7. The 2023 East Side Plan identified several areas adjacent to Siggelkow Road for a future business park. A developer purchased 60 acres of farmland within a portion of the future business park areas. The Village began the process of creating a Tax Increment Finance District for the business park areas to establish a municipal financing tool to assist with future business park development. As part of that process, several public meetings were held to address questions from members of the community regarding the history of Village land use planning for the east side, recommendations from the 2023 plans, purpose and mechanics of TIF districts, how other prior and existing TIF districts have benefited the Village, and the details of the proposed TID #7 Project Plan. There was significant community turnout at these meetings, including residents from adjacent communities such as the City of Madison Secret Places subdivision, with questions and concerns regarding the proposed TIF, but also more specifically related to future traffic volumes, existing roadway and intersection deficiencies along Siggelkow Road, bicycle and pedestrian accommodations, potential semi-truck traffic, proposed future land uses and Village communication policies and procedures. At the September 11, 2024, joint CDA and Plan Commission meeting, the CDA and Plan Commission voted not to proceed with creation of TID #7 at that time. The Plan Commission also recommended proceeding with completion of the following items to address the questions and concerns raised by the public:

1. A traffic study of Siggelkow Road from Erling Ave. to CTH AB. with a refresh of the traffic study following the installation of the round-abouts by the DOT at end of the offramps.
2. Creation of 30% of engineering design plan for Siggelkow Road from Holscher Road to CTH AB.
3. Creation of a policy for communication with the City of Madison.
4. Discussion of the East Side Plan reevaluation and Economic Development Plan at a future meeting.

Items 1-3 above have been addressed or are nearing completion. On February 19, 2026, the CDA and Plan Commission met to review a referral from the Village Board to consider creating a plan to engage the community regarding the 2023 East Side Plan. The CDA and Plan Commission reached a consensus to direct staff to prepare a Request for Proposals to update the 2017 Comprehensive Plan including engagement separate and specific to evaluating the recommendations in the 2023 East Side Plan, as one project.

2025 Redevelopment District Plans 1 & 2. From 2023-2025 the Village worked on a planning project to update the Village's 2010 Redevelopment District Plans 1 & 2. Redevelopment District 1 included areas near Terminal Drive, Triangle Street, and Brandt Park. Redevelopment District 2 included areas within the Downtown area. The purpose of these plans was to guide future public infrastructure investments and private infill redevelopment proposals. As part of the public hearing there was substantial community objections to the inclusion of the required property blight analysis conducted by the Village's consultant and its potential to be used by future Village Boards to acquire property by eminent domain. After completion of the public

hearing for the new plans, the CDA and Plan Commission voted not to proceed with adoption of the new plans and the Village Board terminated the 2010 plans.

2025 Town of Dunn Cooperative Plan. In 2025 the Village and Town of Dunn entered into a new Cooperative Plan to replace the previous agreement adopted in 2005 that expired at the end of 2025. The new agreement runs through October 29, 2045. Under the terms of the agreement, the Village is prohibited from approving annexation petitions for areas south of the Yahara River until October 29, 2035. After this date, the Village may consider approval of annexation petitions within the areas designated as the Future Highway 51 Growth Area. As part of the 2027 Comprehensive Plan project the Village is not anticipating planning for uses other than those that currently exist. At this time, the Village anticipates completing more detailed land use planning for the Future Highway 51 Growth Area as part of the 2037 Comprehensive Plan, or as a separate planning project in the lead up to the termination of the annexation restriction in 2035.

## SECTION 4      Project and Plan Objectives

Broad objectives for this planning project include, but are not limited to:

1. Conduct inclusive engagement with deliberate strategies to engage the entire community in the development of the next Comprehensive Plan. Creation of the new Comprehensive Plan should be driven by community input and best planning practices. The results of this engagement should be used in creation of the plan and may differ from the existing 2017 plan, including future land use classifications and related policies.
2. Conduct inclusive engagement with separate and deliberate strategies to engage the entire community in developing recommendations to guide future development on the Village's east side. Creation of the recommendations should be driven by community input and best planning practices. The results of this engagement should be used to draft this component of the plan and may differ from the existing 2023 East Side Plan, including the master concept plan and related policies. ~~evaluating the recommendations in the 2023 East Side Plan.~~
3. Conduct inclusive engagement with deliberate strategies to engage the entire community in evaluating areas for future community-sensitive infill and redevelopment. Provide policies, urban design guidelines, or representative images, etc. that can be used to guide and evaluate future requests for infill and redevelopment that consider the character of the surrounding neighborhood (e.g. use, density, height, massing, architectural features, pedestrian and bicycle amenities, green spaces, etc.) to enable quality redevelopment projects, while still protecting the integrity of the surrounding neighborhood.
4. Community input and visioning are core and critical elements of the Comprehensive Plan process, including community engagement activities prior to drafting any plan policies or future land use maps for public input. Obtain input from a broad set of community stakeholders including various Village committees/commissions/board, Village staff,

residents, property owners, business owners, real estate and development professionals. Include strategies to obtain input from typically unrepresented stakeholders and silent supporters. Provide innovative approaches to educate, inform, listen, and obtain input from stakeholders on desired future land uses that leads to stable and sustainable Village budgets, services and infrastructure maintenance that maintains McFarland as a great place to live and work.

5. Build on what has been accomplished from the list of adopted planning documents identified in Section 3, along with what is found within the 2017 Comprehensive Plan, revisiting planning assumptions, concepts and strategies that have not worked well or have yet to come to fruition, including those in the 2005 Terminal and Triangle District Plan, 2017 Comprehensive Plan, and 2023 East Side Plan.
6. Develop a Comprehensive Plan that meets the requirements of Wis. Stat. 66.1001. As part of adoption of the final 2027 Comprehensive Plan, the Village desires to retire the 2023 East Side Plan and 2005 Terminal and Triangle District Plan rather than updating them as separate referenced documents. The final plan should be user friendly, incorporating graphics and maps and minimizing use of text. The existing plan includes two Volumes and an Executive Summary. The Village is open to other plan layouts, but the final deliverable should include a separate user-friendly Executive Summary.
7. The Village expects that the Comprehensive Plan will also lay the foundation for an overhaul of the Village's Zoning and Subdivision Codes. This project is planned for 2028 within the Village's Capital Improvement Plan and is anticipated to begin after completion of the Comprehensive Plan update.

## SECTION 5      Scope of Work

The selected Consultant will provide a full range of municipal planning services required to create a new Comprehensive Plan. The desired services include, but are not specifically limited to the following:

1. Public Participation Plan. Develop a public participation plan meeting the requirements of Wis. Stat. 66.1001 for review by the Steering Committee and adoption by the Village Board. A response to this RFP should include a preliminary community engagement and public relations outline developed by the consultant. The consultant is encouraged to suggest successful public engagement models that have been successful in other communities. The public participation plan will be refined and finalized after the Village has selected the preferred consultant. The public participation plan should include opportunities for public engagement throughout the planning project, including engagement activities prior to drafting any plan policies or future land use maps. The Village anticipates using a variety of methods to keep Village residents and stakeholders informed of the planning project, including social media, electronic and hard copy newsletters or other forms of mailed notices. The Village anticipates using direct mail

notifications at key times during the project. The cost to provide direct mailed notices will be paid by the Village as part of the project budget, and not a direct expense to the consultant. As part of the Public Participation Plan, the Village seeks to obtain input from the selected consultant regarding when direct mail notifications will be most beneficial within the project budget.

2. Plan Review, Data Collection and Existing Conditions Analysis. The consultant is expected to become familiar with the Village plans summarized in Section 3, and those relevant plans adopted by regional entities such as the Capital Area Regional Planning Commission (e.g. [Regional Development Framework](#)), [Dane County Housing Initiative](#) (e.g. Dane County Housing Needs Assessment, Dane County Regional Housing Strategy), Greater Madison Metropolitan Planning Organization (e.g. [Connect Greater Madison 2050](#)), and adjacent community comprehensive plans or neighborhood plans. Incorporate WisDOT US 51 design plans and studies as applicable. The consultant shall perform data collection, analysis, and projections to meet or exceed the requirements of Wis. Stat. 66.1001.

2.3. Sub-Area Character Studies. The Village is interested in creating neighborhood character studies that analyze existing development patterns such as existing land uses, densities, lot sizes, setbacks, building height, massing and architectural features to inform the creation of future land use policies. This process would include breaking down the Village into logical neighborhoods, districts, and corridors. This information should aid in the creation of infill and redevelopment policies, as provided in Section 4(3) of this RFP. In addition to quantitative analysis, some public engagement activities could be structured around the neighborhoods, districts and corridors to obtain qualitative analysis to supplement the quantitative analysis. The future land use map and related policies could be further illustrated through the lens of the neighborhoods, districts, and corridors approach.

3.4. Mapping. The planning project is anticipated to result in several planning maps to meet or exceed the requirements under Wis. Stat. 66.1001. Maps may include but are not limited to those listed below. Most maps are anticipated to include the Village municipal boundary and its 1.5-mile extraterritorial plat review jurisdiction. It is anticipated that the consultant may need to create additional inset maps scaled to specific areas within the Village.

- a. Planning Area, including jurisdictional boundaries and relevant boundary agreements,
- b. Soils
- c. Natural Resources, including WDNR wetlands, FEMA Floodplains, steep slopes, hydric soils, surface water, woodlands, existing Capital Area Regional Planning Commission (CARPC) mapped Environmental Corridors and Future Potential Environmental Corridors, etc.
- d. Transportation, including existing and proposed roads, bicycle and pedestrian, and bus accommodations.

- e. Community Facilities and Utilities, including existing and proposed village facilities, public sewer and water facilities, public parks, schools, and private recreational amenities.
- f. Existing Land Use
- g. Zoning
- h. Future Land Use

4-5. Community Engagement & Public Relations. The consultant shall develop and execute a public engagement plan to inform and gather input from a broad set of stakeholders regarding this planning project, including activities separate and specific to developing recommendations to guide future development on the Village's east side~~evaluating the recommendations in the 2023 East Side Plan.~~ The consultant should budget sufficiently to work with the Village to plan for public engagement meetings and activities, including how we approach the community and how we bring the community together in the planning process and resources to help present the project to the community and obtain feedback as part of public relations for the project. The consultant should also budget for an appropriate number of meetings with Village Staff, the Steering Committee, and other various Village committees and stakeholders, to develop the plan based on the experience of the Consultant and the needs of this project. A final presentation of the plans will be required once the document is complete to both the Steering Committee and Village Board. This includes a public information meeting prior to the required public hearing on the final draft plan. Proposals shall specifically describe the public engagement tools and meetings the consultant proposes as part of their cost estimate.

5-6. Vision, Goals, Objectives, Policies and Programs. Develop a plan vision, goals, objectives, policies and programs/initiatives for each of the required nine comprehensive planning elements per the requirements of Wis. Stat. 66.1001. The future land use classifications, and related policies, should use clear terminology, graphics, maps and illustrations so that non-planners can understand what the policies mean, including desired outcomes and uses, in a way that is easily comprehensible.

6-7. Draft Plan, Plan Review, and Adoption. The consultant shall prepare the draft plan for review by Village staff, the Steering Committee, and public for further revisions and refinement. A public hearing draft plan shall be prepared for review by Village staff, the Steering Committee, and public for further revisions and refinement. Prior to holding the public hearing, the consultant shall provide a final public information meeting on the draft plan. After the public hearing is held a final draft plan shall be prepared for recommendation by the Steering Committee and approval by the Village Board. Upon adoption by the Village Board a final plan shall be provided to the Village including any revisions by the Steering Committee and Village Board through the final plan adoption process.

These are the general requirements for the creation of a new Comprehensive Plan and are not intended to be an all-inclusive list of every task necessary to complete the project. It is expected that consultants will submit proposals that provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their expertise from past work on similar projects. Innovative approaches that meet the intent of the Plan Objectives and Scope of Work are welcomed, these could be presented as additional services or additional approaches in the consultant response if desired.

## SECTION 6 Deliverables

The selected consultant shall complete a final comprehensive plan document(s) that contain at a minimum those items described in the final Scope of Services. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including all maps, GIS data and GIS map packages, graphics, or tables used to create the plans. The selected Consultant shall provide the Village with three (3) hard copies of the final plan(s) and an electronic PDF copy of the final plan(s). Draft deliverables may be provided in PDF format.

### **Optional Services:**

The Village is interested in obtaining cost estimates for each of the following additional services to be considered at the Village's discretion:

1. Consultant Hosted Project Website. In lieu of the Village hosting and maintaining a project website.
2. Creating an Interactive On-line Comprehensive Plan. In addition to a traditional linked pdf copy of the plan, the Village is interested in potential utilizing more user-friendly ways to illustrate and describe draft and final comprehensive plan documents such as utilizing GIS Story Maps or similar tools to gather community input and communicate the content of the plan.
3. Parcel Specific Site and Building Concepts and Renderings. The Village does not anticipate the planning project will include the consultant developing parcel specific site and building concepts or renderings for how any particular property may develop, or redevelop, in the future. While the Village understands there may be several factors that contribute to the cost to provide this service, the Village is interested in understanding what a typical cost, or cost range, might be to provide this type of service on a per site basis. If the need arises during the planning process, these additional services would be negotiated as a contract amendment as approved by the Village Board based on the specific request of the Village.

## SECTION 7 RFP Submittal Requirements

- 1) Qualification Details consisting of:**

- a. Cover Letter – Including, but not limited to a statement of understanding and approach to this project.
- b. Experience – A summary of five to seven similar or relevant projects that the consultant has executed within the last five years. Electronic links to full copies of similar or relevant plans are encouraged. Hard copies of similar or relevant plans are not desired and can be provided electronically.
- c. References – Provide three to five municipal client references for which the consultant has provided similar planning services within the last five years. Include the name, email, and telephone number of the contact person and a description of services provided to that contact.

## 2) Technical Proposal consisting of:

- a. Scope of Work – A description of the approach to be taken toward completion of each item listed under Section 5 of this RFP, including any draft and final deliverables. An explanation of any variances to the proposed Scope of Work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal or from past project experiences.

## 3) Project Management Plan Proposal consisting of:

- a. Key Personnel – A list or organization chart of personnel directly assigned to the project, along with responsibilities on this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. This includes those individuals that will be specifically responsible for community engagement and public relations activities throughout the planning project, including those individuals with specific responsibilities for facilitating public meetings. Describe your plan to interface with Village staff, including opportunities to coordinate with the Village’s Summer Intern and communications staff for project activities. The consultant’s project manager, who will be responsible for planning, coordinating, and conducting the majority of the work must be identified and committed to the project. The Village reserves the right to approve consultant’s project manager, community engagement manager, public meeting facilitators, and any requested personnel and subcontractor changes during the course of the project.
- b. Quality Control – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget and schedule.
- c. Village Staff Commitments – Identification of those items within the Scope of Work for which the consultant anticipates assistance by Village Staff. Village Staff

will serve as the point of contact for public inquiries during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters. Village communication staff can assist with creation of project videos and promotional materials for public engagement activities in collaboration with the consultant. The Village ~~also anticipates hiring~~has hired a Summer Intern that will be available to assist with this project from June-August 2026, and on a limited basis from September-December 2026. The intern can assist with data collection and analysis, existing sub-area character studies, photo inventories and public engagement activities, including pop-up events in the community guided by but not attended by the consultant team. Given the timeline for when the intern will be available, the Village seeks to maximum opportunities for the intern to assist with the project to efficiently use the project budget to maximize consultant led community engagement activities, policy and plan development activities. The Village can provide the consultant with an original Word copy of the 2017 Comprehensive Plan, including associated Excel tables. The Village can also provide InDesign files for the 2023 East Side Plan. The Village can also provide the consultant with GIS shapefiles of the following data:

- i. Future land uses from the 2017 Comprehensive Plan
  - ii. Zoning
  - iii. 10-Year CIP road improvements
  - iv. Existing and future pedestrian and bicycle routes and trails
  - v. Village facilities and utilities
  - vi. Existing land use, soils, parcel, natural resource and environmental corridor data are available for free from Dane County and CARPC.
- d. Project Schedule – A proposed schedule that indicates project milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the Comprehensive Plan. Identification of meetings with Village Staff, Village committees, and the public, including summary of targeted discusses and meeting outcomes.
- e. Supplemental Information – Any other information deemed necessary to address the requests of this RFP.

#### 4) Cost and Labor Hours Proposal consisting of:

- a. Cost – Lump Sum price to complete the plan as proposed in the Consultant’s base Scope of Work. **The Village Board has approved \$60,000 in funding for the project in 2026 and earmarked an additional \$60,000 in funding for 2027 within the Village’s Capital Improvement Plan. The final amount of 2027 project funds**

**will be determined as part of the Village Board's approval of the selected consultant's contract and the 2027 Village Budget.**

- b. Estimated Labor Hours – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.
- c. Additional Scope/Fees – Total fee, hours per employee, and hourly rates by employees, for any additional services not identified as included in the Consultant's base Scope of Work.

**5) General requirements consisting of:**

- a. Due Date – **Responses to the RFP must be received by 4:00 PM CST on Friday, ~~April 24~~May 29, 2026.** Proposals received late, for any reason, shall not be accepted.
- b. Format & Location – Prospective consultants shall provide one (1) electronic PDF copy. RFP submittals shall be emailed to the Community & Economic Development Director at [andrew.bremer@mcfarland.wi.gov](mailto:andrew.bremer@mcfarland.wi.gov), subject: Proposal for 2027 Comprehensive Plan Update. Note, an email more than 25 MB won't be accepted by the Village's email server. Alternatively, consultants may submit a link to electronically download the proposal or an electronic PDF copy via a USB flash drive to the McFarland Department of Community & Economic Development:

Attn: Andrew Bremer, AICP  
Community & Economic Development Director  
Proposal for Comprehensive Plan Update 2026  
5915 Milwaukee Street, PO Box 110,  
McFarland, WI 53558.

- c. Property – All information developed as part of this RFP, including graphics and data, shall become the property of the Village. All text shall be submitted electronically as is most convenient. All original graphics generated as a part of the RFP shall be submitted to the Village in an easily reproducible hardcopy and electronic format as applicable.

## SECTION 8      Evaluation Criteria

The following criteria will be used to evaluate each proposal submitted:

- Key Personnel Experience (20 points). Level of experience completing similar projects with local government entities of similar size, structure, and complexity. Experience and

qualifications relevant to key personnel and their associated project roles and estimated labor hours. Demonstrated experience in comprehensive planning, community engagement and public relations.

- Community Engagement Strategy (20 points). Demonstrated responsiveness to the community engagement needs outlined in the RFP, including the preliminary public participation plan.
- Scope of Work (20 points). Level of responsiveness and technical approaches to the scope of work outlined within the RFP. Demonstration of knowledge and innovative approaches particular to the desired Scope of Work and Plan Objectives.
- Cost Effectiveness (25 points). Ability to meet budget/value as related to proposed and additional costs. Hourly rates of key personnel. Estimated total labor hours. Total project budget.
- Project Schedule (10 points). Ability to be responsive in meeting schedule required to complete the plan and deliverables. Quality, clarity and creativity of proposed planning process and public engagement, including specific proposed engagement tools and project meetings.
- Quality of Submittal (5 points). Quality, clarity and completeness of submittal package, including identification of draft and final deliverables. Consultants shall not submit verbatim sections of this RFP as their proposal.

## SECTION 9      Method & Timeline of Selection

The Village Administrator; Community and Economic Development Director; Associate Planner, Communications Manager, Chairperson and Vice-Chairperson for the Planning Commission, and Chair of the Community Development Authority will conduct the evaluation of proposals submitted. This will comprise the RFP Evaluation Team. They will make a recommendation to the Steering Committee based on proposals received, who then will make the final recommendation to the Village Board for action. The following method and timeline will be utilized to select the desired proposal, subject to change at the Village's discretion:

- ~~March 24~~April 28, 2026 – RFP Issuance Date.
- ~~April 10~~May 15, 2026 – Deadline for submittal of written questions. Questions regarding this RFP shall be emailed to the Community & Economic Development Director at [andrew.bremer@mcfarland.wi.gov](mailto:andrew.bremer@mcfarland.wi.gov).
- ~~April 14~~May 19, 2026 – Responses to written questions. Responses to all submitted written questions will be posted to the Village website.

- ~~April 24~~**May 29, 2026 – RFP Due Date.** RFP’s shall be submitted no later than 4:00 PM on Friday, ~~April 24~~**May 29**, 2026.
- ~~April 27 – May 8~~**June 1-10, 2026.** The Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person or virtual interviews as needed. At its discretion, the Evaluation Team may host interviews with consultants in order to make a recommendation on a preferred consultant to the Steering Committee. Interviews may be held remotely. Village Staff may also follow-up with individual consultants to seek clarification on questions related to bids received as needed.
- ~~May 13 – 21~~**June 15-18, 2026 – Steering Committee Meeting.** The Evaluation Team will make its recommendation to the Steering Committee for further consideration following completion of their work to evaluate the proposals. The Steering Committee will consider the recommendation of the Evaluation Team in order to make their own recommendation to the Village Board.
- ~~May 26~~**June 23, 2026 – Village Board approval.** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.
- ~~May 29~~**June 24-July 3, 2026– Contract Signatures.** The Village Attorney will draft the final contract for signatures utilizing the approved proposal and the Village’s Standard Contract.
- ~~June 1~~**July 6, 2026 – Estimated Project commencement date.**
- **By August 18, 2027 – Estimated project completion date.** Village Board acceptance of final plans on or before August 18, 2027.

## SECTION 10                      Terms and Conditions

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The Village may reject any proposal if it is conditional, incomplete, contains irregularities, or if in the sole discretion of the Village not considered in our best interest. The Village may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Consultant from compliance with the contract requirements if the Consultant is awarded a contract. A prospective Consultant may be requested for an interview at the sole discretion of the Village. The recommended Consultant will be selected and approved by the Village Board.

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template is attached to this RFP for reference.

There is no expressed or implied obligation for the Village to reimburse firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under Wisconsin law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village will not discriminate against individuals due to sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other characteristics protected by law. This applies to all Consultants submitting proposals to this project and their sub-consultants.

The Village reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the Consultant.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the Village.

The Village reserves the right to reject any or all proposals submitted.

## SECTION 11      RFP Exhibits

Exhibit A: Standard Contract Template