

Wednesday, January 11, 2023**7:00 PM****McFarland Municipal Center**
*Community Room***AGENDA**

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through 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 for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Authority about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. 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. When you are called upon to speak, state your name, address, and provide your comments to the Authority for their consideration. 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.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the November 9, 2022 Joint CDA, Plan Commission, and Village Board meeting.

4. BUSINESS.

- a. Discussion regarding East Side Neighborhood Plan update.
- b. Discussion regarding 2023 Community & Economic Development capital improvement planning projects.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, January 17th, 7:00PM, Plan Commission
- b. Wednesday, February 8th, 7:00PM, 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.

**Joint Community Development Authority,
Planning Commission, and Village Board**

Working draft -MINUTES

November 9, 2022

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

PC Members Present: Carolyn Clow, Stephanie Brassington, Peter Bloechl-Anderson, Kathleen Pakes, Scot Peters

PC Member Absent: Chis Reynolds

VB Members Present: Carolyn Clow, Stephanie Brassington, Mike Flaherty, Carrie Nelson (7:01 PM), TJ Jerke, Hilary Brandt

VB Member Absent: Ed Wreh

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

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

2. PUBLIC APPEARANCES

None.

3. APPROVAL OF MINUTES

- a. Clow motioned to approve the minutes of September 20, 2022 joint Plan Commission and Community Development Authority meeting. Motion was seconded by Brost. Motion carried 10-0.
- b. Brassington motioned to approve the minutes of the October 12, 2022 CDA Meeting. Motion seconded by Jerke. Motioned carried 6-0.

4. BUSINESS.

- a. Discussion regarding East Side Neighborhood Plan update.

Bremer provided introduction for the agenda item and Steve Tremlett, MSA Professional Services, the project manager on the East Side Neighborhood Plan. Tremlett provided an overview of the past actions and milestones in the plan development to date. Continuing, Tremlett began the discussion with the first topic on the review of the draft goals and policies included in the neighborhood plan. The commission and committee members provided feedback and questions throughout the discussion. The current topic also included discussion on the future land use policies for each land use classification including proposed housing mix/diversity within a neighborhood, housing types which include “missing middle housing”, affordable housing and neighborhood density. Tremlett continued the discussion to include commercial space options, workplace connections, definition for flex uses, industrial, retail, connectivity of infrastructure to support bike and pedestrian spaces. Bremer supported the discussion by adding to the applicability of the discussed concepts as they relate to the Village. Bremer also provided feedback on the Village’s Code of Ordinance and planning practices for commission and committee members.

Tremlett began the next topic on the future land use concept map by providing details on each proposed land use category. The categories included intensity use per acre, recommended housing/building types for that category relating to varying density, and mixed use. Ongoing discussion by commission and committee members covered natural amenities such as trail systems and environmental corridors. Consideration for industrial park space and alternative zoning uses were discussed by Tremlett. The commission and committee talked on the feasibility of development and utility connections.

The final topic covered by Tremlett were the cross-sections for proposed roadways. The topic included varying types of right-of-way widths and their uses. Tremlett identified variables in this topic include proposed terrace space and if they were adequate for trees and snow storage; bike and pedestrian infrastructure and if there were proper buffers installed; medians to regulate traffic speed; the number of lanes which included turn lanes and street side parking. The commission and committee were overall concerned with public safety and sustainable methods to reduce impervious surfaces.

Tremlett concluded the discussion with the timeline for the East Side Neighborhood Plan, highlighting the upcoming Public Open House meeting on November 29th, from 6:00PM-8:00PM.

5. SCHEDULE NEXT MEETING DATE.

- a. Thursday November 10, 2022, at 6:00 p.m. – Village Board
- b. Tuesday November 15, 2022, at 7:00 p.m. – Plan Commission
- c. Wednesday December 14, 2022, at 7:00 p.m. - CDA

6. ADJOURNMENT.

Brost moved to adjourn the joint Community Development Authority, Plan Commission, and Village Board meeting. Jerke seconded the motion. Motion carried by unanimous consent. Meeting adjourned at 9:17 p.m.

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, January 11, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding East Side Neighborhood Plan update.

PREVIOUS ACTION:

November 9, 2022. Joint CDA/PC/VB meeting to review the draft Vision, Goals, and Future Land Use Plan.

November 29, 2022. The Village held the third Public Involvement Meeting for this project to review the draft Vision, Goals, and Future Land Use Plan. Approximately 25 people attended the meeting.

ISSUE SUMMARY:

Staff from our planning consultant MSA Professional Services will facilitate a joint discussion between the Plan Commission and the Community Development Authority regarding the attached draft East Side Plan. Over the past nine months, MSA has been working with the Village to build this planning document. The draft plan consists of the following chapters:

1. Introduction & Summary of Public Input
2. Vision, Policies & Implementation
3. Existing Conditions
4. Land Use & Master Plan
5. Business Park

The following is a summary of the remaining project schedule:

- January 11, Joint CDA/PC draft plan review
- February 10, send public hearing notice to amend comp plan to paper
- February 15, post public hearing draft plan to project website
- February 16, public hearing notice published
- March 21, PC public hearing
- April 12, CDA recommendation on plan to VB
- April 18, PC recommendation on plan to VB
- April 25, VB adoption of plan

The purpose of the joint meeting is to obtain feedback from the PC/CDA members regarding any specific aspects of the draft plan that need further clarification or adjustments prior to



holding a public hearing and adopting the plan. MSA intends to focus the conversation regarding those aspects of the draft plan that are new to the PC/CDA. This primarily includes the draft design guidelines and implementation actions in Chapter 2 and Chapter 5. Feedback from the PC/CDA will be utilized as part of preparing the final draft plan for the March 21 public hearing. Some final formatting, picture/graphic illustrations, etc. are still anticipated.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

1. 9361025_McFarland East Side Plan_CH_1_Intro_Input_01.05.23
2. 9361025_McFarland East Side Plan_CH_2_Vision, Policies, & Implementation_01.05.23
3. 9361025_McFarland East Side Plan_CH_3_Existing Conditions_01.05.23
4. 9361025_McFarland East Side Plan_CH_4_LandUse_Development_01.05.23
5. 9361025_McFarland East Side Plan_CH_5_BusinessPark_01.05.23



MCFARLAND'S EAST SIDE PLAN

VILLAGE BOARD ADOPTION: Month, Day, 2023 (Adoption #)

This page intentionally left blank.



ACKNOWLEDGEMENTS

VILLAGE BOARD

Carolyn Clow, *Village President*
Stephanie Brassington, *Trustee*
Mike Flaherty, *Trustee*
Carrie Nelson, *Trustee*
TJ Jerke, *Trustee*
Hilary Brandt, *Trustee*
Ed Wreh, *Trustee*

PLAN COMMISSION

Village President Carolyn Clow, *Chairperson*
Trustee Stephanie Brassington
Peter Bloechl-Anderson, *Citizen Member*
Kathleen Pakes, *Citizen Member*
Scott Peters, *Citizen Member*
Christopher Reynolds, *Citizen Member*
Austen Conrad, *Citizen Member*

VILLAGE STAFF

Andrew Bremer, *Community & Economic Development Director*
Kong Thao, *Associate Planner*

MSA PROFESSIONAL SERVICES, INC

Stephen Tremlett, *AICP, CNU-A, Project Manager*
Brad Vowels, *Associate Planner*
Becky Binz, *Housing and Recreational Specialist*
Amy Bennett, *Senior Planner*
Brian Wiedenfeld, *Planning Intern*

REDEVELOPMENT RESOURCES

Kristen Fish-Peterson, *CEcD, EDFP, Principal and CEO*
Dayna Sarver, *Development Specialist*



CONTENTS

7 **Chapter 1: Intro & Public Input**

Chapter 1 discusses the plan's purpose and objectives, and summarizes the planning process, and public feedback.

22 **Chapter 2: Vision, Policies & Implementation**

Chapter 2 establishes the policies and strategies to guide development proposals in the East Side planning area, as well as Village-directed initiatives.

47 **Chapter 3: Existing Conditions**

Chapter 3 looks at a variety of factors that impact the current supply and future demand in the East Side planning area, including existing development conditions, infrastructure, etc

59 **Chapter 4: Land Use & Master Plan**

Chapter 4 presents the development scenarios prepared to facilitate discussion about land use preferences, and the preferred land use pattern for the planning area.

79 **Chapter 5: Business Park**

Chapter 5 provides more conceptual detail on alternative land use and road network layouts for a proposed business park location identified within the East Side Plan.

A1 **Appendix A: Input Summaries**

B1 **Appendix B: Maps**

This page intentionally left blank.

CHAPTER 1

INTRODUCTION & PUBLIC INPUT

8 Plan Purpose, Principles & Process

This section outlines the overall purpose, principles and planning process for this Plan.

10 Planning Area

This section defines the geographic boundaries of the study area, and its significance in the larger regional context.

11 Relevant Plan Summaries

There are several plans and studies that had been completed over the years that provide insights into past understanding and visions for the East Side area. These include the original 2008 East Side Plan, and the housing and economic development studies completed as a part of this process.

17 Public Input Summary

There were several opportunities for stakeholders and the general public to provide feedback from surveys to input forums to open house meeting. This section summarizes their responses. See **Appendix A** for more public input details.

PLAN PURPOSE

This is an update to the 2008 East Side Neighborhood Growth Area Plan. This 2022/2023 planning effort will help the Village of McFarland attract and manage continued, sustainable and responsible growth of the Village's East Side Neighborhood – as well as balance that growth with quality of life investments.

As described in the 2008 Plan, this guidebook will focus on a sustainable mixed use / balanced neighborhood, housing for all, interconnected multi-modal transportation network, and range of protected and established outdoor recreational opportunities. However, there is need to update this 2008 Plan to provide for a resilient, unique neighborhood that responds to and meets economic, social and environmental changes over the last decade.

PLAN PRINCIPLES

The East Side Plan will establish an ambitious community-oriented guidebook that is economically practical, environmentally focused and locally sustainable following these 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.

Project Milestones



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 PROCESS

As outlined below, this plan was developed over approximately twelve months, beginning in March 2022. The process included the following activities.

Staff Meetings

MSA planners met with staff at every stage of the planning process to review and discuss draft materials.

Review Meetings

MSA presented planning process updates and plan draft material, and sought feedback on that material, from the following:

- Planning Commission (*Plan Steering Committee*)
- Community Development Authority (CDA), and
- Village Board.

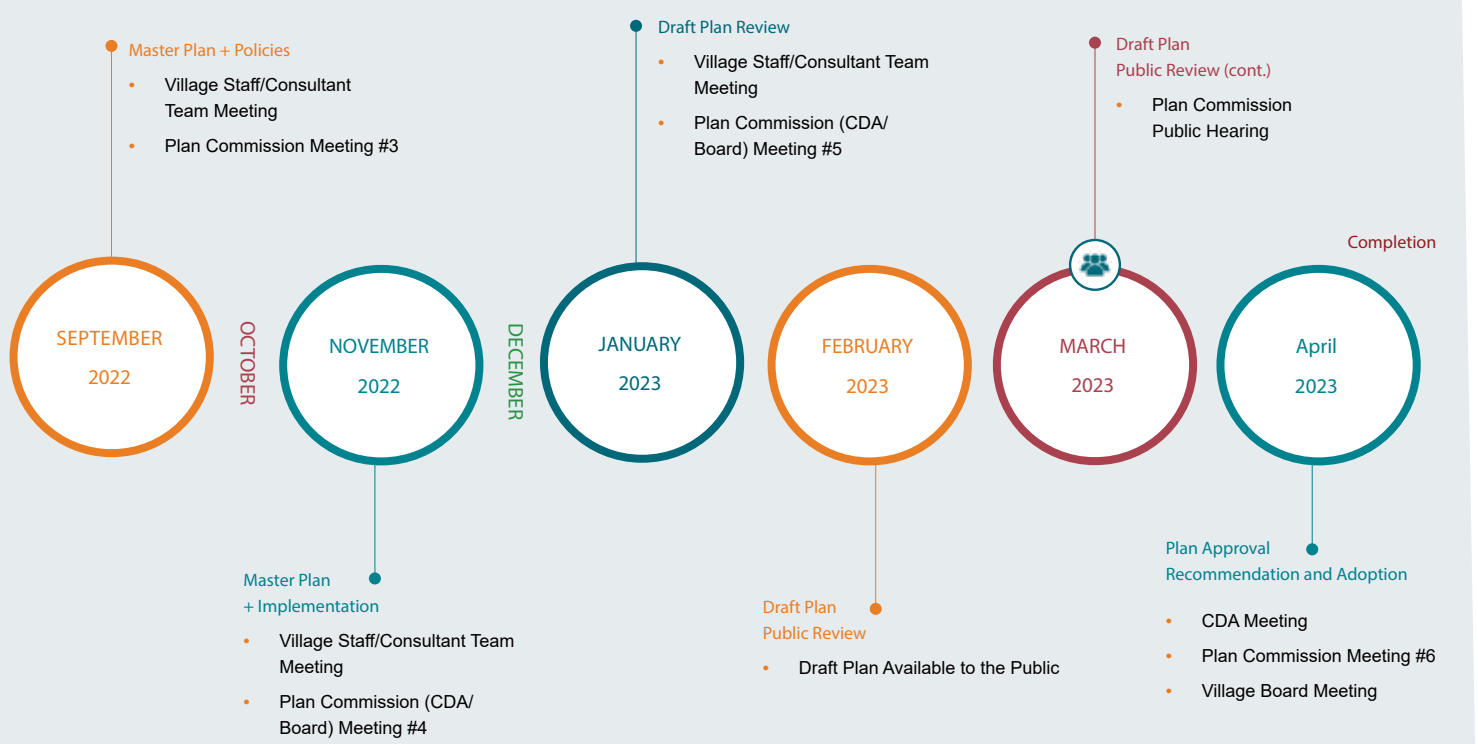
Public Engagement

During this planning process, MSA and Redevelopment Resources collected public input through a variety of methods including two online surveys, stakeholder interviews, development focus group, two online public forums, and a public open house.

The three public information/forum meetings were publicized through several avenues including:

- The Village Website
- "Notify Me" City list serve emails
- Flyers distributed by commission members
- Advertisement in the newspaper
- The Village Community Newsletter (Physical and digital)
- Social Media
- Coordinating with the Chamber of Commerce/ School District

The public informational meetings were attended by residents, business owners, property owners in the study area, and general public.



REGIONAL CONTEXT & PLANNING AREA DESCRIPTION

The Village is located along U.S. Highway 51 and the east shore of Lake Waubesa. It is directly southeast of Madison, 90 miles west of Milwaukee, 150 miles northwest of Chicago, and 250 miles southeast of Minneapolis. The Village shares borders with the City of Madison to the north; the Town of Dunn to the west, south, and southeast; and the Town of Blooming Grove to the east. McFarland is located in an expanding urban area in Dane County, where growth and development has outpaced most other metropolitan areas in Wisconsin. A strong regional economy and higher educational opportunities have spurred much of this growth.

McFarland's East Side planning area is located immediately east of the existing Village boundary and extends beyond the CTH AB intersection with Siggelkow Road. Interstate 39/90 divides a portion of the east side planning area, and establishes the northern limits of the Village (west of the interstate). The planning can be further defined as follow:

- **North:** The City of Madison, as well as the Towns of Blooming Grove and Cottage Grove.
- **East:** Town of Cottage Grove
- **South:** Town of Dunn with properties protected from development through a purchase of development rights (PDR) and/or an extensive system of wetlands.
- **East:** Developed portions of the Village of McFarland.

The planning area exhibits considerable topographic relief, with high points generally located to the north, and lower elevations in the south and closer to Lower Mud Lake. Notable environmental features include small ponds near the interstate, some small isolated wetlands in addition to the larger wetland on the eastern and southern border of the planning area, and pockets of woodlands. A majority of the land area is presently used for farming or for rural residential development.

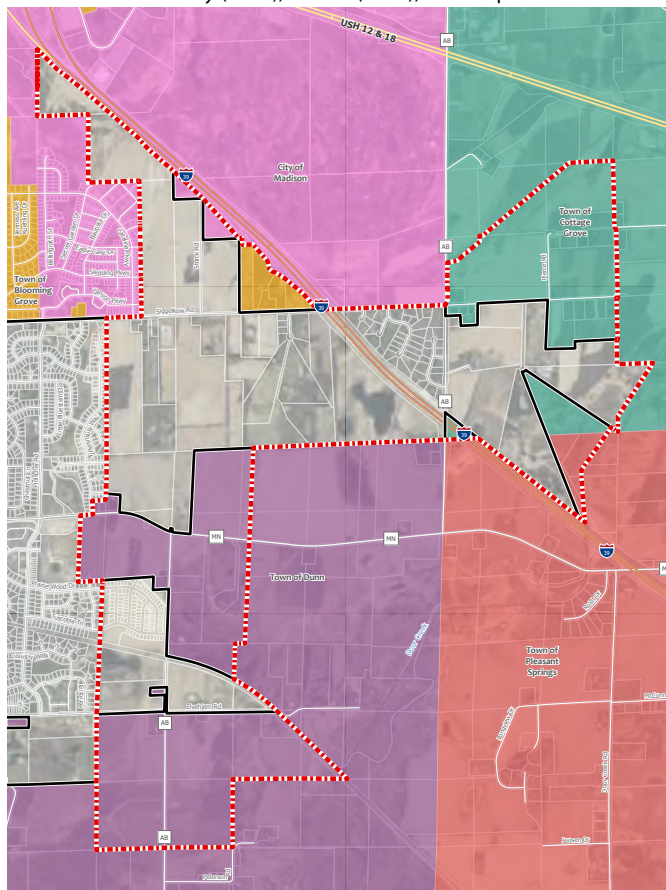
McFarland Location Context

Sources: Dane County (2022), CARPC (2022)



McFarland's East Side Plan Study Area

Sources: Dane County (2022), CARPC (2022), Basemap Aerial: ESRI



PLANNING AREA DESCRIPTION

We reviewed relevant Village and regional documents (studies and plans) to identify issues, concerns, policies, and recommendations that should be shared and considered in developing a long-term vision and policies for McFarland's east side growth area. The following pages highlight different aspects of these relevant documents.

2023 MCFARLAND

ECONOMIC DEVELOPMENT STRATEGY

Existing Conditions Snapshot

- McFarland's population is expected to increase significantly between 2020 and 2040, with one estimate projecting an increase of as much as 61% or an additional 5,443 residents.
- The data indicate an aging population through 2040, with a projected increase of 92% in those aged 55-64 and increase of 132% in those aged 65-84.
- In the population over 25 years old in McFarland, about 28% have achieved a bachelor's degree, while 19% of the population has a high school diploma, 19% have some college and just over 15% have an advanced degree.
- The Village has higher concentration in occupational categories such as Professional, Transportation / Materials Moving, and Management/Business/Financial occupations compared to peer communities.
- Major employers in McFarland are primarily local services including the school district, banks, and the grocery store. Only five employers with over 50 employees are considered to be importing revenue into the community from sales to customers outside the community.

Key Takeaways

- Median Household Income projections for the Village of McFarland are competitive with peer communities and reflect the somewhat higher income levels of the Professional and Management/Business/Financial occupations.
- The steady increases in household income are projected to continue over the next 20 years.

- Nearly 43% of McFarland residents work in Madison, although of those responding to the resident survey, 58% reported working in Madison.
- Nearly 60% of residents report shopping for non-grocery items in Madison.
- The greater Madison metro area is short on available industrial properties.
- McFarland has a small number of employers which fall within the region's targeted industries. Those industries include Advanced Manufacturing; Agriculture, Food, and Beverage; Healthcare; Information Communications Technology; and Bioscience.

Recommendations

- McFarland should work closely with Madison Region Economic Partnership (MadREP) to make available property for development that is in-demand and meets the needs of site searches which come to MadREP from the Wisconsin Economic Development Corporation (WEDC).
- The Village should facilitate development of infrastructure which will serve future industrial development /business park sites. Sites of six to ten acres each, with interstate visibility will be highly sought after and meet the needs of industrial expansions/site searches which are being conducted in the area. Another opportunity for the Village is to offer space to businesses which will complement the development of the Dane County Sustainability Campus being planned in conjunction with the expansion of the County landfill.
- Commercial and retail business recruitment is recommended but often retail and commercial businesses follow residential density. Because of this, development of housing will do much to create a demand for retail and commercial businesses.
- Business retention of existing businesses is a priority recommendation. A large portion of development in every community comes from its existing businesses. Understanding the needs of businesses already located in the community supports the business recruitment efforts of a community as well.

2022 MCFARLAND HOUSING STUDY

Housing Gaps & Opportunities

Using both conservative and high growth scenarios to arrive at a range, the Village will need the following to meet projected housing demand by 2030:

- 21-153 rental units (3 - 19 / year)

This equates to approximately the following per year, based on current rental price points and HUD FY2020 income categories:

- 5-38 units with monthly rent of \$801 - \$1,300
- 3-25 units with monthly rent of \$1,301 - \$2,000
- 8-55 units priced greater than \$2,700
- 612 - 865 owner-occupied units (77 - 108/year)

This includes attached and detached units and equates to the following per year, based on current ownership price points and HUD FY2020 income categories:

- 31-43 units priced up to \$220,000
- 92-130 units priced between \$221,000-\$330,000
- 398-562 units priced greater than \$400,000

Goals

The Village's primary housing goal is to Build Healthy Neighborhoods. Healthy neighborhoods have:

- Varied housing types, sizes and price points, including both owner- and renter-occupied units. This enables more people to stay in the neighborhood as housing needs shift, and it limits future instability due to changes in the housing market.
- Sidewalks and urban design features that make walking pleasant and safe (whether for transportation or for pleasure).
- Convenient access to public transit and daily needs retail and services.
- Quality parks and open space.
- Community gather places, including both public venues (e.g. community center) and private venues (e.g. coffee shops).
- Active neighborhood associations and public or quasi-public places to meet within or near the neighborhood.

Strategies to Improve Housing Options

Communication Strategies

1. Establish a Housing Committee—The Housing Committee can be the driving force to implement this plan, provide oversight on the development and administration of funding programs, support public outreach about the Village's and programs, and support updates to this plan as the market shifts and outside funding programs change.

2. Improve Staff & Developer Communications & Processes—Improve the experience for developers by evaluating the review process and the number of required public meetings. Increasing efficiency should also decrease costs to developers.

3. Assist & Grow Neighborhood Associations—Promote neighborhood identity and social cohesion through neighborhood associations. Use neighborhood associations as a way to engage residents in planning efforts and developments.

4. Retain Inventory of and Market Village-Owned Redevelopment Properties. Establish and continue to maintain a repository of properties owned by the CDA and incentives offered for residential and other types of development.

Regulation

5. Examine Waiving or Reducing Development Fees—Consider waiving or reducing fees on a case-by-case basis to encourage affordable housing and reduce costs to developers.

6. Streamline Approval Process for Affordable Housing—Streamline approval process for housing projects that include affordable units to offer an incentive to include these types of units in developments.

7. Reduce Parking Requirements for Affordable Housing—Consider reducing parking requirements for affordable multi-family developments, especially one-bedroom units.

8. Adopt Policies That Encourage Accessory Dwelling Units (ADUs)—Consider permitting ADUs by right in all

residential areas. A requirement could be added that the property owner live on-site.

9. Enable Cottage Courts Through PUDs—Explore areas where cottage courts could be possible in the Village and assemble and promote these areas to developers through the RDA.

Funding

10. Promote the Dane County Affordable Housing Development Fund (AHDF) - Encourage housing developers to learn about and apply for the Dane County AHDF.

11. Utilize Tax Increment Financing for Affordable Housing Incentives—Use TIF to directly or indirectly support the development of housing with income-qualified units.

12. Utilize Tax Increment Financing-Affordable Housing One-Year Extension—Hold open TIF Districts that are

about to be closed for one additional year beyond their planned or maximum duration to generate funds that can be used anywhere in the Village for affordable housing.

13. Promote the Use of the Federal and State Low Income Housing Tax Credit (LIHTC) Program — Support and encourage developer use of LIHTC. Affordable Housing Trust Funds could be used as local match for LIHTC.

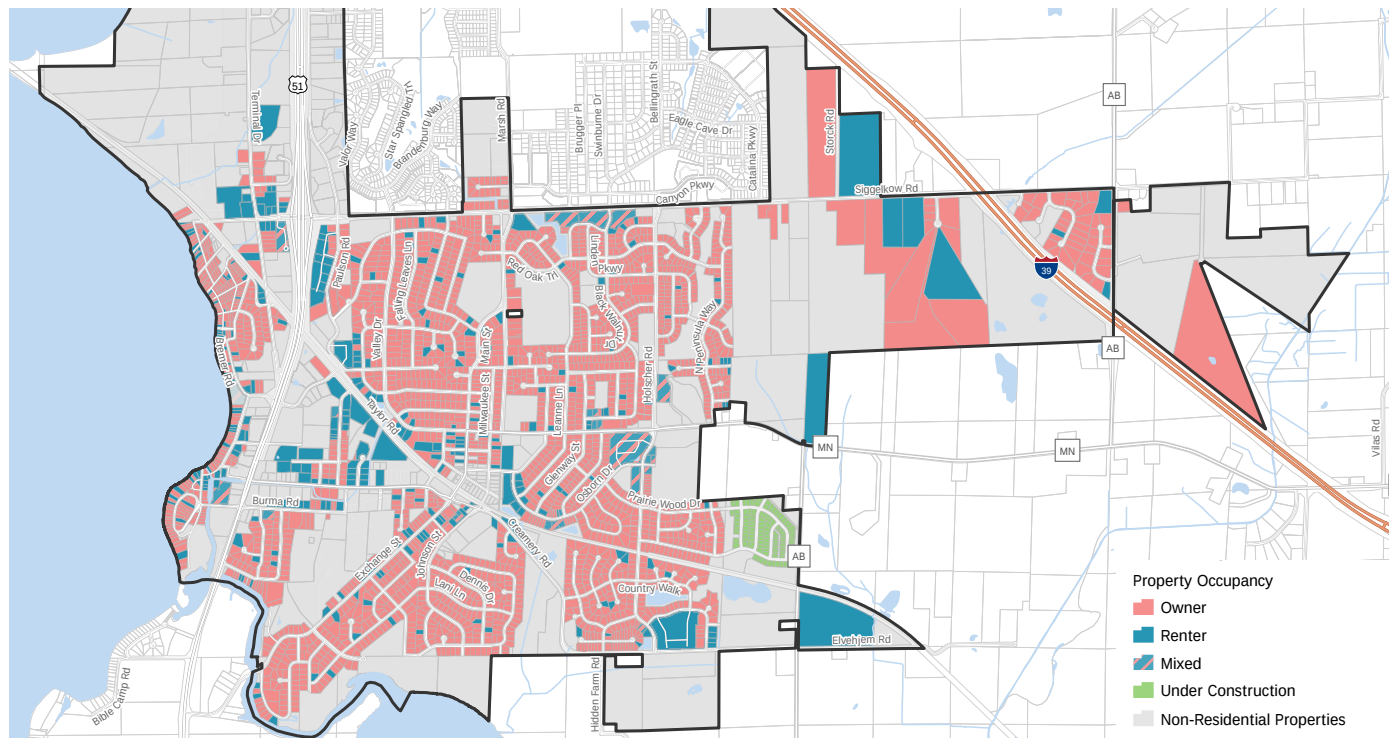
Partnerships

14. Support Habitat for Humanity, NeighborWorks Southwest Wisconsin, Inc. and Other Affordable Housing Providers—Maintain supply of lots for new home construction.

15. Form Working Groups with Major Employers—Convene major employers annually to discuss housing issues and initiatives.

McFarland Property Occupancy

Sources: xxx



2021 MCFARLAND SUSTAINABILITY PLAN

The Sustainability Plan addresses six separate, yet interconnected aspects of life within the Village of McFarland: Energy, Transportation, Solid Waste, Water, Land Use & Development, and Community Health. For each of these six categories, the Village created a vision statement; identified indicators by which performance can be measured; selected desired performance trends; and prioritized a list of possible actions to accomplish these objectives.

Energy

Village government, residents and businesses embrace energy efficiency strategies and renewable energy sources. Efforts are aimed at reducing the local use of energy derived from fossil fuels each year, making steady progress toward a 100% clean energy future.

Transportation

McFarland has an extensive multi-modal transportation network that is accommodating to the needs of all people, regardless of age, ability or income. Community members are enabled to make sustainable transportation choices when traveling to and from work, school, and other daily activities. Village transportation infrastructure is sustainably designed and integrated with a regional system that combines timely, cost-effective public transportation options, like buses and light rail, with a safe and ubiquitous network of routes for walking and bicycling.

Solid Waste

The residents, businesses, and government of McFarland utilize the most efficient and effective methods available to reduce, reuse, compost, and recycle waste. Village government uses incentives and policies to limit unnecessary waste and promote the lesser use and safe disposal of hazardous materials. Village residents and businesses are knowledgeable and responsible about waste management methods, and they value and celebrate the creative reuse of goods and materials.

Water

McFarland has an abundance of clean water, including surface water and groundwater, for both recreation and drinking. Public and private users limit their use of groundwater while also seeking to optimize infiltration of stormwater through best practices. Village government, residents and businesses endeavor to keep groundwater

and local waterways free of chemicals, salt, trash, soil, and excess nutrients.

Land Use & Development

The Village of McFarland prioritizes the protection of environmentally sensitive areas and biodiversity in land use decisions and preserves land strategically for those purposes. The Village encourages diversity in both the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types in order to expand access to housing, jobs, services, recreation, social interaction, and other basic needs. Higher density and infill developments are encouraged so that land and infrastructure resources are used efficiently. Streets and development sites utilize resilient, native landscaping that enhances the aesthetic appearance and ecological health of the Village.

Community Health

McFarland, including its government, residents, and businesses, embraces community health and wellbeing as an integral part of sustainability. McFarland is intentional about embracing diversity and inclusivity, such that all residents are able to live happy and satisfying lives. Healthy food, clean water, housing, jobs, recreation opportunities and health care are available and accessible to all residents regardless of age, ability, gender identity, sexual-orientation, income, or ethnicity. The community values social connections and civic participation and works together to meet the needs of its most vulnerable residents.

Conclusion

The Sustainability Plan is a living document and continual improvement and annual updates are an integral part of the system. This living Plan is designed to help the Village adapt and improve performance each year through incremental changes that will cumulatively result in increased efficiency, cost-savings, environmental benefits, and long-term resilience. Each year the Village will evaluate performance, adjust the desired targets if appropriate, and revise the action plan.

2008 EAST SIDE NEIGHBORHOOD

GROWTH AREA PLAN

The East Side Neighborhood Growth Area Plan describes the planned development for the eastern half of the Village of McFarland. The project area boundaries consist of Siggelkow Road to the north. The City of Madison extends to Siggelkow Road adjacent to much of the planning area. Interstate Highway 39/90, properties located in the Town of Dunn that are protected from development through a purchase of development rights (PDR) and an extensive system of wetlands comprise the eastern boundary. These wetlands also form the southern boundary of the planning area.

Growth and Land Use Goals

Housing, institutional, retail and service, and office and light industrial land uses are identified within the project area. Housing makes up a majority of land use in the Concept Development Plan. Planned housing type includes mostly low density residential with pockets of multi-unit residential. Office and light industrial use are planned for the north boundary of the site along Siggelkow Road and Highway 39. One commercial retail center is identified off County Highway MN. An institutional land use is planned for the west boundary as a school. A large portion of land is set aside as parks and open space land use.

Sustainability

Seeks to identify several sustainable development strategies and not just through high density land use. The plan emphasizes conservation development strategy of preserving open space with cluster development. Walkability, street safety, and diverse transportation modes are prioritized. The plan aims to provide housing affordability through many differing housing types and densities in the neighborhood.

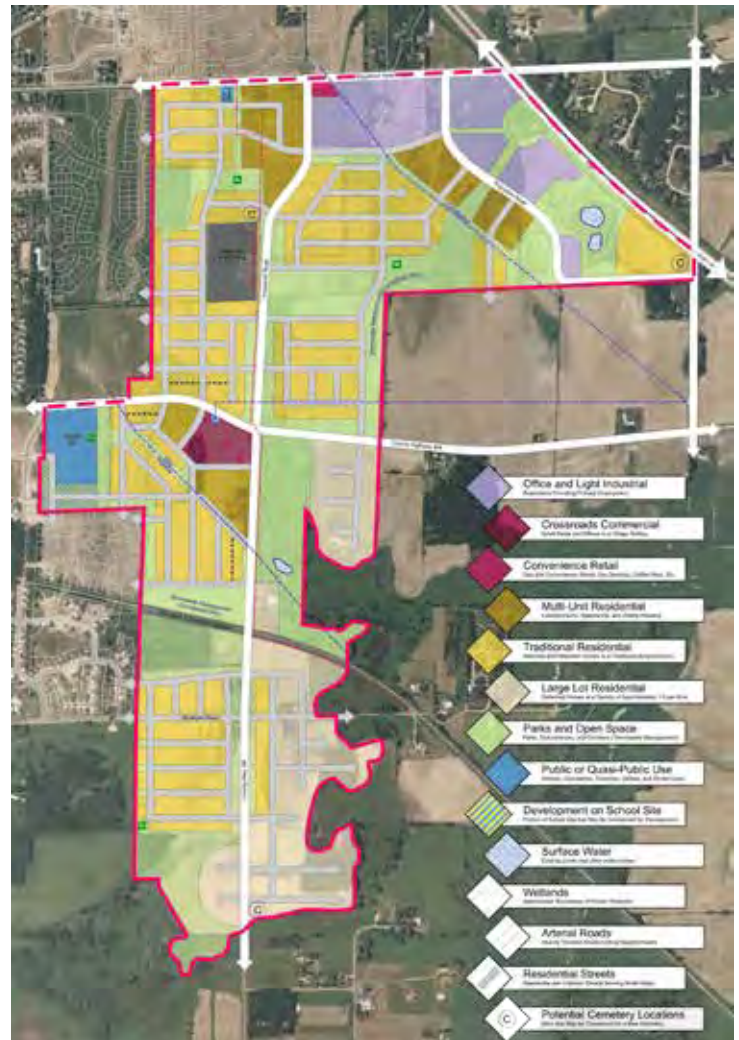
Land Use Summary

Development objectives include a total of 1,644 new residential units. The composition of housing units will be 328 in multi-unit residential, 1,148 in traditional residential, and 168 in large lot/cluster residential.

The approximate mix of uses is 55% residential, 31% open space, 10% office and light industrial, 3% public/civil facilities, and 1% commercial.

2008 East Side Neighborhood Growth Area

Sources: Dane County (2022), CARPC (2022), Basemap Aerial: ESRI



CITY OF MADISON MARCH ROAD NEIGHBORHOOD PLAN (1999)

Transitioning industrial uses to residential uses. Establishes traditional neighborhood development (TND) character of Village of McFarland with a mix of housing styles and densities to minimize automobile presence. Higher density is planned near Siggelkow Road. Very little commercial land is dedicated in this project area.

CITY OF MADISON YAHARA HILLS

NEIGHBORHOOD DEVELOPMENT PLAN (2017)

Planned neighborhood development north east of I-90/39. Proposed conversion of agricultural and vacant lands to open and green space, industrial and employment sites, mixed use, commercial, institution and civil facilities, and diverse housing mixes.

DANE COUNTY PARKS AND

OPEN SPACE PLAN (2005)

Gives recommendation to acquire lands to expand Lower Mud Lake Natural Resource Area and construct off-road bicycle and pedestrian trail through the Natural Resource Area as a segment to the Lower Yahara River Trail.

2050 REGIONAL

TRANSPORTATION PLAN (2022)

Highway 12/18 planned conversion from expressway to freeway. Planned interchange at Highway 12/18 and County Highway AB with pedestrian/bicycle path to be completed in 2023. Proposed additional transit service to the Village of McFarland.

DANE COUNTY

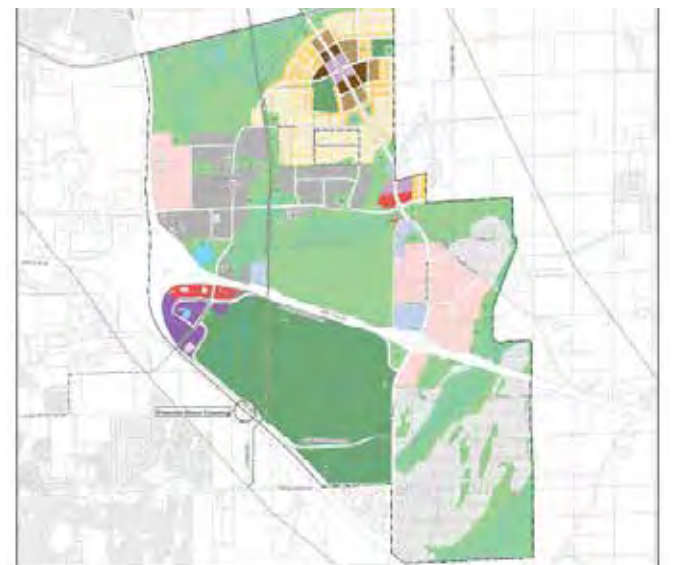
BICYCLE TRANSPORTATION PLAN (2000)

Planned bicycle land or paved shoulder on County Highway MN and AB.

YAHARA HILLS

SUSTAINABLE CAMPUS AND LANDFILL (2022)

Proposed sustainability campus and landfill expansion on Yahara Hills golf course.



PUBLIC INPUT SUMMARIES

COMMUNITY SURVEY

An abbreviated summary of the community survey findings follows. It is important to understand that this is only a partial snapshot of stakeholder opinions about the East Side Plan study area.

General Survey Information. 670 responses, 538 from McFarland residents. The survey asked respondents to identify their individual and household characteristics including broad demographic categories, socio-economic status, and place of residence and employment. Respondents were also asked to provide information related to their choice of housing type, form of occupancy, and assessed property values.

Survey Responses

- General Respondent Information.** Over 750 total survey responses were collected with 600 responses (79%) coming from Village of McFarland residents. Most other responses came from residents of adjacent communities that would be immediately impacted by the East Side Plan.
- Business Climate.** Business owner respondents were asked to further clarify their operational status 53 out of 760 responses (7%). Professional services made up the bulk of business category owners (greater than 50%) and over 75% had been in operation more than 4 years. Of the businesses represented, 33 (63%) reported increasing their business activity within the last 6 months. Other questions asked of business owners did not receive a significant number of responses (less than 2%).
- Employment Climate.** Many respondents (76%) were salaried or hourly employees and most responding households (73%) had incomes greater than \$100k. Respondents worked primarily in the City of Madison (n=308, 53%), followed by Village of McFarland (n=130, 23%). Over 323 (51%) employed respondents had worked for their current employer for more than 7 years. When commuting to work, 508 respondents drove individually with less than 3% carpooling with others. However, 22% (n=138) employed respondents indicated they currently worked from home.
- Housing Characteristics.** Most respondents lived in single-family detached housing (n=635, 87%) with attached, side-by-side units composing about 8% (n=55) of responses. The most popular unit types were 3- and 4+-bedrooms at 47% (n=350) and 42% (n=311), respectively. Of the many factors considered when deciding where to live, the top five were schools (75%), neighborhood quiet and safety (61%), dwelling/unit type (46%), neighborhood character (44%), and cost of living (43%). An overwhelming majority of respondents owned their place of residence (n=672, 91%). Many homeowners reported having invested or planning to invest more than \$10,000 to improve an existing home.
- Housing Density and Affordability.** A small percentage of respondents indicated that they had to forego other needs such as food and healthcare to afford stable housing. This reflects the growing trend of housing insecurity throughout communities in the City of Madison metropolitan area. Overall, smaller lots, accessory dwelling units, and other development styles that promote denser, more affordable housing were not preferred by respondents. Overall, this response misalignment can be attributed to the limited respondents from housing insecure households. More details about the current status of housing affordability and fair market values is available in the companion report, *Village of McFarland Housing Market Analysis*. Also, most of the respondents listed affordable rent, affordable home ownership, and senior housing as the greatest unmet housing need in McFarland.
- Business and Shopping Preferences.** Respondents indicated that they do a majority of their non-grocery shopping in City of Madison. Convenience, price, quality, and selection were at the top of the list in terms of how and why these consumers chose to shop outside the village. Many of the responses highlighted the need for more restaurants and food related businesses in the Village. When respondents considered what shopping gaps exist in McFarland, they identified Restaurants, both fast food and sit-down, bakeries/coffee shops, delis/butcher shops were all included in the top eight shopping categories that need more options. Clothing/apparel, home furnishings, and arts and craft Supply stores were listed as needing increased shopping options.

LAND USE PREFERENCE SURVEY

General Survey Information. Eighty-six responses were received for the East Side Plan Land Use Survey. 70 respondents (81%) had a primary residence within the Village of McFarland; other responses were from residents living in other municipalities directly adjacent to the East Side Plan study area. The survey asked respondents to provide comments and preferences related to 3 different preliminary plan concepts. Some questions asked respondents to compare the different land use layouts based on the location and overall proportion of that land use distributed throughout the East Side Plan. Additionally, the survey covered general neighborhood design characteristics for the land uses discussed in each concept. Images of comparable developments in other communities were used to assess the appropriateness of specific architectural layouts and styles that should be considered when developing design standards East Side Plan.

East Side Plan Concept Preferences. Respondents were shown three different preliminary land use concepts that proposed a different proportion and location of land uses across the study area. Comments collected about each concept are summarized below.

- **Concept 1.** Overall respondents thought Commercial/Mixed Use (including High-Density Residential) and Parks and Conservation areas would be expanded throughout the East Side Plan. Preferences leaned toward having a smaller portion of the plan dedicated to the Business Park and Low- and Medium-Density Residential land uses. This plan had the biggest difference between land use category preferences among how each category was sized proportionally throughout the East Side Plan. Open-ended comments reflected a wider variety of views on potential changes that should be made when refining this plan.
- **Concept 2.** Respondents thought land use categories in this layout were more proportionally appropriate for the East Side Plan. Most of the land use categories were thought to be appropriately represented in scale and location in this plan with a few comments regarding some specific neighborhood layouts. However, a subset of respondents thought more Parks and Conservation areas could be added to improve more park access within individual neighborhoods.

- **Concept 3.** This concept drew mostly similar responses illustrating the more balanced size and layout of land uses throughout the East Side Plan. Compared to Concept 2, this version was thought to have too much Business Park and Low-Density Residential while also needing more Parks and Conservation areas

Recurring Themes. The open-ended comments provided a deeper dive into the views and preferences of the total size and location of each land use as laid out for each concept. Common themes were present across the responses when considering the comments across the three concepts. The main themes present are:

- Too much commercial in some areas may conflict with adjacent land uses depending upon the type of service/retail provided.
- Incompatible uses without an appropriate buffer zone that are located directly adjacent to the Gun Club that may pose a potential health risk.
- The need for a variety of housing styles and types beyond the 'stamped, cookie-cutter' developments with little variation between homes in neighborhoods and across communities.
- Need for more dispersed 'neighborhood-scale' open space with an interconnected trail network. Additionally, including the existing high-quality open-space and woodland areas as conservation and park spaces.
- Increased traffic due to new road connections and growing population. Particularly some of the traffic and land use conflicts when considering the location of schools and residential neighborhoods

Concept Choice Survey. Responses show an overall preference for Concept 2 and 3 as the those that should be refined for further discussion regarding land use category size and placement within the East Side Plan. When considering reasons these two concepts were ranked first, the overall location and distribution of land uses and the amount of Parks and Open Space was the main decision driver. Other considerations such as the amount of other land use categories was not as impactful with road network layout as the least important factor for ranking concepts.

Overall Land Use Design Preferences.

Respondents expressed their preferences for each initial concept based on the location and percentage of land use in each design. Respondents were shown an array of photos and asked to provide a preference rating based on typical regional architectural styles often represented in each land use category presented in the East Side Plan. Comments mainly addressed the amount of land devoted to each category and if residents thought that the location of each land use was appropriate. Other images were also shown and asked where each environment would belong when considering neighborhood layout. Below is a summary of the image preferences portion of the survey.

- **Commercial.** When considering architectural styles, respondents overwhelmingly preferred more traditional, smaller scale commercial development that mix uses vertically. A blend of modern materials blended with local stone and brick was used in a smaller undulating building footprint to create a more desirable, human-scale commercial environment.
- **Business Park.** When considering the scale and style of buildings that should be developed as part of a business park, responses favored buildings in the range of three to four stories. The buildings shown used more natural tones with a more prairie-style aesthetic.
- **Residential.** When considering the appropriate location for different styles and scales of residential development, respondents indicated that single- and small 2 to 4 unit multiplexes were appropriate across all areas of a neighborhood. Everyone generally agreed that all residential areas should be relatively close to park areas, if not immediately adjacent, and that larger multifamily developments would be more appropriate only when adjacent to other multi-unit housing at the neighborhood periphery.
- **Multi-Use Trails & Biking Amenities.** Respondents overwhelmingly preferred wider, paved, curvilinear trails that were located in more natural settings off of main roadways such as conservation areas and environmental corridors throughout the East Side area. Of the trails located along roadways, respondents preferred placing the trail corridors

along quieter neighborhood streets with wider road aprons as bike lanes and sidewalks on either side. On-road trail sections with more auto-centric characteristics such as those along wider collector streets with dedicated bike lanes were not preferred.

PUBLIC INFORMATIONAL MEETINGS (PIM)

The steering committee for this project is the Plan Commission. Some of these meetings were held in conjunction with the Community Development Authority (CDA) and/or All of the meetings were public meetings open to attendance by any interested stakeholders. However there were three meetings specifically designed and promoted to inform and involve the general public.

Neighborhood Forum #1 (July 14, 2022)

Forum # 1 was hosted in an online format between 6:00 and 8:00pm. The meeting featured an short introduction by McFarland's Economic Development Director and the MSA project manager followed by an The main discussion topics included the current housing market, local business climate, and updates to the East Side Plan area. Attendees were invited to participate in three separate 20-minute breakout sessions. Each breakout group included a small group of resident participants who provided their views on the discussion topics directly after each topic's presentation. Those in attendance were also encouraged to complete an online survey and visit McFarland's East Side Plan website for more information.

Attendees were mostly residents of McFarland who live close to McFarland's eastern municipal edge and from communities directly east of the Village that would most likely be impacted by the plan. Those in attendance gave their views on housing affordability and increased McFarland's residential density; current and future business needs and employment opportunities; and the size and type of development suitable for the East Side Planning area. Preferences were varied but overall included comments about including a mixture of housing types and densities that increase housing affordability and promote more compact development. One recurring theme discussed across groups included the need for more parks, paved multi-use trail, and recreational amenities to be located within the East Side Plan.

Neighborhood Forum #2

(July 28, 2022)

The second forum was held in an online format between 6:00 and 8:00pm. Most attendees were from the Village of McFarland with most others coming from City of Madison with a few attendees from smaller adjacent municipalities. The meeting featured a project overview and introduction by McFarland's Economic Development Director. The goals and policies that were guiding the plan were presented along with three preliminary concepts. After each concept was presented, those in attendance were asked to participate in small breakout sessions where groups were asked to answer a set of semi-formal questions regarding their thoughts and preferences related to each concept's land use. Some basic planning concepts and techniques were discussed along with general land use categories to introduce attendees to the breakout exercise.

A variety of general viewpoints were represented across each of the three groups and between each concept. Below is a summarized list of recurring themes that were discussed by each breakout group.

- Questions arose of plans regarding the new Community Park and potential for a school east of I-39/90. Most comments sought to address the traffic conflicts that would occur when high intensity, car-centric development is directly adjacent to a primary school.
- Concerns were voiced about potential land use conflicts that would impact development of the local Gun Club located on the south side of Siggelkow Road.
- Assisted living complexes, condominiums, accessory dwelling units, and other more compact housing styles could be used to address housing affordability and increase opportunities to age in place.
- Population growth and road development as proposed in several concepts has the potential to significantly impact homeowners directly adjacent to more intensive uses.
- More neighborhood parks and conservation areas should provide a network of natural areas and multi-use trails to better interconnect neighborhoods with universally accessible multi-modal transportation options.
- Other concerns brought forward by the community that relate to existing site conditions include:
- Lack of municipal services east of I-39/90 and the East Side Plan will address development phasing.
- High voltage electric line and high pressure natural gas pipeline easements provide some development limitations that could divide neighborhoods built within the study area.
- A large portion of land directly east of the study area is preserved as agricultural land as part of a purchase of development rights (PDR) program and will impact development potential for the area directly adjacent.
- Road conditions along some proposed arterial and collector streets are not suitable for increased traffic and should be improved prior to any major Village expansion. Gun club, buffer zone easements around the area.
- New development in the study area should consider increased traffic resulting from the AB – US Hwy 12/18 interchange improvements.

East Side Plan Public Meeting (November 29, 2022)

The last public meeting in the plan development process was held in person at McFarland's Municipal Center. A brief introduction was provided by the Economic Development Director and followed by a presentation of a refined plan with a preferred land use concept and more developed overarching goals and policies that would be used to guide development within the study area. Most of the 23 attendees were from the Village of McFarland or a smaller municipality that would be impacted by the proposed East Side Plan.

Roadway development concerns regarding the potential to utilize imminent domain for transportation infrastructure improvement projects and a few other questions were addressed at the end of the presentation by the Economic Development Director and MSA staff. Although an opportunity was provided to provide written comments, only a few participants gave a written response. Alternatively, the informal discussion groups that formed around the presentation summary boards provided an outlet for stakeholders to voice their concerns. Most of the comments and questions explored Village expansion beyond the interstate into agricultural areas. The lack of municipal utility access east of the interstate was discussed in as far as how the Village's expansion would be phased and what would happen in the interim.



THIS PAGE INTENTIONALLY LEFT BLANK

CHAPTER 2

■ PLAN VISION, POLICIES & IMPLEMENTATION ■

24 Vision, Goals & Policies

This section presents the overall long-term vision for McFarland's East Side, and states the goals and policies to reach this stated vision.

32 Design Guidelines

This section presents design-related guidelines to inform property owners / developers, and support Village staff in reviewing development projects.

38 Implementation Plan

This section outlines action steps to improve the planning area as it redevelops, and offers potential funding opportunities that will assist in implementing the action plan in order to achieve the plan's long-term vision for McFarland's East Side.

*This section is intended to establish goals and policies to guide the development of McFarland's East Side area. These supplement the design standards in this chapter and the Development Land Use policies in **Chapter 4**.*

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.”



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.



Economy/Job Growth: Employment options will be located and connected to residential areas, supporting the local economy and providing job opportunities for residents.



Quality of Life / Social Equity: Create healthier and more equitable environments for those who work and live in the East Side area.



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.



Looking over the business park that is seamlessly connected to adjacent residential neighborhoods.



Looking down a collector roadway with a blend of housing products from single-family to townhomes to multi-unit apartment/condo buildings.



HOUSING GOAL & POLICIES

Goal 1 – Integrate a diversity of housing types to accommodate a variety of lifestyles and age groups and income levels.

Policy #1.1

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.

Balanced neighborhoods include a variety of housing options that support varying interests and demographics. To be equitable, the Village should encourage all subdivisions meet this policy. If varied housing types cannot be achieved, there shall be variety of home formats provided such as front-loaded garages, rear-loaded garages (carriageway), and varying homes sizes.



Policy #1.2

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.

Incorporating diversity of housing types with varying density and massing can be achieved through careful design considerations. Design guidelines/standards can help achieve compatibility between uses.

Policy #1.3

Promote senior housing developments of varying sizes, unit types and occupancy type.

It is important to support the aging population with housing choice from independent living (in small unit buildings and larger multi-story buildings) to assisted living to memory care. This can be achieved in multiple developments or in a single development (as shown in the example on the right).





1. HOUSING GOAL & POLICIES (cont.)

Policy #1.4

Encourage site and building design strategies that provides comfortable, safe and attractive walking environments (e.g., decreased setbacks, front porches, balconies, etc.).

All housing developments no matter the size can provide a welcoming street frontage through reduced setbacks, individual entries and porches. This creates a sense of place that increases social interaction and leads to safer and more attractive neighborhoods.



Policy #1.5

The Village encourages developments that incorporate “missing middle” (3- to 8-unit buildings) development types supporting both rental and homeownership.

Missing Middle is a range of home types that are compatible in scale and form with detached single-family homes. These building types, such as duplexes, fourplexes, cottage courts and courtyard buildings, is in the “middle” of spectrum between single-family and mid- / high-rise apartments. These unit types have been “missing” from neighborhoods for the last several decades they have mostly been illegal to build. These building types support housing affordability and diversity, as well as support locally-serving retail and public transportation options.



The above developments include minimal setbacks and porches that provides a welcoming frontage. The building types also fit the “missing middle” development.





2. MOBILITY GOAL & POLICIES

Goal 2 – Blend multi-modal transportation options into neighborhood design.

Policy #2.1

Provide sidewalks along all streets and multi-use trails in the environmental corridors and parks.

Walkability has become increasingly important in residential development in urban and suburban areas. Sidewalks provides safe and comfortable mobility for passive use. Multi-use trails provide for both passive and active use that can be designed through linear parks (as shown on the right) or along streets with increased buffering from the drive lanes.

Policy #2.2

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.

A trail network provide opportunities for passive and active mobility, and is asset to residential and employment areas. Trails connecting to surrounding trail systems increases access to varying trail experiences, and supports active, healthy living.

Policy #2.3

Require proposed streets to connect to existing streets and intersections, wherever practical.

Dead-end street and non-continuous trail networks limit options when moving about a community. This reduced mobility increases the distance one is required to travel, increases traffic on primary roadways, can frustrate drivers/pedestrians, and discourages non-motorized travel. Development shall make every effort to connect to existing facilities (trails, roadways and intersections).



This trail connects a major roadways to a neighborhood park to several local neighborhood streets.



New neighborhoods making road and pedestrian connections that were established in older subdivisions.



2. MOBILITY GOAL & POLICIES (cont.)

Policy #2.4

Promote narrower streets to increase pedestrian safety and to develop land more sustainably.

Roads provide access and parking storage. The wider the road the greater cost to maintain (e.g., street sweep, plow and repair). Right-sizing roadways has safety, financial and sustainable impacts.

Roadway widths can also impact development density and indirectly lot/housing affordability. Residential blocks are established based on lot depth and right-of-way widths. If right-of-way widths are reduced, there may opportunities to increase the number of blocks (and/or size of lots) within the development. More (or larger) lots can result in lower individual lot pricing, as lot revenues are established in part by dividing the construction cost by the revenues from the lots.

Policy #2.5

Utilize traffic calming measures (e.g., bump-outs, traffic circles, speed tables) where appropriate to create a better street environment for pedestrians and cyclists.

The frequency and speed of vehicles can greatly impact road safety, especially for pedestrians/bicyclists. There are variety of “traffic calming” measures that can be designed or retrofitted into a roadway that can reduce vehicle speeds, and some cases discourage vehicle usage (cut-through traffic).

Policy #2.6

Encourage intensive development, where practical, along primary corridors to support future a sustainable public transit route(s).

Development will remain 50+ years and public transit likely will become available in the Village in that time frame. The most sustainable transit route will be along higher-density residential and commercial corridors (increased ridership).

- **Striping Drive Lane Edge:** Painted solid line to reduce the perceived lane width and separate it from parking or biking space.
- **Tree-lined Streets:** Streets with landscaped center medians and/or perimeter trees can affect driver perceptions of lane width, inducing lower speeds.
- **Speed Display Sign:** Street sign with radar that displays actual speed and prompts motorists to slow down (via blinking or flashing lights).
- **Bump-out (bulb-out, neck-downs):** Curb extensions into the road section (outside travel lanes) that narrows the road and length of pedestrian crossings.
- **Speed Hump / Lump / Table:** A vertical device with a raised surface in the road, extending across the road at right angles to the traffic. A “hump” is parabolic in shape over entire road section. A “lump” is a modified hump with no raised section in typical locations for emergency or large vehicles tires. A “table” is an extended hump with a flat section in the raised surface that is typically less jarring than a hump.
- **Raised Crossing / Intersection:** Speed table across the entire crossing/intersection.
- **Raised Median / Crossing Refuge:** Placement of a raised island in the middle of the roadway to narrow the vehicle travel lanes.
- **Chicanes and Traffic Circles:** Features that shift the path of traffic horizontally within the right-of-way. Chicanes do this mid-block and traffic circles do this within intersections.



Speed Display Sign



Bump-out



Raised Median / Crossing Refuge



Chicane



The initial bus route in Sun Prairie incorporated a route through this neighborhood as it incorporated significant level of high-density housing inclusive of home-ownership and rental units.



3. ECONOMY GOAL & POLICIES

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

Policy #3.1

Employment areas should be compatible with the density and scale of surrounding development with safe pedestrian and vehicle connections established with neighboring residential subdivisions.

Employment options shall be available in close proximity to where you live. The scale, massing and uses within the employment area shall consider design solutions to minimize its impact on the surrounding neighborhoods. Pedestrian and vehicle connections shall be provided between residential and the employment area(s).



This example ties the business park to the neighborhood along a side street, as well as by an off-street trail. Building scale in the business park is smaller closer to the residential area.

Policy #3.2

Integrate neighborhood-scale commercial and community facilities in appropriate locations, generally along collector/arterial roadways – specifically at intersection nodes to draw on broader markets.

Balanced neighborhoods includes walkable neighborhood commercial. Design choices can provide compatibility between residential and the commercial. As shown in this example, townhomes front the side or backs of commercial lots with varying levels of landscaping treatments to reduce the impacts of parking lots.



Policy #3.3

Commercial uses and building forms will be compatible with general neighborhood context and enhance the overall character of the community.

Commercial / Mixed Use nodes shall be designed to be compatible with the surrounding residential. Consider the compatibility standards outlined in page 38.



This two-story mixed use building has a pitched roof and gables compatible with single-story ranch homes in the surrounding well-established neighborhood.



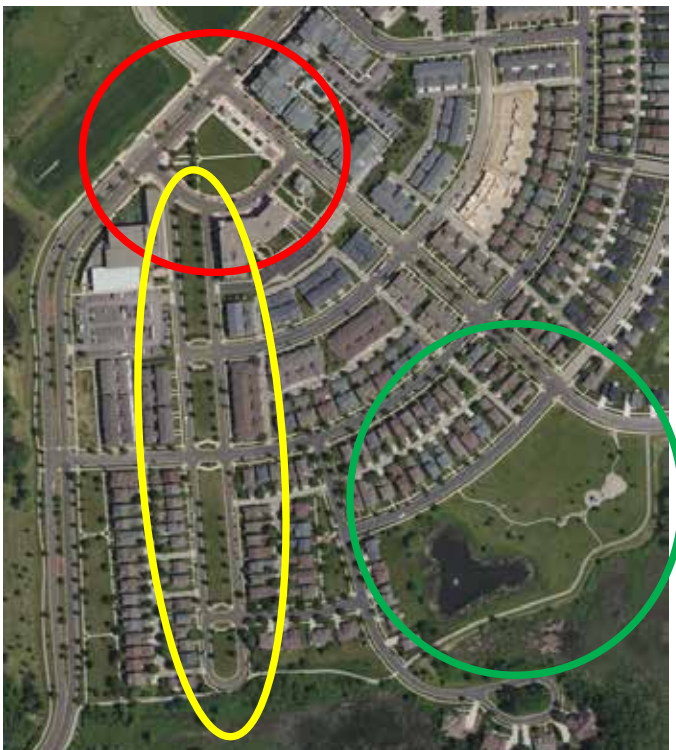
4. QUALITY OF LIFE / SOCIAL GOAL & POLICIES

Goal 4 –Ensure the long-term preservation of community character and high quality of life.

Policy #4.1

Design neighborhoods around community gathering places (e.g., parks, public squares, schools, churches, and other community facilities).

Public/community facilities are the activity hubs within a neighborhood. Historically these facilities were placed on the premiere site within a neighborhood/district/community. These facilities should be planned for and located in areas that are accessible and visible within the neighborhood.



This Sun Prairie neighborhood includes a variety of open spaces that provides for diversity of uses and amenities, including a plaza (red circle), boulevard street (yellow circle), and traditional neighborhood park (green circle).

Policy #4.2

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.

Parks should be within 1/4- to 1/3-mile from residents with at least one neighborhood park within a 10 minute walk. Larger neighborhoods should consider more than one park with varying programs, where practical.

Policy #4.3

Integrate environmental features as common open spaces for active/passive recreation and public gathering spots.

Environmental features offer a break from the urbanized environments we live in. Trails and/or park amenities should take advantage of these features.

Policy #4.4

Design attractive arterial/collector road streetscapes with street trees and/or landscaping clusters, as well as other streetscape enhancements where practical.

Themed median/terrace treatments - landscaping or paving design - along primary roadways can establish or enhance a community/district identity. There is an opportunity to consider along Siggelkow Road if not along the collector roadways within the East Side.





5. SUSTAINABILITY GOAL & POLICIES

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

Policy #5.1

Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.

Policy #5.2

Provide adequate vegetated buffers between development and natural features.

Vegetated buffers (i.e., dense growth of shrubs, trees, high grasses, perennials, and other plants) can help slow, capture and filter stormwater runoff.

Policy #5.3

Integrate environmental corridors and open space into a comprehensive stormwater management system that provides key ecosystem services on a regional scale where appropriate.

Stormwater management areas can expand the open space corridor. Dry ponds can be seeded as a prairie and wet ponds can become a “pond” feature.

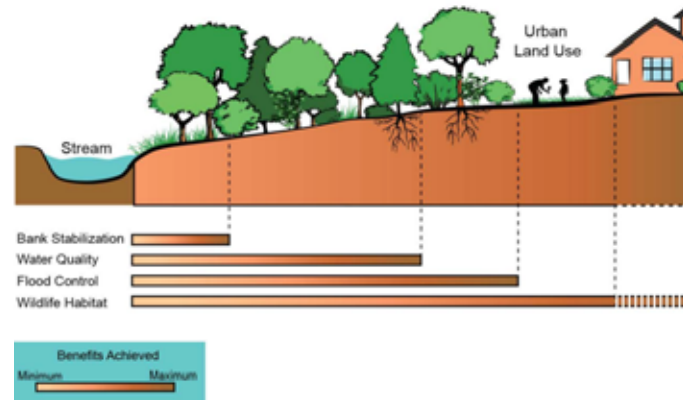
Policy #5.4

Orient streets and homes to maximize available sunlight exposure where street and yard vegetation do not impede the panels.

Home ridgelines should run east-west to maximize the length of the southern side. This orientation may be adjusted to accommodate other factors by up to 20 degrees with only a minimal impact on heat gain.



The Wider the Buffer the Greater the Benefits



This section is intended to create memorable and desirable buildings and spaces within the East Side of McFarland. The objective is unique neighborhoods that residents will love and continue to invest in for many decades. Nonresidential and multifamily developments are encouraged to meet these guidelines.

1. Eco / Sustainable

- A. Orient buildings on the site to maximize natural light, ventilation, and solar energy opportunities.
- B. Consider using green roof technologies.
- C. Use “dark sky” friendly exterior lighting and LED technologies.
- D. Consider using mechanical systems that utilize renewable energy (solar, wind, geothermal) and minimize greenhouse emissions.
- E. Utilize rain water collection, storage and distribution for irrigation systems.
- F. Consider reusing “grey” water (wastewater generated from domestic activities such as laundry, dishwashing, and bathing) for irrigation and other non-potable uses.
- G. Include bio-filtration basins and swales as a part of the stormwater systems on site to promote infiltration and groundwater recharge and reduce sediment runoff.
- H. Include oil, grease, and sediment traps for parking lots.
- I. Consider using porous paving materials (asphalt, concrete and pavers) in parking areas, walkways, etc.
- J. Use drought tolerant landscaping materials to limit water use.
- K. Consider using low-flow plumbing fixtures.
- L. Consider establishing Transportation Demand Management (TDM) programs that promote the use of carpools, vanpools, buses, bicycling, walking, compressed work hours, or working from home.



2. Site Planning

- A. Minimize the amount of disturbance to the existing terrain. Sites and buildings should be designed to fit within the existing topography to the extent possible, while still providing an inter-connected street grid and the desired composition of land uses.
- B. Design sites to preserve large native trees and other significant vegetation, including prairie remnants, wetlands, and similar features.
- C. Public spaces and plazas are encouraged, where appropriate.
- D. Building setbacks should be similar to setbacks of adjacent building within a given block.
- E. Buildings and the primary entrance should front the public street.



The ADA ramp is incorporated in the stair entrance and meets the needs of all users.



An example of a public space that provides outdoor space for customers/employees and provides a buffer between the parking lot and the public street.

3. Signage & Lighting

- A. Appropriately-scaled signage is critical and should complement the building / space. Wall signs and projecting signs should be integrated within the overall building design in color, style and articulation.
- B. Shrubs and/or perennial planting beds should be planted around freestanding signs.
- C. Lighting on exterior signs is encouraged to be mounted externally, above the sign, and directed downward.
- D. Full cut-off (dark-sky compliant) exterior lighting is encouraged in all locations to reduce glare and light pollution.



Examples of full cutoff fixtures that minimize glare and light pollution.

4. Architecture & Design

- A. Buildings should utilize details or changes in materials to create a discernible base, middle and top. Multi-storied buildings should have a horizontal expression line between the first and upper floors.



- B. Buildings should establish vertical proportions for the street facade (e.g., expression of structural bays, variation in material, and/or variation in building plane), and for the elements within that facade (e.g., windows, doors, structural expressions, etc).
- C. Avoid large, undifferentiated building walls and roof lines. Desired design features include variation in materials and colors, projecting and recessed bays, and variation in building heights.
- D. Street-facing facades should use durable and high-quality building materials. All sides of the building should include materials and design characteristics consistent with the front facade. Use of lesser quality materials for the sides and rear facades should be minimized. Vulnerable materials, such as EIFS, should not be used at the base of the building (minimum of 3 feet).



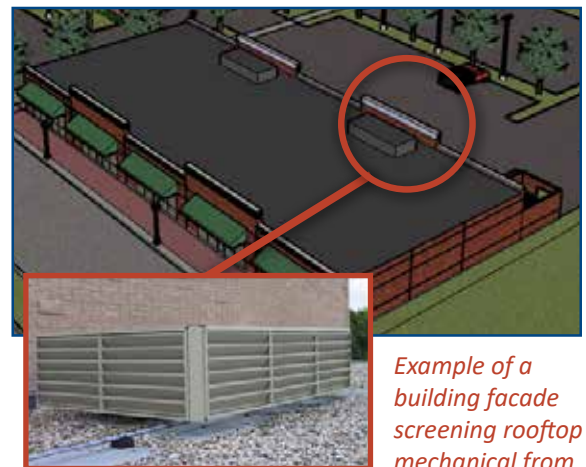
Examples of various techniques in use to break down the apparent mass of a large building, including canopies, recessed decks, recessed top story, and variations in materials and wall plane.

4. Architecture & Design (cont.)

- E. Awnings and canopies are strongly encouraged on ground floor facades of commercial, mixed use and apartment buildings. Awning colors should relate to and complement the primary colors of the building facade. Glowing awnings (backlit, light shows through the material) are discouraged.
- F. All buildings should have clearly-defined and welcoming entrances. Canopies, awnings, covered porches, and/or gable roof projections should be provided along facades that give access to the building to accentuate entrances and give shelter to visitors.
- G. All service, refuse, garage doors, mechanical equipment and loading dock areas should be screened from public view through strategic placement, landscaping, and/or architectural design integration. For sites with dual frontage configurations, such as those along Siggelkow Road, these features should generally be located along a side yard, and not prominently visible from either the collector/arterial road or the local street.
- H. While all buildings should be close to the street, most residential buildings should use a first floor elevation at least three feet higher than the adjacent public sidewalk to maintain comfort and privacy for residents. Look for opportunities to use grade changes across the site to also provide accessible entrances to the building.



This example shows the use of a recessed entry to identify its location, and changes in material and wall plane to break up the side facade.



Example of a building facade screening rooftop mechanical from ground view.

5. Parking, Screening & Landscaping

- A. Shared parking between uses is encouraged, to make more efficient use of land for parking.
- B. Parking is encouraged to be located in the side yard and rear yard, or beneath buildings.
- C. Parking and loading areas visible from the public street should be screened with berming, landscaping, fencing or a combination of these three.
- D. Construct pedestrian walkways between the sidewalk and primary building entries. On-site walkways should be separated from traffic and designed to connect the building to parking lots and other destinations on the site.
- E. Parking lots should be landscaped along their edges and within each parking island. The incorporation of required stormwater detention and infiltration devices into the design of the parking area is encouraged.
- F. All parking areas shall have concrete curbs to protect landscaping areas, excluding those areas dedicated for snow storage. The curbs may contain gaps to allow stormwater flow into infiltration basins.
- G. Fencing and screening should be of similar materials as primary building(s).
- H. Landscape design should use native plant species to the region, especially buffering wetlands and other significant natural features.



This illustration shows two developments on adjoining lots sharing parking and an access drive. A sidewalk connects the two developments through the parking area.



Example of well landscaped parking edges.

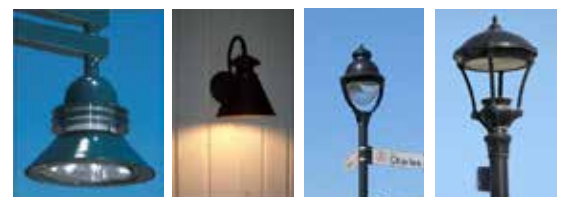


Examples of desired stormwater management designs within parking lots.

6. Density Bonus

The Village maintains discretion on building heights and densities, through the zoning ordinance. If considering requests for additional height or density as described in the Commercial, Mixed Use and Medium-Density Residential future land use areas in this Plan, there will be an expectation for high-quality design consistent with all of the design guidelines in this plan, including the following features and techniques.

- A. High-quality landscaping and site design to hide parking and utility areas.
- B. Excellent bike amenities, including bike parking and storage.
- C. Excellent pedestrian amenities, including wide sidewalks and robust pedestrian connections between sidewalks and building entrances.
- D. Unique public spaces and enhancements, such as plazas, outdoor seating areas, public art installations, etc.
- E. Decorative, dark-sky compliant exterior lighting.
- F. Muted colors and non-reflective siding and glazing, especially above the ground floor.
- G. Meeting the Compatibility Standards outlined on the next page.
- H. Installation of renewable energy systems (e.g., electric vehicle with Level 2/3 charging station).
- I. Includes affordable housing units (e.g., 20% reserved for households at or below 50% AMI or 40% reserved for households at or below 60% AMI).



7. Compatibility Guidelines (adjacent to low-intensity residential)

These compatibility guidelines should apply to all new multi-unit residential, office and/or mixed use development of three-stories or larger and/or any development requiring a Planned Development (PD) zoning approval located on land abutting or across a street or alley from low-intensity residential. For purposes of this section, low-intensity residential development should mean single-family, duplex, townhomes (6 or less units), and small multi-unit buildings (8 or less units).

- A. Use Intensity.** In developments with multiple buildings with varying intensities, the development should locate buildings with the least intense character (e.g., lower heights, fewer units) nearest to the abutting low-intensity residential development.
- B. Building Height.** To ensure that new buildings are compatible in scale with surrounding properties, building height is limited to four (4) stories above ground level, except the height of the proposed structure(s) should not exceed thirty-five (35) feet in height in the following locations:
 1. Portion of the structure within sixty (60) feet of a single-family or duplex lot.
 2. Portion of the structure within thirty (30) feet of any other low-intensity residential lot (i.e., structures with 3+ units).
- C. Bulk and Mass.** Primary facades abutting or across a street or alley from low-intensity residential development should be in scale with that housing by employing the following strategies:
 1. Varying the building plane setback a minimum of two (2) feet at an interval equal or less than the average lot width of the applicable low-intensity residential uses. For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable facade shall vary its building plane, at a minimum, every 50 feet.
 2. Providing a gable, dormer, or other change in roof plane at an interval equal or less than the average lot width of the applicable low-intensity residential uses. For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable roofline shall vary, at a minimum, every 50 feet (measured at the roof eave).
- D. Roof Pitch.** The roof pitch of new residential buildings should range between 6:12 and 12:12. The roof pitch of porches shall not exceed that of the residential building to which it is attached.

- E. Architectural Features.** At least two (2) of the following categories of architectural features should be incorporated into street-facing facades:
1. Porches or porticos
 2. Balconies
 3. Dormers and Gables
 4. Bay Windows
 5. Door and Window Ornamentation which may include surrounds, pediments, lintels and sills, hoods, and/or shutters.
- F. Entrances.** Street-facing facades providing direct access to first story dwelling units through individual entrances are encouraged. Preference is at least twenty-five (25) percent of units having direct access.
- G. Garages.** Attached garages shall not face or open towards the street. If this is not attainable, garages shall be sufficiently screened and face the street with the highest intensity of adjacent uses.
- H. Parking.** Parking areas that are visible from the street and located in the building front lot setback should provide buffering at a minimum height of thirty-six (36) inches above the parking surface. Buffering can consist of landscaping, berms, fences/walls, or a combination of these.
- I. Refuse Areas.** Dumpsters should be placed either in the underground garage or behind the building with opaque or semi-opaque screening (at a minimum, a chain link with fabric screening). If the refuse area cannot be placed behind the building, a wood fence or wall, at least six (6) feet in height, with landscaping around trash enclosures is encouraged.

IMPLEMENTATION PLAN

Action Plan

This section identifies the various actions necessary to translate the plan's vision into reality. The actions are organized by type and include recommended timeframes for completion. Timing and sequence may shift due to changes in regional transportation projects, landowner needs, or real estate market demand.

Plan Adoption (PA) Action

Action PA.1: Adopt this plan as an amendment to the Village of McFarland Comprehensive Plan. Amend the Future Land Use (FLU) map.

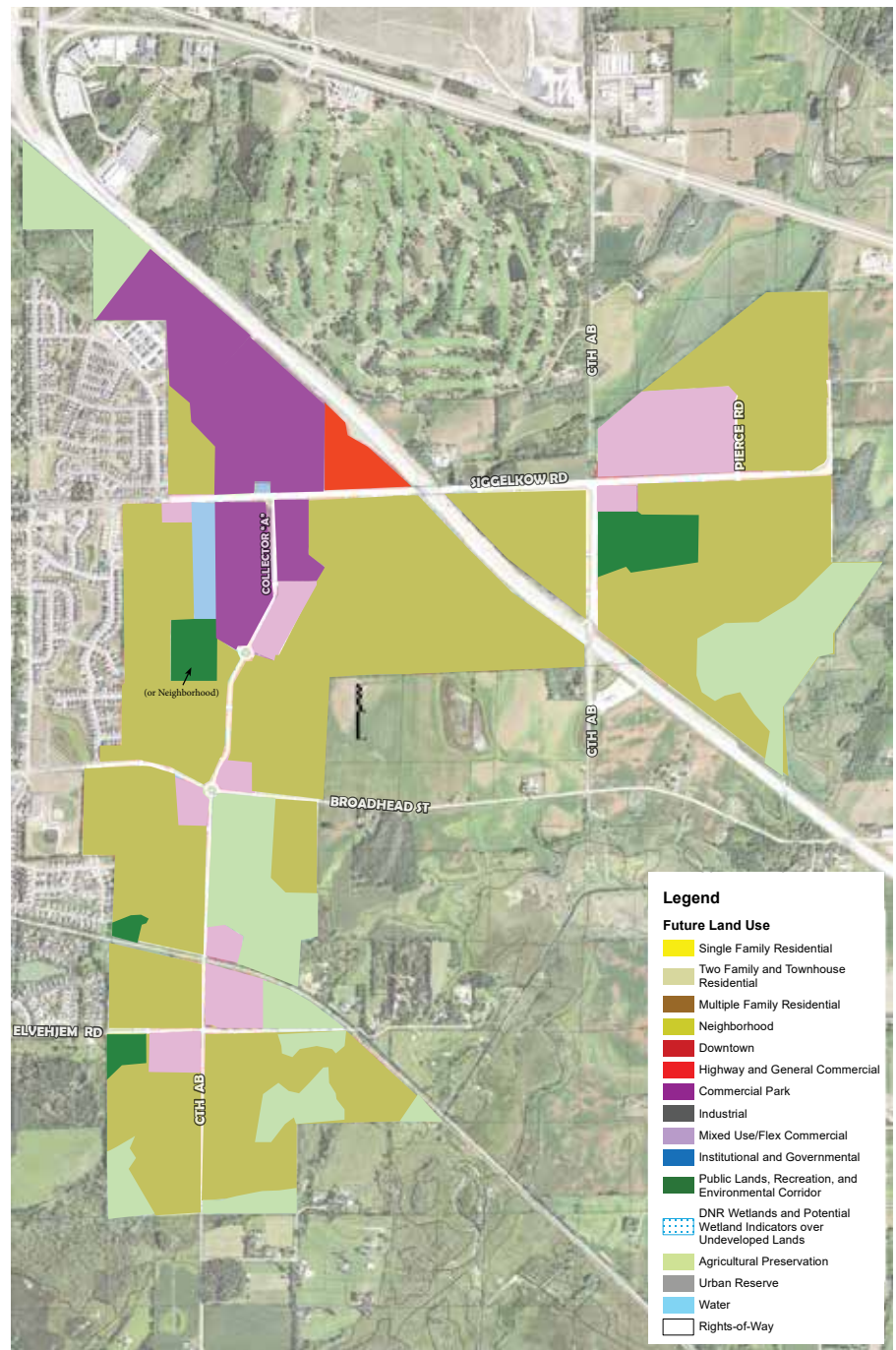
See **Chapter 4** for intent of the recommended land use policy map revisions, including potential flexibility in where the FLU boundaries and transitions occur.

- Timeframe: Short Term (2023-2025)

- Responsible Parties: Community and Economic Development Department, Plan Commission, Village Board.

Recommended Future Land Use Map Revision

Sources: MSA Professional Services



Mobility (M) Actions

Action M.1: The Village should add the Proposed Collector “A” north of Elvehjem Road (as discussed in **Chapter 4**) to the Village’s official map.

- Timeframe: Short Term (2023-2025)

- Responsible Parties: Village Administrator, Engineering Consultant, Village Board.

Action M.2: Discuss Siggelkow Road expansion east of Catalina Parkway (to CTH AB) with the City of Madison, including timing, phasing design and cost sharing.

- Timeframe: Short-Term (2023-2025)

- Responsible Parties: Village Administrator, Engineering consultant, Community and Economic Development Department.

Action M.3: Acquire/Reserve the following right-of-way, as discussed in **Chapter 4**.

1. Siggelkow Road, east of Catalina Parkway to Pierce Road (expand roadway)
2. CTH AB / Elvehjem intersection (line up east/west legs)
3. Potential future roundabout intersections illustrated on Future Transportation Network Map.

- Timeframe: Ongoing, as development is proposed on adjacent lands)

- Responsible Parties: Engineering consultant, Village Board

Action M.4: Reconstruct Siggelkow Road east of Catalina to a 4-lane boulevard with multi-use trail in two phases. See Proposed Transportation Network Map.

1. Catalina Parkway to Interstate 90
2. Interstate 90 to CTH AB

- Timeframe:

1. Mid Term (2026-2030)
2. Long Term (2031-2040)

- Responsible Parties: Village Administrator, Engineering consultant, Village Board.

Action M.5: The Village will meet and/or discuss with Madison Metro Transit opportunities to extend bus service into the Village - likely along Siggelkow Road.

- Timeframe: Annually Review

- Responsible Parties: Village Administrator, Community and Economic Development Department.

Action M.6: Build multi-use trail along School District athletic field between Broadhead Street and Prairie Wood Drive. See Future Transportation System Map.

- Timeframe: Mid Term (2026-2030)

- Responsible Parties: Village Administrator Consultant, Land Owners/Developers, School District.

Utility Systems (US) Actions

Action US.1: Establish a utilities expansion strategy (and phasing plan) to serve east of Interstate 90. This will support budgeting for future expansion ahead of development and support any future urban service area amendment.

- Timeframe: Mid Term (2026-2030)

- Responsible Parties: Village Administrator, Engineering Consultant, Village Board.

Action US.2: Submit an urban service area amendment to CARPC to support the next growth area within the East Side planning area (especially to support a business park creation - see **Chapter 5**).

- Timeframe: Short Term (2023-2025)

- Responsible Parties: Community & Economic Development Department, Engineering Consultant, Plan Commission, Village Board.

Action US.3: Work with Wisconsin Power & Light Company to install a small solar farm connected to their substation located on Siggelkow Road.

- Timeframe: Short Term (2023-2025)

- Responsible Parties: Village Administrator, Public Works Department, Village Board.

Economic Development & Housing (EDH) Actions

Action EDH.1: Meet with (or at least reach out to) property owners on high priority development sites annually to understand their future intentions for their site.

- **Timeframe:** On-going

- **Responsible Parties:** Community & Economic Development Department.

Action EDH.2: Consider use of incentives, with Tax Increment District financing being one, where the Village Board determines that the benefits provided by land use, economic development, and/or public goals and objectives weigh in favor of a contribution.

- **Timeframe:** On-going

- **Responsible Parties:** Community & Economic Development Department, CDA, Plan Commission, Village Board.

Action EDH.3: Evaluate the potential business park development per the actions outlined in **Chapter 5**.

- **Timeframe:** Short Term (2023-2025)

- **Responsible Parties:** Village Administrator, Community & Economic Development Department, CDA.

Action EDH.4: Build the initial phase of the Business Park. See **Chapter 5** for more information.

- **Timeframe:** Short Term (2023-2025)

- **Responsible Parties:** Village Administrator, Engineer Consultant, Land Owners/Developers.

Action EDH.5: Annually review and develop a plan to implement the actions outlined in the **2023 McFarland Housing Needs Assessment** and **2023 McFarland Economic Strategic Plan**.

- **Timeframe:** On-Going

- **Responsible Parties:** Village Administrator, Community & Economic Development Department, CDA.

Urban Design (UD) Actions

Action UD.1A: Apply the Design Guidelines within this Plan to all proposals / applications.

- **Timeframe:** On-going

- **Responsible Parties:** Community & Economic Development Department, Plan Commission.

Action UD.1B: Consider codifying the design guidelines, especially the Compatibility Guidelines.

- **Timeframe:** Short Term (2023-2025)

- **Responsible Parties:** Community & Economic Development Department, Plan Commission, Village Board.

Funding Toolbox

There are several possible sources of funding to help develop the East Side Plan area vibrant addition to McFarland's community fabric.

Tax Incremental Financing (TIF)

As of January 2023, about 6% of the Village's tax base is in a TIF district, indicating that there is capacity within the 12% statutory limit to create more districts. The Village has the option to create a new TIF district to support desired development in the planning area, especially for the Business Park and other commercial areas along major collector streets such as Siggelkow.

Business Development Tax Credits (WEDC Program)

The Business Development Tax Credit (BTC) Program supports job creation, capital investment, training and the location or retention of corporate headquarters by providing companies with refundable tax credits. A business located in, or relocating to, Wisconsin may be eligible for tax credits if the business's net employment in the state increases each year for which the business claims tax credits. Businesses not eligible, except in extraordinary circumstances, include but are not limited to: payday loan and title loan companies; telemarketing, other than inbound call centers; pawn shops; media outlets; retail;

farms; primary care medical facilities; financial institutions; and businesses in the hospitality industry.

Eligible Activities

1. Job Creation – The amount of Tax Credits awarded for job creation may equal up to 10% of the annual wages for Eligible Employees in Full-Time Jobs. In an Economically Distressed area, the amount of Tax Credits may equal up to an additional 5% of the annual wages for Eligible Employees. Tax Credits may not be earned for wages over \$100,000 per year.
2. Capital investment – The amount of Tax Credits awarded for new capital investment may equal up to 3% of the business' personal property investment and up to 5% of its new real property investment. To qualify for Capital Investment tax credits, the project must involve a total capital investment of at least \$1,000,000 or for projects that involve a total capital investment of less than \$1,000,000, the total investment must be equal to at least \$10,000 per Eligible Employee employed on the project.
3. Employee Training – The amount of Tax Credits awarded for training may equal up to 50% of Eligible Training Costs incurred to undertake activities to enhance an Eligible Employee's general knowledge, employability, and flexibility in the workplace; to develop skills unique to the business's workplace or

equipment; or to develop skills that will increase the quality of the business's product. Those activities must be related to the project that is the subject of the application for Tax Credits, and not for those activities that allow an employee to function within the day-to-day operations of the business or for the general, organic growth of the business. Examples of ineligible activities include orientation, or training on a business process management system.

4. Corporate Headquarters – The amount of Tax Credits awarded for the location or retention of a Corporate Headquarters may equal up to 10% of the annual wages of positions created or retained for Eligible Employees if the position in which the Eligible Employee was employed was created or retained in connection with the location or retention of the Corporate Headquarters in Wisconsin, and the job duties associated with the Eligible Employee's position involve the performance of Corporate Headquarters functions.¹⁶ Tax Credits may not be earned for wages over \$100,000 per year. Generally, a business will be initially certified for amounts for Corporate Headquarters job creation based on projected Full-Time Jobs to be created over three years.

Enterprise Zone (EZ) Tax Credit (WEDC Program)

Wisconsin's Enterprise Zone Tax Credits are available to assist Wisconsin businesses that have significant expansion projects or are relocating major business operations from other states to Wisconsin. Eligible activities must take place within a WEDC designated Enterprise Zone based on evaluation of a wide range of community and business specific factors. Refundable tax credits can be earned through eligible activities such as job creation, job retention, capital investment, employee training and supply chain purchases from Wisconsin vendors. A business may qualify for this tax credit if the following criteria are met: 1) starts operation; 2) relocates from out of state; 3) expands operations; 4) retains/creates jobs; and/or 5) utilizes Wisconsin supply chains, vendors, or services.

Eligible Activities

1. Job Creation – A Tax Credit equal to no more than 7% of the net increase in EZ payroll from base in a Tier I county or municipality, less 150% times the Federal Minimum Wage per new, Full-Time Employee and up to \$100,000 per employee, or a 7% Tax Credit against the lesser of the net increase in state payroll and EZ payroll from base in a Tier II county or municipality, less \$30,000 per new, Full Time Employee and up to \$100,000 per employee. Calculations are relative to a base year which is fixed as the year before the EZ

takes effect. This benefit may be awarded for up to 12 years.

2. Job Retention – A Tax Credit equal to no more than 7% of the taxpayer's EZ payroll in a Tier I county or municipality that is paid to full-time employees who earn more than 150% times the Federal Minimum Wage, but less than \$100,000, in annual wages, less the amount paid to new full-time employees, or no more than 7% of the taxpayer's EZ payroll in a Tier II county or municipality that is paid to full-time employees who earn more than \$30,000, but less than \$100,000, in annual wages, less the amount paid to new full-time employees. This benefit may be awarded for no more than five consecutive years.
3. Capital Investment Credit – The eligible business may also claim up to 10% of its Significant Capital Expenditures. This benefit may be awarded for up to 12 years.
4. Employee Training – The amount of Tax Credits for employee training for a Certified Business may equal up to 100% of the total eligible training costs. Eligible training costs include the amount paid to upgrade or improve skills of full-time employees, expenses paid to train any full-time employees on new technology, and costs to train full-time employees who are in their first full-time job.
5. Wisconsin Supply Chain Credit – The business may also claim up to 1% of the amount it paid

to purchase tangible personal property, items, property, goods or services from Wisconsin vendors. Businesses may not claim the Wisconsin Supply Chain Credit and the Investment Credit for the same expenditures. This benefit may be awarded for up to 12 years.

Manufacturing and Agriculture Credit (WEDC Program)

The Manufacturing and Agriculture Credit is available to individuals and entities for income derived from manufacturing or agricultural property located in Wisconsin and offsets a significant share of Wisconsin income taxes. This non-refundable credit is equal to 7.5% of eligible qualified production activities income and may be used to offset state income or franchise taxes. The annual tax credit reduces the company's effective state corporate income tax rate to 0.4%. Unused credits may be carried forward for up to 15 years.

Qualified New Business Venture (WEDC Program)

Wisconsin's Qualified New Business Venture (QNBV) Program offers incentives for investment in early-stage Wisconsin businesses with the potential for significant economic impact and job growth. The program provides transferable tax credits to eligible angel and venture fund investors who make

equity investments in early-stage businesses with potential for significant economic impact and job growth. Tax credits are equivalent to 25% of the value of the equity investment made. To qualify, the early-stage business must be headquartered in the state, have more than half its employees in the state, and be engaged in a qualifying industry sector.

Workforce Training Grants (WEDC Program)

The state offers various training programs available for businesses relocating or expanding in Wisconsin, including a customized training program for businesses implementing new technology or production processes. The Workforce Training Grant offers grant reimbursements of up to 50% of eligible training costs up to \$5,000 per job.

Urban Water Quality Grant Program (Dane County)

The Dane County Urban Water Quality Grant Program supports projects that improve the quality of urban stormwater runoff entering Dane County lakes, rivers, and streams, increase public awareness of urban water quality issues, and provide public education about urban stormwater quality improvement practices. These goals are commonly achieved by the improvement and retrofitting

of old stormwater outlets that dump untreated urban runoff into the lakes. Financial assistance is available to municipalities in the form of cost sharing up to 50% of the total project cost, not to exceed \$500,000. To be considered for funding, all practices must meet the following eligibility requirements:

- Constructed and fully functional within 2 years of grant being awarded.
- Designed to improve the quality or reduce the volume of stormwater runoff from a developed drainage areas that don't meet current standards.
- Treat urban runoff draining to a lake, river, or stream.

Urban Nonpoint Source & Stormwater Management Grant Program (DNR)

The Urban Nonpoint Source & Storm Water (UNPS&SW) Management Grant Program offers competitive grants to local governments for the control of pollution from diffuse urban sources that is carried by storm water runoff. The cost-sharing grants reimburse costs of eligible planning or construction projects controlling urban nonpoint source and storm water runoff pollution. Eligible areas are urban lands with a population density of at least 1,000 people per square mile or non-permitted commercial or municipally-owned industrial use sites. Projects may be in areas that are expected to become urban within 20 years. Planning grants cannot exceed \$85,000, and construction grants with additional land acquisition costs cannot exceed

\$200,000. Certain grant criteria may exclude new development and construction from being eligible for cost-sharing. However, demonstration projects and other statewide or regionally significant projects may qualify under some circumstances.

Surface Water Grant Program (DNR)

Local governments and qualified organizations can apply for variety of grant funds to improve surface waters or restore wetlands either on behalf of several property owners or as an individual applicant. A variety of small grant programs are available and range from relatively small, providing up to \$1,000 per best management practice and up to \$25,000 per applicant but do include support for larger management plan and project implementation cost-sharing funds. However, these grants must be directly related to improvements in surface water quality. Since much of the East Side Plan area drains into the Yahara Lakes watershed, smaller grants could potentially support minor distributed wetland restoration projects within the study area.

Wisconsin Housing and Economic Development Authority Grants (WHEDA)

WHEDA Foundation and the Wisconsin Housing and Economic Development Authority (WHEDA) provided competitive housing grant funds to support the development or improvement of public housing

facilities in Wisconsin for those with special needs such as low-income families, elderly persons, disabled residents, and Veterans. Local governmental units, community development or housing authorities, and some nonprofit organizations are eligible to apply to the program which provides up to \$50,000 in grant awards per project with no minimum grant award. In 2022, over \$2 million was awarded to 54 projects. If a grant recipient received three consecutive years of funding, the organization is not eligible to apply for a fourth year of grant funding through this program.

Section 202 Supportive Housing for the Elderly Program (HUD)

The US Department of Housing and Urban Development (HUD) provides interest-free capital advances to private, nonprofit sponsors to finance the development of supportive housing for the very low-income elderly persons. The program is meant to support and expand the supply of affordable housing and supportive services available for this at-risk population. The capital advance does not have to be repaid if the project serves very low-income elderly persons for at least 40 years. Project rental assistance funds are provided to cover the difference between the HUD-approved operating cost for the project and the tenants' contribution towards rent. Project rental assistance contracts are approved initially for 3 years and are renewable based on the availability of funds.

THIS PAGE INTENTIONALLY LEFT BLANK

CHAPTER 3

EXISTING CONDITIONS

48 Planning Area

This section describes the East Side planning area.

49 Organizational Agreements

This section looks at a variety of factors that impact the current supply and future demand in the Anton Drive study area.

51 Transportation Networks

This section reviews the recently completed 2016-2020 CORP and development limitations due to the environment (floodplain, steep slopes, contaminated sites, etc.).

53 Utility Infrastructure

This section discusses the existing and planned public utility infrastructure (sanitary sewer, storm sewer and water), as well as private utilities.

55 Recent Development Review

This section highlights the recent developments and the trends of development in the study area.

Developing McFarland's East Side Plan meant looking holistically at existing conditions, past plans, socio-economic analysis, input from public and private sector stakeholders. This chapter is a summary of the information used to better inform the creation of the East Side Plan.

PLANNING AREA

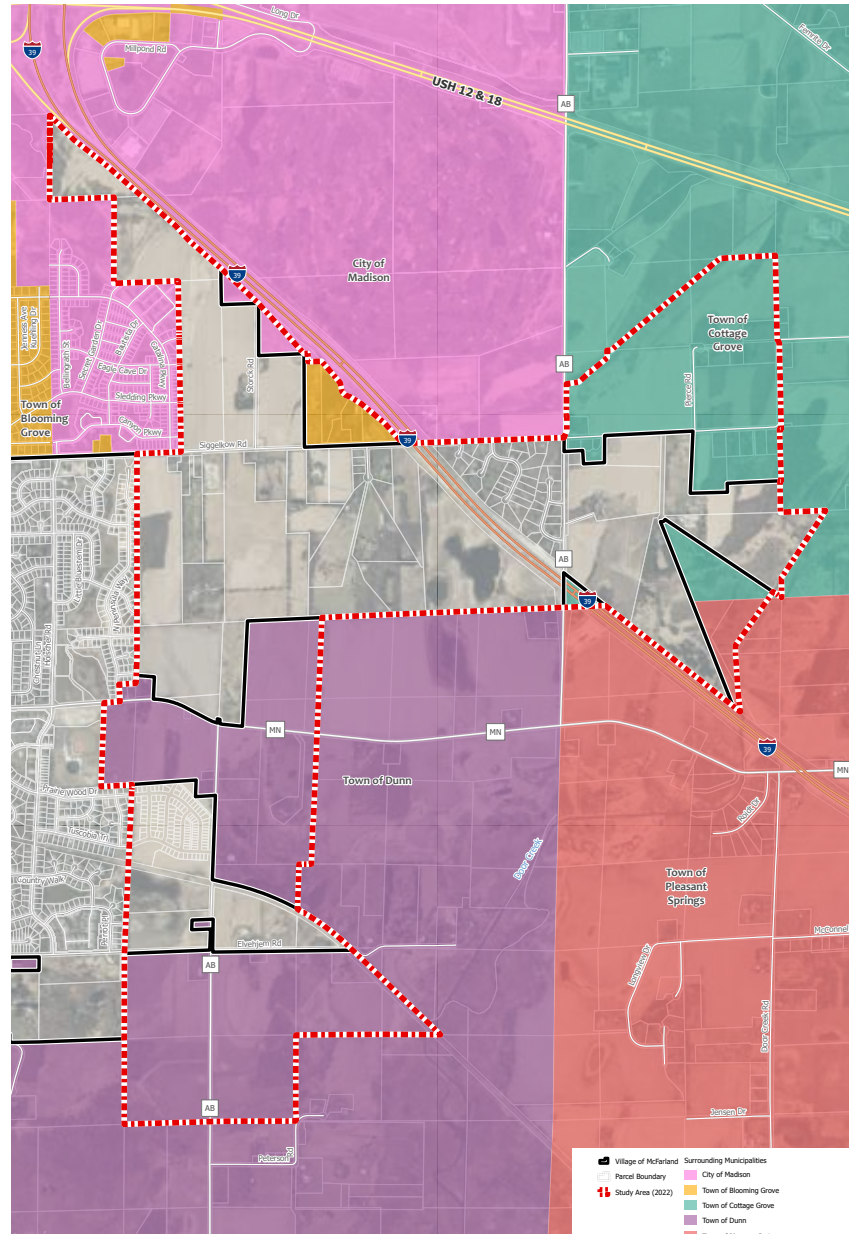
McFarland's East Side planning area is located immediately east of the existing Village boundary and extends beyond the CTH AB intersection with Siggelkow Road. Interstate 39/90 divides a portion of the east side planning area, and establishes the northern limits of the Village (west of the interstate). The planning can be further defined as follow:

- **North :** The City of Madison, as well as the Towns of Blooming Grove and Cottage Grove.
- **East:** Town of Cottage Grove.
- **South:** Town of Dunn with properties protected from development through a purchase of development rights (PDR) and/or an extensive system of wetlands.
- **East:** Developed portions of the Village of McFarland.

The planning area exhibits considerable topographic relief, with high points generally located to the north, and lower elevations in the south and closer to Lower Mud Lake. Notable environmental features include small ponds near the interstate, some small isolated wetlands in addition to the larger

Study Area

Sources: Dane County (2022), CARPC (2022), Basemap Aerial: ESRI



wetland on the eastern and southern border of the planning area, and pockets of woodlands. A majority of the land area is presently used for farming or for rural residential development.

ORGANIZATIONAL AGREEMENTS

The East Side planning area is impacted by two existing intergovernmental agreements with neighboring municipalities.

City of Madison and Town of Blooming Grove

Annexations within and surrounding the East Neighborhood Growth Area are impacted by a boundary agreement between the Town of Blooming Grove and the City of Madison. This agreement precludes the City of Madison from annexing land located south of Siggelkow Road prior to October 31 of 2027. At that time, the Town of Blooming Grove will be dissolved and any of the Town's land area that has not been annexed either to the City of Madison or the Village of McFarland will become a part of the City of Madison. Until that time, the Village of McFarland may annex land located within the Town of Blooming Grove, located south of Siggelkow Road, in accordance with state law.

Village of McFarland and Town of Dunn

The Village of McFarland and the Town of Dunn entered an intermunicipal cooperation agreement related to their respective borders in 2005. In general terms, as it relates to this planning effort, the agreement prohibits the Village from annexing lands in the Town of Dunn that are located south of the Yahara River. In return, the Town of Dunn has agreed not to oppose annexations by the Village of McFarland in the East Side Neighborhood Growth Area, and has further agreed not to purchase development rights within the East Side Neighborhood

Growth Area. This agreement is in effect until 2025.

Village of McFarland and City of Madison

There had been an agreement in place with the City of Madison that shaped each municipality's respective growth boundaries from 1997 to 2017. Since this agreement expired, the Village has annexed land north of Siggelkow Road, except for a couple properties that still reside in the City of Madison along Interstate 90 corridor.

McFarland School District

In 2020/2021, the School District collaborated on a land swap with the Village of McFarland, providing the Village with a five-acre site at the corner of Holscher and Broadhead for their new Safety Facility and the School District received 10 acres of land for a future school site adjacent to the planned 25-acre Village Community Park near CTH AB and Siggelkow intersection (east of the Interstate).

The Guidelines and Best Practices for School Site Selection developed by Council of Educational Facility Planners International (CEFPI) recommends an elementary school site should be at least 10 acres. Additionally, a minimum of 1 acre is needed for every 100 students. Thus, an elementary school with 300 students would be at least 13 acres. The proposed 10-acre Siggelkow Road school site is only 10 acres but will rely on land cost savings by being located adjacent to McFarland's Community Park along County Hwy AB. The joint venture by the Village and the School District was to help both

entities for their needs and avoid adding more tax burden for our taxpayers.

The construction of a new school by the McFarland School District depends on residential growth described in this Plan and Madison's Yahara Hills Neighborhood Development Plan (located north of the current Dane County Landfill and north of Buckeye Road). Growth in these two planning areas hinge on developers and current landowners' decisions. Based on our current projections the site would likely not need to be developed minimally for 7 to 10 years.

Capital Area Regional Planning Commission (CAPRC) Environmental Corridors

Environmental corridors are continuous systems of open space in urban and urbanizing areas. These corridors include environmentally sensitive lands, natural resources requiring protection from disturbance and development, and lands needed for open space and recreational use. Environmental corridors in Dane County are defined by CAPRC to include major areas unsuitable for installation of waste treatment systems because of physical or environmental constraints and are excluded from the East Side planning area development.

Town of Dunn Conservation Areas

The Town of Dunn's Purchase of Development Rights (PDR) program created the first development rights transaction in Wisconsin when it was established in 1997. PDR programs are a voluntary farmland protection technique

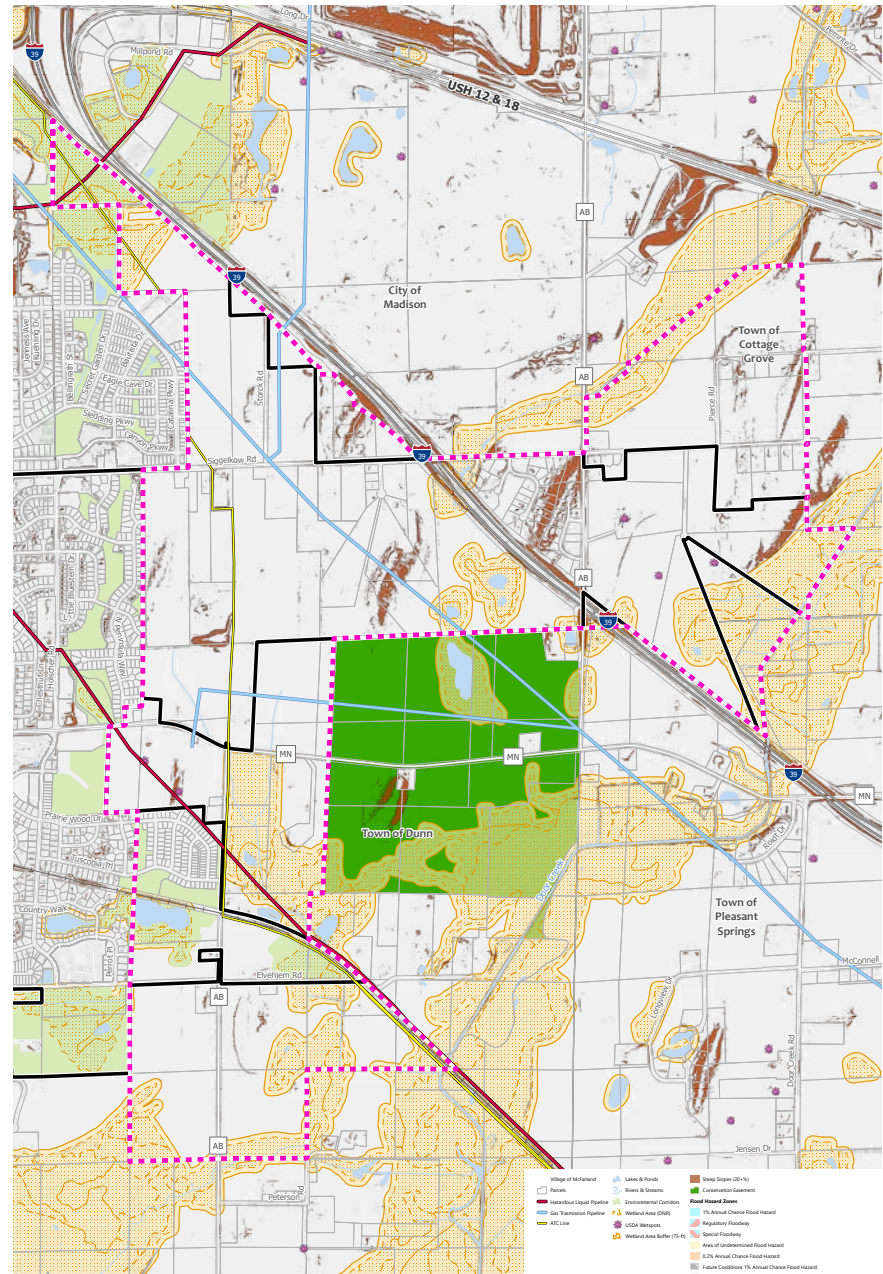
Natural Features and Conservation Areas

Sources: Dane County (2022), Wetlands/Wet Spots: WDNR, Flood Hazard Zones: FEMA, Slopes & Contours: Dane County DEM (2017) Aerial: Dane County (2020)

that compensates landowners for limiting future development on their land into perpetuity. Under a PDR program, an entity, such as a town or a private organization, purchases development rights to a piece of property. By doing so, the organization or government agency is essentially buying the landowner's right to develop that land. The land itself remains in private ownership and the landowner still retains all other rights and responsibilities associated with being a property owner.

When a landowner sells his or her development rights, a legal document known as a conservation easement is created to restrict the use of land to farming or open space. A conservation easement permanently limits residential, commercial, or industrial development of a property to protect its conservation or agricultural values. Conservation easements typically restrict non-farm development and subdivisions.

A private organization currently owns the development rights of more than 10 parcels with a total of 325 acres (+/-) of mostly prime farmland. The conservation easement is located due east approximately 0.6 miles from the current Village of McFarland municipal boundary and is bisected by County Highway MN.



TRANSPORTATION

Local Roads and Highways

The existing road network within the East Side Plan area is not developed much past major arterial and collector roadway access. Siggelkow Road forms the main arterial east to west road corridor into the East Side Plan area. County Highway MN also extends east to west through the area. Elvehjem Road enters from the west, and dead-ends east of County Highway AB after crossing the railroad. Entering the planning area from the south, County Highway AB intersects with County Highway MN and follows that road to the east before branching off east of the neighborhood to continue north to U.S. Highway 12/18.

The City of Madison has undertaken recent efforts to widen Siggelkow Road to Catalina Parkway for better access to the Secret Places subdivision. The wider portion of Siggelkow road is maintained as predominantly 120-foot right of way with 4 driving lanes, a 30-foot median with intermittent turn lanes, and a 6 foot multi use path with an extended terrace area on the north side of Siggelkow Road.

Trail Network

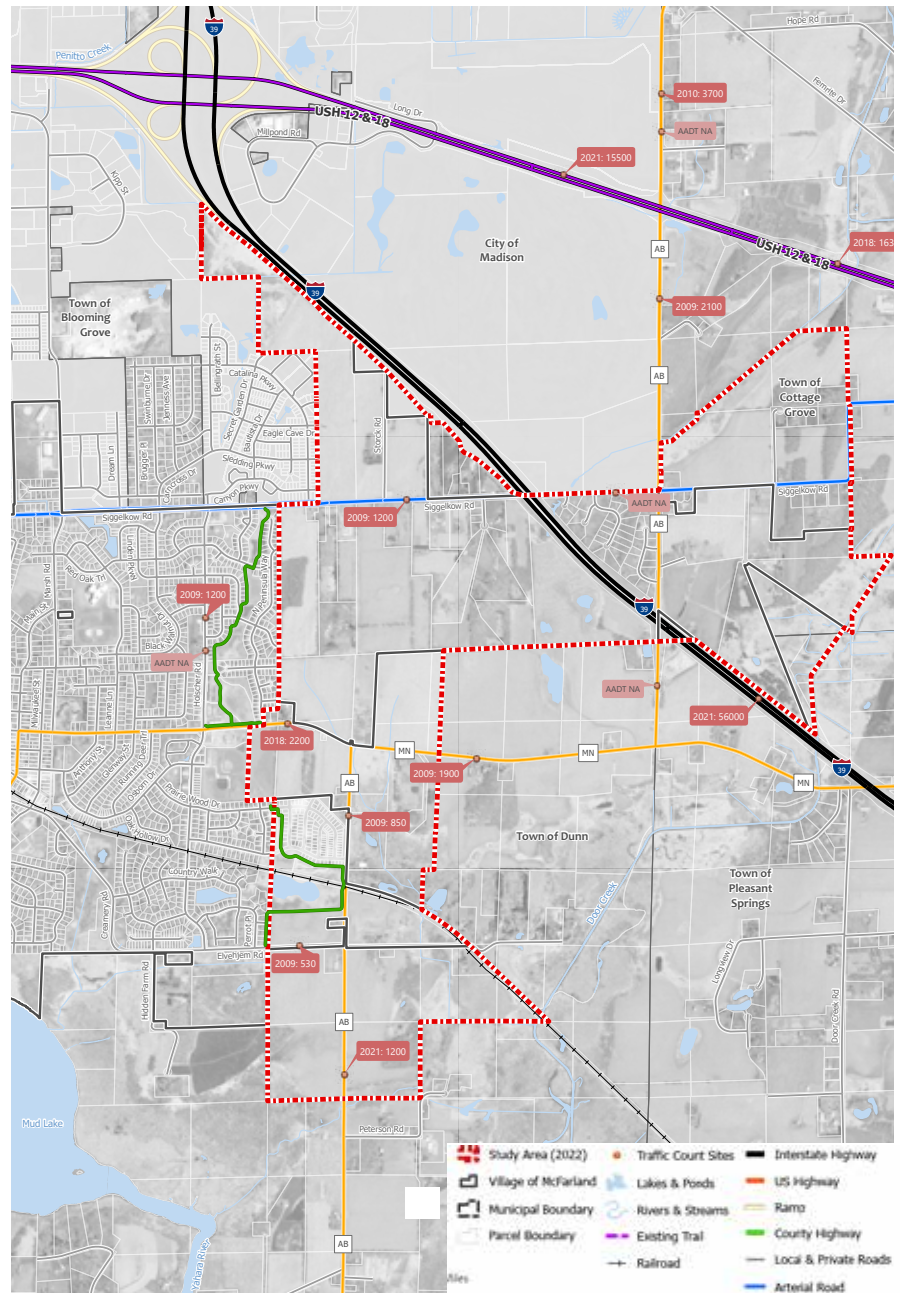
In or near the planning areas there are both on-street bike lanes and off-street multi-use trails. There are on-street bike lanes on Siggelkow Road west of Catalina Parkway, along Holscher Road, and Broadhead Street west of Holscher Road. Off-street multi-use trails exist adjacent to Elvehjem Road and in the linear park through the Juniper Ridge subdivision.

Commuter Bus and Transit Services

McFarland is presently served by limited public transportation

Existing Transportation Networks

Sources: Dane County (2022), WisDOT (Railroads/Traffic Counts)
Madison MPO Aerial: Dane County (2022)



options, although it is in the planning area in the Greater Madison MPO. The 2050 Regional Transportation Plan, and public discussions have centered on expansion of an existing transit system serving Madison and suburban communities such as

Middleton, Monona, and Fitchburg. Recent discussions with Madison Metro Transit centered on a future extension of an existing bus route that serves areas just north of the Village of McFarland.

Rail Service

Wisconsin and Southern Railroad tracks cross into the East Side Plan area north of Elvehjem Road. The tracks form a barrier between the southern portion of the study area and the anticipated development that will happen to the north. County Highway AB crosses these tracks, and will be the only road crossing permitted by the railroad for the foreseeable future.

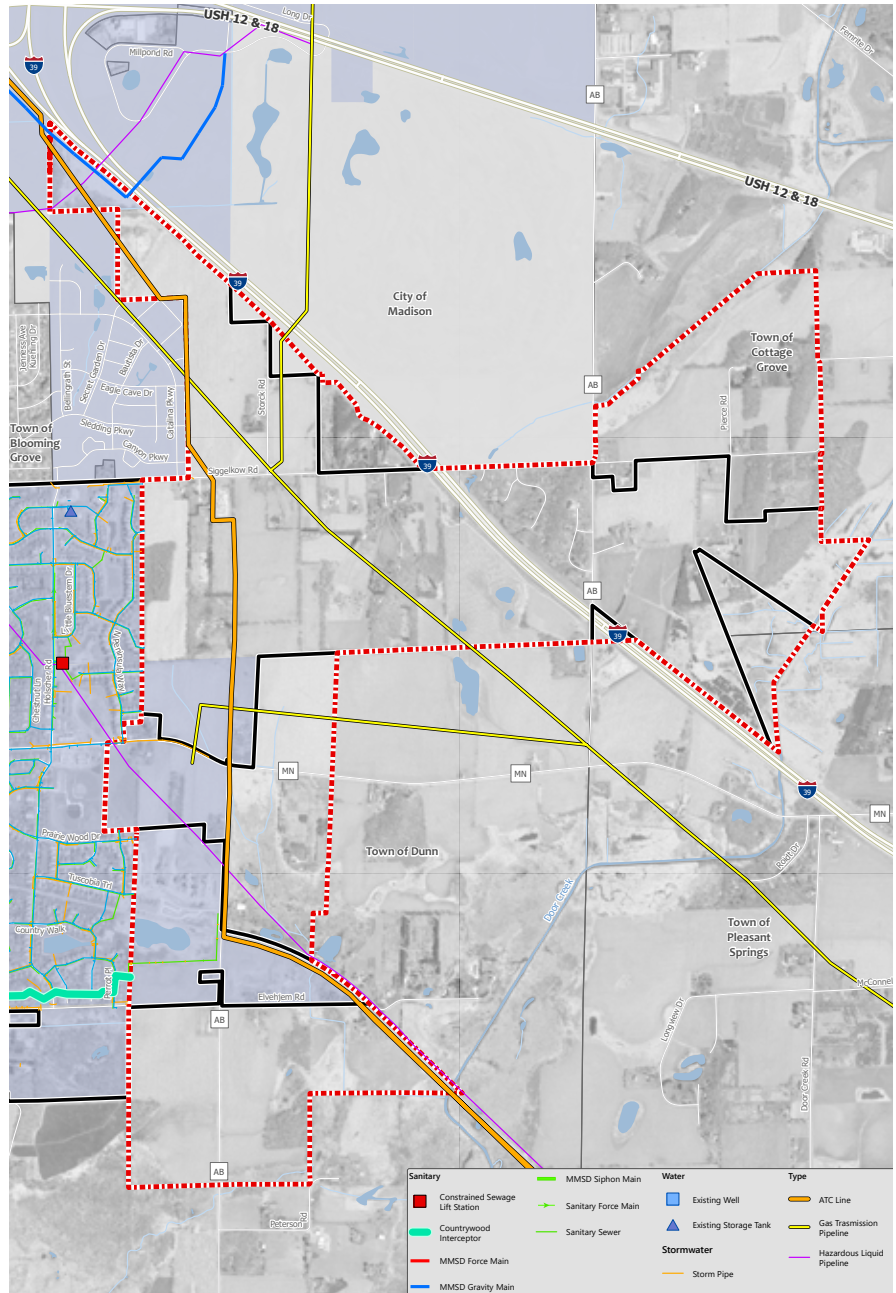
Railroad traffic in this corridor is minimal and dedicated to freight. Expansion of freight rail service within this right-of-way has been limited and no safety, nuisance, or traffic conflicts are expected. There are no universal or locally enforceable standards when developing adjacent to railroad corridors. However, McFarland may want to consider developing in such a way that creates vegetative buffers between the railroad and other proposed land uses. Parks, stormwater facilities, multi-use trail corridors, and landscaped berms are some features that can be used as buffers.

While there may be some future increases as demand for rail services continues to rise, no significant safety, nuisance, or traffic flow issues are anticipated as a result. While there are no universally accepted standards for development adjacent to railroad tracks, the Village may consider patterns that create a buffer between the railroad and residential development. Berms, parks, detention ponds, or similar features may be used to create these buffers.

Commuter rail service between McFarland and downtown Madison has been discussed and studied on

Existing Utilities

Sources: Dane County (2022)
Madison MPO (2022), Basemap Aerial: ESRI



numerous occasions. Most studies have suggested that commuter rail is not economically viable in the Madison area, and even where it has been recommended, service

to McFarland has received a lower priority than other routes.

create a greater sewer capacity for development within the project area and permit the northern part of the neighborhood to develop sooner than if the sewer were to be extended from the south.

Some basins within the East Side Plan area to the east of Interstate 90/39 were not analyzed as part of the 2018 study. However, there are likely two ways that services may be extended to include areas east of the interstate. Extending sanitary mains with a lift station east along Siggelkow Road seems to be the most feasible route. An alternative option is to work with Madison Metropolitan Sewerage District and/or City of Madison to provide potential sewer connections along the US 12/18 corridor.

On-site Wastewater Treatment Systems (OWTS)

Currently there is no public utilities east of Interstate 90, and it will be extremely cost prohibitive to extend service until such time that substantial development has been approved/built in this area. The primary option for development in the near-to short-term would be to install septic tanks and private wells. There is an existing unsewered subdivision (Freeway Manor) east of Interstate 90/39 that is on private wells and OWTS, but that is a result of a Village annexation of the pre-existing subdivision.

The Village currently prohibits developments which use septic systems and private wells to supply utility needs for a home within their jurisdiction. It is recommended that the restrictions on unsewered development within the Village continue with the East Side Plan area for the following reasons.

1. All of the soils within the East Side Plan area have at least some OWTS limitations according to the USDA Web Soil Survey. Historic unsewered development trends have seen changes in recent decades as issues resulting from high septic system density in rural subdivisions on limited soils have become a more apparent statewide issue.
2. Some limitations can be overcome with community septic systems. However, cost to retrofit existing subdivisions from septic to a centralized municipal system is usually difficult and expensive due to the significant plumbing changes required. Similarly some public backlash will be nearly certain as homes with relatively new septic systems (less than 10 years) will be forced to convert to municipal utilities once they are available.

Municipal Water Supply and Storage

The Village of McFarland has extended water service to the western edge of the East Side Plan area. There is currently an elevated storage tank at the corner of Siggelkow and Holscher Roads. McFarland's current growth projections and analysis of current water supply capacity indicate that a new well will be needed by 2030. Current well pumping capacity indicate that approximately 350 new homes can be added with current water demand. Since there is no immediate need, the Village should continue monitoring peak water use and plan for the installation of a fifth municipal well by 2030. Planning and installation of new

municipal wells takes an average of 3 years. Therefore, McFarland should reevaluate their municipal well and consider planning for a well installation starting in 2026/27.

Due to existing water storage capacity needs, it is recommended that the Village construct a new water tower due to the distance and potential disconnectedness within the East Side Plan area. A new storage tank can add better system wide pressure and increase backup capacity. Two potential sites for a third storage reservoir have been identified in the 2018 Utility Study based on topographic elevation relative to McFarland's expected growth area.

- **Site #1** is located north of Siggelkow Road, near the intersection with I-39. It should also be noted that this zone is the only area within the East Side Plan area that is unserviceable by the existing water storage reservoirs based on elevation.
- **Site #2** is south of Siggelkow Road, approximately 1,400 feet due south of the end of the cul-du-sac at Lee South Court. It is recommended that the Village take these potential locations into account when planning for new developments around these sites.

Electrical Power

Alliant Energy provides electrical power service to existing and new development within the East Side planning area. The company maintains an electrical substation within the area, on the south side of Siggelkow Road. Alliant Energy has indicated that it has excess capacity and the required facilities

to meet the power needs of any development in the area.

American Transmission Company has a 138 KV electrical transmission line located within the planning area, entering the East Side Plan area near the US Highway 12/18 and Interstate 90 interchange, and heading south along the City of Madison municipal boundary. The transmission line crosses Siggelkow Road at the Alliant Energy substation (Approximately 3445 Siggelkow Rd) and continues south to County Highway MN. It then follows County Highway AB south to the Wisconsin and Southern Railroad tracks, where it turns east and follows the tracks out of the planning area. This transmission line is located within a typical 80-foot easement. The ability to develop within this easement will be limited.

Natural Gas

There is sufficient natural gas capacity to serve the East Side Plan area. Two major natural gas pipelines cross through the planning area. Development opportunities will be limited within the 50-foot easements for both pipelines.

The first of these is owned by Citgo/Westshore Pipeline. It is located within a 50-foot easement entering the East Side Plan area along county Highway MN east of Holscher Road, then running diagonally southeast to the Wisconsin and Southern Railroad track, following the tracks out of the planning area.

The second pipeline is owned by ANR Pipeline. This pipeline extends southeast and due south on either side of the US Highway 12/18 and Interstate 90 interchange and merging at a substation immediately prior to crossing Siggelkow Rd between Storck Road and Lee

South Court (Approximately 3400 Siggelkow Road). Eventually the ANR Pipeline intersects County Highway AB north of County Highway MN, where there is a substation. It then runs due west, parallel to County Highway MN, turning south to end at a substation on the south side of County Highway MN a few hundred feet west of County Highway AB.

Stormwater Management

Most of the area within McFarland's East Side Plan area lie within the Yahara River and Lake Kegonsa Watershed. The area north of Siggelkow Road and west of I-39/90, in the northeastern corner of the plan area, drains into the Yahara River and Lake Monona Watershed.

Town & Country Engineering was commissioned to complete a study for a portion of the East Side Plan area in 2000. The study suggested a regional approach to manage stormwater and identified preferred locations for stormwater management facilities in the planning area. Areas dedicated to regional stormwater infrastructure are estimated to be larger than usual because of the area's high water table and low infiltration rates.

A more regional approach to stormwater management in the East Side Plan will include both regional and site-based stormwater management facilities. Areas have

been dedicated on a regional basis in all of the land use concepts. Additionally, those lands that would most likely be set aside for CARPC's environmental corridor program have been included in the stormwater management and conservation easements. Development of more site-specific stormwater facilities should be considered based on site conditions, timing of development, property owner/developer cooperation, and municipal resources.

The East Side Neighborhood Growth Area Plan recommends an approach to stormwater management that will include both regional and on-site stormwater management practices, as may be appropriate given site conditions, development timing, Village resources, and cooperation among adjoining property owners.

RECENT DEVELOPMENT REVIEW

This section discusses recently completed or under construction developments in the Village or within neighboring lands to identify current market trends and guiding principles. The development table below outlines the size and density of each development.

The density is presented in both gross density (i.e., units divided by the total subdivision area) and net density (i.e., units divided by developed lot area).

Development Name	Acres	Units	Density (Units per Acre)	
			Gross	Net
Juniper Ridge	71.7	193	2.7	4.7
Prairie Place	31.1	134	4.3	8.1
Rosewood Fields	34.6	117	3.4	7.2
Parkview Estates	32.5	127	3.9	5.8
Secret Places	139.7	483	3.5	6.6

Juniper Ridge

Juniper Ridge is a 72-acre subdivision located at the intersection of Siggelkow Rd and Holscher Rd. It adds 193 total housing units at a density of 4.7 units per acre of developable land. The housing composition is all single-family homes with ample green space. Construction was completed in 2022.



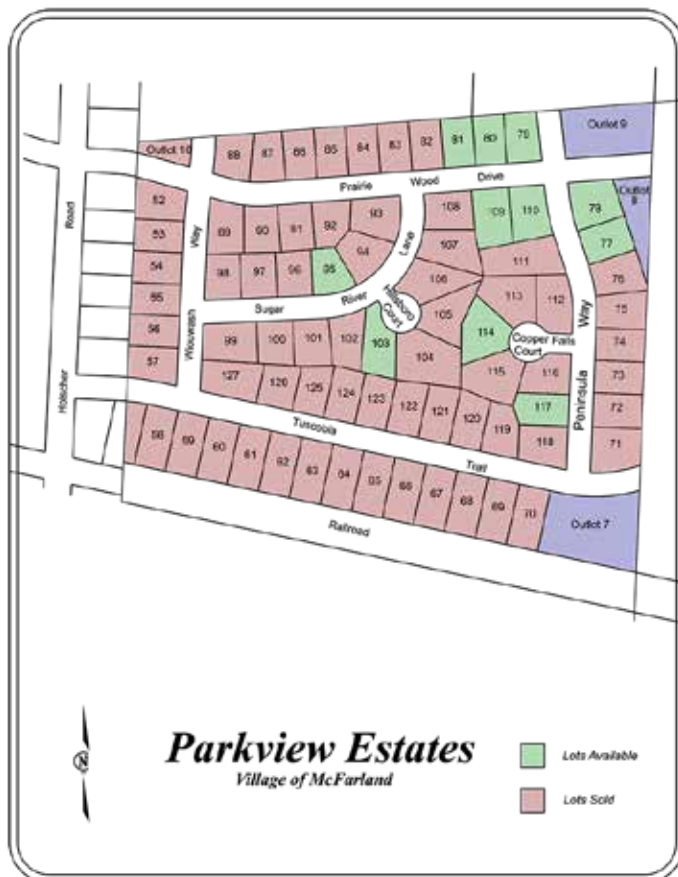
Prairie Place

Prairie Place is a 31-acre subdivision located at Broadhead St and N Peninsula Way. It adds 134 housing units at a density of 8.1 units per acre of developable land. The housing composition is mostly single-family homes with a mix of multifamily units. Located within Prairie Place is Prairie Creek which includes townhomes and a senior living apartment building. This development features a mix of market rate and affordable units. Construction was completed in 2022.



Rosewood Fields

Rosewood Fields is a 35-acre subdivision located at Hwy AB and Tuscobia Trl. It will add 117 housing units at a density of 7.2 units per acre of developable land. The housing composition is mostly single-family homes with 10 units of duplexes. The development is partially complete.



Parkview Estates

Parkview Estates is a 33-acre subdivision located at Elvehjem Rd and Holscher Rd. It adds 127 housing units at a density of 5.8 units per acre of developable land. The housing composition is all single-family homes. Construction was completed in 2022.

Secret Places

Secret Places is a 140-acre subdivision located north of Siggelkow Rd and Catalina Pkwy. It adds 483 housing units at a density of 6.6 units per acre of developable land. The housing composition is mostly single-family homes with a mix of condos, apartments, and villas. Construction was completed in 2022.



CHAPTER 4

MASTER PLAN & SCENARIO PLANNING

96 Background

This section discusses the original plan for this area, as well as assumptions going into developing this 2023 Plan.

98 Master Plan

This section describes the preferred concept, and development land use policies to consider when reviewing development proposals. This is in addition to the policies in **Chapter 2**.

109 Land Use Scenario Planning Process

This section discusses the concept development process, and feedback received during each set of development scenarios.

The purpose of this chapter is to establish land use policies to guide development in the East Side planning area, and to project general phasing of new development.

This chapter describes the factors and iterative process that informed the final policy land use maps.

BACKGROUND

2008 East Side Plan

The Village of McFarland developed a plan for the East Side back in 2008, which envisioned traditional neighborhood patterns with a desire to set aside a significant portion of the growth area as open space, parks, and greenway corridors. The plan embraces sustainable development practices including minimal site disturbance, preservation of existing natural features and habitat, restoration of native plant communities, and implementation of energy-efficient and low-impact development techniques for infrastructure design.

As illustrated in the 2008 Concept (on the right), the plan provided a mix of uses as follows:

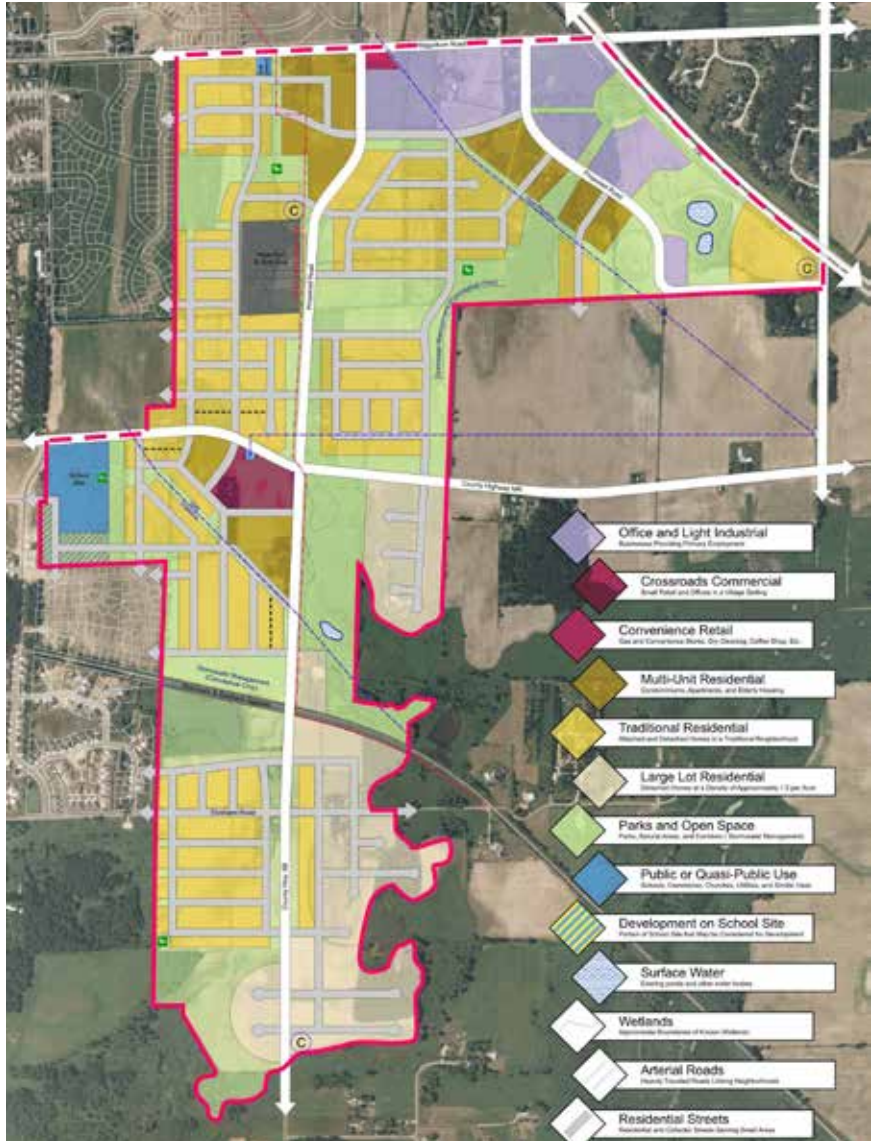
- 55% - Residential (MUR: 10%, TND: 33%, large lot: 16%)
- 31% - Open Space
- 10% - Office/Light Industrial
- 3% - Public/Civic Facilities
- 1% - Commercial

Since approval of this 2008 Plan, there have been several changes in the planning area, including:

- annexations expanding the Village north of Siggelkow (west of Interstate 90) and

2008 Preferred Concept

Sources: 2008 McFarland East Side Neighborhood Growth Plan



south of Siggelkow Road (east of Interstate 90);

- a new residential subdivision and additional housing and school developments; and,
- expansion east of the Village's urban service area.

There has also been proposals/plans for areas just outside of the Village's East Side that may impact the growth of the area, including:

- Dane County discussing potentially converting 9 holes of the Yahara Hills golf course to a landfill and sustainability business cluster; and,

- WisDOT planning a diamond interchange at CTH AB and USH 12/18.

These changes, coupled with local and regional market shifts, have prompted the Village to consider taking a fresh look at the strategies and recommendations in the 2008 Plan.

Assumptions & Limitations

- There is significant amount of land in floodplain, wetlands or covered by mature woodlands. There are regulatory restrictions on some of this land, as well as Village interest to preserve these natural features.
- Municipal boundaries, intergovernmental agreements and conservation easements restrict the Village's long-term growth potential. Outside of infill redevelopment, new development will be likely focused east of the currently municipal limits.
- Prior to developing these concepts, the project team conducted a Village-wide housing study and economic development strategy. Both of these studies evaluated the current markets and projected future needs to identify opportunities not only in the East Side but throughout the Village.
 - » Business park uses are severely limited in the Village, primarily along the USH 51 corridor, which includes primarily small lot configurations. The 2023 Economic Development Strategy recommends over 100 acres of business park demand in the Village with lots generally 6-10+ acres.
 - » Demand for commercial will likely be limited to small- to mid-size retail that provides goods and services that meet the needs of the local demographic. This suggests promoting commercial development at intersection nodes and/or along Siggelkow Road.
 - » Residential is needed of all types with interest in supporting the growth of the Village for the next 20+ years due to limitations to grow in any other direction.
- Interstate 90 and natural features will greatly impact utility service expansion. The development (and future tax base) will need to offset the cost to extend service into these areas.
- The Village has indicated a preference for sub-regional stormwater management designed by subdivision. There may be opportunities to consider regional stormwater management systems, depending on characteristics of the site, timing of development, and coordination between neighboring property owners.
- There is currently no public bus service in the Village. Future growth along the East Side's primary transportation corridors will be important to provide a sustainable level of ridership for a future transit route. Since development will remain for 40+ years, it may be beneficial to consider higher-density residential and employment areas along Siggelkow Road and County roadways.
- As described in the 2008 Plan, this Plan update shall focus on a sustainable, mixed use (balanced neighborhoods) with housing for all; supporting interconnected multi-modal transportation network; protecting natural features; and, establishing a variety of outdoor recreational opportunities.

MASTER PLAN

The intent of this Plan is to proactively establish a vision for the East Side to guide development as its being proposed. Development plans will be proposed by property owners, and subject to Village review and approval using this plan as guidance for that approval. The Village may contact property owner's about interest in developing land and/or consider easements/acquisition to support Village-wide initiatives; however, this Plan is not intended to force development.

Master Plan Concept

This chapter contains a Master Plan concept that is meant to provide a vision for how the East Side planning area may develop. While the general pattern of land uses and major streets shown in this concept should be reflected in actual development, it is recognized that more detailed elements within the concept, such as the locations of minor streets, location/sizing of stormwater management areas or the specific dimensions of blocks, are only concepts. Development within the East Side planning area will, however, be in accordance with the development land use policies contained in this chapter, as well as meet the East Side Plan vision (shown below), goals and policies set in **Chapter 2**.



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.



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.



Quality of Life / Social Equity: Create healthier and more equitable environments for those who work and live in the East Side area.

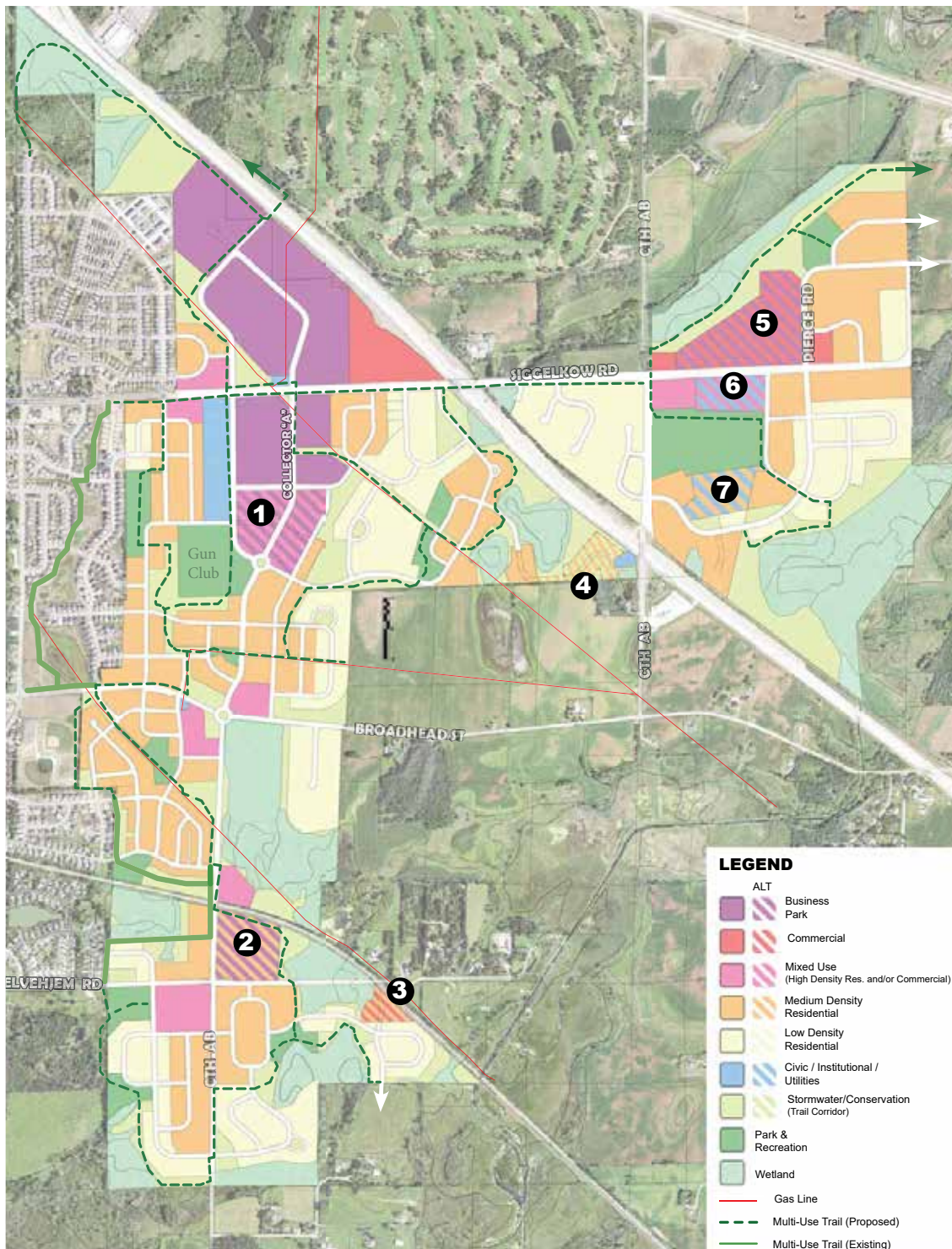


Economy/Job Growth: Employment options will be located and connected to residential areas, supporting the local economy and providing job opportunities for residents.



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.

Master Plan Concept



Design Themes

New collector road from Broadhead to Siggelkow veers northeast away from the Gun Club.

Business Park clustered around Siggelkow with a potential second business park area near CTH AB east of Interstate.

Housing throughout the planning area with medium- and high-density adjacent to major roadways with low-density along the edges of the growth area.

Smaller **commercial nodes** along Siggelkow w/ larger **mixed use pockets** south of Siggelkow.

Some connecting **open spaces**, but greater focus on smaller neighborhood parks.

Continuous trail network connecting the entire East Side planning to the existing Village trail network.

NOTE: This is a conceptual development illustration. None of the above developments are being considered at the time of the planning process. Development plans will be proposed by property owners, and subject to Village review and approval using this plan as guidance for that approval.

Design Intent

The Master Plan Concept (shown on the previous page) embraces sustainable development practices including minimal site disturbance, preservation of existing natural features and habitat, restoration of native plant communities, and implementation of energy-efficient and low-impact development techniques for infrastructure design. Additional design themes are identified on the next page.

Alternate Land Use

It is the intent of this Plan to allow some flexibility in use in key locations dependent on property owner's interests, Village interests and the current marketplace. These locations are identified by a hatching (and numbered) on the Master Plan concept and are further explained below.

1. **Business Park / Mixed Use:** Lands abutting the proposed north/south collector has potential to support additional job growth through business park type uses, or it can provide a unique mixed use node. Business Park growth is targeted north of Siggelkow Road (east of interstate) in the short-term; however, there may be enough market to consider further expansion south of Siggelkow Road. Alternatively, increasing residential density and provide neighborhood commercial could be marketable around the primary north/south collector.
2. **Business Park / Medium-Density Residential:** This 22-acre parcel is adjacent to an existing rail corridor, which offers an opportunity for a niche rail-supported industrial. The

East Side Plan Statistics:

42-44% Residential Uses *

- 16% Low-Density Residential (183 acres)
- 24% Medium-Density Residential (277-322 acres)

2-4% Mixed Use / High-Density Residential (21-28 acres)

2%-4% Commercial (21-54 acres)

9%-12% Business Park (103-166 acres)

40% Park, Stormwater Management & Conservation (538 acres)

* Supports 3,100 – 3,500 housing units

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 it's impact on adjacent uses. If a niche industrial use is not found, medium-density residential is preferred.

3. **Commercial / Medium-Density Residential:** A 5-acre site on Elvehjem Road is bordered by wetlands and the rail corridor. The size and location along the rail may deter potential development options. This property could support a niche commercial business (e.g., storage units); otherwise, medium-density residential is preferred.
4. **Medium-Density Residential / Stormwater/Conservation:** This expansive area is severely impacted by wetlands and lack of road access. Lands to the south are restricted through a conservation easement, so development would require access to CTH AB near the bridge over Interstate 90. If access cannot be established at this location, there may be limited opportunities to develop these lands.
5. **Business Park / Commercial:** This 50-acre parcel is adjacent to Siggelkow Road and is near

WIS 12/18 interchange (which provides access to Interstate 90). The size of the lot and proximity to the regional transportation network could make this property marketable to either highway-commercial or business park once utilities are extended to this area. Since development of this area is years away (due to lack of utilities), the ideal use will be market-driven at the time of development.

6. **Institutional / Mixed Use:** This 9-acre site could be a site of a future elementary school. However, it's location along Siggelkow Road could be better served as mixed use (i.e., high-density residential and/or commercial), especially if lands north of Siggelkow Road develop more intensively. An alternative site has been identified as #7 on the Master Plan Concept, which would still take advantage of the community park for recreational needs of the school.
7. **Institutional / Medium-Density Residential:** This site could be an alternative site for a future elementary school should the current property to the north be sold off for another use (see #6 above). Alternatively, this land is ideal for medium-density residential.

Master Plan Concept - Land Use Policies

This section describes the land use categories and densities in the Master Plan Concept (shown on page 63). These policies shall be enforceable through the generalized future land map in the Village's Comprehensive Plan.



STORMWATER & CONSERVATION (SC) areas includes conservation areas, cemeteries, stormwater management, greenways, major public trails, 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 development 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.



PARK & RECREATION (PR) areas includes public parks, conservation and recreation areas, private recreation uses (e.g., golf courses, gun club), cemeteries, stormwater management, greenways, major public trails, and other natural features. 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.



INSTITUTIONAL & UTILITIES (IU) 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.

L
D
R

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). Applicable 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.
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.

M
D
R

MEDIUM DENSITY RESIDENTIAL (MDR) includes detached single-unit homes and attached housing units such as duplexes, triplexes, townhouses, and smaller multi-unit buildings. Applicable zoning districts include: Single- and Two-Family Residence District (R-2), General Residence District (R-3), and Elderly Residence District (R-E). Planned Development Districts (PD or 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 1/5 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 **Chapter 2**.
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.
 - 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.



Vertical Mixed-Use combines different uses in the same building. Lower floors generally have more public uses (such as retail) with private uses on the upper floors (professional offices, residential, or hotel). The City of Fitchrona's Comprehensive Plan specifically state that mixed-use districts must include residential.

Horizontal Mixed-Use combines single-use buildings on distinct parcels in a range of land uses within one block, providing a mix of uses within a walkable block.

COM



BUSINESS (BUS) 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 **Chapter 2**.

BUS



BUSINESS (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 **Chapter 2**.
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.

Public and Quasi-Public Uses

A number of public or quasi-public uses have been identified for possible inclusion in the East Side planning area. Some of these have been specifically sited within the Master Plan Concept, while others have been addressed more tentatively.

Elementary School Site

The School District owns a 10-acre future school site adjacent to the planned 25-acre Village Community Park near CTH AB and Siggelkow intersection (east of the Interstate).

The construction of a new school by the McFarland School District depends on residential growth described in this Plan and Madison's Yahara Hills Neighborhood Development Plan (located north of the current Dane County Landfill and north of Buckeye Road). Based on our current projections the site would likely not need to be developed prior to 2030. The Master Plan describes a potential relocation of this school site to the south side of the planned community park.

Cemetery

Cemetery space is nearing capacity in the Village of McFarland. As a important community need, the Village will work with the McFarland Cemetery Association to find a suitable future location. While there is no specific site identified in this Plan, there are ample locations that could support a 3+ acre future site - preferably near the edges of the East Side planning area on a property with minimal to no internal tree canopy, and good depth from the water table and bedrock.

Hope Rod & Gun Club

The Hope Rod & Gun Club operates a private shooting range on a wooded site south of Siggelkow Road. Although the club has not objected to the concept of relocating as development occurs around it, by doing so it would lose some of the protections it now enjoys under state laws. For this reason, it is unlikely that the club will move, so new development will need to take this into account.

A new collector road has been planned along the east side of the site with a potential community solar facility planned to the north. Residential development (illustrated west and south of the site) should consider using internal streets, stormwater facilities, and other features to buffer residential uses from the club.

The Hope Rod & Gun Club site is an attractive, wooded property. If the club were to relocate, the site might be considered for residential or a park space.

Public Utilities

As discussed in **Chapter 3**, all new development shall be on municipal utility systems. Wherever possible, municipal and private utility services should be buried underground. Transformers, pedestals, boxes, and other utility components should be located on private property where they are screened from view from public spaces, including the sidewalks. The intent is to minimize the encroachment of unsightly clutter into the public right-of-way. There utility needs and limitations within the planning as described below.

Gas & Electrical Utility Corridors

Numerous gas and electric utility corridors cross the East Side planning area and pose an obstacle to orderly development. Most of the corridors vary between 50 and 100 feet in width and include restrictions on the activities that may occur within the corridor. While no structures may be constructed in these corridors, some of them may permit parking, stormwater management, bicycle and pedestrian paths, and similar activities.

A majority of these corridors have been shown as greenspace corridors in the plan. Where large pavement areas are necessary (e.g., Business Park and Commercial uses), it may be appropriate to include the utility corridors within the development.

Municipal Sanitary System

The McFarland East Basin Utility Service Study recommends using gravity flow sewers to serve the East Side Plan area. These would flow south and west to Lift Station No. 2 and the Countrywood Interceptor, located near the intersection of Marsh Woods Drive and Fox Run.

As shown in the Proposed Utility Systems Map (on the next page), this routing would necessitate extension of sanitary sewers northward from this location, forcing growth to occur from south to north in the project area. With improvements to both the lift station and to the Countrywood Interceptor, new housing units could be supported on the Village's east side. Subsequent construction of an interceptor sewer northeast of the East Side Plan Area has raised the possibility of routing sewage from a part of the project area through this sewer instead. County Highway

MN would be the approximate dividing point, with development to the north served by the new interceptor, while development to the south would flow to Lift Station No. 2. See **Chapter 3** and the East Basin Utility Study for more details.

Municipal Water System

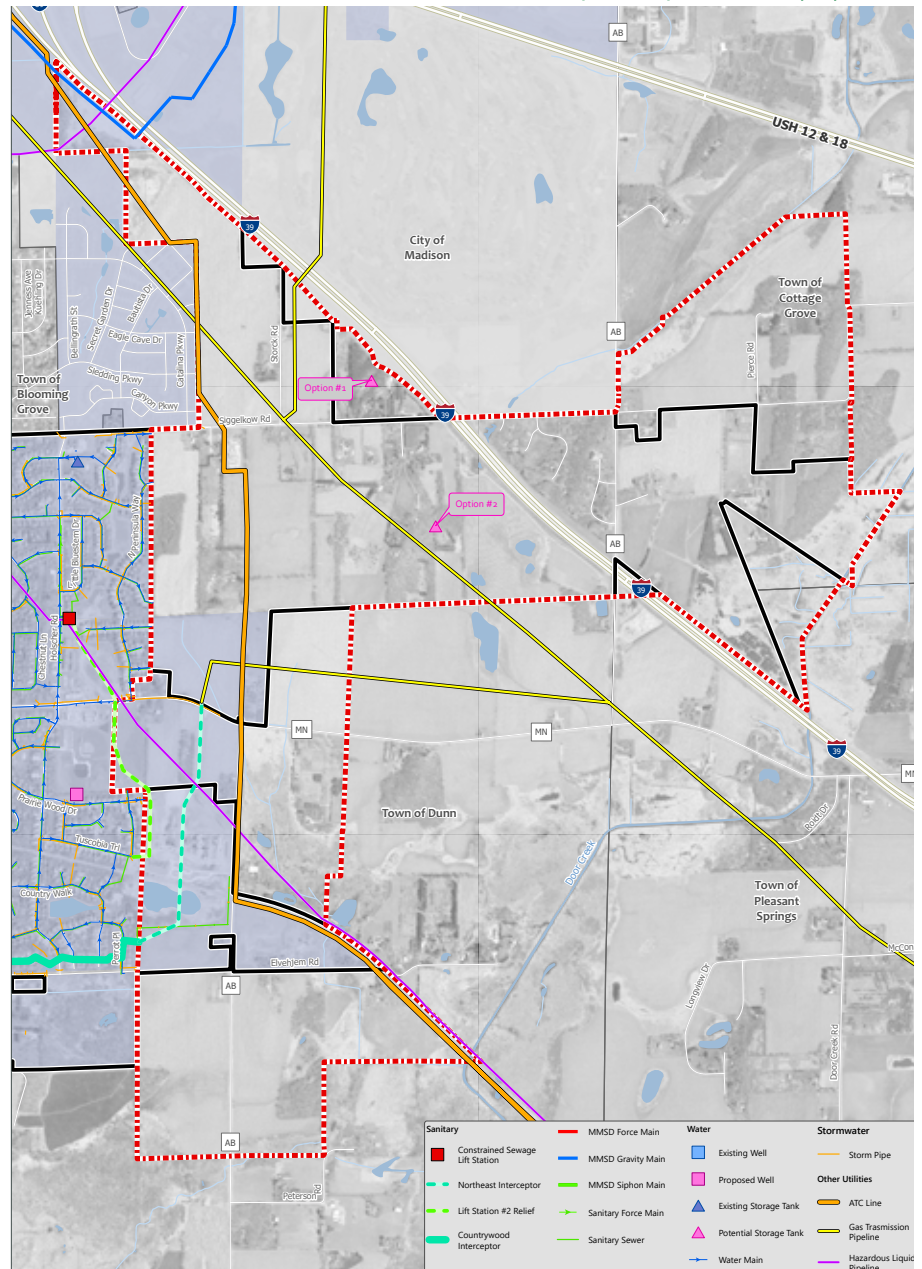
The Village of McFarland has extended water service to the western edge of the East Side Plan area. There is currently an elevated storage tank at the corner of Siggelkow and Holscher Roads. McFarland's current growth projections and analysis of current water supply capacity indicate that a new well will be needed by 2030. Current well pumping capacity indicate that approximately 350 new homes can be added with current water demand.

Due to existing water storage capacity needs, it is recommended that the Village construct a new water tower due to the distance and potential disconnectedness within the East Side Plan area. A new storage tank can add better system-wide pressure and increase backup capacity. Per the 2018 Utility Study, there are two potential sites for a third storage reservoir based on topographic elevation relative to McFarland's expected growth area. See the map on the right for potential locations.

Public Streets

The street network should establish a hierarchy of major collector roads, collector streets, and local access streets. Narrow streets with some on-street parking are encouraged to reduce the amount of impervious surface in developments and to

Master Plan Concept - Proposed Utility Systems



help slow traffic for improved safety and livability.

While the general pattern of land uses and major streets shown in this concept should be reflected in actual development, it is recognized that locations of minor streets and

block dimensions may change in response to engineering and land use types desired by the developer. However, connections to existing streets and intersections is required.

Arterial (Siggelkow Road)

The primary east/west arterial in the Village is Siggelkow Road, which connects USH 51 to CTH AB (and US 12/18). There are sections of this road that are in the City of Madison as well as the Village of McFarland.

The City of Madison has widened Siggelkow Road to Catalina Parkway for better access to the Secret Places subdivision. The wider portion of Siggelkow road is maintained as predominantly 120-foot right of way with 4 driving lanes, a 30-foot median with intermittent turn lanes, and a 6 foot multi-use path with an extended terrace area on the north side of Siggelkow Road.

A divided roadway is a safer design with four travel lanes, so extending the boulevard design is recommended when improving the corridor between Catalina Parkway and CTH AB. There is an opportunity to consider a bioswale in the median to reduce maintenance, improve stormwater management and to enhance the overall aesthetic of the corridor (if native plantings are introduced).

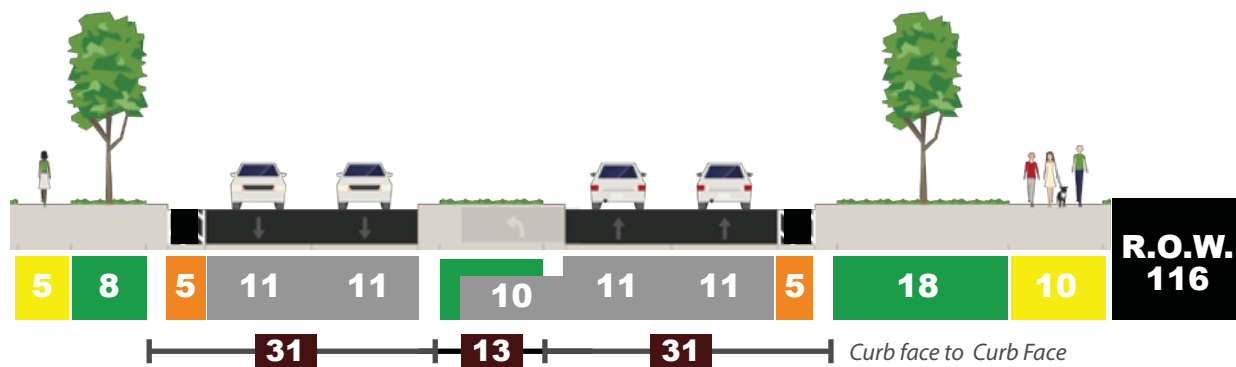
Additionally, this corridor will provide a multi-use trail that connects the East Side planning area on both sides of Interstate 90. It will be important to provide a comfortable and aesthetically-pleasing environment adjacent to

the four-lane roadway. As shown in the section and images below, a 116-foot right-of-way is desired with a 18-foot terrace (with low-branching columnar trees) between the trail and the road.

Collector Roads

Collector roads disperse traffic off arterial roads and provide access to activity areas within neighborhoods. Three major collector roads are shown within the East Side Neighborhood, beginning with the existing County Highways MN and AB. In addition, the neighborhood will include an extension of County Highway AB north from County Highway MN to Siggelkow Road, as well as further

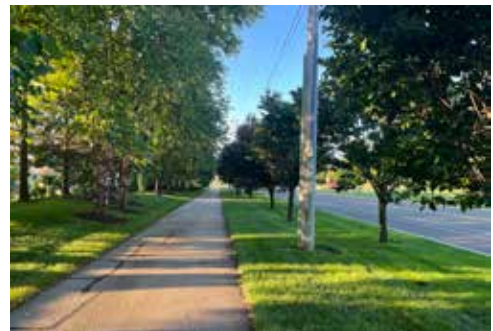
SIGGELKOW ROAD



Existing Boulevard

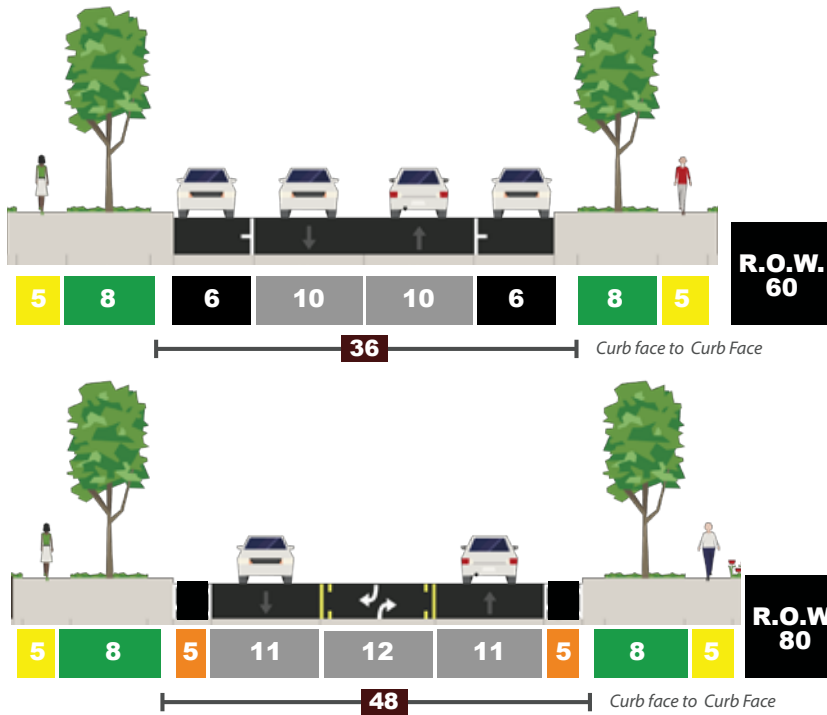


Potential Boulevard Treatment
(Native Plantings & Bioswale)



Potential Terrace Treatment with Trail
(Widened terrace with tree plantings)

COLLECTOR ROADWAYS



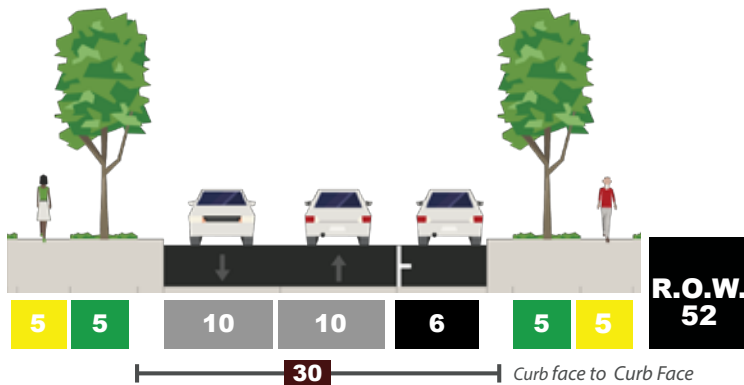
extension into the Business Park north of Siggelkow Road.

The basic profile for a major collector street in the East Side planning area is designed to fit within a 60-foot right of way. It consists of a 36-foot wide street (curb face-to-face), with a eight-foot terrace and five-foot sidewalk on each side. The street is wide enough to accommodate parking on both sides (8-foot parking lanes, inclusive of gutter), or turn lanes at intersections. This design is preferred where there is limited driveway openings.

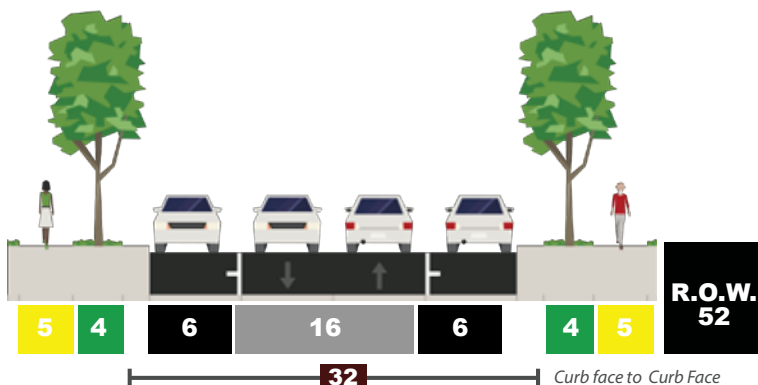
Major collectors with many driveway openings (especially those providing access to commercial and office), shall consider a 80-foot right-of-way that provides a two-way left turn lane (TWLTL). This can also include landscaped median in areas planned for no driveway openings and/or for pedestrian crossings. The 80-foot design is likely desired for the Proposed Collector "A" extending CTH AB to Siggelkow Road.

LOCAL STREET

Profile "A"



Profile "B"

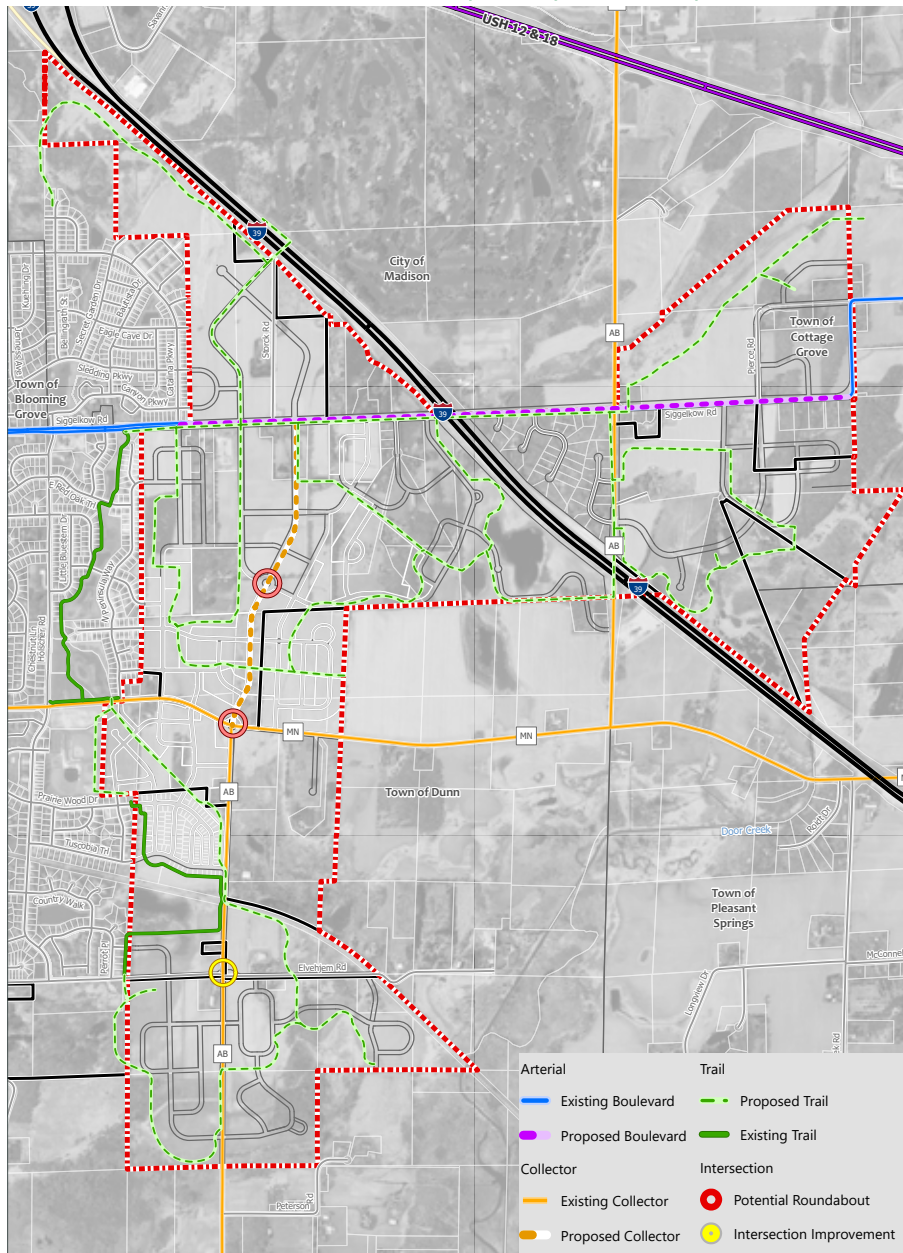


Local Access Streets

Typical residential streets require a 60-foot right-of-way to accommodate a 32-foot wide street (curb face-to-face) with eight-foot terrace and five-foot sidewalk on each side of the street. This profile might be necessary on the primary residential street within a subdivisions; however, other local access streets may consider a reduced 52-foot right-of-way and road profile as shown on the right.

The 52-foot right-of-way and road design helps to reduce impervious area (a sustainability measure) and in some cases offer opportunities for additional blocks within a subdivision (an affordability

Master Plan Concept - Proposed Transportation Network



Proposed Transportation Map (on the right) conceptually lays out a continuous trail network connecting both sides of Interstate 90 to the existing Village trail network. While the specific trail routes can change, the plan should be to expand from the existing trail network, extend to the east of Interstate 90, and create trail corridors and loops that provide for a recreational amenity serving all areas of the East Side planning area, as well as connect to the Village and regional trail system.

Bike lanes may be included on major collector streets, and may replace on-street parking. As collector and local access streets do not carry heavy volumes of traffic, on-street bike lanes are not required.

LAND USE & DEVELOPMENT SCENARIO PLANNING

Preliminary Concepts

MSA developed three preliminary land use concepts to support community discussion on development pattern, road network and open space preservation. Each concept was based on a general theme with varying land uses. While roads are presented in each concept, it is understood that there would be additional local streets designed to provide access to individual developments.

This section will highlight general feedback received through the below engagement activities.

- Public Input Forum
- Developer Focus Group
- Community Survey
- Plan Commission / CDA meeting

measure). Two road profiles fit within the 52-foot right-of-way. Profile "A" has a 30-foot street width (inclusive of two drive lanes and parking on one side) with five-foot terraces and five-foot sidewalks on each side of the street. Profile "B" provides parking on both sides in a 32-foot street width, requiring passing cars to wait for others to pass each

other. This should be used where on-street parking demand is low.

Bicycle and Pedestrian Paths

The East Side planning area's greenspace system, with park and open space nodes, provides a location for bicycle and pedestrian paths connecting destinations in and out of the planning area. The

Initial Concept "1"

Primary Design Themes

- Builds a residential neighborhood just west of the business park in the northwest quadrant.
- Establishes a commercial node at Siggelkow and CTH AB with medium-density residential transitioning to low-density and then to conservation/open space.
- Business Park (more industrial) along rail corridor along Elvehjem Rd.

Engagement Feedback

Forum:

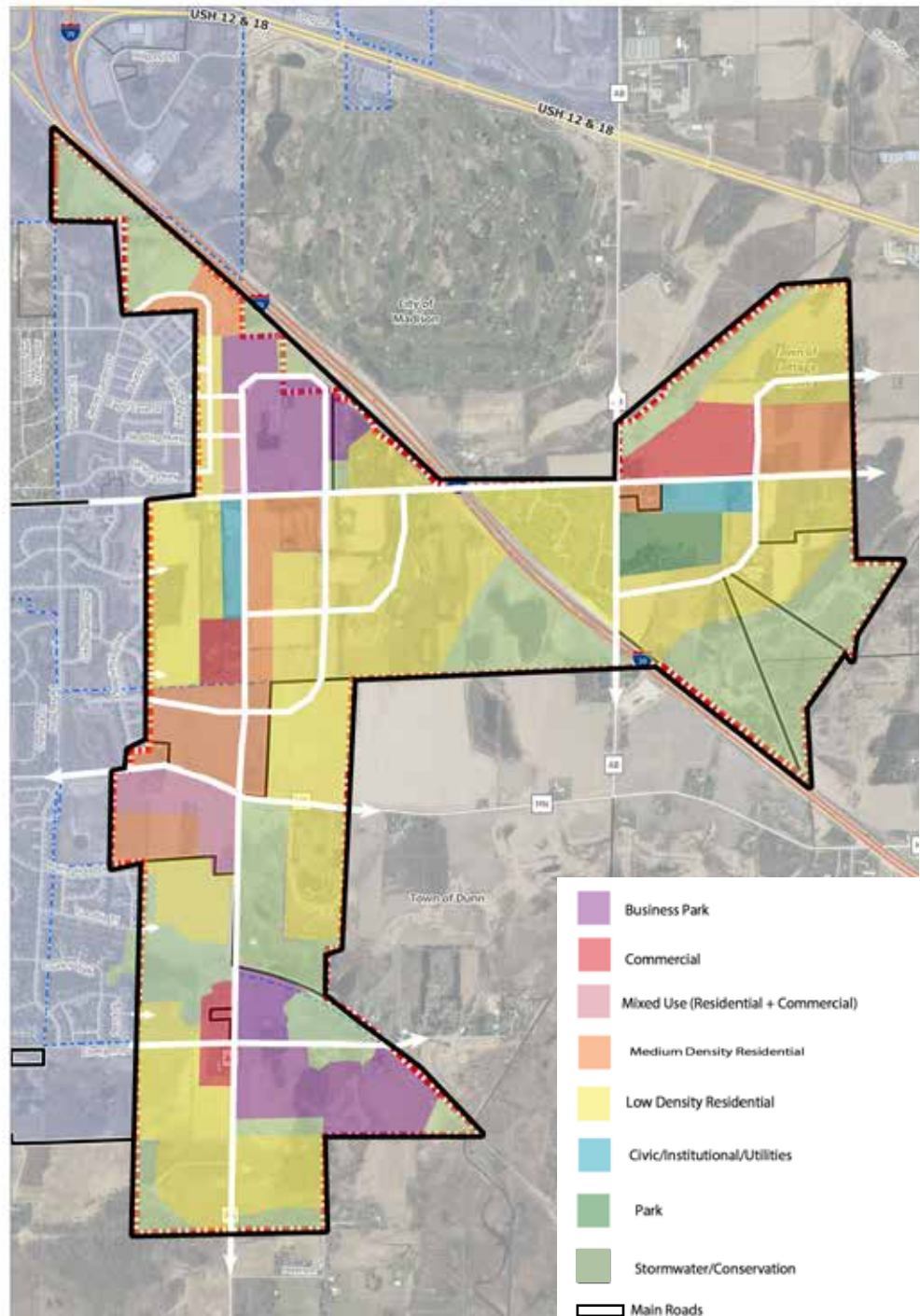
- Did not prefer commercial adjacent to planned school.

Survey:

- Not enough Commercial/Mixed Use and Parks and Conservation.
- Ranked last of the three concepts.

Focus Group:

- Industrial land along rail requires a niche business. Prefer industrial near Siggelkow.
- Too much low-density residential density.



Initial Concept "2"

Primary Design Themes

- Greater focus on creating a continuous open space corridors (for off-road trails and conservation).
- Business Park stretching north/south of Siggelkow Road (with mixed use node).
- Establish commercial nodes at Siggelkow and CTH AB and along new north/south collector at CTH MN and Elvehjem.

Engagement Feedback

Forum:

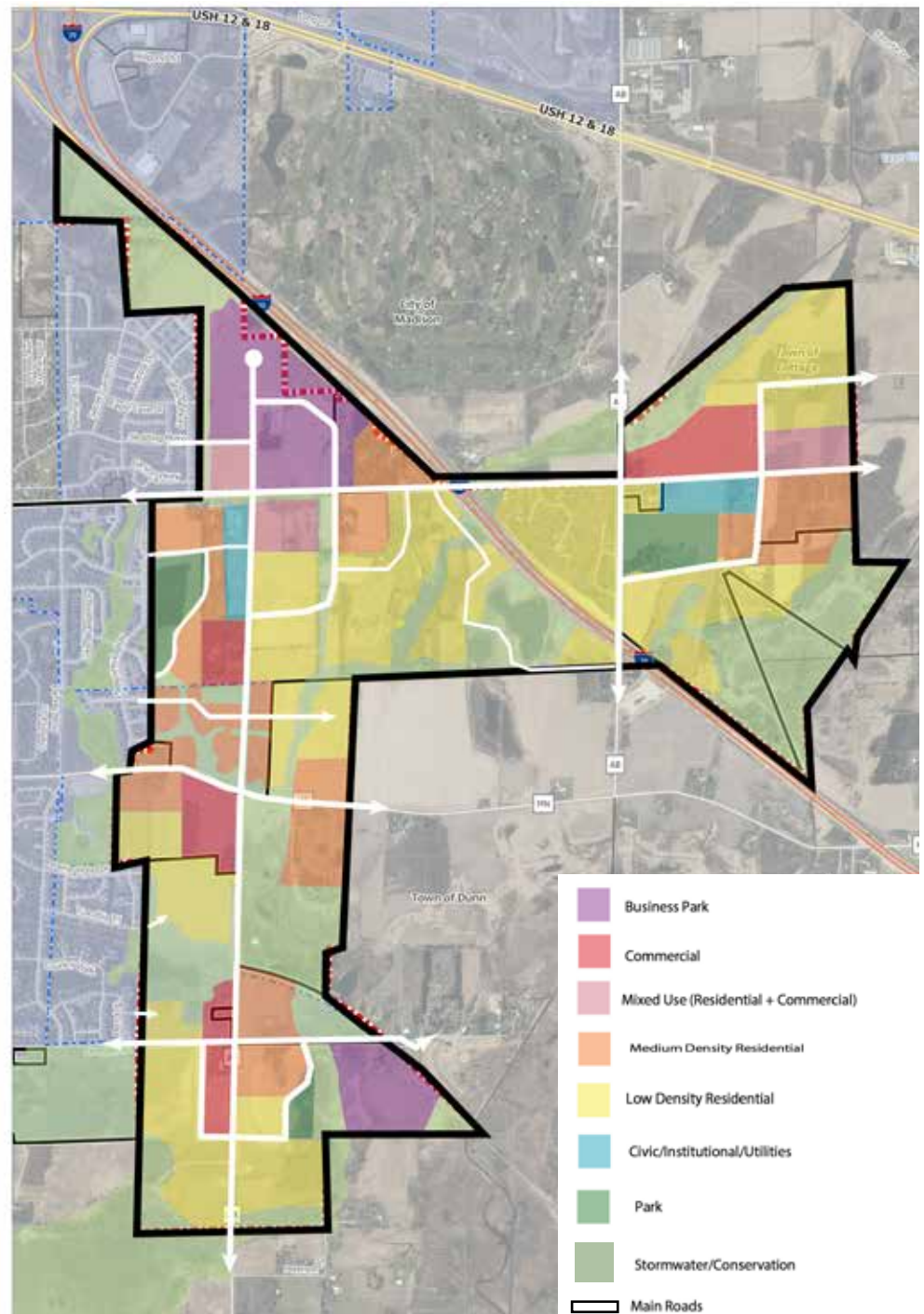
- Did not prefer commercial adjacent to planned school.
- Liked the focus on green space corridors.

Survey:

- All use types were considered just right by the majority of responders.
- Preferred concept (of the three).

Focus Group:

- Liked the clustering of business park north/south of Siggelkow.
- Questioning the amount of commercial shown south of Siggelkow.



Initial Concept "3"

Primary Design Themes

- Smaller neighborhood around the business park in the northwest quadrant.
- Second business park near Siggelkow and CTH AB (east of Interstate 90).
- Commercial district along new north/south collector from Siggelkow Road towards Broadhead St).
- Mixed use nodes along new north/south collector at Broadhead and Elvehjem.

Engagement Feedback

Forum:

- Did not prefer industrial adjacent to planned school.
- Need for commercial on Siggelkow.

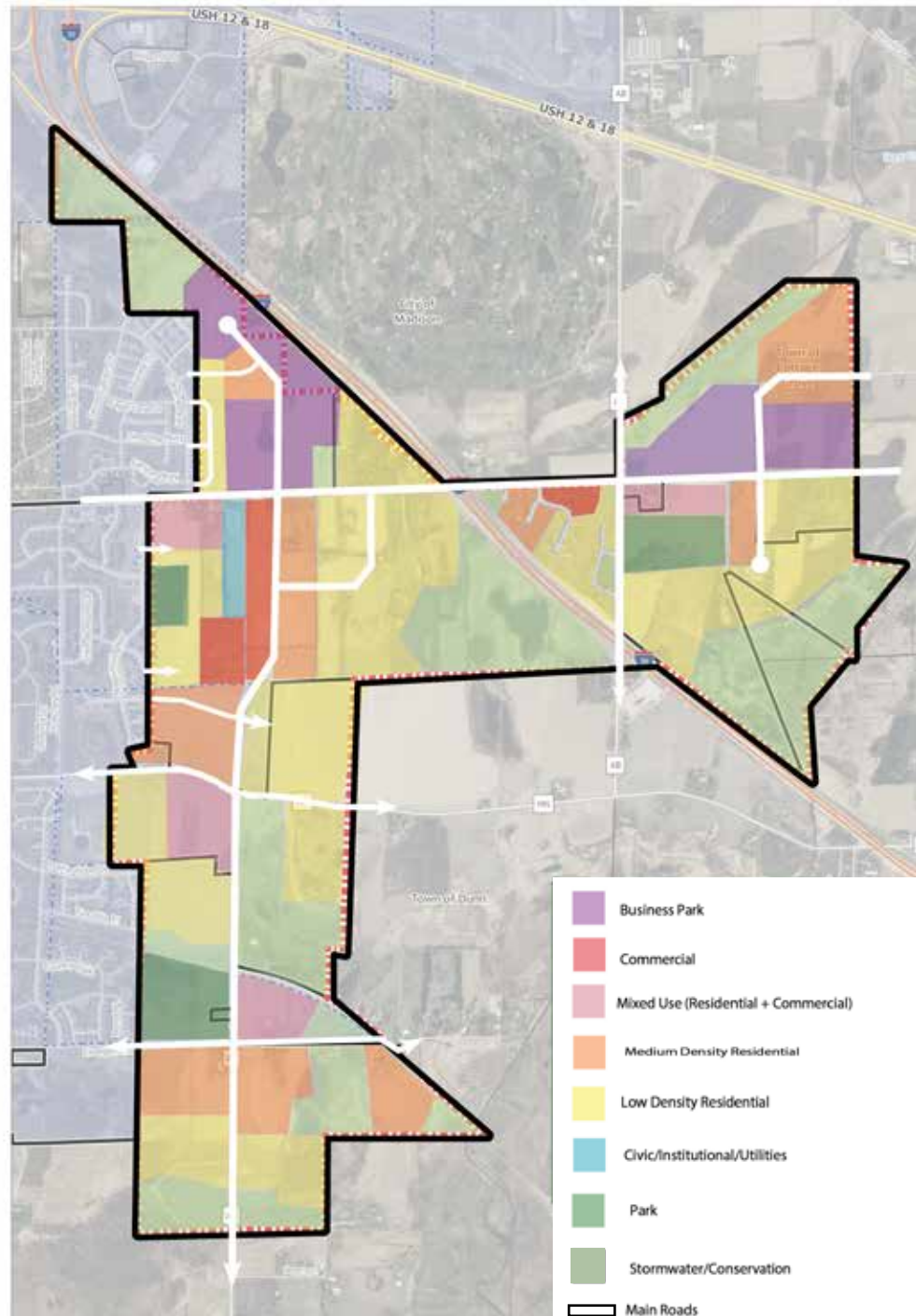
Survey:

- All use types were considered just right by the majority, except roughly evenly split on Commercial/Mixed Use.
- Ranked 2nd (of the three concepts).

Focus Group:

- Liked potential next phase of business park east of Interstate 90.
- Liked increase in residential density and reduction in single-family near landfill expansion.

Initial Concept "3"



Detailed Concepts

Based on preliminary land use scenario feedback, MSA developed two detailed concepts that reallocate land uses and considers the local street network (including, block depths) and stormwater management areas. While the amount of each use is similar in both concepts, there is variety in road network and placement of uses as outlined below.

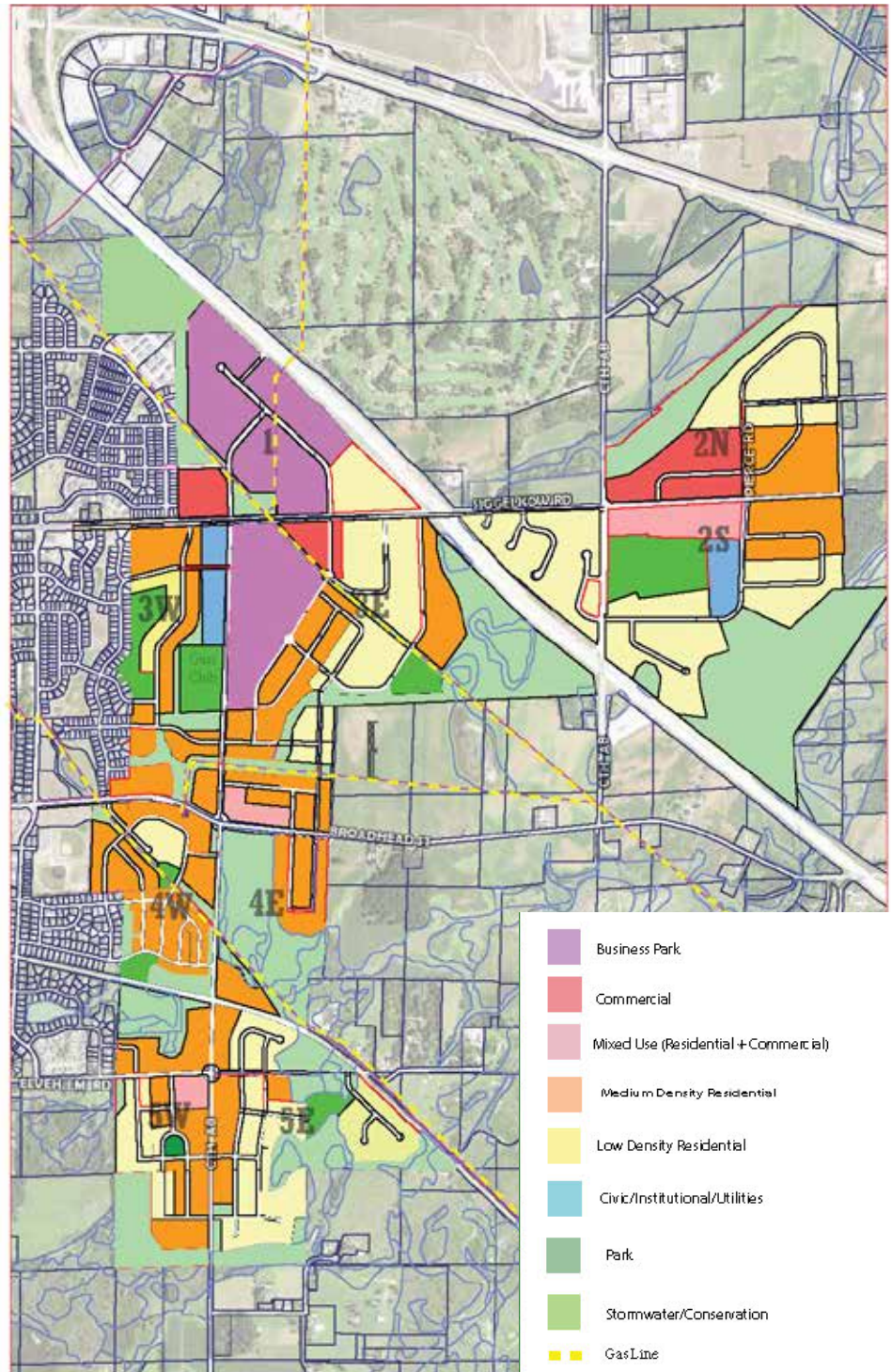
These detailed concepts were vetted by Plan Commission and the Community Development Authority (CDA).

Detailed Concept “1”

Primary Design Themes

- New collector road from Broadhead to Siggelkow along edge of Gun Club and the utility substation.
- Business Park clustered around Siggelkow (all west of the interstate).
- Establish a commercial/mixed use node on Siggelkow east of CTH AB, suggesting school moves to the eastern side of the planned park.
- Focus on connecting green spaces.
- Primarily medium-density residential with pockets of low-density.

Detailed Concept “1”



Detailed Concept "2"

Primary Design Themes

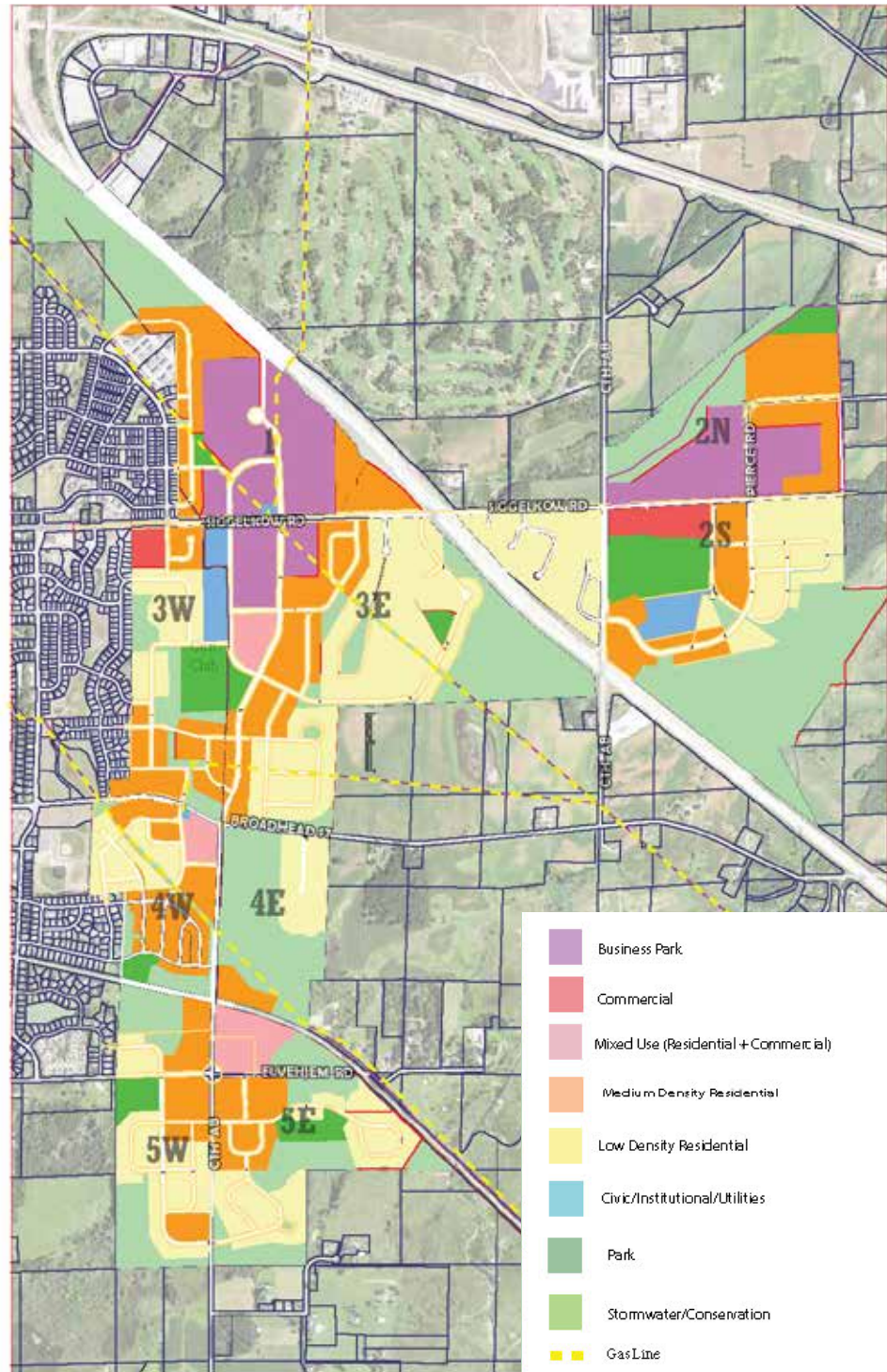
- New collector road from Broadhead to Siggelkow veers northeast away from the Gun Club.
- Business Park clustered around Siggelkow with a second business park area near CTH AB east of Interstate.
- Includes housing adjacent to Madison directly west of business park.
- Smaller commercial nodes along Siggelkow w/ larger mixed use pockets south of Siggelkow.
- Some connecting open spaces, but greater focus on smaller neighborhood parks.

Plan Commission / CDA Feedback

After presenting both detailed concepts, there were support for the following:

- **East of Interstate 90:** Expanding the business park south of Siggelkow Road and maximizing the land north of Siggelkow Road (with some consideration on how it ties into Secret Places Neighborhood in Madison).
- **West of Interstate 90:** Interest in tax base to support extending municipal utilities. Consider commercial or business park north of Siggelkow Road.
- A contiguous preserved open space with a trail network that connects east and west of Interstate 90.

Detailed Concept "2"



CHAPTER 5

BUSINESS PARK DEVELOPMENT PLAN

80 Business Park Review

This section outlines the criteria used to decide the ideal size and location for a business park within the East Side planning area. Additional review describes infrastructure needs and contextual considerations.

84 Business Park Concept

This section describes the preferred concept and design themes to consider in a final design for the business park.

86 Implementation Plan

This section outlines actions the Village can take to pursue business park development as part of the East Side Plan, including a phasing plan.

The purpose of this chapter is to present concepts and an action plan for the proposed business park located south of USH 12/18 and north of Siggelkow Road.

This chapter discusses business park site considerations, the process for concept development, and the phasing plan for build out of the preferred concept.

BUSINESS PARK REVIEW

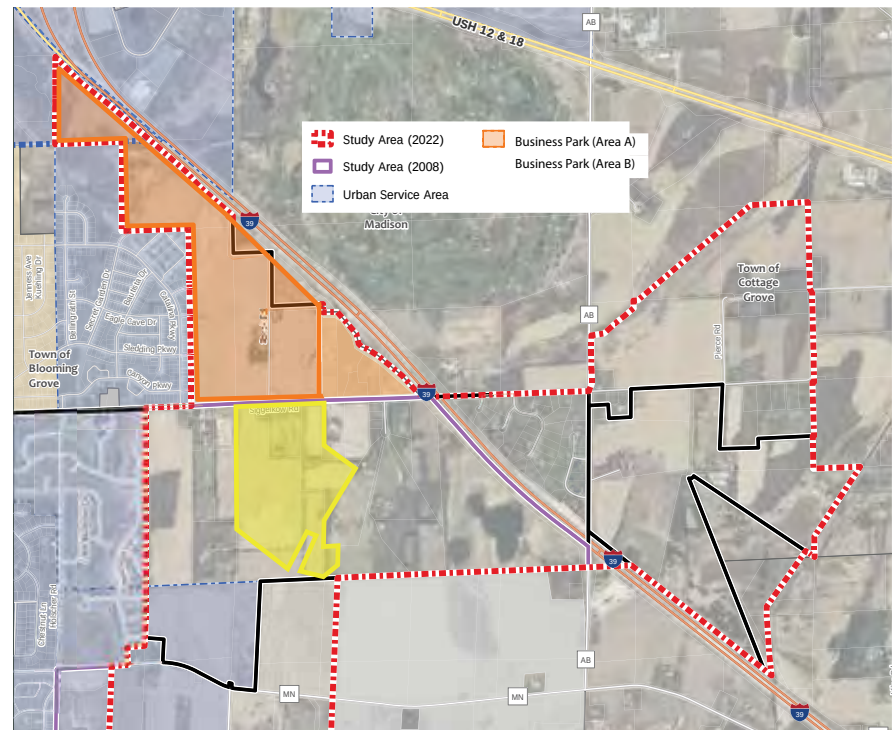
Site Selection

There is little developable business park space available in Dane County to accommodate industrial development at a scale currently in demand. The 2023 McFarland Economic Development Strategic Plan recommends creating a business park with at least 100 acres of developable lots. More intensive office and light industrial uses were also proposed as part of the 2008 East Side Neighborhood Growth Area Plan.

When considering property in this location for business park development, the following criteria were important factors:

- Between 40 and 100+ acres of developable land that can be subdivided into lots of six to ten acres to accommodate a variety of business needs.
- Ease of access to the regional transportation network. Plus, local road access that will not travel through residential neighborhoods.
- Potential visibility from Interstate 39/90.
- Minimal grade changes, allowing for large format building development.
- Accessibility to public utilities.

Business Park Site Location



The Village of McFarland recently annexed approximately 120 acres of developable land north of Siggelkow Road directly west of I-39/90 (see orange boundary in the above map). Also there is land south of Siggelkow Road that is currently for sale, as of January 2023. These areas meet the identified locational requirements.

Site Infrastructure Review

These two areas (shown in the map above), has been the focused area for a business park through the East Side planning process. This section evaluates impacts and requirements to make as successful business park in this location.

Truck Routing

Truck access to the US Highway 12/18 and I-39/90 interchange can be facilitated equidistantly either

east or west along Siggelkow Road. Currently Siggelkow Road in front of the proposed business park area is a rural 2-lane roadway in a 66-foot right-of-way. The segment west of this site has been urbanized to a divided 4-lane in 120-foot right-of-way. It is anticipated that further development of the East Side planning area will be accompanied by similar, concurrent 4-lane divided roadway expansion to I-39/90 and beyond.

The western route from this site can currently allow for increased traffic with relatively minor road improvements. As the East Side area develops it is anticipated traffic volumes will increase along Siggelkow Road, which will require a greater focus on urbanizing Siggelkow Road east to better accommodate growth of the Village.

Siggelkow Road Conditions



West of Business Park



East of Business Park



East of Interstate 90

US 12/18 and CTH AB Reconstruction Project

Source: WisDOT



Long term the route east along Siggelkow Road provides the most time and fuel efficient access to the interstate, especially with the planned interchange improvements at US 12/18 and CTH AB (see the exhibit above). However, this route will require several capital improvements projects to adapt to the anticipated higher traffic volumes.

Recommendation: It is expected that early phases of the business park development can be supported by the existing road network. However, increasing access eastward to CTH AB may provide route redundancy, absorb heavier traffic loads, and provide more convenient access as McFarland expands eastward.

Highway Emergency Access

An existing roadway (i.e., Stork Road) provides an emergency route to Interstate 90. This road is planned to be repaved, but is generally too narrow for a business park roadway.

Recommendation: *Should a future design eliminate this roadway, an alternative connection shall be established to maintain this emergency access point.*

Trail Connectivity

Madison's Marsh Road Neighborhood Development Plan identified a trail connection over Interstate 90, connecting to Evans Acres Road. In addition there is desire to have pedestrian/bike accommodations that connect neighborhoods with jobs.

Recommendation: Provide multi-use trail access through the business park, connecting to Secret Places neighborhood, Evans Acres Road and along Siggelkow Road.

Rail Service

Active freight railroad service is available regionally with tracks owned by Wisconsin & Southern Railroad crossing into the East Side Plan Area approximately 1.3 miles south of Siggelkow Road. Traffic along the railroad corridor is limited to freight and there are no planned service expansions.

The ability to develop a northern spur to provide rail access to the proposed business park location was evaluated. However, environmental limitations, high financial burden, and limited use

market make developing railroad access outside of the existing rail corridor impractical.

Recommendation: Should a niche business require rail service, there are potential opportunities south of the existing tracks (east of CTH AB). However, adjacent land uses and environmental limitations preclude development of larger business park in this area.

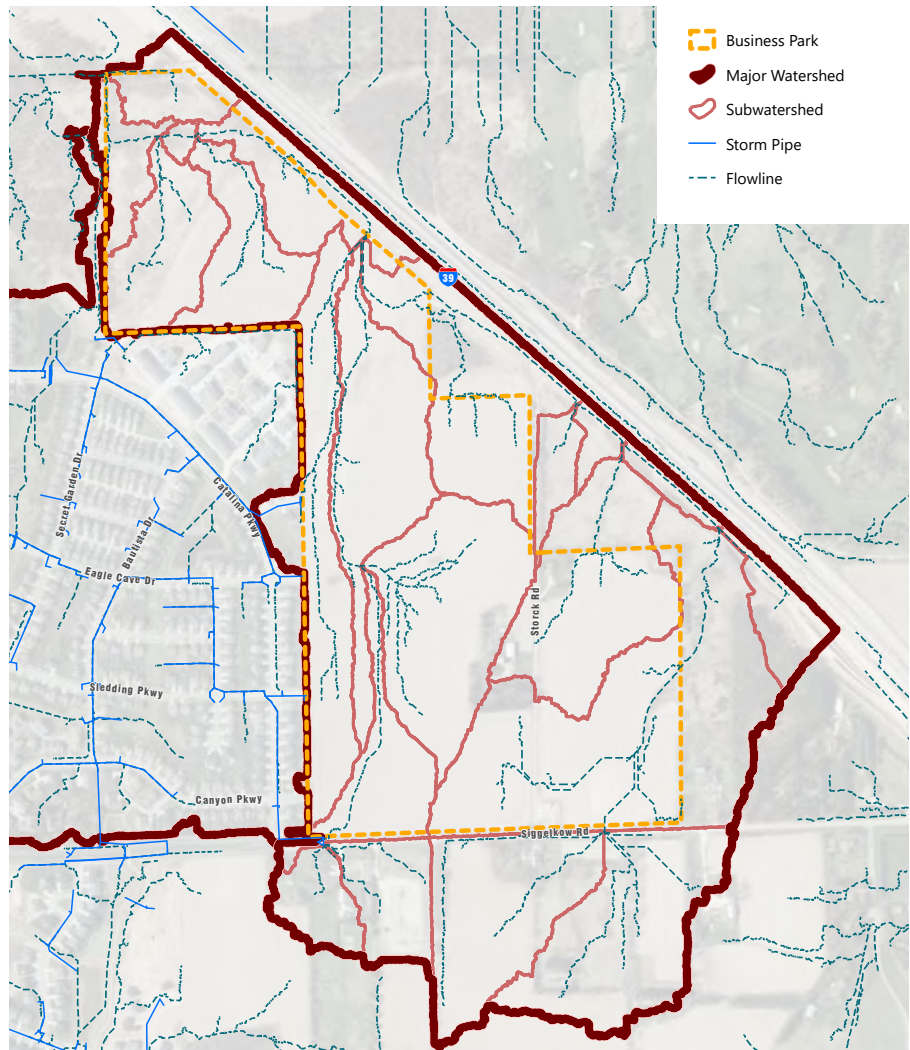
Stormwater

The proposed location drains into the Monona Lake/Yahara River watershed. The site is generally divided by a ridge running north to south and drains into two sub-basins. The northwestern part of the property directly north of Secret Places is composed of primarily wetlands and saturated soils that make development options limited. Due to higher runoff volumes in business park land uses, strict stormwater regulations and environmental site limitations, the site will need to have approximately 15% (~18 acres) of total area dedicated to stormwater management facilities.

Most of the site drains to the northwest, making the mostly inaccessible portion of the property north of Secret Places the most suitable location for stormwater management. Areas south of Siggelkow but outside of the larger Business Park watershed will drain southeast into other regional sub-basins within the East Side Plan area.

Recommendation: A preferred business park layout should take advantage of this natural drainageway and treat stormwater regionally mostly in the northwest quadrant.

Business Park Watersheds



Water Service

Business parks provide flexibility in land uses ranging from general offices and distribution centers to light industrial and manufacturing. Determining approximate water use under a proposed build out scenario is will not be accurate due to the variation in water uses across the business types that could potentially develop facilities on the selected site. Approximations place office building use somewhere

between 10 and 20 gallons per day per employee. However, light industrial and manufacturing facilities may use additional water as part of their fabrication processes.

Water service access and demand is assumed to be similar for either business park option. However, both areas will benefit from already planned community well and water storage capacity improvements.

Recommendation: The Village should evaluate the site's overall water use as compared to current residential capacity considering that municipal water pumping capacities are expected to be exceeded within the next 10 years.

Sewer Service

The business park site north of Siggelkow Road is adjacent to areas served by the Madison Metropolitan Sewerage District (MMSD). The most economical service route is to extend gravity flow infrastructure from the north end of the site where existing sewer pipes cross under I-39/90 just south of the US 12/18 interchange.

The business park site south of Siggelkow Road can gravity flow to planned interceptor as outlined in **Chapter 2**.

Recommendation: Current capacity and anticipated flows from proposed land uses should be considered in a variety of build out scenarios when approaching the City of Madison for sewer service extension agreements.

Fiber Optic

TDS Telecom recently completed a fiber optic build out project that connected nearly 6,000 residential and business addresses. It is anticipated that fiber optic telecommunication networks would be extended with any right-of-way expansions in the project area using current local internet service providers.

Recommendation: Work with TDS Telecom to incorporate fiber optic infrastructure along Siggelkow Road and along internal business park roadways.

Natural Gas

There is sufficient natural gas capacity to serve the East Side Plan area. There are two major gas transmission pipelines cross through the business park site, including a gasline substation in the northeast corner of the Stork and Siggelkow intersection. Development opportunities will be limited within the 50-foot easements for both pipelines.

Contextual Review

The business park site north of Siggelkow Road is adjacent to a mixed residential neighborhood in the City of Madison (i.e., Secret Places Neighborhood), which provides unique design challenges as outlined below.

Use Compatibility

The majority of the residential along this shared edge consists of single-family homes with a multi-family apartment complex in the northern section. This is in direct conflict to the likely building scale and massing that will be proposed in the business park.

Recommendation: Consider a higher-intensity residential format between the neighborhood and the business park (i.e., transitional use). Otherwise, consider open space buffering (e.g., stormwater, park, trail corridor) or intensive screening along the back of developable lots.

Road (& Trail) Access

There are five local streets that are stubbed to the end of the neighborhood. A final plan for this site should consider how best to connect and buffer the neighborhood from the business park development.

Recommendation: Consider making pedestrian and/or vehicle connections at the five stubbed streets from the Secret Places Neighborhood. Any neighborhood street connecting to the business park should be designed to dissuade through semi traffic.

BUSINESS PARK CONCEPT

The preferred concept was developed through a series of East Side planning area concepts reviewed by Village staff, Village officials and the general public as outlined in **Chapter 4**. This section will provide greater detail of the proposed concept for the lands north of Siggelkow Road.

Preferred Concept

The preferred business park concept is illustrated on the next page. This concept is meant to provide a vision for how it may develop. While the general pattern of land uses and

major roads shown should be reflected in actual development, it is recognized that more detailed elements within the concept, such as the locations of minor streets, location/sizing of stormwater management areas or the specific dimensions of blocks, are only concepts. Development within the business park, as well as in the entire East Side planning area, will be in accordance with the development land use policies contained in this chapter, as well as meet the goals and policies set in **Chapter 2**.

There are two triangular parcels owned by the City of Madison shown as part of the Village's business park. If this land cannot be acquired, the road layout may need to change to better accommodate large format building layouts in the remaining lands.

Land Use Policies

The land use categories in the Business Park concept is outlined below with greater detail provided in **Chapter 4**. Development design guidelines may be found **Chapter 2**.

Land Use Categories (excerpt from Chapter 4)

B
U
S



BUSINESS (BUS) includes office buildings, office-showrooms, warehouses, and light industrial buildings that offer retail, trade, or services for individuals or businesses.

M
D
R



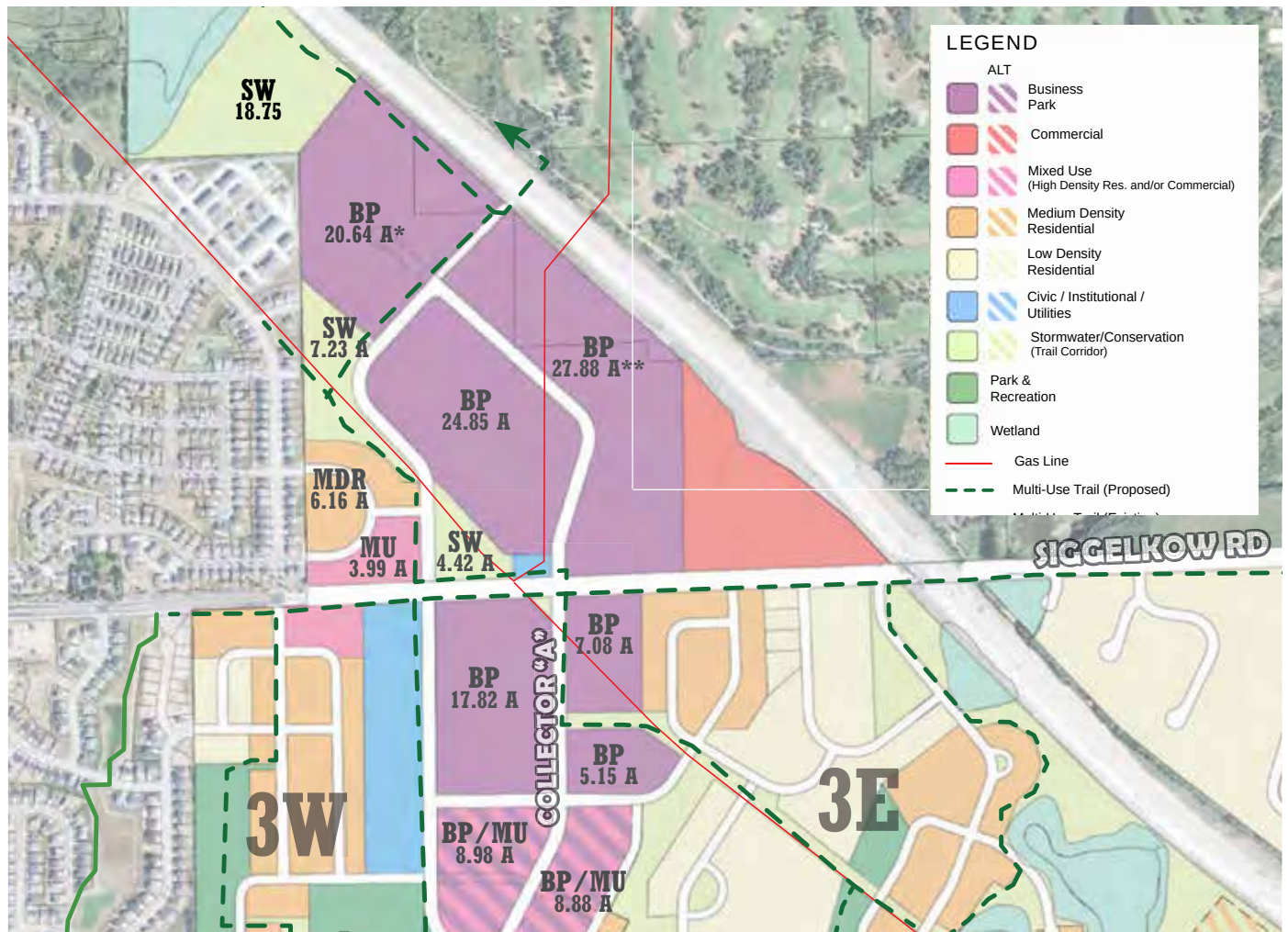
MEDIUM DENSITY RESIDENTIAL (MDR) includes detached single-unit homes and attached housing units such as duplexes, triplexes, townhouses, and smaller multi-unit buildings.

M
U



MIXED USE (MU) provides densely compacted developments or districts that provide a variety of housing, commercial and/or blend of these two uses.

Preferred Business Park Concept



*INCLUDES 3.42 ACRES OF LAND CURRENTLY OWNED BY CITY OF MADISON

**INCLUDES 8.08 ACRES OF LAND CURRENTLY OWNED BY CITY OF MADISON

Design Themes

- Transitional land uses (i.e., medium density residential and mixed use areas) coupled with open space with multi-use trails and stormwater facilities provide a buffer between the business park and the residential neighborhood.
- A looped road connects Siggelkow Road to the business park with a wider access road for business park traffic while also providing more indirect connections to the west. An optional cul-de-sac street is dashed in to further subdivide the land if smaller lots are desired.
- The road network provides large business park lots with opportunities to further subdivide should smaller developments become the primary market.
- Stormwater management can be managed regionally primarily in the northwest quadrant prior to the wetland area. Additional facilities can be incorporated in the buffer area north/east of the proposed residential/mixed use area.
- A trail network connects Siggelkow Road, the Secret Places Neighborhood and potential Interstate 90 trail crossing.

IMPLEMENTATION PLAN

Action Plan

This section identifies the various actions necessary to translate the business park vision into reality. The actions are organized by type and include recommended timeframes for completion.

This implementation strategy assumes the business park is built and managed by the Village of McFarland. The Village can support many of these action steps should a developer come forward to build a business park in this location matching the vision in this Plan.

Action 1: Approach the City of Madison to discuss the following topics.

- Directly west of the proposed business park is a mixed-density residential district. The City should be approached when considering the design and implementation of connections to existing road infrastructure in a way that does not interfere or cause a nuisance for existing neighborhood residents.
- The City currently owns two triangular parcels south west of I-39/90 totalling 11.53 acres+/- . As the parcels are isolated from the City, McFarland should approach Madison to seek a land-swap or outright purchase agreement that will add these parcels to the proposed Business Park development.
- City of Madison plan documents proposes a pedestrian crossing (bridge or tunnel) across I-39/90, connecting the Secret

Places neighborhood to Evans Acres Road. Now that this land is in the Village there is mutual benefit to making this trail and bridge connection. Discussions on cost sharing and timing will be beneficial in determining the feasibility to plan and reserve room for these improvements.

- Future expansion of Siggelkow Road will be required east of Catalina Parkway with portions west of the interstate under Village control and portions east of the interstate under Village of McFarland and City of Madison control. Coordination on design, timing/phasing and cost sharing should be discussed.

The Village may also seek out other agreements with City of Madison to extend municipal services, (e.g. gravity fed sewer infrastructure) from alternative routes beyond the Siggelkow Road corridor.

Timeframe: Short Term (2023-2025)

Responsible Parties: Community and Economic Development Department and Village Administrator.

Action 2: Evaluate potential land purchase(s) through the following steps.

While this chapter is recommending the land north of Siggelkow Road, 68-parcel is south of Siggelkow Road is currently for sale. The phasing plan suggest potential review of lands north (option 'A') and south (option 'B') of Siggelkow Road.

1. Complete a site assessment report inclusive of ALTA survey, soil borings and utility capacity evaluation.
2. Develop a pro forma to consider land purchase value(s).
3. Create a Tax Incremental Financing (TIF) district to support land purchase, improvements and potential incentive packages.

Timeframe: : Short Term (2023-2025)

Responsible Parties: Village Administrator, Community and Economic Development Department, Engineering Consultant.

Action 3: Negotiate land purchase(s).

Timeframe: Short Term (2023-2025)

Responsible Parties: Village Administrator, Finance Committee, Village Board.

Action 4: Obtain entitlements to allow construction of the business park through the following steps.

1. Produce preliminary engineering to evaluate stormwater management and utility infrastructure based on the preferred concept.
2. Submit an Urban Service Area (USA) amendment through Capital Area Regional Planning Commission (CARPC). Consider including additional lands south

of Siggelkow Road that is identified for business park use, depending on interest from the property owner(s).

3. Prepare land division and rezone applications. Consider maintaining larger lot areas with minimal subdivisions initially with the option to further subdivide maintaining at least 6-10 acre lots.
4. Work with Wisconsin Department of Transportation (WisDOT) to redesign emergency access to Interstate 90 to better align with proposed business park lot and road layout.

Timeframe: Short Term (2023-2025)

Responsible Parties: Village Admin., Finance Committee, Village Board.

Action 5: Bid and construct the business park area - likely in phases.

1. Prepare final construction plans.
2. Bid the project to complete mass grading, construct roadways and necessary utilities.
3. Construct the business park - likely in phases.

Timeframe: Mid Term (2026-2030)

Responsible Parties: Village Admin., Community Development Authority, Engineering Consultant, Village Board.

Action 6: Market and promote the business park lots.

1. Follow economic development strategies outlined in the **2023 Economic Strategic Plan**.
2. Submit for 'shovel-ready' status through MadREP (Gold Shovel) and/or WEDC (Certified in Wisconsin).
3. Market business park property through local brokers and collaboration with MadREP.

Funding Strategies & Partners

There are may be opportunities to partner with other entities to move forward the business park action plan. This may provide additional financial capital (likely through grants and loan programs) to support the development of the park. See the **2023 Economic Strategic Plan** and this Plan's **Chapter 2** Implementation Plan.

Phasing Plan

Build-out of the planned improvements is expected to occur over 5-12 years. The projected timing of new private expansions and development is based on a combination of three factors:

1. Projections offered by business owners.
2. Timing of necessary infrastructure improvements.
3. Expected market demand for new lots.

As explained below, the build-out period is divided into three, 3-year phases (Phase 1: 2025-2028, Phase 2: 2029-2032, Phase 3: 2033-2036); however, individual projects may occur sooner or later than suggested in the estimated Phase Map (on page 89).

Phase 1 (2025-2028)

A1/B1 Build-out of the business park area should start with areas with immediate access to Siggelkow Road using existing transportation networks with relatively minimal improvements.

T1 Siggelkow Road will need improvements as the East Side Plan is implemented similar to improvements recently constructed immediately west of the study area. Both T1 and A1/B1 are assumed to happen simultaneously to promote more convenient business park access.

B1* A portion of the property further southeast has been identified for regional stormwater management for the initial and future phases of development south of Siggelkow

Road. Final location of stormwater management requirements may be suggest a different location after engineering has been conducted.

Phase 2 (2029-2032)

A2/B2 These areas are identified as a second phase (if not built out in one phase) due to the additional infrastructure required.

Phase 3 (2032-2035)

A3 It may be beneficial to wait on building the residential component until the business park is established to reduce negative reactions to the business park development adjacency to residential homes. Once the business park is established it will be apparent to all homebuyers of the surrounding uses.

B3 These lands are currently not for sale, so it is identified as phase 3. Should these lands become available, it may be easier to build out this section prior to B2.

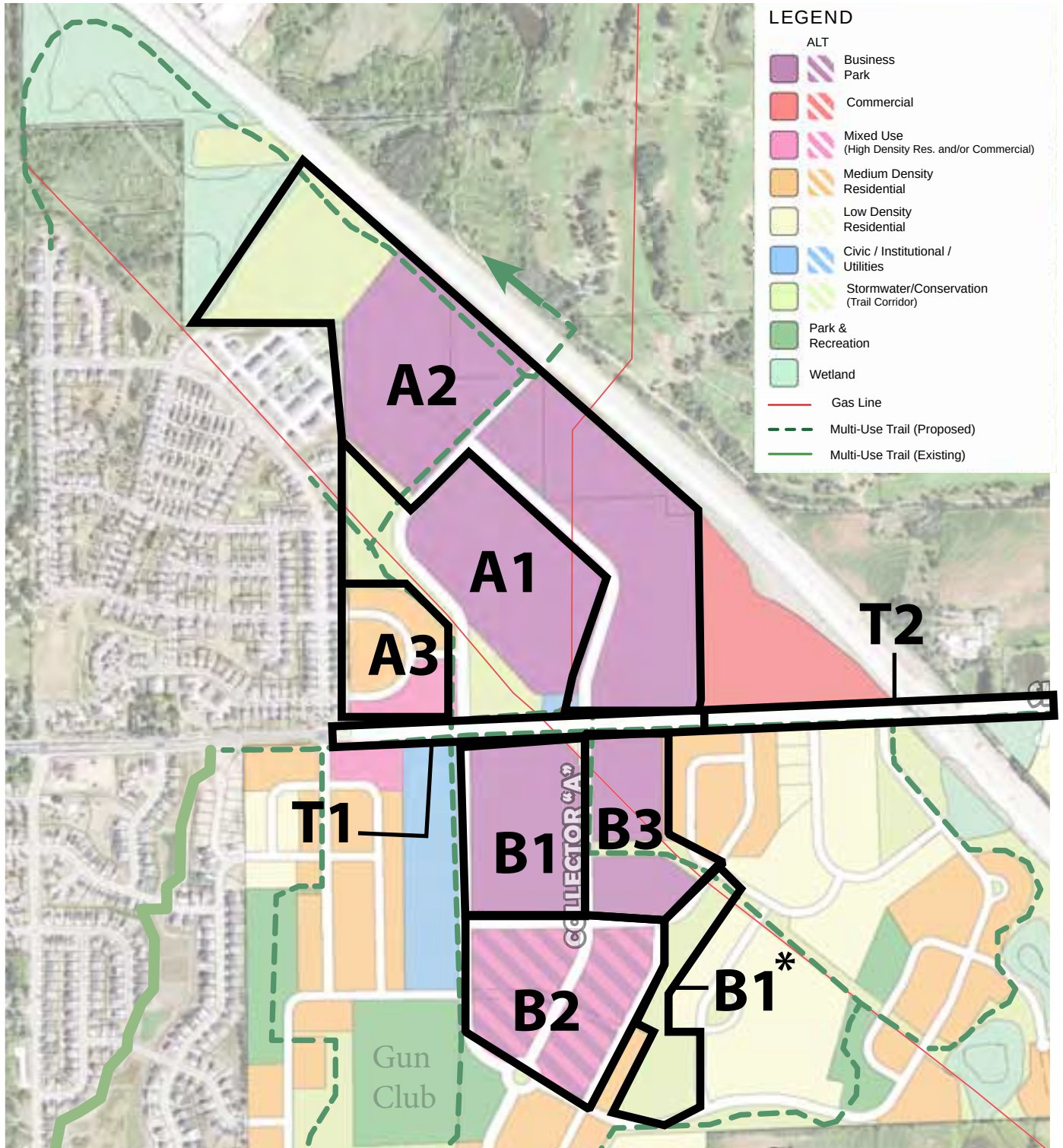
Infrastructure Improvements

The study area already has an existing road network that will become even stronger once Wisconsin's Department of Transportation (WISDOT) completes the CTH AB interchange on US 12/18. It will be important to reconstruct Siggelkow Road into a 4-lane divided roadway east of Catalina Parkway to the farthest business park entrance in the initial phase with future expansions east to CTH AB as needed to maintain safe and efficient transportation corridors.

Pedestrian and bike trails suggested in this plan can move forward once there are dedicated funds to complete the project (establish easement, purchase land, construct path). It's plausible that these improvements could be completed by 2026.

Utility infrastructure will be planned and designed based on the anticipated phase in coordination with the Village of McFarland and private utility companies.

Potential Business Park Phasing Plan



McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 11, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding 2023 Community & Economic Development capital improvement planning projects.

PREVIOUS ACTION:

ISSUE SUMMARY:

The Village's 2023 Capital Improvement Plan includes two new planning projects which will get started in 2023:

1. Terminal & Triangle District Plan/Redevelopment District No. 1/TID #3 Design Guidelines. The T&T plan was adopted in 2005 to guide new public and private investments in TIF District #3. In 2010, the Village also adopted Redevelopment District No. 1 for the same planning area. In addition, the Village maintains a Design Guidelines Overlay District for TID #3. Last August the expenditure period for TID #3 expired. The Village is anticipated to create a new overlay TIF District within the Terminal/Triangle area. The new Terminal & Triangle District Plan will take a fresh look at the future land use vision for this area of the Village.
2. Village Center Master Plan/Redevelopment District No. 2/TID #4 Design Guidelines. The Downtown Master Plan was adopted in 1999. The Redevelopment District No. 2 plan was adopted in 2010 to guide reinvestment activities in TIF District #4. The Village also maintains design guidelines within TID #4.

The purpose of this agenda item is to obtain preliminary feedback from the PC/CDA members regarding these two planning projects prior to staff drafting a Request for Proposals for recommendation to the Village Board. Central to that discussion, is whether the PC/CDA has any preferences for whether these projects are bid separately or together and thoughts on members' appetite to hold joint PC/CDA meetings to complete these two planning projects.

While each project includes separate planning areas, and separate area specific plans/policies, the planning process/deliverables for both is likely to be very similar and require similar consultant skills and experience. For example:

- Public Engagement Plan
- Determine Final Study Area Boundaries
- Existing Conditions Analysis
- Property Blight Analysis



- Visions, Goals, Actions
- Land Use Master Plan including Conceptual Renderings/Site Plans
- Design Guidelines

Staff's initial preference is to bid these projects as one RFP and to continue to manage oversight of these projects through joint PC/CDA meetings as both committees will share responsibility for the long-term implementation of these planning documents. Similar to the how the East Side Plan RFP was handled, staff also recommends a selection committee consisting of the chairs/vice chairs of the PC/CDA, Village Administrator, and C&ED Director.

Estimated timeline for these projects:

- February/March: Draft, recommend, approve RFP
- April/May: Proposal review and selection
- June/July: Project contracting and initiation
- March/April 2024: Project completion

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

Copies of the existing planning documents can be found on the C&ED Department website:
<https://www.mcfarland.wi.us/180/Community-Development-Plans>

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

None