VILLAGE OF MCFARLAND

Joint Community Development Authority, Planning Commission, and Village Board

NOTICE OF PUBLIC MEETING

Wednesday, November 9, 2022 **7:00 PM** **McFarland Municipal Center**
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:
https://us02web.zoom.us/j/86454532686
Or by Telephone: +1 (312) 626-6799
Webinar ID: 864 5453 2686
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 members of the public to address the Community Development Authority. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Authority may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Authority for their consideration. Members of the public who are present in person and wish to address the Authority should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to community.development@mcfarland.wi.us to be included as part of the meeting.

3. APPROVAL OF MINUTES.

    a. Motion to approve the minutes of the September 20, 2022 joint Plan Commission and Community Development Authority meeting.

    b. Motion to approve the minutes of the October 12, 2022 CDA meeting.

4. BUSINESS.

    a. Discussion regarding East Side Neighborhood Plan update.

5. SCHEDULE NEXT MEETING DATE.

    a. Thursday November 10, 2022 @ 6:00 p.m. - Village Board

    b. Tuesday November 15, 2022 @ 7:00 p.m. - Plan Commission

    c. Wednesday December 14, 2022 @ 7:00 p.m - CDA

6. 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 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.

Working Draft – Joint Plan Commission & Community Development Authority Minutes
September 20, 2022, at 7:15 P.M.

Plan Commission
Members Present: Carolyn Clow, Stephanie Brassington, Peter Bloechel-Anderson, Kathleen Pakes, Scott Peters, Chris Reynolds

CDA
Members Present: Stephanie Brassington, TJ Jerke, Ken Brost, Austen Conrad, Kristin Ellis, Dan Kolk,

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER, ROLL CALL

   Chair Clow called the meeting to order at 7:16 P.M.

2. PUBLIC APPEARANCES.

   None.

3. BUSINESS
   a. Discussion regarding East Side Plan update.

      Bremer provided summary for the agenda item as it will cover discussion on the Economic Development and Housing strategy for the East Side Neighborhood plan along with two future land use map concepts. Bremer commented each section covered will be limited to 30 minutes to keep discussion going.

      The MSA team presenting on the agenda item were Stephen Tremlett, MSA Consultant Project Manager, Becky Bins, MSA Housing & Recreational Specialist, Kristen Fish-Peterson, Redevelopment Resources. Tremlett began with a brief overview of the actions since the last joint meeting on June 24, 2022, providing a summary of the East Side Plan. Fish-Peterson followed Tremlett's introduction covering the section for the Economic Development Strategic Plan. The five primary strategies include:
      1. Focus on Improving Quality of Life
      2. Work with (Madison Region Economic Partnership (MadREP) on Business Attraction for Primary Industries
      3. Attract New Commercial/Retail Service Businesses
      4. Invest Time on Business Retention & Expansion (BRE)
      5. Keep Housing and Workforce a Constant Priority

Fish-Peterson added that subcategories were included among all strategies, describing methods to help achieve each strategy. The subcategories include Organization, Funding, Business Recruitment, Events, Marketing, Redevelopment Site/Opportunities, and Infrastructure. Fish-Peterson's discussion continued to addressed marketing strategies, recommendations for Community & Economic Development Staff, website management, social media, and highway exposure.

Clow asked Fish-Peterson to clarify "DCSC". Fish-Peterson explained this is the Dane County Sustainability Campus, an upcoming plan by Dane County to better increase awareness on landfill management. The campus will be located north of the East Side Neighborhood Plan area across I-39 and occupying a portion of the Yahara Golf Course.

Fish-Peterson commented from past experiences that recruitment of businesses is difficult and not always based on the municipal needs, but retailer needs as well. Clow asked Fish-Peterson to speak on the difficulty of attracting businesses, mentioning why a big retailer like Target is not present in McFarland. Fish-Peterson shared her experiences from working with other communities having to meet target criteria's necessary for large retailers before they move in. These criteria may include available space, location, population size, and proximity of people with college degrees. Fish-Peterson stated the criteria speaks to income levels for the surrounding area and large retailer's preferred workforce. Continuing, Fish-Peterson commented high costs of construction for new retail buildings will determine higher rent pricing for the tenants.

Pakes asked about the development parks and why bioscience was not recommended. Fish-Peterson stated the decision was an effort not to compete with other municipalities, referencing Fitchburg as an example, while sharing it is more common for similar type companies to be surrounded by other similar industries. Fish-Peterson added that the Village should focus its efforts on more prospective outcomes as covered in the section since they are more likely to be recruited, however this does not excluded the Village from pursuing those not listed. Pakes followed up her question on how to efficiently utilize the space. Fish-Peterson mentioned regulation by conditional use to better manage desired retail. Fish-Peterson continued if the Village has the land for industrial development, there is no downside for industrial development since it is a strong category for development currently. Fish-Peterson highlighted strengths McFarland has is access and visibility to major roadways and highways. Fish-Peterson added recommendations to simplifying department procedures to reduce project timelines.

Reynolds asked if there were key data elements to be track within the databases. Fish-Peterson was unsure if they recommended any elements to track within the strategy but would converse with Bremer further on the matter, additionally suggesting the data might be available with MadREP. Reynolds followed by asking how MSA determined the peer communities. Fish-Peterson shared it was a collaborated effort between the MSA team and Bremer to decide on the peer communities, referencing communities that shared similar location with growth potential and not landlocked, proximity to major roadways, population size, and within Dane County.

Binz followed Fish-Peterson's discussion by beginning the summary for the Housing Market Analysis. Binz provided a summary of housing goals from the findings.

1. Increase Supply of Ownership and Rental Units
2. Increase Affordability and Remove Barriers to Housing
3. Create Healthy Neighborhoods

Binz commented on the issue with demand from growth of new households and low vacancy rates in McFarland. Continuing, Binz covered ownership unit projections addressing conservative and high projections, commenting that projection data can be manipulated a bit more. The data projections were further subcategorized into AMI groups, recommending the Village focus on 80% AMI or less. Transitioning to renter projections, Binz commented that a similar approach was taken to determine projected numbers for rental units by 2030. Binz commented on this projection for renters that it felt a bit low being between 21-153 new rental units by 2030.

Kolk raised the question about the 75+ cohort calling out the 10% projected renter while a previous table showed them being 0%. Binz clarified that the values were derived from ACS data and there is a margin of error associated with the estimate. Kolk further asked if this was a strange matter. Binz affirmed it is strange and understands it may be incorrect however they prescribed a higher value to the dataset to account for this. Pakes asked for clarification on projected new rental units and what this all includes (New or current demand). Binz clarified by stating this range value includes new demand plus additional units for healthy market or vacancy. Further, Binz affirmed the projection for new rental units appeared a bit low, opting to flex for higher projections based on expectations for growth the Village will experience. Peters affirmed that the New Ownership Units projection seemed appropriate and rental units should be higher than projected. Clow affirmed the Village has historically advocated for more single family detached housing.

Binz presented an alternative projection of housing with more demand on rental units showing New Ownership Units by 2030 between 566-819 and New Rental Units by 2030 between 75-209 for age cohort <55 and above. Kolk commented on accessibility for single family homes to be owned by the senior population of McFarland, however, even with desirability to move, more senior type housing options, not limited to rental or owner-occupied, are not available within the community. Continuing, Kolk added which comes first in this situation, help free up housing or build more senior type housing. Binz affirmed comments made by Kolk. Clow asked Bremer to comment on the projected new ownership units and new rental units with what has been added in past years if this was feasible.

Bloechel- Anderson added to the questions by providing estimates among recent rental units added. Bremer commented in the previous year (2021), the Village added 104 multifamily units permitted based on two projects, the year prior (2020), the Village added 92 multifamily units. Bremer estimates around 2015 was when multifamily developments began from one project per year to two projects per year. Bloechel-Anderson followed up by asking if the 209 rental units by 2030 is a realistic projection. Bremer affirmed the values are feasible but likely too low, repeating Peter's comment earlier on sustainable approach to development moving forward as space becomes limited. Bremer continued by adding that this will in turn provide support to commercial options while the Village should be more open to denser residential development to occur throughout the Village.

Binz continued the discussion into strategies highlighting recommendations on how the CDA committee can continue to be involved.

1. Housing Committee – CDA
2. Staff & Developer Processes

Clow raised the question on the importance of a committee to exist. Binz answered the group will push the plan and its action forward. Binz continued the discussion with the category for initiatives highlighting Waiving or Reducing Development Fees targeting 80 AMI or lower, establishing a scaled down rate. This discussion includes review of current Village impact fees.

Binz continued the discussion to cover recommendations on regulations briefly touching on the topics below.

1. Zoning Code Amendment – Enable ADUs (Accessory Dwelling Units)
2. Zoning Code Amendment – Enable Cottage Courts
3. Other Zoning Amendments
    a. Multifamily (MF) dwellings permitted uses in R3 district
    b. Address density requirements for MF uses
    c. Reduce parking requirements

Binz shifted the discussion to cover funding opportunities for McFarland Affordable Housing Fund, recommendations on TIF districts and 1-year affordable housing extension, and LIHTC (Low Income Housing Tax Credit). Binz reiterated Fish-Peterson's comment on Staff showing up to events and conferences to create those connections with experienced developers in low-income housing development. Binz's discussion continue to include recommendations on initiatives and partnerships. Clow commented on the recommendations to rewrite the zoning code as a place to start while expressing concerns with establishing another committee. Bloechel-Anderson commented on shift in affordable housing today compared with past definitions. Bloechel-Anderson and Peters recalled the Rosewood Fields subdivision plan as an example of negotiation for affordable and more diverse housing mix.

Concluding Binz's discussion, Tremlett continued the conversation with the East Side Growth Area. Tremlett summarized a previous discussion on Healthy Neighborhoods, emphasizing the varied uses within the neighborhood project, detailing architecture design, placement of density type housing and open spaces. Tremlett raised discussion questions about the concept of balanced neighborhoods. Bloechel-Anderson noted his previous comment about Rosewood Fields but on a smaller scale. Reynolds asked if one developer can complete all of what is included in the Healthy Neighborhood. Tremlett responded how often the developer may contract out certain areas of specialty to other contractors to address the varied structures. Bremer commented the Plan Commission made helpful recommendations to the original proposed development for Rosewood Field development, while including that each developer will have their own unique take on the area. Peters raised the question of how to put a concept like Healthy Neighborhood into zoning. Bremer answered that this would typically be through planned policy, emphasizing details concerning a mix for different types of development based on size and then zoning.

Tremlett continued the discussion by summarizing various types of land use among business categories including commercial, mixed-use, and business parks. Tremlett discussed different density types for residential categories which include low-density, medium-density, and mixed-use or high-density residential with commercial. Tremlett discussed the open space categories which include civic/institutional/utilities, park & recreation, and stormwater/conservation.

Tremlett discussed details for the initial land use concepts presented at the July 2022 public involvement meetings. Tremlett summarized concept 1, 2, and 3 and their unique design themes. Tremlett included with each concept, feedback from the meetings for each concept. Continuing, Tremlett discussed the new concept 1's design themes. Tremlett emphasized new concept 1 utilizes the north and south collector road from Broadhead to Siggelkow along the edge of Gun Club/Substation, focus on connecting green spaces and primarily medium-density residential with pockets of low-density. Tremlett asked the commission members their thoughts on the amount of uses as it relates to the mix of residential, commercial/mixed use, and business park. Reynolds asked how the development of the Dane County Sustainability Campus will impact the design themes as presented. Tremlett displayed the proposed location for the sustainability campus via google maps. Bremer commented about half of the Yahara Hills Golf Course along County AB will be used for the proposed sustainability campus, all of which is within the City of Madison. Peters raised the question on commercial locations for new concept 1, asking to clarify the type of commercial in the specified locations, concerned the separation is not walkable from housing. Tremlett clarified the areas in this northwest quadrant will be more office space and commercial that supports business parks. Tremlett added that the areas indicated in pink would show uses for mixed use with more flexibility. Tremlett clarified that areas indicated in red would not be large 40,000 square foot commercial, but a node of commercial buildings, commenting on their vacancy today. Clow commented on the possibility of a grocery store to be unlikely adding to the difficulty of getting gas on the way to work in Madison. Fish-Peterson commented she mapped the distance and concluded it would be less than two miles to the nearest Pick 'n Save in McFarland. Clow continued by commenting the two miles, although short, is a bit out of the way from some residents general commute, and they may opt more to go to the Pick 'n Save in Monona. Clow also emphasized the change in perspective of what McFarland should look like and what is being approved and proposed as the Village continues to grow.

Tremlett discussed new concept 2's design themes which includes a new north/south collector road heading northeast to Siggelkow, business park clustering around Siggelkow road with second business park near CTH AB east of Interstate, some connecting open spaces, but greater focus on smaller neighborhood parks. Clow asked if either of the new concept land use plans create a connection from existing residential to the community park such as a bike path. Tremlett commented that level of detail has not yet been addressed.

Bloechel-Anderson commented on the slide which reads, "What sections are preferred? Building towards a preferred concept," the concept maps are switched. Tremlett confirms they were switched by mistake, continuing to reference them by what is shown and to be corrected later. Tremlett continued the discussion by asking, based on the sections labels for the areas shown, (ie. 3E, 4E, 2S), what specific area is more preferred on one concept map over the other? Pakes asked if there is a benefit to clustering of purple areas (business park) compared to splitting them up. Tremlett cited past experiences and interviews, with Sun Prairie as an example, that clustering was preferred as some can become a dead zone during non-business hours. Bloechel-Anderson provided approval for the proposed mixed-use on concept plan #1 lining north and south together compared to concept plan #2 being spread throughout. Tremlett concurred. Clow spoke on the expected timeline for development across the Interstate to be years in the making, while also commenting on the development of the Community Park. Pakes asked about the timeline for demand of industrial space and if it is in demand currently, more space available does have its benefits. Clow commented the hardest part for the concept plan is filling in the area for a business park. Reynolds asked if the proposed location of the business park would be in competition with the City of Madison. Tremlett stated Madison has an existing business park north of Hwy 12/18, unsure on the available space. Pakes asked for the estimated acreage on concept plan #2. Tremlett answered 125-140 acres. Fish-Peterson shared her preferences for what is shown west of the Interstate on concept plan #2 combined with what is east of the Interstate shown on concept plan #1, emphasizing preferences for more purple (business park). The committee continued to discuss possibilities for the area east of the Interstate. Fish-Peterson commented areas north of Siggelkow, in red (Commercial) on both concept plans with preferences to be business park. The committee continued to discuss extension of utilities in the northwest and northeast corners of the concept plans based on timelines, number of people served, and feasibility of demand for those areas. Tremlett raised the question if the Village should allow for private wells and septic even though the code does not allow for it until it becomes feasible to connect utilities to those locations. Clow concurred this was a good topic to address within the report.

Bremer addressed the underutilization of the existing rail options on the south section for both concept maps, adding to the statement that this is unique access and for niche market of commercial use. Bremer concurs with discussion for business park west of the interstate, while highlighting key transportation nodes on concept plan #1 show higher density locations as consistent with the 2008 Eastside Neighborhood Plan. Bremer asked commission members to provide follow up comments on concepts 1 and 2 to be emailed to him to share with MSA. Bremer commented that the flexibility of uses for commercial or residential can have its benefits and challenges. Tremlett proposed a deadline for comments be October 3rd so that MSA may meet their own deadlines.

4. ADJOURNMENT.

Brost motioned to adjourn, Brassington seconded the motion. Motion carried by unanimous consent. Meeting adjourned at 9:42 p.m.

Community Development Authority

Working draft -MINUTES

October 12, 2022

Members Present: Dan Kolk, Kristin Ellis, Stephanie Brassington, Ken Brost, TJ Jerke

Members Excused: Austen Conrad

Staff Present: Andrew Bremer

1. CALL TO ORDER

Brassington called the meeting to order at 7:00 pm.

2. PUBLIC APPEARANCES

Sean O'Hearn, 5923 Exchange Street, McFarland House Café requested consideration for funding in the 2023 Village budget for additional bike parking in the Downtown area including the existing public parking lot along Bashford Street/Exchange Street within TID #4.

3. APPROVAL OF MINUTES

a. Review and possible approval of the minutes of the September 14, 2022 joint Community Development Authority and Village Board meeting.

Brassington moved to approve the September 14, 2022 Community Development Authority minutes. Brost seconded the motion. Motion carried 5-0.

4. BUSINESS.

a. Discussion and possible recommendation to the Village Board regarding Amendment 1 to the Development Agreement, McFarland House Café, Inc., and O'Hearn Ventures LLC.

Bremer reviewed the purpose of the request as summarized in his staff report. O'Hearn provided a summary of the delay for the electrical component and that no date for the arrival has been provided by the supplier due to supply chain issues. Brassington inquired on the timeline to finish the project once the part arrived. O'Hearn indicated the power to the building would need to be shut off for 4-6 hours while the work is done. Kolk inquired whether the sprinkler system had been completed and inspected. O'Hearn indicated it had. Motion by Brost to recommend to the Village Board approval of Amendment 1 to the Development Agreement, McFarland House Café, Inc., and O'Hearn Ventures LLC, as presented. Seconded by Kolk. Motion carried 5-0.

b. Discussion and possible recommendation to the Village Board regarding Amendment 1 to the Atwater LLC Development Agreement.

   Bremer reviewed the purpose of the request as summarized in his staff report. Motion by Brassington to recommend to the Village Board approval of Amendment 1 to the Atwater LLC Development Agreement, contingent on review by the Village Attorney. Seconded by Kolk. Motion carried 5-0.

c. Discussion and possible recommendation to the Village Board regarding amendments to the Village's Tax Increment Financing Development Incentives Policy Manual and Application.

   Bremer reviewed the proposed changes to the TIF policy manual and application from the September 14, 2022 joint CDA and Village Board meeting. Jerke requested Bremer revise the definition of minor amendment on page 28 of the packet to provide additional clarity through examples such as subordination requests and that the Community & Economic Development Director shall define what is considered a minor amendment instead of the applicant. CDA members concurred with this amendment. Motion by Brassington to recommend to the Village Board approval of the proposed amendments to the Village's Tax Increment Financing Development Incentives Policy Manual and Application. Seconded by Brost. Motion carried 5-0.

5. SCHEDULE NEXT MEETING DATE.

   a. Wednesday November 9, 2022 at 7:00 p.m.

6. ADJOURNMENT.

   Brassington moved to adjourn the Community Development Authority. Brost seconded the motion. Motion carried 5-0. Meeting adjourned at 7:35 p.m.

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, November 9, 2022**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion regarding East Side Neighborhood Plan update.**

PREVIOUS ACTION:

ISSUE SUMMARY:
Staff from our planning consultant MSA Professional Services will facilitate a joint discussion between the Planning Commission, Community Development Authority, and Village Board regarding the following materials provided in the packet:

1. Review of the draft plan vision, goals, and policies including policies for each future land use category. We spent a few meetings broadly discussing the various types of future land use categories. The material in the packet provides greater details regarding the policies and recommendations for each future land use category.
2. Review of the preferred future land use map. This summer our consultant started with three broad future land use alternatives, which were further refined through public/stakeholder/committee/staff input to two future land use alternatives, and now to one preferred concept.
3. Review of the draft road typical cross sections. The 2008 East Side Neighborhood Plan included recommendations for the design of roadways within the neighborhood based on their functional classification (e.g. arterial, collector, local). MSA has prepared updated cross sections for review and discussion.

This agenda item is presented for discussion only. The consultant will collect input from the meeting in order to further refine these draft documents for presentation and discussion at the Tuesday, November 29th Public Involvement Meeting (6:00 PM). Feedback received from the November 29th PIM will be presented to the Planning Commission at their December 20th meeting.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

VILLAGE OF
McFarland

This agenda item is presented for discussion only.

ATTACHMENTS:

1. Draft Chapter 2 Vision, Goals, Policies_11.03.22
2. Draft Preferred Future Land Use Concept_11.03.22
3. Draft Road Typical Sections_11.03.22

CHAPTER ONE: BACKGROUND

CHAPTER TWO: PLAN VISION, GOALS & POLICIES

Plan Vision

The East Side Plan creates a planning framework to guide the implementation of this key growth area for the Village of McFarland.

Vision Statement: *McFarland's east side will balance growth opportunities while facilitating sustainable initiatives, expanding job opportunities, and promoting housing diversity and affordability, and social equity.*

- *Sustainability:* *The Plan embraces sustainable development practices including minimal site disturbance, preservation of existing natural features and habitats, restoration of native plant communities, and implementation of energy-efficient and low-impact development techniques for infrastructure design.*
- *Job Growth:* *Employment options will be located and connected to residential areas, supporting the local economy and providing job opportunities for residents.*
- *Housing:* *There will be a variety of housing options dispersed across the east side in vibrant neighborhoods inclusive of public open spaces and mobility options.*
- *Social Equity:* *Create healthier and more equitable environments for those who work and live in the East Side area.*

Plan Principles

The East Side Plan will establish an ambitious community-oriented guidebook that is economically practical, environmentally focused and locally sustainable. The East Side Plan is guided by the following six key principles.

1. The Plan will balance environmental protection, mobility, economic development, and local social objectives.
2. The local economy will be expanded through this growth area to support existing and future residents of the Village of McFarland.
3. Housing developments will provide a variety of options that focus on diverse and affordable price points consistent with regionally representative incomes within sustainable walkable neighborhoods.
4. The transportation system will be designed for efficiency and convenience with multi-modal transportation options interwoven throughout the East Side.
5. The public realm is an essential component of the neighborhood, featuring welcoming, enjoyable, walkable, and multi-functional spaces that integrates green infrastructure and ease of mobility.
6. Promote environmental stewardship throughout the East Side planning area to increase the overall efficiency, sustainability, and resiliency of the McFarland community.

Plan Goals & Policies

The goals and policies in this section are based on input from the public, Village staff and various Village committees and elected officials.

Goal 1: *Integrate a diversity of housing types to accommodate a variety of lifestyles and age groups.*

1. Ensure that a variety of housing types are included within the East Side growth area, including requiring each subdivision to consider 2-4 housing unit types/forms.
2. Use the design guidelines in this Plan to encourage building and site design that provides transition and compatibility between low-intensity residential development and more intensive multi-unit residential, office and mixed-use developments.
3. Promote senior housing developments of varying sizes, unit types and occupancy type.
4. The Village encourages developments that incorporate "missing middle" (3- to 8-unit buildings) development types supporting both rental and homeownership.
5. Encourage neighborhood design that incorporate site and building design strategies that provides comfortable, safe and attractive walking environments (e.g., decreased setbacks, front porches, balconies, etc.).

Goal 2: *Ensure the long-term preservation of community character and high quality of life.*

1. Design neighborhoods around community gathering places (e.g., parks, public squares, schools, churches, and other community facilities).
2. A variety of park types and sizes, ranging from small pocket parks to a community park, should be planned to meet the needs of East Side residents.
3. Integrate environmental features as common open spaces for active/passive recreation and public gathering spots.
4. Design attractive arterial/collector road streetscapes with street trees and/or landscaping clusters, as well as other streetscape enhancements where practical.

Goal 3: *Provide housing within walking distance of shops, services, and jobs.*

1. Employment areas should be compatible with the density and scale of surrounding development with safe pedestrian and vehicle connections established with neighboring residential subdivisions.
2. Integrate neighborhood-scale commercial and community facilities in appropriate locations, generally along collector/arterial roadways – specifically at intersection nodes to draw on broader markets.
3. Commercial uses and building forms will be compatible with general neighborhood context and enhance the overall character of the community.

Goal 4: *Blend multi-modal transportation options into neighborhood design.*

1. Provide sidewalks along all streets and multi-use trails in the environmental corridors and parks.
2. Develop a comprehensive system of pedestrian and bicycle facilities that connects the East Side area to the other sections of the Village and to the greater Dane County trail system.
3. Require proposed streets to connect to existing street intersections, wherever practical.

4. Promote narrower streets to increase pedestrian safety and to develop land more sustainably. Consider only providing on-street parking on one side of the street in low-density residential blocks.
5. Utilize traffic calming measures (e.g., bump-outs, traffic circles, speed tables) where appropriate to create a better street environment for pedestrians and cyclists.
6. Encourage intensive development, where practical, along primary corridors to support future a sustainable public transit route(s).

Goal 5: ***Preserve environmental systems that define, sustain, and connect neighborhoods and communities.***

1. Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.
2. Provide adequate vegetated buffers between development and natural features.
3. Integrate environmental corridors and open space into a comprehensive stormwater management system that provides key ecosystem services on a regional scale where appropriate.

Future Land Use

This section describes the future land use categories in the Preferred Concept Plan. These categories include recommended land uses (e.g. residential, commercial, business park), and land use densities (i.e. dwelling units per net acre). In some cases, the preferred concept provides alternative future land use categories (i.e., hatched areas). This Plan assumes either use is compatible with the proposed surrounding road network and uses.

LOW DENSITY RESIDENTIAL (LDR) primarily consists of single-unit detached homes with strategically located 2-unit attached, 3-/4-unit buildings (triplex and fourplex, respectively). *Typical implementing zoning districts include: Single-Family Residence Districts (R-1, R-1A, and R-1B), Single- and Two-Family Residence District (R-2), General Residence District (R-3).*

Policies

1. Typical net densities in the LDR areas should be 2-5 units per acre. Densities near MDR areas should be on the higher side of this density range.
2. Typical single-unit residential lots are 1/3 to 1/2 acre in size.
3. Two-unit structures (i.e., duplex or side-by-side condos) are most appropriate on any corner lot, if each unit faces and is addressed to a separate street and meets the standard setback requirements and pattern typical along the street. In some cases, these structures can be in the middle of a block between single-unit detached homes, if substantially similar to other homes along the street in massing, architectural character, total garage doors, and driveway width.
4. 3- and 4-unit structures are most appropriate as a transitional use when facing or next to a more intensive institutional, residential or commercial use.

MEDIUM DENSITY RESIDENTIAL (MDR) includes detached single-unit homes and attached housing units such as duplexes, triplexes, townhouses, smaller multi-unit buildings. *Typical implementing zoning districts include: Single- and Two-Family Residence District (R-2), General Residence District (R-3), and Elderly Residence District (R-E). Planned Development District (PD) or Planned Development Infill District (PD-I) may be used for larger developments where more flexibility is needed.*

Policies

1. Typical net densities in the MDR areas should be 5-15 units per acre.
2. Typical single-unit residential lots are 1/8 to 1/4 acre in size.
3. Two-unit structures (i.e., duplex or side-by-side condos) are appropriate:
    a. on any corner lot, if each unit faces and is addressed to a separate street and meets the standard setback requirements and pattern typical along the street.
    b. in the middle of a block, if substantially similar to other homes along the street in massing, architectural character, total garage doors, and driveway width.
    c. as a transitional use when facing or next to a more intensive institutional, residential or commercial use.
4. Multi-unit structures are most appropriate along the edge of the neighborhood (i.e., along collector/arterial roadways), but may also be appropriate:
    a. as a transitional use when facing or next to a more intensive institutional, residential or commercial use.
    b. When facing a public park or permanent green space.

MIXED USE (MU) provides densely compacted developments or districts that provide a variety of housing, commercial and/or blend of these two uses. *Typical implementing zoning districts include: General Commercial (C-G), Commercial Limited (C-L), Planned Development District (PD) or Planned Development Infill District (PD-I).*

Policies

1. The net densities for the MU areas should be over 15 units per acre.
2. The development shall be context-sensitive in scale, massing and design. Site design should create walkable environments catering to the pedestrian more than the automobile. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. See additional design guidelines in this Plan on page XX.
3. Individual multi-unit residential developments are allowed, as well as blocks or groupings of duplex/townhome lots and single-unit homes on alleys (typically 1/12-1/8 acre lots).
4. Individual neighborhood commercial developments are allowed. Typically this allows up to 25,000 square foot buildings, but may also include small-scale single-tenant buildings.
5. Mini-storage facilities is not compatible with this land use pattern, and is prohibited in MU areas.
6. Mixed use buildings shall have retail on the ground floor with offices and/or residential units above.
7. Large development sites with frontage on Siggelkow Road and Proposed Collector "A" (CTH AB south of Brodhead Street) shall include commercial space based on the minimums outlined below. To count towards this requirement, the commercial space must be on the ground-floor either in a mixed-use building or in a separate commercial building (attached or detached to the residential building).

a. Adjacent to Siggelkow Road: minimum of 2,500 square feet with 25 units, plus 1,500 square feet for every additional 15 units up to 10,000 square feet.

   - 0-24 Units: No requirement
   - 25-39 Units: 2,500 square feet
   - 40-54 Units: 4,000 square feet
   - 55-69 Units: 5,500 square feet
   - 70-84 Units: 7,000 square feet
   - 85-99 Units: 8,500 square feet
   - 100+ Units: 10,000 square feet

b. Adjacent to Proposed Collector "A": a minimum of 1,500 square feet with 25 units, plus 1,000 square feet for every additional 25 units up to 4,500 square feet.

   - 0-24 Units: No requirement
   - 25-49 Units: 1,500 square feet
   - 50-74 Units: 2,500 square feet
   - 75-99 Units: 3,500 square feet
   - 100+ Units: 4,500 square feet

BUSINESS PARK (BUS) includes 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).*

Policies

1. The intensity of development may vary significantly depending on the location and surrounding context. Individual site layout should locate the building(s), loading area(s) and access drive(s) to minimize traffic issues and land use conflicts. See additional design guidelines in this Plan on page XX.
2. "Nuisance" uses (noise, odor, appearance, traffic, or other impacts) shall be designed to mitigate potential impacts on adjacent residentially zoned properties or other non-residential zoned lots with similar character.
3. Mini-storage facilities are prohibited in BUS areas. Other storage facility/buildings are encouraged to be sited away from residential, or heavily screened along the street or rear frontages adjacent to residential.

COMMERCIAL (COM) areas provide a range of retail goods and services, including professional offices and daycare facilities. Commercial areas include automobile-oriented uses and "heavy" commercial uses with the appearance or operational characteristics not generally compatible with residential or small-scale commercial activities. *Typical implementing zoning districts include: General Commercial (C-G), Highway-Commercial (C-H), and Limited Commercial (C-L).*

Policies

1. There is no limit on the size of establishments that may be constructed within a COM area, but all uses should be compatible with the density and scale of the surrounding development. For example, areas along an arterial roadway or near a major intersection are generally better suited for larger retail uses (e.g. exceeding 15,000 square feet in size). Those areas located along local

streets or adjacent to residential neighborhoods are better suited for smaller commercial uses that serve neighborhood needs. Such uses typically require smaller building footprints and parking lots and are less likely to have intensive truck and delivery needs.

2. Mini-storage and other storage facilities may be permitted, but extra architectural considerations or screening measures shall be required adjacent to residential properties.
3. Design buildings with architectural character similar to surrounding developments with extra attention when adjacent to residentially-zoned properties. See additional design guidelines in this Plan on page XX.

INSTITUTIONAL & UTILITIES (IU) IU areas include cemeteries, schools, community centers, government facilities, railroads, utilities and other parcels that are owned by a public, quasi-public, utility, or religious entity. Park and recreational uses are sometimes a primary or secondary use on these sites. *Typical implementing zoning districts include: Permitted use in most of the Village's zoning districts (except cemeteries are a conditional use).*

Policies

1. Larger IU uses should be located on or near an arterial or collector street, and be designed so that high volumes of traffic will not be drawn through local neighborhood streets.
2. Streets, walkways, and multi-use paths and trails should provide strong pedestrian and bicycle linkages adjacent to and within larger IU areas.

PARK & RECREATION (PR) areas includes public parks, conservation areas, recreation areas, private recreation uses (e.g., golf courses, gun club), cemeteries, stormwater management facilities, greenways, major public trails, and other natural features and lands with a park-like character that are recommended for preservation. *Permitted use in most of the Village's zoning districts (except cemeteries are a conditional use).*

Policies

1. Areas mapped as PR are preliminary and may be refined as plats are submitted.
2. While areas are mapped for POS, smaller parks (generally less than an acre) may be required in areas designated by LDR, MDR and MU.
3. Parks often serve as important community gathering places, and should be designed to have frontages on public streets that make them both visible and accessible by neighborhood and Village residents.

STORMWATER & CONSERVATION (SC) areas includes conservation areas, cemeteries, stormwater management facilities, greenways, major public trails, and other natural features and lands recommended for preservation. *Typical implementing zoning districts include: Permitted use in most of the Village's zoning districts (except cemeteries are a conditional use).*

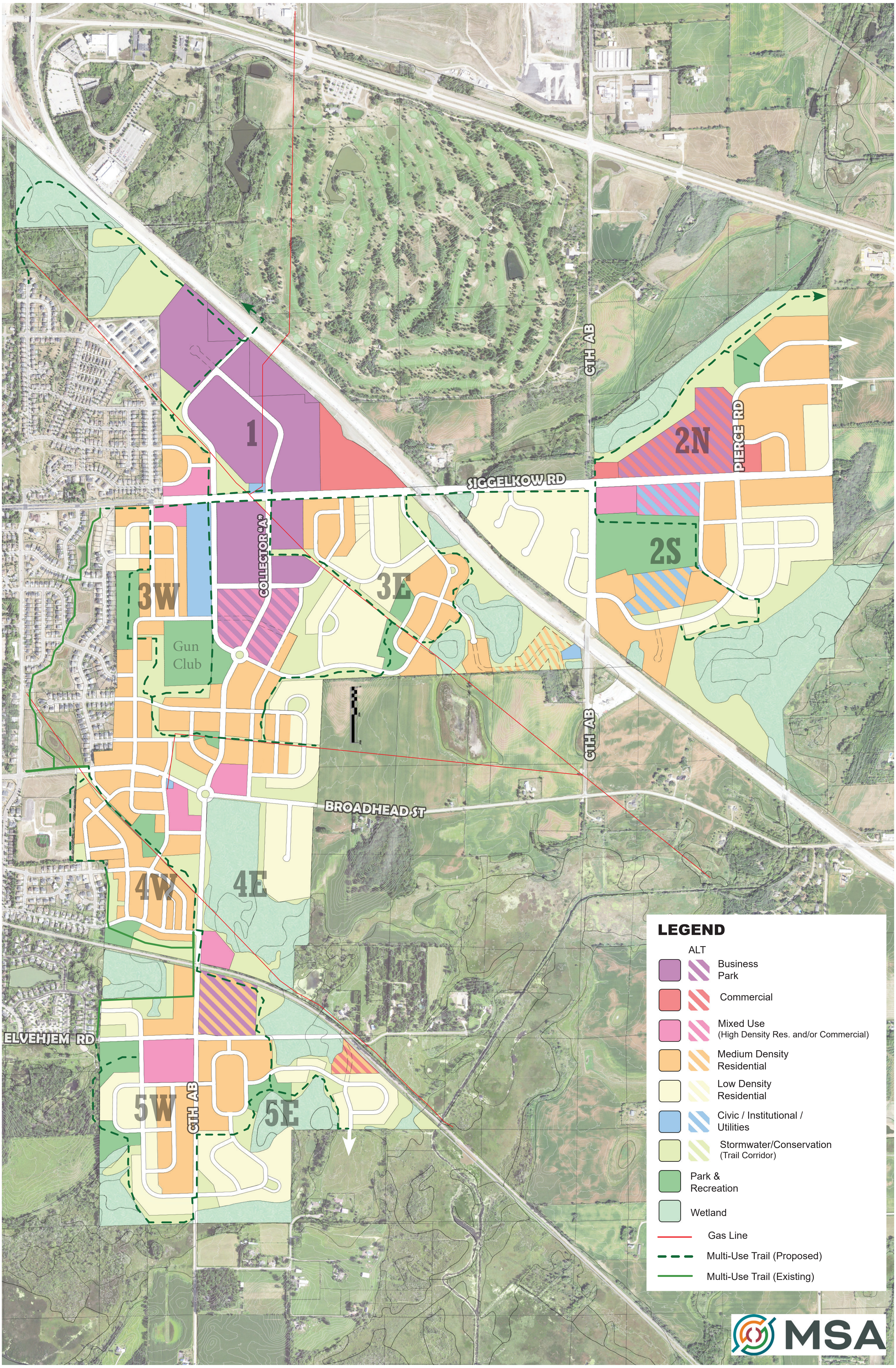
Policies

1. Areas mapped as SC are preliminary and may be refined as plats are submitted. Adjacent future land uses may be allowed in areas mapped as SC without a map amendment if stormwater management, open space and trail corridors are established within the plat to the satisfaction of the Village.
2. Greenways and stormwater conveyances provide opportunities to link otherwise separate open spaces with both habitat corridors and bicycle and pedestrian connections when multiple uses are compatible.

VILLAGE OF McFarland
Naturally Connected

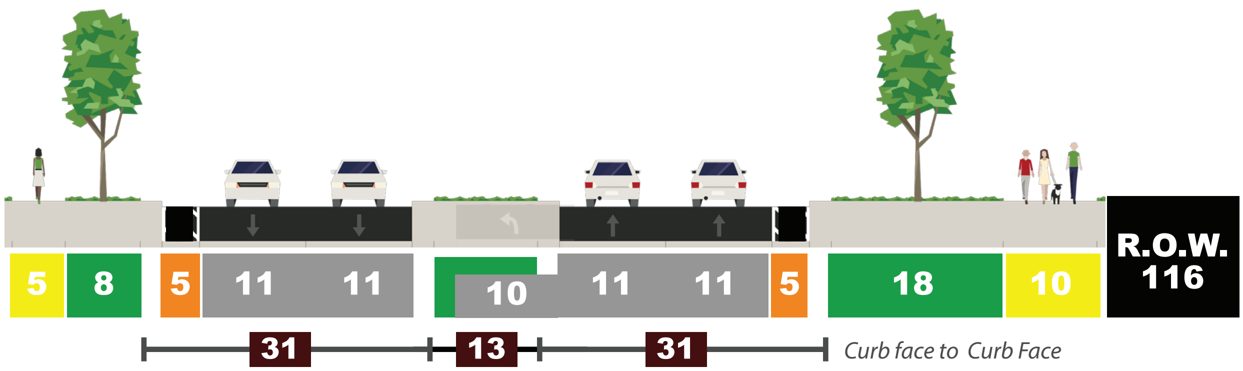
EAST SIDE PLAN

DRAFT PREFERRED CONCEPT

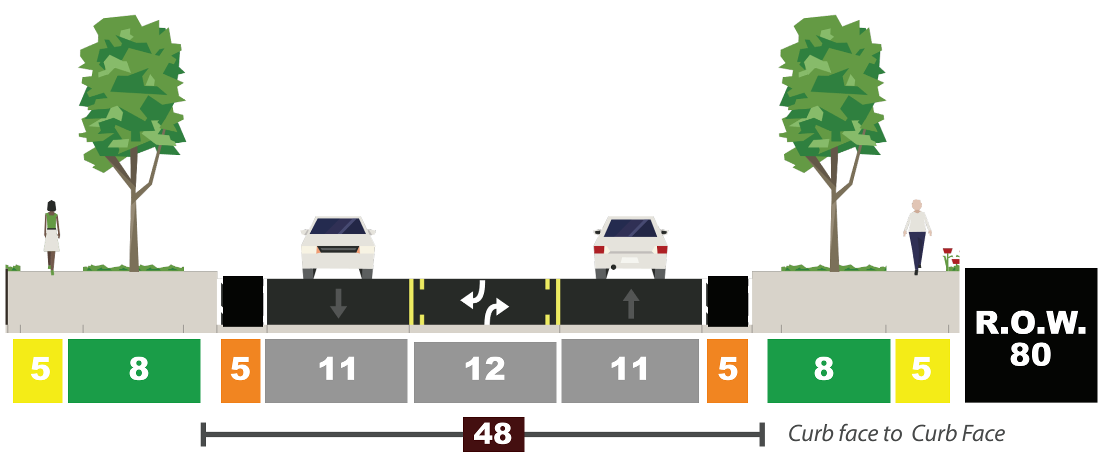


ROAD TYPICAL SECTIONS

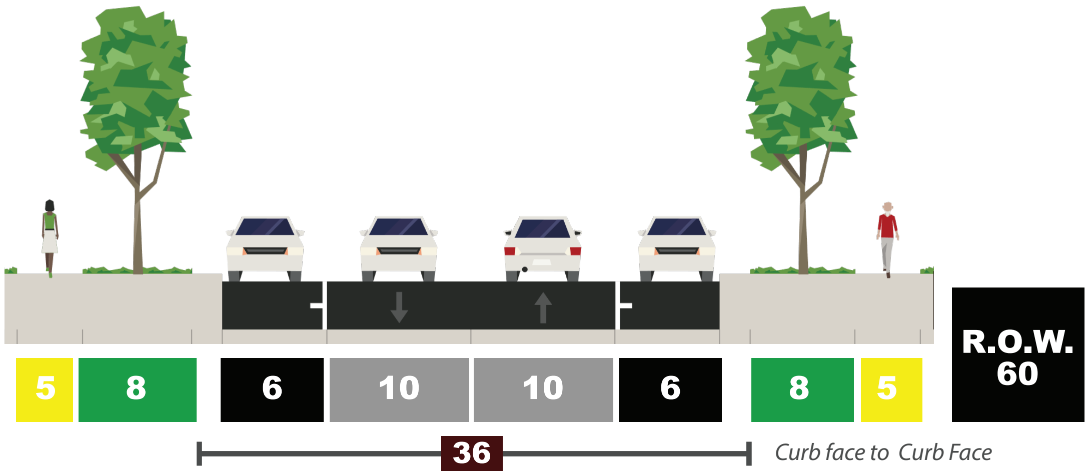
SIGGELKOW ROAD



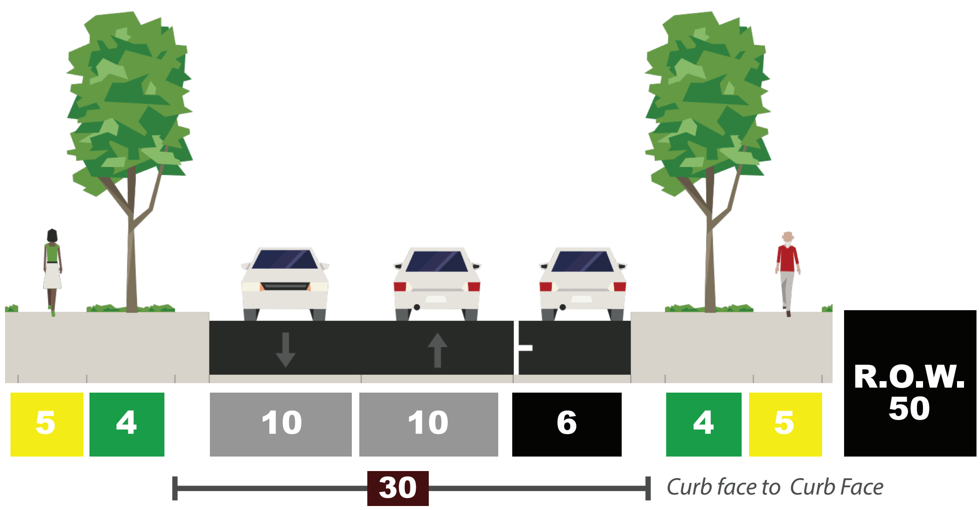
MINOR ARTERIAL (& MAJOR COLLECTOR) ROADWAY



COLLECTOR ROADWAY



LOCAL STREET "A"



LOCAL STREET "B"