

Tuesday, April 25, 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/89299227226>

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

Webinar ID: 892 9922 7226

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

1. CALL TO ORDER.
2. ROLL CALL.
3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.
4. CONSENT AGENDA.
 - a. All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.
 - 1) Motion to approve the minutes of the March 28, 2023 Village Board meeting.
 - 2) Motion to approve the minutes of the April 10, 2023 Village Board meeting.
 - 3) Motion to approve the minutes of the April 18, 2023 Organizational meeting.
 - 4) Motion to approve checks in the amount of \$1,729,586.38.
 - 5) Motion to approve appointing Jessica Tokar to serve on the Parks & Recreation Committee for a term ending April 15, 2024.
 - 6) Motion to approve appointing Lori Wisnicky to serve on the Parks & Recreation Committee for a term ending April 14, 2025.
 - 7) Motion to approve an event permit for the Matt Splinter Softball Tournament to take place June 2-4, 2023 at Brandt Park with the variances requested regarding amplified sound after 10 p.m. and to allow minors to be present where alcohol is sold with the conditions outlined in Chief Chapin's letter dated April 17, 2023.
 - 8) Motion to approve Resolution 2023-06: a Resolution acknowledging World Migratory Bird Day.
5. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Village Board 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 Board 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 Board 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 Board for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@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.

6. BUSINESS.

- a. Discussion and action on Resolution 2023-05: A Resolution of commendation for John Stransky.
- b. Presentation of Resolution 2023-05: A Resolution of commendation for John Stransky.
- c. Discussion and action regarding proposed Change Order #13 for the Public Safety Center project regarding extending the final completion date and addressing sinkhole.
- d. Community Development Authority (Trustees Brassington & Jerke) & Plan Commission (President Clow & Trustee Brassington)
 - 1) Discussion and action to accept the McFarland Economic Strategic Plan.
 - 2) Discussion and action to accept the McFarland Housing Needs Assessment Study.
 - 3) Discussion and action to approve Village Ordinance 2023-03 Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2023 East Side Plan.
- e. Sustainability & Natural Resources Committee (Trustee Wreh & President Clow)
 - 1) Discussion and action on a proposal from HGA for Comprehensive Energy Planning and Predesign Net Zero Energy Services for the Community Center.

7. SCHEDULE NEXT MEETING DATE.

- a. May 3, 2023 - Joint Meet with School District - Land Acknowledgement - 6:00 p.m.
- b. May 9, 2023 - Committee of the Whole - 5:30 pm
- c. May 9, 2023 - Village Board - 7:00 pm
- d. May 23, 2023 - Committee of the Whole - 5:30 pm
- e. May 23, 2023 - Village Board - 7:00 pm

8. ADJOURNMENT.

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.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Consent Agenda

The Consent Agenda is for routine, procedural, and self-explanatory non-controversial items. Items will be approved by one motion unless a Board member requests that the item be removed. Board members who have a question on an item on the consent agenda or would like to have additional discussion, should request an item be removed from the consent agenda and discussed separately. Items requested to be dealt with separately, will be dealt with in the same order in which they were originally listed on the Consent Agenda under Business.

VILLAGE OF MCFARLAND

Village Board Minutes

Tuesday, March 28, 2023 - 7:00 PM

1. CALL TO ORDER.

Village President Clow called the regular meeting of the McFarland Village Board to order at 7:00 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Hilary Brandt, Village Trustee Stephanie Brassington, Village President Carolyn Clow, Village Trustee Michael Flaherty, Village Trustee TJ Jerke, Village Trustee Edward Wreh, Village Trustee Carrie Nelson

Village Board members not present: None.

Staff Present: Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Aaron Chapin, Fire/EMS Director Chris Dennis, and Library Director Heidi Cox.

3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.

President Clow recognized the McFarland Fire & Rescue department did a great job of responding to two different incidents in the village. The first incident was on McFarland Court and the other was a mutual aid assist on a fire at a senior facility in Monona.

a. Saturday April 22, 2023 - Community Service Day

Katie Gletty-Syoen presented an overview of Community Service Day planned for April 22, 2023 (also Earth Day).

b. Spring Election - April 4, 2023 - 7:00 a.m. to 8:00 p.m.

Deputy Administrator/Clerk Suettinger provided an update on the upcoming April 4, 2023 Election.

4. CONSENT AGENDA.

a. All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.

1) Motion to approve checks in the amount of \$279,977.42.

2) Motion to approve an event permit for Ben Petersen, of the McFarland Community Band, for the Community Band Performance/Concert to be held at Arnold Larson Park on Thursday July 13th from 2 p.m to 8:30 p.m.with a rain date of August.

3) Motion to approve the change of agent to appoint Michael J. Linton to serve as the new liquor license agent for Kwik Trip

4) Motion to approve the replacement of the boiler and related HVAC repairs to the Library facility as approved by the Library Board.

Trustee Wreh requested item 4a.4) be removed from the consent agenda.

Motion by Village President Carolyn Clow, second by Village Trustee Stephanie

Brassington, to approve the consent agenda as presented for items 1-3. Motion carries 7 - 0 - 0 by acclamation.

5. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Village Board 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 Board 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 Board 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 Board for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@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.

None.

6. BUSINESS.

The board discussed consent agenda item 4a.4) Approval of the replacement of the boiler and related HVAC repairs to the Library facility as approved by the Library Board.

Motion by Village President Carolyn Clow, second by Village Trustee Edward Wreh, to approve replacement of the boiler and related HVAC repairs to the Library facility as approved by the Library Board. Motion carries 7 - 0 - 0 by acclamation.

- a. *Presentation from the Safe Communities Madison-Dane County.*

Cheryl Wittke, representative of Safe Communities Madison-Dane County, appeared before the Board to present on their program.

The Village Board thanked Cheryl for appearing before the Board, and for the great work Safe Communities Madison-Dane County does.

- b. *Discussion and action regarding Resolution #2023-04: a resolution authorizing the issuance and awarding the sale of \$4,890,000 General Obligation Promissory Notes; providing the form of the notes; and levying a tax in connection therewith.*

Carol Wirth, representative of WPPA, presented an overview of the summary of the sale results of the \$4.89 Million G.O. Notes. She reported the estimated interest rate was 3.25% and the low bidder came in at 3.227381%. She provided an overview of the rating process.

Motion by Village President Carolyn Clow, second by Village Trustee Stephanie Brassington, to approve Resolution #2023-04: a resolution authorizing the issuance and awarding the sale of \$4,890,000 General Obligation Promissory Notes; providing the form of the notes; and levying a tax in connection therewith. Motion carries 7 - 0 - 0 by

acclamation.

c. Personnel Committee (Trustees Nelson, Jerke, & Wreh)

1) Discussion on updates to the Personnel Policy Manual, including:

Amendment of Chapter 10, Training and Development, of the Personnel Policy Manual.

The Board discussed amendment of Chapter 10, Training and Development of the Personnel Policy manual.

Amendment of Chapter 15, previously titled Working Conditions, now proposed as Administrative Policies, of the Personnel Policy Manual.

The Board discussed amendment of Chapter 15, previously titled Working Conditions, now proposed as Administrative Policies, of the Personnel Policy Manual.

Amendment of Chapter 16, previously titled Compensation, now proposed as Compensation Administration, of the Personnel Policy Manual.

The Board discussed amendment of Chapter 16, previously titled Compensation, now proposed as Compensation Administration, of the Personnel Policy Manual.

Amendment of Chapter 32, Electronic Communications and Information Systems Policy, of the Personnel Policy Manual.

The Board discussed amendment of Chapter 32, Electronic Communications and Information Systems Policy, of the Personnel Policy Manual.

Creation and addition of Chapter 37, Remote Work, to the Personnel Policy Manual.

The Board discussed creation and addition of Chapter 37, Remote Work, to the Personnel Policy Manual.

2) Discussion on final approval of the updated Personnel Policy Manual.

Deputy Administrator/Clerk Suettinger provided an overview of the process for final approval of the manual. The fully updated manual will be brought before the Board on April 10th for possible adoption with a delayed effective date of May 1, 2023. Once the manual is approved, the delayed effective date will provide staff an opportunity to review materials and for training on updates.

d. Discussion to review changes to the Public Comment Policy.

The Board discussed possible revisions to the Public Comment Policy. The Board requested new language be inserted into the policy regarding the public hearing process.

e. Discussion to review changes to the board referral process outlined within the Village Board Handbook.

The Board discussed the board referral process outlined with the Village Board Handbook. The Board discussed concerns with ensuring referrals are coming forward. The Board reviewed the current process.

7. SCHEDULE NEXT MEETING DATE.

a. April 10, 2023 - Committee of the Whole - 5:30 p.m. (Monday, special day)

b. April 10, 2023 - Village Board - 7:00 p.m. (Monday, special day) (Last meeting of current seated Board)

c. April 18, 2023 - Village Board - 5:30 pm (Annual Organizational Meeting)

d. April 25, 2023 - Committee of the Whole - 5:30 pm

e. April 25, 2023 - Village Board - 7:00 pm

8. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, second by Village Trustee TJ Jerke, to adjourn at 9:39 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Cassandra Suettinger
Deputy Administrator/Clerk

VILLAGE OF MCFARLAND

Village Board Minutes

Monday, April 10, 2023 - 7:00 PM

1. CALL TO ORDER.

Village President Clow called the regular meeting of the McFarland Village Board to order at 7:00 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Hilary Brandt, Village Trustee Stephanie Brassington, Village President Carolyn Clow, Village Trustee Michael Flaherty, Village Trustee Edward Wreh, Village Trustee Carrie Nelson, Village Trustee TJ Jerke

Village Board members not present: None.

Staff Present: Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Aaron Chapin, Community and Economic Development Director Andrew Bremer, Public Works Director Lee Igl, and Fire/EMS Director Chris Dennis.

3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.

a. Results from the April 4, 2023 Spring Election.

Deputy Administrator/Clerk Suettinger presented an overview of the results from the April 4, 2023 Spring Election.

4. CONSENT AGENDA.

a. All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.

1) Motion to approve the minutes of the March 14, 2023 Village Board meeting.

2) Motion to approve checks in the amount of \$724,833.36.

Motion by Village President Carolyn Clow, second by Village Trustee Stephanie Brassington, to approve the consent agenda as presented. Motion carries 7 - 0 - 0 by acclamation.

5. PUBLIC APPEARANCES.

a. This is an opportunity for members of the public to address the Village Board 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 Board 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 Board 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 Board for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@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.

None.

6. BUSINESS.

a. Update on progress on the construction of the Public Safety Center.

With no objection, the Board moved immediately to item 6b at 7:14 p.m.

The Board returned to item 6 a. at 7:34 p.m.

Jordan Schulz provided an update on the construction of the Public Safety Center. He reported the electrical component had shipped and was on site. He highlighted an issue that had arose regarding a sinkhole on the Police Department side of the building. He noted the issue was being addressed, and the current date for substantial completion of the building was identified as May 26, 2023.

b. Discussion and action on Resolution #2023-03: a resolution approving the inclusion of the McFarland Youth Center within the McFarland Municipal Center Campus Master Plan as a Village service to be provided.

Shawn Miller, President of the McFarland Youth Center, spoke in favor of Resolution 2023-03. He highlighted the benefits of the Village taking over the Youth Center operations and bringing the services into the proposed community Center.

Motion by Village President Carolyn Clow, second by Village Trustee Edward Wreh, to approve Resolution #2023-03: a resolution approving the inclusion of the McFarland Youth Center within the McFarland Municipal Center Campus Master Plan as a Village service to be provided. Motion carries 7 - 0 - 0 by acclamation.

c. Public Safety Committee (Trustees Wreh & Brandt)

1) Discussion and action on an expansion of premise for Class "B" Beer and "Class B" Intoxicating Liquors license for Byrnes McFarland Tavern LLC, D/B/A Byrnes McFarland Tavern, to add the approximately 768 square foot garage area.

Motion by Village Trustee Edward Wreh, second by Village Trustee Hilary Brandt, to approve an expansion of premise for Class "B" Beer and "Class B" Intoxicating Liquors license for Byrnes McFarland Tavern LLC, D/B/A Byrnes McFarland Tavern, to add the approximately 768 square foot garage area with the following conditions:

1. A variance from the requirement that outdoor consumption be no greater than 50% of the license premises indoor capacity; and
2. A variance be granted from the requirement that no bar/counter service occur in the outside consumption area; finding neither condition is necessary to protect the public health, safety, or welfare, and
3. That the applicant meet all IBC requirements outlined in the letter from Chief Dennis dated March 30, 2023, including the requirement that both exists be required to swing outward, and emergency lighting be installed accordingly; and
4. Security cameras be installed in the new outdoor consumption area.

Motion carries 7 - 0 - 0 by acclamation.

d. Personnel Committee (Trustees Nelson, Jerke, & Wreh)

1) Discussion and action on adopting the revised Personnel Policy manual with an effective date of May 1, 2023.

Motion by Village Trustee Carrie Nelson, second by Village Trustee Edward Wreh, to adopt the revised Personnel Policy manual with an effective date of May 1, 2023. Motion carries 7 - 0 - 0 by acclamation.

7. CLOSED SESSION.

a. Discussion and action on entering into Closed Session in accordance with the following:

1) Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2022 performance evaluation data and applicable compensation for the Village Administrator position.

Motion by Village President Carolyn Clow, second by Village Trustee Stephanie Brassington, to enter into closed session pursuant to Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2022 performance evaluation data and applicable compensation for the Village Administrator position. Motion carries 7 - 0 - 0 on a roll call vote at 8:13 p.m..

8. RECONVENE INTO OPEN SESSION.

Motion by Village President Carolyn Clow, second by Village Trustee Michael Flaherty, to reconvene in open session at 8:25 p.m. Motion carries 7 - 0 - 0 by acclamation.

9. ACTION ON ITEMS DISCUSSED IN CLOSED SESSION.

a. Discussion and action regarding the 2022 performance evaluation data and applicable compensation for the Village Administrator position.

Motion by Village President Carolyn Clow, second by Village Trustee Stephanie Brassington, to approve an exceeds expectation rating and award merit in the amount of \$1250 with the previous increase authorized already. Motion carries 7 - 0 - 0 by acclamation.

President Clow thanked Trustee Carrie Nelson for her service on the Village Board for the last two years.

10. SCHEDULE NEXT MEETING DATE.

a. April 18, 2023 - Village Board - 5:30 pm (Annual Organizational Meeting)

b. April 25, 2023 - Committee of the Whole - 5:30 pm

c. April 25, 2023 - Village Board - 7:00 pm

d. May 3, 2023 - Joint Meet with School District - Land Acknowledgement - 6:00 p.m.

e. May 9, 2023 - Committee of the Whole - 5:30 pm

f. May 9, 2023 - Village Board - 7:00 pm

11. ADJOURNMENT.

Motion by Village Trustee TJ Jerke, second by Village Trustee Edward Wreh, to adjourn at 8:28 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Cassandra Suettinger
Deputy Administrator/Clerk

VILLAGE OF MCFARLAND

Village Board Minutes

Tuesday, April 18, 2023 - 5:30 PM

1. CALL TO ORDER.

Village President Clow called the organizational meeting of the McFarland Village Board to order at 5:30 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Hilary Brandt, Village Trustee Stephanie Brassington, Village President Carolyn Clow, Village Trustee Michael Flaherty, Village Trustee TJ Jerke, Village Trustee Luke Fessler, Village Trustee Edward Wreh

Village Board members not present: None.

Staff Present: Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Aaron Chapin, Community and Economic Development Director Andrew Bremer, Outreach Director Lori Andersen, Fire/EMS Director Chris Dennis, and Communications & Technology Director Stephanie Miller.

3. NEW BOARD WELCOMING CEREMONY

- a. Ceremonial swearing in of elected Village Trustees Stephanie Brassington, Hilary Brandt, Luke Fessler, and Village President Carolyn Clow.

Deputy Administrator/Clerk Suettinger swore in newly elected officials Village Trustees Stephanie Brassington, Hilary Brandt, Luke Fessler, and Village President Carolyn Clow.

- b. Meet and Greet - Village Board members will be available to meet and greet members of the Community. The Board will also take donations to the food pantry at this time.
None.

4. RECOGNITION OF DEPARTING ELECTED OFFICIALS

Village President Clow recognized departing Village Trustee Carrie Nelson. She thanked her for her service to the Village and the work she helped accomplish in her two year term.

5. COMMENCE THE BUSINESS PORTION OF THE ANNUAL MEETING

6. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Village Board 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 Board 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 Board 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 Board for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@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.
None.

7. BUSINESS.

a. Committee Appointments

- 1) Discussion and action to confirm appointment of Village Board members to boards, commissions, and committees as recommended by the Village President.

Motion by Village President Carolyn Clow, second by Trustee Flaherty, to confirm appointment of Village Board members to boards, commissions, and committees as recommended by the Village President in the Village Board Packet.

Motion by Trustee Ed Wreh, second by President Clow, to amend the motion to add that Trustee Wreh shall serve as chair of the Public Works/Utilities Committee. Motion carries 7 - 0 - 0 by acclamation.

- 2) Election of Luke Fessler as the Village Board representative on the Library Board (2/3 vote required) as recommended by the Village President.

Motion by Village President Carolyn Clow, second by Village Trustee Edward Wreh, to elect Luke Fessler as the Village Board representative on the Library Board (2/3 vote required) as recommended by the Village President. Motion carries 7 - 0 - 0 by acclamation.

- 3) Election of Trustee Stephanie Brassington as the Village Board representative to the Plan Commission (2/3 vote required) as recommended by the Village President.

Motion by Village President Carolyn Clow, second by Village Trustee Hilary Brandt, to elect Trustee Stephanie Brassington as the Village Board representative to the Plan Commission (2/3 vote required) as recommended by the Village President. Motion carries 7 - 0 - 0 by acclamation.

- 4) Discussion and action on resident appointments to Board, Committees and Commissions.

Motion by Village President Carolyn Clow, second by Trustee Fessler, to approve appointments to Board, Committees and Commissions. Motion carries 7 - 0 - 0 by acclamation.

b. Organizational Issues

- 1) Discussion on the tentative Village Board schedule for 2023-2024.

President Clow presented an overview of the tentative 2023-2024 Village Board schedule. Trustee Wreh requested staff confirm the schedule aligns with the Village Board's decision not to hold meetings on recognized holidays.

- c. Public Announcement - Community Service Day - Saturday, April 22, 2023.

President Clow announced Community Service Day would take place on Saturday, April 22, 2023.

8. SCHEDULE NEXT MEETING DATE.

- a. April 25, 2023 - Committee of the Whole - 5:30 pm

- b. April 25, 2023 - Village Board - 7:00 pm
- c. May 3, 2023 - Joint Meet with School District - Land Acknowledgement - 6:00 p.m.
- d. May 9, 2023 - Committee of the Whole - 5:30 pm
- e. May 9, 2023 - Village Board - 7:00 pm

9. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, second by Village Trustee TJ Jerke, to adjourn at 5:47 p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Cassandra Suettinger
Deputy Administrator/Clerk

Report Criteria:

Detail report type printed

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
10	ARAMARK	6140156907	MATS	1	04/07/2023	52.33	.00	52.33	04/20/2023
		6140160983	MAT RENTAL	1	04/14/2023	52.33	.00	52.33	04/20/2023
Total 10:						104.66	.00	104.66	
30	ALLIANT ENERGY/WP&L	041023	MUNICIPAL CENTER	1	04/10/2023	3,675.25	.00	3,675.25	04/20/2023
		041023	PW FACILITY	2	04/10/2023	1,316.17	.00	1,316.17	04/20/2023
		041023	LIBRARY	3	04/10/2023	2,853.22	.00	2,853.22	04/20/2023
		041023	WELL #4	4	04/10/2023	1,687.45	.00	1,687.45	04/20/2023
		041023	SOCCER BUILDING	5	04/10/2023	202.29	.00	202.29	04/20/2023
		112475000-0	STREET LIGHTING (1)	1	03/30/2023	9,040.60	.00	9,040.60	04/14/2023
Total 30:						18,774.98	.00	18,774.98	
68	BADGER WELDING SUPP	3760786	ACETYLENE & OXYGEN	1	03/31/2023	6.82	.00	6.82	04/20/2023
		3760786	ACETYLENE & OXYGEN	2	03/31/2023	1.86	.00	1.86	04/20/2023
		3760786	ACETYLENE & OXYGEN	3	03/31/2023	1.86	.00	1.86	04/20/2023
		3760786	ACETYLENE & OXYGEN	4	03/31/2023	1.86	.00	1.86	04/20/2023
		3762885	BADGER WELDING - OXY	1	04/04/2023	58.99	.00	58.99	04/20/2023
Total 68:						71.39	.00	71.39	
78	BATTERIES PLUS LLC	P61463345	SCADA UPS	1	04/12/2023	50.30	.00	50.30	04/20/2023
Total 78:						50.30	.00	50.30	
157	CHAMPIONSHIP AWARD	69152	PLAQUE	1	04/10/2023	18.96	.00	18.96	04/20/2023
		69534	NAME PLATES	1	04/14/2023	94.93	.00	94.93	04/20/2023
Total 157:						113.89	.00	113.89	
158	CHARTER COMMUNICATI	0003261040	CHARTER CABLE	1	04/01/2023	117.94	.00	117.94	04/14/2023
Total 158:						117.94	.00	117.94	
166	CINTAS CORPORATION #	8406187608	FIRST AID SUPPLIES - RE	1	03/31/2023	23.50	.00	23.50	04/20/2023
		8406187608	FIRST AID SUPPLIES - RE	2	03/31/2023	23.50	.00	23.50	04/20/2023
		8406187608	FIRST AID SUPPLIES - RE	3	03/31/2023	23.50	.00	23.50	04/20/2023
		8406187608	FIRST AID SUPPLIES - RE	4	03/31/2023	86.14	.00	86.14	04/20/2023
Total 166:						156.64	.00	156.64	
172	CITY OF MADISON TREA	43719	MPD TRAINING	1	04/04/2023	225.00	.00	225.00	04/20/2023
Total 172:						225.00	.00	225.00	
229	DANE CO CLERK	CLERK 2023	ELECTION CODING/BALL	1	04/14/2023	1,197.67	.00	1,197.67	04/20/2023
Total 229:						1,197.67	.00	1,197.67	
324	ELECTION SYSTEMS & S	CD2057683	VOTING MACHINE MAINT	1	04/12/2023	719.25	.00	719.25	04/20/2023
Total 324:						719.25	.00	719.25	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
341	ENVIRONMENT CONTRO	26903-613	MC CLEANING	1	04/14/2023	559.74	.00	559.74	04/20/2023
		26904-613	PUBLIC WORKS CLEANI	1	04/14/2023	136.22	.00	136.22	04/20/2023
		26904-613	PUBLIC WORKS CLEANI	2	04/14/2023	37.16	.00	37.16	04/20/2023
		26904-613	PUBLIC WORKS CLEANI	3	04/14/2023	37.16	.00	37.16	04/20/2023
		26904-613	PUBLIC WORKS CLEANI	4	04/14/2023	37.16	.00	37.16	04/20/2023
Total 341:						807.44	.00	807.44	
345	JFTCO, INC	RIMR000230	BACKHOE RENTAL	1	04/09/2023	450.98	.00	450.98	04/20/2023
		RIMR000230	BACKHOE RENTAL	2	04/09/2023	450.98	.00	450.98	04/20/2023
		RIMR000230	BACKHOE RENTAL	3	04/09/2023	450.98	.00	450.98	04/20/2023
		RIMR000230	BACKHOE RENTAL	4	04/09/2023	1,653.56	.00	1,653.56	04/20/2023
		RIMR000231	BACKHOE RENTAL	1	04/12/2023	255.58	.00	255.58	04/20/2023
		RIMR000231	BACKHOE RENTAL	2	04/12/2023	69.71	.00	69.71	04/20/2023
		RIMR000231	BACKHOE RENTAL	3	04/12/2023	69.71	.00	69.71	04/20/2023
		RIMR000231	BACKHOE RENTAL	4	04/12/2023	69.71	.00	69.71	04/20/2023
Total 345:						3,471.21	.00	3,471.21	
350	FASTENAL COMPANY	WIMAD4505	SIGN PARTS	1	03/28/2023	40.89	.00	40.89	04/20/2023
Total 350:						40.89	.00	40.89	
390	GBR CORPORATION	DF2833	YOUTH CENTER ROOF R	1	04/03/2023	95.00	.00	95.00	04/20/2023
		DF2834	MC ROOF REPAIR	1	04/03/2023	340.75	.00	340.75	04/20/2023
Total 390:						435.75	.00	435.75	
408	GRAINGER INC	9666796124	BATTERIES	1	04/06/2023	47.28	.00	47.28	04/20/2023
Total 408:						47.28	.00	47.28	
439	HJ PERTZBORN	85716	MUNICIPAL CENTER FAC	1	04/05/2023	85.00	.00	85.00	04/20/2023
Total 439:						85.00	.00	85.00	
469	ITRON INC	646726	ITRON MAINT AGREEME	1	04/11/2023	831.18	.00	831.18	04/20/2023
		646726	ITRON MAINT AGREEME	2	04/11/2023	831.17	.00	831.17	04/20/2023
Total 469:						1,662.35	.00	1,662.35	
492	KAYSER AUTOMOTIVE G	175718P	VEHICLE MAINT TRUCK 1	1	04/11/2023	41.22	.00	41.22	04/20/2023
		175718P	VEHICLE MAINT TRUCK 1	2	04/11/2023	11.24	.00	11.24	04/20/2023
		175718P	VEHICLE MAINT TRUCK 1	3	04/11/2023	11.24	.00	11.24	04/20/2023
		175718P	VEHICLE MAINT TRUCK 1	4	04/11/2023	11.24	.00	11.24	04/20/2023
		175722P	VEHICLE MAINT TRUCK 1	1	04/13/2023	9.60	.00	9.60	04/20/2023
		175722P	VEHICLE MAINT TRUCK 1	2	04/13/2023	9.60	.00	9.60	04/20/2023
		175722P	VEHICLE MAINT TRUCK 1	3	04/13/2023	9.60	.00	9.60	04/20/2023
		175722P	VEHICLE MAINT TRUCK 1	4	04/13/2023	35.20	.00	35.20	04/20/2023
Total 492:						138.94	.00	138.94	
634	MENARDS - MONONA	46579	WELL HOUSE FACILITY	1	04/04/2023	54.46	.00	54.46	04/20/2023
		46591	STREET SIGNS	1	04/04/2023	26.69	.00	26.69	04/20/2023
		46889	PW SHOP SUPPLIES	1	04/11/2023	26.39	.00	26.39	04/20/2023
		46889	PW SHOP SUPPLIES	2	04/11/2023	7.19	.00	7.19	04/20/2023
		46889	PW SHOP SUPPLIES	3	04/11/2023	7.19	.00	7.19	04/20/2023

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
		46889	PW SHOP SUPPLIES	4	04/11/2023	7.19	.00	7.19	04/20/2023
		46918	MUNICIPAL CENTER LEC	1	04/11/2023	25.85	.00	25.85	04/20/2023
	Total 634:					154.96	.00	154.96	
640	MGE	6300112994-	STREET LIGHTS	1	04/03/2023	690.45	.00	690.45	04/14/2023
	Total 640:					690.45	.00	690.45	
667	MINNESOTA LIFE INS CO	002832L-040	LIFE INSURANCE	1	04/01/2023	1,461.49	.00	1,461.49	04/20/2023
	Total 667:					1,461.49	.00	1,461.49	
740	PETERSON, DON	040423	ELECTION CHIEF	1	04/04/2023	52.50	.00	52.50	04/20/2023
	Total 740:					52.50	.00	52.50	
747	PIONEER RIM & WHEEL	03CR7560	WIRING FOR NEW TRUC	1	04/14/2023	50.96	.00	50.96	04/20/2023
		03CR7560	WIRING FOR NEW TRUC	2	04/14/2023	13.90	.00	13.90	04/20/2023
		03CR7560	WIRING FOR NEW TRUC	3	04/14/2023	13.90	.00	13.90	04/20/2023
		03CR7560	WIRING FOR NEW TRUC	4	04/14/2023	13.90	.00	13.90	04/20/2023
		03CR8072	TRUCK #32 MAINTENAN	1	04/18/2023	48.97	.00	48.97	04/20/2023
		03CR8072	TRUCK #32 MAINTENAN	2	04/18/2023	48.97	.00	48.97	04/20/2023
		03CR8072	TRUCK #32 MAINTENAN	3	04/18/2023	48.97	.00	48.97	04/20/2023
		03CR8072	TRUCK #32 MAINTENAN	4	04/18/2023	179.56	.00	179.56	04/20/2023
	Total 747:					419.13	.00	419.13	
759	POSTMASTER	040123	UTILITY BILLS - ADD TO	1	04/01/2023	666.66	.00	666.66	04/20/2023
		040123	UTILITY BILLS - ADD TO	2	04/01/2023	666.67	.00	666.67	04/20/2023
		040123	UTILITY BILLS - ADD TO	3	04/01/2023	666.67	.00	666.67	04/20/2023
	Total 759:					2,000.00	.00	2,000.00	
764	PREMIER PAINT & WALLP	72721	PAINT SUPPLIES--GRAFF	1	04/18/2023	136.57	.00	136.57	04/20/2023
		72721	PAINT SUPPLIES--GRAFF	2	04/18/2023	37.24	.00	37.24	04/20/2023
		72721	PAINT SUPPLIES--GRAFF	3	04/18/2023	37.24	.00	37.24	04/20/2023
		72721	PAINT SUPPLIES--GRAFF	4	04/18/2023	37.24	.00	37.24	04/20/2023
		72729	PAINT SUPPLIES--GRAFF	1	04/19/2023	1.30	.00	1.30	04/20/2023
		72729	PAINT SUPPLIES--GRAFF	2	04/19/2023	.36	.00	.36	04/20/2023
		72729	PAINT SUPPLIES--GRAFF	3	04/19/2023	.36	.00	.36	04/20/2023
		72729	PAINT SUPPLIES--GRAFF	4	04/19/2023	.36	.00	.36	04/20/2023
	Total 764:					250.67	.00	250.67	
765	LEGAL SHIELD	108629-0415	LEGAL SHIELD	1	04/15/2023	176.45	.00	176.45	04/20/2023
	Total 765:					176.45	.00	176.45	
802	RENNERT'S FIRE EQUIP	INV-261	VEHICLE MAINTENANCE	1	02/24/2023	34.05	.00	34.05	04/20/2023
	Total 802:					34.05	.00	34.05	
818	ROTO ROOTER SEWER	214216	LIFTSTATION CLEANING	1	04/06/2023	1,820.00	.00	1,820.00	04/20/2023
	Total 818:					1,820.00	.00	1,820.00	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
837	SCHMIDT'S AUTO INC	642634	TOW VEHICLE-EVIDENC	1	04/01/2023	175.00	.00	175.00	04/20/2023
Total 837:						175.00	.00	175.00	
879	SOUTH CENTRAL LIBRA	23-304	LIBRARY SUPPLIES	1	04/12/2023	371.44	.00	371.44	04/20/2023
		23-333	LIBRARY SUPPLIES	1	04/14/2023	354.19	.00	354.19	04/20/2023
		23-380	LIBRARY SUPPLIES	1	04/17/2023	715.70	.00	715.70	04/20/2023
Total 879:						1,441.33	.00	1,441.33	
904	STOLARIK, TONI	040423	ELECTION WORKER	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 904:						34.00	.00	34.00	
1085	WI RURAL WATER ASSN	4543	SAFETY TRAINING PARK	1	04/12/2023	119.85	.00	119.85	04/20/2023
		4543	SAFETY TRAINING PUBLI	2	04/12/2023	80.91	.00	80.91	04/20/2023
		4543	SAFETY TRAINING PUBLI	3	04/12/2023	62.93	.00	62.93	04/20/2023
		4543	SAFETY TRAINING PUBLI	4	04/12/2023	62.93	.00	62.93	04/20/2023
		4543	SAFETY TRAINING PUBLI	5	04/12/2023	92.89	.00	92.89	04/20/2023
Total 1085:						419.51	.00	419.51	
1200	EZ OFFICE PRODUCTS	829742	COPY PAPER	1	04/05/2023	209.95	.00	209.95	04/20/2023
		829742	COPY PAPER	2	04/05/2023	12.60	.00	12.60	04/20/2023
		829742	COPY PAPER	3	04/05/2023	12.60	.00	12.60	04/20/2023
		829742	COPY PAPER	4	04/05/2023	12.60	.00	12.60	04/20/2023
		829742	COPY PAPER	5	04/05/2023	20.98	.00	20.98	04/20/2023
		829742	COPY PAPER	6	04/05/2023	50.39	.00	50.39	04/20/2023
		829742	COPY PAPER	7	04/05/2023	50.39	.00	50.39	04/20/2023
		829742	COPY PAPER	8	04/05/2023	50.39	.00	50.39	04/20/2023
Total 1200:						419.90	.00	419.90	
1245	PROFESSIONAL PEST C	616182	PW PEST CONTROL	1	04/17/2023	6.00	.00	6.00	04/20/2023
		616182	PW PEST CONTROL	2	04/17/2023	6.00	.00	6.00	04/20/2023
		616182	PW PEST CONTROL	3	04/17/2023	6.00	.00	6.00	04/20/2023
		616182	PW PEST CONTROL	4	04/17/2023	22.00	.00	22.00	04/20/2023
		616183	MC PEST CONTROL	1	04/17/2023	47.00	.00	47.00	04/20/2023
Total 1245:						87.00	.00	87.00	
1256	BOUND TREE MEDICAL,	84905252	FIRST AID SUPPLIES	1	03/28/2023	18.36	.00	18.36	04/20/2023
		84906946	MEDICAL BAG SUPPLIES	1	03/29/2023	81.86	.00	81.86	04/20/2023
		84911671	EMS - SUPPLIES	1	04/03/2023	2.10	.00	2.10	04/20/2023
		84923823	TRAINING	1	04/13/2023	106.79	.00	106.79	04/20/2023
Total 1256:						209.11	.00	209.11	
1263	PLOTKIN, SHEILA	040423	ELECTION WORKER	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 1263:						44.00	.00	44.00	
1358	EBI INC	216986	FURNITURE REPLACEM	1	04/10/2023	865.85	.00	865.85	04/20/2023
Total 1358:						865.85	.00	865.85	
1397	ALL COMFORT SERVICE	81392308	MC HVAC REPAIRS	1	04/12/2023	3,574.50	.00	3,574.50	04/20/2023

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		81482292	MC HVAC REPAIRS	1	03/30/2023	598.75	.00	598.75	04/20/2023
	Total 1397:					4,173.25	.00	4,173.25	
1694	HEARTLAND LITHO	66451	UTILITY BILLS	1	03/31/2023	80.01	.00	80.01	04/20/2023
		66451	UTILITY BILLS	2	03/31/2023	80.00	.00	80.00	04/20/2023
		66451	UTILITY BILLS	3	03/31/2023	80.00	.00	80.00	04/20/2023
		66454	UTILITY BILLS	1	04/04/2023	79.97	.00	79.97	04/20/2023
		66454	UTILITY BILLS	2	04/04/2023	79.96	.00	79.96	04/20/2023
		66454	UTILITY BILLS	3	04/04/2023	79.96	.00	79.96	04/20/2023
	Total 1694:					479.90	.00	479.90	
1709	VON BRIESEN & ROPER	422495	PERSONNEL ISSUES	1	04/12/2023	3,965.00	.00	3,965.00	04/20/2023
	Total 1709:					3,965.00	.00	3,965.00	
1896	NAPA AUTO PARTS	884836	VEHICLE MAINTENANCE	1	04/10/2023	24.19	.00	24.19	04/20/2023
		884836	VEHICLE MAINTENANCE	2	04/10/2023	6.60	.00	6.60	04/20/2023
		884836	VEHICLE MAINTENANCE	3	04/10/2023	6.60	.00	6.60	04/20/2023
		884836	VEHICLE MAINTENANCE	4	04/10/2023	6.60	.00	6.60	04/20/2023
		885292	VEHICLE MAINTENANCE	1	04/12/2023	9.77	.00	9.77	04/20/2023
		885292	VEHICLE MAINTENANCE	2	04/12/2023	2.66	.00	2.66	04/20/2023
		885292	VEHICLE MAINTENANCE	3	04/12/2023	2.66	.00	2.66	04/20/2023
		885292	VEHICLE MAINTENANCE	4	04/12/2023	2.66	.00	2.66	04/20/2023
		885382	VEHICLE MAINTENANCE	1	04/13/2023	4.80	.00	4.80	04/20/2023
		885382	VEHICLE MAINTENANCE	2	04/13/2023	4.80	.00	4.80	04/20/2023
		885382	VEHICLE MAINTENANCE	3	04/13/2023	4.80	.00	4.80	04/20/2023
		885382	VEHICLE MAINTENANCE	4	04/13/2023	17.59	.00	17.59	04/20/2023
		885476	VEHICLE MAINTENANCE	1	04/13/2023	12.26	.00	12.26	04/20/2023
		885476	VEHICLE MAINTENANCE	2	04/13/2023	3.35	.00	3.35	04/20/2023
		885476	VEHICLE MAINTENANCE	3	04/13/2023	3.35	.00	3.35	04/20/2023
		885476	VEHICLE MAINTENANCE	4	04/13/2023	3.35	.00	3.35	04/20/2023
		885676	VEHICLE MAINTENANCE	1	04/14/2023	5.86	.00	5.86	04/20/2023
		885676	VEHICLE MAINTENANCE	2	04/14/2023	1.60	.00	1.60	04/20/2023
		885676	VEHICLE MAINTENANCE	3	04/14/2023	1.60	.00	1.60	04/20/2023
		885676	VEHICLE MAINTENANCE	4	04/14/2023	1.60	.00	1.60	04/20/2023
	Total 1896:					126.70	.00	126.70	
1989	CORPORATE BUSINESS	33801226	COPIER LEASE	1	04/06/2023	190.00	.00	190.00	04/20/2023
	Total 1989:					190.00	.00	190.00	
2003	GERICK, PATRICK	040423	ELECTION WORKER	1	04/04/2023	44.00	.00	44.00	04/20/2023
	Total 2003:					44.00	.00	44.00	
2004	ST CLAIR, RUSSELL	040423	ELECTION WORKER	1	04/04/2023	44.00	.00	44.00	04/20/2023
	Total 2004:					44.00	.00	44.00	
2020	AMERICAN TEST CENTE	2230676	LADDER TESTING	1	03/31/2023	1,215.00	.00	1,215.00	04/20/2023
	Total 2020:					1,215.00	.00	1,215.00	
2057	INDUSTRIAL MARKETING	044354	SWEEPER PARTS	1	03/13/2023	446.82	.00	446.82	04/20/2023

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Total 2057:						446.82	.00	446.82	
2064	COMPASS MINERALS AM	1163208	ROAD SALT	1	04/03/2023	5,132.33	.00	5,132.33	04/20/2023
		1165125	ROAD SALT	1	04/06/2023	5,241.23	.00	5,241.23	04/20/2023
Total 2064:						10,373.56	.00	10,373.56	
2082	NASSCO INC	6283903	CLEANING SUPPLIES	1	04/17/2023	140.48	.00	140.48	04/20/2023
Total 2082:						140.48	.00	140.48	
2107	LANDLORD SERVICES LL	33063	CREDIT CHECKS	1	04/06/2023	18.00	.00	18.00	04/20/2023
Total 2107:						18.00	.00	18.00	
2145	NEWTON TAINTER, DEBB	040423	ELECTION INSPECTOR	1	04/04/2023	48.00	.00	48.00	04/20/2023
Total 2145:						48.00	.00	48.00	
2150	SCHRADER, MARV	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 2150:						44.00	.00	44.00	
2185	MSA PROFESSIONAL SE	R09361029.0	SURVEY WORK	1	04/11/2023	875.00	.00	875.00	04/20/2023
Total 2185:						875.00	.00	875.00	
2210	MADISON BLOCK & STO	280175	PW & PARKS TOPSOIL	1	04/17/2023	108.86	.00	108.86	04/20/2023
		280175	PW & PARKS TOPSOIL	2	04/17/2023	108.85	.00	108.85	04/20/2023
		280175	PW & PARKS TOPSOIL	3	04/17/2023	59.38	.00	59.38	04/20/2023
		280175	PW & PARKS TOPSOIL	4	04/17/2023	59.38	.00	59.38	04/20/2023
		280175	PW & PARKS TOPSOIL	5	04/17/2023	59.38	.00	59.38	04/20/2023
Total 2210:						395.85	.00	395.85	
2307	MACARRA, MONICA	040423	ELECTION INSPECTOR	1	04/04/2023	48.00	.00	48.00	04/20/2023
Total 2307:						48.00	.00	48.00	
2312	LANCASTER, TANYA	040423	ELECTION WORKER	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 2312:						34.00	.00	34.00	
15006	REITER, JERRY	JR032923	SUPPLIES FOR TRUCK 8	1	03/29/2023	40.77	.00	40.77	04/20/2023
Total 15006:						40.77	.00	40.77	
16247	CITY TREASURER	416405	STORMWATER CHARGE	1	04/07/2023	28.49	.00	28.49	04/20/2023
Total 16247:						28.49	.00	28.49	
16257	CORPORATE BUSINESS	338048	COPIER LEASE	1	04/05/2023	96.96	.00	96.96	04/14/2023
		338601	PW COLOR COPY OVER	1	04/13/2023	22.21	.00	22.21	04/20/2023
		338601	PW COLOR COPY OVER	2	04/13/2023	22.21	.00	22.21	04/20/2023
		338601	PW COLOR COPY OVER	3	04/13/2023	22.21	.00	22.21	04/20/2023
		338601	PW COLOR COPY OVER	4	04/13/2023	81.42	.00	81.42	04/20/2023

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		338605	COPIER LEASE	1	04/13/2023	53.91	.00	53.91	04/20/2023
	Total 16257:					298.92	.00	298.92	
16296	DANE CO DEPT OF HUM	APRIL2023	MEALSITE DONATION - C	1	04/14/2023	195.00	.00	195.00	04/20/2023
		APRIL2023	MEALSITE DONATION - M	2	04/14/2023	1,129.00	.00	1,129.00	04/20/2023
	Total 16296:					1,324.00	.00	1,324.00	
16333	WI DEPT OF JUSTICE - TI	455TIME-000	TIME ACCESS	1	04/10/2023	384.00	.00	384.00	04/20/2023
	Total 16333:					384.00	.00	384.00	
16384	SUETTINGER, CASSAND	CS041823	MILEAGE - ELECTION RE	1	04/18/2023	120.34	.00	120.34	04/20/2023
		CS041823	MILEAGE	2	04/18/2023	15.72	.00	15.72	04/20/2023
	Total 16384:					136.06	.00	136.06	
16415	SHERMAN, ROBERT	040423	ELECTION WORKER	1	04/04/2023	42.00	.00	42.00	04/20/2023
	Total 16415:					42.00	.00	42.00	
16416	LARSON, DEANN	040423	ELECTION WORK	1	04/04/2023	44.00	.00	44.00	04/20/2023
	Total 16416:					44.00	.00	44.00	
16418	ORVIS, MARY	040423	ELECTION WORK	1	04/04/2023	34.00	.00	34.00	04/20/2023
	Total 16418:					34.00	.00	34.00	
16421	HALEY, MARY	040423	ELECTION WORKER	1	04/04/2023	20.00	.00	20.00	04/20/2023
	Total 16421:					20.00	.00	20.00	
16509	MIDWEST TAPE	503666344	HOOPLA	1	04/20/2023	2,000.00	.00	2,000.00	04/20/2023
	Total 16509:					2,000.00	.00	2,000.00	
16622	WROBLEWSKI, KELLY	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
	Total 16622:					34.00	.00	34.00	
16640	TOP PACK DEFENSE LLC	10339	UNIFORM ALLOWANCE S	1	03/27/2023	175.99	.00	175.99	04/20/2023
	Total 16640:					175.99	.00	175.99	
16655	WI DEPT OF TRANSPORT	395-0000300	EXCHANGE ST PRELIMIN	1	04/04/2023	157.82	.00	157.82	04/20/2023
	Total 16655:					157.82	.00	157.82	
16712	LIFE-ASSIST, INC	1307165	EMS MEDICAL SUPPLIES	1	03/31/2023	263.32	.00	263.32	04/20/2023
	Total 16712:					263.32	.00	263.32	
16782	MADISON EMERGENCY	INV1369	MEDICAL DIRECTION AP	1	04/11/2023	1,000.00	.00	1,000.00	04/20/2023

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
Total 16782:						1,000.00	.00	1,000.00	
16790	HOLDEN, ALEXANDER	041723	REFUND OF CREDIT ON	1	04/17/2023	170.96	.00	170.96	04/20/2023
Total 16790:						170.96	.00	170.96	
16834	WROLSTAD, DEBRA	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 16834:						34.00	.00	34.00	
16863	CONSTRUCTION FABRIC	203701	SOD REPAIR MATERIALS	1	04/12/2023	27.60	.00	27.60	04/20/2023
		203701	SOD REPAIR MATERIALS	2	04/12/2023	27.60	.00	27.60	04/20/2023
		203701	SOD REPAIR MATERIALS	3	04/12/2023	27.60	.00	27.60	04/20/2023
		203701	SOD REPAIR MATERIALS	4	04/12/2023	101.20	.00	101.20	04/20/2023
Total 16863:						184.00	.00	184.00	
16927	ALLBAUGH, BONNIE	040423	ELECTION WORKER	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 16927:						34.00	.00	34.00	
16928	COLBY, JEAN	040423	ELECTION WORKER	1	04/04/2023	26.00	.00	26.00	04/20/2023
Total 16928:						26.00	.00	26.00	
16930	DIETZEL, JERRY	040423	ELECTION WORKER	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 16930:						42.00	.00	42.00	
16931	DIETZEL, SUSAN	040423	ELECTION WORKER	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 16931:						42.00	.00	42.00	
16976	WYATT, COURTNEY	040423	CHIEF INSPECTOR	1	04/04/2023	42.50	.00	42.50	04/20/2023
Total 16976:						42.50	.00	42.50	
17084	AMAZON CAPITAL SERVI	17L4-KGCW-	OFFICE SUPPLIES	1	04/05/2023	100.11	.00	100.11	04/20/2023
		1CP7-X7F4-	DVDS & CDS	1	04/15/2023	51.45	.00	51.45	04/20/2023
		1H9F-LL1L-7	OFFICE SUPPLIES	1	04/07/2023	43.97	.00	43.97	04/20/2023
		1HQQ-MGJ4	PARKS SUPPLIES	1	04/16/2023	31.73	.00	31.73	04/20/2023
		1MV1-DR3L-	PW OFFICE SUPPLIES	1	04/06/2023	13.71	.00	13.71	04/20/2023
		1MV1-DR3L-	PW OFFICE SUPPLIES	2	04/06/2023	3.74	.00	3.74	04/20/2023
		1MV1-DR3L-	PW OFFICE SUPPLIES	3	04/06/2023	3.74	.00	3.74	04/20/2023
		1MV1-DR3L-	PW OFFICE SUPPLIES	4	04/06/2023	3.74	.00	3.74	04/20/2023
		1N9Y-9F66-	DVDS & CDS	1	04/15/2023	13.98	.00	13.98	04/20/2023
		1NXL-YWFF-	DVDS & CDS	1	04/15/2023	1.83-	.00	1.83-	04/20/2023
		1QLP-1PQ6-	PARKS SUPPLIES	1	04/18/2023	229.95	.00	229.95	04/20/2023
		1TXK-VRGD-	DOG PARK FAUCET REP	1	04/07/2023	512.92	.00	512.92	04/20/2023
Total 17084:						1,007.21	.00	1,007.21	
17092	GENERAL ENGINEERING	50	BUILDING INSPECTION S	1	04/13/2023	8,095.35	.00	8,095.35	04/20/2023
Total 17092:						8,095.35	.00	8,095.35	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
17137	UNITED STATES TREASU	033123	39-6008211, FORM 941, 1	1	03/31/2023	220.41	.00	220.41	04/14/2023
Total 17137:						220.41	.00	220.41	
17187	B&H PHOTO	212104579	PSC ITEMS	1	03/31/2023	353.06	.00	353.06	04/20/2023
Total 17187:						353.06	.00	353.06	
17205	THE MCFARLAND THISTL	MNA-192102	1 YR SUBSCRIPTION TO	1	04/13/2023	81.95	.00	81.95	04/20/2023
Total 17205:						81.95	.00	81.95	
17220	BCS INC	9284	TAX BILL MAILING - SOLI	1	01/12/2023	33.93	.00	33.93	04/14/2023
		9284	TAX BILL MAILING - SOLI	2	01/12/2023	61.69	.00	61.69	04/14/2023
		9284	TAX BILL MAILING - SOLI	3	01/12/2023	61.69	.00	61.69	04/14/2023
		9284	TAX BILL MAILING - SOLI	4	01/12/2023	61.69	.00	61.69	04/14/2023
		9284	TAX BILL MAILING - SOLI	5	01/12/2023	370.14	.00	370.14	04/14/2023
		9284	TAX BILL MAILING - SOLI	6	01/12/2023	9.26	.00	9.26	04/14/2023
		9284	TAX BILL MAILING - SOLI	7	01/12/2023	9.25	.00	9.25	04/14/2023
		9284	TAX BILL MAILING - SOLI	8	01/12/2023	9.25	.00	9.25	04/14/2023
		9937	TAX BILL MAILING - GF	1	04/16/2023	16.67	.00	16.67	04/20/2023
Total 17220:						633.57	.00	633.57	
17228	HEALTHYMINDS, LLC	HM000618	ANNUAL WELLNESS CHE	1	04/05/2023	270.00	.00	270.00	04/20/2023
Total 17228:						270.00	.00	270.00	
17232	APG OF SOUTHERN WIS	28886-0323	VB NOTICES	1	03/31/2023	317.98	.00	317.98	04/20/2023
		28886-0323	ELECTION NOTICES	2	03/31/2023	337.50	.00	337.50	04/20/2023
Total 17232:						655.48	.00	655.48	
17309	BROWN, AMIE	AB040823	NREMT EXAM FEE	1	04/08/2023	160.00	.00	160.00	04/20/2023
Total 17309:						160.00	.00	160.00	
17320	PARKITECTURE & PLANN	2-23.007	INCLUSIVE PARK PLANNI	1	04/07/2023	5,820.00	.00	5,820.00	04/20/2023
		7-21.045	COMMUNITY PARK PHAS	1	04/07/2023	579.60	.00	579.60	04/20/2023
Total 17320:						6,399.60	.00	6,399.60	
17332	WILCKE, JULIE	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 17332:						42.00	.00	42.00	
17398	SOBOL, MARY	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 17398:						34.00	.00	34.00	
17435	DANIELS, ELLEN	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 17435:						44.00	.00	44.00	
17436	DOLL, JANET	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
Total 17436:						42.00	.00	42.00	
17442	KUYKENDALL, DEBRA	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 17442:						42.00	.00	42.00	
17443	LEFAVE, TIMOTHY	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 17443:						34.00	.00	34.00	
17445	MORRISON, JENNA	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 17445:						44.00	.00	44.00	
17448	REITER, AMY	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 17448:						44.00	.00	44.00	
17449	REYNOLDS, SHELLY	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 17449:						42.00	.00	42.00	
17520	ZOOBEAN INC	28225	BEANSTACK SOFTWARE	1	03/31/2023	295.00	.00	295.00	04/20/2023
Total 17520:						295.00	.00	295.00	
17528	HGA	238413	PUBLIC SAFETY CENTER	1	04/06/2023	2,501.25	.00	2,501.25	04/20/2023
Total 17528:						2,501.25	.00	2,501.25	
17556	VOIANCE LANGUAGE SE	2023026073	INTERPRETATION SERVI	1	03/31/2023	10.35	.00	10.35	04/20/2023
		SLA0320231	INTERPRETATION SERVI	1	03/31/2023	4.14-	.00	4.14-	04/20/2023
Total 17556:						6.21	.00	6.21	
17563	NET OF MCFARLAND LLC	041823	REFUND OF OVERPAYM	1	04/18/2023	148.40	.00	148.40	04/20/2023
Total 17563:						148.40	.00	148.40	
17569	MCFARLAND ACE HARD	008242/1	EQUIPMENT MAINTENAN	1	04/06/2023	3.27	.00	3.27	04/20/2023
		008242/1	EQUIPMENT MAINTENAN	2	04/06/2023	.89	.00	.89	04/20/2023
		008242/1	EQUIPMENT MAINTENAN	3	04/06/2023	.89	.00	.89	04/20/2023
		008242/1	EQUIPMENT MAINTENAN	4	04/06/2023	.89	.00	.89	04/20/2023
		008271/1	PARK SUPPLIES	1	04/10/2023	28.76	.00	28.76	04/20/2023
		008273/1	WELL 1 MAINTENANCE C	1	04/10/2023	2.68	.00	2.68	04/20/2023
		008274/1	PARK SUPPLIES	1	04/10/2023	7.18	.00	7.18	04/20/2023
		008277/1	PW FACILITY MAINTENA	1	04/11/2023	11.43	.00	11.43	04/20/2023
		008277/1	PW FACILITY MAINTENA	2	04/11/2023	3.12	.00	3.12	04/20/2023
		008277/1	PW FACILITY MAINTENA	3	04/11/2023	3.12	.00	3.12	04/20/2023
		008277/1	PW FACILITY MAINTENA	4	04/11/2023	3.11	.00	3.11	04/20/2023
		008295/1	SOD REPAIR	1	04/13/2023	62.96	.00	62.96	04/20/2023
		008305/1	PARK SUPPLIES	1	04/13/2023	5.39	.00	5.39	04/20/2023
		008310/1	SOD CUTTER FOR BRAN	1	04/14/2023	66.00	.00	66.00	04/20/2023
		008316/1	VEHICLE MAINTENANCE	1	04/14/2023	11.17	.00	11.17	04/20/2023
		008316/1	VEHICLE MAINTENANCE	2	04/14/2023	3.04	.00	3.04	04/20/2023
		008316/1	VEHICLE MAINTENANCE	3	04/14/2023	3.04	.00	3.04	04/20/2023

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
		008316/1	VEHICLE MAINTENANCE	4	04/14/2023	3.04	.00	3.04	04/20/2023
	Total 17569:					219.98	.00	219.98	
17677	CHAPIN, AARON	AC041623	TRAINING MEALS AND E	1	04/16/2023	108.26	.00	108.26	04/20/2023
	Total 17677:					108.26	.00	108.26	
17685	INGRAM LIBRARY SERVI	52911957	BOOKS	1	04/05/2023	298.21	.00	298.21	04/20/2023
		62879411	BOOKS	1	12/15/2022	418.58	.00	418.58	04/20/2023
		62913301	BOOKS	1	04/07/2023	114.06	.00	114.06	04/20/2023
		62915631	BOOKS	1	04/13/2023	393.80	.00	393.80	04/20/2023
		62917105	BOOKS	1	04/18/2023	176.33	.00	176.33	04/20/2023
	Total 17685:					1,400.98	.00	1,400.98	
17760	WILSON, CLAYTON	CW031023	PLOW MEALS	1	03/10/2023	10.00	.00	10.00	04/20/2023
	Total 17760:					10.00	.00	10.00	
17778	JP CULLEN	23017	PAYAPP #16 - PUBLIC SA	1	02/28/2023	1,036,142.	.00	1,036,142.	04/14/2023
		23565	PAYAPP #17 - PUBLIC SA	1	03/31/2023	560,591.00	.00	560,591.00	04/20/2023
	Total 17778:					1,596,733.	.00	1,596,733.	
17845	DANE COUNTY TREASU	43442	MEDICAL SUPPLIES	1	04/07/2023	430.73	.00	430.73	04/20/2023
	Total 17845:					430.73	.00	430.73	
17875	MULLEN, CAROL	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
	Total 17875:					34.00	.00	34.00	
17876	LONIGRO, AMIA	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
	Total 17876:					42.00	.00	42.00	
17877	PATTEN, PATRICK	040423	ELECTION INSPECTOR	1	04/04/2023	48.00	.00	48.00	04/20/2023
	Total 17877:					48.00	.00	48.00	
17909	SHORT ELLIOTT HENDRI	444474	MUNICIPAL CENTER MAS	1	04/12/2023	13,500.00	.00	13,500.00	04/20/2023
	Total 17909:					13,500.00	.00	13,500.00	
17953	RES GREAT LAKES, LLC	IN35212	CONSERVANCY MANAG	1	04/05/2023	4,270.75	.00	4,270.75	04/20/2023
	Total 17953:					4,270.75	.00	4,270.75	
17956	MONARCH MEDIA DESIG	23-11754	PICKLEBALL SIGNS	1	04/10/2023	236.71	.00	236.71	04/20/2023
	Total 17956:					236.71	.00	236.71	
17970	DOLL, PHILLIP	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
	Total 17970:					42.00	.00	42.00	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
17989	LRS HOLDINGS, LLC	0003596235	PORTABLE RESTROOM	1	04/06/2023	1,229.00	.00	1,229.00	04/20/2023
Total 17989:						1,229.00	.00	1,229.00	
18027	CENTRAL LAKE ARMOR	IN-0031493	J BLOCKER INITIAL ISSU	1	04/10/2023	1,088.60	.00	1,088.60	04/20/2023
Total 18027:						1,088.60	.00	1,088.60	
18038	KANE, PATRICK	040423	ELECTION INSPECTOR	1	04/04/2023	34.00	.00	34.00	04/20/2023
Total 18038:						34.00	.00	34.00	
18039	SYMONS, NICOLA	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 18039:						44.00	.00	44.00	
18068	SIMPLE NETWORK CON	29631	COURT	1	04/01/2023	9.08	.00	9.08	04/20/2023
		29631	GEN ADMIN	2	04/01/2023	203.03	.00	203.03	04/20/2023
		29631	POLICE	3	04/01/2023	93.36	.00	93.36	04/20/2023
		29631	FIRE/EMS	4	04/01/2023	39.79	.00	39.79	04/20/2023
		29631	OUTREACH	5	04/01/2023	12.11	.00	12.11	04/20/2023
		29631	COMMDEV	6	04/01/2023	9.08	.00	9.08	04/20/2023
		29631	PUBLIC WORKS	7	04/01/2023	12.38	.00	12.38	04/20/2023
		29631	WATER	8	04/01/2023	66.67	.00	66.67	04/20/2023
		29631	SEWER	9	04/01/2023	66.71	.00	66.71	04/20/2023
		29631	STW	10	04/01/2023	66.70	.00	66.70	04/20/2023
		29631	EM MGT	11	04/01/2023	3.03	.00	3.03	04/20/2023
		29631	FAMILY FESTIVAL	12	04/01/2023	3.03	.00	3.03	04/20/2023
		29631	SW	13	04/01/2023	18.53	.00	18.53	04/20/2023
		29650	UTILITIES SUPERINTEND	1	04/12/2023	2,656.95	.00	2,656.95	04/20/2023
		29652	NEW WORKSTATION EQ	1	04/13/2023	1,265.00	.00	1,265.00	04/20/2023
		MSP-29630	COURT	1	04/01/2023	43.79	.00	43.79	04/20/2023
		MSP-29630	GEN ADMIN	2	04/01/2023	979.37	.00	979.37	04/20/2023
		MSP-29630	POLICE	3	04/01/2023	450.30	.00	450.30	04/20/2023
		MSP-29630	FIRE/EMS	4	04/01/2023	191.94	.00	191.94	04/20/2023
		MSP-29630	OUTREACH	5	04/01/2023	58.44	.00	58.44	04/20/2023
		MSP-29630	COMMDEV	6	04/01/2023	43.79	.00	43.79	04/20/2023
		MSP-29630	PUBLIC WORKS	7	04/01/2023	59.71	.00	59.71	04/20/2023
		MSP-29630	WATER	8	04/01/2023	321.60	.00	321.60	04/20/2023
		MSP-29630	SEWER	9	04/01/2023	321.78	.00	321.78	04/20/2023
		MSP-29630	STW	10	04/01/2023	321.72	.00	321.72	04/20/2023
		MSP-29630	EM MGT	11	04/01/2023	14.60	.00	14.60	04/20/2023
		MSP-29630	FAMILY FESTIVAL	12	04/01/2023	14.60	.00	14.60	04/20/2023
		MSP-29630	SW	13	04/01/2023	89.36	.00	89.36	04/20/2023
Total 18068:						7,436.45	.00	7,436.45	
18123	PORTER LEE CORPORAT	28339	WHITE BARCODE LABEL	1	03/28/2023	240.10	.00	240.10	04/20/2023
Total 18123:						240.10	.00	240.10	
18125	T MOBILE	9528003837	TIMING ADVANCE--T-MO	1	03/17/2023	25.00	.00	25.00	04/20/2023
		9529284151	TIMING ADVANCE--T-MO	1	03/30/2023	25.00	.00	25.00	04/20/2023
		9529284152	TIMING ADVANCE--T-MO	1	03/30/2023	25.00	.00	25.00	04/20/2023
Total 18125:						75.00	.00	75.00	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
18164	REVELATION PR, ADVER	1317	COMMUNICATIONS AND	1	04/07/2023	3,137.50	.00	3,137.50	04/20/2023
Total 18164:						3,137.50	.00	3,137.50	
18165	KRUSIEC, KATHY	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 18165:						42.00	.00	42.00	
18166	MACK, BETH	040423	ELECTION INSPECTOR	1	04/04/2023	44.00	.00	44.00	04/20/2023
Total 18166:						44.00	.00	44.00	
18167	NIENSTEDT, TRUMAN	040423	ELECTION INSPECTOR	1	04/04/2023	42.00	.00	42.00	04/20/2023
Total 18167:						42.00	.00	42.00	
18168	WALK, SHARON	040423	ELECTION INSPECTOR	1	04/04/2023	48.00	.00	48.00	04/20/2023
Total 18168:						48.00	.00	48.00	
18170	JDR ENGINEERING, INC.	22416-1	HVAC REPLACEMENT PR	1	04/07/2023	8,625.00	.00	8,625.00	04/20/2023
Total 18170:						8,625.00	.00	8,625.00	
18171	JACOBS, ROBERT	RJ041823	UNIFORM REIMBURSEM	1	04/18/2023	185.57	.00	185.57	04/20/2023
		RJ041823	STRAW FOR SOD REPAI	2	04/18/2023	8.00	.00	8.00	04/20/2023
		RJ041823	STRAW FOR SOD REPAI	3	04/18/2023	8.00	.00	8.00	04/20/2023
		RJ041823	STRAW FOR SOD REPAI	4	04/18/2023	8.00	.00	8.00	04/20/2023
		RJ041823	STRAW FOR SOD REPAI	5	04/18/2023	8.00	.00	8.00	04/20/2023
		RJ041823	STRAW FOR SOD REPAI	6	04/18/2023	8.00	.00	8.00	04/20/2023
Total 18171:						225.57	.00	225.57	
Grand Totals:						1,728,779.	.00	1,728,779.	

Report Criteria:

Detail report type printed

Pay Period Date	Journal Code	Check Issue Date	Check Number	Payee	Payee ID	Amount
04/08/2023	CDPT	04/14/2023		FIRE FIGHTERS LOCAL 31	8	159.89
04/08/2023	CDPT	04/14/2023		WPPA TREASURER	6	647.00

PAYROLL RELATED

\$806.89



Board, Committee, Commission Application

First Name	Jessica
Last Name	Tokar
E-mail Address	jessica.graser@gmail.com
Phone Number	2624702545
Address	5518 Leanne Lane
City	McFarland
State	WI
Zip Code	53558
Job/Profession	Grants and Project Coordinator and Preventive Cardiovascular Nurses Association. Full resume can be found at: https://www.linkedin.com/in/jessica-tokar-b769aa44/
Education	B.S. Life Sciences Communication with an emphasis in Communication Strategy



What Board, Committee, or Commission are you interested in being appointed to?	• Diversity, Equity, and Inclusion Committee • Library Board • Parks and Recreation Committee • Sustainability & Natural Resources Committee
Have you attended or watched a meeting of the Board, Committee, or Commission that you selected above?	Yes
Why are you interested in serving?	Local government is at the center of the American experience. As a young and new member to McFarland , I want to contribute to the betterment of my community.
What else would you like to tell us about yourself and/or your interest in serving on the Board, Committee, or Commission that you selected above?	I have interest in a variety of committees and would be interested in serving in the position that is of most need.



Board, Committee, Commission Application

First Name	Lori
Last Name	Wisnicky
E-mail Address	lori.wisnicky@gmail.com
Phone Number	6082137498
Address	5502 Osborn Dr
City	McFarland
State	WI
Zip Code	53558
Job/Profession	State of Wisconsin employee: government work
Education	Bachelor of Social Work



What Board, Committee, or Commission are you interested in being appointed to?	• Parks and Recreation Committee
Have you attended or watched a meeting of the Board, Committee, or Commission that you selected above?	No

If no, please do so prior to completing this application.

Why are you interested in serving?	I am the president of the Friends of McFarland Parks board and I believe this would be a great connection. I love spending time in nature, walking and biking, and spend much time at our beautiful parks and on the boardwalk.
What else would you like to tell us about yourself and/or your interest in serving on the Board, Committee, or Commission that you selected above?	I want to help promote our beautiful natural and recreational resources as well as help take care of them.



Event Permit Application

Pursuant to Village Ordinance Chapter 11:

For parades, run/walks, car shows, community events, and special events in which 200 or more attendees are anticipated at one time or that is likely to have a significant impact on neighborhood parking or the free-flow of traffic (only pertains to events that are open to the public).

Do NOT complete this form unless you have been instructed to do so by the Village Clerk/Treasurer.

Fees

Application Fee	\$100.00
-----------------	----------

Application Fee = \$100.00

Applicant Information

Name of Primary Contact (First, Middle Initial, Last)	Steve Schoenberger
Phone Number	
Address	
Email Address	



Event Permit Application

Agency / Organization Information (If Applicable)

Agency / Organization Name Matt Splinter Memorial Softball Tournament

Phone Number

[REDACTED]

Address

PO Box 322
McFarland, WI 53558

[REDACTED]

Email Address

[REDACTED]

Event Information

Name of Event Matt Splinter Memorial Softball Tournament

Type of Event Men's and Women's Slow Pitch Softball Tournament

Location of Event Brandt Park, McFarland, WI 53558

Event Date(s) June 2, 3 & 4, 2023 Friday Evening, All Day Saturday and Sunday morning and into early afternoon

Event Time(s) Friday June 2nd 5PM to 11 PM
Saturday June 3rd, 9AM to 11 PM
Sunday June 4th, 9AM to 2PM

All times are based on full 24 team participation and Good weather

Total Number of Anticipated Attendees 100 to 200 max at any given time

Total Number of Attendees Anticipated Being at the Event at One Time 100 to 200 max at any given time. Possibly 300 if weather is very good on Friday evening. Haven't done that in many years though.

Setup Start Time We start setting up Thursday June 1 after we all get off of work. We will have some volunteers there during the day on Friday finishing the set up.

Tear-Down End Time After the final game on Sunday, tear down commences immediately. Late afternoon to early evening (5 to 6PM) on Sunday.



Event Permit Application

Public or Private Event	Open to the Public
Is any part of the event proposed to take place on a Village street?	No
Will there be outdoor amplified sound?	Yes

Please describe. Greg Decker a local DJ is slated to participate as he has in all but one of our tournaments. Greg has some health issues for the last few years and his participation is questionable. As of now he is a go, but that could always change and if he cannot participate, we do not have an alternative plan.

Will the event generate excessive noise or amplified sound after 10 pm? All events generating noise after 10 pm require a variance from the Village Board.	Yes, a variance is requested as part of this application
Will alcohol be consumed?	Yes
Will minors be present where alcohol is served? All events that allow for the presence of minors where alcohol is served require a variance from the Village Board.	Yes, a variance is requested as part of this application
Will alcohol be sold?	Yes

If alcohol will be sold, a temporary alcohol license is required. Please contact the Clerk at 608-838-3153. The forms may also be accessed on our [Licenses and Permits page](#).

Will a Village park be used?	Yes
Please identify the park.	Brandt Park 4601 Siggelkow Road McFarland, WI 53558

Reservations should be made on our [Park Shelter Reservations page](#).

Will the event involve tents or any other activities that will require digging or turf disturbance?	No
Has this event been previously approved in prior years by the Village?	Yes
When? (Month / Year)	This will be our 17th tournament in the last 18 years.
Have any of the event details changed from the prior years?	No
Will the event include any mobile food carts?	No
Will the event include any vendors?	Yes

If yes, a Direct Seller Permit may be required for each vendor. Municipal staff will contact you to obtain more information.

Event Permit Application

Required Attachments

Event Details & Security Plan

As part of the application process, you will be required to meet with the McFarland Police Department to discuss details of your event and security requirements. Please provide some dates/times you would be available for a meeting.

Whenever you need me to be there.

Event Coordinators

The Village requires each event to identify event coordinators who shall serve as direct contact for the event. They should be individuals that are not directly participating in the event activities, but rather specifically assigned to monitor and assist in coordinating the activities of the event.

Identify Event Coordinators (Identify 1 for Every 50 Expected Attendees)

i. **Event Coordinator Name**

Steve Schoenberger, Don Splinter, Gayle (Splinter) Sharkey, Sondra Splinter, Krista Brinkmeier, John Cheramy, Jason Brinkmeier

Location at Event (ex. Race Start, Supply Tent)

Brandt Park

Time On-Site (ex. 10 am to 2pm)

8 AM to 11PM Friday 6-2-23; 7AM to 11PM Saturday 6-3-23; 8AM to 2 -3 PM Sunday 6-4-23

Cell Phone Number

[REDACTED]

Event Permit Application

Detail Security Plan Requirements

Police Department to provide criteria regarding security plan requirements. This would include number of event coordinators required per number of attendees, security requirements when alcohol is served, etc.

Detailed Emergency Management Expectations and Requirements

Actions to be taken in the event of a fire, hazardous condition, or similar emergency requiring building or tent evacuation:

- Have an individual call 911, not all facilities that have a fire alarm notify the 911 center. The 911 operator will have several questions but know the Fire and Rescue Department will be notified while questions are being obtained.
- If amplified music is playing, have the music stop and if possible calmly announce the need to evacuate to the nearest exit.
- Individuals will need to be designated in assisting in evacuating individuals to the nearest exit. Keep in mind most individuals will attempt to exit the same way they accessed the area. The exit will most likely not be able to handle the number of individuals exiting and have people near the exits to allow them to exit quickly while ushering individuals to the exit.
- Designate an area of event-goers to an assembly area that is away from the building, fire department vehicle access. We want to allow access for fire trucks and firefighters to address the situation.
- In the event, an individual is unwilling to exit do not put individuals at risk in attempting to remove the individual. Notify the initial arriving first responders.

Actions to be taken in the event of a medical emergency:

- Call 911 to report the incident. The 911 operator will have several questions but know the Fire and Rescue Department will be notified while questions are being obtained.
 - Identify individuals that can assist in getting responders from the entrance of the area to the individual that is in need of medical care. Note more than one vehicle will often respond and maybe several depending on the situation. Having adequate staff to remain in locations to direct additional vehicles responding is preferred.
-

Event Permit Application

Indemnification Agreement

In consideration for the issuance of the Event Permit, the undersigned, both individually and the agency or organization applying for the Event Permit, shall indemnify, defend and hold harmless the Village of McFarland and its officers, officials, agents, and employees against all loss or expense (including liability costs and reasonable attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the Village or its officers, officials, agents or employees, for damages because of injury, including death at any time resulting therefrom, sustained by any person or persons, or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Event. The undersigned represents that he or she has authority to enter into this agreement on behalf of the agency or organization applying for this permit.

Applicant Signature



Date

04/10/2023

I understand the application and event requirements and agree to the following:

Certifications

- I agree to adhere to all applicable federal, state, and municipal laws and understand the violation of such laws will be subject to applicable fines and penalties, and failure to do so is grounds for revocation of the event permit.
- I understand that my event permit may be revoked at any time, if the Chief of Police, Fire/EMS Chief, Public Works Director, or designee, in their sole discretion, determine that health or general welfare to the public is endangered.
- I agree to return the site to the condition that existed before the event within twenty-four (24) hours or the expiration of my park reservation.
- I agree to abide by all conditions, including any additional conditions imposed by the Village, and understand failure to adhere to conditions will result in revocation of the event permit.

Applicant Signature



Date

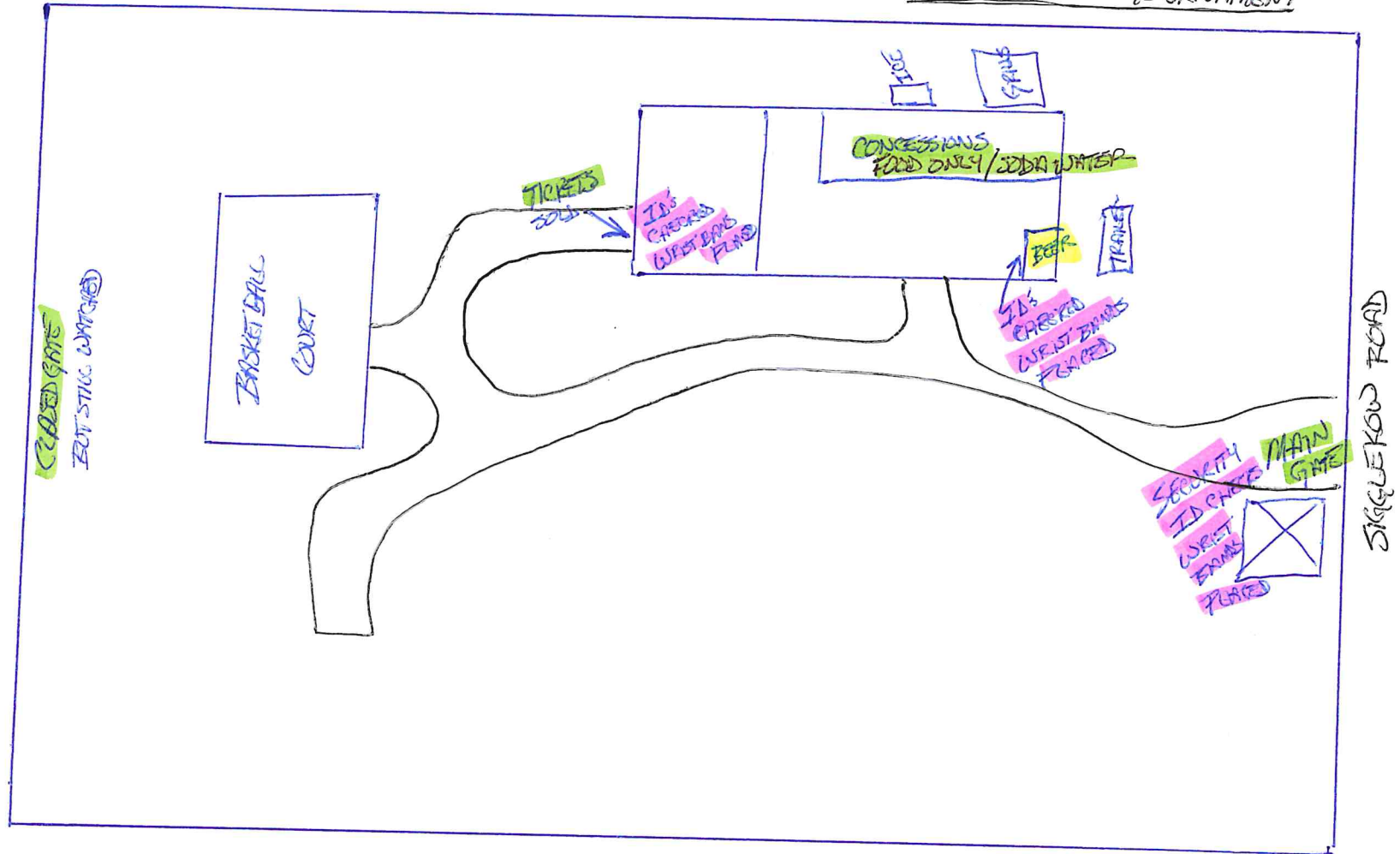
04/10/2023

Payment Details

04/10/2023 9:47 PM (CDT)

Transaction Id	65a69d18-40b5-42ef-81dc-ae10271d9c32
Order Number	ccf73386-bdf9-4277-9cb4-b1354e9652d9
Payment Type	Ach
Card Number	xxxx xxxx xxxx 1498
Amount	\$100.00
Created At	04/10/2023 9:47 PM (CDT)

BRANDT PARK LAYOUT for MATT SPLINTER TOURNAMENT



McFarland

VILLAGE OF

Police Department

5915 Milwaukee St, McFarland, WI 53558 | 608.838.3151 | www.mcfarland.wi.us/police

Aaron P. Chapin | Chief of Police

DATE: April 17, 2023

TO: McFarland Village Board

FROM: Aaron P. Chapin, Chief of Police

REFERENCE: Recommendation of Approval

I have reviewed the special event license and temporary class B retailer's license applications for the Annual Matt Splinter Softball Tournament event to be held June 2nd through the 4th at Brandt Park. I am recommending approval of both applications, as well as the request to allow minors to be present where alcohol is sold with the stipulation that the event coordinators provide proper carding of those purchasing alcohol, and to utilize a wrist-band system for those of age.

The association has requested a variance of noise ordinance to allow for amplified music until 11 pm on Friday and Saturday evening, with the park vacated by 11:30 pm. I would be in favor of this, with last call given no later than 10:45 pm and no alcohol service past 11:00 pm.

For safety and security purposes, I am requiring from their membership (in addition to uniformed security personnel) which are clearly identifiable. The organizers will hire private security to staff the event on Friday evening from 6 pm – close and Saturday from noon – close. This is a loosening or restrictions from previous years based on a history of events with few issues. If the event has security issues which exceed the staffing capabilities, these recommendations will be revised for future events.

The organization will be carding at the point of sale to prevent underage persons from purchasing alcohol and will be using a wrist-band identification system.

Respectfully,



Aaron P. Chapin
Chief of Police



www.mcfarland.wi.us | 5115 Terminal Drive, McFarland, WI 53558 |
608.838.7287

April 17, 2023

Matt Splinter Memorial Softball Tournament
4730 Yahara Drive
PO Box 322
McFarland, WI 53558

Re: Splinter Tournament, Brandt park Set-up: June 1, 2023
Event: June 2, 3, 4, 2023

The Public Works Department, approves this permitted event with the following conditions:

- Vehicles will need to stay off the grass and out of the park during active hours.
- Cleaning/trash pick-up throughout the park needs to be completed at the end of each day. This includes the restrooms also.
- Clean restrooms throughout the day and restock all paper products.
- Event organizers are responsible for all paper products used.
- Trash and recycling—bagged on the curb every morning by 10 a.m. Do not leave bags on the curb overnight. Bags left out after 10 a.m. will not be picked up
- Permittee to perform all diamond/field preparation activities.
- Contact Diggers Hotline for any posts/rods to be driven into the ground. Depending upon utility locations, ground penetration may not be allowed.
- We require a list of names that will be key holders. Keys will be assigned and then be returned after the tournament. All keys must be signed for.
- Facility and fields will need to be returned to pre-tournament conditions.

Please contact me through Public Works if you have any questions.

Best regards,

Leon J. Igl

Lee Igl
Director of Public Works

April 20, 2023

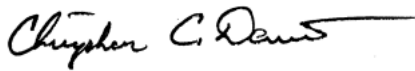
Re: Special Event Permit Application – Splinter Softball Tournament

I have reviewed the submitted application by Steve Schoenberger, for the Matt Splinter Memorial Softball Tournament to take place on June 2nd through June 4th 2023, at Brandt Park.

The application is substantially complete and complies with the EMS and fire requirements. The event has been held for several years without any notable concerns for the Fire & Rescue Department. There are no proposed changes to the event.

I recommend approval of the permit.

Sincerely,



Christopher C. Dennis, Chief
Fire & Rescue Department
Village of McFarland

RESOLUTION #2023-06

A RESOLUTION ACKNOWLEDGING WORLD MIGRATORY BIRD DAY

WHEREAS, migratory birds are some of the most beautiful and easily observed wildlife that share our communities, and

WHEREAS, many citizens recognize and welcome migratory songbirds as symbolic harbingers of spring, and

WHEREAS, these migrant species also play an important economic role in our community, controlling insect pests and generating millions in recreational dollars statewide, and

WHEREAS, migratory birds and their habitats are declining throughout the Americas, facing a growing number of threats on their migration routes and in both their summer and winter homes, and

WHEREAS, public awareness and concern are crucial components of migratory bird conservation, and

WHEREAS, citizens enthusiastic about birds, informed about the threats they face, and empowered to help address those threats can directly contribute to maintaining healthy bird populations, and

WHEREAS, since 1993 World Migratory Bird Day (formerly International Migratory Bird Day) has become a primary vehicle for focusing public attention on the nearly 350 species that travel between nesting habitats in our communities and throughout North America and their wintering grounds in South and Central America, Mexico, the Caribbean, and the southern U.S., and

WHEREAS, hundreds of thousands of people will observe WMBD, gathering in town squares, community centers, schools, parks, nature centers, and wildlife refuges to learn about birds, take action to conserve them, and simply to have fun, and

WHEREAS, while WMBD officially is held each year on the second Saturday in May, its observance is not limited to a single day, and planners are encouraged to schedule activities on the dates best suited to the presence of both migrants and celebrants, and

WHEREAS, WMBD is not only a day to foster appreciation for wild birds and to celebrate and support migratory bird conservation, but also a call to action,

NOW, THEREFORE, BE IT RESOLVED, that the Village Board of Trustees in McFarland, Wisconsin, do hereby proclaim World Migratory Bird Day in McFarland annually on the second Saturday of May

FURTHER, The Board of Trustees urge all citizens to celebrate this observance and to support efforts to protect and conserve migratory birds and their habitats in our community and the world at large.

The above and foregoing Resolution was duly adopted by the Village Board at a regular meeting held on April 25, 2023

VILLAGE OF McFARLAND, WISCONSIN:

By: _____
Carolyn A. Clow, President

ATTEST:

By: _____
Cassandra Suettinger, Clerk/Treasurer

RESOLUTION 2023 – 06	
MOTION	SECOND
ACTION	
DATE	
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Brassington-	Fessler –
Brandt-	Jerke -
Clow-	Wreh-Aye
Flaherty	
VOTING RESULTS	
Motion Carried:	
Motion Defeated:	

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Chris Dennis,
Fire/Rescue Chief, Aaron Chapin, Police Chief

AGENDA ITEM: Discussion and action on Resolution 2023-05: A Resolution of
commendation for John Stransky.

PREVIOUS ACTION:

ISSUE SUMMARY:

After 15 years of volunteering on the Police & Fire Commission, John Stransky will not be serving another term. Attached is a resolution highlighting his tremendous service to the Village and accomplishments that had a great impact on the Village's protective services.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion to approve Resolution 2023-05: A resolution of commendation for John Stransky.

ATTACHMENTS:

1. 2023-05 - Resolution of Commendation - John Stransky



STATE OF WISCONSIN

VILLAGE OF MCFARLAND

DANE COUNTY

RESOLUTION NO. 2023-05

RESOLUTION OF COMMENDATION FOR *JOHN STRANSKY* FOR HIS SERVICE TO THE VILLAGE

WHEREAS, *JOHN STRANSKY*, began his service being appointed to serve on the Police & Fire Commission in late 2007 to replace Frank Meyers. John Stransky was appointed as Police & Fire Commission President by his fellow PFC committee members in 2010, and was re-chosen annually by the Committee to serve as President until his retirement in 2023;

WHEREAS, *JOHN STRANSKY*, presided over an estimated 121 Police & Fire Commission meetings which included countless Saturdays likely equating to 500 hours of service during this time period;

WHEREAS, *JOHN STRANSKY*, oversaw the hiring of the past and current police chief, hiring of 15 of the departments 18 sworn staff members, promotion of almost all command staff; and

WHEREAS, *JOHN STRANSKY*, lead the Police & Fire Commission appointments through the merger of the Fire & Rescue department including appointing the first and present Fire & Rescue Chief, and all current full-time career staff members in the Fire & Rescue Department; and

WHEREAS, *JOHN STRANSKY*, always emphasized the Police & Fire Commission representing the Community as a whole and not specific departments.

WHEREAS, *JOHN STRANSKY*, embodied the essence of being a public servant all of his 15 plus years of service on the Police & Fire Commission.

NOW, THEREFORE, BE IT HEREBY RESOLVED, that the Village Board of the Village of McFarland does hereby acknowledge with sincere appreciation and gratitude the years of dedicated public service that John Stransky has provided to the community; and

BE IT FURTHER RESOLVED that the Village Board of the Village of McFarland do hereby wish John the best in all his future endeavors.

Dated this 25th day of April, 2023.

Carolyn A. Clow, Village President

Cassandra Suettinger, Deputy Administrator/Clerk

RESOLUTION 2023 – 05	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Brassington-	Flaherty-
Brandt-	Jerke-
Clow-	Wreh-
Fessler-	
VOTING RESULTS	
Motion Carried:	
Motion Defeated:	

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Chris Dennis,
Fire/Rescue Chief, Lori Andersen, Senior Outreach Director

AGENDA ITEM: Presentation of Resolution 2023-05: A Resolution of commendation
for John Stransky.

PREVIOUS ACTION:

ISSUE SUMMARY:

President Clow will present Mr. Stransky with Resolution 2023-05.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

None.

ATTACHMENTS:

None

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and action regarding proposed Change Order #13 for the Public Safety Center project regarding extending the final completion date and addressing sinkhole.

PREVIOUS ACTION:

Change Order #01 was approved by the Village Board at its meeting on March 14, 2022.

Change Order #02 was approved by the Village Board at its meeting on April 11, 2022.

Change Order #03 was approved by the Village Board at its meeting on May 10, 2022.

Change Order #04 was approved by the Village Board at its meeting on June 14, 2022.

Change Order #05 was approved by the Village Board at its meeting on September 13, 2022.

Change Order #06 was approved by the Village Board at its meeting on October 11, 2022.

Change Order #07 was approved by the Village Board at its meeting on November 10, 2022.

Change Order #08, #09, and #10 were approved by the Village Board at their meeting on December 13, 2022.

Change Order #11 was approved by the Village Board at their meeting on February 14, 2023.

Change Order #12 was approved by the Village Board at their meeting on March 14, 2023.

ISSUE SUMMARY:

Please find enclosed Change Order #13 that addresses a variety of different funding requests for the project since our last approval granted. The following is included within this change order:

- **111.01r1 Emergency Stabilization** - This work includes the initial on-site investigation of the sink hole and emergency stability of exposed footing with the lean concrete mix. These costs have been incurred by the contractor and the work completed. The cost is presented at \$41,091.
- **111.02 Daily Monitoring and Documentation** - This work includes daily monitoring and documentation of the sinkhole condition including concrete lean fill, footing



elevations, and building interior finishes from March through project completion in June. Some of these costs have been incurred by the contractor and some remain as the project continues. The cost is presented at \$24,029.

- **111.03r1 Footing Stabilization** - This work includes installation of permanent footing stabilization at sink hole through the addition of micropiles. This work has not happened yet and final design being confirmed. The cost is presented at \$69,900.
- **111.04 Slab on Grade (SOG) Stabilization** - This work includes installation of permanent underslab (floor) stabilization at sinkhole. There are two solutions proposed based on a poly-urethane and concrete option that will support the floor where the subgrade used to be. The cost is presented at \$67,663 to \$102,666 depending on the option selected. Both options are still being considered by design engineers.

All of these proposals are to address the sink hole including costs incurred to address it immediately and what's needed to address the item long term. These requests are presently not included in your packet as of yet while the final details of their terms are being considered.

Final documentation will be provided in the meeting if not sooner once completed as the Village Attorney is reviewing the proposals. Additionally, this matter remains under review by the insurance company in accordance with our Builder's Risk Policy. The quantities, values, etc. presented will be validated further through the insurance process and what's presented is likely a worst case scenario given conditions as presently known. We continue to evaluate the site for additional anomalies within the soil to prevent against further issues to the extent we are able.

The item that is included in your packet is the change order that will include the above referenced additions. This document also is presented to extend the length of the contract to June 5, 2023. At our last meeting, the update included the detail that the much anticipated switchgear to power up the electrical service had finally arrived but was a month late in doing so. As a result, a delay here was anticipated near the end of May and will extend actually a little bit into June. Approval of this change order is recommended to adjust the date to allow for substantial completion to occur and then occupancy into the facility be gained. There is no cost associated with this date change.

The Owner's Representative will be present to provide a summary overview of these changes.

FINANCIAL/BUDGET IMPACT:

These costs are currently not being considered for contingency at this time while the insurance claim is pending. Assuming insurance is accessed for this work then the only cost would be the deductible at \$25,000 that will be applied to the contingency. Utilization of those funds is approximately \$857,104 or ~85% for this purpose.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.



BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action:

Motion, second to approve Change Order #13 for the Public Safety Center project regarding extending the final completion date and addressing sinkhole.

ATTACHMENTS:

1. McFarland PSC CO-13 - AIA G701-2017 - JPC Signed
2. 6005 - 230425 PCO-111.01r2 Emergency Stabilization Proposal
3. 6005 - 230425 PCO-111.02r1 Daily Monitoring and Documentation Proposal
4. 6005 - 230425 PCO-111.03r2 Footing Stabilization Proposal
5. 6005 - 230425 PCO-111.04Ar1 SOG Stabilization Proposal
6. 6005 - 230425 PCO-111.04Br1 SOG Stabilization Proposal

AIA® Document G701® – 2017

Change Order

PROJECT: *(Name and address)*
 Village of McFarland Public Safety Center
 5915 Milwaukee Street
 McFarland, WI 53558

CONTRACT INFORMATION:
 Contract For: General Construction
 Date: September 08, 2021

CHANGE ORDER INFORMATION:
 Change Order Number: 013
 Date: April 18th, 2023

OWNER: *(Name and address)*
 Village of McFarland
 5915 Milwaukee Street
 McFarland, WI 53558

ARCHITECT: *(Name and address)*
 Bray Associates Architects, Inc.
 1227 N. 8th Street
 Sheboygan, WI 53081

CONTRACTOR: *(Name and address)*
 J.P. Cullen & Sons, Inc.
 330 E. Delavan Drive
 PO Box 5957
 Janesville, WI 53547-5957

THE CONTRACT IS CHANGED AS FOLLOWS:

(Insert a detailed description of the change and, if applicable, attach or reference specific exhibits. Also include agreed upon adjustments attributable to executed Construction Change Directives.)

Adjust the project's substantial completion date due to the additional delays with the delivery of the electrical switchgear components.

The original Contract Sum was	\$ 18,782,943.00
The net change by previously authorized Change Orders	\$ 857,149.00
The Contract Sum prior to this Change Order was	\$ 19,640,092.00
The Contract Sum will be increased by this Change Order in the amount of	\$ 0.00
The new Contract Sum including this Change Order will be	\$ 19,640,092.00

The Contract Time will be increased by Thirty-Eight (38) days.

The new date of Substantial Completion will be 06/05/2023

NOTE: This Change Order does not include adjustments to the Contract Sum or Guaranteed Maximum Price, or the Contract Time, that have been authorized by Construction Change Directive until the cost and time have been agreed upon by both the Owner and Contractor, in which case a Change Order is executed to supersede the Construction Change Directive.

NOT VALID UNTIL SIGNED BY THE ARCHITECT, CONTRACTOR AND OWNER.

Bray Associates Architects, Inc.
ARCHITECT *(Firm name)*

SIGNATURE

PRINTED NAME AND TITLE

April, 2023
DATE

J.P. Cullen & Sons, Inc.

CONTRACTOR *(Firm name)*

SIGNATURE

Justin Buchholz, Project Manager
PRINTED NAME AND TITLE

18th April, 2023
DATE

Village of McFarland
OWNER *(Firm name)*

SIGNATURE

PRINTED NAME AND TITLE

April, 2023
DATE

REQUEST FOR QUOTATION

Project: McFarland Public Safety Center

25 April 2023

JPC PCO #: 111.01r2

Description: Initial on-site investigation of sink hole and emergency stabilization of exposed footing w/ concrete lean mix.

****Proposals are to be held for 10 working days. Quote is no longer valid past deadline****

****Labor Rates valid through 05/31/23****

Activity Description

JP Cullen & Sons Inc.

General Contractor Work	Units	Quantity	Base Rate	PT&I	Total Rate	TOTAL
Project Manager	HR	40	\$105.00	\$34.13	\$139.13	\$5,565.00
Superintendent	HR	36	\$115.00	\$37.38	\$152.38	\$5,485.50
Operations Manager	HR	24	\$130.00	\$42.25	\$172.25	\$4,134.00
General Superintendent	HR	24	\$120.00	\$39.00	\$159.00	\$3,816.00
Carpenter Foreman	HR	8	\$86.71	\$28.18	\$114.89	\$919.12
Laborer Foreman	HR	8	\$71.34	\$23.18	\$94.52	\$756.17
Laborer	HR	16	\$53.31	\$17.33	\$70.63	\$1,130.14
Operator	HR	8	\$77.28	\$25.12	\$102.40	\$819.17
Labor Subtotal						\$22,625.10

Self-Performed Labor OH&P 15% \$3,393.76

JP Cullen Labor Total \$26,018.86

MATERIALS	Units	Quantity	Unit Price	Material	Tax (0%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Concrete Lean Mix	LS	1	\$ 9,044.00	\$9,044.00	\$0.00	\$9,044.00
Misc concrete materials	LS	1	\$ 327.00	\$327.00	\$17.99	\$344.99
		0	\$ -	\$0.00	\$0.00	\$0.00
Material Subtotal						\$9,388.99

Self-Performed Material OH&P @ 15% \$1,408.35

Material Total \$10,797.33

LARGE TOOL & EQUIPMENT	Units	Quantity	Unit Price	Material	Tax (5.5%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Backhoe	DAY	1	\$ 474.00	\$474.00	\$26.07	\$500.07
Telehandler	DAY	1	\$ 561.00	\$561.00	\$30.86	\$591.86
Skidsteer	DAY	1	\$ 298.00	\$298.00	\$16.39	\$314.39
Backpack vibrators	DAY	2	\$ 85.00	\$170.00	\$9.35	\$179.35
Superintendent Truck (84 hrs)	WK	2	\$ 455.00	\$910.00	\$50.05	\$960.05
		0	\$ -	\$0.00	\$0.00	\$0.00
Large Tool & Equip Subtotal						\$2,545.72

Self-Performed Large Tool & Equip OH&P @ 15% \$381.86

Large Tool & Equip Total \$2,927.57

SUBCONTRACTORS	Services	TOTAL
		\$0.00
Hooper	Storm sewer investigation w/ camera	\$875.00
		\$0.00
Subtotal		\$875.00

Subcontractor OH&P @ 7.5% \$65.63

Subcontract Total \$940.63

Bond @ 1% \$406.84

TOTAL \$41,091

This Change Order is subject to the following reservation of rights on behalf of the Owner. If the Owner has a good faith basis to believe that the work included in this Change Order was necessitated by an act, condition or omission for which the Contractor is responsible under the Contract Documents, the Owner may exercise any right it has under the Contract Documents to withhold payment, or seek reimbursement from the Contractor, for some or all of the costs incurred by the Owner under this Change Order.”

LYCON INC.
PO BOX 427
JANESVILLE, WI 53547-0427
(608) 754-7701

INVOICE

INVOICE NUMBER: 0981342-IN
INVOICE DATE: 3/26/2023
CUSTOMER NO: 0019500
CUSTOMER JOB NO:

SOLD TO CULLEN J P & SONS, INC
PO BOX 5957
JANESVILLE, WI 53547-5957

6005-350
3/21 Concrete
\$9044.00

IF YOU HAVE ALREADY PAID THIS BILL PLEASE IGNORE IT. IT IS OUR POLICY TO ISSUE INVOICES FOR ALL PURCHASES SINCE WE HAVE FOUND THAT THE MAJORITY OF OUR CUSTOMERS WISH TO HAVE A PERMANENT DETAILED RECORD OF EACH TRANSACTION.

TERMS 2% 15TH, NET EOM

JOB	DATE	OUR NO.	DESCRIPTION	PO #	QUANTITY	UNIT PRICE	TOTAL
0274476			6005-350--6001 BROADHEAD ST, MCFARLAND				
	03/21/2023	2218803	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218803	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218803	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218804	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218804	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218804	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218809	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218809	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218809	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218812	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218812	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218812	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218817	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218817	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218817	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218821	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218821	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218821	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218822	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218822	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218822	HEATED CONCRETE	6005-350	9.50	4.00	38.00
	03/21/2023	2218824	12-LEAN GROUT FILL 500	6005-350	9.50	115.00	1,092.50
	03/21/2023	2218824	FUEL CHG	6005-350	1.00	0.00	0.00
	03/21/2023	2218824	HEATED CONCRETE	6005-350	9.50	4.00	38.00

JOB TOTAL:	9,044.00
LESS DISCOUNT:	0.00
FREIGHT:	0.00
SALES TAX:	0.00
INVOICE TOTAL:	9,044.00



CHANGE ESTIMATE SUMMARY

PROJECT NAME	Village of McFarland Public Safety Center
OWNERS PROJECT NUMBER	3488
HOOPER JOB NUMBER	13962
DATE	4/11/2023
CB OR CHANGE NUMBER	
DESCRIPTION	Service call to camera the interior storm piping near sink hole. See attached service report for reference

MATERIAL

MATERIAL COST(PER ATTACHED)	\$	92.24
FREIGHT	\$	-
SALES TAX 0.0%	\$	-
TOTAL MATERIAL	\$	92.24

LABOR

	HOURS	RATE	AMOUNT
GENERAL FOREMAN	0.00	\$106.45	\$ -
FOREMAN	2.00	\$101.73	\$ 203.46
JOURNEYMAN	0.00	\$96.32	\$ -
APPRENTICE	0.00	\$82.80	\$ -
MAT'L HANDLER	0.00	\$65.83	\$ -
OPERATOR	0.00	\$90.95	\$ -
SERVICE TECHNICIAN	2.00	\$175.00	\$ 350.00
TOTAL LABOR			\$ 553.46

EQUIPMENT

	HOURS	RATE	AMOUNT
Sewer Camera	1	\$150.00	\$ 150.00
Electric Welder	0	\$3.20	\$ -
Threading Machine	0	\$3.75	\$ -
Delivery Truck	0	\$24.73	\$ -
TOTAL RENTALS			\$ 150.00

SUBTOTAL (MATERIAL, LABOR, EQUIPMENT COSTS)

SUBTOTAL	\$ 796
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OVERHEAD AND PROFIT AT

10.0% PERCENT	\$ 79.57
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SUBCONTRACTS

Plumbing Insulation	\$ -
	\$ -
	\$ -
(Carried forward from Summary Sheet)	\$ -

TOTAL SUBCONTRACT PLUS

10.0% PERCENT	\$ -
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BOND @

0.0% PERCENT	\$ -
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TOTAL CONSTRUCTION BULLETIN COST

TOTAL	\$ 875
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INVOICE #:
INVOICE DATE: 04/05/23
CUSTOMER NUMBER:
SERVICE ORDER:
CUSTOMER PO: 13962

Hooper Corporation

Customer:
For work performed at:
2030 Pennsylvania Ave
McFarland, WI 53558

LABOR

DESCRIPTION	HOURS	AMOUNT
Plumbing Service Technician	2.00	350.00

PARTS AND MATERIALS

DESCRIPTION	EXTENDED
Retail Plumbing Parts (Cleanout plug & wrench)	92.24
Material Total:	92.24

EQUIPMENT

DESCRIPTION	EXTENDED
Camera	150.00
Equipment Total:	150.00

DESCRIPTION OF WORK

McFarland Public Safety Center - Camera a 12" storm drain that we installed to determine the sink hole.

Took camera down and went through a 12 inch storm sewer . We went through a clean out and went about 120ft. Went the length of building from cleanout to were it was tied onto black plastic storm outside the building. Recorded it also and gave it to Ty from Cullen.

Subtotal: 592.24
Tax:

Total Amount Due This Invoice: \$592.24

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- **03/18/23 – Saturday**

- 9:00am

- Jeremy Wiggs (JPC Wiggs) was on-site performing a site walk prior to leaving for the day when he noticed a new hole in the NE corner of the building footprint, considered 'Area P'.
 - Upon realization of said hole, he took pictures and sent them to Tayler Blake (JPC Blake) and Bronson Duhr (JPC Duhr)
 - Approx size of top of hole was 4'x4'.
 - The inside hole dimensions were unable to be determined.
 - No further action was taken.

- **03/20/23 – Monday**

- 9:30am

- JPC Blake and JPC Wiggs walked to the hole location noted from 03/18/23.
 - Upon review of the hole, it had grown since initial viewing on 03/18/23.
 - Size of the top of the hole had grown from approx 4'x4' to 6'x5', with the 6' being along the building, and the 5' being off the building.

- 9:38am

- JPC Blake called CGC Main Office to request a site visit.
 - An email was sent from JPC Blake to Alex Bina (CGC Bina) with pictures for reference.

- 10:00am

- JPC Blake and JPC Wiggs directed the on-site excavator (KMS) to remove soil directly north of the hole in order to view the inside of the hole and determine the extent of the situation.

- 11:11am

- JPC Blake emailed Justin Buchholz (JPC Buchholz), Tony Rothschadl (JPC Rothschadl), Matt Iserloth (JPC Iserloth), JPC Wiggs, and JPC Duhr with an update on the situation, including reference documents saved in the

- 11:30am

- Gary (CGC Gary) met with JPC Blake to discuss what CGC Gary viewed after he walked the location of the hole.
 - Nothing additional to add.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- 1:00pm
 - JPC Blake called John Kniesz (Bray Kniesz) to discuss the situation.
 - JPC Blake called Kevin Pfotenhauer (Ambrose Pfotenhauer) to discuss the situation.
- 1:16pm
 - JPC Blake emailed reference documents to Bray Kniesz, Ambrose Pfotenhauer, Jordan Schulz (HK Schulz), JPC Wiggs, and JPC Iserloth.
- 1:59pm
 - JPC Blake and HK Schulz had a phone conversation about the current situation of the sink hole.
- 2:23pm
 - JPC Blake responded to emails from Bray Kniesz and HK Schulz confirming that a camera scope of the 12" storm pipe was scheduled for 7:30am.
- 3:50pm
 - JPC Blake, HK Schulz, Matt Johaneck (POB Johaneck), and Chris Dennis (Village of McFarland (VoM Dennis)), and Karl Kraemer (HK Kraemer) met on-site and reviewed the hole and storm line outlets on the East side of the site. The 12" storm line outlet that runs near the sink hole was observed to be covered by fill and not visible.
- 4:00pm
 - JPC Blake called Dan Schultz (Hooper Schultz) to coordinate camera scope of their 12" storm from the middle of Area P to the exterior connection to the storm pipe.
- 4:20pm
 - JPC Blake called KMS Scallon to get the 12" storm line outlet exposed first thing on 03/21/23.
- **03/21/23 – Tuesday**
 - 7:00am
 - JPC Blake met with KMS Scallon to review the exposed 12" storm line outlet. It was buried by 3" of fill, was not observed to have any drainage issues nor material buildup.
 - 7:30am
 - JPC Blake met with Hooper Service Team to camera scope their 12" storm pipe.
 - No irregularities or damage was observed.
 - Video of the scope is saved in the same location as the photos.
 - 9:00am
 - HK Schulz scheduled a TEAMs meeting to discuss the situation and next steps
 - Attendees and minutes are saved in the job folder.
 - Highest priority direction activity was for JPC to fill the hole with lean mix concrete up to 3-4" above bottom of footing.
 - Mid design provided by CGC via Lycon, reviewed by Ambrose, and ordered by JPC Blake.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- **JPC Action Items:**
 - Restrict access to all of Area P, including the garage.
 - Order and pour lean mix into the sink hole as directed by Ambrose, CGC, Huffman-Keel, Bray, and VoM.
- 11:00am
 - JPC Blake, JPC Buchholz, JPC Rothschadl, JPC Wiggs, and Jeremy Shecterle (JPC Shecterle) met to discuss the situation at length.
- 2:30pm
 - JPC Blake, JPC Rothschadl, JPC Wiggs, Avril Link, Donald Weiss, Beau (last name unknown), Ryan Portman (CGC Portman), and a CGC employee poured Lycon Lean Mix 94000400 into the sink hole.
- 3:30pm
 - The sink hole was filled, and the pouring stopped.
 - Approximately 45cuyds of the lean mix were poured into the hole.
- 4:00pm
 - Coordination TEAMS meeting again.
 - Attendees and minutes are saved in the job folder.
 - **JPC Action Items:**
 - Monitor poured lean mix to determine settling (if any).
 - Monitor foundation to determine any movement or cracking
 - None observed.
- **03/22/23 – Wednesday**
 - 7:00am
 - JPC Blake and JPC Rothschadl met with Kent Scallon (KMS Scallon) to remove excess slurry from above foundation footing in compliance with direction from Ambrose.
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 8:00am
 - JPC Blake, JPC Rothschadl, JPC Wiggs, HK Schulz, CGC Portman, Andrew Miller (Midwest Drilled Foundations & Engineering (MDFE Miller)), and VoM Dennis met on-site at the hole location to discuss next steps regarding permanent methods for supporting the building's foundation and slab-on-grade.
 - Helical holes for support were ruled out, micropiles were discussed as the probable next step.
 - MDFE Miller to provide an update on schedule for installation of micropiles.
 - Ambrose to provide micropile requirements for sufficient support.
 - 9:00am
 - JPC Blake and HK Schulz met Dave with Roto-Rooter to perform a camera scope of the 12" storm line
 - This scope started on the East discharge location, travelled the entirety of the 12" black corrugated storm pipe installed by KMS, continued to

McFarland PSC - Area P Sink Hole Timeline - Live Doc

the connection to the 12" PVC under building pipe installed by Hooper Plumbing, and stopped once it hit the pipe diameter change from 12" to 10".

- No disparities or issues were viewed during entirety of scope.
- Video of scope is saved in the same location as the photos.

○ 3:30pm

- JPC Wiggs performed daily measurements of foundation.
- No movement viewed.

○ 4:00pm

- Coordination TEAMS meeting again.
 - Attendees and minutes are saved in the job folder.
 - **JPC Action Items:**
 - Reach out to GPRS to determine capabilities for ground scanning to determine possible voids in other locations.
 - Direct Hooper Plumbing to perform a floor test on the storm pipes to be able to determine if storm line is leaking.
 - Duration of test is to be 1hr at full flood.
 - The Garage of Area P is now accessible, but no work is to be performed.
 - Subs to be notified.
 - JPC is to get in touch with a contractor capable of 'mud jacking' the void between the lean mix poured on 03/21/23 and the SOG.
 - No excavation is to occur until 2-3 days after micropiles are installed.

• **03/23/23 – Thursday**

○ 8:15am

- JPC Blake viewed and took pictures of filled in hole.
- JPC Blake performed daily measurements of foundation.
 - No movement viewed.

○ 3:30pm

- JPC Blake performed daily measurements of foundation.
- No movement viewed.

• **03/24/23 – Friday**

○ 9:30am

- JPC Blake viewed and took pictures of filled in hole.
- JPC Blake performed daily measurements of foundation.
 - No movement viewed.

○ 10:00am

- JPC Blake and JPC Rothschild discussed the current situation over the phone.

○ 11:30am

- HK Schulz updated action items list.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- JPC action items are on HOLD until written direction from the Village of McFarland or their insurance agency is provided.
- **JPC Action Items:**
 - Direct KMS to excavate 30' (15' on either side of the sink hole center) to allow for MD FE Miller to install six (6) micropiles to support the foundation.
 - Hire (?) MD FE to perform the micropile installation
 - Hire (?) a contractor to scan the site to investigate further.
 - Hire (?) a contractor to mud-jack the under-slab void.
- 3:30pm
 - JPC Blake performed daily measurements of foundation.
 - No movement viewed.
- **03/25/23 – Saturday**
 - Nothing to update.
- **03/27/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/28/23 – Tuesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/29/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/30/23 – Thursday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
- 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/31/23 – Friday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/01/23 – Saturday**
 - Nothing to update.
- **04/03/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 2:30pm
 - JPC Blake, HFD Schulz, JPC Wiggs, VoM Dennis, JPC Buchholz, and Envista Forensics Bruce Barnes (EF Barnes) met on-site to review the current situation and discuss next steps.
 - **JPC Action Items:**
 - JPC was directed again to perform a flood test of the internal and external storm pipes.
 - JPC was directed to submit RFIs to capture the formal problems / solutions related to:
 - Emergency Stabilization
 - RFI-163
 - Permanent Footing Stabilization
 - RFI-164
 - Permanent Slab on Grade Stabilization
 - RFI-165
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/04/23 – Tuesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 3:30pm

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/05/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/06/23 – Thursday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/07/23 – Friday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 8:00am
 - Hooper Rory Herring attempted to perform a flood test of both their PVC storm pipe as well as the site storm pipe by plugging the outlet of the storm pipe but it did not progress as planned as it was sooner discovered that the site storm pipe was/is not designed to be under pressure and the test was cancelled.
 - 10:00am
 - Coordination TEAMS meeting again.
 - **JPC Action Items:**
 - JPC was directed to proceed with a polyurethane system installation under the exposed slab-on-grade for permanent stabilization.
 - Ambrose David Willis (Ambrose Willis) provided pounds per square foot load requirement for the system, which is to be **160psf.**
 - Direction was given to proceed with the six (6) micropiles per design from MD FE Miller.
 - Pending proposal approval and contract execution:
 - MD FE will begin installing micropiles on Thursday, April 13th.
 - MKS will begin excavation for the micropiles on Wednesday, April 12th
 - 11:00am
 - JPC Blake, JPC Iserloth, and MD FE Miller discussed micropile scope and requirements for scope.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- 11:30am
 - JPC Blake, JPC Wiggs, JPC Rothschadl, and JPC Iserloth discussed site schedule with MD FE, KMS excavating, and Payne and Dolan asphalt.
- 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/08/23 – Saturday**
 - Nothing to update.
- **04/10/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.

REQUEST FOR QUOTATION

Project:	McFarland Public Safety Center	25 April 2023
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JPC PCO #: 111.02r1

Description: Daily monitoring and documentation of concrete lean fill, footing elevations, and building interior finishes from 03/22/23 - 06/02/23.

Proposals are to be held for 10 working days. Quote is no longer valid post deadline

Labor Rates valid through 05/31/23

Activity Description

JP Cullen & Sons Inc.

General Contractor Work	Units	Quantity	Base Rate	PT&I	Total Rate	TOTAL
Superintendent	HR	106	\$115.00	\$37.38	\$152.38	\$16,151.75
Labor Subtotal						\$16,151.75
Self-Performed Labor OH&P 15%						\$2,422.76
JP Cullen Labor Total						\$18,574.51

MATERIALS	Units	Quantity	Unit Price	Material	Tax (0%)	TOTAL
Material Subtotal						\$0.00
Self-Performed Material OH&P @ 15%						\$0.00
Material Total						\$0.00

LARGE TOOL & EQUIPMENT	Units	Quantity	Unit Price	Material	Tax (5.5%)	TOTAL
Builders Level	MO	2	\$ 295.00	\$590.00	\$32.45	\$622.45
Superintendent Truck	HRS	106	\$ 35.00	\$3,710.00	\$204.05	\$3,914.05
Large Tool & Equip Subtotal						\$4,536.50
Self-Performed Large Tool & Equip OH&P @ 15%						\$680.48
Large Tool & Equip Total						\$5,216.98

SUBCONTRACTORS	Services	TOTAL
Subtotal		\$0.00
Subcontractor OH&P @ 7.5%		\$0.00
Subcontract Total		\$0.00

Bond @ 1% \$237.91

TOTAL \$24,029

This Change Order is subject to the following reservation of rights on behalf of the Owner. If the Owner has a good faith basis to believe that the work included in this Change Order was necessitated by an act, condition or omission for which the Contractor is responsible under the Contract Documents, the Owner may exercise any right it has under the Contract Documents to withhold payment, or seek reimbursement from the Contractor, for some or all of the costs incurred by the Owner under this Change Order.”

McFarland PSC - Area P Sink Hole Timeline - Live Doc

All photos are saved in the JPC Job Folder, location: J:\Operations\OpenProjects\6005 McFarland Public Safety Center\Photos\Sink Hole Pictures

All other documents are saved in the JPC Job Folder, location: J:\Operations\OpenProjects\6005 McFarland Public Safety Center\RQs\RQ 111 Area P Site Hole Investigation - XXX\5 Documentation

- **03/18/23 – Saturday**

- 9:00am

- Jeremy Wiggs (JPC Wiggs) was on-site performing a site walk prior to leaving for the day when he noticed a new hole in the NE corner of the building footprint, considered 'Area P'.
 - Upon realization of said hole, he took pictures and sent them to Tayler Blake (JPC Blake) and Bronson Duhr (JPC Duhr)
 - Approx size of top of hole was 4'x4'.
 - The inside hole dimensions were unable to be determined.
 - No further action was taken.

- **03/20/23 – Monday**

- 9:30am

- JPC Blake and JPC Wiggs walked to the hole location noted from 03/18/23.
 - Upon review of the hole, it had grown since initial viewing on 03/18/23.
 - Size of the top of the hole had grown from approx 4'x4' to 6'x5', with the 6' being along the building, and the 5' being off the building.

- 9:38am

- JPC Blake called CGC Main Office to request a site visit.
 - An email was sent from JPC Blake to Alex Bina (CGC Bina) with pictures for reference.

- 10:00am

- JPC Blake and JPC Wiggs directed the on-site excavator (KMS) to remove soil directly north of the hole in order to view the inside of the hole and determine the extent of the situation.

- 11:11am

- JPC Blake emailed Justin Buchholz (JPC Buchholz), Tony Rothschild (JPC Rothschild), Matt Iserloth (JPC Iserloth), JPC Wiggs, and JPC Duhr with an update on the situation, including reference documents saved in the

- 11:30am

- Gary (CGC Gary) met with JPC Blake to discuss what CGC Gary viewed after he walked the location of the hole.
 - Nothing additional to add.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- 1:00pm
 - JPC Blake called John Kniesz (Bray Kniesz) to discuss the situation.
 - JPC Blake called Kevin Pfotenhauer (Ambrose Pfotenhauer) to discuss the situation.
- 1:16pm
 - JPC Blake emailed reference documents to Bray Kniesz, Ambrose Pfotenhauer, Jordan Schulz (HK Schulz), JPC Wiggs, and JPC Iserloth.
- 1:59pm
 - JPC Blake and HK Schulz had a phone conversation about the current situation of the sink hole.
- 2:23pm
 - JPC Blake responded to emails from Bray Kniesz and HK Schulz confirming that a camera scope of the 12" storm pipe was scheduled for 7:30am.
- 3:50pm
 - JPC Blake, HK Schulz, Matt Johaneck (POB Johaneck), and Chris Dennis (Village of McFarland (VoM Dennis)), and Karl Kraemer (HK Kraemer) met on-site and reviewed the hole and storm line outlets on the East side of the site. The 12" storm line outlet that runs near the sink hole was observed to be covered by fill and not visible.
- 4:00pm
 - JPC Blake called Dan Schultz (Hooper Schultz) to coordinate camera scope of their 12" storm from the middle of Area P to the exterior connection to the storm pipe.
- 4:20pm
 - JPC Blake called KMS Scallon to get the 12" storm line outlet exposed first thing on 03/21/23.
- **03/21/23 – Tuesday**
 - 7:00am
 - JPC Blake met with KMS Scallon to review the exposed 12" storm line outlet. It was buried by 3" of fill, was not observed to have any drainage issues nor material buildup.
 - 7:30am
 - JPC Blake met with Hooper Service Team to camera scope their 12" storm pipe.
 - No irregularities or damage was observed.
 - Video of the scope is saved in the same location as the photos.
 - 9:00am
 - HK Schulz scheduled a TEAMs meeting to discuss the situation and next steps
 - Attendees and minutes are saved in the job folder.
 - Highest priority direction activity was for JPC to fill the hole with lean mix concrete up to 3-4" above bottom of footing.
 - Mid design provided by CGC via Lycon, reviewed by Ambrose, and ordered by JPC Blake.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- **JPC Action Items:**
 - Restrict access to all of Area P, including the garage.
 - Order and pour lean mix into the sink hole as directed by Ambrose, CGC, Huffman-Keel, Bray, and VoM.
- **11:00am**
 - JPC Blake, JPC Buchholz, JPC Rothschadl, JPC Wiggs, and Jeremy Shecterle (JPC Shecterle) met to discuss the situation at length.
- **2:30pm**
 - JPC Blake, JPC Rothschadl, JPC Wiggs, Avril Link, Donald Weiss, Beau (last name unknown), Ryan Portman (CGC Portman), and a CGC employee poured Lycon Lean Mix 94000400 into the sink hole.
- **3:30pm**
 - The sink hole was filled, and the pouring stopped.
 - Approximately 45cuyds of the lean mix were poured into the hole.
- **4:00pm**
 - Coordination TEAMS meeting again.
 - Attendees and minutes are saved in the job folder.
 - **JPC Action Items:**
 - Monitor poured lean mix to determine settling (if any).
 - Monitor foundation to determine any movement or cracking
 - None observed.
- **03/22/23 – Wednesday**
 - **7:00am**
 - JPC Blake and JPC Rothschadl met with Kent Scallon (KMS Scallon) to remove excess slurry from above foundation footing in compliance with direction from Ambrose.
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - **8:00am**
 - JPC Blake, JPC Rothschadl, JPC Wiggs, HK Schulz, CGC Portman, Andrew Miller (Midwest Drilled Foundations & Engineering (MDFE Miller)), and VoM Dennis met on-site at the hole location to discuss next steps regarding permanent methods for supporting the building's foundation and slab-on-grade.
 - Helical holes for support were ruled out, micropiles were discussed as the probable next step.
 - MDFE Miller to provide an update on schedule for installation of micropiles.
 - Ambrose to provide micropile requirements for sufficient support.
 - **9:00am**
 - JPC Blake and HK Schulz met Dave with Roto-Rooter to perform a camera scope of the 12" storm line
 - This scope started on the East discharge location, travelled the entirety of the 12" black corrugated storm pipe installed by KMS, continued to

McFarland PSC - Area P Sink Hole Timeline - Live Doc

the connection to the 12" PVC under building pipe installed by Hooper Plumbing, and stopped once it hit the pipe diameter change from 12" to 10".

- No disparities or issues were viewed during entirety of scope.
- Video of scope is saved in the same location as the photos.

○ 3:30pm

- JPC Wiggs performed daily measurements of foundation.
- No movement viewed.

○ 4:00pm

- Coordination TEAMS meeting again.
 - Attendees and minutes are saved in the job folder.
 - **JPC Action Items:**
 - Reach out to GPRS to determine capabilities for ground scanning to determine possible voids in other locations.
 - Direct Hooper Plumbing to perform a floor test on the storm pipes to be able to determine if storm line is leaking.
 - Duration of test is to be 1hr at full flood.
 - The Garage of Area P is now accessible, but no work is to be performed.
 - Subs to be notified.
 - JPC is to get in touch with a contractor capable of 'mud jacking' the void between the lean mix poured on 03/21/23 and the SOG.
 - No excavation is to occur until 2-3 days after micropiles are installed.

• **03/23/23 – Thursday**

○ 8:15am

- JPC Blake viewed and took pictures of filled in hole.
- JPC Blake performed daily measurements of foundation.
 - No movement viewed.

○ 3:30pm

- JPC Blake performed daily measurements of foundation.
- No movement viewed.

• **03/24/23 – Friday**

○ 9:30am

- JPC Blake viewed and took pictures of filled in hole.
- JPC Blake performed daily measurements of foundation.
 - No movement viewed.

○ 10:00am

- JPC Blake and JPC Rothschild discussed the current situation over the phone.

○ 11:30am

- HK Schulz updated action items list.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- JPC action items are on HOLD until written direction from the Village of McFarland or their insurance agency is provided.
- **JPC Action Items:**
 - Direct KMS to excavate 30' (15' on either side of the sink hole center) to allow for MDFF Miller to install six (6) micropiles to support the foundation.
 - Hire (?) MDFF to perform the micropile installation
 - Hire (?) a contractor to scan the site to investigate further.
 - Hire (?) a contractor to mud-jack the under-slab void.
- 3:30pm
 - JPC Blake performed daily measurements of foundation.
 - No movement viewed.
- **03/25/23 – Saturday**
 - Nothing to update.
- **03/27/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/28/23 – Tuesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/29/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/30/23 – Thursday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
- 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **03/31/23 – Friday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - JPC Buchholz saved emails and represented JPC Blake whilst JPC Blake was on vacation.
 - 3:30pm
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
- **04/01/23 – Saturday**
 - Nothing to update.
- **04/03/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements of foundation.
 - No movement viewed.
 - 2:30pm
 - JPC Blake, HFD Schulz, JPC Wiggs, VoM Dennis, JPC Buchholz, and Envista Forensics Bruce Barnes (EF Barnes) met on-site to review the current situation and discuss next steps.
 - **JPC Action Items:**
 - JPC was directed again to perform a flood test of the internal and external storm pipes.
 - JPC was directed to submit RFIs to capture the formal problems / solutions related to:
 - Emergency Stabilization
 - RFI-163
 - Permanent Footing Stabilization
 - RFI-164
 - Permanent Slab on Grade Stabilization
 - RFI-165
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/04/23 – Tuesday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- No movement viewed.
- 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/05/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/06/23 – Thursday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/07/23 – Friday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 8:00am
 - Hooper Rory Herring attempted to perform a flood test of both their PVC storm pipe as well as the site storm pipe by plugging the outlet of the storm pipe but it did not progress as planned as it was sooner discovered that the site storm pipe was/is not designed to be under pressure and the test was cancelled.
 - 10:00am
 - Coordination TEAMS meeting again.
 - **JPC Action Items:**
 - JPC was directed to proceed with a polyurethane system installation under the exposed slab-on-grade for permanent stabilization.
 - Ambrose David Willis (Ambrose Willis) provided pounds per square foot load requirement for the system, which is to be **160psf.**
 - Direction was given to proceed with the six (6) micropiles per design from MDFE Miller.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- Pending proposal approval and contract execution:
 - MDFE will begin installing micropiles on Thursday, April 13th.
 - MKS will begin excavation for the micropiles on Wednesday, April 12th
- 11:00am
 - JPC Blake, JPC Iserloth, and MDFE Miller discussed micropile scope and requirements for scope.
- 11:30am
 - JPC Blake, JPC Wiggs, JPC Rothschild, and JPC Iserloth discussed site schedule with MDFE, KMS excavating, and Payne and Dolan asphalt.
- 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/08/23 – Saturday**
 - Nothing to update.
- **04/10/23 – Monday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/11/23 – Tuesday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/12/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- **04/13/23 – Monday**

- 7:00am

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- 3:30pm

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- **04/14/23 – Monday**

- 7:00am

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- 3:30pm

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- **04/15/23 – Saturday**

- Nothing to update.

- **04/17/23 – Monday**

- 7:00am

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- 3:30pm

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- **04/18/23 – Tuesday**

- 7:00am

- JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

- 8:00am

- Meeting at the existing Municipal Building was had to check in, review current status, and discuss next steps.
 - Attendees:
 - VoM Schuenke VoM Dennis, VoM Chapin, HK Mike Huffman (HK Huffman), HK Schulz, JPC Blake, JPC Buchholz, JPS Shecterle, JPC Rothschild, JPC Jeannie Cullen-Schultz (JPC Jeannie).
 - **Action Items for JPC:**
 - Continue daily monitoring

McFarland PSC - Area P Sink Hole Timeline - Live Doc

- Present proposals for emergency support, daily monitoring, permanent footing support, and SOG support by 04/20/23.
 - Work with HK Schulz to get a flood test scheduled via a third party.
 - Coordinate/Assist with geophysical surveys once determined and scheduled.
- 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/19/23 – Wednesday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
 - 3:30pm
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.
- **04/20/23 – Thursday**
 - 7:00am
 - JPC Wiggs performed daily measurements and visual inspections of foundation and interior finishes.
 - No movement viewed.

REQUEST FOR QUOTATION

Project: McFarland Public Safety Center

25 April 2023

JPC PCO #: 111.03r2

Description: Permanent footing stablization at sink hole location. *Revised proposal includes (2) investigative directional test bores from Midwest Drilling.*

****Proposals are to be held for 10 working days. Quote is no longer valid post deadline****

****Labor Rates valid through 05/31/23****

Activity Description

JP Cullen & Sons Inc.

General Contractor Work	Units	Quantity	Base Rate	PT&I	Total Rate	TOTAL
Project Manager	HR	40	\$105.00	\$34.13	\$139.13	\$5,565.00
Superintendent	HR	24	\$115.00	\$37.38	\$152.38	\$3,657.00
Administrative Assistant	HR	4	\$50.00	\$16.25	\$66.25	\$265.00
Operations Manager	HR	16	\$130.00	\$42.25	\$172.25	\$2,756.00
Carpenter Foreman	HR	24	\$86.71	\$28.18	\$114.89	\$2,757.35
Laborer Foreman	HR	8	\$71.34	\$23.18	\$94.52	\$756.17
Labor Subtotal						\$15,756.52
Self-Performed Labor OH&P 15%						\$2,363.48
JP Cullen Labor Total						\$18,120.00

MATERIALS	Units	Quantity	Unit Price	Material	Tax (0%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Plywood/Visqueen	LS	1	\$ 350.00	\$350.00	\$19.25	\$369.25
		0	\$ -	\$0.00	\$0.00	\$0.00
Material Subtotal						\$369.25
Self-Performed Material OH&P @ 15%						\$55.39
Material Total						\$424.64

LARGE TOOL & EQUIPMENT	Units	Quantity	Unit Price	Material	Tax (5.5%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Surveying Equipment	WK	1	\$ 990.00	\$990.00	\$54.45	\$1,044.45
		0	\$ -	\$0.00	\$0.00	\$0.00
Large Tool & Equip Subtotal						\$1,044.45
Self-Performed Large Tool & Equip OH&P @ 15%						\$156.67
Large Tool & Equip Total						\$1,201.12

SUBCONTRACTORS	Services	TOTAL
		\$0.00
KMS	Excavation & prep work for foundation support install	\$7,021.00
Payne and Dolan	Additional mobilization for asphalt due to project schedule and availability	\$2,850.00
Midwest Drilled Foundations	Micropile design and installation	\$33,800.00
Midwest Drilled Foundations	Investigative directional test bores	\$2,340.00
		\$0.00
Subtotal		\$46,011.00
Subcontractor OH&P @ 7.5%		\$3,450.83
Subcontract Total		\$49,461.83

Bond @ 1% \$692.08

TOTAL \$69,900

This Change Order is subject to the following reservation of rights on behalf of the Owner. If the Owner has a good faith basis to believe that the work included in this Change Order was necessitated by an act, condition or omission for which the Contractor is responsible under the Contract Documents, the Owner may exercise any right it has under the Contract Documents to withhold payment, or seek reimbursement from the Contractor, for some or all of the costs incurred by the Owner under this Change Order.”

KMS Excavating LLC

252 Fox Run
Sauk City, WI 53583

Proposal

Proposal Date: 3/25/2023**Proposal #:** 1542**Project:****Bill To:**

M P S foundation stabilization

Description	Est. Hours/Qty.	Rate	Total
EXCAVATION AND BACKFILL REQUIRED FOR FOUNDATION STABILIZATION			
MANPOWER TO EXCAVATE A SAFE INSPECTION ACCESS - 1 HOUR FOR FOREMAN @ \$89.30 - 1 HOUR FOR OPERATOR @ \$88.87 - 1 HOUR EXCAVATOR @ \$160		338.17	338.17
EXCAVATE TO BOTTOM OF EXISTING FOOTING FOR PILING INSTALLATION. BACKFILL AT COMPLETION -FOREMAN - 10 HOURS @ \$89.30 -2 OPERATORS - 10 HOURS @88.87 -1 MOBILIZATION @ \$600 -MINI EXCAVATOR, BUCKET, AND COMPACTOR - 10 HOURS @ \$170 -SKID LOADER - 10 HOURS @ \$145 -DUMP TRUCK AND DISPOSAL COSTS FOR MATERIAL DISPLACED BY PILING INSTALLATION. 2 HOURS @112		6,044.40	6,044.40
10% MARKUP ON LABOR AND EQUIPMENT		638.26	638.26
Total			\$7,020.83

PAYNE & DOLAN INC
6295 Lacy Road
Fitchburg, WI 53593
608-845-8900 Fax: 608-845-8884



Note: This Change Order becomes part of and is in conformance with the original contract

DATE: 4/7/2023
PROJECT NAME: Mcfarland Public Safety Center
PROJECT LOCATION: Broadhead St, Mcfarland
P & D PROJECT MANAGER: Dustin Rondorf / 608-535-2468 / drondorf@walbecgroup.com
OWNER/CONTRACTOR: JP Cullen

We (owner/contractor) hereby authorize Payne & Dolan, Inc. to make the following changes as stated below:

Additional Paving Mobilization: \$2,850

Total: \$2,850

A signed contract and a signed change order is required prior to work being scheduled.

is to be performed under the same terms and conditions as specified in the original contract unless otherwise stipulated.

Dustin Rondorf

PAYNE & DOLAN, INC.

Company Name

Date of Acceptance

Signature of Authorized Agent

Company Name

Date of Acceptance



Midwest Drilled Foundations & Engineering, Inc.
200 S. Prairie Ave.
Waukesha, WI 53186
Phone: 262.436.0392
Fax: 262.436.0393

April 6, 2023

JP Cullen
1 S. Pinckney Street #810
Madison, WI 53703

Attention: Tayler Blake
Email: tayler.blake@jpcullen.com
Re: Micropile - *Proposal*
Project: McFarland PSC Building
6001 Broadhead Street
McFarland, WI
Bid Documents: Bray Architects

Dear Mr. Blake:

We propose to design, furnish, and install six (6) micropiles, as outlined below, for the lump sum amount of \$33,800.00.

Work Scope:

1. Based upon site meeting to discuss the circular void, MDFE will install six (6) micropiles to provide permanent footing support for 30 linear feet of exterior wall affected by the void.
2. Provide Plans and Calculations for micropile system sealed by a Professional Engineer in the State of Wisconsin.
3. Sawcut footings at each pile location for foundation bracket installation. Foundation bracket will be in line with the wall to eliminate any eccentric loading. Generally, the sawcut will be 18" wide at each bracket location, sawing as close to exterior wall as possible.
4. Install six (6) micropiles
 - a. Foundation bracket at each pile location for load transfer
 - b. Micropile will be a hollow bar system designed for a maximum load of 3.75 kps/lf; this value was provided by Ambrose Engineering, the structural engineer for the project
 - i. Piles will be spaced 6 ft o/c and designed for an allowable load of 22.5 kips in compression (45 kips ultimate).
 - c. The anticipated length of pile is 30 ft.
 - d. 4000 psi neat cement grout will be batched on-site to be installed during the installation of the R38N Hollow Bar Material.



Midwest Drilled Foundations & Engineering, Inc.

200 S. Prairie Ave.

Waukesha, WI 53186

Phone: 262.436.0392

Fax: 262.436.0393

April 6, 2023

JP Cullen
1 S. Pinckney Street #810
Madison, WI 53703

Attention: Tayler Blake
Email: tayler.blake@jpcullen.com
Re: Micropile - ***Proposal***
Project: McFarland PSC Building
6001 Broadhead Street
McFarland, WI
Bid Documents: Bray Architects

Dear Mr. Blake:

Option Price to perform 2 test drill holes at an angle (up to 45 degrees) and up to 30 ft long to probe the anomaly under the slab on grade is \$2,340.00 LS. This would be a qualitative activity as drilling rate of advancement, loss of grout return, and "chatter" from the drilling operation would help to determine underlying conditions. We would use Hollow Bar Drill steel to drill at an angle, advancing 10 ft sections of bar at a time to qualify underground characteristics below the slab on grade. We would like CGC present during these 2 probe holes to document conditions in addition to our drill operator notes.

REQUEST FOR QUOTATION

Project: McFarland Public Safety Center

25 April 2023

JPC PCO #: 111.04Ar1

Description: Permanent underslab stabilization at sink hole location. Poly-urethane install solution. Keller quote total is based on an estimated quantity of material to be installed. Total is subject to change post install.

Proposals are to be held for 10 working days. Quote is no longer valid post deadline

Labor Rates valid through 05/31/23

Activity Description

JP Cullen & Sons Inc.

General Contractor Work	Units	Quantity	Base Rate	PT&I	Total Rate	TOTAL
Project Manager	HR	40	\$105.00	\$34.13	\$139.13	\$5,565.00
Superintendent	HR	40	\$115.00	\$37.38	\$152.38	\$6,095.00
Administrative Assistant	HR	4	\$50.00	\$16.25	\$66.25	\$265.00
Operations Manager	HR	20	\$130.00	\$42.25	\$172.25	\$3,445.00
General Superintendent	HR	10	\$120.00	\$39.00	\$159.00	\$1,590.00
Carpenter Foreman	HR	40	\$86.71	\$28.18	\$114.89	\$4,595.58
Laborer Foreman	HR	40	\$71.34	\$23.18	\$94.52	\$3,780.86
Laborer	HR	40	\$53.31	\$17.33	\$70.63	\$2,825.35
Operator	HR	16	\$77.28	\$25.12	\$102.40	\$1,638.34
Labor Subtotal						\$29,800.12
Self-Performed Labor OH&P 15%						\$4,470.02
JP Cullen Labor Total						\$34,270.14

MATERIALS	Units	Quantity	Unit Price	Material	Tax (0%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Temp Protection	LS	1	\$ 875.00	\$875.00	\$48.13	\$923.13
		0	\$ -	\$0.00	\$0.00	\$0.00
Material Subtotal						\$923.13
Self-Performed Material OH&P @ 15%						\$138.47
Material Total						\$1,061.59

LARGE TOOL & EQUIPMENT	Units	Quantity	Unit Price	Material	Tax (5.5%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Dumpster	EA	2	\$ 800.00	\$1,600.00	\$88.00	\$1,688.00
Telehandler	DAY	2	\$ 561.00	\$1,122.00	\$61.71	\$1,183.71
		0	\$ -	\$0.00	\$0.00	\$0.00
		0	\$ -	\$0.00	\$0.00	\$0.00
Large Tool & Equip Subtotal						\$2,871.71
Self-Performed Large Tool & Equip OH&P @ 15%						\$430.76
Large Tool & Equip Total						\$3,302.47

SUBCONTRACTORS	Services	TOTAL
		\$0.00
Keller	Polyurethane grout install	\$48,880.00
Mobile Glass	Window removal and reinstall. Includes new glass.	\$4,500.00
Hughes Flooring	Carpet reinstall	\$2,964.00
GPRS	SOG Scan	\$2,275.00
		\$0.00
Subtotal		\$58,619.00
Subcontractor OH&P @ 7.5%		\$4,396.43
Subcontract Total		\$63,015.43

Bond @ 1% \$1,016.50

TOTAL \$102,666

This Change Order is subject to the following reservation of rights on behalf of the Owner. If the Owner has a good faith basis to believe that the work included in this Change Order was necessitated by an act, condition or omission for which the Contractor is responsible under the Contract Documents, the Owner may exercise any right it has under the Contract Documents to withhold payment, or seek reimbursement from the Contractor, for some or all of the costs incurred by the Owner under this Change Order.”

April 13, 2022

Tayler Blake, Assistant Project Manager
JP Cullen
330 E. Delavan Drive
Janesville, WI 53546

RE: Sinkhole Polyurethane Void Filling
Village of McFarland Public Safety Center – Void Filling in McFarland, WI

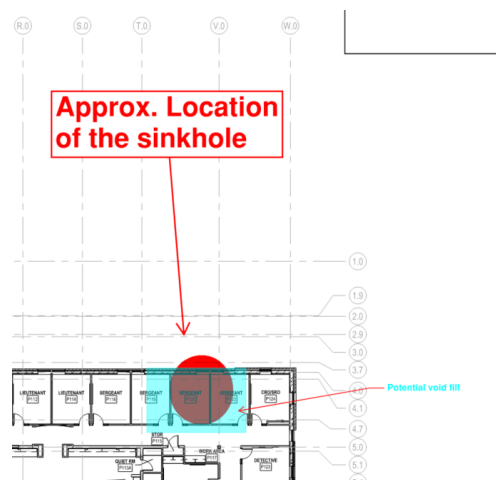
QUALIFIED PROPOSAL

Mr. Blake:

Keller North America, Inc. (Keller) is pleased to present this qualified proposal for the above referenced project. Keller proposes to furnish all labor, equipment, material and supervision to perform the scope of work as described below.

INTRODUCTION

We understand that voids have been identified underneath the existing slab on grade of newly constructed building structure located at the southeast corner of the intersection of Broadhead Street and Holsher Road, at or near 6001 Broadhead Street. The voided area is located in an area where a sinkhole was discovered. The depth and extent of the voids are unknown, but there have been documentation of voids existing, and attempts to fill the void have been made. Per JP Cullen ("Contractor") request, Keller is to treat selected office areas in the northeast corner, which is approximately 550 SF, approx. extents shown in blue for reference only.



Keller North America, Inc.
8619 W. Bryn Mawr Ave
Suite 600
Chicago, IL 60631

t: 630-529-2911

Equal Opportunity Employer – Minorities/Females/Disabled/Veterans



Please note, Keller is proposing to utilize a polyurethane grout to fill residual voids beneath the slabs. The grout will travel to fill any voids and additional volume/more shifts may be required depending on extent of voids. Keller is not responsible for damage to any existing utilities from the grout. Keller will monitor the grout flow from the surface and has no way to see the extent of the voids. Keller will monitor the grout take visually.

REFERENCE DOCUMENTS

This proposal is based only on the following information:

1. Correspondence via email with Mr. Blake, April 2023 describing approximate sinkhole location and void extents.
2. No site visits have been made by Keller.
3. Keller Terms and Conditions, v. 3.07, 4 pages, copy attached.

REMEDIATION SUMMARY

High-Density Polyurethane Grout

Keller is able to use polyurethane grout to fill the identified voids to the extent practical. Polyurethane grouting is a technique that can fill void space, displace, and densify loose granular soils, reinforce fine grained soils, and stabilize subsurface voids or sinkholes, by the injection of a two-part expanding polyurethane grout. This proposal only includes the void filling application.

In the areas of concern, Keller will install approximately 5/8-inch diameter ports in the concrete slab at locations selected in coordination with the Owner/Contractor and/or Architect/Engineer. Keller will then pump polyurethane grout through the ports, filling the voids.

Prior to drilling, a subcontracted concrete scanning contractor will utilize hand-held or similar equipment to attempt to detect concealed conduit within the slab. It will be necessary to maintain the slabs in a dry condition immediately before and during scanning operations. *The currently proposed scanning scope is intended to identify objects embedded within the concrete slab. Other underground utilities may not be identified. Despite best efforts in scanning, Keller cannot accept responsibility for any severed elements, including but not limited to, rebar.*

Grout will be injected under pressure until a refusal criterion is reached:

- *Grout Return: Grout return is through adjacent injection holes*
- *Movement: Slight movement indicated by zip level or laser level monitoring*

Keller uses a grout proportioner with cell phone monitoring available, which allows for the grouting operation to be monitored both at the trailer and at the point of injection via a cell phone app. This also provides the operator the ability to adjust the parameters (such as mix type, flow rate, pressure, and volume limits) in real time, while simultaneously monitoring for any movements or deflection of the ground of nearby structures. The use of this advanced monitoring and control system increases accuracy, efficiency, and quality control of the grouting while reducing risk. During grouting, Keller will use zip levels and/or laser levels to monitor slab movement during the



grouting operation.

Careful monitoring of nearby below-grade drains/pipes and/or any other underground utilities by JP Cullen and/or Owner will be necessary to minimize the risk of filling or damage during grouting.

Keller North America, Inc. (Keller) proposes to perform the work described in this scope for the following unit prices:

Item	Description	Estimated Qty.	Unit	Unit Price	Estimated Total
1	Mobilization	1	Each	\$30,000	\$30,000
2	Subcontract Concrete Scanning (if Required)	1	Est.	Cost + 20%	\$1,080
3	Grouting Crew and Equipment (up to 10-hrs) WEEKDAY	2*	Shifts	\$8,500	\$17,000
4	Polyurethane Grout Material	250*	LB	\$3.20	\$800
* Estimated quantities, price will be based on actual units required to complete the work.				Estimated Total	\$48,880

CLARIFICATIONS AND QUALIFICATIONS

1. This is a unique project, and in spite of previous investigations and analysis, physical conditions may vary from those currently anticipated. For this reason, it must be understood that the procedures outlined in this proposal may need to be altered as the work progresses and the conditions on site become better understood. The response of the ground and structure to each stage of grouting will help dictate what the following step will be and how it will be implemented. The successful completion of this project will require close communication between all involved parties.
2. Based on our experience, when grouting is performed on an existing structure such as this, some distress may appear in existing elements. If the slab already shows signs of cracking, grouting may exacerbate the crack(s) as the slab tends to pivot on its weakest point during grouting. Keller will attempt to minimize cracking, but some minor distress can be expected. A survey and analysis of existing structures is excluded. Keller will not be held liable for damage to any existing structures caused from the grouting operation.
3. Keller intends to place grout up to the bottom of the slab, but no guarantee is offered limiting future slab movement or settlement.
4. Layout and as-built drawings (if necessary) will be provided by others.
5. Access to the work area for Keller's equipment and material must be provided by others. Grout hoses and compressed air lines must be able to run from outside the facility to the work area through stairways and/or existing area wells.



6. A clear, firm, dry, level work area capable of supporting Keller equipment and personnel must be provided by others.
7. A 50 ft. x 50 ft. staging area for Keller material and equipment must be provided near the work area immediately outside of the building. This area for staging the grout plant must be within 300 LF of all grouting areas.
8. Contractor, or its other sub-contractors or owner representatives, will prepare the work area, including but not limited to:
 - a. Remove moveable equipment, fixtures, etc. from the work area.
 - b. Protect remaining equipment, fixtures, etc. (visqueen sheeting or equivalent) and surfaces (mats, blankets, etc.) if necessary. Keller will contain grout hoses, and provide whip-checks and other safety devices on the grout lines, etc.
9. The mobilization unit price provided does not include any onsite labor, including but not limited to, setting up the work area, running hoses, etc. That value is to cover offsite preparation and trucking of all equipment and materials to the jobsite. The daily rate will begin the first day Keller is present onsite.
10. Keller will fill the core holes in the slab with poly grout and will either leave the grout low at the flooring per contractor/GC direction or fill the hole to the top. Keller will not be responsible for a perfectly smooth patch. Final concrete patching or skim coating of slab areas with non-shrink grout or self-leveling concrete will be performed by others if required. If directed, Keller can drill core holes horizontally through the wall from the exterior. Keller will fill these holes with poly grout as well, if directed by owner or Contractor, but any further restoration will be by others and is excluded.
11. Contractor will provide necessary traffic controls, permits, and security coordination to allow for entry to the building and as-needed material delivery during work shifts.
12. Keller will clean-up work areas following each shift. Keller will police materials directly related to its operations and dispose of in dumpsters, etc. provided by Contractor. Contractor will provide Keller with water supply and clean up areas. Keller excludes site restoration.
13. Any obstruction or standby time will be considered as billable time in accordance with the daily rate provided.
14. Keller has excluded any 3rd party sampling/testing of materials, monitoring of adjacent structures for settlement or vibration, pre- and post- installation surveys of adjacent structures, and monitoring of grout installation.
15. This proposal is based on our working a normal 5-day, 10-hour shift work week. Any additional premium time portion of overtime work required will be charged as extra work and will include audited overhead and profit.
16. Due to the variations in the grouting markets and industry wide supply chain issues, the prices presented in this proposal are only good for 30 DAYS. Following this date, the price is subject to escalation.
17. The work covered by this proposal may, by its nature, cause some unavoidable earth movement that could damage surrounding utilities, pavement or structures. Because any such movement and consequent damage is inherent in the nature of the work, Keller cannot be liable for or indemnify against any unavoidable earth movement and its results. Keller will only accept responsibility for earth movement caused by its negligence, or failure to follow generally accepted procedures of the industry.



PROPOSAL

Mobile Glass Inc.

5626 Woodland Dr. Waunakee WI 53597

Phone: 608.849.4113 Fax: 608.849.5991

www.mobileglass.us

Women-owned Business Enterprise

Small Business Enterprise

DATE: 4/18/2023

To: JP Cullen

Project: McFarland Public Service Center

Project location: McFarland, WI

Prepared By: Dan Burhans

Proposal

Remove and then re-install the exterior pieces of glass in Rooms P120, P118, P122

Supply replacement glass- same make up as original (lead time 4-5 weeks)

Additional mobilization, equipment rental

Mobile Glass is not responsible for any breakage of factory window or glass.

ADD THE SUM OF: \$ 4,500.00

This is a quotation on the goods named, subject to the conditions noted below: This proposal supersedes any previously given, either written or verbal, and is valid for 30 days only unless extended at our option.

To accept this quotation, sign here and return:

Date:

*This proposal will not become a contract until Mobile Glass accepts the work in writing and into their schedule.

MOBILE GLASS INC. PREPARED BY: Dan Burhans

Date: 4/18/2023

THANK YOU FOR YOUR BUSINESS!



April 18, 2023

JP Cullen

Re: McFarland Safety

P118: per 4.18.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

P120: per 4.17.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

P122: per 4.18.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

Mobilization per occurrence ADD+ \$150.00 to above

Demo by others.

(3) Room Total = \$2,964

Bid above excludes: fixture/furniture/tech equipment moving, concrete moisture mitigation, finished floor protection, final floor cleaning, sales tax, extensive concrete repair, new carpet.

Submitted By,

Jason Hughes
Vice President
jason@hughesflooring.com
608.358.0984

Prepared By,

Michelle Neustedter
Secretary
michelle@hughesflooring.com
608.845.5593

PROPOSAL



GPRS is the nation's premier company specializing in the detection of underground utilities and underground storage tanks, video pipe inspection, leak detection and the imaging of concrete structures. Our services enable your projects to stay safe, on time and on budget.

**SIM-CERTIFIED FIELD STAFF**

Our SIM-Certified Project Managers are equipped with the latest technology, industry leading training and a methodology that has produced over 99.8% accuracy on over 300,000 projects. Visit SIMSPEC.ORG today for details.

**NATIONWIDE FOOTPRINT**

GPRS is the largest company of our kind. With highly trained Project Managers across America we can provide rapid response to your job site — wherever it may be located.

**CONSULTATIVE APPROACH**

GPRS Project Managers are trained to help you remove barriers that could impact your project being safe, on time and on budget. They provide industry-leading deliverables such as CAD, 3D drawings, NASSCO reports, and a .KMZ and .PDF map is included with every utility locating project which accelerates planning, organizes operations and increases communication.



**VISUALIZING
THE BUILT WORLD™**
//////// ABOVE AND BELOW GROUND

April 18, 2023

Client: JP CULLEN

Project Address: 6001 Broadhead Street, McFarland, WI 53558

Quote Number: GPRSQUOTE-61912

Submitted By:

Ashley St. Arnold

To schedule, please email:

wisconsininfo@gprsinc.com

GPRS appreciates the opportunity to provide this proposal. We encourage you to visit our website (www.gprsinc.com) and contact any of the numerous references listed. Our insurance certificate and W-9 can also be downloaded [here](#). Please feel free to contact us if you have any questions or need additional information.

Scope of Work

Radiant Heating Scan: We understand the scope of work on this project is to scan for radiant heating piping in a concrete slab as listed in the table below. To avoid additional charges, the scan area should be laid out, marked, and cleared of obstructions prior to our arrival. Our findings will be marked directly onto the surface using marker or other methods depending on the site conditions or as directed by the client. The depth of detected radiant heating piping will be marked when possible, but these measurements are only estimates. We do not recommend that you saw cut over the top of any marked obstructions in the slab. GPR cannot determine the diameters of conduits/pipes so avoid all markings by at least 3" (or more if possible.)

Size of Scan Area	Estimated Slab Thickness
500 sq. ft.	8 in.

Equipment

- **Concrete Scanning GPR Antenna.** This GPR Antenna is handheld and rolls over the surface. The device displays scan data on a screen, and the operator marks detected objects on the surface in real-time. The antenna needs a reasonably smooth, unobstructed surface for scanning and cannot scan within 2"-4" of obstructions such as walls and metal tracks. Ideally, the client removes obstacles such as these before our work begins. The total effective scan depth can be as much as 18" or more with this antenna but can vary depending on the concrete conditions, composition, and other factors such as the spacing of the reinforcing. Depth accuracy depends on obtaining a precise depth calibration for the concrete. This device does not emit harmful radiation and can be safely operated while people are in close proximity. For more information, please visit [Link](#)
- **Electromagnetic Pipe Locator.** This receiver can passively detect the signals from live AC power or radio signals traveling along some conductive utilities. Operators can connect a transmitter directly to accessible metallic pipes, risers, or tracer wires to generate a current at a specific frequency. The receiver can then detect the resulting signal along the pipe or tracer wire. Various factors may impact this device's effectiveness, including (but not limited to) access to the utility, conductivity, grounding, and interference from other utilities. The depths provided should always be treated as estimates as their accuracy can be affected by multiple factors. For more information, please visit: [Link](#)
- **Infrared Camera.** The thermal camera can detect changes in temperature as small as <0.1°C with an accuracy of 2°C. Clients should allow radiant heating systems to cool and turn them on at the project's start to provide contrast between the temperature of the tubing and the slab. For more information, please visit: [Link](#)

Project Costs

SERVICE	DESCRIPTION
Radiant Heating Scan	Described in Scope of Work
Mobilization - Concrete Scanning	
TOTAL	\$ 2,275.00

General Terms & Conditions

This proposal is subject to the General Terms and Conditions for Services of Ground Penetrating Radar Systems, LLC (GPRS) posted at [Link](#) (the "Terms and Conditions") and is hereby incorporated by reference into and made a part of this proposal. Customer acknowledges it has read and agrees to be bound by such Terms and Conditions. In the event of any conflict between the terms of this proposal and the Terms and Conditions, the Terms and Conditions will prevail. Customer also acknowledges that GPRS may, from time to time and at its discretion, modify the Terms and Conditions and Customer agrees to be bound by such Terms and Conditions as modified.

1. Customer agrees to meet and perform all requirements described in this document and has fully read and understands all items listed within this document including the proposal-specific Assumptions.
2. It is the customer's responsibility to prepare the site for scanning, including clearly identifying areas to be scanned, securing access to all areas required for scanning, and keeping these areas clear and free of obstructions. Delays caused by customer's failure to do so may result in an increased price.
3. GPRS does not conduct an investigation, analysis, or interpretation of soil composition, soil/concrete conditions, or geophysical, geological, engineering, or land surveying information. Customer acknowledges it understands that we are merely reporting retrieved data and that we do NOT provide geophysical, geological, engineering, or land surveying services. Customer should contact a professional in those fields if such services are needed.
4. If any work to be performed is within a road or street, unless specifically included by GPRS within this proposal, it is the customer's responsibility to provide adequate traffic control to allow GPRS' personnel to safely and efficiently work in the road/street.
5. If this proposal is not accepted within 90 days of April 18, 2023, the pricing may be subject to review.
6. If for some reason the technician arrives on site and the work is cancelled there will be a charge of \$500 per requested technician.

Accepted and Agreed

Company Phone/Email: _____ PO#: _____ Job#: _____

Print Name: _____ Signature: _____ Date: _____

Project-Specific Assumptions

- Standard full-day rates are based on an 8-hour workday. Time-on-site in excess of 8-hours will be billed at overtime rates.
- This price assumes that we will be given access to perform the work during weekday business hours (6am-5pm). Work performed outside of this is billed at time and a half.
- All of our technicians have OSHA-10 safety training or greater. Site-specific safety training is not included in this quote. Please notify us if this project requires additional safety training.
- As-builts and any other applicable drawings shall be made available to GPRS prior to the project.
- The equipment listed in this proposal is the standard recommended equipment for your project. Depending on site conditions, your GPRS Project Manager may use all of the equipment listed or a subset thereof on your project. At their discretion, they may also employ additional tools not listed above to provide you with the best results possible.
- A thorough utility search can only be completed if GPRS is given access to all utility structures, interior and exterior. This service is never a replacement for the use of the state One Call system (811).
- If your project includes scanning an elevated concrete slab: Some slabs may not be completely penetrable from the top only and would need to be scanned from both top and bottom and should be considered an unforeseen circumstance that would incur additional time onsite and charges.
- If your project includes scanning a wall or elevated concrete slab: Ladders, manlifts, or safe access for scanning wall or ceiling locations is the responsibility of the client.
- If your project includes scanning a concrete slab with roofing material or other surface obstructions, these obstructions should be removed by the customer or customer's representative prior to our arrival. GPRS will need direct access to the surface of the concrete to obtain optimal results.
- These rates assume that there are no certified payroll requirements. GPRS has not been notified of any PLA, DIR, or Certified Payroll requirements. If GPRS receives notice that any of these conditions exist, there will be additional costs.

REQUEST FOR QUOTATION

Project: McFarland Public Safety Center

25 April 2023

JPC PCO #: 111.04Br1

Description: Permanent underslab stablization at sink hole location. Includes temporary protection, window removal and reinstallation, carpet removal and reinstallation, and Low Density Cellular Concrete installed under the SOG.

Proposals are to be held for 10 working days. Quote is no longer valid post deadline

Labor Rates valid through 05/31/23

Activity Description

JP Cullen & Sons Inc.

General Contractor Work	Units	Quantity	Base Rate	PT&I	Total Rate	TOTAL
Project Manager	HR	40	\$105.00	\$34.13	\$139.13	\$5,565.00
Superintendent	HR	40	\$115.00	\$37.38	\$152.38	\$6,095.00
Administrative Assistant	HR	4	\$50.00	\$16.25	\$66.25	\$265.00
Operations Manager	HR	20	\$130.00	\$42.25	\$172.25	\$3,445.00
General Superintendent	HR	10	\$120.00	\$39.00	\$159.00	\$1,590.00
Carpenter Foreman	HR	40	\$86.71	\$28.18	\$114.89	\$4,595.58
Laborer Foreman	HR	48	\$71.34	\$23.18	\$94.52	\$4,537.03
Laborer	HR	48	\$53.31	\$17.33	\$70.63	\$3,390.42
Operator	HR	16	\$77.28	\$25.12	\$102.40	\$1,638.34
Labor Subtotal						\$31,121.37
Self-Performed Labor OH&P 15%						\$4,668.21
JP Cullen Labor Total						\$35,789.57

MATERIALS	Units	Quantity	Unit Price	Material	Tax (0%)	TOTAL
Temp Protection	LS	0	\$ -	\$0.00	\$0.00	\$0.00
		1	\$ 875.00	\$875.00	\$48.13	\$923.13
		0	\$ -	\$0.00	\$0.00	\$0.00
Material Subtotal						\$923.13
Self-Performed Material OH&P @ 15%						\$138.47
Material Total						\$1,061.59

LARGE TOOL & EQUIPMENT	Units	Quantity	Unit Price	Material	Tax (5.5%)	TOTAL
		0	\$ -	\$0.00	\$0.00	\$0.00
Dumpster	EA	2	\$ 800.00	\$1,600.00	\$88.00	\$1,688.00
Telehandler	DAY	2	\$ 561.00	\$1,122.00	\$61.71	\$1,183.71
		0	\$ -	\$0.00	\$0.00	\$0.00
Large Tool & Equip Subtotal						\$2,871.71
Self-Performed Large Tool & Equip OH&P @ 15%						\$430.76
Large Tool & Equip Total						\$3,302.47

SUBCONTRACTORS	Services	TOTAL
		\$0.00
Elastizell	Low Density Cellular Concrete	\$11,928.00
Interstate	Core six (6) 3" holes for Elastizell	\$3,300.00
Mobile Glass	Window removal and reinstall. Includes new glass.	\$4,500.00
Hughes Flooring	Carpet reinstall	\$2,964.00
GPRS	SOG Scan	\$2,275.00
		\$0.00
Subtotal		\$24,967.00
Subcontractor OH&P @ 7.5%		\$1,872.53
Subcontract Total		\$26,839.53

Bond @ 1% \$669.93

TOTAL \$67,663

This Change Order is subject to the following reservation of rights on behalf of the Owner. If the Owner has a good faith basis to believe that the work included in this Change Order was necessitated by an act, condition or omission for which the Contractor is responsible under the Contract Documents, the Owner may exercise any right it has under the Contract Documents to withhold payment, or seek reimbursement from the Contractor, for some or all of the costs incurred by the Owner under this Change Order.”



OF WISCONSIN INC.

17775 W Liberty Lane - New Berlin, WI 53146 V:262.547.5565/F:262.547.5589

TO: JP Cullen
330 E Delaven Dr
Janesville, WI 53546
Attn: Tayler Blake
C: 608-751-2081
Tayler.blake@jpcullen.com

DATE: April 19, 2023
JOB NAME: McFarland PSC
LOCATION: McFarland, WI
OWNER:
ARCHITECT: Bray
DATE OF: 8/29/22
PLANS:

OUR PROPOSAL

WE PROPOSE to furnish and install Elastizell Engineered Fill at 45 PCF cast density and 70 psi @ 28 days compressive strength for the filling of the hollow void below Rms: P118, P120, & P122. This includes all labor, equipment, and material (except exclusions noted below) to provide and place Elastizell Engineered Fill as follows, subject to terms and conditions herein:

- A. ELASTIZELL EF (Engineered Fill) Class II, approximately 40 Cubic Yards.
- B. **BY OTHERS:** potable water source, site prep & de-watering of fill site, job supervision, maintenance of adequate haul road, MINIMUM OF FIVE (5) 3" CORED HOLES THROUGH EXISTING SOG FOR ACCESS TO VOID FOR OUR DELIVERY HOSE (SEE ATTACHED MARKINGS).
- C. **EXCLUSIONS:** Winter heated concrete (Oct. 1st through April 15th), adequate water source, de-watering, forming.
- D. **IF JOB IS NOT READY**, we reserve the right to withdraw and charge for that particular day's labor.
- E. A potable water source capable of 60 GPM with 2" feed must be provided within 300' of batching equipment; minimum 2" supply.
- F. All prep work and de-watering of fill areas by others.
- G. A staging area of 50'x200' per batch plant within 700' of fill area to be provided, which must be accessible by semi-truck.
- H. Elastizell of Wisconsin, Inc. reserves the right to mix and place only under suitable weather and temperature conditions.
- I. APPLICATIONS requiring materials to be placed to a greater volume than specified will be subject to additional charge.
- J. THIS PROPOSAL is based upon the job being ready to accept installation in 1 mobilization(s).
- K. THE PLANS on which this proposal is based are dated 8/29/22 and include addendum(s) NONE.
- L. **PRICES based on 1st Shift, Non-Premium time hours.**

BASE PRICE: \$11,928.00 for up to 40 Cubic Yards.

ADDITIONAL MATERIAL IF REQUIRED: \$250.00 per Cubic Yard.

NOTE: THE INSTALLATION OF THIS MATERIAL DOES NOT GUARANTEE AGAINST FURTHER SETTLEMENT OF THE SUBGRADE.

ADDITIONS/DELETIONS TO CONTRACT PRICE

- 1. Each additional mobilization required (over and above 1 included above), through no fault of Subcontractor, **ADD \$1,500.00 per mobilization.**
- 2. If our crew arrives to find dirty or un-prepped job site, **ADD \$115.00 per man hour** for each hour of delay.
- 3. ****If poured between October 15th and April 15th, ADD \$15.00 per cubic yard placed for winter heated concrete**
- 4. As required by the Wisconsin Construction Lien Law, we hereby notify you that when we furnish labor and/or materials, we have lien rights on owner's land and buildings and we will serve "Notice of Lien" on accounts not paid. *FINANCE CHARGES: Past due accounts will be charged a finance charge at the periodic rate of one and one-half percent (1 1/2%) per month, which is an annual percentage rate of 18%, or a periodic rate not to exceed the maximum rate allowed by state law

Terms: Net 30 Days

IF THIS PROPOSAL IS SIGNED WITHIN 60 DAYS, the above price remains in effect through June, 2023.

"Subcontractor, by the execution of this agreement, in no way either expressly or implicitly assumes any responsibility or liability of the Contractor or any other party for compliance with the Occupational Safety and Health Act of 1970 and the Regulations promulgated thereunder and limits his responsibility to providing safety equipment for his employees."

NO ALTERNATE CONTRACT FORM ACCEPTED WITHOUT THIS PROPOSAL BEING A PART OF IT. (Acceptable form: AIA Document A401)

PROPOSAL ACCEPTANCE:

ELASTIZELL OF WISCONSIN, INC.

Building Contractor Registration Number: 1095165

By:

By: Ray Munch, Jr

Pres

Date:

Date: April 19, 2023

AD-1	ACCESS DOOR. PAINT TO MATCH WALL. TYP HEIGHT AT 1'-4"
AE-1	AED CABINET
DE-1	PISTOL LOCKER
DE-2	WALL MOUNTED BENCH W/ CUFF RINGS
DE-3	FLOOR MOUNTED BENCH W/ CUFF RINGS
DE-4	FLOOR MOUNTED INTERVIEW CHAIR
DE-5	WALL MOUNTED INTERVIEW TABLE
DF-1	DRINKING FOUNTAIN - SEE PLUMBING
FE-1A	FLUORIDE/FLUORIDE EXTINGUISHER AND SURFACING MOUNT CABINET
FE-1B	DRY CHEMICAL FIRE EXTINGUISHER AND SURFACING MOUNT CABINET
FE-1B	DRY CHEMICAL FIRE EXTINGUISHER AND SEMI-RECESSED CABINET
FE-2	CLEAN AGENT EXTINGUISHER AND SEMI-RECESSED CABINET
FE-3B	CLASS-B - WET - CHEMICAL FIRE EXTINGUISHER AND SEMI-RECESSED CABINET
GB-1	GLASS BOARD 7'-6" X 4'-0" PROVIDE BLOCKING AS NECESSARY. OWNERS FURNISHED OR OWNER INSTALLED
GL-1	GLASS BOARD 6'-0" X 4'-0" PROVIDE BLOCKING AS NECESSARY. OWNER FURNISHED

RED = the dimensions of the rooms with the void under

TO BE COORDINATED WITH ARCHITECT FOR ROOM DIMENSIONS
 PLUMBING MECHANICAL, PLUMBING AND ELECTRICAL PENETRATIONS
 SHALL HAVE NO OPENING OR GAP IS LARGER THAN 5/16" ON ONE
 DIRECTION.
 KEY BOX
 LOCKERS - BOOKING - SEE INTERIOR FINISH LEGEND FOR COLOR
 MOUNT SIGN - SEE PLUMBING

Needed from Elastizell:
3" cored hole quantity and locations for
Rooms P118, P120, and P122.
Assume all (3) rooms will need to be filled.



scale: 1/8" = 1'-0"



Interstate Sawing & Demolition
7403 Sleepy Hollow Rd.
P.O. 453
West Bend, WI 53090
(262) 334-7522

Quote: 00558

Quote Date: Apr 19, 2023

Quote Expires: **Jul 18, 2023**

Job Name: Broadhead Street

Sales Rep: Aaron Burlingame

PREPARED FOR

J.P. Cullen & Sons, Inc.
Jeremy Wiggs
PO Box 5957
Attn: Accounts Payable
Janesville, WI 53547-5957

JOB SITE ADDRESS

6001 Broadhead Street
McFarland, WI 53558

Description	Qty	Price	Adj	Total
C/D Core Drill	1	550.00 Total		550.00
Core 3" hole at 5" deep				
			Total	550.00

Accepted By: _____



Printed: 04/19/2023 08:09:25 AM

OSHA 30 CERTIFIED OPERATORS
EXPERIANCE MODIFICATION RATE (EMR): 0.73
AVETTA CERTIFIED WITH **GREEN LIGHT STATUS**



Page 1 of 1
Page 100 of 594



PROPOSAL

Mobile Glass Inc.

5626 Woodland Dr. Waunakee WI 53597

Phone: 608.849.4113 Fax: 608.849.5991

www.mobileglass.us

Women-owned Business Enterprise

Small Business Enterprise

DATE: 4/18/2023

To: JP Cullen

Project: McFarland Public Service Center

Project location: McFarland, WI

Prepared By: Dan Burhans

Proposal

Remove and then re-install the exterior pieces of glass in Rooms P120, P118, P122

Supply replacement glass- same make up as original (lead time 4-5 weeks)

Additional mobilization, equipment rental

Mobile Glass is not responsible for any breakage of factory window or glass.

ADD THE SUM OF: \$ 4,500.00

This is a quotation on the goods named, subject to the conditions noted below: This proposal supersedes any previously given, either written or verbal, and is valid for 30 days only unless extended at our option.

To accept this quotation, sign here and return:

Date:

*This proposal will not become a contract until Mobile Glass accepts the work in writing and into their schedule.

MOBILE GLASS INC. PREPARED BY: Dan Burhans

Date: 4/18/2023

THANK YOU FOR YOUR BUSINESS!



April 18, 2023

JP Cullen

Re: McFarland Safety

P118: per 4.18.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

P120: per 4.17.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

P122: per 4.18.23 email request

- Furnish and install new Wall Base = \$208.00
- Install salvaged carpet tile removed by others = \$160.00
- Patch core holes if needed ADD+ \$150.00
- floor prep/skim coat up to 1/8" and light grind/remove adhesive where existing floor has been removed ADD+ \$270.00

Mobilization per occurrence ADD+ \$150.00 to above

Demo by others.

(3) Room Total = \$2,964

Bid above excludes: fixture/furniture/tech equipment moving, concrete moisture mitigation, finished floor protection, final floor cleaning, sales tax, extensive concrete repair, new carpet.

Submitted By,

Jason Hughes
Vice President
jason@hughesflooring.com
608.358.0984

Prepared By,

Michelle Neustedter
Secretary
michelle@hughesflooring.com
608.845.5593

JP CULLEN

GPRS

PROPOSAL



GPRS is the nation's premier company specializing in the detection of underground utilities and underground storage tanks, video pipe inspection, leak detection and the imaging of concrete structures. Our services enable your projects to stay safe, on time and on budget.



SIM-CERTIFIED FIELD STAFF

Our SIM-Certified Project Managers are equipped with the latest technology, industry leading training and a methodology that has produced over 99.8% accuracy on over 300,000 projects. Visit SIMSPEC.ORG today for details.



NATIONWIDE FOOTPRINT

GPRS is the largest company of our kind. With highly trained Project Managers across America we can provide rapid response to your job site — wherever it may be located.



CONSULTATIVE APPROACH

GPRS Project Managers are trained to help you remove barriers that could impact your project being safe, on time and on budget. They provide industry-leading deliverables such as CAD, 3D drawings, NASSCO reports, and a .KMZ and .PDF map is included with every utility locating project which accelerates planning, organizes operations and increases communication.



**VISUALIZING
THE BUILT WORLD™**
//////// ABOVE AND BELOW GROUND

April 18, 2023

Client: JP CULLEN

Project Address: 6001 Broadhead Street, McFarland, WI 53558

Quote Number: GPRSQUOTE-61912

Submitted By:

Ashley St. Arnold

To schedule, please email:

wisconsininfo@gprsinc.com

GPRS appreciates the opportunity to provide this proposal. We encourage you to visit our website (www.gprsinc.com) and contact any of the numerous references listed. Our insurance certificate and W-9 can also be downloaded [here](#). Please feel free to contact us if you have any questions or need additional information.

Scope of Work

Radiant Heating Scan: We understand the scope of work on this project is to scan for radiant heating piping in a concrete slab as listed in the table below. To avoid additional charges, the scan area should be laid out, marked, and cleared of obstructions prior to our arrival. Our findings will be marked directly onto the surface using marker or other methods depending on the site conditions or as directed by the client. The depth of detected radiant heating piping will be marked when possible, but these measurements are only estimates. We do not recommend that you saw cut over the top of any marked obstructions in the slab. GPR cannot determine the diameters of conduits/pipes so avoid all markings by at least 3" (or more if possible.)

Size of Scan Area	Estimated Slab Thickness
500 sq. ft.	8 in.

Equipment

- **Concrete Scanning GPR Antenna.** This GPR Antenna is handheld and rolls over the surface. The device displays scan data on a screen, and the operator marks detected objects on the surface in real-time. The antenna needs a reasonably smooth, unobstructed surface for scanning and cannot scan within 2"-4" of obstructions such as walls and metal tracks. Ideally, the client removes obstacles such as these before our work begins. The total effective scan depth can be as much as 18" or more with this antenna but can vary depending on the concrete conditions, composition, and other factors such as the spacing of the reinforcing. Depth accuracy depends on obtaining a precise depth calibration for the concrete. This device does not emit harmful radiation and can be safely operated while people are in close proximity. For more information, please visit [Link](#)
- **Electromagnetic Pipe Locator.** This receiver can passively detect the signals from live AC power or radio signals traveling along some conductive utilities. Operators can connect a transmitter directly to accessible metallic pipes, risers, or tracer wires to generate a current at a specific frequency. The receiver can then detect the resulting signal along the pipe or tracer wire. Various factors may impact this device's effectiveness, including (but not limited to) access to the utility, conductivity, grounding, and interference from other utilities. The depths provided should always be treated as estimates as their accuracy can be affected by multiple factors. For more information, please visit: [Link](#)
- **Infrared Camera.** The thermal camera can detect changes in temperature as small as <0.1°C with an accuracy of 2°C. Clients should allow radiant heating systems to cool and turn them on at the project's start to provide contrast between the temperature of the tubing and the slab. For more information, please visit: [Link](#)

Project Costs

SERVICE	DESCRIPTION
Radiant Heating Scan	Described in Scope of Work
Mobilization - Concrete Scanning	
TOTAL	\$ 2,275.00

General Terms & Conditions

This proposal is subject to the General Terms and Conditions for Services of Ground Penetrating Radar Systems, LLC (GPRS) posted at [Link](#) (the "Terms and Conditions") and is hereby incorporated by reference into and made a part of this proposal. Customer acknowledges it has read and agrees to be bound by such Terms and Conditions. In the event of any conflict between the terms of this proposal and the Terms and Conditions, the Terms and Conditions will prevail. Customer also acknowledges that GPRS may, from time to time and at its discretion, modify the Terms and Conditions and Customer agrees to be bound by such Terms and Conditions as modified.

1. Customer agrees to meet and perform all requirements described in this document and has fully read and understands all items listed within this document including the proposal-specific Assumptions.
2. It is the customer's responsibility to prepare the site for scanning, including clearly identifying areas to be scanned, securing access to all areas required for scanning, and keeping these areas clear and free of obstructions. Delays caused by customer's failure to do so may result in an increased price.
3. GPRS does not conduct an investigation, analysis, or interpretation of soil composition, soil/concrete conditions, or geophysical, geological, engineering, or land surveying information. Customer acknowledges it understands that we are merely reporting retrieved data and that we do NOT provide geophysical, geological, engineering, or land surveying services. Customer should contact a professional in those fields if such services are needed.
4. If any work to be performed is within a road or street, unless specifically included by GPRS within this proposal, it is the customer's responsibility to provide adequate traffic control to allow GPRS' personnel to safely and efficiently work in the road/street.
5. If this proposal is not accepted within 90 days of April 18, 2023, the pricing may be subject to review.
6. If for some reason the technician arrives on site and the work is cancelled there will be a charge of \$500 per requested technician.

Accepted and Agreed

Company Phone/Email: _____ PO#: _____ Job#: _____

Print Name: _____ Signature: _____ Date: _____

Project-Specific Assumptions

- Standard full-day rates are based on an 8-hour workday. Time-on-site in excess of 8-hours will be billed at overtime rates.
- This price assumes that we will be given access to perform the work during weekday business hours (6am-5pm). Work performed outside of this is billed at time and a half.
- All of our technicians have OSHA-10 safety training or greater. Site-specific safety training is not included in this quote. Please notify us if this project requires additional safety training.
- As-builts and any other applicable drawings shall be made available to GPRS prior to the project.
- The equipment listed in this proposal is the standard recommended equipment for your project. Depending on site conditions, your GPRS Project Manager may use all of the equipment listed or a subset thereof on your project. At their discretion, they may also employ additional tools not listed above to provide you with the best results possible.
- A thorough utility search can only be completed if GPRS is given access to all utility structures, interior and exterior. This service is never a replacement for the use of the state One Call system (811).
- If your project includes scanning an elevated concrete slab: Some slabs may not be completely penetrable from the top only and would need to be scanned from both top and bottom and should be considered an unforeseen circumstance that would incur additional time onsite and charges.
- If your project includes scanning a wall or elevated concrete slab: Ladders, manlifts, or safe access for scanning wall or ceiling locations is the responsibility of the client.
- If your project includes scanning a concrete slab with roofing material or other surface obstructions, these obstructions should be removed by the customer or customer's representative prior to our arrival. GPRS will need direct access to the surface of the concrete to obtain optimal results.
- These rates assume that there are no certified payroll requirements. GPRS has not been notified of any PLA, DIR, or Certified Payroll requirements. If GPRS receives notice that any of these conditions exist, there will be additional costs.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action to accept the McFarland Economic Strategic Plan.

PREVIOUS ACTION:

February 28, 2022 Village Board approval of the project contract.

February 21, 2022 Plan Commission recommendation of the project contract.

November 8, 2021 Village Board approval to issue project Request for Proposals.

November 3, 2021 CDA recommendation regarding project Request for Proposals.

October 18, 2021 Plan Commission recommendation regarding project Request for Proposals.

March 21, 2023 Plan Commission holds public hearing for Ordinance 2023-03.

April 13, 2023 Director Bremer presented the draft East Side Plan to the Capital Area Regional Planning Commission for informational purposes.

April 18, 2023 Plan Commission and CDA unanimously recommend the Village Board accept the McFarland Economic Strategic Plan.

ISSUE SUMMARY:

As part of the project to create the new 2023 East Side Plan (agenda Item 6.d.3) the Village also prepared a Village-wide McFarland Economic Strategic Plan. The purpose of completing this plan was two-fold. First, to provide immediate guidance regarding planning for future commercial and industrial development sites within the East Side planning area through the lens of improving our understanding of Village-wide economic development issues and opportunities. Second, the Economic Strategic Plan provides guidance to Village staff, committees, commissions, and board by outlining a series of recommendations for economic and business development that will support job creation, property tax base development and wealth creation for residents. The primary recommended strategies include:

- Focus on Improving Quality of Life
- Expand Commercial and Industrial Land Base
- Work with MadREP on Business Attraction for Primary Industries
- Invest Resources on Business Retention and Expansion
- Facilitate Development of a Balanced Housing Stock
- Attract New Commercial/Retail/Service Businesses

FINANCIAL/BUDGET IMPACT:

Funding for this project was provided through borrowed funds through the Village's Capital



Fund.

VILLAGE PLAN REFERENCE:

Completion of this plan is supported by:

- 2022-23 Strategic Plan, Goal C Housing & Economic Development, Action i. Complete planning project to address Economic Development Plan and update East Side Neighborhood Growth Plan as update to Comprehensive Plan.
- 2017 Comprehensive Plan, Economic Development Initiative #2. Work to Advance Business Opportunities near Interstate 39-90 and Siggelkow Road.
- 2017 Comprehensive Plan, Economic Development Initiative #3. Develop a Business Recruitment and Retention Strategy.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion, and second, to accept McFarland Economic Strategic Plan.

ATTACHMENTS:

1. McFarland Economic Strategic Plan_02.22.2023(reduced)



Village of McFarland

Economic Strategic Plan

February 2023

ACKNOWLEDGMENTS

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*

COMMUNITY DEVELOPMENT AUTHORITY

Stephanie Brassington, *Chairperson - Village Trustee*
TJ Jerke, *Village Trustee*
Ken Brost, *Commissioner*
Kristin Ellis, *Commissioner*
Dan Kolk, *Commissioner*
Anthony Hennes, *Commissioner*
Benjamin Tanko, *Commissioner*

VILLAGE STAFF

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

PREPARED BY:

This document was prepared by Redevelopment
Resources with assistance from Village Staff.

CONTENT

4	EXECUTIVE SUMMARY
6	1. Introduction » Overview » Maps » Population & Household Trends » Employment Trends & Characteristics » Income & Commutes » Interview Takeaways
21	2. Local Economy » Existing Business Mix » Consumer Spending » Tapestry Segmentation
26	3. Commercial/Retail Space Forecast » Regional Economic Growth Initiatives
31	4. Re/Development Opportunities » Industrial Land Supply » TID Analysis » Redevelopment
37	5. Recommendations » Recommendation Table
48	6. Appendices A Appendix A - Methodology B Appendix B - Additional Data

EXECUTIVE SUMMARY

The Village of McFarland authorized completion of a market analysis and economic development strategic plan in conjunction with creation of the East Side Plan and Village-wide Housing Needs Assessment. This market analysis examines current market conditions and outlines McFarland's position in the Madison Metropolitan Statistical Area. The economic development strategic plan sets out a series of recommendations for the economic and business development that will support job creation, property tax base development and wealth creation for residents.

Strategy: Focus on Improving Quality of Life

According to the Brookings Institute, quality of life community amenities such as recreation opportunities, cultural activities, and excellent services (e.g., good schools, transportation options, ensuring there are indoor and outdoor recreational facilities for residents) are likely bigger contributors to healthy local economies than traditional "business-friendly" measures. Leveraging these assets is becoming a more powerful force in practitioners' toolboxes compared to previous activities engaged in for growth in communities. After estimating quality of life (what makes a place attractive to households) and quality of business environment (what makes a place especially productive and attractive to businesses) in communities across the Midwest, researchers at the Brookings Institute found quality of life matters more for population growth, employment growth, and lower poverty rates than quality of business environment.

The Village of McFarland should focus on improving quality of life for its residents to facilitate residential growth, which will support business growth and a thriving local economy.

Strategy: Expand Commercial and Industrial Land Base

McFarland only has one remaining vacant industrial zoned property and needs additional commercial and industrial land. The Village is in the unique position to be programming new space in the community via the East Side Plan as the property along McFarland's east side is available and prime for development to meet the community's needs for the next several years. Additional work to be done in tandem with development includes extending utilities, road construction, and potentially creating Tax Increment Districts.

Lack of available sites for development isn't strictly a localized problem. The greater Madison metro area is short on available industrial properties so it is

recommended that the Village 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.

Expanding the land available for commercial and industrial development is an invitation for investment which facilitates wage and income growth, growth in the tax base, and quality of life for residents. Expanding the land base allows for existing businesses to grow locally - retaining the relationships between themselves and their labor force as well as the communities that have nurtured them. Additionally, land availability can be a competitive advantage to attract outside investment into the community.

Strategy: Work with MadREP on Business Attraction for Primary Industries



MADISON REGION
ECONOMIC PARTNERSHIP

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. As a community served by the Madison Region Economic Partnership (MadREP), 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. However, it is in McFarland's best interest to work closely with 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).

Strategy: Invest Resources on Business Retention and Expansion

Existing businesses account for 80% of a community's growth. Establishing a formal Business Retention and Expansion (BRE) program is a solid strategy to devote time and energy on so that existing businesses will continue to grow and thrive. A formal BRE program identifies the hurdles and challenges facing local businesses and provides assistance to address those issues.

Technical assistance provided by a BRE program can help a business increase its competitiveness in the wider

marketplace through economic gardening initiatives, business intelligence and analytics programs. Site selection assistance helps existing businesses expand and add new jobs locally. BRE activities also include business continuity planning, pre-disaster planning and post-disaster recovery help which increases the likelihood of business survival through economic difficulties.

A successful BRE program organizes networking opportunities needed for success such as connecting businesses to networks such as MEPS, Chambers of Commerce, regional cluster initiatives, Angel investor networks, are additional responsibilities of the BRE program. Sometimes, the BRE program director acts as a broker between the sources of assistance and the company needing them, packaging several forms of assistance when available from different sources to assist the company or respond to firm issues identified in BRE surveys and site visits conducted annually.

A successful BRE program provides data and intelligence to strategically attract new companies to a community and foster the creation of new businesses. Local economic data includes:

- The competitive strengths and weaknesses of the local area as a business location
- The relative strength of the local economy
- Areas of interest and concern that can be used to formulate public policy, enhance development efforts, or improve the local business climate
- An understanding of the current workforce and the workforce needs of the business community
- Available buildings and sites

McFarland should create and implement a BRE program with the goal of meeting with all McFarland-based businesses at least once per year. This program will largely demand an investment of staff time.

Strategy: Facilitate Development of a Balanced Housing Stock

Economic Development is not just business attraction and retention. The entirety of the economy benefits from having adequate housing stock to ensure that workers at all wage levels can afford housing in the Village. To accomplish this, it is important to understand how the Village is expected to grow in not only population, but also age and income levels in order to meet various needs. The population of McFarland was estimated at 8,991 in 2022. 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. See the accompanying Housing Market

Analysis to understand how to meet the needs of all residents through housing supply. Preparing for this growth will make the Village not only more attractive place for people to live, but also more attractive to businesses because their workforce, at all levels, will be able to find quality, affordable housing in the Village.



For Sale: 6166 Tuscobia Tr.
McFarland, WI

Source: Zillow.com

Strategy: Attract New Commercial/Retail/Service Businesses

Prioritize aligning businesses attraction efforts with the types of businesses MadREP is focused on in Advance 2.0 including bioscience, information technology, healthcare, advanced manufacturing, and agriculture/food/beverage. These efforts will have a higher return on the time and resources devoted to their attraction than those for commercial/retail/service space. Commercial/retail/service businesses depend on population density, population growth, traffic volume, particular demographic factors, adjacent businesses, and other amenities. Large housing developments and more densely populated areas attract retail businesses, restaurants, and other services to meet the needs of residents in the community.

Commercial and retail business recruitment is recommended but often retail and commercial businesses follow residential density and the demographics of those new residents. Because of this, development of housing will create a demand for retail and commercial businesses. Retail and commercial businesses will be best located in existing commercial corridors, downtown, and newly planned mixed-use buildings within the East Side neighborhood. Categories identified in the gap analysis and survey of residents include health and personal care stores, clothing stores/boutiques, hobby/books/sporting goods/musical instrument stores, shoe stores, jewelry stores, and health services. Also popular within neighborhood business districts are coffee shops, wine bars, distillery tasting rooms and brew pubs.



5910 Hwy 51
McFarland, WI

1200 SF, \$12/SF/YR
Source: CREXI.com



1 INTRODUCTION

OVERVIEW

The following market assessment and economic development strategy has been developed to provide the Village of McFarland with the information and tools to guide decision-making and economic development activities over the next five years and beyond. This document works to implement the community's vision, as laid out in the 2017 comprehensive plan:

“The Village will maintain and pursue a viable local economy built around responsible growth and revitalization; a proud heritage and downtown, adapted to serve modern demands; an emphasis on education and lifelong learning; safe and appealing places to live, work, shop, eat, and play; opportunities for recreation and respite, focused on our lakes and other resources”.

The market assessment provides a snapshot of trends and the direction the market is heading, informing recommendations for any impact the Village could and should make through its development efforts on the east side, and Village-wide. It will also be the basis for crafting marketing messages to new potential residents, businesses, and developers.

Due to McFarland's geographic location in the Madison Metropolitan Statistical Area (MSA), it is uniquely situated to provide access to national transportation corridors and regional entertainment and recreational assets. Using this data to leverage those assets for economic growth will be critical to maximizing opportunities over the next five to ten years.

Market Area Definition

The Village of McFarland is a community located on the southeast side of the Madison market area and is counted as part of the Madison-Janesville-Beloit Combined Statistical Area (Dane, Columbia, Rock, Green, Iowa, and Sauk) for employment.

As a part of the Madison market area, the Village of McFarland is a full-service village with its own unique characteristics, assets and challenges.

This portion of the study focuses on the Village of McFarland compared to four separate communities that were considered by the client as closely comparable to the Village of McFarland. The four communities identified are Cottage Grove, De Forest, and Stoughton. As shown in Figure 1.2, the populations of the comparable communities bracket McFarland in total household count and total population. Another factor for selecting comparable communities was their proximity to Madison.

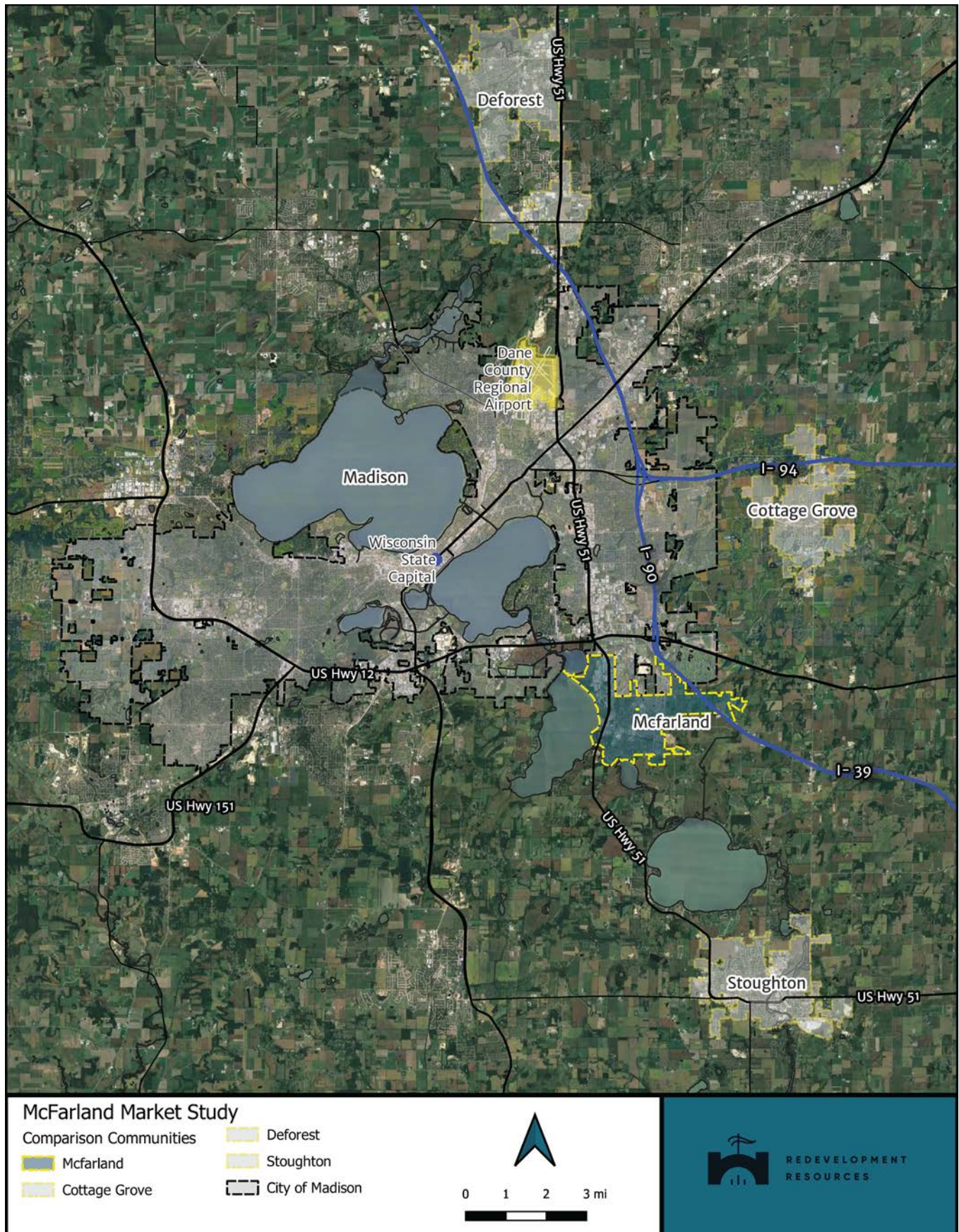
Stoughton, WI is located approximately 11 miles southeast of McFarland, while Cottage Grove is located 9.5 miles northeast of McFarland and De Forest is located approximately 20 miles north of McFarland.

The local market trade area is defined as the area within a fifteen-minute drive time from the destination. Consumers will generally travel 25% of the time they intend to spend at a location. So, if a consumer is planning on shopping for an hour in McFarland, then they are willing to drive 15 min. Longer drive-times were not included due to the regional context and proximity to Madison.

The labor market however includes the Madison-Janesville-Beloit Combined Statistical area which includes Sauk, Columbia, Dane, Rock, Green and Lafayette Counties.



COMPARISON COMMUNITIES MAP





POPULATION & HOUSEHOLD TRENDS



5,443

Projected population increase by 2040



Growth, employment, and income drive housing demand. The following sections outline our study area, explore the trends within each of these drivers, and suggest related implications of those trends.

#1

Percent of residents employed in high-wage occupations among comparison communities.

#2

Number of advanced degrees among comparison communities.



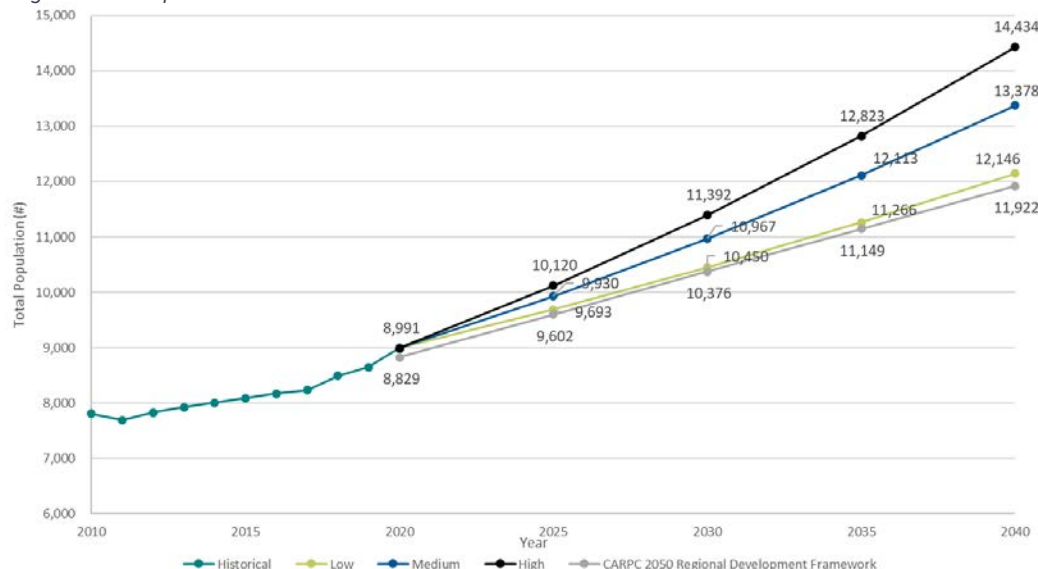
Median household income in McFarland is competitive with peer communities.

McFarland's population is expected to grow between 49%-61% (as many as 5,443 new residents) over the next 18 years (Figure 1.1). Households are expected to grow 17%-30% (as many as 1,077 new households) over the next 18 years. Over the next 18 years, the number of people in the 55-64 age category will increase 92% and the age category of 65- 84 increase 132%. Until 2032, the largest segment of the population will be residents aged 35-54, then those ages 55-64 and 65-84 will take over as the largest segments of the population.

Figure 1.1: Population Projections Trends for McFarland (2020-2040)

Source: Village of McFarland, WI DOA Projections, CARPC 2050

Regional Development Framework



McFarland has the second highest number of graduate/professional degrees and the highest percent of residents employed in professional and management/business/financial occupations combined when compared to De Forest, Cottage Grove, and Stoughton. Median household income in McFarland is competitive with peer communities.

Growth, employment, and income drive housing demand. The following sections outline our study area, explore the trends within each of these drivers, and suggest related implications of those trends.

Population Trends

Population within the Village has increased over the past decade, as is consistent with neighboring communities, Dane County, and the State of Wisconsin. Between 2010 and 2020, McFarland saw a net increase of 1,417 residents – an 18.7% increase (Figure 1.2).

Household Trends

Total households are projected to increase between 2020 and 2040 (Figure 1.3). The most conservative projection expects households to increase by 17% or 605 households. More moderate projections estimate an increase of 24% or 857 households. The most liberal projection, however, estimates an increase of 30% or an additional 1,077 households. While it appears McFarland is steadily growing and is projected to continue to grow, neighboring communities are also growing. The Village of De Forest's historical growth nearly mirrors that of the Village of McFarland. Stoughton's historical growth did not consistently trend upward but appears to increase and decrease over time, with a net effect of a slight increase over the past ten years. The Village of

Cottage Grove shows steeper increases in recent years. Cottage Grove has recently constructed a new elementary school and has several new subdivisions, in addition to investing heavily in the past 10 years on building out a new business park adjacent to I-94. These actions have set Cottage Grove up for continued growth.

Figure 1.2: Population Growth Trends in McFarland and Peer Communities (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates

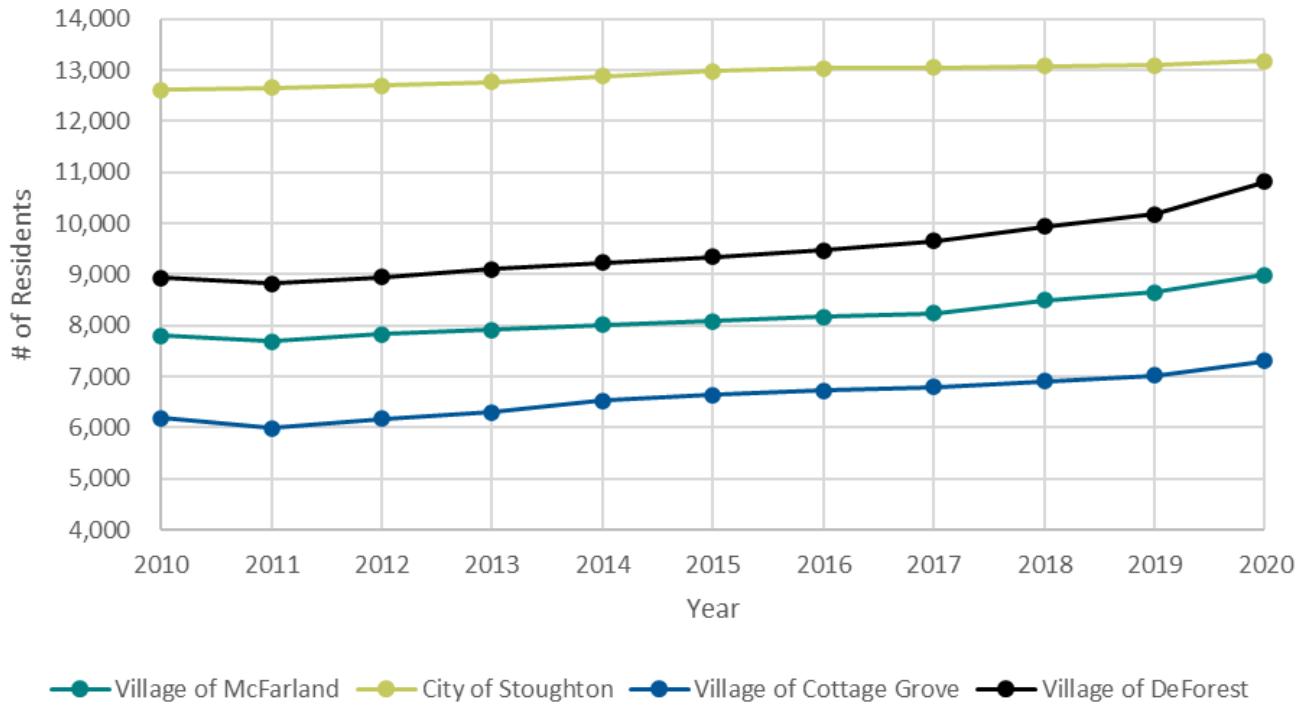


Figure 1.3: Household Projections Trends for McFarland (2020-2040)

Source: Village of McFarland, WI DOA Projections, CARPC 2050 Regional Development Framework

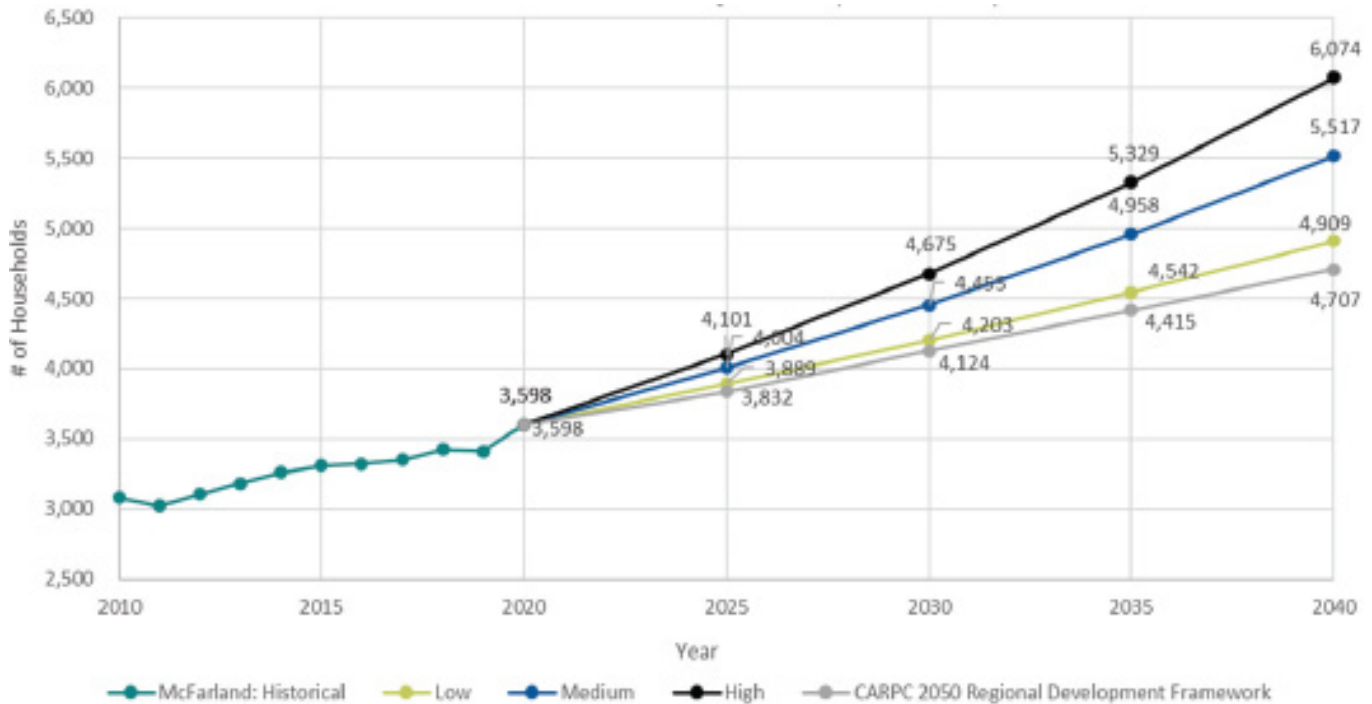


Figure 1.4: Household Growth Trends in McFarland and Peer Communities (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates

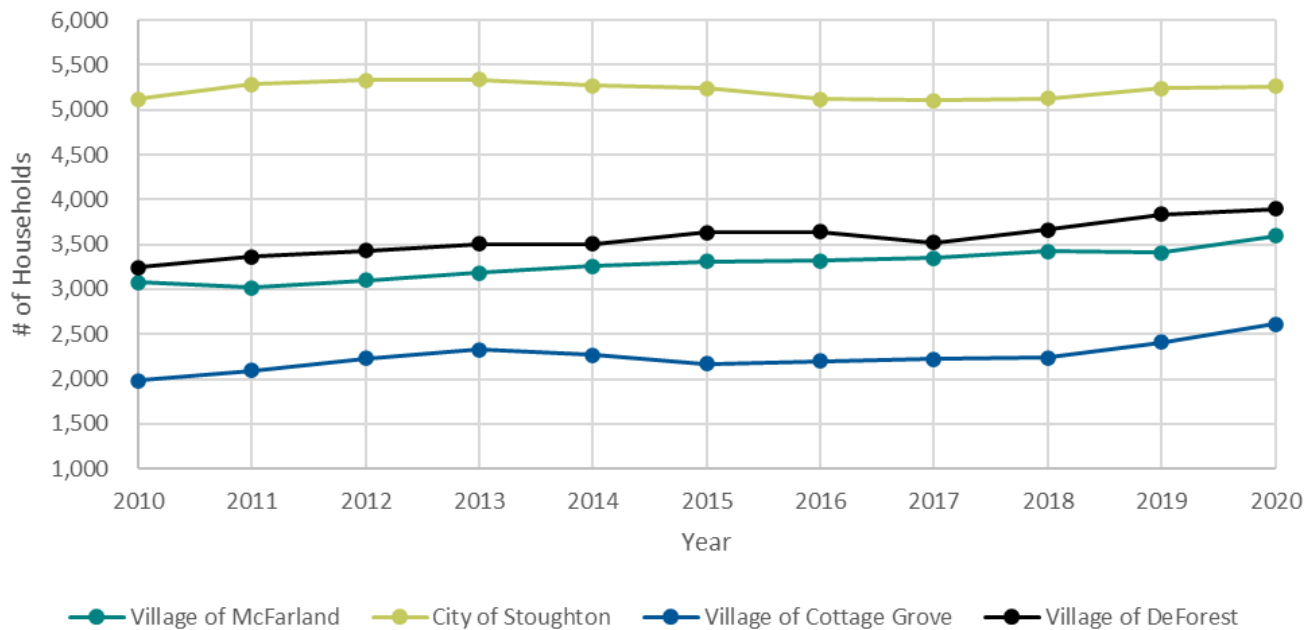
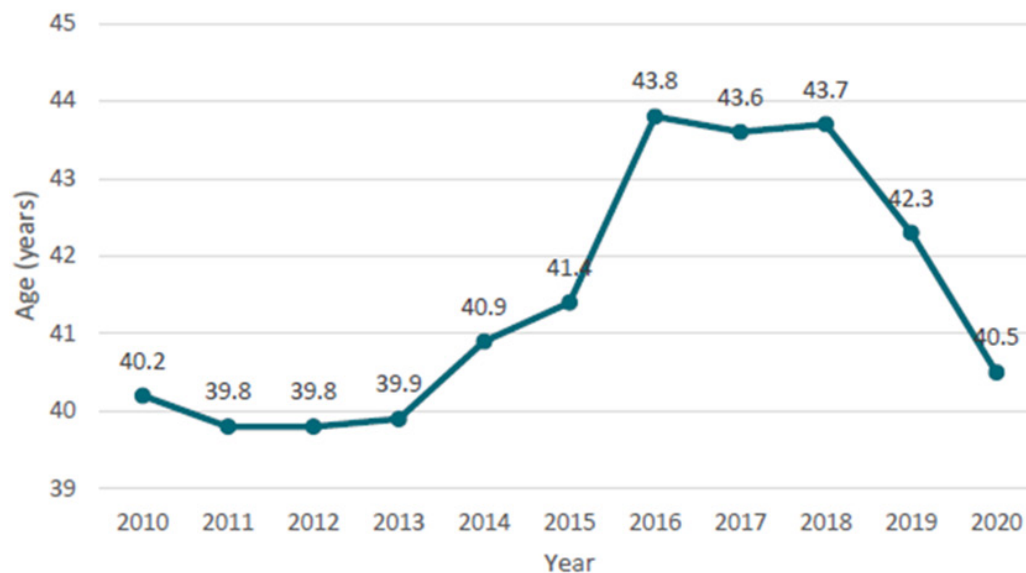


Figure 1.5: Median Age in McFarland (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates



Age

McFarland's median age was 40.5 in 2020. This has decreased from 43.8 in 2016, but is higher than Stoughton, Cottage Grove, and De Forest. Figure 1.6 shows youth (ages 0-9), middle-aged adults (55-64), and older adults (65+) have had the largest increases since 2010. This indicates an increase in children and aging Baby Boomers.

Figure 1.7 indicates a continued aging population through 2040 with a projected increase of 92% in those aged 55-64 and an increase of 132% in those aged 65- 84.

Figure 1.6: Age Cohort Trends in McFarland (2010-2020)
Source: 2016-2020 ACS 5-Year Estimates

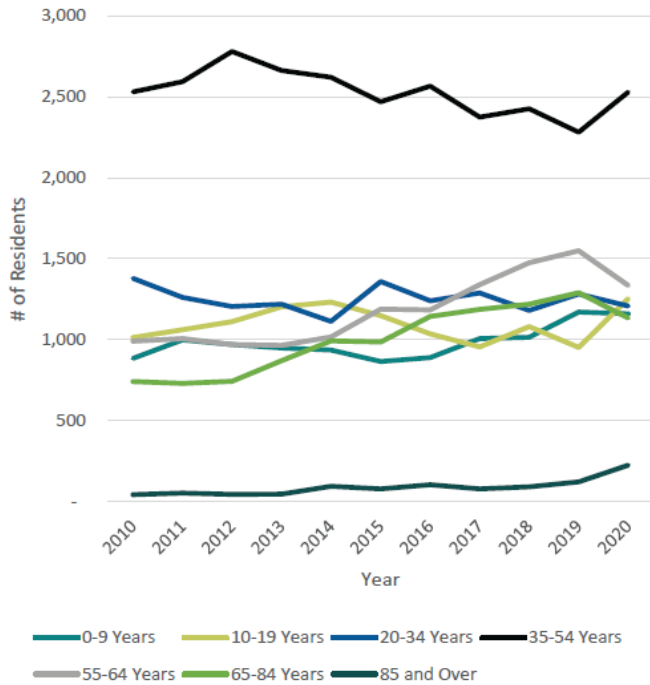
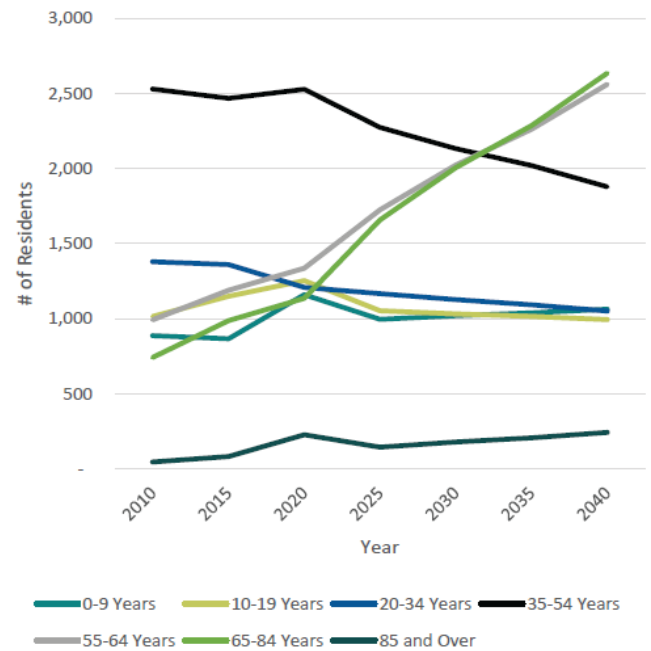


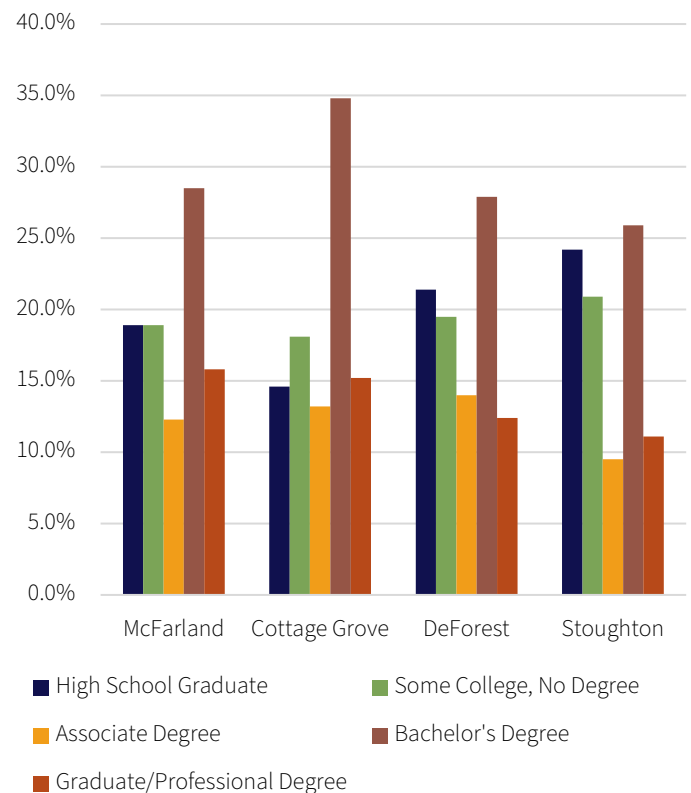
Figure 1.7: Age Cohort Trend Projections for McFarland (2010-2040)
Source: ACS 5-Year Estimates, algorithmic projection



Educational Attainment

Another attribute to compare the communities is the level of educational attainment. In the population over 25 years old in McFarland, about 28% have achieved a bachelor's degree. Deforest and Stoughton have a lower percentage with bachelor's degrees, whereas Cottage Grove has a significantly higher percentage with a bachelor's degree. McFarland has the highest percentage of population with a graduate/professional degree (about 16%). See Figure 1.8.

Figure 1.8 Comparison of Share of Population 25 Years Old and Older by Educational Attainment (2021)
Source: Esri Community Profile



EMPLOYMENT TRENDS & CHARACTERISTICS

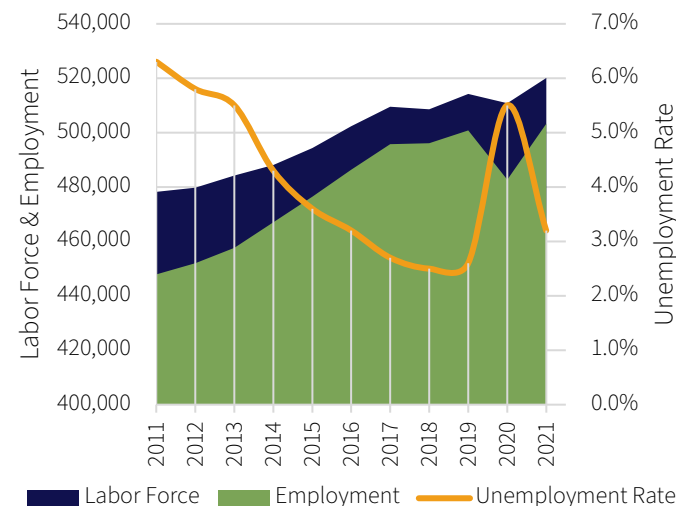
Employment Trends

The unemployment rate in the Madison-Janesville-Beloit combined area has been steadily declining up until the COVID-19 pandemic in early 2020, when many sectors of the economy were sidelined, and employers were concerned for worker safety and limited operations. As the graph shows, once things were opened back up, the unemployment rate has almost returned to pre-pandemic levels.

The labor force, as measured by the Bureau of Labor Statistics, has been steadily increasing from 2011-2021. The green area of Figure 1.9 shows the total employment, and the gap between the top of the blue area and the top of the green area represents the total number of unemployed members of the workforce. The total number of employed individuals in 2021 has passed 2019, prior to the economic shutdown.

Figure 1.9 Madison-Janesville-Beloit Combined Statistical Area Labor Force & Employment Trends Over Time (2011-2021)

Source: Madison-Janesville-Beloit Combined Statistical Area Local Area Unemployment Statistics from the Bureau of Labor Statistics Annual Averages 2011-2021

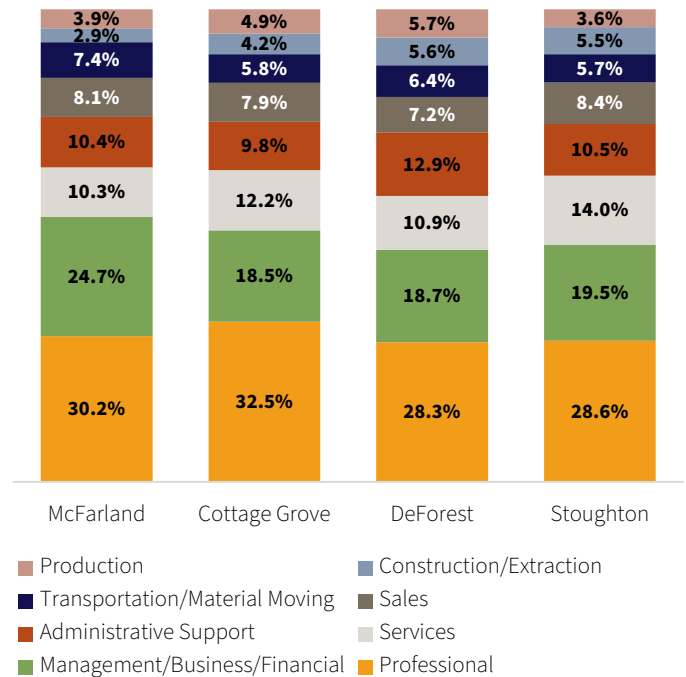


Employment Characteristics

The Village has high concentrations in occupational categories such as Professional, Transportation / Materials Moving, and Management/Business/Financial occupations compared to peer communities. However, among peer communities McFarland trails in Production, Services, Administrative Support, and Construction occupations (Figure 1.10).

Figure 1.10 Comparison by Occupation Type for Employed Population 16 Years Old and Older (2021)

Source: Esri Community Profile



Employers in McFarland

Employers in McFarland who employ 50 employees or more are listed in the chart below. Of note, only five or six of the employers below are importers of revenue from outside the community. The grocery stores, banks, and schools are local businesses which revolve local dollars, primarily from residents.

Table 1.1 Employers in McFarland

Source: Datavue

Business Name	Employee Size
Green Lantern Restaurant & Bar	53
Wisconsin Virtual Academy	55
Madison Forms Corp	56
Ctw Abbey Carpet & Floor	62
Waubesa Intermediate School	67
Cubic Wall Systems Inc	70
Conrad Elvehjem Primary School	78
Indian Mound Middle School	78
One Community Bank	82
McFarland High School	107
Pick 'n Save	119
Amtelco	120

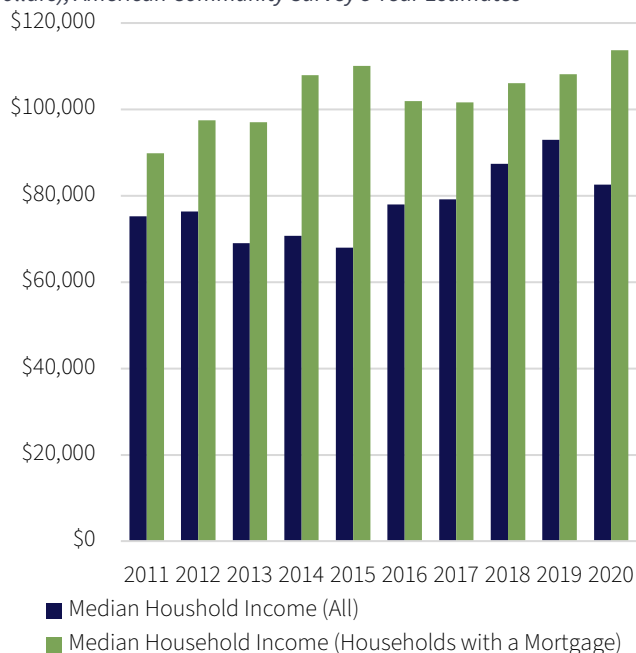
INCOME & COMMUTES

Income

McFarland has a solid trend line regarding median household income growth over the past five years according to Figure 1.11.

Figure 1.11 Village of McFarland Median Household Income Trends (2011-2020)

Source: Financial Characteristics For Housing Units With A Mortgage, Income In The Past 12 Months (In Current Year Inflation-Adjusted Dollars), American Community Survey 5-Year Estimates



The comparison in Figure 1.12 shows McFarland as a solid leader regarding distribution of households by income level compared to peer communities. With a smaller percent of households at lower income levels (below \$50,000) than three of the four communities, McFarland appears to have more households earning between \$50,000 and \$74,999 than De Forest or Cottage Grove. The percent of households in McFarland earning \$100,000 - \$149,999 is mid-range, with two communities having more households at that level and two with fewer households at that level. McFarland has the largest percent of households earning \$150,000 but finds itself at the middle of the group again with the percent of households earning \$200,000 or greater. Understanding this data will be helpful in directing the housing development for the community as it grows to the east.

Figure 1.12 Comparison of Distribution of Households by Income Level (2021)

Source: Esri Community Profile



A significant portion of residents of McFarland work in Madison (47.2%). See Figure 1.13.

Employees working in McFarland live in a variety of communities, including McFarland (15%), Madison (19%), Stoughton, Fitchburg, Sun Prairie, Monona, Janesville, Cottage Grove, Milwaukee, and Oregon. However, Figure 1.14 illustrates that the most significant number of employees working in McFarland report living elsewhere (49%). Because the City of Madison host the largest number of jobs in the metro area, the comparative communities commuting patterns are very similar and

differ only from the aspect of whether or not there is a dominant local employer employing a large percent of the population. For example, a large employer in Stoughton WI is Stoughton Trailer, with more than 1,000 employees, is the largest employer in Stoughton. In De Forest, employers such as Ball Corporation (canning jars), American Girl, EVCO, and ABS, are listed as the largest employers in the community, and employ 1360 people combined in De Forest.

Figure 1.13 Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics

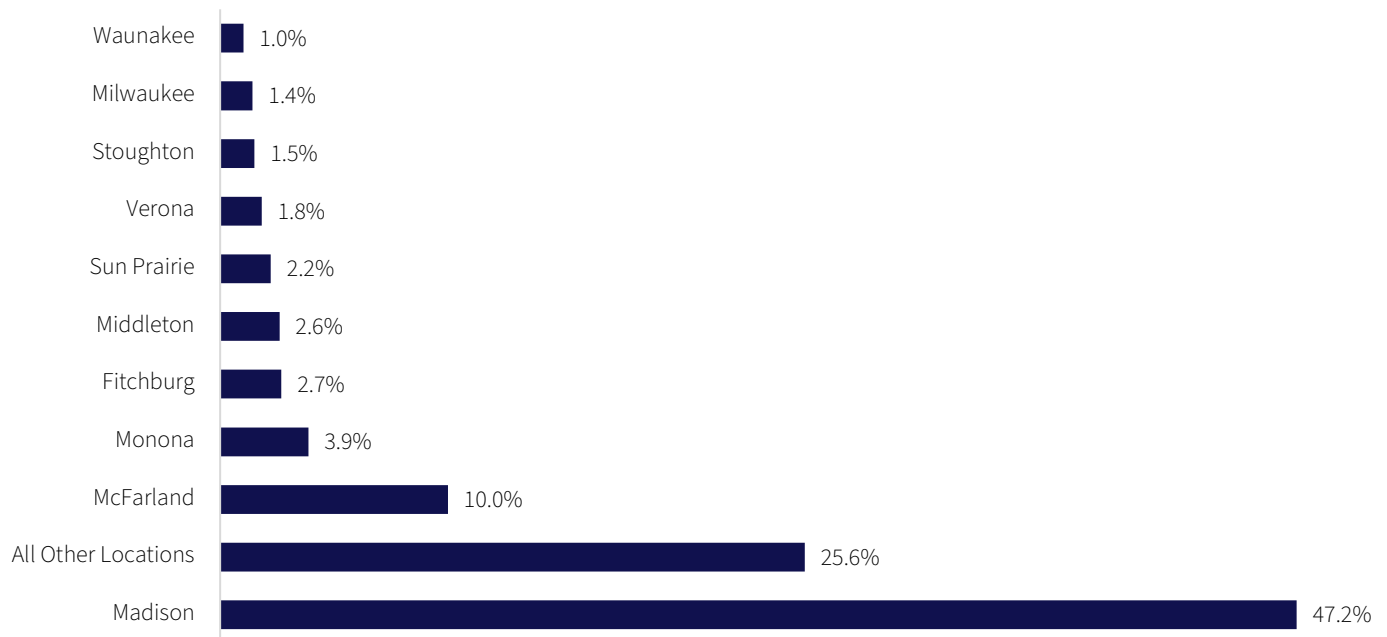
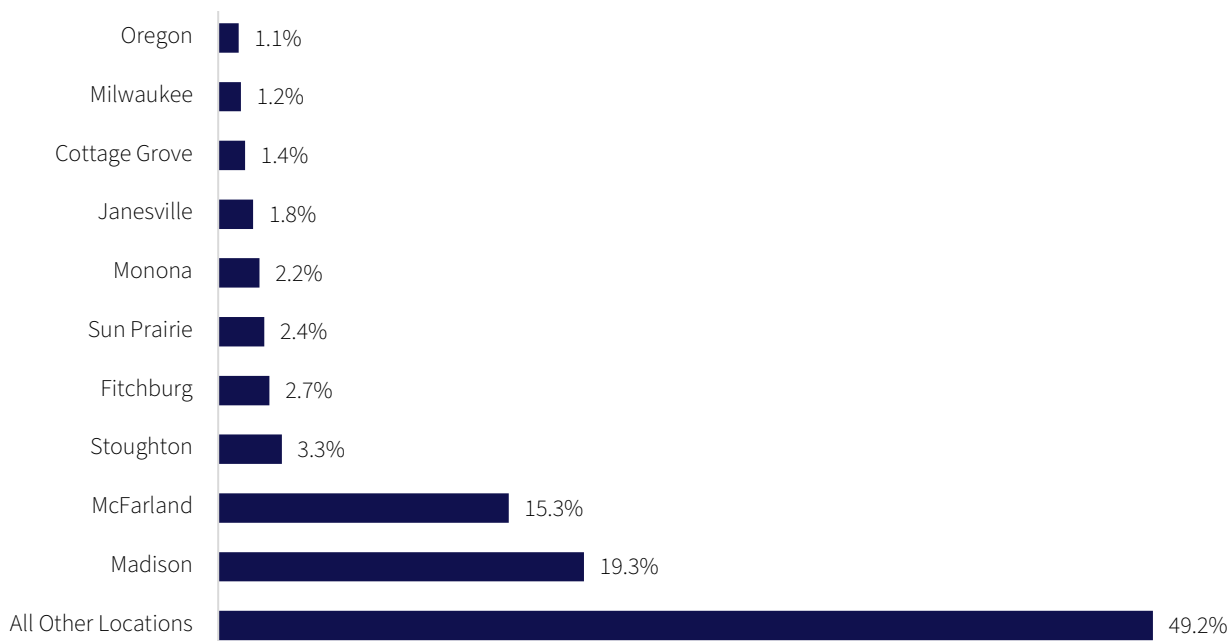


Figure 1.14 Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2019)



INTERVIEW TAKEAWAYS

Brokers and Developers were interviewed and asked about the strengths and opportunities, weaknesses and challenges of doing business in McFarland. The interviewees were also asked in their opinion what was the most likely types of businesses which would locate in McFarland given available real estate elsewhere in the metro-Madison area.

Strengths and Opportunities

- Great community to live and work
- Proximate to everything
- Community has most of what one needs
- Connectivity to Hwy. and Interstate system
- There is a massive demand for industrial space throughout metro-area
- Opportunity to develop more housing and expand with industrial development on east side
- Best thing McFarland could do to grow is have space available
- Industrial/flex
- Corporate HQ /manufacturing-related

Weaknesses and Challenges

- Difficult play for office with so much remote work
- McFarland doesn't have a "hook" or unique selling proposition
- Industrial has maintained itself through the pandemic, but brokers are seeing an uptick in activity for commercial/retail space throughout the metro area
- Try to recruit family entertainment and recreation options
- Approval process for conditional use and TIF incentives takes a long time (from the perspective of one local business owner).



REGIONAL ECONOMIC GROWTH INITIATIVES

Madison Region Economic Partnership (MadREP)

MadREP is the regional organization that is tasked with marketing the seven-county region including and surrounding Dane County. The organization is operating according to the most recent strategic plan entitled, [“Advance Now 2.0, Madison Region’s Strategy for Economic Growth”](#).

Advance Now 2.0 provides a framework to uplift the prospects of all Madison Region counties, but in order for the strategy to be most impactful, local communities must acknowledge and embrace key tenets of regionalism that underpin effective communication and collaboration.

Advance Now 2.0 has a series of high priority activities including actions such as a focus on broadband, education, organizational structure for regional planning and facilitating high-tech innovation. Specifically related to growth, the following activities impact and could be impacted by actions taken by the Village of McFarland.

Growth Capacity and Coordination

Key Strategic Drivers listed under growth capacity and coordination include:

1. Regional Planning
2. Development Product and Infrastructure
3. Coordination and Collaboration

Related to regional growth capacity and coordination, the plan recommends the creation of a Regional Planning Commission to serve the area. McFarland staff should be aware of this effort’s progress and understand how the services provided by a regional planning commission could benefit the Village.

The second key strategic driver focuses on development product and infrastructure. McFarland will contribute directly to this effort by expanding business park space in the East Side Growth Area.

The third Key Strategic Driver is listed as Coordination and Collaboration.

Competitive Location for Business and Talent

Related to Awareness and Differentiation, Advance Now 2.0 states that the Madison Region will be known as a competitive location for business and talent.

Business Expansion and Enterprise Creation

The Madison Region will foster economic growth through

targeted support of existing employers and innovators.

Opportunity, Access, and Equity

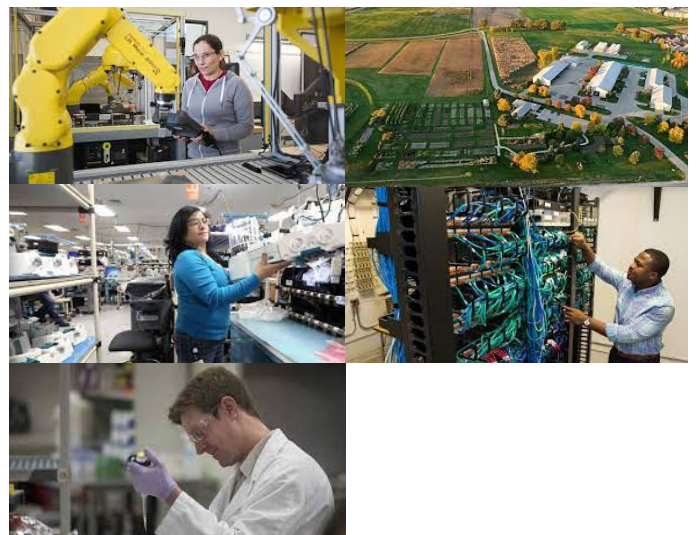
The Madison Region will ensure that all residents have equal opportunities for success.

Regarding the above initiatives, the Village of McFarland should be an active participant in the implementation of key initiatives of MadREP in their quest to achieve the goals outlined in Advance Now 2.0.

In 2021 and 2022, representatives of MadREP have had the opportunity to respond to over 65 requests for sites passed along from the statewide economic development agency, and companies seeking space. Due to a shortage of industrial space in Dane County, options are limited for businesses expanding or new to the region, to locate within Dane County. Conversations with a representative of MadREP revealed an ideal position for the Village of McFarland to be in would be for the planning and development of 40-100 acres of industrial and/or business park space, with parcels ranging in size from six (6) to ten (10) acres each.

Top industries which have a strong presence in the region, and have been identified by MadREP as primary industries for the region include:

1. Advanced Manufacturing
2. Agriculture, Food, and Beverage
3. Healthcare
4. Information Communications Technology
5. Bioscience



McFarland's opportunity to work with MadREP to attract businesses in the target industries identified above will most likely be realized in the advanced manufacturing, information communications technology, and agriculture, food, and beverage sectors. Other areas in



the metro area are well established for healthcare and bioscience, particularly as they related to research and development stemming from the University of Madison, and the technology and bioscience campuses established in Fitchburg. McFarland has a small number of existing business identified on the MadREP website as

contributing to the primary industries as shown in the graphic on the left.

Dane County Sustainability Campus

As of early fall, 2022, Dane County has an initiative underway for a [Sustainability Campus](#). With less than 10 years of landfill space remaining at Dane County's Rodefild Landfill, the county has been planning to change its perspective on the waste stream and purposefully set the foundation to advance the County toward a circular economy.

The vision for the next phase of the landfill includes development of a sustainable business park or "Sustainability Campus" to divert waste and create local circular economies. This will be accomplished by attracting reuse, repair, and recycling businesses; new waste management technologies; and research. The intent is to design the site for safe public access, education, and recreation where visitors can examine their relationship with waste and the Dane County community can move towards a future where waste is not a liability, but a resource and an opportunity. The site identified for this is near the existing landfill, and close to the Village of McFarland.

However, even though the project is not fully approved, space is already programmed at the Sustainability

Campus and from early estimates, this concept could easily attract more business related to recycling and new technology surrounding the circular economy than can be accommodated on site. This is an opportunity for McFarland to attract businesses needing space which are attracted to support or collaborate with others on the Sustainability Campus. McFarland's location and visibility from the Interstate would be ideal for businesses wishing to have easy interstate access and connections to the innovative initiatives occurring at the Dane County Sustainability Campus.

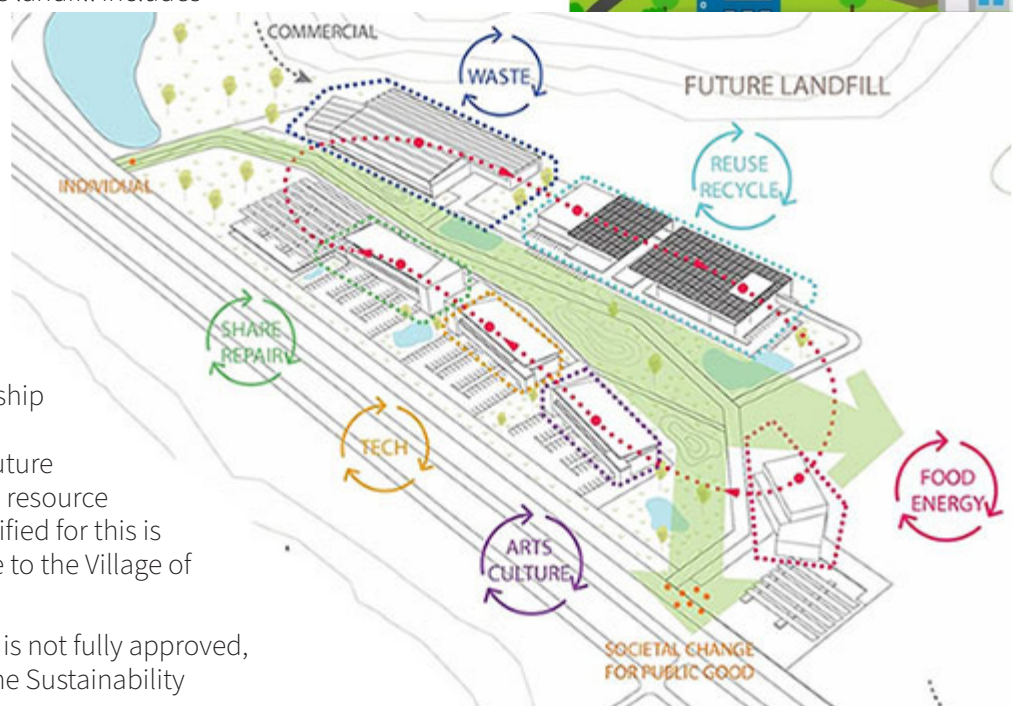
Image Source: Dane County Sustainability Campus [website](#):

OLD PARADIGM

- Waste is a liability
- Minimal business activities
- Zero energy generation
- No cultural or social significance, a place to avoid

THE VISION

- Waste is a resource
- Innovative social hubs and business activity
- Landfill gas to energy projects and other renewable energies
- Well planned space with recreation before, during and after landfiling





2

LOCAL ECONOMY

EXISTING BUSINESS MIX

McFarland is a full-service Village in the midst of a larger metropolitan area. Because of this, many retail and service needs of residents can and will be met in the vicinity of the Village and won't necessarily exist within the corporate boundaries. As evidenced by responses to a recent survey, 60% of respondents reported sourcing their non-grocery purchases from Madison (Figure 2.1).

While 60% of people who live in McFarland shop for non-grocery items in Madison, this does not necessarily indicate it's just a matter of convenience. It is more likely that the specific non-grocery items shoppers buy in Madison are not available in McFarland.

Nearly 57% of survey respondents work in Madison (Figure 2.2). Where people shop may or may not be tied to where they work, however, those workers would be more inclined to shop near their place of employment or in route to and from their homes McFarland.

Figure2.1 Survey Question: Where do you do most of your NON-GROCERY shopping?
Source: Community Survey

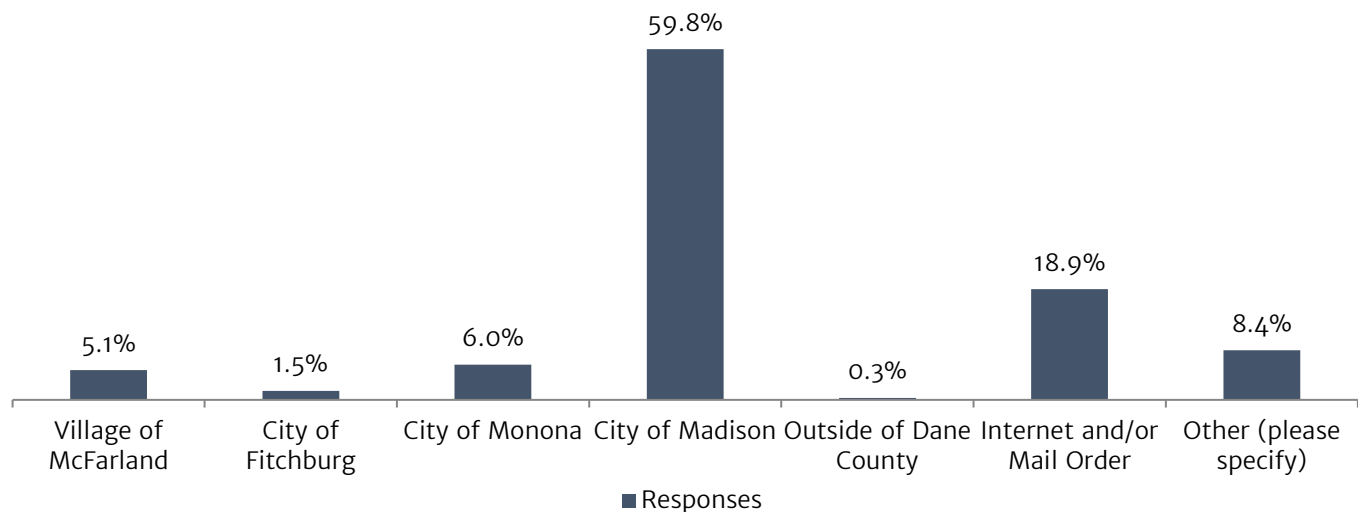
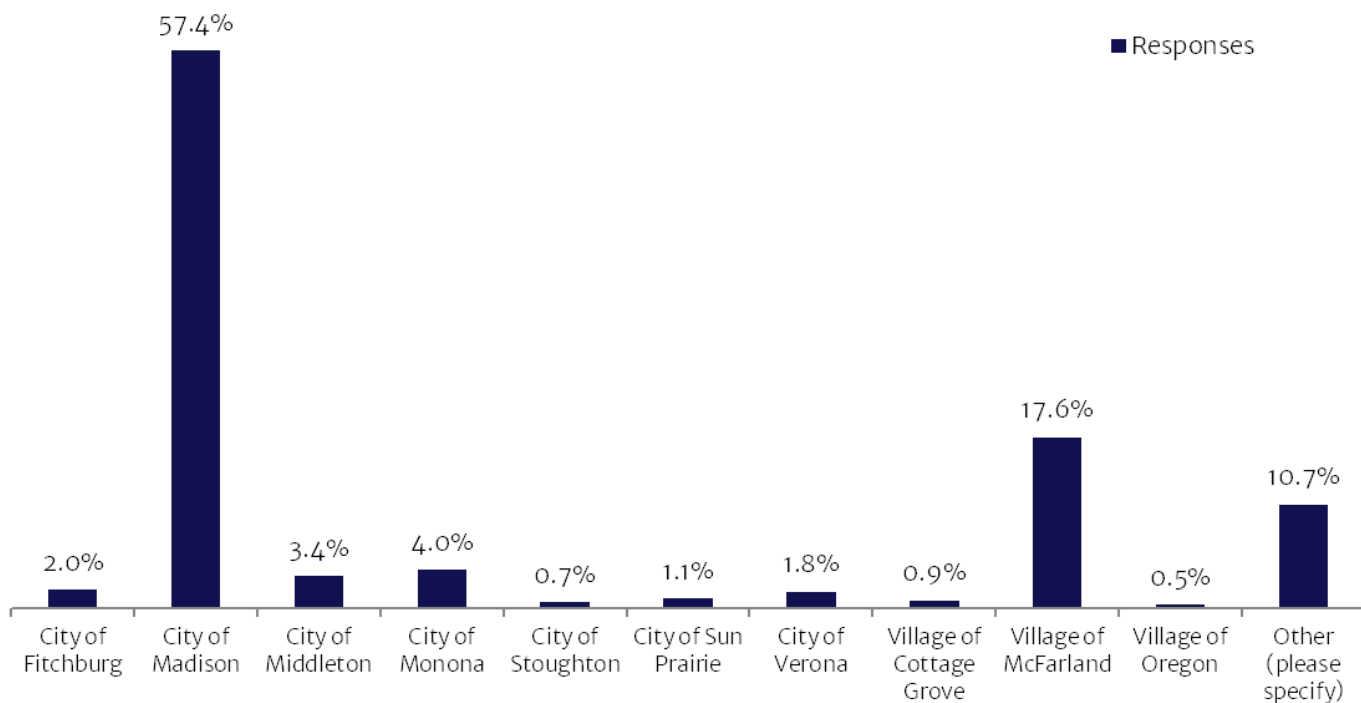


Figure 2.2 Survey Question: In what community is your primary place of work?
Source: Resident Survey



Shopping for groceries, personal care items and professional services appears to be something most survey respondents do either regularly or monthly. Eating in a restaurant or café is also something that can be done in McFarland on a regular basis. However, a significant number of respondents rarely or never conduct non-grocery retail shopping, go to a tavern/bar, shop for personal care items or professional service in the Village (Figure 2.3).

According to Figure 2.4, survey respondents believe there are not enough options in McFarland for sit down restaurants, bakery/coffee shops, deli/butcher shops, clothing, furniture, special foods or arts and craft supplies. Respondents were satisfied with the number of fast-food restaurants in the community and believe there is an ample supply of hardware/building supply stores, personal care options, veterinary clinic /pet supply stores, medical/dental clinics, and professional services.

Figure 2.3 Survey Question: How often do you shop in McFarland for the following?

Source: Community Survey

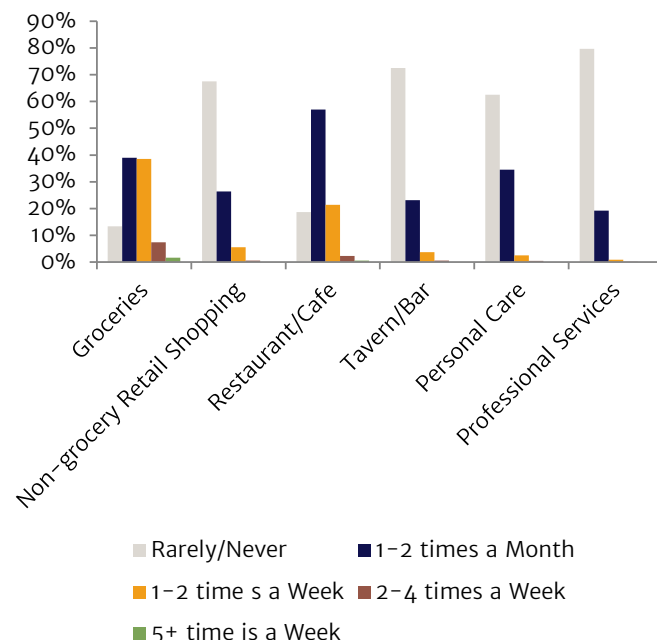
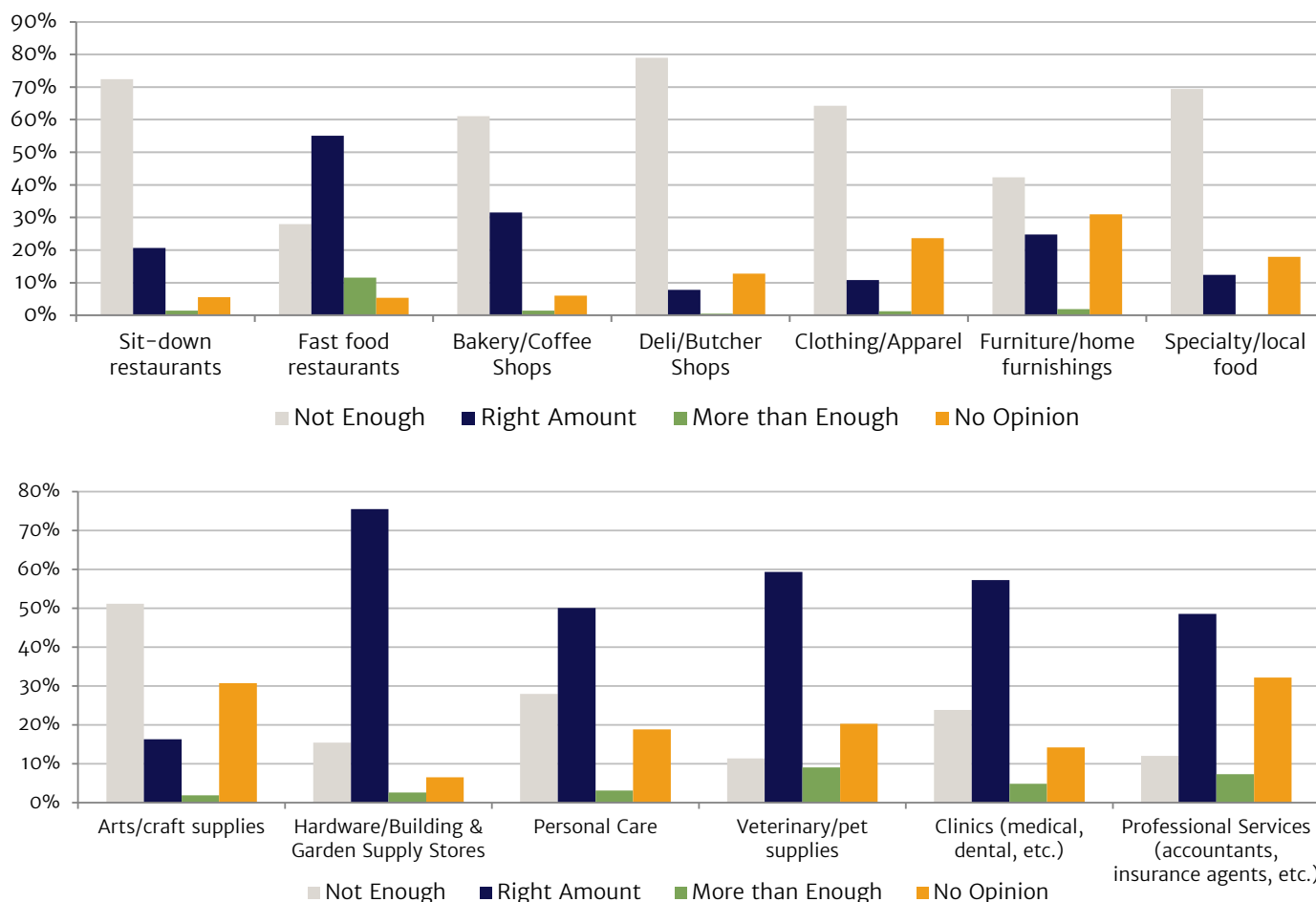


Figure 2.4 Survey Question: Are there enough options in McFarland in the following categories?

Source: Community Survey



CONSUMER SPENDING

According to Esri, the retail mix is solid but there are areas of opportunity. Interestingly, the community's perceptions of demand categories align with Esri's data in clothing/apparel, and arts/craft supplies. Though survey respondents believe there is just the right amount of health & personal care stores, Esri's data shows a gap, or opportunity for more sales. The gap analysis in Figure 2.5 shows demand, (retail potential) which estimates the expected amount spent by consumers at retail establishments, and supply (retail sales), which estimates sales to consumers by establishments. The Leakage/Surplus Factor presents a snapshot of retail opportunity.

Figure 2.5 identifies significant gaps, or opportunities for location of businesses in all categories shown, including health & personal care services, clothing stores, shoe stores, jewelry/luggage/leather goods stores, and sporting goods/hobby/musical instrument stores. Other categories showed minimal gaps, but not significant enough to warrant a strategy to attract. Because there is a retail gap, doesn't automatically mean a new retail store in these categories will be successful. Other factors that play a role in a business' success can also depend on the operator, the economy at the time, and circumstances around affordability of leasable space. However, according to the population and its consumer spending

habits, these categories could be supported by savvy retailers locating in McFarland.

Redevelopment Resources used data from Esri's Retail Marketplace Profile report in Figure 2.5, which was sourced for McFarland's zip code only. This report identifies retail gaps, or surpluses. The information shows the largest gaps in categories with the most potential to capture local sales. However, using this report alone as a basis for an economic development strategy without more local intel, especially in a community like McFarland where so much of the shopping is done in Madison, does not provide the best strategy. More retailers in the above categories aren't in McFarland now because, unless they are really excellent local operators, they will not be successful based on the local economy alone. With the growing internet presence and dominance post-pandemic, it will be even more difficult to survive unless the operator has a significant online presence, and/or a customer base which travels to their store as a destination. In fact, Esri has discontinued offering the Retail Marketplace Profile report because that particular report was developed prior to e-commerce being such a big factor. Data hasn't been perfected yet to understand by category, how online shopping figures into retail demand in a particular geographic area.

Figure 2.5 Selected Retail Demand, Supply, and Gap Analysis

Source: Retail MarketPlace Profile. Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.



Figures 2.6-2.8 identify consumer spending by category, and the growth in demand/spending in the same categories within ten- and fifteen-minute drive times. This data provides some insight into what consumers will be spending their money on in the immediate vicinity of the Village of McFarland.

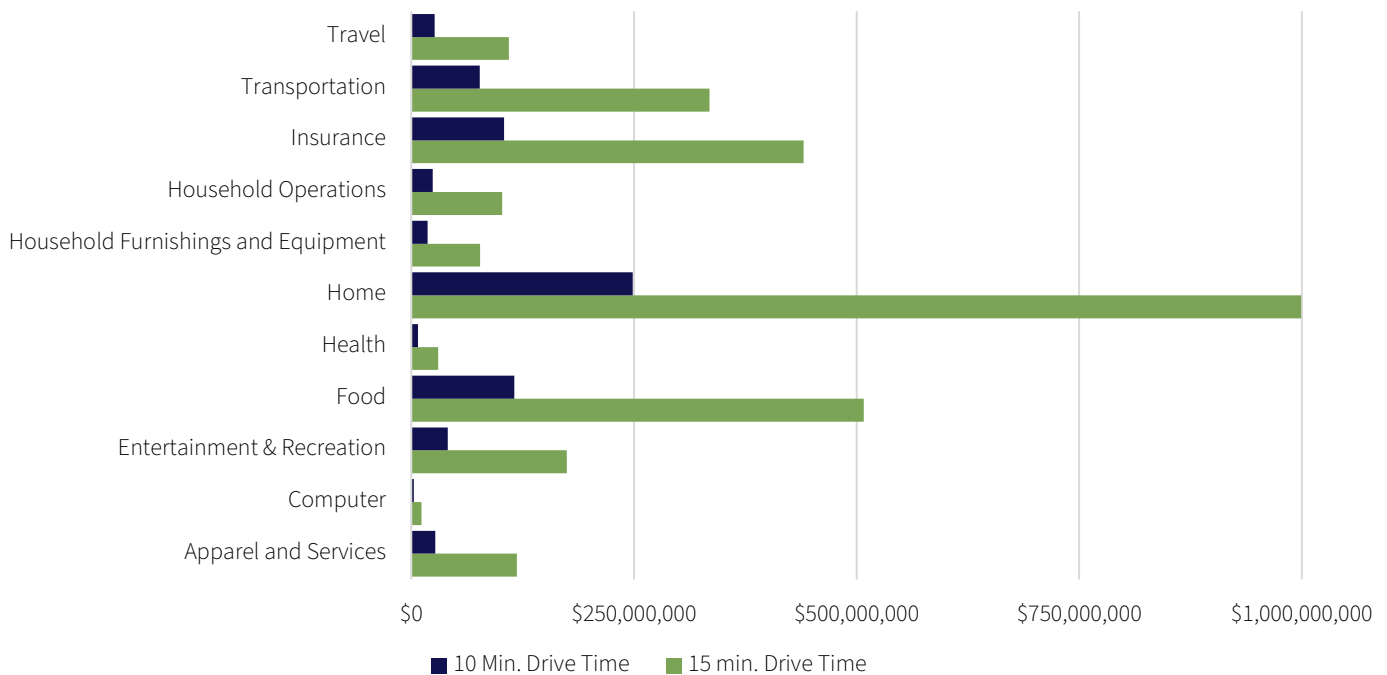
In both the ten-minute drive-time and fifteen-minute drive-time, consumers spend most of their money on financial products (such as investments and financing tools), their home and food. Insurance, transportation,

and entertainment/recreation round out the top five spending categories within the five-minute drive time from the center of McFarland. Within the 10-minute drive time, after home and food, consumers spend the most money on household operations, insurance, and entertainment/recreation.

Growth categories mirror the top three spending categories and include home, food and insurance within the 10-minute drive-time, and home, food and household operations within the 15-minute drive time.

Figure 2.6 Consumer Spending by Category within 10-Min. and 15-Min. Drive Time (2022)

Source: Esri Retail Demand Outlook



Data Note: The financial category for consumer spending has been left off the chart as it is a \$1.9B industry within the 10-minute drive-time radius and \$7.5B within the 15-minute drive-time radius.

Figure 2.7 Financial Consumer Spending by Category within 10-Min. and 15-Min. Drive Time (2022)

Source: Esri Retail Demand Outlook

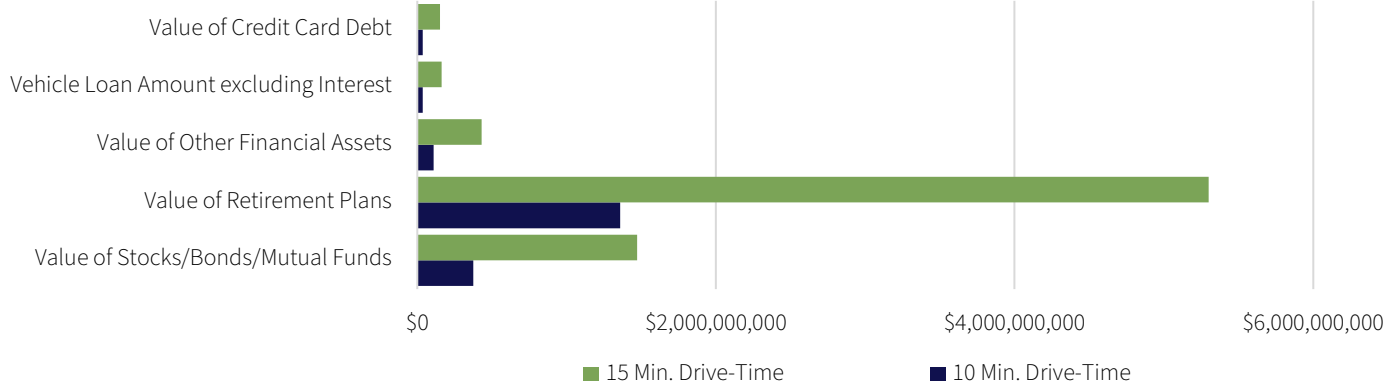


Figure 2.10 is indexed to the national average (100). Only categories in which Village residents exceed the national average are illustrated. The top five categories in which Village residents exceed the national average are:

1. Support Payments/Cash Contributions/Gifts in Kind (e.g. charitable donations, crowd-funding)
2. Travel
3. Credit Card Membership Fees
4. Shopping Club Membership Fees
5. Accounting Fees

The take-away here is that it wouldn't be far-fetched for a travel agency to take up residence in a small downtown office building that provided services to help clients apply for and use credit card miles for airfare, lodging, and vehicle rental. Particularly if they were able to bundle the services together for additional savings.

Figure 2.10 Village of McFarland Products and Services with Spending Potential Index Greater than 110

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics

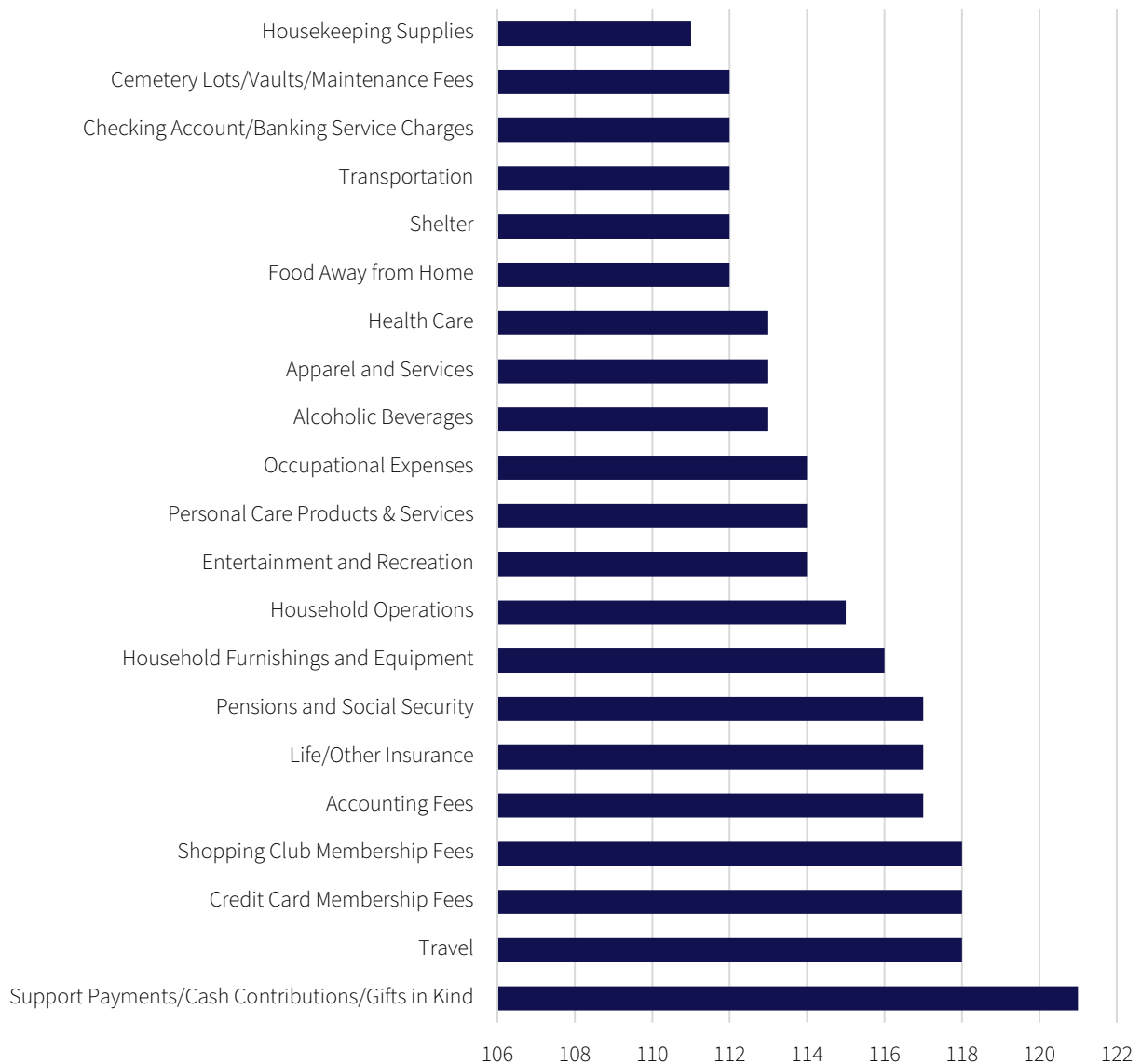


Figure 2.8 Projected Spending Growth by Category within 10 Min. Drive Time (2027)

Source: Esri Retail Demand Outlook

Data Note: Financial consumer spending, which includes investment and loan products is not included in this chart, however, it is projected to grow by \$2.31B.

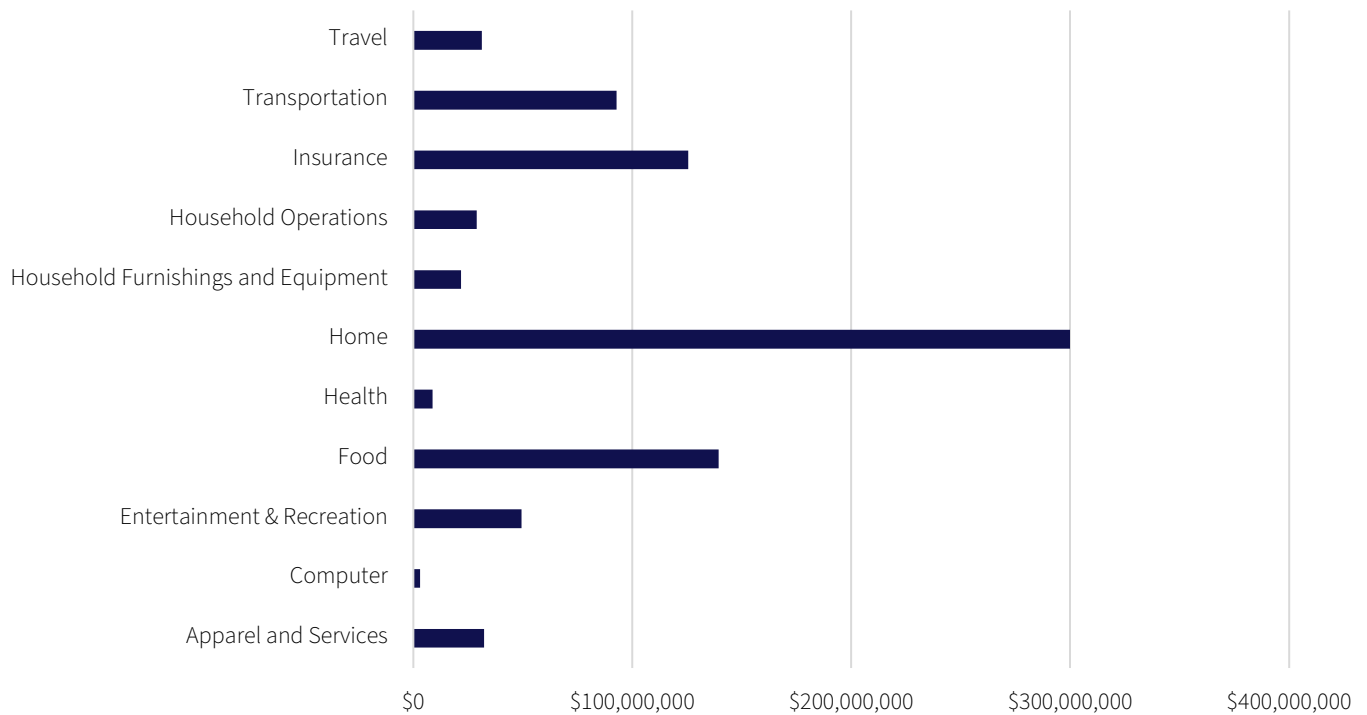
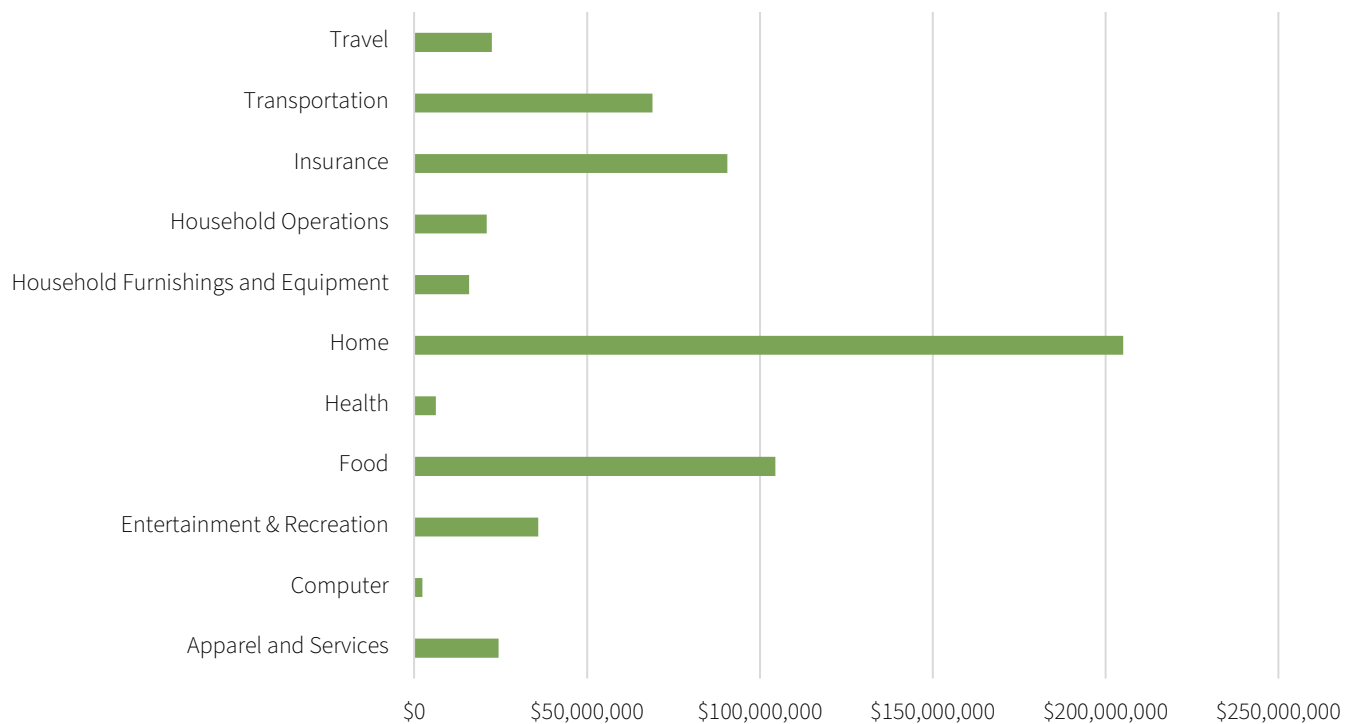


Figure 2.9 Projected Spending Growth by Category within 15 Min. Drive Time (2027)

Source: Esri Retail Demand Outlook

Data Note: Financial consumer spending, which includes investment and loan products is not included in this chart, however, it is projected to grow by \$1.54B.



TAPESTRY SEGMENTATION

Tapestry is a market segmentation system built from using a large, well-selected array of attributes of demographic and socioeconomic variables to identify numerous unique consumer markets throughout the United States. Site selectors, commercial real estate brokers, and business location professionals use tapestry segmentation profiles to identify the potential market.

Dominant Tapestry segments for the Village of McFarland include Workday Drive, In Style, and Old & Newcomers and are summarized below.

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits. Nationally this group's average household size is 2.97 members, their median age is 37 years old, and their median household income is \$90,500.

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement. Nationally this group's average household size is 2.35 members, their median age is 42, and their median household income is \$73,000.

Old and Newcomers feature singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices. Nationally this group's average household size is 2.12 members, their median age is 39.4, and their median household income is \$44,900.





3

COMMERCIAL/RETAIL SPACE FORECAST

COMMERCIAL/RETAIL SPACE FORECAST

The Village of McFarland has several commercial areas including downtown, the commercial district along US Hwy. 51, Farwell Drive, and Siggelkow west of US Hwy. 51. These business districts have distinct purposes. Small employers engage in production and services in mixed-use/flex and industrial uses north of the core of the Village along US Hwy. 51.

US Hwy. 51

Vehicle oriented convenience retail has clustered itself along the business district on US Hwy. 51, between the Yahara River and Larson Beach Road. These businesses include pharmacies, restaurants (fast food, cafes, and a supper club), gas stations, banks, veterinary clinics, a funeral home, the Pick-n-Save grocery store and an auto-repair shop or two. Because convenience retail and service-related businesses will be most successful where there is easy access and off-street parking, it is recommended that the commercial corridor along Hwy. 51 continue to be where these types of businesses are located. New or existing vacant space should be marketed to convenience retail and service-related businesses. In this commercial corridor, when there are opportunities for infill development as spaces open up, consider replacing existing development with mixed-use to densify and bring residential units into the commercial district. This will also create more opportunity for small commercial spaces.

Farwell

This commercial corridor has an interesting mix of retail and service businesses including a bank, a commercial strip with Ace Hardware and a small cluster of health and wellness businesses (plus a sandwich shop and a realtor), a car wash, laundromat, physical therapy clinic, automotive repair and supply, and a nicely done mixed-use development with an investment firm, gallery and restaurant. At the time this plan was created, a second phase of the Atwater was under construction and includes a multi-tenant 12,000 square feet commercial retail building. The properties across the street from the Atwater, are less densely developed and would be candidates for redevelopment in a similar mixed-use fashion as the Atwater.

Siggelkow (west of Hwy 51)

This commercial area is smaller than US Hwy 51 and Farwell areas. The mixed-use lakeside neighborhood includes several iconic restaurants including two restaurant/banquet (one currently closed) and another bar and grill. This neighborhood also includes several recreational amenities that draw residents and visitors including the Lower Yahara River Trail, Brandt Park, and the lakeside McDaniel Park. Recent redevelopment projects include a new mixed-use development (Waubesa Village) consisting of over 100 new residential apartments,



Image Sources: Google Maps (2023) of Farwell Street in McFarland, WI.

a daycare, engineering office, and investment firm. Due to the proximity of this neighborhood to US 51, the existing restaurants, lake access, and recreational amenities, there are more redevelopment opportunities for higher density residential, mixed-use and commercial development, as identified in the Village's 2005 Terminal & Triangle Plan. For example, areas east and west of the Waubesa Village development and around the two Village parks. The Lower Yahara River Trail, Brandt Park and McDaniel Park are community assets and prime uses for Lake Waubesa waterfront. The park amenities are nicely done, with shelters, playground equipment, a sand volleyball court and bicycle rentals near the trail.

Downtown

As the heart of the community, the Downtown has more of a boutique/destination feel to it. There are several civic uses including the Village Municipal Center, Library, Historical Society, Post Office, and a Museum as well as a cafe, barber and salon, pizzeria, tavern, real estate offices, and a lumber yard.

The amount of commercial business located within the Downtown is modest for a community the size of McFarland and is partly a reflection of an under supply of commercial buildings. There are two commercial buildings that have been vacant for several years, 5902 and 5906 Main Street, that could be redevelopment opportunities, or simply need re-tenanting. The Village is currently completing a study of their Municipal Center to transition the portions of the building currently utilized for Fire, EMS, Police and Municipal Court services into a new multi-generational community center. Creation of the community center would further strengthen the Downtown as the civic hub of the Village and drive more residents and visitors to the Downtown daily, which in turn will create increased demand for new commercial and mixed-use developments. The lumber yard and several of the older residential lots present opportunities for redevelopment to higher density residential, mixed-use, and commercial development.

Destination retail and restaurants will do well and fill spaces within the downtown. For future business recruitment activities, the recommended strategy to encourage destination retail and restaurants is to secure space in the downtown area. This will further enhance the downtown's ability to cater to visitors as well as residents.



the downtown than in the convenience retail areas, it is desired to have multiple places residents and visitors can visit in one trip by walking from store to store for public parking lots.

East Side

For new developments proposed in the East Side neighborhood, commercial and mixed-use developments will need to carefully plan their commercial space and aggressively market to appropriate tenants. Retail and restaurants follow residential density because they need to know there is an existing customer base they can easily access. Retail in a vertical development with multifamily creates a built-in customer base for the retail/commercial tenants in any multi-family development, but these developments must attract customers from the community as well. Small market/bakery/specialty food stores, personal care businesses such as salons, coffee shops, microbrewery/winery/distillery, and experiential retail work well in these mixed-use spaces because they serve nearby residents but also draw customers from elsewhere in the community.

A projection for the amount of retail/commercial square footage which could be absorbed in McFarland's Eastside Neighborhood is as follows:

Table 2.1 Commercial Space Projections

Source: Redevelopment Resources

Type	Sq. Ft.	Total Acres
Commercial	40,000	2
Mixed-use	18,000	1
Business Park		
Industrial	870,000-1,500,000	40-100
Commercial	50,000	3

These projections were based on how much commercial space a community the size of McFarland can support, existing demand and supply exists for industrial/business park space, and current absorption rates in the Madison metro-area. Within a business park, it is projected that there would be the demand for 870,000 – 1,500,000 square feet of industrial development plus approximately 50,000 square feet of big box or medium box commercial (retail, restaurant, service) development. Outside of the business park, there could also be free-standing restaurants, service (medical, personal care), or retail space totaling 40,000 square feet. Within mixed use developments where commercial space would anchor multi-family residential developments, the community could likely support 18,000 square feet of retail or commercial space.



4

Re/DEVELOPMENT OPPORTUNITIES

INDUSTRIAL LAND SUPPLY

McFarland

The Village of McFarland’s existing land zoned for Manufactured Intensive Commercial, Highway Commercial, and Commercial Park is primarily located along Hwy. 51 at the north end of the Village. The property is fully developed. Occasionally there is a vacancy within an existing building, but turnover is not high.

There is one active listing as of 2/9/2023 for a pair of vacant lots, already approved for multi-family residential at the south end of the area zoned for Manufactured Intensive Commercial. This property is zoned for planned unit development in the middle of Manufactured Intensive Commercial and Highway Commercial zoning. It is also located in TID 3. However, the expenditure period for TID 3 has ended.

The Village does not have land which is readily available for commercial or industrial development, in small or large parcels. (See map on next page.) To be competitive for new development and future Village growth, it is imperative the Village plan for new land, acquire it, and install infrastructure as soon as possible. Opportunities to identify land on the east side of the community put McFarland in the game since the land is visible from the interstate and has fairly easy access to transportation corridors. Identifying and preparing the land is significant, however, marketing it and exposing it to developers and end users is just as important. Information about this land should be marketed even before it is ready for development because the planning process on the developers part also takes time.

Industrial Land Supply

Community	Available Acres	Price/Sq. Ft.
Cottage Grove	2.84 (commercial)	\$6.00
DeForest	24, 7, 5, 2	\$1.50-\$1.175
Stoughton	4, 2	\$1.38
McFarland	4.3 (PUD)	\$8.20

Peer Communities

Three area industrial parks were surveyed to understand their inventory, pricing structure, and negotiating tactics. Cottage Grove, DeForest and Stoughton were the communities included in the inventory.

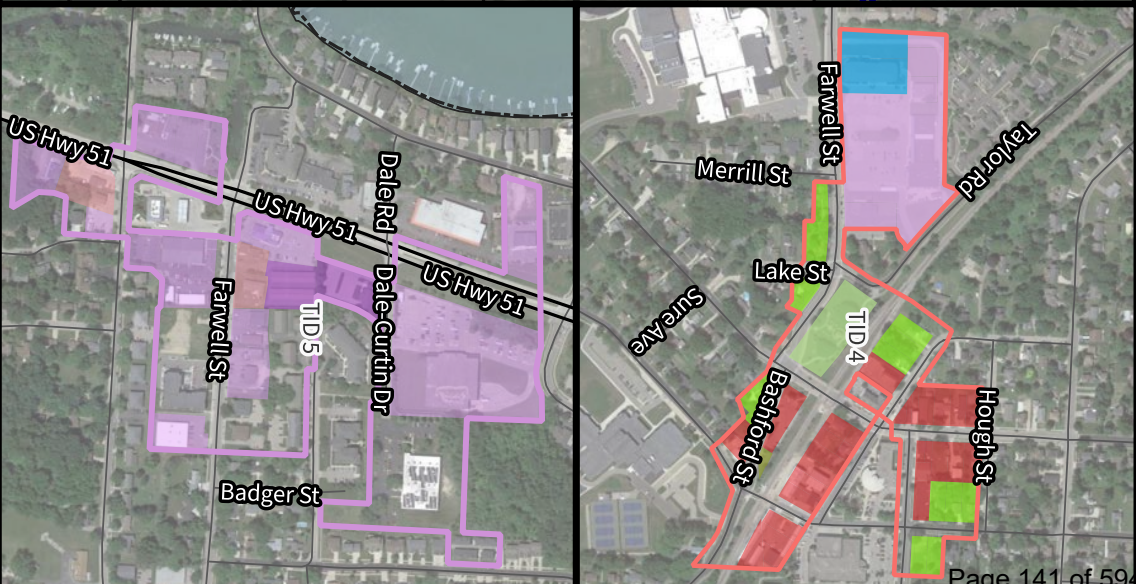
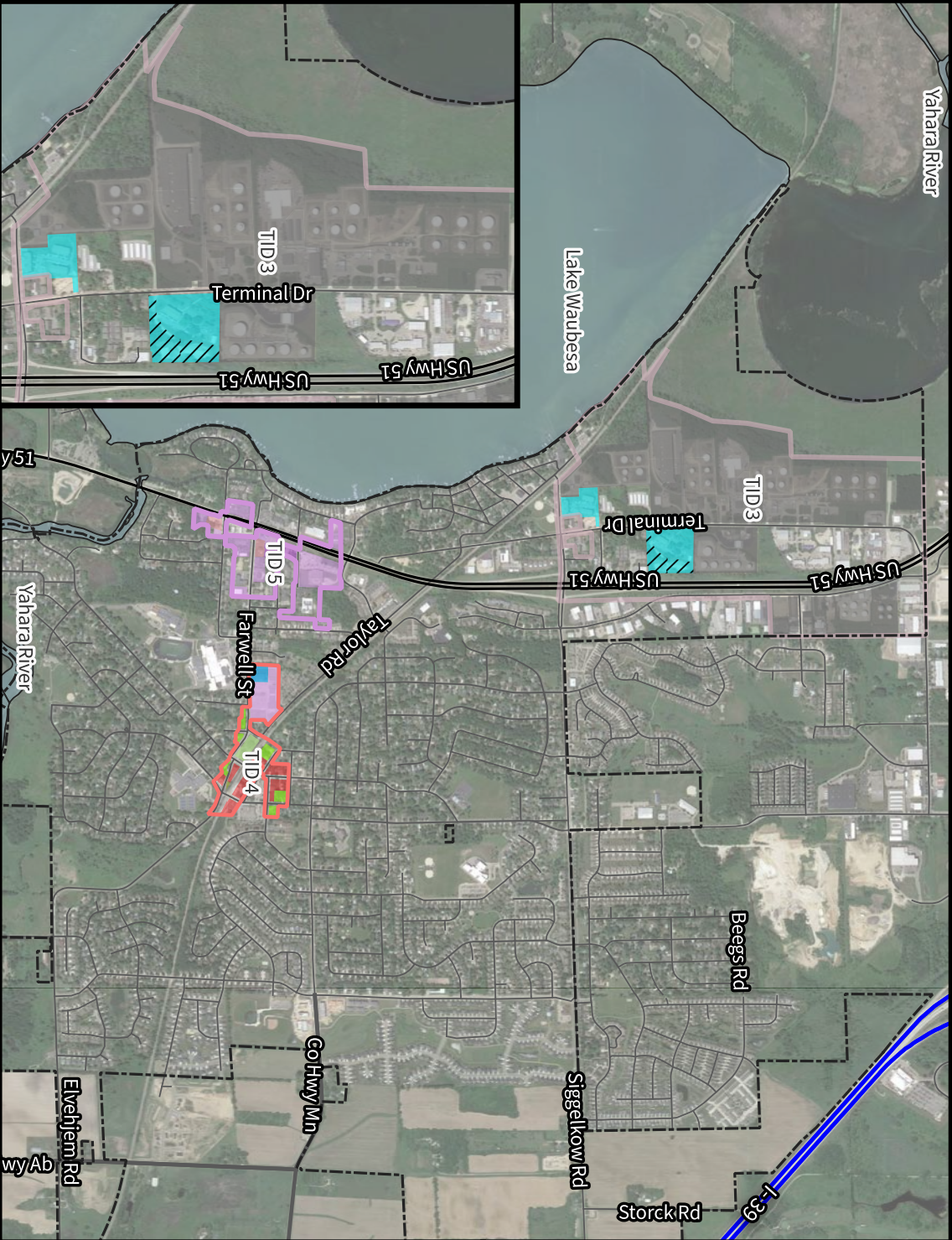
Cottage Grove

The Village of Cottage Grove does not have any publicly owned industrial park property available. Their original Commerce Park has one commercial site available but there is an accepted offer on that site. That particular commercial site is 2.84 acres and will sell for \$6/sq. ft., or \$742,262.40.

Also marketed by the community are several privately held sites, including a large commercial park recently purchased by Amazon on the southwest corner of the interchange at I94 and County Hwy N. Construction is expected to begin on the Amazon distribution center next year, and it was reported that Amazon acquired the entire site, however there are additional commercial sites available surrounding the proposed development (privately held).

There is no other available business park property being marketed in Cottage Grove with Interstate access and visibility.

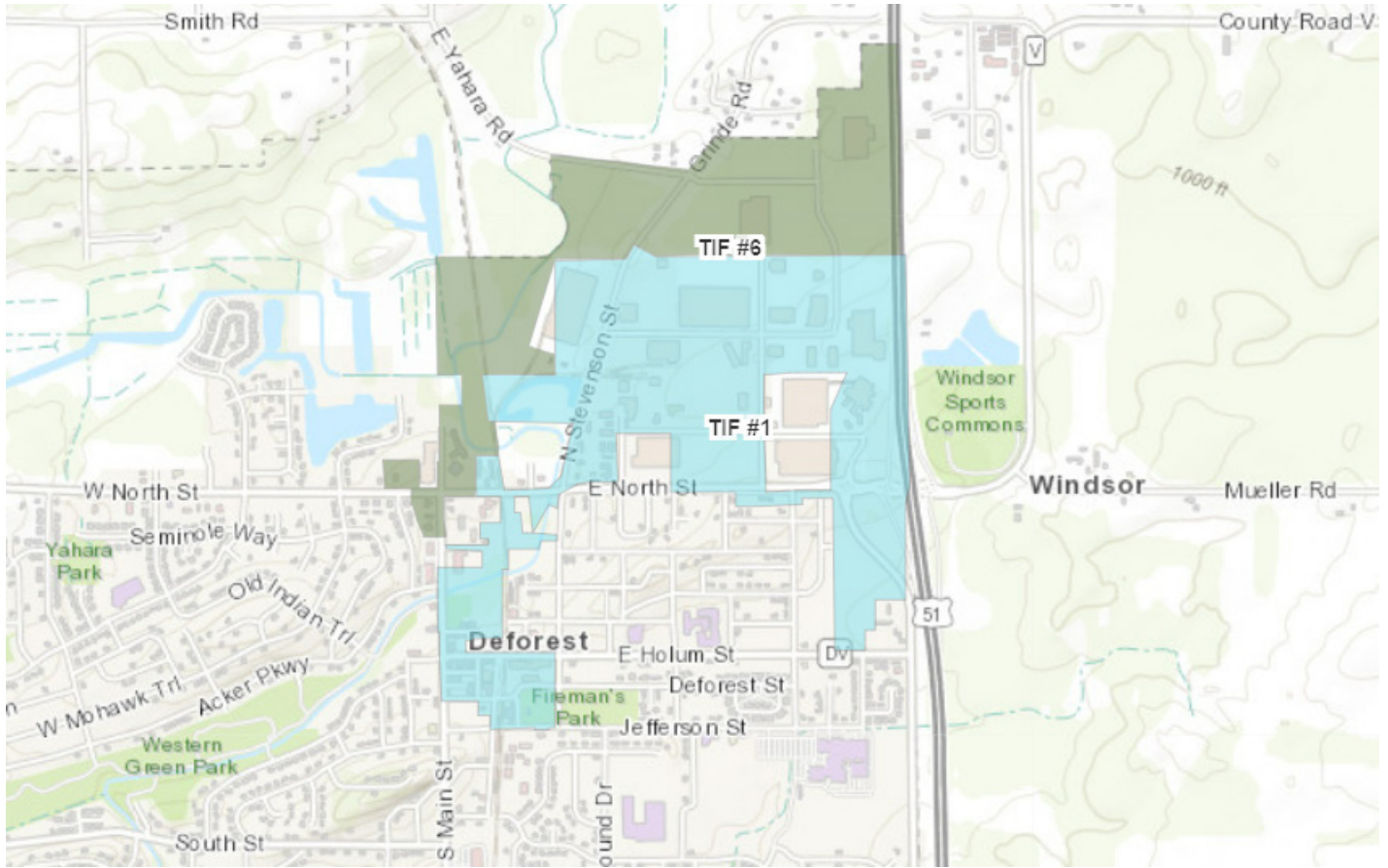




McFarland TID Map

- | | | |
|---------------|----------------------|----------------------|
| Zoning | TID 4 Parcels | TID 5 Parcels |
| TID 3 Parcels | C-G | R-1A |
| PD | Conservancy | R-2 |
| M-1C | PD-I | C-G |
| C-C | C-C | C-H |
| | Boundaries | |
| | Industrial Property | TID 3 |
| | For Sale | TID 4 |
| | | TID 5 |
| | | |





DeForest

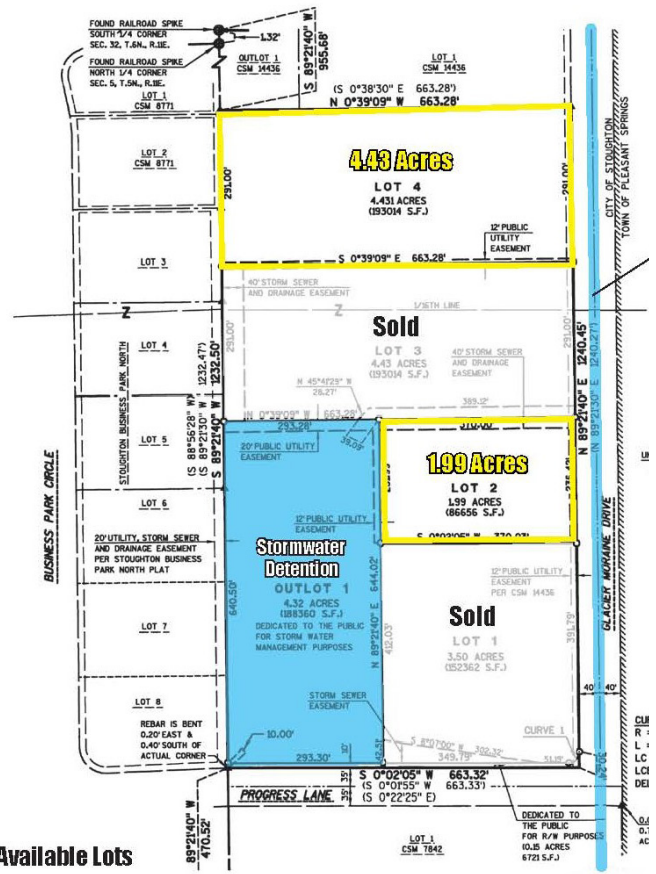
The Village of DeForest has approximately 40 acres of industrial park property split up as follows: 24+ acre site, 7 acre site, 5 acre site and a 2 acre site. These are certified sites through the WEDC Certified Site program. The large site is served by rail and there is a possibility that a spur could be provided to a development on that site.

The Village of DeForest generally expects a development to generate \$850,000 of value per acre. There is no set price for the land, and each deal is negotiated based on its merits. The three most recent transactions have earned the Village a price of \$1.50 - \$1.75 / sq. ft. or approximately \$65,000 - \$76,000 per acre for the land.

Stoughton

The City of Stoughton has two industrial park properties available, 4.43 acres and 2 acres. They are marketing the properties for \$60,113 per acre. The sites identified on the map below are served by city water and sewer. The City does not have any other publicly owned property for sale but is responsive to and supportive of development which occurs on privately owned property within the City, or adjacent to the City. The City recently annexed and approved incentives for a cheese plant which proposed to construct a facility on a parcel near their existing industrial area but not originally in the City. That property is currently under construction.

Certified Survey Map



TID ANALYSIS

McFarland currently has three open Tax Increment Districts (TID). As previously stated, the expenditure period for TID 3 has ended and it is set to close in 2027. Since it was created in 2004, it has generated over \$66.7 million in additional tax revenue for the Village. Most of the district has been fully built out (Table 3.1).

TID 4 was created in 2008 as a funding mechanism to redevelop and address physically blighted properties and pedestrian access to complement the Village's investment in the Civic Campus. Improvements to Arnold Park and some commercial property improvements have helped increase the taxable value generated, but there is more

work yet to be done.

Adopted in 2017, TID 5 was created to carry out various redevelopment, rehabilitation, conservation and urban renewal projects within the District, or within 0.5 miles of the boundary of the District. Infrastructure improvement projects included the reconstruction of Farwell Street in 2018, streetscape improvements, and improvements to storm water management basins. The expenditure period will end in 2039. Since the TID's creation in 2017, \$13.0M in additional tax increment has been generated. That is partially due to the completion of Phase I of the Atwater project in 2021. Phase II will be completed in 2024.

*Table 3.1McFarland TID Statement of Changes
Source: Wisconsin Department of Revenue*

TID #	BASE YEAR	BASE VALUE	INCREMENT VALUE	CURRENT VALUE	PERCENT CHANGE FROM PREVIOUS YEAR
003	2004	\$26,997,400	\$66,652,700	\$93,650,100	25
004	2008	\$7,583,100	\$6,065,700	\$13,648,800	8
005	2018	\$17,030,100	\$12,970,400	\$30,000,500	11

REDEVELOPMENT

There is opportunity to strategically target redevelopment within TID 4 and TID 5. Blighted and vacant parcels which could support a higher and better use should be evaluated for potential redevelopment. This would first entail an interview with the property owner to discern their interest and ability to invest in improvements or sell the property for redevelopment by another party.

One creative approach often taken by municipalities to entice redevelopment and/or investment in rehabilitation, is for the Village to commission an architectural rendering of what the property could become, a future vision, so to speak. Once the vision for the property is tangible, it aids the property owner in decision making as to whether or not they are willing and able to undertake the project.

Financial analysis regarding future revenue potential presented to the owner goes a long way to help them understand their long-term financial benefits of investing in their property. If they can see their investment paying off, and they have the capability to initiate and follow through with the redevelopment, they could come on board. If the property has been vacant and neglected for a long time, it's likely the owner is not interested or capable

of rehabilitating or redeveloping the property. At that point, appropriate next steps would be encouraging the property owner to list their property for sale or having the CDA acquire the property.

If the CDA is not interested in acquiring the property, the Village should support the marketing of the property as much as possible. Direct outreach to rehab specialists or developers who would be well-suited for redevelopment is encouraged. If there are multiple buildings next to each other, there could be a larger, more impactful redevelopment opportunity available.

Since many of the parcels within TID 4 are also considered blighted within Redevelopment District #2, these properties are prime candidates for acquisition and redevelopment, or significant rehabilitation. The Village should review the proposed redevelopment concepts from the redevelopment district plan, (McFarland Center, Bashford St. Parking Area, Larson House and future residential from page 22 of Redevelopment District #2's plan) and if they are no longer feasible or desirable, proactively target other redevelopment opportunities.



For example, the properties at 5902 and 5906 Main Street should be evaluated for their potential redevelopment. Following a conversation with the property owner, they could be evaluated for their likely redevelopment by either rehabbing the existing structures or replacing them with new construction in a more comprehensive redevelopment. The fiscal impact to the TID would be significant, and new construction downtown would draw tenants who could afford the rent a new construction project would demand.

An inventory of redevelopment opportunities by property should be conducted, starting with the properties which are designated as blighted in the Redevelopment District Plans and including properties which have become a concern since those documents were created and approved. For example the images below show Google map images of the area in Redevelopment District No. 2 recommended for redevelopment.



Image Source: Google Maps (2023) of Farwell St. and Taylor Rd. in Redevelopment District No. 2 and TID 4.





5 RECOMMENDATIONS

RECOMMENDATIONS

Given the data compiled during this process and insights into the regional strategy, the following recommendations are offered to the Village of McFarland, with the primary goal of increasing investment and economic activity in the Village.

Strategy: Focus on Improving Quality of Life

Quality of life – (according to the Brookings Institute) community amenities such as recreation opportunities, cultural activities, and excellent services (e.g., good schools, transportation options) are likely bigger contributors to healthy local economies than traditional “business-friendly” measures. A focus on this aspect of economic development is becoming a more powerful force in practitioners’ toolboxes than those activities that previously received the attention for growth in communities. After estimating quality of life (what makes a place attractive to households) and quality of business environment (what makes a place especially productive and attractive to businesses) in communities across the Midwest, researchers at the Brookings Institute found quality of life matters more for population growth, employment growth, and lower poverty rates than quality of business environment.

The Village of McFarland should focus on improving quality of life for its residents in order to facilitate residential growth, which will support business growth and a thriving local economy. We recommend the following activities to foster the quality of life in McFarland:



Photo Credit: Unsplash.com

Organization:

1. Implement recommendations from the Outdoor Recreation and Open Space Plan (2019-2023), the Community Park and McFarland Park Master Plan (2021), Inclusive Playground Master Plan (2020), Public Facilities Needs Assessment for Parks (2020), and McFarland Aquatic Study (2019).
2. Work with private developers, the Parks department, the Chamber of Commerce, Historical Society, and regional arts groups to incorporate indoor and outdoor place making features, such as murals, sculptures, historical and educational markers and signage to enhance McFarland’s sense of place.
3. Ensure bicycle and pedestrian mobility is safe and accessible throughout the Village.
4. Village staff should work with McFarland Recreational Activities and Play (MRAP) to support and promote programs.

Funding:

1. Investigate and secure grant funding from state sources (DNR, WEDC, and Dane County), to improve recreational amenities such as bicycle trails, kayak launch, beach enhancements and other waterfront amenities.
2. Support physical improvements to community amenities (e.g. decorative street lighting, benches, and crosswalks) through excess TID revenue.
3. Seek out public-private-partnerships on improvements to specific recreational amenities by securing private donations or corporate sponsorships.

Business Recruitment:

1. Seek opportunities to recruit arts and culture-related businesses such as dance studios, music instruction businesses, and experiential retail (such as paint & sip, axe throwing, or music studios/improv lounges).
2. Recruit kayak, snowshoe, cross country ski, paddleboard, and bicycle rental businesses.
3. Work with the public library to enhance their business incubation services by seeking funding for 3-D printing equipment, or graphic arts computer design equipment.

Events:

1. Facilitate opportunities for existing events to leverage one another's exposure. For example, connect the food pantry to Bands by the Boardwalk.
2. Through the coordination of the implementation of existing plans, bring in partners (non-profit organizations, school clubs, church groups) to create and schedule events to bring exposure to the great quality of life in McFarland.
3. Look for opportunities to tie the community in to the new Sustainability Campus and ways for residents to get involved with enhancing sustainability through the circular economy.

Marketing:

1. Promote large events on the home page of the Village of McFarland's website, and link to sponsoring organization.
2. Promote all events listed on the community calendar via Village social media to create the impression that the community shares all aspects of quality of life.
3. Create short instructional/educational videos on using the Village's parks and recreation assets, playgrounds, public library services, and other public amenities.
4. Market Village ties with the Dane County Sustainability Campus on the Village website.

Redevelopment Sites/Opportunities:

1. Eliminating blighted properties throughout McFarland will work to improve quality of life. Annually drive the community to seek out severely blighted properties, research ownership, contact owners and develop a plan to either secure commitment to improvements from owner, or plan for property transition.

Infrastructure Improvements:

1. Capitalize on the natural amenity offered by Lake Waubesa. Enhance access to the lake for four season activities. Work with Parks Dept. or outside entities to create opportunities for residents to use the Lake year-round and market those opportunities on the Village website.
2. Ensure way-finding signage directs residents and visitors to downtown, all parks and commercial areas, trails and paths, and public facilities.
3. Where bike paths are not available, plan for bike lanes on Village streets.

Strategy: Expand Commercial and Industrial Land Base

Expanding the land available for commercial and industrial development is an invitation for investment which facilitates wage and income growth, growth in the tax base, and quality of life for residents. Expanding the land base allows for existing businesses to grow locally - retaining the relationships between themselves and their labor force as well as the communities that have nurtured them. Additionally, land availability can be a competitive advantage to attract outside investment into the community.



Photo Credit: Unsplash.com

The East Side Plan positions the Village in a unique position to program new commercial and industrial land uses. With only has one remaining vacant industrial zoned property, McFarland's east side is prime for development to meet the needs of the community and the region for the next several years. 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. Utility extension, road construction, and the potential creation of Tax Increment Districts will need to be done in tandem with development.

Organization:

1. Identify, acquire, zone, and install infrastructure on new land for commercial and industrial uses.

Funding:

1. Prep for creation of a new TID or TIDs on east side and Terminal/Triangle district.
2. Leverage existing TIDs #4 & #5 for mixed-use Downtown and Farwell Street redevelopment, including leveraging excess increment from TID #3.

Business Recruitment/Marketing:

1. Marketing available industrial and commercial land on the east side will be instrumental

in recruiting businesses. Focus on sectors supported in Advance 2.0 strategy including advance manufacturing, bioscience, ag/food/beverage, information technology, and healthcare.

Re/development Sites/Opportunities:

1. Inventory opportunities for redevelopment by starting with properties already designated as blighted in the existing redevelopment district plans.

Infrastructure Improvements:

1. Typical infrastructure including streets, streetlights, water, sanitary sewer, storm water, plus high speed communications infrastructure is necessary.

Strategy: Work with MadREP on Business Attraction for Primary Industries

McFarland is in the unique position to be programming new industrial space in the community via the East Side Plan. Property along McFarland's east side is available and prime for development to meet the community's needs for the next several years.

The following strategies are recommended to attract business to the Village to continue its economic growth most effectively.

Organization:

1. Meet with MadREP bi-annually to review primary industries, current situations with metro-area wide space availability, and to promote McFarland's space offerings and amenities.
2. Establish a close working relationship with MadREP so McFarland staff members know when a Village site is being submitted for a statewide or regional site search.
3. Forge partnerships with businesses incubating (startups and early state companies) at the Sustainability Campus in an effort to facilitate their future location within the Village.

Funding:

1. Tax Increment Financing is the Village's best tool for business attraction. Prepare for new TID creation in East Side Growth areas for industrial development and mixed-use development.
2. Prepare a list of non-monetary incentives the Village can offer to businesses, such as access to utilities, efficient approval processes, access to

gap financing (if available), technical assistance on storm water management, grant writing services if available, and the Village's willingness to support an industrial revenue bond request, or other WEDC program requiring municipal participation.

Business Recruitment:

1. Position the Village as a competitor to other mid-sized communities with interstate visibility. Market property through local brokers and collaboration with MadREP.
2. Engage with the Dane County Sustainability Campus – become a strategic partner to the Dane County Sustainability Campus. Stay close to the developments which locate there and work to attract complementary uses to McFarland's business/industrial park.

Events:

1. Attend appropriate business attraction marketing events sponsored by MadREP.
2. Attend Mid-America Economic Development Competitiveness Conference held annually in December and make a point to connect with site selectors in primary industries.

Marketing:

1. Work with MadREP to understand the best way for the Village market its available sites for site searches and to developers. Stay top of mind with MadREP so when an opportunity comes up to locate a business in Dane County, MadREP thinks first of McFarland.
2. Ensure the Village website has quick and easy links to any newly available information on development or redevelopment sites.
3. Research and learn which developers/contractors build for businesses in primary industries and proactively market to them.
4. Work with MadREP to leverage their marketing efforts for the Village and enhance opportunities to connect with new prospects by promoting with MadREP and developing relationships with contacts they are marketing to.
5. Market the Village's new business park space to companies innovating and growing in the circular economy.
6. Share future plans for Village development in a prominent location on the website.
7. Create a downloadable pdf marketing piece on the community so brokers can attach it to site searches. The piece should clearly list the

benefits of locating a business in McFarland and showcase Village efforts to grow the local economy.

8. As new space is created, it will be important for the community to assist the developer in marketing their space. Whether it is industrial/business park space, or new retail/commercial space within a mixed-use development there are things the Village can do to help find new tenants.
9. Keep the Village website as up to date as possible and identify a section for available space in the community. This can be done in collaboration with existing property owners and brokers.

Redevelopment Sites/Opportunities:

1. Keep a database of businesses and property owners in the US Highway 51 corridor to identify opportunities for potential redevelopment and re-marketing.

Infrastructure Improvements:

1. Develop industrial/business park space – McFarland should maximize its opportunity to develop new industrial and/or business park space on the East Side. There is little vacant shovel ready land available in the County to accommodate industrial development. Given McFarland's location with land visible from Interstate 39/90, land should be programmed and zoned for light industrial, R&D and office development.
 - a. Identify, zone, and prepare for development approximately 40-100 acres of light industrial /business park property.
 - b. Individual parcels should be sized between six (6) and ten (10) acres each.
2. Shovel-ready sites will help the Village more quickly and easily market and sell industrial development sites to new businesses. There are two programs through which McFarland could develop shovel-ready sites.



- a. WEDC offers its [Certified in Wisconsin®](#) program which prequalifies sites of 50 acres or more as “shovel ready” to set consistent standards for the certification of industrial sites, putting in place all the key reviews, documents and assessments most commonly required for industrial use. This program can entail a significant

investment of time and financial resources to certify certain attributes of the site such as endangered species, wetlands, utilities access, soil contamination, flood plain, distances from major transportation resources, zoning pre-approvals, available incentives, and other attributes.

- b. MadREP's [Gold Shovel](#) program employs similar criteria as WEDC but at a lower cost and generally requires one level of verification compared to the more rigorous level of the certified program.



Strategy: Invest Resources on Business Retention and Expansion

Existing businesses account for 80% of a community's growth. This statistic has been proven over the years and it is a solid strategy to focus time and energy on business retention so the businesses that already exist in a community will grow and thrive there.

Organization:

1. Community & Economic Development Department staff should be meeting regularly (annually) with all employers in the Village, to understand their business needs and how the Village can support their continued growth in the Village.
2. Add additional staff to the Community & Economic Development Department or create a Business Retention/Expansion (BREV) team to complete the annual visits. The team could be comprised of Village Administrator, C&ED Director, Village President, CDA Chair, Chamber President and Chamber Executive Director. Two or three members of the team could visit businesses together. Members will need training on how these meetings should be conducted for best practice and consistency across all team members.
3. Maintain a database of retention visits so that there is a record of the top needs of businesses in the community which can be used to shape future strategy.
4. Work with brokers and existing building owners/landlords to keep a database of all the businesses and available space in the Village, and to market that space to new and existing businesses.

Funding:

1. This activity should not require funding beyond staff time, unless it becomes apparent that

the Village needs to expand its Community & Economic Development Department staff.

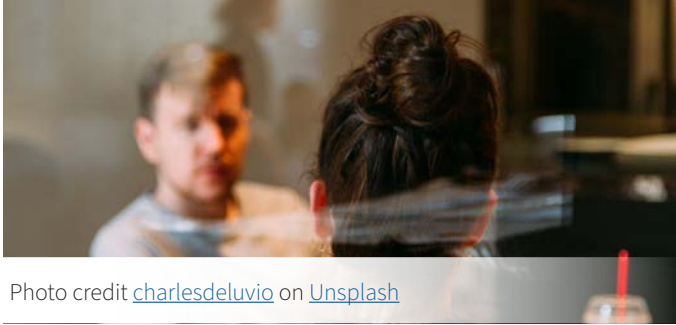


Photo credit [charlesdeluvio](#) on [Unsplash](#)

Business Recruitment:

1. Business recruitment may stem from the Business Retention/Expansion activities if it is learned through a business visit that there is an opportunity to recruit a business to the Village that would support the growth of an existing business. These opportunities should be capitalized upon expeditiously.

Marketing:

1. By marketing a Business Retention/Expansion program on the Village website and through social media, businesses will understand the Village cares about their presence and continued growth in the community and will be more open to an annual visit from a Village representative.
2. Through the website and social media, let businesses know staff is interested in meeting with them and for them to contact the Village if they have a pressing need prior to receiving a call to set up an appointment from Village staff.

Redevelopment Sites/Opportunities:

1. Through business retention/expansion visits, Village staff may become aware of redevelopment opportunities. These should be logged and strategized with the property owner and then marketed for a new businesses or use.

Infrastructure Improvements:

1. Through business retention/expansion visits the Village will learn of any potential infrastructure improvement necessary to support existing business growth.

Strategy: Facilitate Development of a Balanced Housing Stock

Economic Development is not just business attraction and retention. The entirety of the economy benefits from having adequate housing stock, ensuring there are indoor

and outdoor recreational facilities for residents, and making sure businesses have the workforce they need to grow.

Organization:

1. Implement the recommendations made in the Housing Needs Assessment accompanying this report.
2. Maintain an ongoing conversation with residential real estate brokers to stay current on residential real estate trends.

Funding:

1. Investigate the opportunity to use CDBG funds for residential infill development or homeowner rehab in lower income neighborhoods.
2. Develop a local affordable housing fund.
3. Utilize TIF affordable housing extensions prior to closing TIF districts.

Events:

1. If workforce recruitment issues are discovered through BRE visits and appear to be a Village-wide challenge, work with the Chamber to host a recruitment fair for interested employers.

Marketing:

1. Market new housing development opportunities to developers and new residents on the Village website. Include when new housing developments will be available and a list of community benefits which exist in McFarland.
2. Promote jobs being created and those which are available within the Village on the Village website as a celebration of success related to workforce attraction in the community.



4845 Taylor Rd, Mc Farland, WI
Photo Credit: ForRent.com

Opportunities:

1. Document and cite code violations.
2. Document blighted residential properties and develop a Village program for rehab or acquisition and redevelopment.

Infrastructure Improvements:

1. Implement recommendations stemming from the East Side Growth plan as they relate to creating space for housing, mixed use developments, and open space.



Veridian Rosewood Fields Neighborhood
Photo Credit: [Veridian](#)

Strategy: Attract New Commercial/Retail/Service Businesses

Attracting new commercial, retail, and service businesses isn't something the Village should invest as much time in as the types of businesses MadREP is focused on in Advance 2.0. Attracting businesses to commercial/retail/service space is more difficult than attracting industrial or office space. These businesses largely depend on a mass of humanity to determine their location decisions. Large housing developments and more densely populated areas attract retail businesses, restaurants, and other services to meet the needs of residents in the community.

Organization:

1. Community & Economic Development
Department staff should maintain a database of available property and the type of businesses best suited for each property.

Funding:

2. This activity should not take more funding than simply the expenditure of staff time.
3. If incentives were offered in the commercial, retail, service category of business attraction, they could be for the overall development of space, or used to entice a specific type of business which would help McFarland meet a specific goal; to improve quality of life, for example. The Village could establish an incentive (from TID funds) to incentivize arts/culture or recreation related businesses.

Business Recruitment:

1. For new space created in mixed use buildings, the most successful tenants will be those who provide day to day services or unique retail experiences to their customers.
 - a. Market spaces to businesses that show up in the high gap categories mentioned in the retail gap analysis previously

in this study; primarily health and personal care stores, clothing stores, hobby/book/sporting goods/musical instruments, shoe stores, and jewelry stores. There is a potential market for a clothing business in the Village. However, population, brand and comparative shopping opportunities generally dictate where clothing stores locate. Most residents leave McFarland to do this type of shopping since there are many clothing and accessory store options nearby in Madison. There are also a few department/big box stores nearby in Madison which offer these goods (e.g., Walmart, Kohls, etc.). Another point for consideration is that more and more clothing purchases are being done online (vs. in a “brick and mortar” store). Therefore, this opportunity may prove to be unsustainable, unless as noted elsewhere in this report, the proprietor cultivates complementary online business, and the business can pull customers from beyond the McFarland trade area. This generally requires a boutique selling unique items not found at major retailers or a chain retailer (with brand recognition and marketing dollars) that is not present within 30 minutes of McFarland.

- b. Health care services such as orthopedic clinics, physical therapists, and other outpatient providers are solid tenants who will serve the community.
- c. Health and Personal Care Store: This category includes pharmacies, drug stores, cosmetic/beauty supplies, optical products, etc. The likely market is for a smaller specialized business (e.g., cosmetic/beauty supplies and optical products), as drug store/pharmacy requires significantly more sales on average to be successful (see Business Demand Table).
- d. Pet and pet supply stores are typically recession proof businesses which cater to peoples' passion, their pets.
- e. Hair/nail salons and barbershops: These businesses thrive in numbers in any market, as proximity, local preference and customer service are most important to a sustainable business. More importantly, individual businesses generally have a limit to the number of clientele it can serve based on the typical

- 1-5 employees per business.
- f. Chiropractic, Dentist and Doctor Offices: Another consideration should be given to services that associate with number of providers per residents, rather than retail gap. For instance, a local chiropractic, dentist and doctor office can support up to 1,500 patients (depending on insurance and coverage). Based on a Google search, the number of businesses in McFarland and in each of the comparable communities, it appears there could be demand for another [chiropractic, dentist and/or doctor office].
 - g. Coffee shops, wine bars, distillery tasting rooms and brew pubs are also successful in mixed use neighborhood developments, and if they create a reputation for a unique experience, and will attract customers from outside the community.

Marketing:

1. Marketing for retail, commercial and service-related businesses is best done by Village staff maintaining close contact with listing brokers who are marketing individual spaces. Provide brokers with market data from this study to support recruitment of tenants best suited to the new developments and specific business

districts.

Redevelopment Sites/Opportunities:

1. The current site of Chase Lumber near downtown is a prime redevelopment site. Village staff should engage in conversation with company representatives to initiate or continue the discussion.

Infrastructure Improvements:

1. Facilitate development of mixed use and commercial developments in the East Side Plan as indicated in the conceptual plan for new development.



Photo Credit: [Roman Bozhko](#) on [Unsplash](#)

Strategy Recommendations

	Focus on Improving Quality of Life	Expand Commercial and Industrial Land Base	Work with MadREP on Business Attraction for Primary Industries	Invest Staff Time on Business Retention and Expansion	Facilitate Development of a Balanced Housing Stock	Attract New Commercial/Retail/Service Businesses
Organization	Community Economic Development Dept. work with Parks to implement existing plans, Chamber to attract arts and culture related opportunities, Public Works to enhance bicycle and ped mobility, and MRAP to support their programs.	Identify, acquire, zone, and install infrastructure on new land for commercial and industrial uses.	Meet with MadREP 2x/yr to review primary industries, and to promote McFarland's space offerings and amenities. Establish close working relationship with MadREP. Forge partnerships with startups at the DCSC to attempt to site them in McFarland as they grow.	Meet with businesses annually. Seek help from a BREV team comprised of Village Administrator, C&ED Director, Village President, CDA Chair, Chamber President and Chamber Executive Director. Maintain database of info acquired.	Implement recommendations made in Housing Needs Assessment. Maintain ongoing conversations with residential real estate brokers to stay current on residential real estate trends in the market.	Community and Economic Development Staff should maintain a database of available property and the type of business best suited for each property.
Funding	Investigate grant opportunities recreation amenities from DNR, WEDC and Dane County. Support physical amenities through TIF. Seek private public partnerships and sponsorships	Prep for creation of a new TID or TIDs on east side and Terminal/Triangle district. Leverage existing TIDs #4 & #5 for mixed-use Downtown and Farwell Street redevelopment, including leveraging excess increment from TID #3.	Prep for TIDs on east side. Prepare list of non-monetary incentives the Village can offer to new business.	This activity should not require funding beyond staff time, unless additional staff is added to the C&ED Dept.	Investigate the opportunity to use CDBG funds for residential infill development or homeowner rehab in lower income areas/neighborhoods.	Staff time. Incentives for attracting specific business types, such as those which enhance the quality of life for residents (cultural, arts, education). Incentives could come from TIF.
Business Recruitment	Recruit arts/culture based businesses. Recruit outdoor recreational equipment suppliers. Work with library to enhance services supporting innovation such as 3-D printer or graphic arts computer equipment	Marketing available industrial and commercial land on the east side will be instrumental in recruiting businesses. Focus on sectors supported in Advance 2.0 strategy including advance manufacturing, bioscience, ag/food/beverage, information technology, and healthcare.	Position Village as competitor to communities with interstate access and visibility (Janesville is good example). Build relationships with developers building in other interstate communities and market McFarland specifically to those developers. Become a strategic partner for space needs beyond what the DCSC can support.	Business recruitment may stem from BRE visits if it is learned through visits that an opportunity exists to attract a supplier or customer of existing business.		Recruit businesses which showed up in gap analysis, health care services, health and personal care stores, pet and pet supply stores, hair/nail salons, coffee shops, wine bars, distilleries and brew pubs.
Events	Facilitate opportunities for events to leverage each other's exposure. Bring in non-profit partners to schedule events which increase exposure to quality of life in McFarland. Seek opportunities to tie McFarland to Sustainability Campus and circular economy.		Attend appropriate business attraction marketing events sponsored by MadREP, WEDA and WEDC. Attend Mid-America Economic Development Competitiveness Conference held annually in December; connect with site selectors in primary industries.		If workforce issues are discovered through BRE visits and appear to be a Village-wide challenge, work with the Chamber to host a recruitment fair for interested employers.	
Marketing	Promote large events on Village web site home page. Promote events on Village social media sites. Create short videos to educate on Village park and rec assets, library and other public amenities. Market Village ties with Dane County Sustainability Campus on Village web site if it comes to fruition.	Marketing available industrial and commercial land on the east side will be instrumental in recruiting businesses. Focus on sectors supported in Advance 2.0 strategy including advance manufacturing, bioscience, ag/food/beverage, information technology, and healthcare.	Work with MadREP to market sites. Ensure Village web site has quick links to info on new development sites. Learn which developers build for businesses in primary industries. Leverage MadREP's marketing to primary industries. Market new development to circular economy businesses. Share future development plans for East Side in prominent place on Village web site. Create downloadable pdf of new development sites.	Market BRE program on Village web site and social media to communicate that the Village is invested in existing businesses. This may encourage businesses to share needs with the Village outside the annual visits.	Market new housing development opportunities to developers and new residents on the Village web site. Include when new housing units may be available, along with a list of community amenities. Promote jobs being created as a celebration of success related to workforce attraction in the community.	Village staff maintain close contact with brokers marketing spaces in mixed-use and stand alone commercial developments.
Redevelopment Opportunities	Annually drive the community to identify blighted properties which would detract from quality of life. Contact owners and develop a plan with them for improvements or transition of property to new ownership.	Inventory opportunities for redevelopment by starting with properties already designated as blighted in the existing redevelopment district plans.	Keep a database of businesses and property owners in Hwy 51 corridor and commerical park. Understand which are opportunities for potential redevelopment and remarketing.	Through BRE visits, staff may become aware of redevelopment opportunities. Document them and stragetize with property owner for the property's reuse.	Drive residential neighborhoods annually with Village inspection staff to document and cite code violations. Document blighted residential properties and develop a Village program for residential rehab, or acquisition, demolition, and redevelopment.	Chase Lumber downtown is a prime redevelopment site. Work with this business to relocate to new business park, and redevelop existing site for a more downtown-friendly use. Create space for new businesses in downtown through redevelopment of existing properties.
Infrastructure Improvements	Capitalize on Lake Waubesa for all four seasons. Ensure wayfinding signage directs residents and visitors to downtown, parks, commercial districts and trails. Create bike lanes where bike paths do not exist.	Typical infrastructure including streets, streetlights, water, sanitary sewer, storm water, plus high speed communications infrastructure is necessary.	Develop new industrial/business park space on East Side. Shovel ready sites should be pursued if in the best financial and time interest of the Village.	Through BRE visits, the Village may learn of potential infrastructure improvements necessary to support existing business growth.	Implement recommendations stemming from the East Side Growth plan as they relate to creating space for housing, mixed use developments and open space.	Facilitate mixed-use and commercial developments in the East Side Growth Area as indicated on the conceptual plan for that new development.



6

APPENDICES

APPENDIX A: METHODOLOGY

The Village of McFarland is located to the southeast side of the City of Madison in Dane County. The City of Madison is the seat of state and county government, home to the prestigious University of Wisconsin-Madison, Edgewood College, and Madison College. The client identified four communities in Dane County of similar size and characteristics of McFarland to compare various performance metrics. They are Cottage Grove, De Forest, and Stoughton.

Secondary Data Sources

U.S. American Community Survey (ACS)

The 5-year estimates represent data collected over a period of time providing more statistically reliable data for less populated areas. ACS was used to provide population, household and age information for McFarland and the comparison communities. The most recent available 5-year estimate period is 2016-2020.

Esri

Esri is the global market leader in geographic information system (GIS) software and geospatial analytics. Using a variety of comprehensive and complex public and private data sets, estimates for the current year are provided as well as five-year projections. Projections are based on updated data sets and past performance of accuracy. Esri was used to understand the educational attainment, occupations and income levels of McFarland and its comparable communities. The Consumer Spending Index, Retail Demand, Supply and Gap Analysis and Retail Demand Outlook were Esri reports for the McFarland Trade Area. At the time of these reports were processed, the estimates were for 2021 with projections out to 2026.

U.S. Bureau of Labor Statistics (BLS)

The BLS is a public data source for labor information including participation, employment, unemployment, wages, working conditions, etc. At the time of the labor force information was pulled from BLS, the most recent data was from 2021. Due to economic impact of COVID-19, we wanted to go back to the last economic recovery cycle and at least 10 years, thus the time period selected was from 2011-2021. BLS was used to illustrate labor force, employment, and unemployment rate data.

U.S. Census Bureau, OnTheMap Application

The OnTheMap application was used to understand where employees that work in McFarland live and where those that live in McFarland work. It was used to understand the commuting patterns of McFarland and possible labor shed.

Primary Data Sources

One-on-one interviews were conducted with identified stakeholders as well as community and resident surveys disseminated in conjunction with East Side Growth Area. The quantitative and qualitative data gathered from these resources were analyzed to validate the dated secondary data and inform the recommended strategies.

APPENDIX B: ADDITIONAL DATA

Data Source & Note: Figures B.1-B.10 are from Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Figure B.1 Comparison of Average Amount Spent per Household on Food Expenditures (\$)

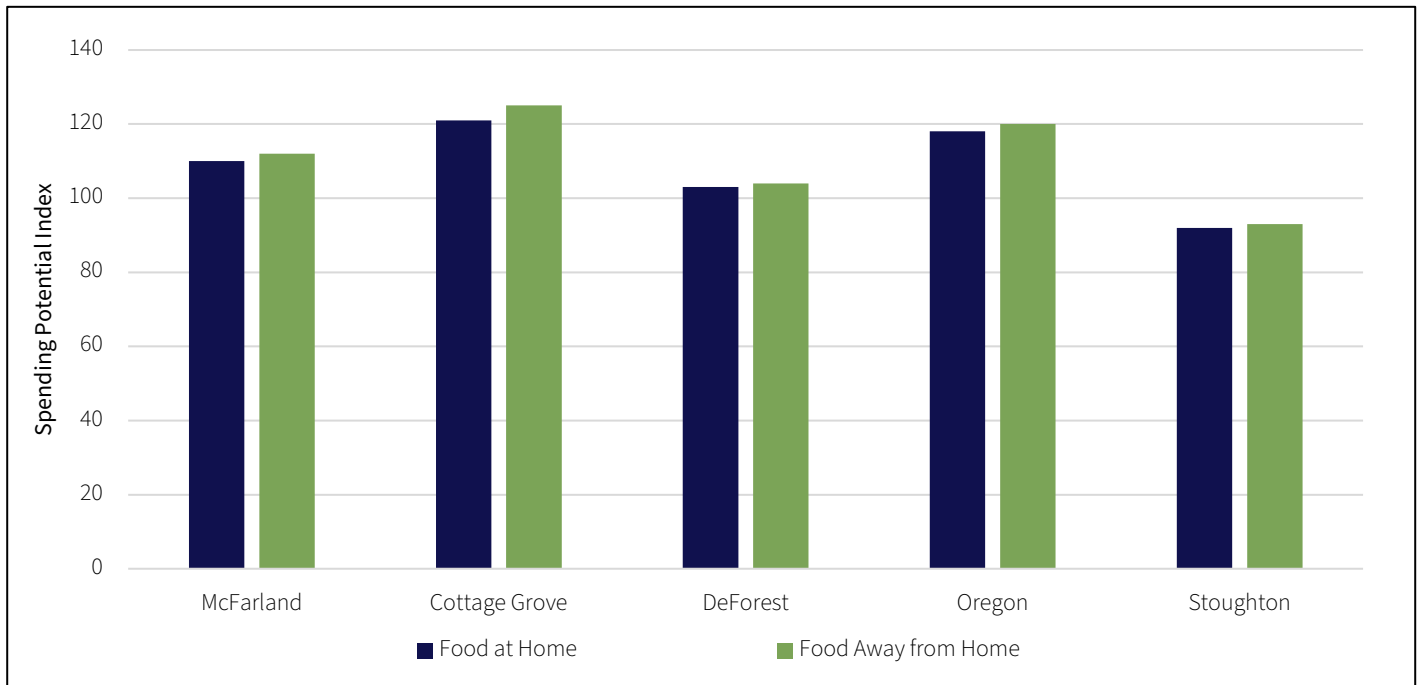


Figure B.2 Comparison of Total Amount Spent on Food Expenditures (\$M)

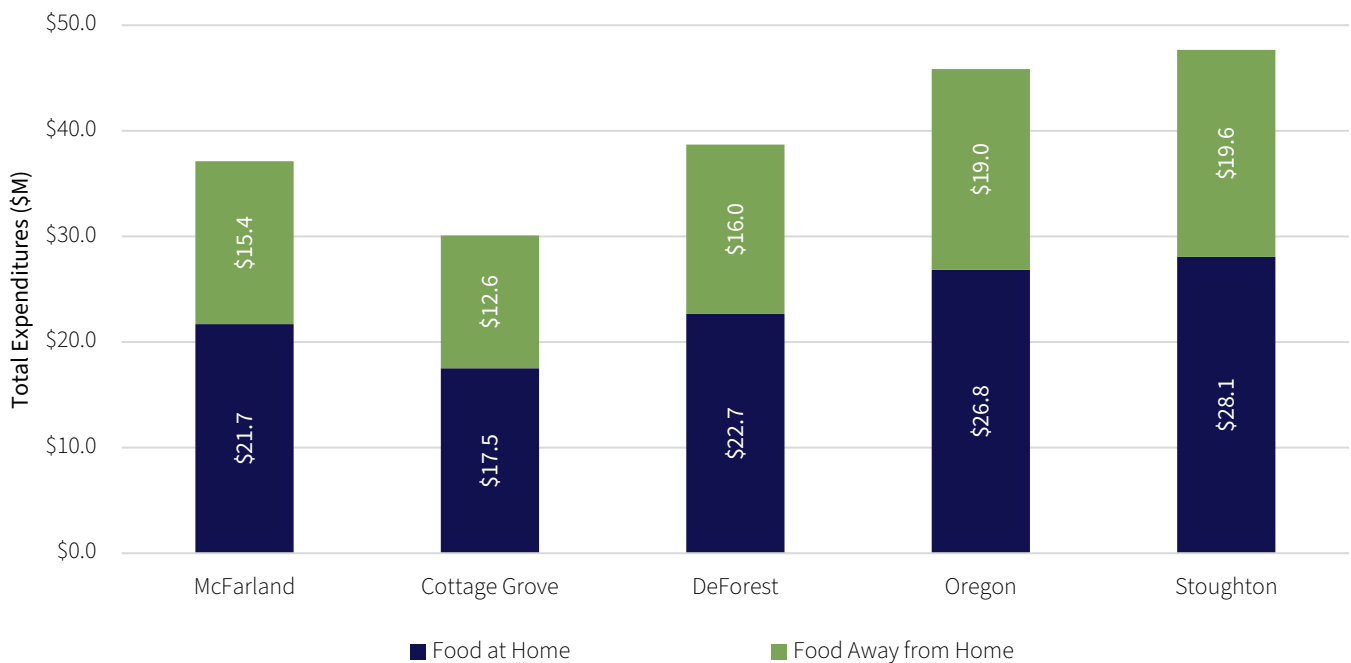


Figure B.3 Comparison of Average Amount Spent per Household on Alcohol Expenditures (\$)

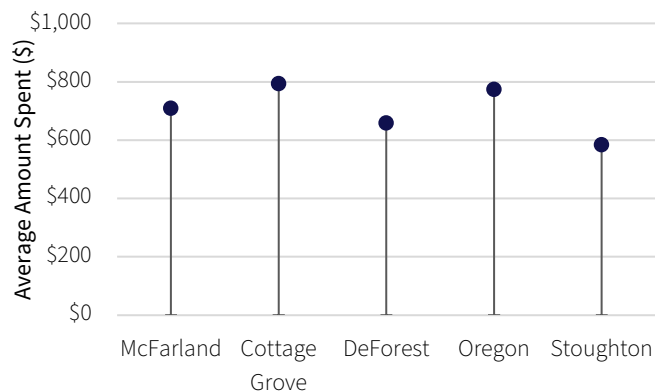


Figure B.4 Comparison of Total Amount Spent on Alcohol Expenditure (\$M)

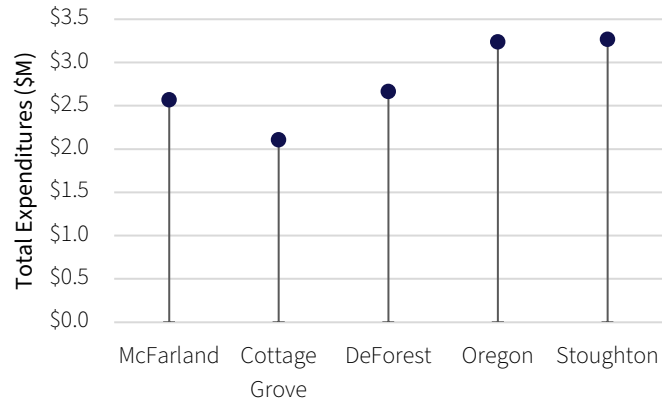


Figure B.5 Comparison of Average Amount Spent per Household on Travel Expenditures (\$)

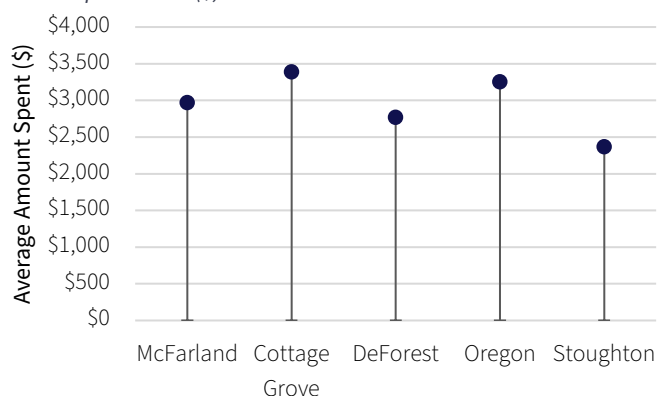


Figure B.6 Comparison of Total Amount Spent on Travel Expenditures (\$M)

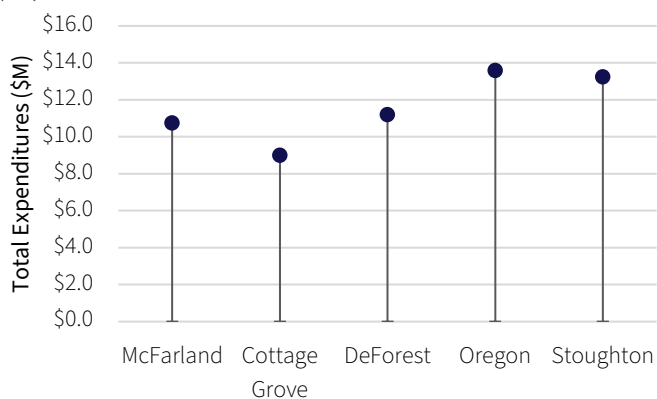


Figure B.7 Comparison of Average Amount Spent per Household on Entertainment & Recreation Expenditures (\$)

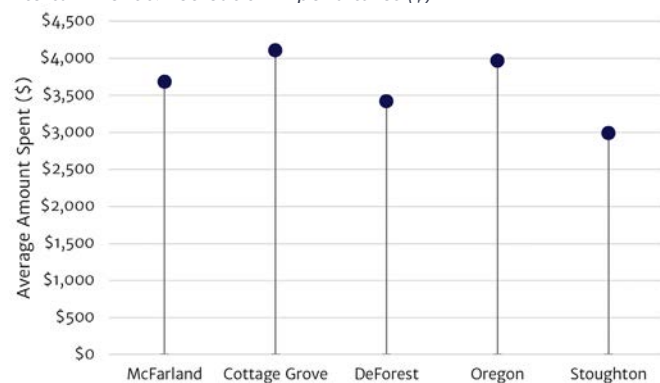


Figure B.8 Comparison of Total Amount Spent on Entertainment & Recreation Expenditures (\$M)

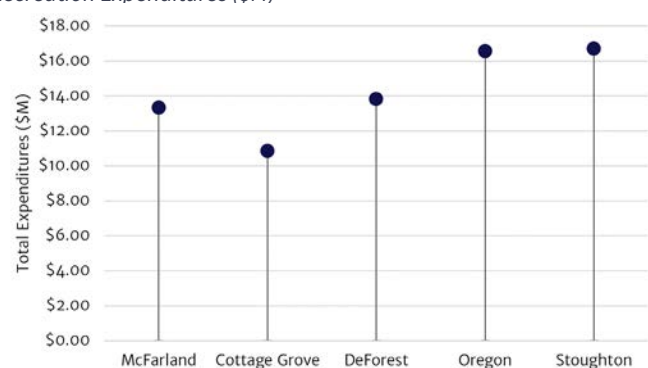


Figure B.9 Comparison of Average Amount Spent per Household on Apparel & Service Expenditures (\$)

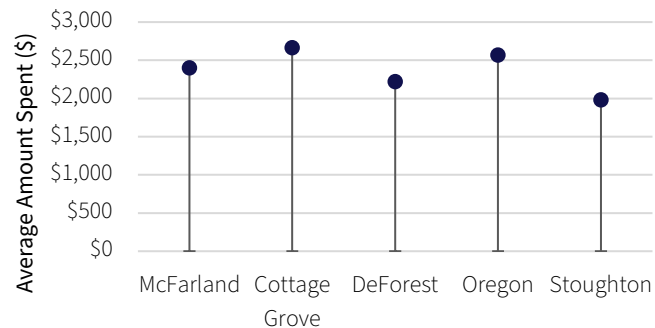
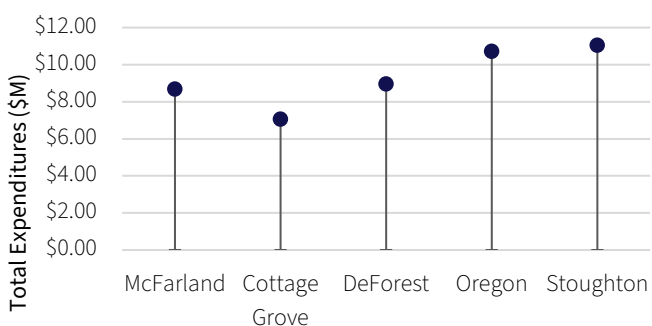
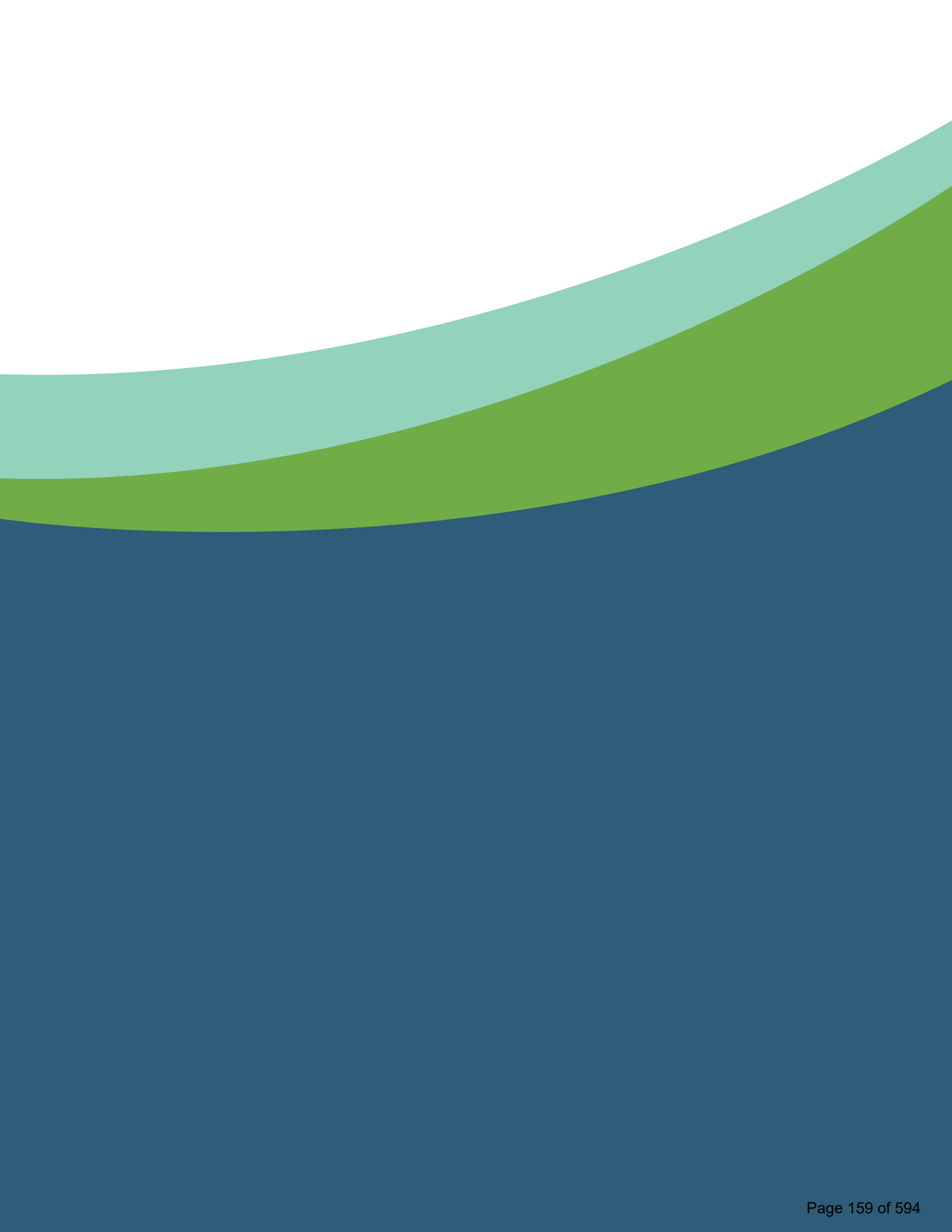


Figure B.10 Comparison of Total Amount Spent on Apparel & Service Expenditures (\$M)





McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action to accept the McFarland Housing Needs Assessment Study.

PREVIOUS ACTION:

February 28, 2022 Village Board approval of the project contract.

February 21, 2022 Plan Commission recommendation of the project contract.

November 8, 2021 Village Board approval to issue project Request for Proposals.

November 3, 2021 CDA recommendation regarding project Request for Proposals.

October 18, 2021 Plan Commission recommendation regarding project Request for Proposals.

March 21, 2023 Plan Commission holds public hearing for Ordinance 2023-03.

April 13, 2023 Director Bremer presented the draft East Side Plan to the Capital Area Regional Planning Commission for informational purposes.

April 18, 2023 Plan Commission and CDA unanimously recommend the Village Board accept the McFarland Housing Needs Assessment Study.

ISSUE SUMMARY:

As part of the project to create the new 2023 East Side Plan (agenda Item 6.d.3) the Village also prepared a Village-wide McFarland Housing Needs Assessment Study. The purpose of completing this study was two-fold. First, to provide immediate guidance regarding planning for future housing within the East Side planning area through the lens of improving our understanding of Village-wide housing issues and opportunities. Second, the Housing Needs Assessment provides guidance to Village staff, committees, commissions, and board by outlining a series of strategies to improve housing Village-wide, including land use strategies, communication strategies, regulatory strategies, funding strategies and partnership strategies.

FINANCIAL/BUDGET IMPACT:

Funding for this project was provided through borrowed funds through the Village's Capital Fund.

VILLAGE PLAN REFERENCE:

Completion of this plan is supported by:

- 2022-23 Strategic Plan, Goal C Housing & Economic Development, Action i. Complete planning project to address Economic Development Plan and update East Side Neighborhood Growth Plan as update to Comprehensive Plan.
- 2017 Comprehensive Plan, Housing Initiative #2. Encourage Neighborhood Development on the Village's East Side.



- 2017 Comprehensive Plan, Housing Initiative #3. Invest in and Maintain Existing Village Neighborhoods..

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion, and second, to accept McFarland Housing Needs Assessment Study.

ATTACHMENTS:

1. McFarland Housing Needs Assessment_02.20.23(reduced)



Village of McFarland

Housing Needs Assessment

September 14, 2022

ACKNOWLEDGMENTS

Andrew Bremer, AICP

Community & Economic Development Director
Village of McFarland

Kong Thao

Associate Planner
Village of McFarland

Village Board

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

Community Development Authority

Stephanie Brassington, Chairperson - Village Trustee
TJ Jerke, Village Trustee
Ken Brost, Commissioner
Kristin Ellis, Commissioner
Dan Kolk, Commissioner
Anthony Hennes, Commissioner
Benjamin Tanko, Commissioner

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

Prepared by:

This document was prepared by MSA Professional Services, Inc. with assistance from Village Staff.

Project No.: 13731002

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EXECUTIVE SUMMARY

INTRODUCTION

The purpose of this study is to help the Village better understand its housing market and the housing market in peer communities (Stoughton, Cottage Grove and DeForest)—the secondary market. This study examines the existing balance between housing demand and supply by analyzing data, talking to housing experts, and understanding local residents' experiences. Based on this examination, gaps in the number, type, price point and location of housing units in McFarland are indicated. To close these gaps and improve housing options in the Village, this study lays out a toolbox of targeted strategies.

COMMUNITY BASICS

- McFarland's total population is expected to increase between 52% and 103% by 2040. Peer communities are also experiencing similar growth.
- The adult population aged 65-84 is expected to increase by up to 123% by 2040 (5,197 people total).
- McFarland's median household income is comparable to peer communities at \$82,583 in 2020.

RENTAL MARKET

- Median gross rent in McFarland is higher than many peer communities at \$1,185/month.
- 77% of rental units contain 2 or 3 bedrooms.
- 65% of rental housing stock was built between 1960 and 2009.
- 32% of renter households in McFarland are either cost-burdened or severely cost-burdened.

OWNERSHIP MARKET

- 85% of McFarland's owner-occupied housing stock is comprised of detached, single-family units.
- Housing demand currently outweighs supply, driving up sales prices for both single-family homes and condos.
- 30% of owner households in McFarland are cost burdened. The majority of cost-burdened owner households are low-income households.

HOUSING FOR SPECIFIC

POPULATIONS

- 23% of McFarland residents fell below the ALICE ("Asset Limited, Income Constrained, Employed") threshold in 2016.
- 242 McFarland residents will age into the 85+ category by 2040, and may look to sell their homes or modify for wheel chair accessibility and/or assisted living housing.
- 1,042 residents (11.8% of McFarland's population) have ambulatory, self-care, and/or independent living difficulties.

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:

- 117 - 293 renter-occupied units (15 - 37 per year)
- 497 - 691 owner-occupied units (62 - 86)

The demand for rental units is further broken down per year, based on current rental price points and HUD FY2020 income categories (see page 62 for more information):

- 14 - 35 units priced up to \$800
- 29 - 73 units priced between \$801 and \$1,300
- 19 - 47 units priced between \$1,301 and \$2,000
- 13 - 32 units priced between \$2,001 and \$2,700
- 42 - 105 units priced higher than \$2,700

The demand for attached and detached owner occupied units is further broken down per year, based on current ownership price points and HUD FY2020 income categories (see page 60 for more information):

- 20 - 28 units up to \$130,000
- 25-35 units between \$130,000 and \$220,000
- 75 -104 units between \$221,000 - \$330,000
- 60 - 83 units between \$331,000 - \$400,000
- 323 - 449 units above \$400,000

EXECUTIVE SUMMARY

IMPLEMENTATION

Goal

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. Alternatively, the Village's Community Development Authority (CDA) could provide these functions.
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 Village/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. Explore areas where cottage courts could be possible in the Village and assemble and promote these areas to developers through the CDA.

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. Establish Policies for the Village of McFarland's Affordable Housing Fund. Created in 2022, the Village transferred \$75,000 in unassigned General Fund balance to the Affordable Housing Fund. Policies are needed to guide the use and implementation of the newly created fund.
12. Consider Annual Allocations to the Village's Affordable Housing Fund. Determine appropriate annual allocations to McFarland's Affordable Housing Fund via the Village's budgeting process.
13. Utilize Tax Increment Financing for Affordable Housing Incentives. Use TIF to directly or indirectly support the development of housing with income-qualified units.
14. 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

EXECUTIVE SUMMARY

funds that can be used anywhere in the Village for affordable housing. These funds should be rolled into the Village's newly established Affordable Housing Fund.

15. 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

16. Support Habitat for Humanity, NeighborWorks Southwest Wisconsin, Inc. and Other Affordable Housing Providers. Maintain supply of lots for new home construction.
17. Form Working Groups with Major Employers. Convene major employers annually to discuss housing issues and initiatives. Alternatively, individual meetings could be completed as part of annual Business Retention & Expansion Visits (BREV).



1 INTRODUCTION

OVERVIEW

This study was commissioned by the Village of McFarland to inventory the existing housing stock in the Village and assess where gaps exist in the housing market. The purpose of this study is to help the Village better understand its housing market and to craft targeted strategies to improve options within the community.

This Needs Assessment uses a variety of methods and data to understand the housing market. Objective, measurable data was collected from the Village, Dane County, the Multiple Listing Service (real estate listings and sales), the State of Wisconsin Department of Administration, the U.S. Department of Housing and Urban Development, and the U.S. Census Bureau. The Village is compared to peer communities (Stoughton, Cottage Grove, and DeForest) and wider contexts (Dane County, Wisconsin, and the national level) in a variety of ways; data is also examined through time-series sets to reveal trends. This study also incorporates one-on-one interviews with local housing experts, responses from an online community survey, and feedback from two public informational meetings.



STUDY PROCESS

Project Oversight

MSA had ongoing correspondence with McFarland's Village Administrator and Community Development department during the study process. Market analysis and economic development strategies were completed in collaboration with partner firm Redevelopment Resources.

Community Survey

An online survey was released to the residents of the McFarland Zip Code, receiving nearly 700 responses. The questions asked for demographic information, business activity and employment, housing experiences, and contributions to the local economy. These responses will not only support the data compiled on the following pages, but also inform economic development strategies in later phases of this project.

Interviews

To supplement feedback from the community survey, the project team met and interviewed additional people with knowledge and insight about the local housing market, including realtors, contractors, and developers. This feedback naturally gravitated toward similar topics and knowledge, indicating a strong shared understanding of how the local housing market inherently functions. This feedback is used throughout the report.

GLOSSARY

ACS: American Community Survey (Census Bureau)

AMI: Area Median Income

DOA: (Wisconsin) Department of Administration

HUD: (US Department of) Housing and Urban Development

DEFINITIONS

The terms 'housing affordability', 'affordable housing' and 'workforce housing' are often used interchangeably; however, they have different meanings. These terms are defined here to aid in understanding the analysis and recommendations in this study.

Housing Affordability:

The measure of the relationship between housing cost and household income. The widely-accepted standard for affordability states that a household should spend no more than 30% of their gross income toward housing costs. This standard is the same for owners and renters. For renters this includes utilities and renters insurance. For homeowners this includes principal, interest, taxes, insurance, and utilities.

Affordable Housing:

Housing that serves lower-income residents, typically households earning 80% or less of the area median income (AMI) as calculated by the U.S. Department of Housing and Urban Development (HUD).

Workforce Housing:

Housing that is affordable to the workforce in a community. Because incomes within the workforce vary, a range of housing options is needed to fit the needs of the community. Workforce housing also means ensuring a supply of affordable housing for employee households that earn minimum wage—and ensuring appropriately priced housing for moderate to high-income earners in both the rental and ownership markets.

Variety in the housing stock is important, as households have a variety of preferences that impact where and how they can live. Important types of variety necessary to serve area employees include structure types, sizes, locations, and price points.

COMMUNITY BASICS

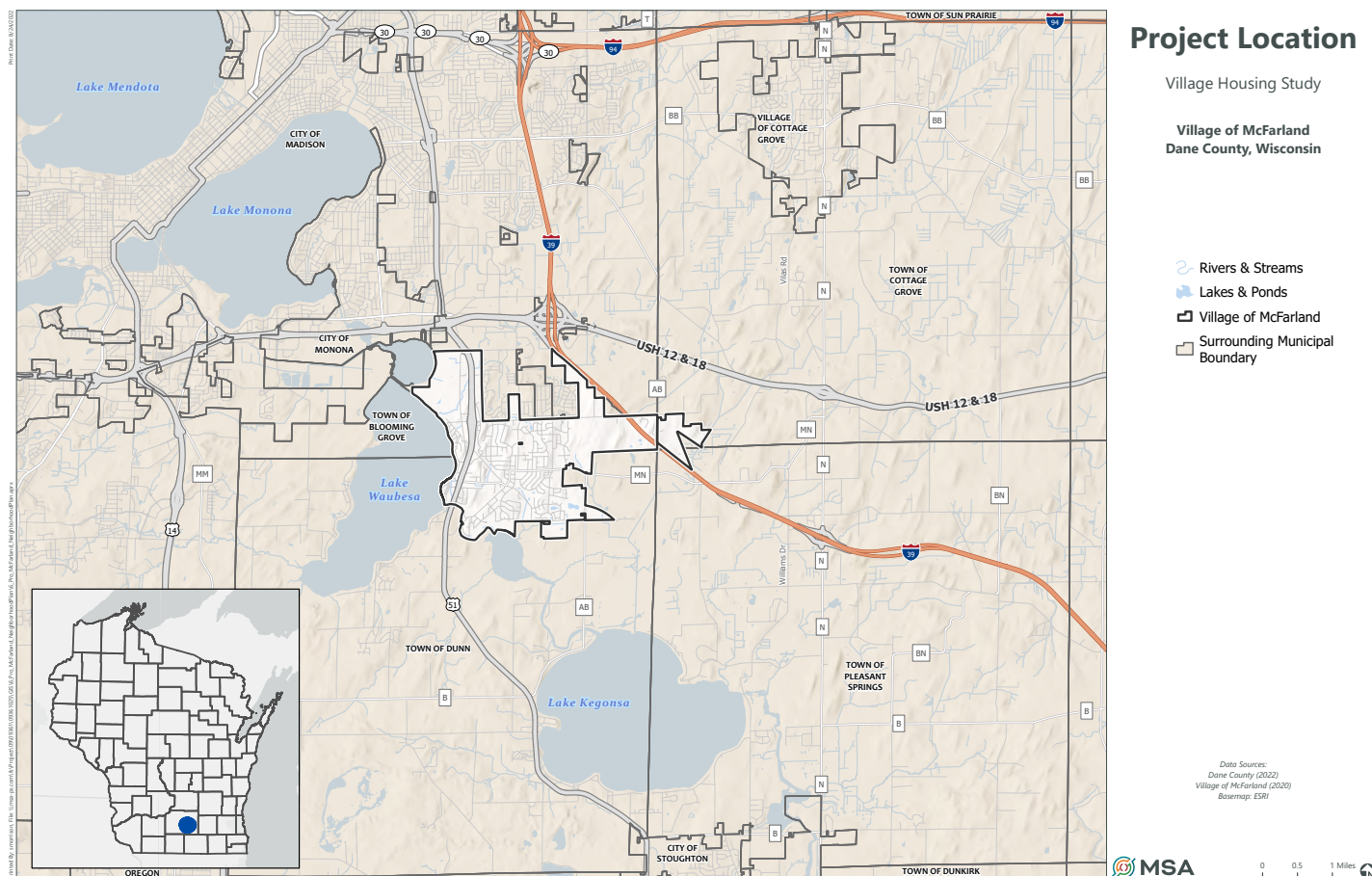
The Village of McFarland (2020 pop. 8,991) is located in Dane County, in south-central Wisconsin. It is directly southeast of Madison, Wisconsin's capital, and shares borders with the City of Madison and Town of Blooming Grove to the north and the Town of Dunn to the west and south. It is also 90 miles west of Milwaukee, 150 miles northwest of Chicago, and 250 miles southeast of Minneapolis. Spurred by a strong regional economy and educational opportunities, housing demand is strong across the entire region.

The Village is notably located along U.S. Highway 51 and I-90, providing convenient access to Madison, Janesville, and Chicago. Its location along Lake Waubesa, Upper and Lower Mud Lakes, and the Yahara River provides recreational and wildlife amenities contributing to McFarland's tagline *Naturally Connected*.

KEY DATA

- » McFarland's total population is expected to increase between 52% and 103% by 2040. Peer communities are also experiencing similar growth.
- » The adult population aged 65-84 is expected to increase by up to 123% by 2040 (5,197 people total).
- » McFarland's median household income is comparable to peer communities at \$82,583 in 2020.

Figure 1.1: McFarland's Location Within the Madison Metro Area
Source: ArcGIS, Dane County Land Information Council



POPULATION

+18.7%

McFarland's population increase,
2010-2020

+21%

Population increase of nearby
communities of similar sizes,
2010-2020

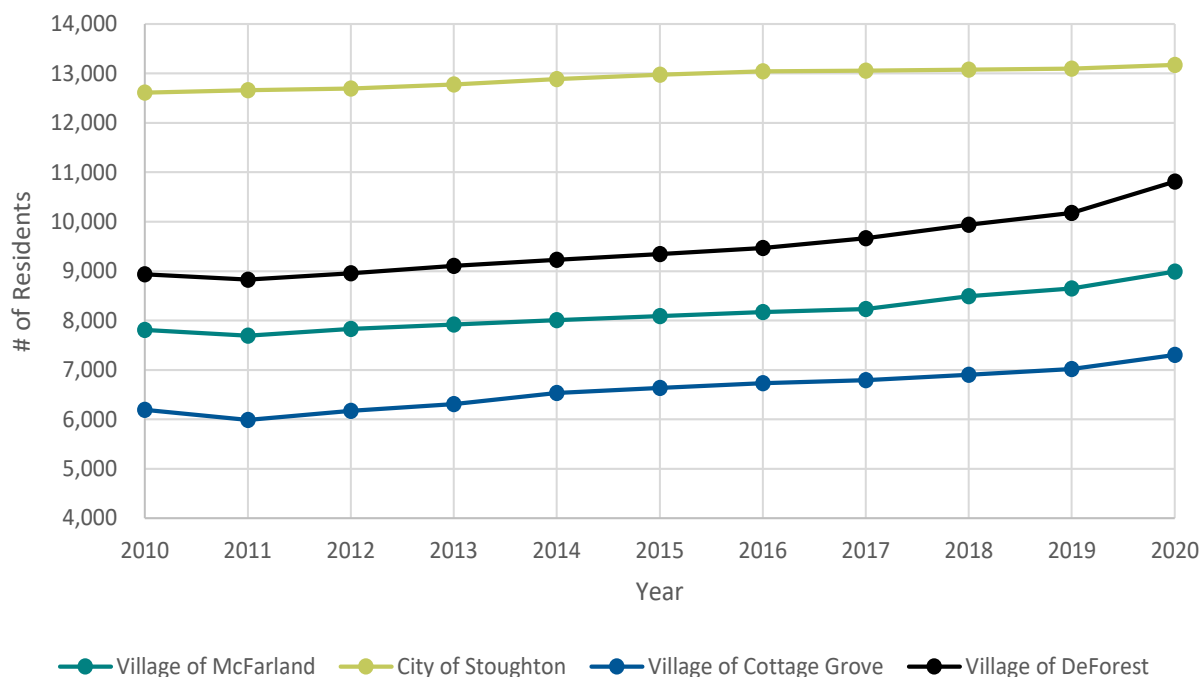
+15%

Dane County's population increase,
2010-2020

Population within the Village has increased over the past decade, as is consistent with neighboring communities, Dane County, and the State of Wisconsin. Between 2010 and 2020, McFarland saw a net increase of 1,417 residents – an 18.7% increase in population. During the same time period, the peer municipalities of Stoughton, Cottage Grove, and DeForest saw increases of 4.3%, 21.7%, and 20.8% respectively. Overall, Dane County's population has grown by 15%.

Figure 1.2: Population Growth Trends in McFarland and Peer Communities (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates



POPULATION PROJECTIONS

McFarland’s future population growth has been projected by multiple sources, including the State Department of Administration (DOA), the Village of McFarland, and the Capital Area Regional Planning Commission (CARPC) 2050 Regional Development Framework. McFarland’s own projections contain low, medium, and high estimates, which are noted in the graph below.

Based on these projections, McFarland’s population is expected to increase significantly between 2020 and 2050, with some estimates expecting the population to double by 2050. The Village’s “high” projection predicts that McFarland will gain 9,297 residents in this time period, experiencing 103.4% growth. Moderate by comparison, the Capital Area Regional Plan Commission’s projections anticipate 4,640 residents, or 52.6% growth. This sort of growth is also projected for peer communities, indicating an urgent need for additional housing to capture and accommodate these new residents.

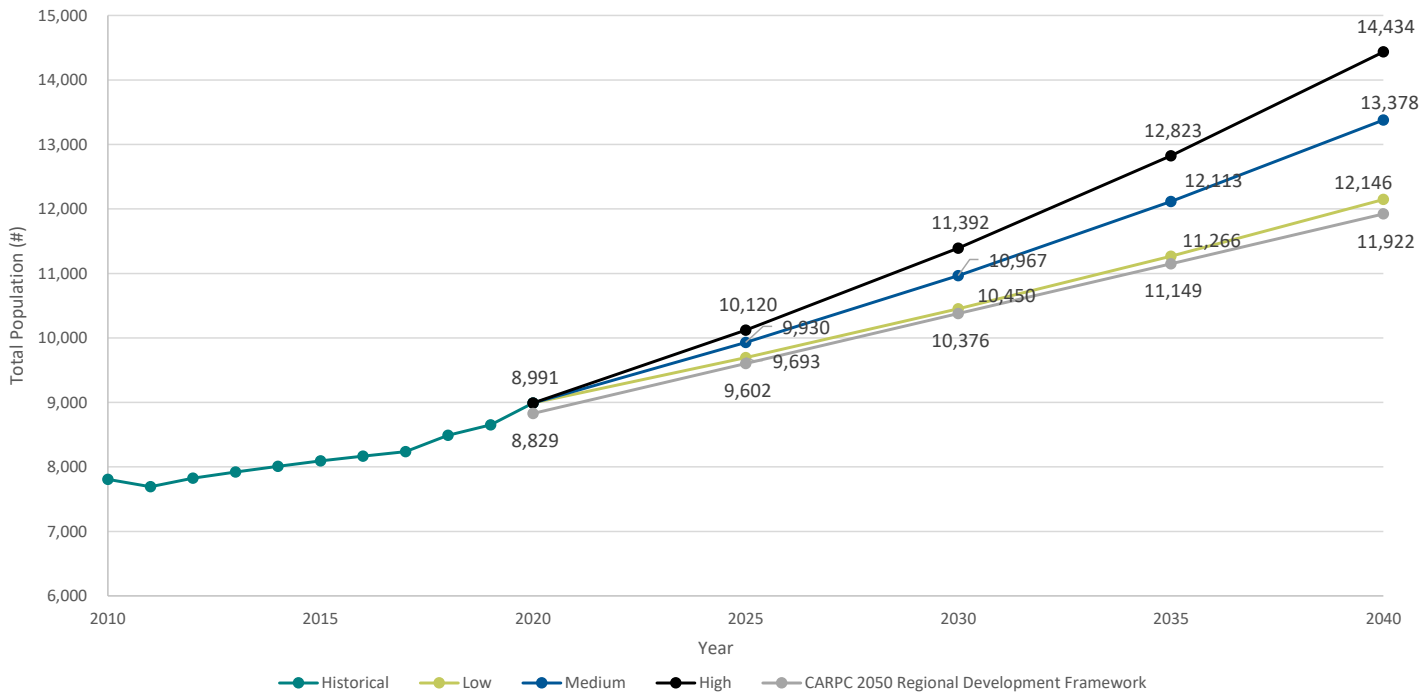
+52.6%

CARPC’s projected population increase for McFarland, 2020-2050

+103.4%

Village of McFarland’s high projected population increase, 2020-2050

Figure 1.3: Population Projections Trends for McFarland (2010-2050)
Source: Village of McFarland, WI DOA Projections, CARPC 2050 Regional Development Framework

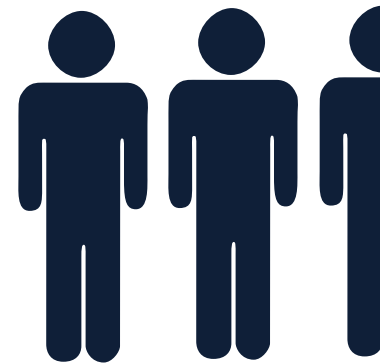


HOUSEHOLDS

According to ACS 5-Year Estimates, McFarland had 3,576 households in 2020. The estimate of total households within the Village has increased 17.4% since 2010. Stoughton(2.7%),CottageGrove(31.5%),DeForest(20.1%), and Dane County (15.3%) have also seen increases in total households since 2010.

Between 2010 and 2020, McFarland's average household size stayed relatively stable at around 2.5, decreasing slightly from 2.49 to 2.47 over the course of the decade. Nationwide, average household size has been decreasing since 1900. There are some signs that this trend is slowing or reversing, likely due to housing supply and cost issues.

National trends show that most age groups are living in larger households now than they were a decade ago. This change is most prominent for adults aged 35 and older. Between 2010 and 2017, there was a three percent increase in the number of adults aged 35 and older living in households with at least three people. A common explanation for larger households is people living in multi-generational households or doubling up with a parent or roommate.

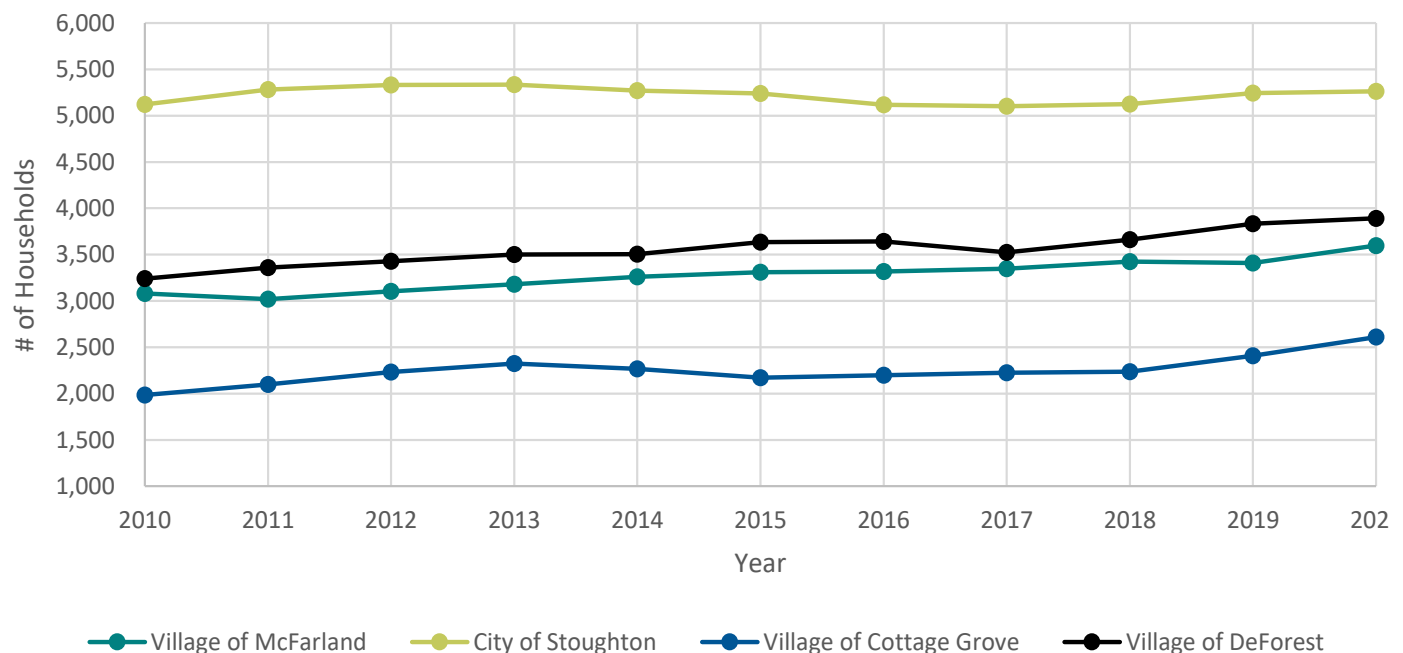


2.47

Average household size
in McFarland, 2020

Figure 1.4: Household Growth Trends in McFarland and Peer Communities (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates



HOUSEHOLD PROJECTIONS

Projecting McFarland's future households is tied to both future population projections and future household size as demographics change and people age. Projection methods for the Village show a significant increase in households, corresponding with anticipated population growth in both the Village and the County. The CARPC projects the addition of 1,749 households (49.4% increase) and the Village projects up to 4,294 households (119.3% increase). Household estimates in peer communities are projected to increase between 2020 and 2040, with rates ranging from a 2.8% increase in Stoughton and a 31.5% increase in Cottage Grove.

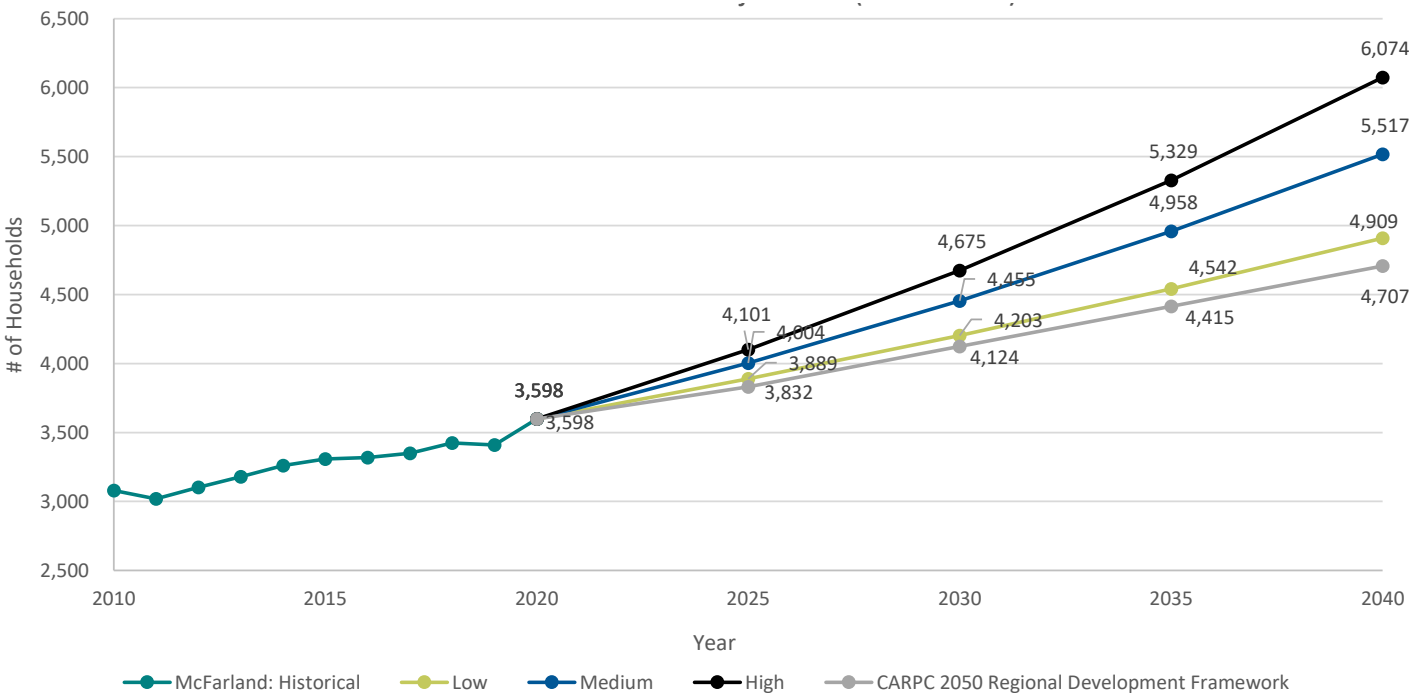
+49.4%

CARPC's projected population increase for McFarland, 2020-2050

+119.3%

Village of McFarland's high projected household increase, 2020-2050

Figure 1.5: Household Projections Trends for McFarland (2010-2050)
Source: Village of McFarland, WI DOA Projections, CARPC 2050 Regional Development Framework



Age Cohorts

Age trends are used to help predict current and future needs of the community. As people continue to age or add members to their households, their needs change as well. Since 2010, McFarland has seen an overall increase in population, with adolescents (age 10-19), middle-aged (age 55-64), and older adults (age 64+) seeing the largest increase in numbers. This indicates that the birth rate has stagnated and families are continuing to mature. The increase in those age 65+ follow general trends of aging in the County, State, and Nation as Baby Boomers reach retirement. This influx of older residents will require housing units that can accommodate their changing needs and preferences.

McFarland has the highest median age of the four communities examined, at 40.5. This is likely because of its high proportion of adults over 65. Over the last decade, McFarland's median age has fluctuated to be as low as 39.8 and as high as 43.8. In 2020, Stoughton had a median age of 39.5, and Cottage Grove and DeForest both had an median age of 37.9.

Figure 1.6: Age Cohort Trends in McFarland (2010-2020)
Source: 2016-2020 ACS 5-Year Estimates

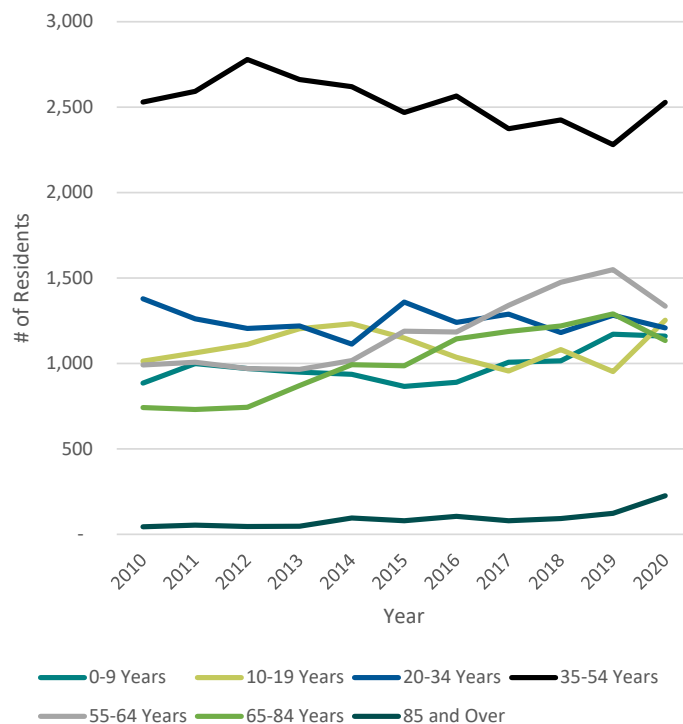
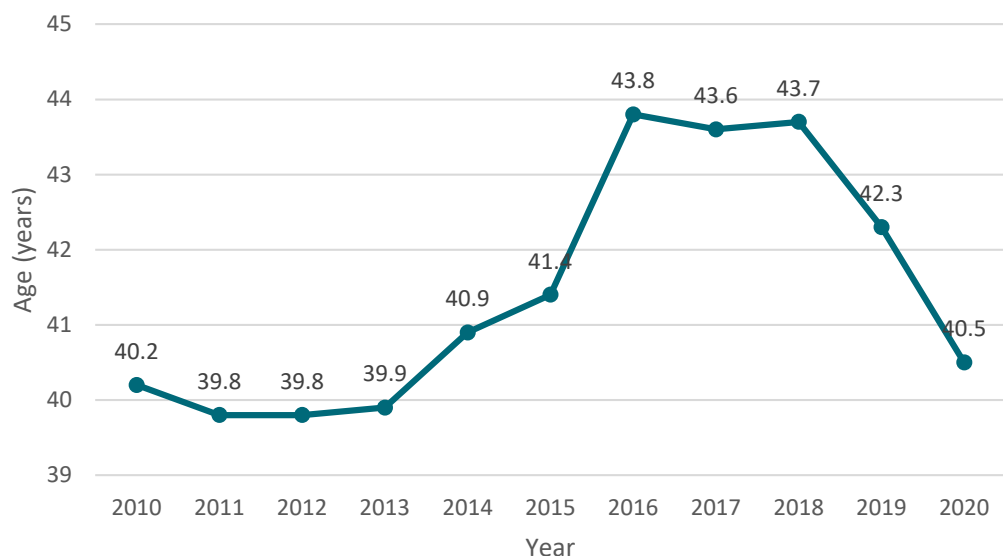


Figure 1.7: Median Age in McFarland (2010-2020)
Source: 2016-2020 ACS 5-Year Estimates



40.5

McFarland's median age in 2020

37.9

Cottage Grove and DeForest's median age in 2020

AGE COHORT PROJECTIONS

As residents age, their housing preferences often change. Older households may choose to continue to live in their current homes; however, many will opt to move and downsize or seek housing that is better set up to meet new housing needs and preferences. Younger households may rent for longer periods of time than they used to, but recent studies have shown that young householders move into homeownership eventually and seek smaller, more affordable homes.

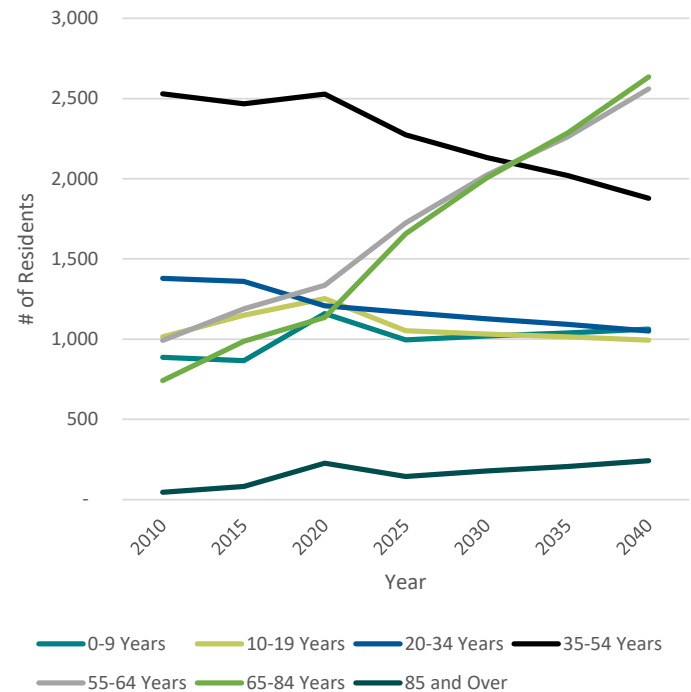
According to projections based on the age cohort trends on the previous page, McFarland's older adult populations will increase significantly by 2040. The age cohort for adults aged 65-84 will see the largest increase (132%) from 2020-2040. All other cohorts are projected to have declining growth. This highlights the need for appropriate housing for seniors (either aging at home or moving).

+132%

Projected population increase for
McFarland residents aged 65-84,
2020-2040

Figure 1.8: Age Cohort Trend Projections for McFarland (2010-2040)

Source: ACS 5-Year Estimates, algorithmic projection



EMPLOYMENT INDICATORS

Where Workers Live

Place of residence often coincides with the location of a person's job, though we also expect to see a high degree of mobility within a region. The figure on the right represents inflow and outflow of the Village's workforce. The number of people that work in McFarland is about 3,254. Of this 3,254, 2,756 live outside of McFarland and 498 live in McFarland. There are an additional 4,487 people who live in the Village but work in another community.

McFarland has the second-lowest median commute time of the four communities examined with 22.3, behind DeForest (21.9). As shown in the chart below, McFarland residents make up the largest group that travels 20-30 minutes to work each day, but many residents' commutes are only 10-20 minutes.

Figure 1.9: Inflow/Outflow Analysis in McFarland
Source: onthemap.census.gov

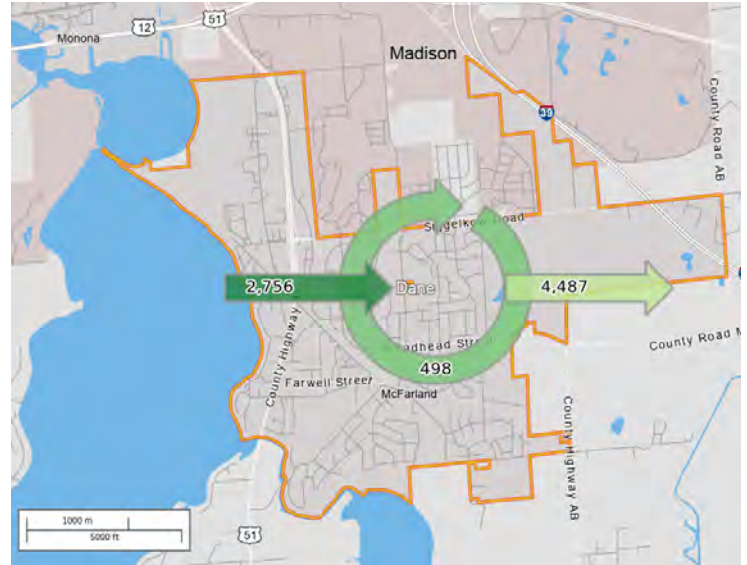
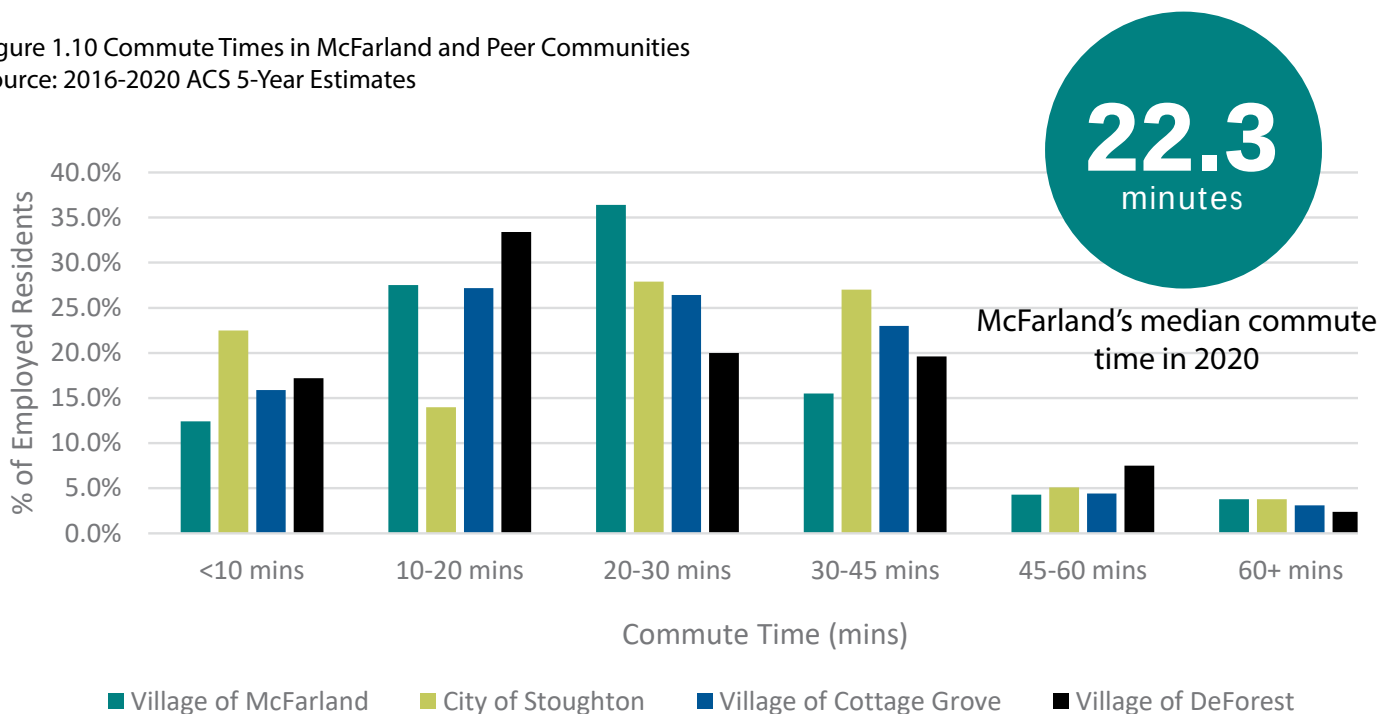


Figure 1.10 Commute Times in McFarland and Peer Communities
Source: 2016-2020 ACS 5-Year Estimates



EMPLOYMENT INDICATORS

Top Industries and Employers

According to 2016-2020 ACS 5-Year Estimates, the largest employment sectors for McFarland residents are Management, Business, and Finance (986 workers); Sales (606 workers); and Office and Administrative Support (601 workers). Management, Business, and Financial occupations earn a mean annual wage of \$67,290 and both Sales and Office Support occupations earn about \$39,500 annually (U.S. Bureau of Labor Statistics).

In Dane County, the largest industries are Healthcare, Secondary Education, and Insurance. Employment in Madison acts as a regional draw, resulting in daytime population growth from outlying communities that evenly offsets daytime population loss (balanced commuting patterns). Madison houses numerous hospitals and the University of Wisconsin's main campus, which solely employs over 10,000 workers. According to the U.S. Bureau of Labor Statistics, the mean salary for healthcare practitioner positions in Madison is \$94,900, while healthcare support occupations earn an annual salary of \$34,890. Insurance sales agents make around \$82,440 each year and insurance claims clerks make around \$45,760. Educational instruction positions earn a mean salary of \$61,970.

Understanding employment opportunities and earnings in a community are essential to housing because these indicate what a household can afford. Having the appropriate type, price point, quality, and location of the housing workers are looking for is essential to the vitality of McFarland's economy. Employers in McFarland who employ 50 employees or more are listed in the chart below. Of note, only five or six of the employers below are importers of revenue from outside the community. The grocery stores, banks, and schools are local businesses which revolve local dollars, primarily from residents.

Figure 1.11: Employers in McFarland
Source: Datavue

Business Name	Employee Size
Green Lantern Restaurant & Bar	53
Wisconsin Virtual Academy	55
Madison Forms Corp	56
Ctw Abbey Carpet & Floor	62
Waubesa Intermediate School	67
Cubic Wall Systems Inc	70
Conrad Elvehjem Primary School	78
Indian Mound Middle School	78
One Community Bank	82
McFarland High School	107
Pick 'n Save	119
Amtelco	120

INCOME TRENDS

Income and earnings are key factors in housing affordability. The more income that a household earns, the more housing options that fall within their affordability threshold. A household that spends more than 30 percent of its income on housing is considered housing burdened. While incomes are mobile – meaning households can move from place to place – the physical structure of a housing unit is stationary. In practice, this typically means that households often commute, choosing to live wherever they find the acceptable balance of convenience, quality, local amenities, and affordability.

As compared to peer communities, McFarland had the third-highest median household income in 2020 (\$82,583); for Dane County, the median household income was \$75,179. As of 2019, McFarland was on track to have the second-highest median household income, behind Cottage Grove, but dipped rapidly between 2019 and 2020. When comparing McFarland and Dane County, a larger percentage of households in the Village have incomes between \$50,000-\$199,999 and a smaller percentage have incomes of less than \$50,000.

Figure 1.12: Median Household Incomes in McFarland Compared to Dane County

Source: ArcGIS Business Analyst

Households By Income

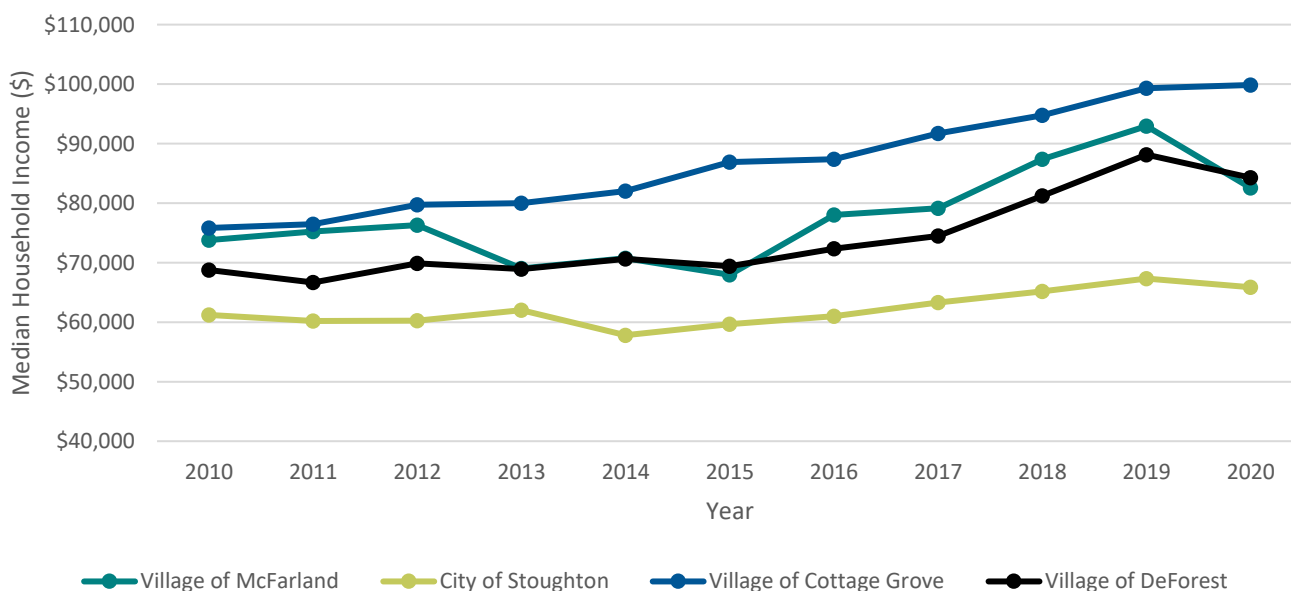
The largest group: \$100,000 - \$149,999 (29.1%)

The smallest group: <\$15,000 (2.1%)

Indicator ▲	Value	Diff	
<\$15,000	2.1%	-3.5%	
\$15,000 - \$24,999	2.3%	-2.8%	
\$25,000 - \$34,999	4.9%	-1.4%	
\$35,000 - \$49,999	6.5%	-3.2%	
\$50,000 - \$74,999	18.5%	+1.9%	
\$75,000 - \$99,999	14.3%	-0.2%	
\$100,000 - \$149,999	29.1%	+6.8%	
\$150,000 - \$199,999	13.8%	+4.2%	
\$200,000+	8.5%	-1.6%	

Figure 1.13: Median Household Incomes in McFarland and Peer Communities (2010-2020)

Source: 2016-2020 ACS 5-Year Estimates





2

RENTAL MARKET

OVERVIEW

This section of the Assessment analyzes data for the rental market in the Village and surrounding area in terms of affordability, characteristics of current renter households, and physical characteristics of the rental housing stock.

KEY DATA

- » Median gross rent in McFarland is higher than many peer communities at \$1,185/month.
- » 77% of rental units contain 2 or 3 bedrooms.
- » 65% of rental housing stock was built between 1960 and 2009.
- » 32% of renter households in McFarland are either cost-burdened or severely cost-burdened.



TENURE DEMOGRAPHICS

About 30% of McFarland residents live in rental units, with the other 70% residing in owner-occupied units. As shown in Figure 2.2, the largest group of rental householders are those under 35 years old, with each consecutive age group containing fewer rental householders. Renters over the age of 75 are likely reflected in the ACS data's margin or error, but are not included in Figure 2.2. As young residents settle into stable careers and start families, they often look to homeownership for more space and to build their assets. As McFarland's existing population continues to mature, more residents will leave rental units in favor of homeownership. Figure 2.1 shows the fluctuation of McFarland's average

rental household size between 2010 and 2020. Since 2016, rental households have grown at a rate of about 19%, reflecting overall population growth trends in the Village.

Figure 2.1: Average Persons per Rental Household in McFarland
Source: 2016-2020 ACS 5-Year Estimates

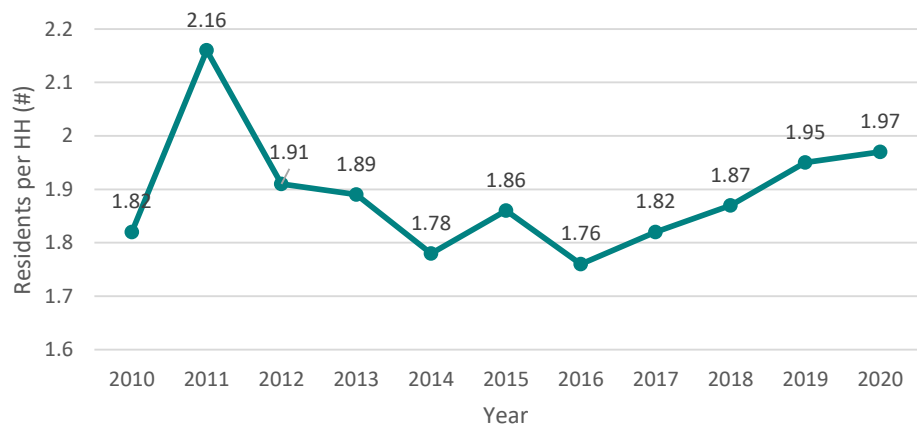
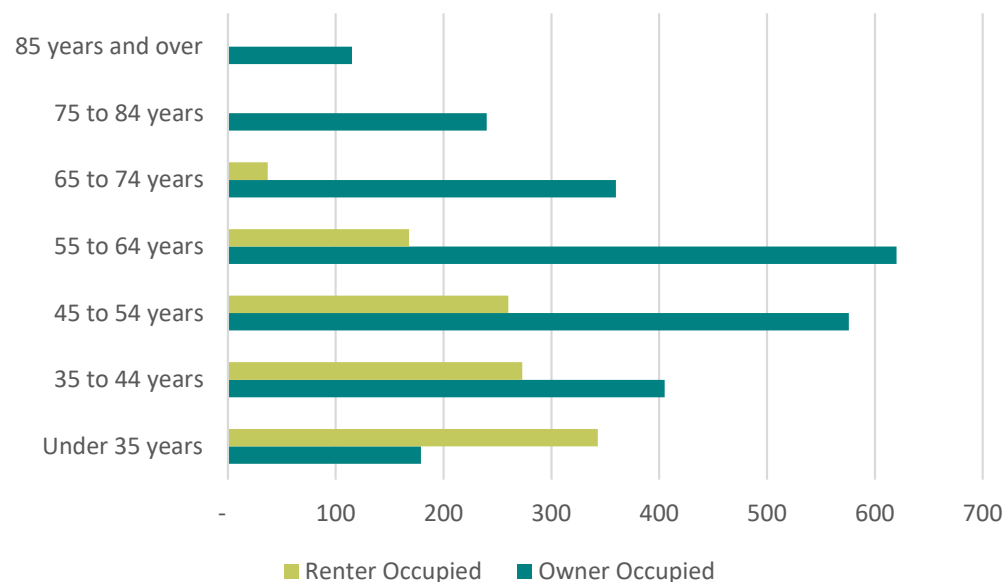


Figure 2.2: Householder Age in McFarland
Source: 2016-2020 ACS 5-Year Estimates



UNIT TYPES

There are different types of rental units available to meet the needs of current and potential residents in McFarland. The largest percentage of rental units in the Village (29.5%) are found in buildings with 3 or 4 units. Twenty-two percent (22%) of rental units within the Village are found in single-family homes (attached and detached) and duplexes; another 36% are found in buildings with 5 to 9 or 10+ units. Single-family and duplex home rentals are becoming increasingly popular due to the difficulty many people have in providing a down payment or securing loan funding to purchase a home.

Figure 2.4 illustrates the number of bedrooms available in McFarland’s renter-occupied housing units. The majority of McFarland’s rental units have 2 or 3 bedrooms (837 units, or 77%); in fact, it has the most 2-3 bedroom units of the four communities examined. As shown in Figure 2.5, the Village’s rental stock has a considerably lower percentage of studio and one-bedroom units; there are no studio units and only 194 one-bedroom units (18%). These smaller units are often the most affordable rentals available to the community, yet they make up a comparatively small percentage of McFarland’s housing stock.

Figure 2.3: McFarland Rental Units by Type
Source: 2016-2020 ACS 5-Year Estimates

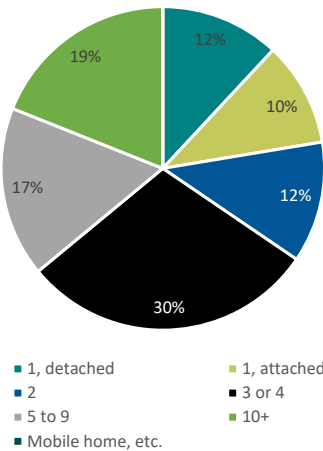


Figure 2.4: McFarland Rental Units by Bedroom
Source: 2016-2020 ACS 5-Year Estimates

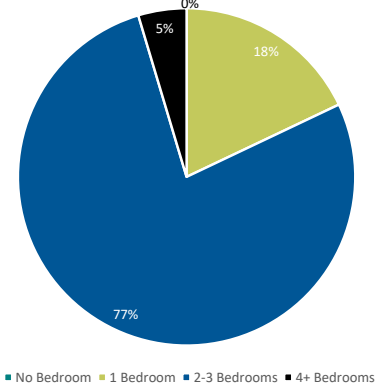
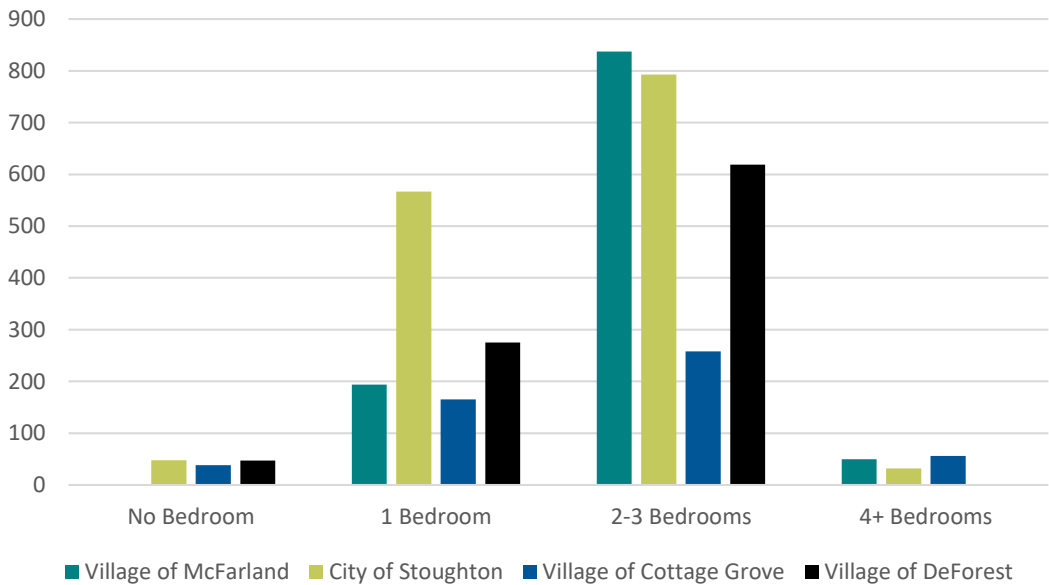


Figure 2.5: Rental Units by Bedroom in McFarland and Peer Communities

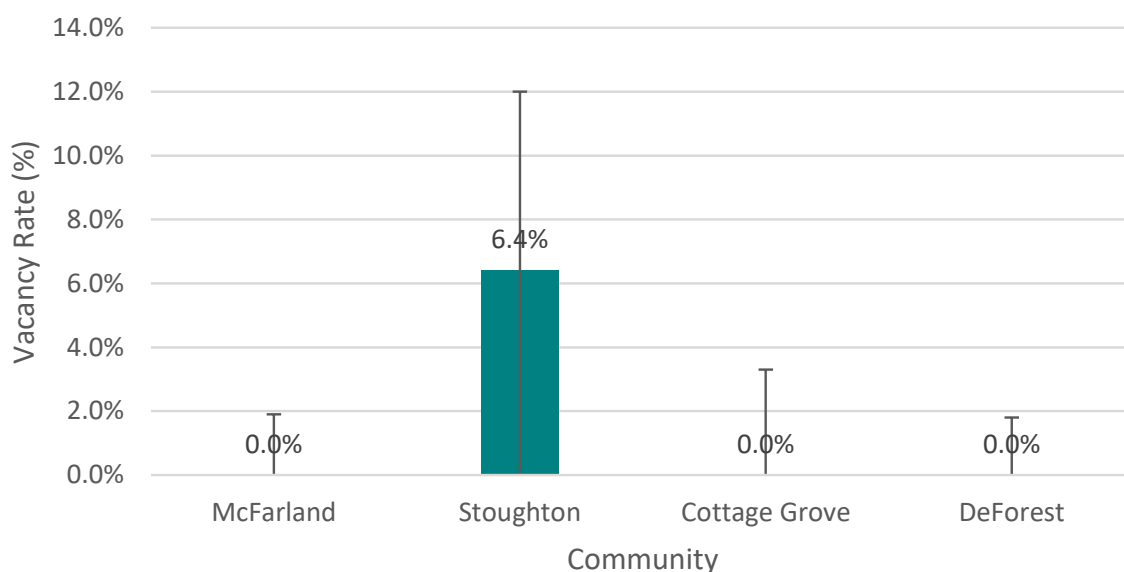


VACANCY

Vacancy rates are an important measure of the balance between housing demand and supply in a community. A typical healthy vacancy rate for renters is between 5% and 7%. This number is typically higher than the homeowner vacancy rate because rental units are more likely to sit vacant between renters. A rental vacancy rate around 5-7% is an appropriate balance between supply and demand, with enough available units to offer renters choice and the ability to move in somewhere right away. If the rental vacancy rate falls, it is harder for renters to find units and easier for landlords to raise rents.

The 5-Year ACS estimates for vacancy rates contain a significant margin of error, so numbers should be reviewed cautiously. According to ACS estimates, McFarland's rental vacancy rate is 0.0%, but the margin of error is 1.9%. This is comparable to the peer communities of Cottage Grove and DeForest, which also have vacancy rates of 0.0% with margins of error of up to 3.3%. This indicates a low rental housing stock in these communities, enabling landlords to charge more for rent.

Figure 2.6: Rental Vacancy Rates in McFarland and Peer Communities
Source: 2016-2020 ACS 5-Year Estimates

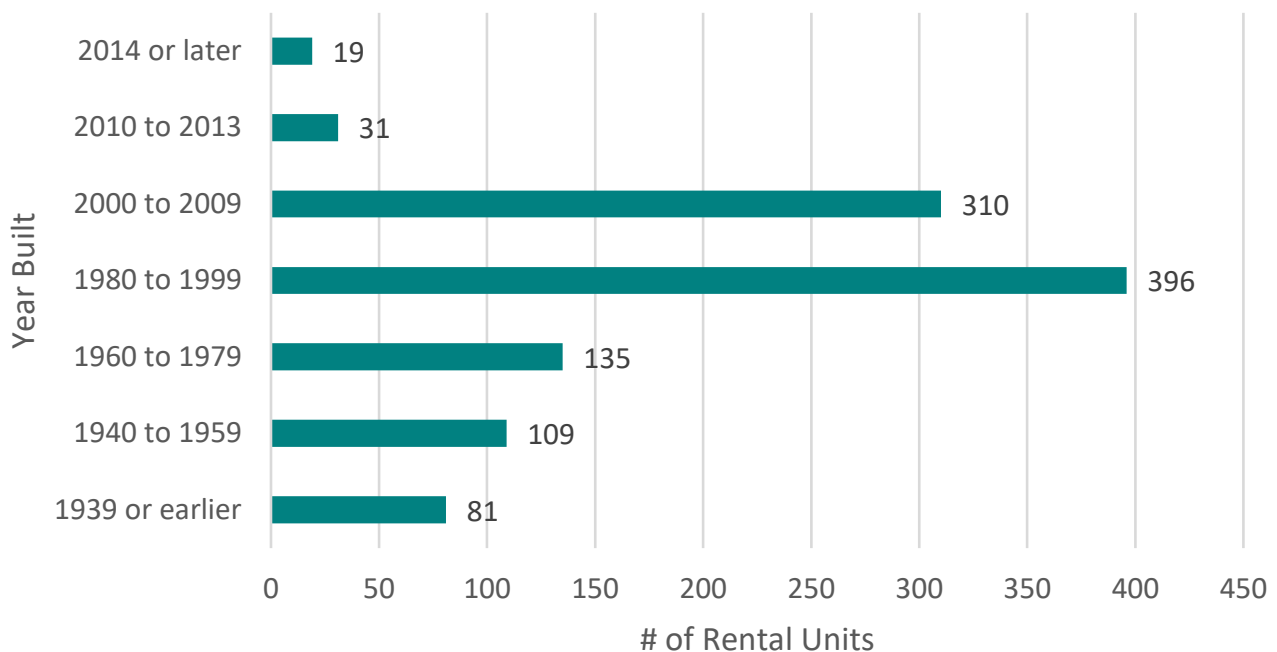


AGE OF RENTAL STOCK

McFarland's rental market consists of a variety of housing types with different time periods of construction. Approximately 65% of the Village's rental housing stock was built between 1980 and 2009. Older units are typically more affordable to renters, while newer units offer opportunities to rent at a higher price point. Since 2010 there have been approximately 50 new rental units constructed in the Village. While we were unable to map rental units in the Village by age due to lack of available data, typically the majority of the oldest units are located near downtown, while the newer units are located further out. These 50 new units are primarily located near the edges of the Village, near I-90 and Lake Waubesa. Older rental units in the Village have a risk of contaminants such as lead-based paint; however, other health concerns come with age and compounded disrepair.

Since ACS data lags behind actual construction, from 2010-2021, the Village has permitted 404 units in buildings with 3 or more units. Recently the 51-unit Taylor Pointe Apartment, Waubesa Village, Prairie Creek and Atwater Phase 1 were completed.

Figure 2.7: Year Built for Rental Units in McFarland
Source: 2016-2020 ACS 5-Year Estimates



COST

ACS data shows that median rent in McFarland is higher than most peer communities and the 2020 Dane County median rent of \$1,118. McFarland's current median gross rent of \$1,185 would be considered affordable to a household earning \$40,000 annually, or approximately \$19.25 per hour. The current median household income for renters in McFarland is \$57,267; see Figure 2.9 for a comparison of renter household incomes in McFarland and peer communities. McFarland has the highest renter income. Thus, a hypothetical household earning median income could afford an apartment of median rent available in McFarland. However, since this is a median calculation, there are numerous households making under \$57,267 that may struggle to meet these costs. Another cost consideration is the quality of units in the Village—costs for older units are relatively high and many are in need of maintenance/upkeep. The relatively high rents indicates a shortage of rental units in the Village.

Median rents by bedroom also indicate that McFarland is relatively more expensive than peer communities. Ranges of rental unit price show that most units in McFarland rent for between \$800 and \$1,400. Few units rent for \$1,500 or higher, a reflection of the aging housing stock.

Figure 2.8: Median Gross Rents in McFarland and Peer Communities

Source: 2016-2020 ACS 5-Year Estimates

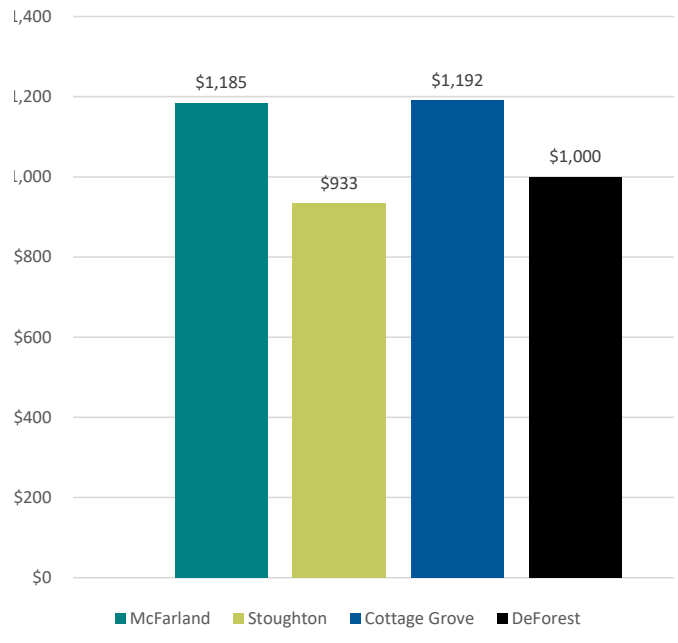
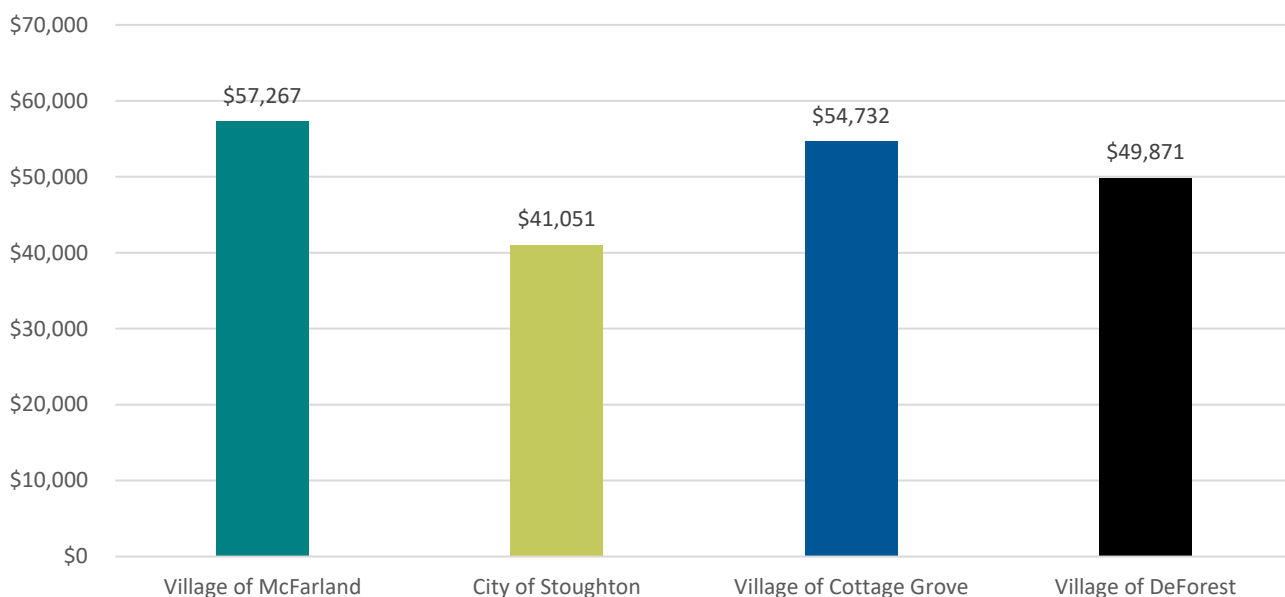


Figure 2.9: Median Income for Renter Households in McFarland and Peer Communities

Source: 2016-2020 ACS 5-Year Estimates



AFFORDABILITY

Household income is key to discussions about housing affordability, as income determines purchasing power for households. Using HUD's income limits, the figure below shows the general monthly rent a household could afford without becoming housing cost burdened (more than 30% of gross income paid toward rent). The rents vary based on household income and household size. For a household of four earning 100% of the Dane County median annual income of \$75,179, a monthly rent of \$2,827 (including utilities and rental insurance) is considered affordable. However, the community survey identified residents' concerns with rental affordability: about a third of respondents said that affordable rental opportunities are McFarland's greatest unmet housing need at the moment. Price point of 2 up to 6 persons.

Figure 2.10: Affordability Thresholds for Renters in Dane County
Source: HUD 2021 Income Limits

FY 2021 Income Limit Area	Maximum Monthly Cost for Family of 4 (100% Median Income)	Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Dane County, Wisconsin	\$2,827									
		Extremely Low Income (30% AMI)	\$ 401	\$ 494	\$ 569	\$ 671	\$ 746	\$ 805	\$ 944	\$ 1,080
		Very Low Income (50% AMI)	\$ 809	\$ 978	\$ 1,132	\$ 1,258	\$ 1,408	\$ 1,531	\$ 1,656	\$ 1,779
		Low Income (80% AMI)	\$ 1,416	\$ 1,656	\$ 1,896	\$ 2,134	\$ 2,326	\$ 2,450	\$ 2,707	\$ 2,899

A family of 4 making 80% of the Dane County annual median income (\$60,143 or \$28.90 per hour) can pay up to \$2,134 per month in rent without becoming cost burdened.

HOUSING STRESS

A cost-burdened household is a household which pays more than 30% of its income to housing costs. Generally when a housing market is “tight”, or competitive, this drives costs up for consumers and also increases cost burden. In McFarland, 32% of renters are cost burdened. Four percent of households are severely cost burdened—more than 50% of the household income goes toward housing costs.

175
Households

Rental Households in
McFarland that are
Cost Burdened

Figure 2.11: Rental Cost Burden by Household Income in McFarland
Source: HUD CHAS 2014-2018

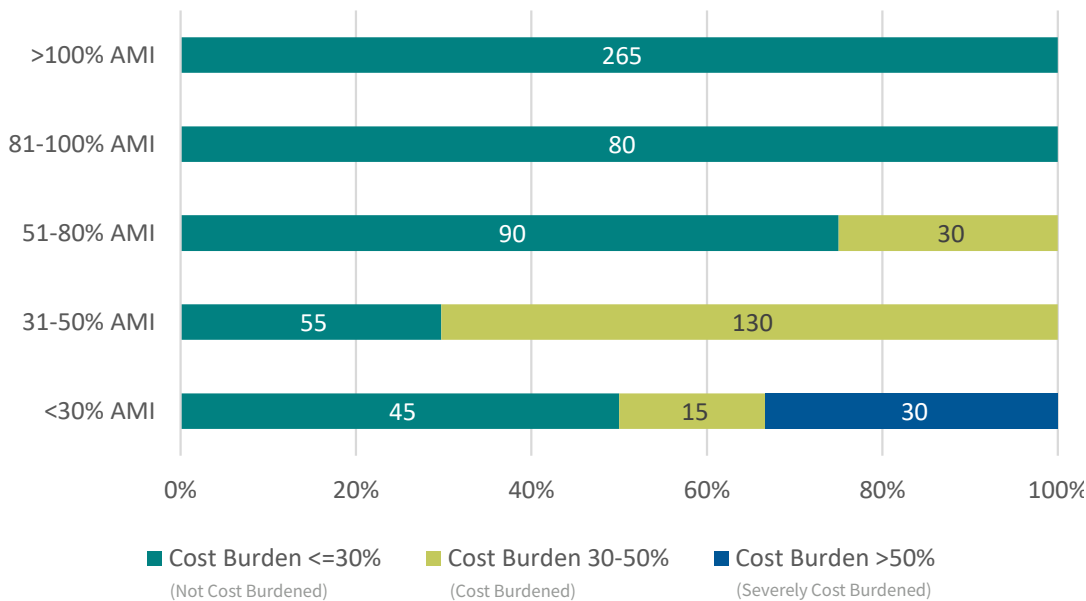
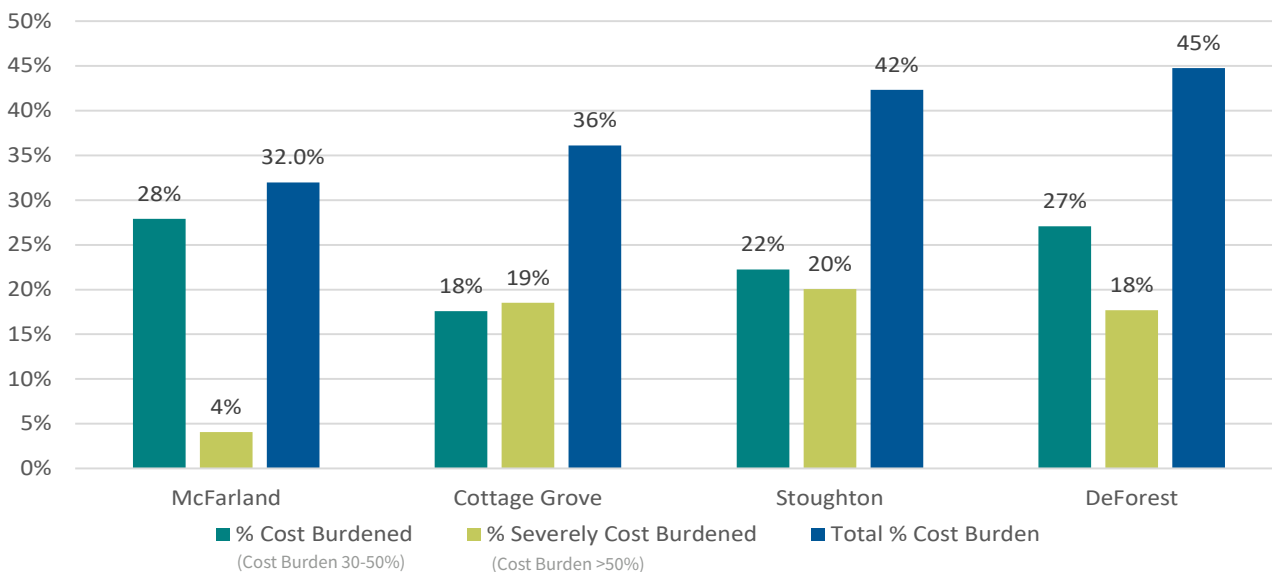


Figure 2.12: Rental Cost Burden by Household Income in McFarland and Peer Communities
Source: HUD CHAS 2014-2018



CONSUMPTION

The community survey identified residents' concerns with rental affordability: about a third of respondents said that affordable rental opportunities are McFarland's greatest unmet housing need at the moment. According to the HUD data, there is an under-supply of 335 units for households at or over 80% AMI, and an oversupply of 260 units for households between 51%-80% AMI. HUD data does not provide a further break down of over 80% AMI. There is a need for some additional rental units at or above the \$1,374 price point. These units are needed, but not a priority focus for McFarland because they are much more likely to be developed within the market without Village assistance as compared to affordable units. By providing units at the \$1,374 price point (80% AMI level of renter incomes in McFarland) or greater, households at higher income levels can move up and when they do, they free up more Naturally Occurring Affordable Housing (NOAH) units.

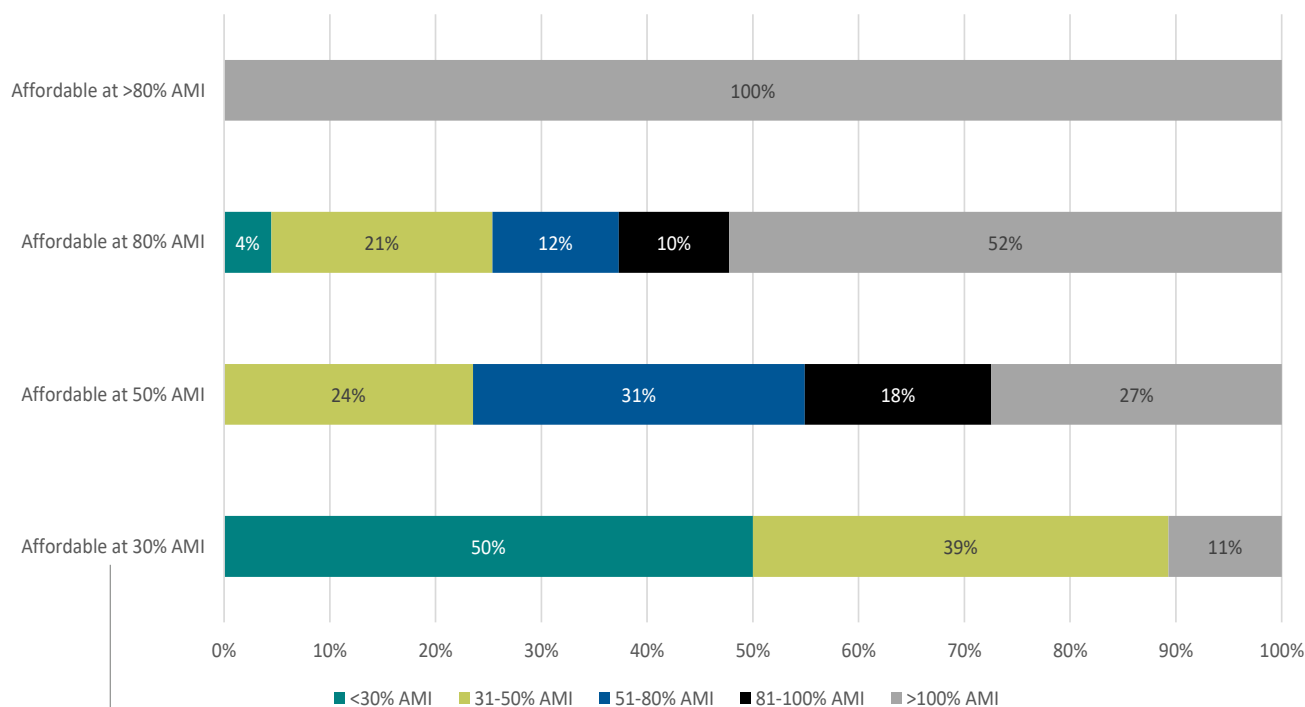
Figure 2.13: Rental Unit Mismatch in McFarland

Source: HUD CHAS 2014-2018

Income Level	Renter Units Available	Renter Households	Rents	Over-/Under-Supply
0-30% AMI	145	85	Up to \$515	60
31-50% AMI	250	185	Up to \$859	65
51-80% AMI	380	120	Up to \$1,374	260
>80% AMI	10	345	\$1,375 +	-335

Figure 2.14: Rental Unit Consumption by Income Level in McFarland

Source: HUD CHAS 2014-2018



For rental units affordable to households earning 30% AMI or less, 50% of the current households occupying those units are earning <30% AMI, 39% are earning 31-50% AMI, and 11% are earning over 100% AMI.



3 OWNERSHIP MARKET

OVERVIEW

This section of the Assessment explores the Village's ownership market in more detail, looking at the supply side and examining affordability, physical characteristics or units, and characteristics of existing homeowners. The ownership market is also analyzed in terms of demand, focusing on real-time market data and feedback obtained from local housing experts and community members

KEY DATA

- » 85% of McFarland's owner-occupied housing stock is comprised of detached, single-family units.
- » Housing demand currently outweighs supply, driving up sales prices for both single-family homes and condos.
- » 30% of owner households in McFarland are cost burdened. The majority of cost-burdened owner households are low-income households.



TENURE DEMOGRAPHICS

About 70% of McFarland residents live in owner-occupied units. As shown in Figure 3.2, the largest group of homeowners are those between 45 and 64 years old, as a result of younger residents moving into homeownership as they age. As the Village’s population ages, many older residents may choose to continue living in their current homes, move into residential care facilities, or move in with family outside of the Village. Figure 3.1 shows the fluctuation of McFarland’s average owner household size between 2010 and 2020. Household size has generally hovered around 2.6 people.

Figure 3.1: Average Persons per Owner Household in McFarland
Source: 2016-2020 ACS 5-Year Estimates

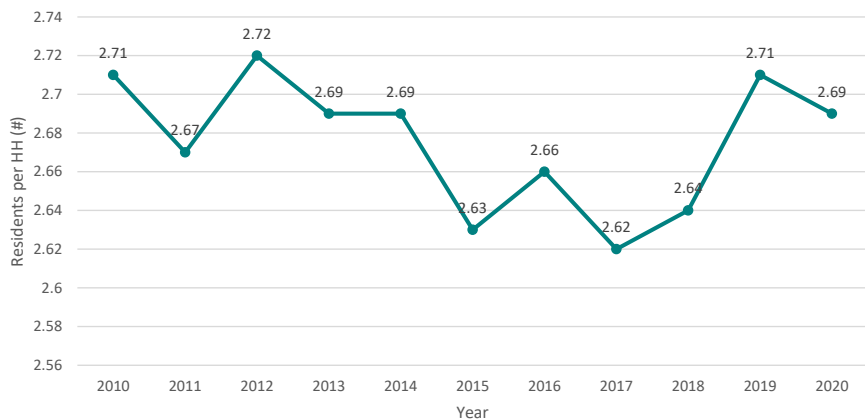
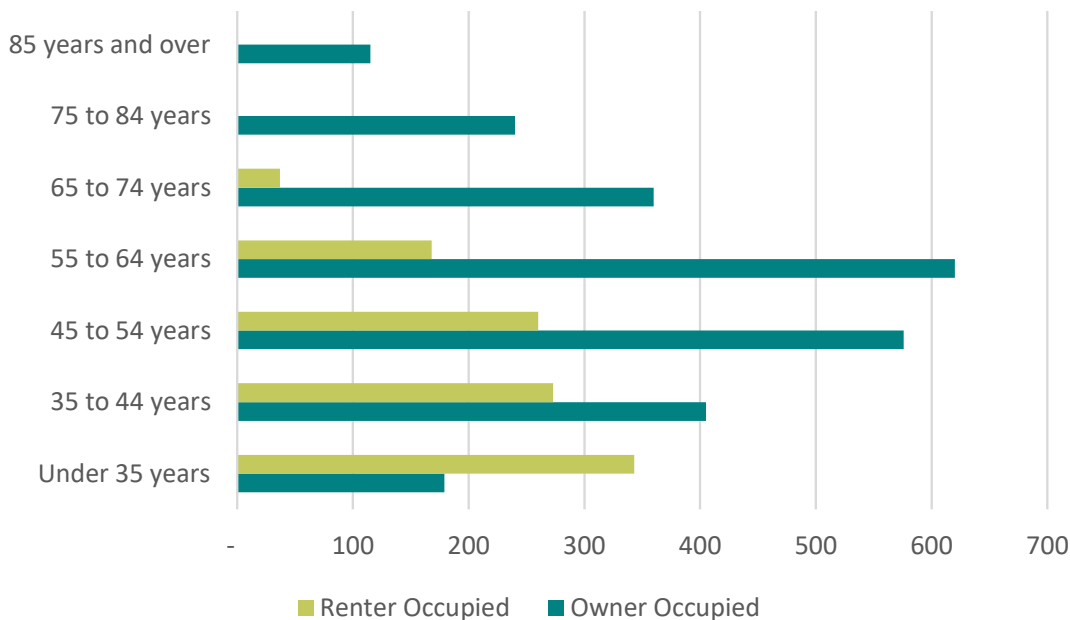


Figure 3.2: Householder Age in McFarland
Source: 2016-2020 ACS 5-Year Estimates



UNIT TYPES

Ownership unit type distribution shows that the majority of owner households in McFarland live in single-unit, detached homes (85%). The remainder of owner households are living primarily in attached single-family homes (13%), which is similar to data from peer communities. McFarland, along with the other communities, has comparatively fewer owner-occupied units in buildings with two or more units. This indicates a limited number of multi-family condo buildings and attached townhouses.

condos offer an opportunity for more affordable housing ownership. Especially as the cost to build new homes increases and the desire for homeownership remains strong, alternatives to the single-family detached dwelling are an important part of the solution to affordable ownership, especially for down sizing seniors and young professionals transitioning from the rental to ownership market.

While the condo market is currently small in the Village,

Figure 3.3: McFarland Owner-Occupied Units by Type

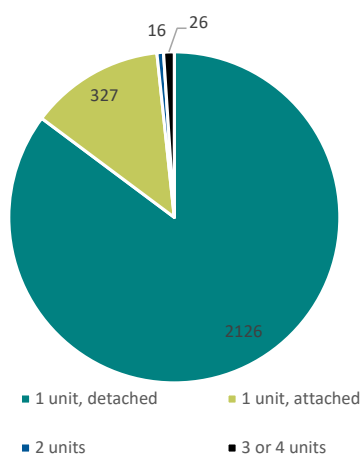


Figure 3.4: McFarland Owner-Occupied Units by Bedroom

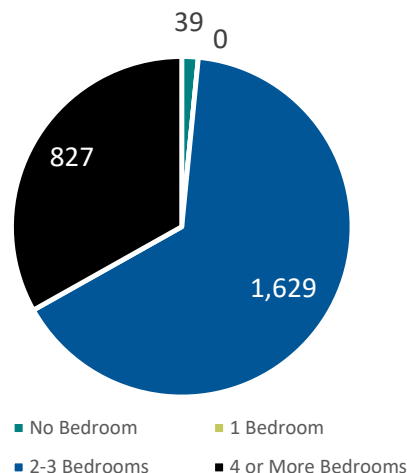
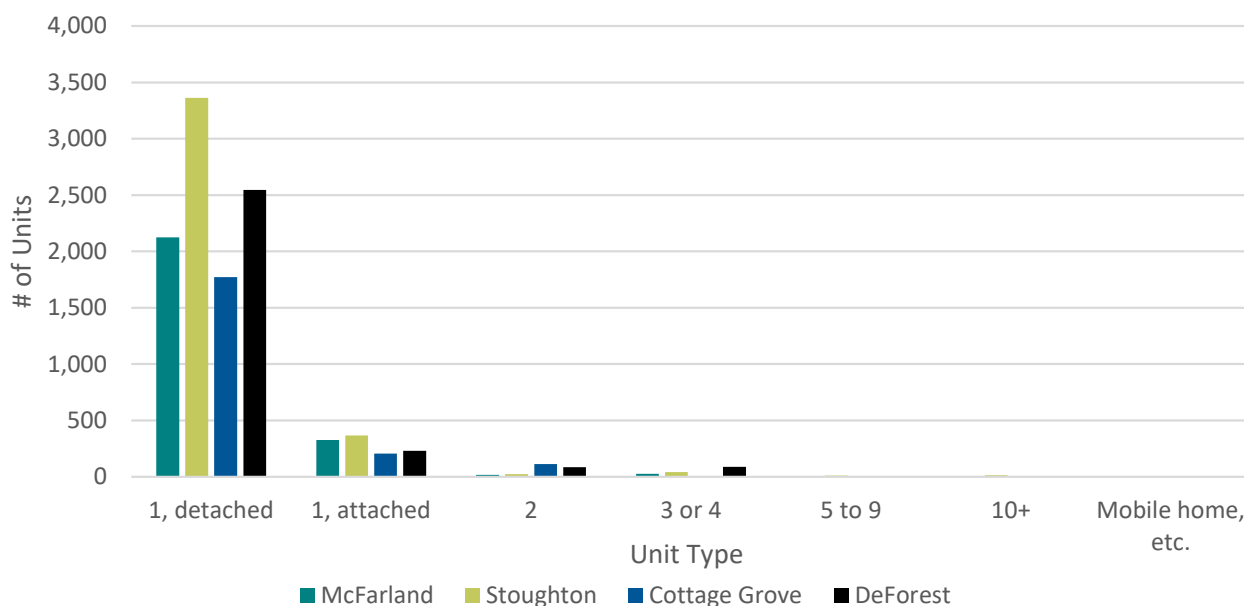


Figure 3.5: Owner-Occupied Units by Type in McFarland and Peer Communities

Source: 2016-2020 ACS 5-Year Estimates

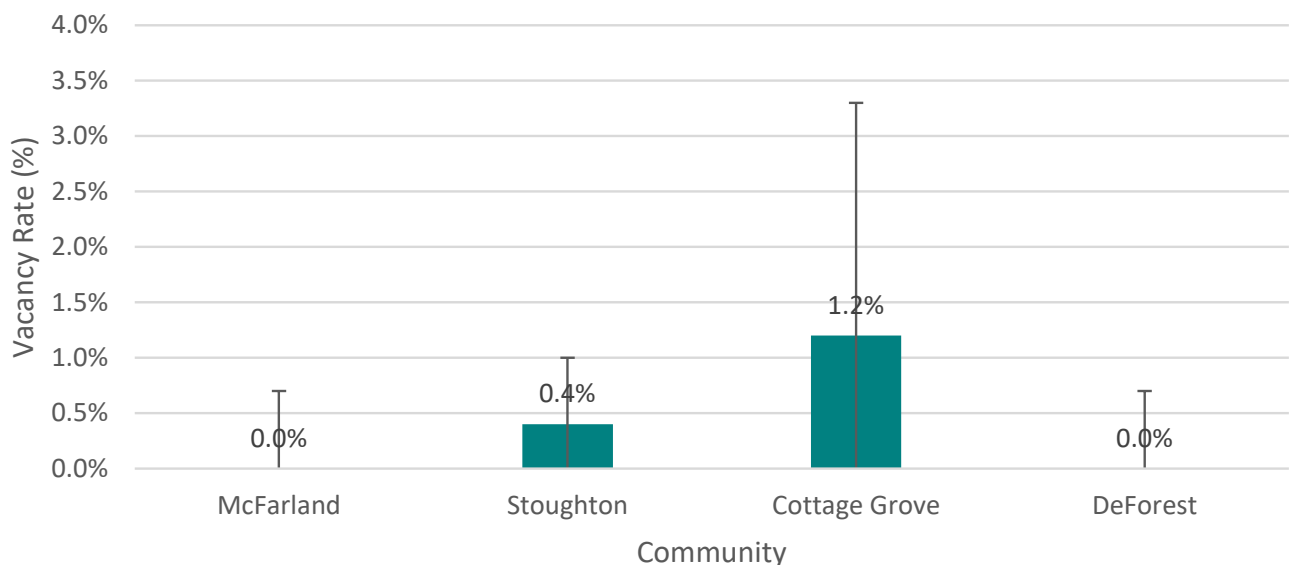


VACANCY

A typical healthy vacancy rate for homeowners is around 2%. This number is typically lower than the renter vacancy rate because homeowners tend to continue living in homes that are on the market, and vacancy between owners is typically brief. Extended home vacancy that shows up in the vacancy statistic is typically due to circumstances such as job relocation or foreclosure.

The 5-Year ACS estimates for vacancy rates contain a significant margin of error so numbers should be reviewed cautiously. The data estimates that McFarland's homeowner vacancy rate is 0.0%, but has a margin of error of 0.7%. Even with a vacancy rate of 0.7%, McFarland's owner-occupied housing supply is tight. This is supported by interviews with local housing experts, who said that there is generally more housing demand than availability, with lengthy wait lists and competitive buying processes. McFarland's main constraint to increased vacancy rates is the lack of availability of land for new development. The Village is quickly running out of space for new development, which could lead to higher housing costs as demand outpaces supply.

Figure 3.6 Owner-Occupied Vacancy Rates in McFarland and Peer Communities
Source: 2016-2020 ACS 5-Year Estimates



AGE OF OWNER-OCCUPIED STOCK

Approximately 86% of the Village's owner-occupied housing stock was built between 1960 and 2009, with 868 units being constructed between 2000 and 2009 alone. Older units are typically more affordable, while newer units offer opportunities at a higher price point. According to the online community survey, 75% of residents would prefer to move into a newly-constructed single-family home if they were to move in the next five years. If future supply reflects demand, then we could expect to see an influx of new single-family homes in McFarland.

Older units in the Village are often more affordable upfront, but require more costly repairs/upkeep after purchase. This presents a challenge for potential and existing owners who are unable to make repairs due to financial circumstances or lack of available contractors to perform the work. Local housing experts attested to difficulties in finding labor, contractors, and supplies to improve existing housing stock and build new developments.

Figure 3.7: Year Built for Owner-Occupied Units in McFarland
Source: 2016-2020 ACS 5-Year Estimates

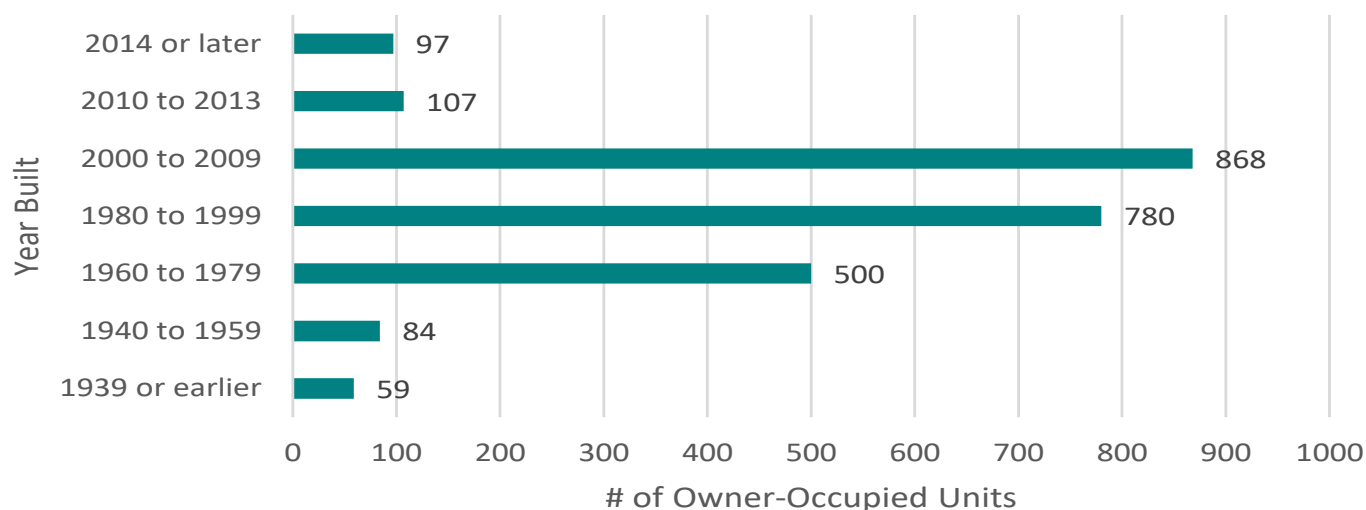
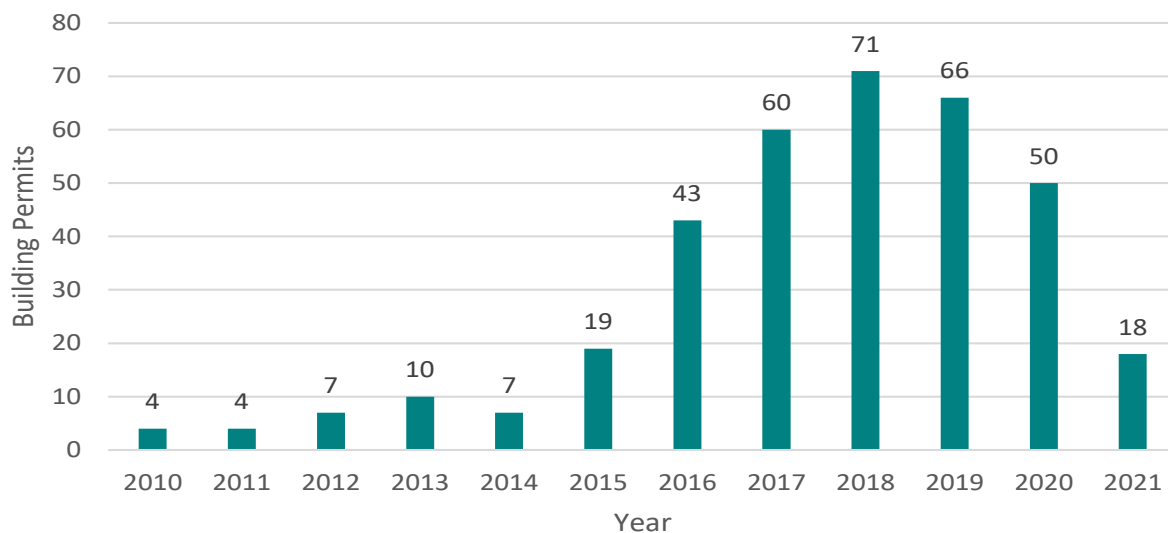


Figure 3.8: Building Permits Per Year for Owner-Occupied Units in McFarland
Source: Village of McFarland



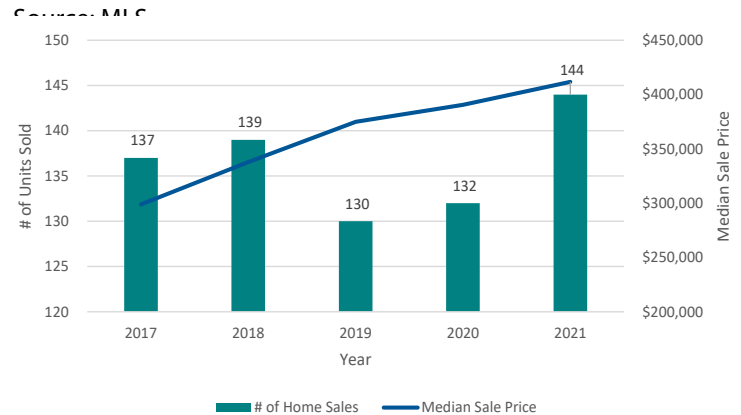
Note: ACS estimates are averages of the past five years and therefore are an undercount of what actually occurred. The building permit data in Figure 3.8 more accurately reflects the number of owner-occupied housing units built between 2010 and 2021.

MARKET TRENDS

Detached Single-Family Homes

According to the Multiple Listing Service (MLS), the median sale price for detached single-family homes in McFarland increased 37.8% between 2017 and 2021. This is likely due to a tight supply of housing stock. Total home sales dipped in 2019 and 2020, partly a reflection of the COVID-19 pandemic, but rebounded in 2021.

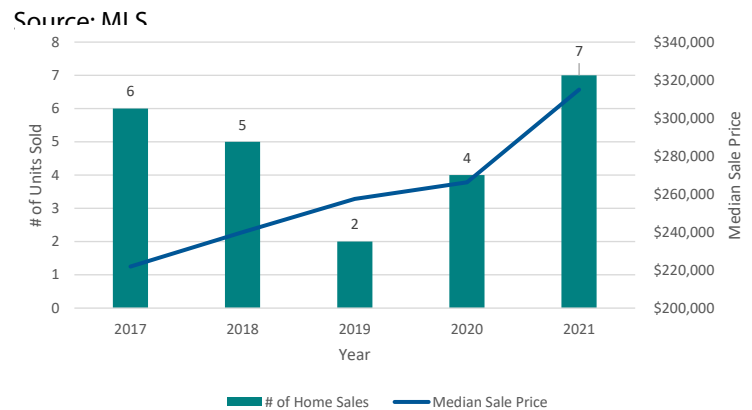
Figure 3.9: Detached Single-Family Home Sales in McFarland



Attached Single-Family Homes

Attached single-family homes are residences that share an exterior wall with another residence. According to MLS data, the median sale price for attached single-family homes in McFarland increased 42% between 2017 and 2021. Except for a dip in attached home sales in 2019, the market has ranged between 4 and 7 attached units sold each year since 2017. While attached single-family homes make up 13.1% of McFarland's owner-occupied housing stock (327 units), a disproportionately small percentage have been sold in this time span.

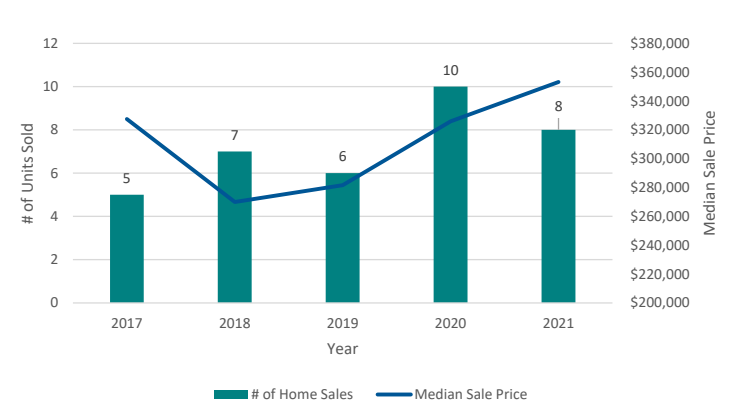
Figure 3.10: Attached Single-Family Home Sales in McFarland



Duplex Condos

Condominiums are a type of homeownership in which multiple owners share ownership and responsibility for some shared property features - e.g. the yard, exterior paving and roof - while retaining sole ownership and responsibility for their own living space. Condos can appear in the form of single-family homes, duplexes, townhomes, and multi-family, multi-story buildings. According to MLS data, the median sale price for duplex condos in McFarland increased 30.8% between 2018 and 2021, following a dip in sale price between 2017 and 2018. Duplex homes comprise about 0.6% of McFarland's housing stock and consequently make up a smaller number of home sales in the Village. Duplex sales have fluctuated between 2017 and 2021, ranging from 5 sales each year to 10 sales.

Figure 3.11: Duplex Condo Sales in McFarland

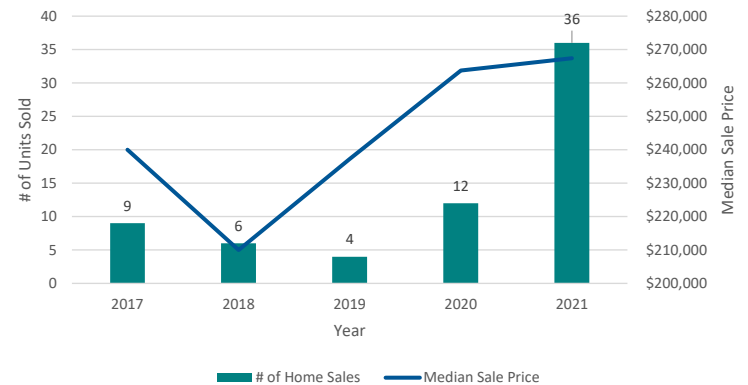


MARKET TRENDS

Townhome Condos

Townhome condos are similar to duplex condos, but with more than 2 side-by-side attached units. According to the Multiple Listing Service (MLS), the median sale price for townhome condos in McFarland increased 27.3% between 2018 and 2021, following a dip in sales price that mirrors duplex condo sales. Anecdotal data from local housing experts and the community survey revealed that there is unmet demand for affordable homeownership options, especially for young professionals and households looking for a reasonably-priced entry-level home. At a median price of \$267,400, townhome condos are more affordable than detached single-family units in McFarland, which reached a median price of \$411,682 in 2021. This demand likely spurred the drastic 800% increase in townhome condo sales between 2019 and 2021. Most of the 36 townhouses in 2021 are related to the Condos at Prairie Place on Holscher Road. The developer recognized the need for more townhouses in McFarland, built them and sold quickly. The development included 22 townhouses and 8 garden condos.

Figure 3.12: Townhome Condo Home Sales in McFarland
Source: MLS



Garden-Style Condos

Garden-style units are found in buildings that open up onto lawns, landscaped gardens, or open green space. According to MLS data, the median sale price for garden-style condos in McFarland dipped slightly between 2018 and 2020, then increased 44% between 2020 and 2021. Due to these buildings' coveted green space and comparatively small supply, garden-style condos are currently the most expensive housing option in McFarland at \$700,000 in 2021, with most of these units contained in a high-end Waubesa Shores lakefront development. Since initial demand for these units likely consumed available stock, the number of units sold in the last few years has decreased -140% as a result.

Figure 3.13: Garden-Style Condo Sales in McFarland
Source: MLS

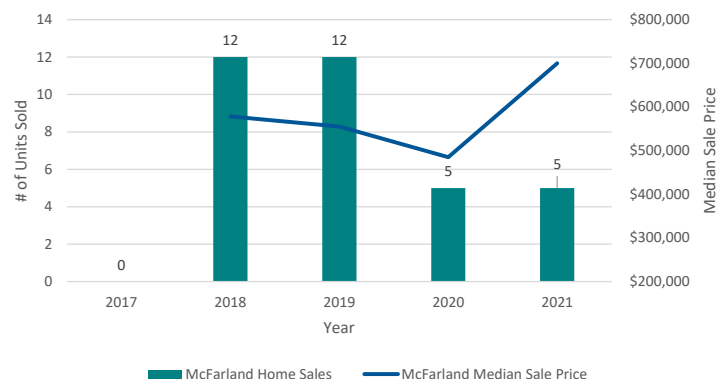


Figure 3.14: Condos at Prairie Place on Holscher Road.



AFFORDABILITY

Household income is key to discussions about housing affordability, as income determines purchasing power. Using HUD's income limits, the table below shows the general purchase price a household could afford without becoming housing cost burdened (more than 30% of gross income paid toward housing). These amounts vary based on household income and household size. For a household of four earning 100% of the overall median income in McFarland, \$82,583, a purchase limit of \$267,931 is considered affordable. Assumptions under this scenario are for a 30-year fixed mortgage and a \$20,000 down payment, a 5.04% interest rate, home insurance, PMI (private mortgage insurance), and a 2.2% mill rate. This affordability threshold is lower than that of Dane County, which is shown in Figure 3.14 below. With all variables equal, households making 100% of the 2022 HUD Dane County median income (\$103,100) can afford a maximum house purchase of \$420,190.

Over half of respondents to the community survey said that affordable home ownership opportunities are the greatest unmet housing need in McFarland currently. While approximately two-thirds of the Village's households earn more than 80% median income, about 40% of homeowners are considered low-, very low- or extremely low-income. Often these lower-income households are aging homeowners who have entered retirement and have seen significant loss in income, which brings new challenges. Although these owners may own their homes free and clear, they often struggle with property tax payments, upkeep and other factors of homeownership that require continual maintenance funds and/or physical requirements.

Figure 3.14: Affordability Thresholds for Homeowners in Dane County
Source: HUD 2021 Income Limits

FY 2021 Income Limit Area	Maximum Purchase for Family of 4 (100% Median Income)	Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Dane County	\$420,190	Extremely Low Income (30% AMI)	\$ 72,128	\$ 87,550	\$ 100,000	\$ 111,375	\$ 123,099	\$ 132,240	\$ 151,422	\$ 172,306
		Very Low Income (50% AMI)	\$ 132,930	\$ 156,620	\$ 180,310	\$ 199,663	\$ 218,347	\$ 236,806	\$ 255,490	\$ 273,949
		Low Income (80% AMI)	\$ 291,472	\$ 255,490	\$ 291,507	\$ 327,300	\$ 356,114	\$ 374,621	\$ 402,663	\$ 430,706

A family of 4 making 80% of the Dane County annual median income (\$82,480 or \$39.65 per hour) can pay up to \$327,300 for a home that is considered affordable.

HOUSING STRESS

When a housing market is “tight”, or competitive, this drives costs up for consumers and makes it harder for households with lower incomes and less down payment savings. As compared to renter households, owner households typically experience cost burden less frequently. This can be explained by a couple of factors—including homeowner earning higher incomes and 40% of homes being owned free and clear (no mortgage). Homeownership also has barriers to entry, so people must qualify to buy by meeting underwriting standards. These standards serve to minimize risk by ensuring adequate income, increased access to credit, etc.

When compared to the secondary market, McFarland experiences a higher cost burden among homeowners (22%). All of the peer communities are experiencing lower rates. Of those experiencing cost burden in the Village, 8% are severely cost burdened (greater than 50% of income toward housing costs). Cost burden in the Village exists primarily with owner households at or below 50% median income, those considered low-income. Although cost burden is more prevalent for these lower-income households, there is an oversupply of only 210 homes available at the 0-50% median income threshold, (see Figure 3.16). This oversupply, meaning more units affordable to households below 50% AMI

than households in that category, reflects the overall affordability of the market in the 2014-2018 period.

There is a shortage at the upper end of the owner market, an under-supply of 245 units for those at greater than 80% median income. This indicates an opportunity to provide more higher-priced housing that is desirable to these income groups. Due to the lack of higher-end units, home buyers with higher incomes are competing with lower-income households for homes that those with lower incomes can afford. The competition for units and fewer available options at lower incomes can be a frustration for renter households who are hoping to buy into owner-occupied housing.

In summary, the table below indicates there is likely some need at the >100% AMI level, however those units are going to occur more naturally in the market. That being said, they play an important role in the market by freeing up Naturally Occurring Affordable Housing (NOAH) as households move out of older, more affordable units. We know affordability is a concern in the Village because 30% of homeowners are considered cost burdened.

Figure 3.16: Ownership Unit Mismatch in McFarland
Source: 2014-2018 CHAS

	Owner Units Available	Owner Households	Home Values	Over-/Under-Supply
0-50% AMI	440	230	\$130,000-\$220,000	210
51-80% AMI	325	395	\$221,000-\$330,000	-70
81-100% AMI	315	315	\$331,000-\$400,000	0
>100% AMI	1,505	1,750	Greater than \$400,000	-245

Figure 3.17: Cost Burdened Homeowners in McFarland and Surrounding Communities

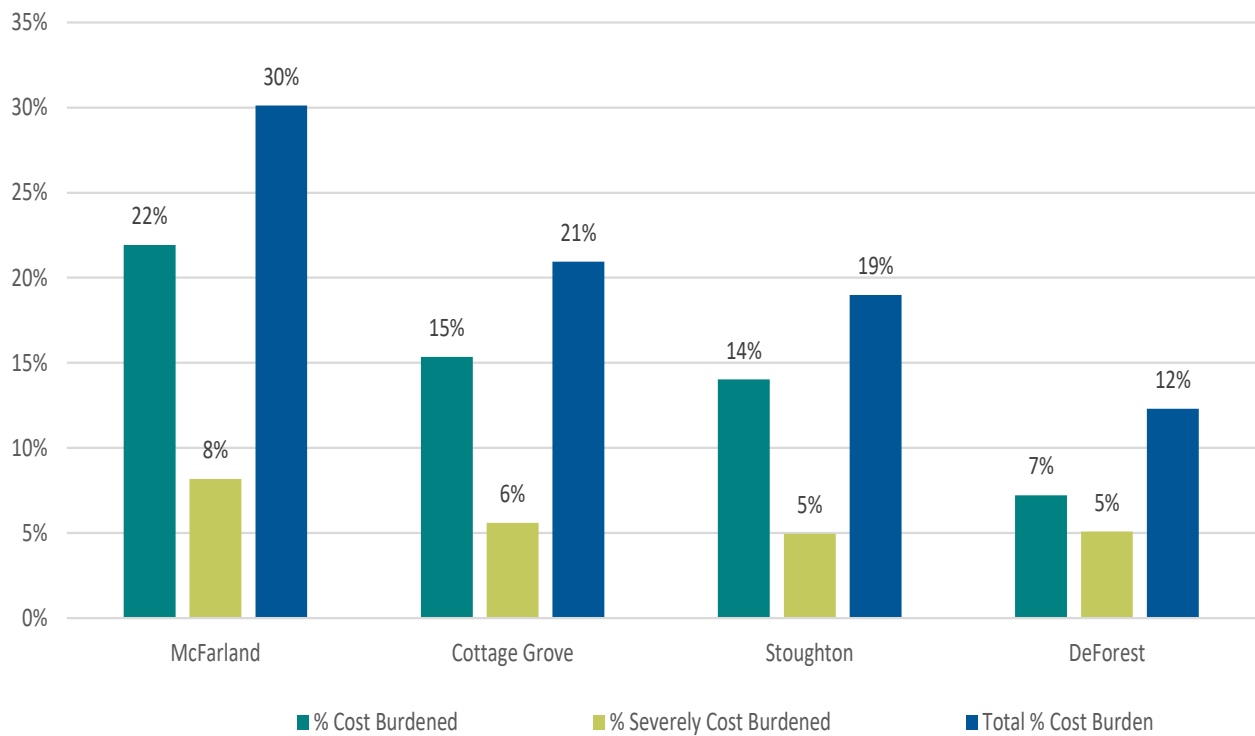
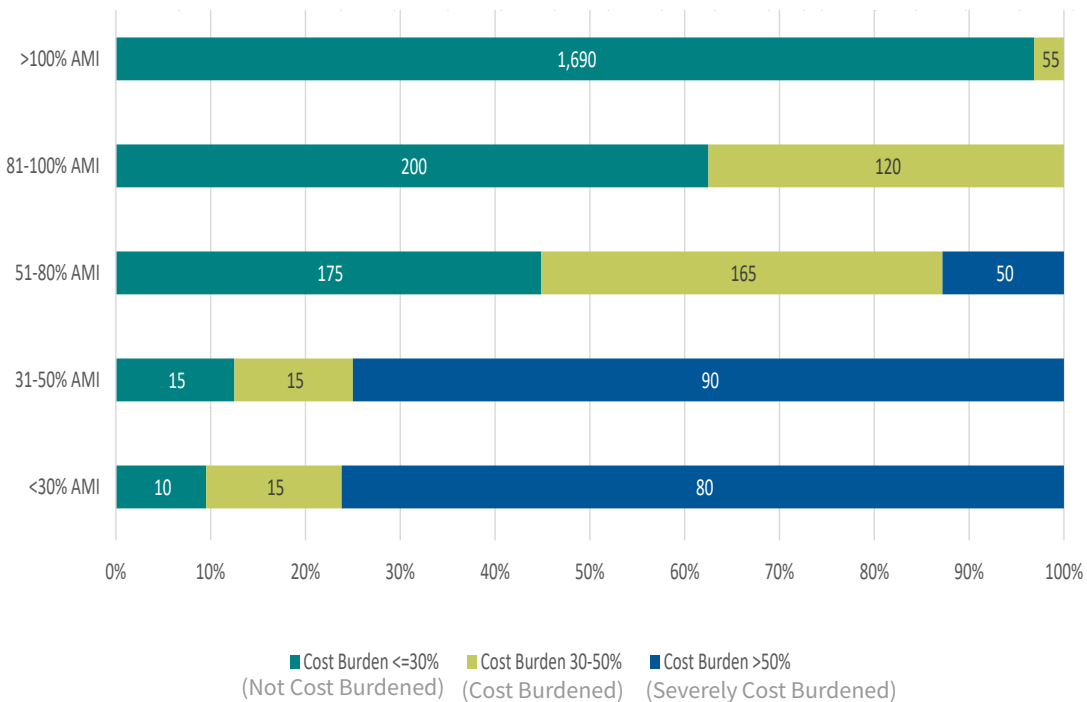


Figure 3.18: Owner Cost Burdened Household Income - McFarland
Source: 2014-2018 CHAS



CONSUMPTION

The US Census and HUD assess how many households occupy housing either above or below their 30% of income affordability limit. The previous graphs and tables in this chapter have suggested that higher-income households have been purchasing down in the market or looking outside of McFarland when securing housing, but what units are they actually occupying? Figure 3.20 shows that 69% of units affordable at 50% median income are owned by households earning greater than 80% median income. These homes are affordable to higher-income households and provide desirable ownership options for high-income earners. However, it does provide increased competition that precludes lower-income earners from entering the ownership market.

McFarland also has the reverse happening, households at lower incomes are purchasing beyond what is considered affordable to them. Eight percent of units affordable at 100% median income or greater are owned by households at or below 30% median income. However, the ownership market is primarily dominated by households earning over 100% median income. These households are generally underconsuming in the housing market—the percentage of their income spent on housing costs is extremely low. While this is beneficial to individual households, it

strains the market and ultimately increases sale prices in all housing price ranges and removes more affordable housing options for lower-income households. Affordable home ownership was confirmed as one of the top unmet housing needs in McFarland right now in the community survey and focus groups.

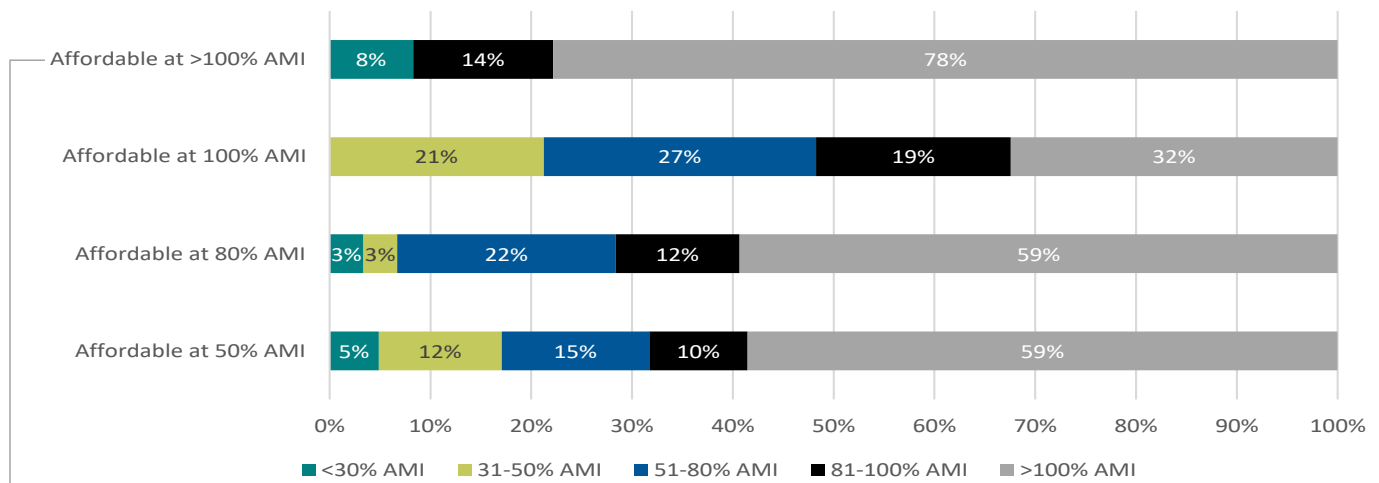
Overall, 40% of ownership units in McFarland are units without a mortgage (assumed to have been purchased 15 or more years ago). Of the 40%, 10% of these units are owned by households considered low-income. This reflects the prevalence of low-/fixed-income retirees among those who own a home without a mortgage. Many of these are aging homeowners staying in place; ACS estimates show that 64% of owners without a mortgage are 65 years and over, while 33% are 35-64.

Aging homeowners staying in their homes are often a benefit and sometimes a challenge to a community. They usually serve to stabilize neighborhoods and enhance the range of perspectives and abilities among neighborhood residents. When aging residents are supported and connected with their neighbors, aging in place is good for all residents. When they are not, social isolation and declining maintenance can result.

Figure 3.19: Ownership Unit Household Occupancy by Mortgage Status
Source: 2014-2018 CHAS

Units With a Mortgage	Affordable at 50%	Affordable at 51-80%	Affordable at 81-100%	Affordable at >100%	Total Units per Income Level
0-30% AMI	0	15	0	0	15
31-50% AMI	10	45	40	0	95
51-80% AMI	15	205	35	0	255
81-100% AMI	0	100	20	80	200
>100% AMI	80	645	280	390	1,395
Units Without a Mortgage	Affordable at 50%	Affordable at 51-80%	Affordable at 81-100%	Affordable at >100%	Total Units per Income Level
0-30% AMI	10	30	0	50	90
31-50% AMI	15	0	15	0	30
51-80% AMI	15	85	35	0	135
81-100% AMI	20	65	30	4	119
>100% AMI	40	150	680	80	950

Figure 3.20: Homeownership Unit Consumption by Household Income in McFarland
Source: 2014-2018 CHAS



Owner occupied units affordable to a household earning more than 100% AMI, 8% of those units are owned by households earning less than 30% AMI (most likely on fixed incomes), 15% of units are owned by households earning 81-100% AMI, and 78% of units are owned by households earning more than 100% AMI..



4 HOUSING FOR SPECIFIC POPULATIONS

OVERVIEW

This section examines the special populations of McFarland and peer communities—homeless individuals, ALICE (Asset Limited, Income Constrained, Employed) households, seniors, and disabled populations. Ensuring adequate housing for all of these groups is important to the overall health of the housing market in McFarland. The unique housing needs of these populations are often overlooked, yet these needs grow in proportion to overall population growth.

KEY DATA

- » 23% of McFarland residents fell below the ALICE (“Asset Limited, Income Constrained, Employed”) threshold in 2016.
- » 242 McFarland residents will age into the 85+ category by 2040, and may look to sell their homes or modify for wheel chair accessibility and/or assisted living housing.
- » 1,042 residents (11.8% of McFarland’s population) have ambulatory, self-care, and/or independent living difficulties.



HOMELESSNESS

The Point in Time (PIT) count is perhaps the best estimate on homelessness currently available. The PIT count includes sheltered and unsheltered homeless persons on a single night in January. However, this is likely an under count as it does not include persons staying in hotels on a temporary or permanent basis or temporarily “doubling up” with other families.

The City of Madison Community Development Division’s January 2021 PIT count identified a total of 855 people experiencing homelessness in Dane County. Approximately 696 of these individuals were in emergency shelters, 72 were in transitional housing, and 87 were in unsheltered locations. As shown in Figure 4.1 below, over one-third of these homeless households contained at least one child. While this data does not reflect the homeless numbers in McFarland specifically, the general increase of homeless households since the start of the COVID-19 pandemic has appeared around the country. As housing prices continue to increase in McFarland, more and more households may face homelessness.

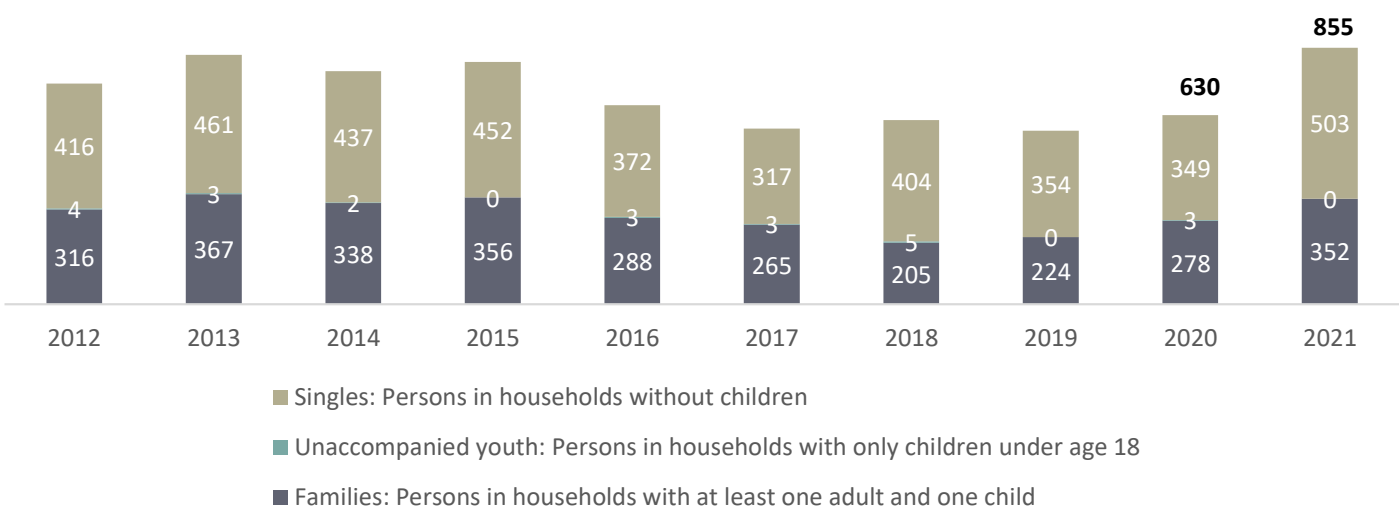
There are a variety of reasons a person may be homeless, many of which are not directly tied to housing availability, such as poverty, unemployment, physical or mental health issues, drug or alcohol abuse, domestic violence and abuse. However lack of affordable housing and lack of landlords willing to rent to those with less than perfect records can

contribute to homelessness.

A population segment this data does not capture is those “at risk of homelessness”. Based on HUD’s definition, to be considered “at risk” you must have a household income below 30% AMI and be severely cost burdened.

According to the National Alliance to End Homelessness, a chronically homeless person costs taxpayers an average of \$35,578 per year. On average, costs are reduced by 50% when these individuals are placed in supportive housing.

Figure 4.1: Dane County Point in Time (PIT) January Count Results (2012-2021)
Source: Homeless Services Consortium of Dane County



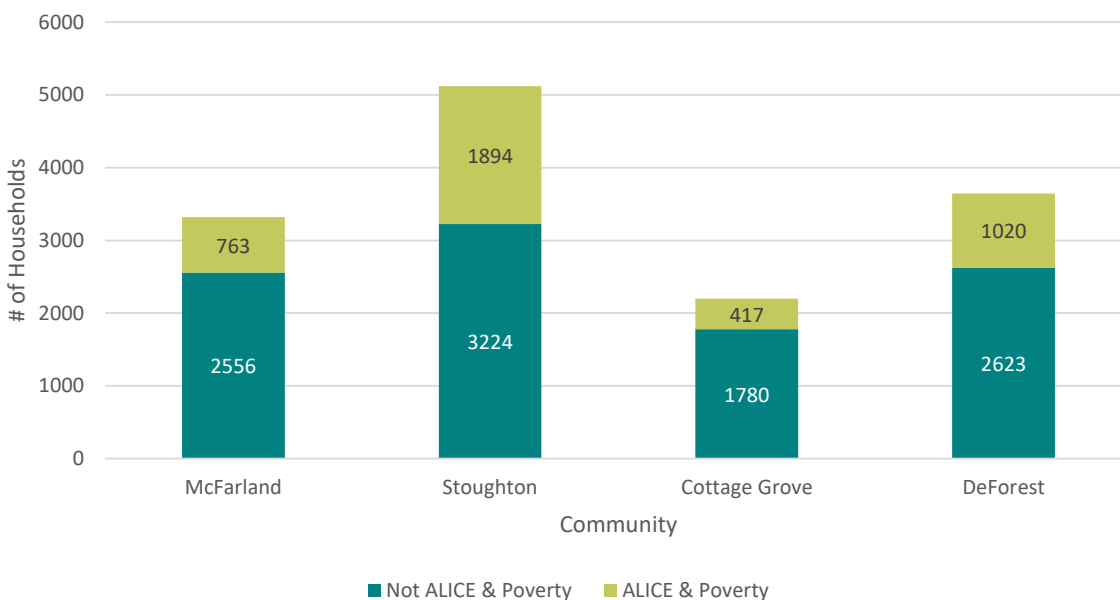
ALICE HOUSEHOLDS

United Way provides a measure of affordability for people who aren't always captured as low-income, but are not financially secure. United Way calls this group "ALICE" - "Asset Limited, Income Constrained, Employed." These households are working but struggle to afford housing, child care, food, transportation and health care. United Way has calculated an ALICE threshold for each County in Wisconsin. The threshold takes into account the current basic necessities and geographic variation. In 2018, the ALICE threshold in Dane County was an annual income of \$26,352 for a single adult and \$87,396 for a family of four. For reference, the ALICE threshold for a family of four in Dane County was close to the 2018 median income for households in McFarland (\$87,394).

According to the report, the percentage of households below the ALICE threshold in McFarland in 2018 was 19% (lower than the state average of 23%). The number of ALICE households in Dane County decreased from 2010 to 2018 (approximately 46,706 to 43,805), even though the County's overall population grew. We assume this decrease is also true for McFarland. The ALICE households in Dane County are single and co-habiting (18%); 11% are families with children and the last 33% are aged 65 and over. As illustrated by Figure 4.2, McFarland has a similar

proportion of ALICE households as peer communities of similar sizes. About 19% of the Village's households are either ALICE or experiencing poverty, which is in between Cottage Grove and DeForest (14% and 25% respectively). Similar to the point made on the Homelessness page, rising housing prices in McFarland (as well as the peer communities) pose an immediate threat to ALICE and impoverished households looking to move into and/or stay in the area.

Figure 4.2: Number of ALICE/Poverty Households in McFarland and Peer Communities (2018)
Source: United Way



AGING POPULATIONS

Elderly households are important players in the housing market, as many are current homeowners and some will require different accommodations, specialized housing, or programming to assist with aging in place. Senior housing generally refers to a combination of services and housing that allows aging residents to continue to live comfortably. This ranges from continuing to live in their own home with virtually no services, to townhomes and apartments that offer the ability to “downsize” their residence, specialized housing units with limited services, and different types of assisted living facilities.

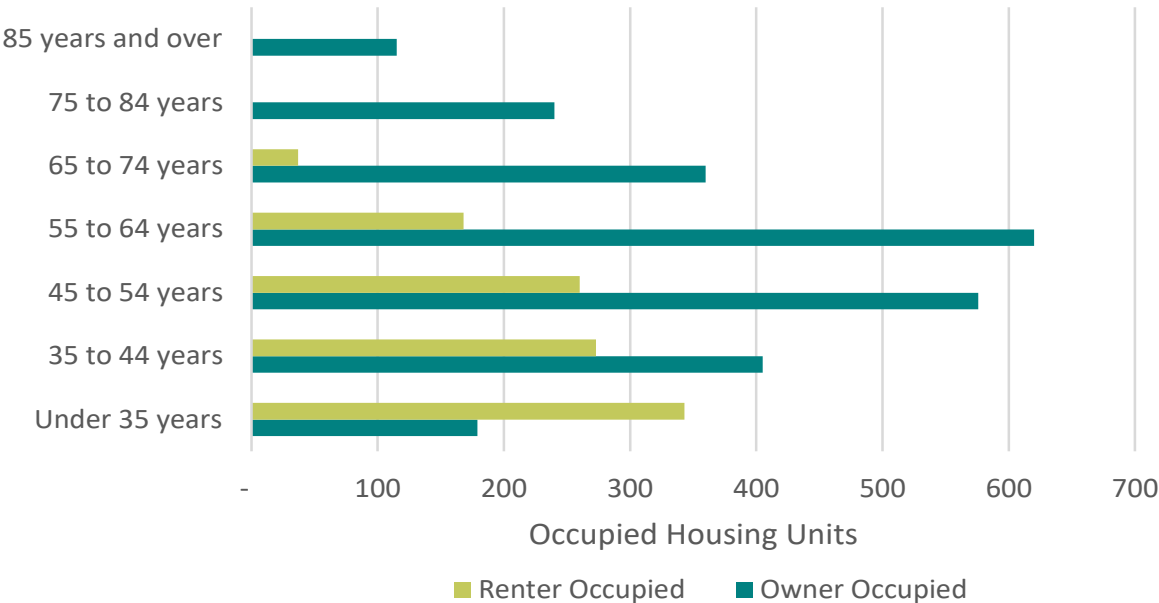
There are three primary types of senior-specific housing. Nursing homes primarily accommodate adults with serious medical needs; assisted living facilities offer residents the ability to live a free and independent lifestyle, but they also receive regular support for a range of daily activities, from cleaning to meal preparation to medication management. Residents are also offered a calendar of special events, activities, trips, and many opportunities for social engagement. Lastly, independent living facilities are ideal for individuals who can still live independently but enjoy having access to assistance when needed or desired, such as dining, medical care, and entertainment.

types of housing for aging populations, typical affordability standards do not apply. Often senior households will pay up to 50% of their income for market rate senior housing and up to 90% of their income for specialized and assisted living, often funded in part through sales of an owned home. Many households aged 65+ in the Village are still homeowners (28% of the total population) who have not yet sold homes to fund other housing or services. This is a major factor that continues to constrain supply, particularly of supply that is an attractive size and price point for first-time home buyers.

Aging residents who don't yet need much assistance with daily living need to see attractive alternatives to consider selling their homes. The Village should encourage the construction of more independent living units designed for people 55 and older, with particular focus on formats that are not an abrupt transition from the single-family home. New housing for independent seniors should include units with individual exterior entrances.

76% of respondents to the 2018 AARP Home and Community Preferences Survey (age 50+) stated that they would like to remain in their current residence for as long as possible.

Figure 4.3: Housing Tenure by Age Cohort
Source: 2020, ACS, 5-Year Estimates



POPULATIONS WITH DISABILITIES

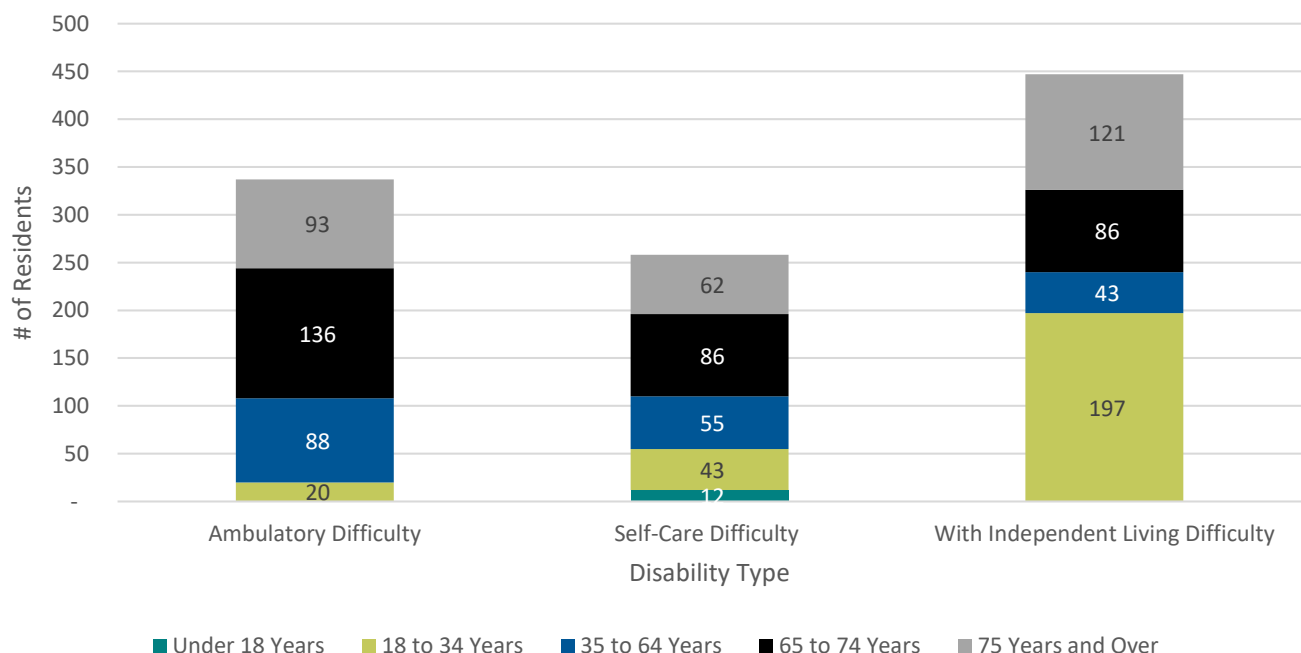
Persons with a disability do not inherently require access to specific housing types or accommodations, as it is dependent on the type and severity of the disability. Ambulatory, self-care, and independent living disabilities are more likely to require specialized forms of housing. More commonly, many persons with a disability receive services and specialized housing accommodations as they age due to disability being disproportionately higher in aging and senior households. This is shown in Figure 4.4; the black and gray bars (representing age groups 65-74 and 75+ respectively) make up a large percentage of the McFarland population with disabilities. However, 44% of residents with an independent living difficulty are between the ages of 18 and 34 years.

A 2007 study by Smith et. al. published in the Journal of the American Planning Association projects that due to the aging population, 21% of all households will have at least one disabled resident in 2050. They also estimate there is a 60% likelihood that a newly-built single-family detached unit will house at least one disabled resident during its expected lifetime. There is no reliable data on local units that are accessible, though estimates nationally

place accessible single family homes at just 1% of the total housing stock in the country. As McFarland's total population grows, there will be a proportionate growing need for housing that is accessible.

When housing units are constructed specifically for persons with disabilities, they are not traditionally built using methods that easily accommodate aging populations and often require renovation such as wider doorways, lower counter tops, zero entry shower/baths. However, many municipalities have requirements that mandate a percent of new construction be built using universal design standards. These standards often not only provide access to persons with and without disability, but are cheaper to construct on a per unit basis.

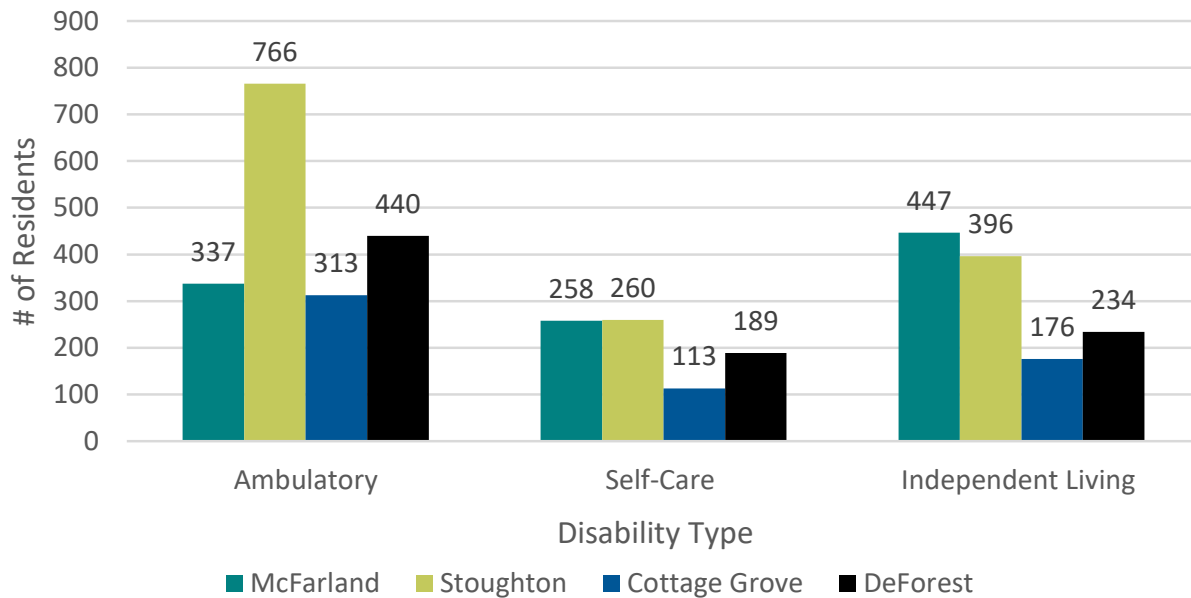
Figure 4.4: Disability by Age in McFarland
Source: 2016-2020 ACS 5-Year Estimates



ACCESSIBILITY

Current income and disability trends in the Village show that households including someone living with an ambulatory, self-care, or independent living disability are found across all income levels, including levels that would find market rate housing affordable. There is no reliable data on local units that are accessible, though estimates nationally place accessible single family homes at just 1% of the total housing stock in the country. The high number of those with a hearing or vision disability at 0-30% median income is slightly concerning, but many times their assisted housing needs are not as structural as those with ambulatory disabilities. The households under 50% median income with ambulatory disabilities are most concerning because they are at the highest risk for homelessness because of their incomes and also have the greatest need for accessibility features, which many likely do not have.

Figure 4.5: Disabled Population Independent Living Ability
Source: 2020 ACS 5-Year Estimates





5 OTHER FORCES IMPACTING THE MARKET

OVERVIEW

The housing market is impacted by a variety of local and national forces, including taxes, public policy and regulation, availability of lots, and other livability factors. This section describes some of those forces.

KEY DATA

- » McFarland's mill rate is slightly lower than peer communities.
- » The R-1, R-1A & R-1B single-family districts allow new two-family units by conditional use only.
- » The only vacant residential lots available are currently under construction for a residential subdivision.



ASSESSMENT

According to the online community survey, only 10.4% of respondents chose their current residence because of property taxes. Mill rates can impact a household's decision to live in McFarland or in another community with lower tax rates. Based on 2021 data from the Wisconsin Department of Revenue, McFarland's mill rate is slightly lower than Stoughton, Cottage Grove, and DeForest (0.020 versus 0.022).

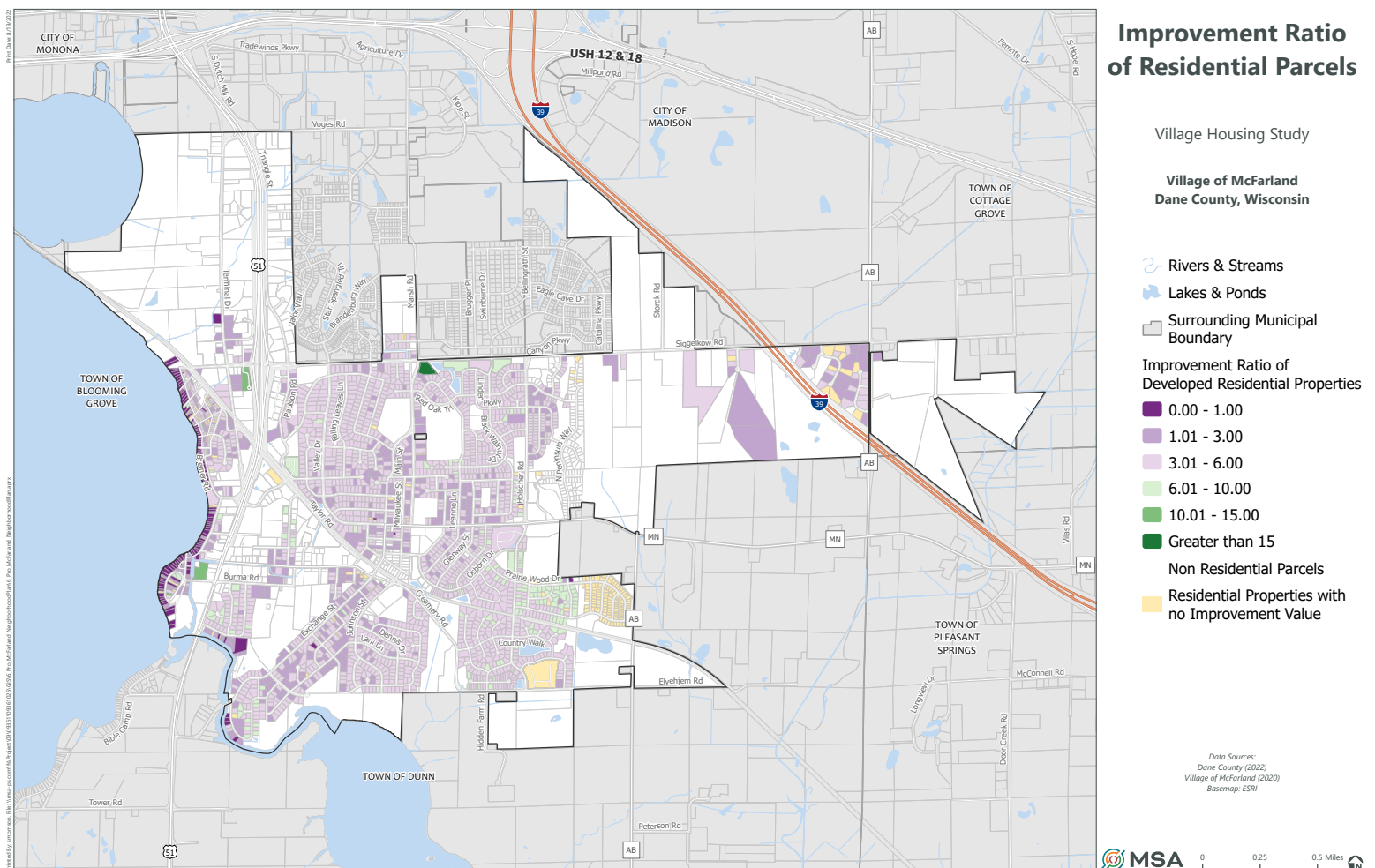
Figure 5.1: 2021 Mill Rate Comparison
 Source: Wisconsin Department of Revenue, McFarland's median home value from ACS 5-Year Estimates

Municipality	2021 Mill Rate	Median Home Value	Taxes On Median Home Value	Difference vs. McFarland	2020 Population
Village of McFarland	0.02084	\$260,800	\$5,435	-	8,845
City of Stoughton	0.02214	\$260,800	\$5,774	\$339	13,146
Village of Cottage Grove	0.02268	\$260,800	\$5,915	\$480	7,086
Village of DeForest	0.02207	\$260,800	\$5,756	\$321	10,473

IMPROVEMENT VALUE RATIO

Improvement value ratio shows improvement value divided by land value. A low ratio usually indicates poor building conditions and opportunity for reinvestment or redevelopment. The only area of the Village with consistently low ratios are waterfront lots - this is in most cases due to very high land values assigned to waterfront property.

Figure 5.2: Improvement Ratio of Residential Parcels
Source: Dane County, Village of McFarland & ESRI



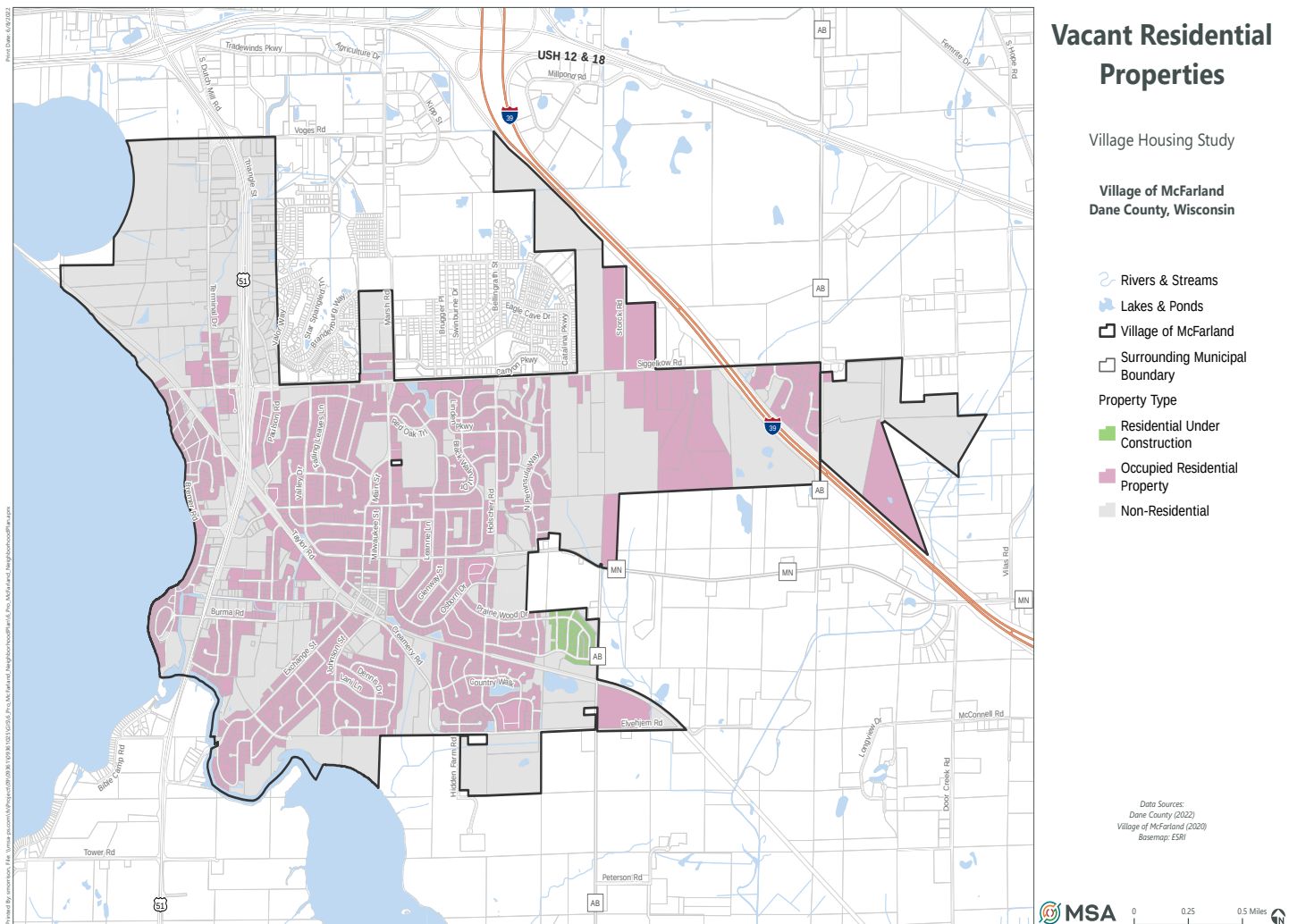
SUPPLY OF AVAILABLE LOTS

In addition to redevelopment opportunities, there are parcels in the Village that are zoned for residential use, but remain vacant. The figure below shows where these parcels are located.

Currently, the only parcels considered vacant residential properties are under construction on the east side of McFarland. Rosewood Fields (shown in green) has a total of 117 lots for single-family and twin homes.

Figure 5.3: Vacant Properties

Source: Dane County, Village of McFarland & ESRI



REGULATIONS

Zoning

McFarland's updated Zoning Ordinance has seven residential zoning districts:

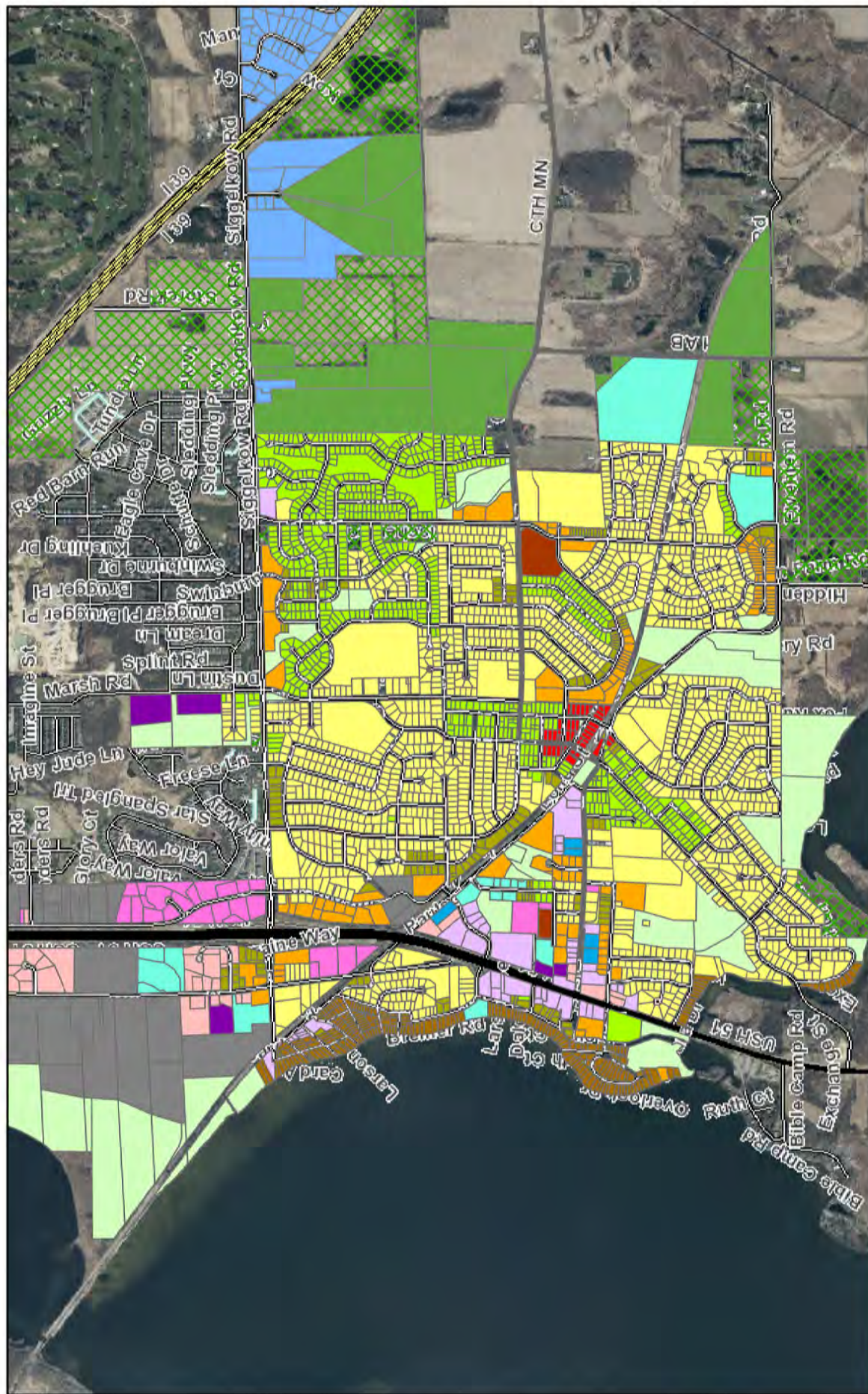
- Single-Family Residence District (R-1)
- Single-Family Residence District (R-1A)
- Single-Family Residence District (R-1B)
- Single- and Two-Family Residence District (R-2)
- General Residence District (R-3)
- Manufactured Home Residence District (R-MH)
- Elderly Residence District (R-E)
- Rural Homes District (RH-1)

One part of McFarland's ordinance that offers increased flexibility to accommodate a variety of needs and uses is the planned development (PD) district. This type of zoning allows for a mixture of residential, commercial and public facilities along corridors. The purpose of the PD is to encourage alternative designs that allow a mix of uses in one area and better use and integrate the site's natural characteristics as well as the existing built environment's characteristics.

Figure 5.4: McFarland Zoning Ordinance Use Matrix
Source: Village of McFarland Ordinances (Part 2, Chapter 62.69)

Residential Uses	R-1	R-1A	R-1B	R-2	R-3	R-MH	R-E
Single-family detached dwellings	P	P	P	P		P	P
Conversion of a single-family to a two-family	C	C	C	C	C	C	C
Temporary auxiliary apartment	C	C	C		C	C	C
Manufactured home, built after 10/74	P	P	P	P		P	P
Two-family dwellings				P	P		P
Zero lot line dwellings					P		P
Multifamily dwellings, up to 8 units/acre					P		
Multifamily dwellings, up to 15 units/acre					C		
Elderly-occupied dwellings, up to 10 units/acre							P
Elderly-occupied dwellings, up to 21 units/acre							C
Community-based residential facilities	P	P	P	P	P	P	P

Figure 5.5: McFarland Zoning Map
Source: Village of McFarland



8/23/2022, 9:41:17 AM

Zoning

CO Conservancy

A1 Agricultural Transition

RH-1 Rural Homes

R-1 Single Family Residence

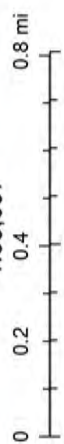
R-1A Single Family Residence

R-1B Single Family Residence

R-2 Single & Two Family Residence

R-3 General Residence

1:33,697



REGULATIONS

Development Fees & Process

Most costs of development are passed on to consumers in both ownership and rental markets. Development review fees are assessed by the Village in order to ensure the quality of development.

Impact fees are assessed to cover the incremental cost of Village facilities needed to accommodate new housing. Typical impact fees charged by communities include sewer, water, parks, waste, police, fire, among others. The Village charges impact fees for public water, park improvements, park-land, and public libraries. McFarland's impact fee ordinance provides either a waiver or partial waiver of the park impact fee for affordable housing projects, but not for water or library or impact fees. To further the production of

affordable housing, the Village should consider extending waivers or partial waivers of these additional impact fees.

Interviews with housing experts in the community indicated that while the Village is eager to get new projects off the ground, the process of getting the necessary approvals and meeting requirements for new development have taken more time than anticipated. A common challenge in many communities is review and approval process can get drawn out due to the cumulative time needed for staff reviews, committee and/or board actions, and public comment and hearing notifications.



Plan Commission Application – 2023

~Application must be completed in full~

Applicant - Owner		Applicant's Agent	
		Name	
Address		Address	
Email		Email	
Phone #		Phone #	
Fax #		Fax #	

Parcel No(s). _____ Type of Proposal – Please check boxes below that apply

Requires Public Hearing (Class One)	FEES	Requires Public Hearing (Class Two)	FEES	Public Hearing Not required	FEES
☐ Preliminary Plat	\$500+AF	☐ Conditional Use	\$425+F	☐ Annexation	At cost
☐ Preliminary Plat (reapplication)	\$500+BF	☐ Rezoning (map)	\$475+F	☐ Dev. Agreement Including Addendums	\$400 F
☐ Certified Survey Map	\$300+FG	☐ Zoning Amendment (text)	\$475 +F	☐ Final Plat	\$500 +CF
☐ Condominium	\$300+EF	☐ USA/MMSD Annexation	At cost	☐ Final Plat (reapplication)	\$400 +DF
☐ Comprehensive Plan Amendment	\$500+F			☐ Site/Design Review	\$400 + F
+ = Plus publication and notification charges A = Plus \$50.00 per lot B = Any preliminary plat which has previously been reviewed/ revised within the last 36 months C = Plus \$50.00 for each lot within the final plat D = Any final plat which has been previously reviewed or/ revised within the last 36 months E = Plus \$40.00 for each unit shown F = Plus actual legal, engineering and financial consulting costs incurred by the Village G = Plus \$25.00 per lot for two or more lots.				Escrow Deposits (covers costs for outside consultants; e.g., engineers, attorneys, etc.) ☐ R-E, R-3 & PD (up to 50 acres) \$5,000 ☐ R-E, R-3 & PD (greater than 50 acres) \$10,000 ☐ Site/Design Review (less than 2,000 sq. ft.) \$1,000 ☐ Site/Design Review (2,000 sq. ft. or more) \$2,000 ☐ All Plats including condominiums \$5,000	

Nature of the development proposal: Must provide address of proposed development, legal description, current zoning and description of proposal/request. (Attach additional paper if needed)

PLEASE READ AND SIGN AT THE BOTTOM ON THE REVERSE SIDE

NATIONWIDE TRENDS

McFarland is connected to and affected by trends affecting housing across the country, including changes in financial regulation, demographics, development practices and cultural norms. These are some of the most relevant changes affecting housing demand in the McFarland area:

Household Size and House Size

Household size – the number of people living together – has been in decline for more than 100 years due to multiple related trends. In 1960, the average U.S. household size was 3.35 people, and by 2010 it was 2.59. Causes include declining birth rates, declining marriage rates and increasing age of first marriage, and increased longevity. In other words, people are spending more of their lives single, and those that choose to be parents are having fewer kids. Nationwide, this trend does appear to be reversing, as the national household size has grown since 2010. A common explanation for the increase in household size is that people are increasingly living in multi-generational households. Household size in McFarland decreased from 2.54 persons per household in 2010 to 2.5 in 2020. It remains to be seen if this trend continues, especially as households age.

The effects of these changes on housing are varied and not always predictable. The size of new houses has increased more or less steadily over the past 40 years, from an average of 1,400 SF in 1970 to an average of 2,600 SF in 2013. While households have been shrinking, families have been giving children their own rooms and designating separate spaces for things like home offices. There has been a modest trend back toward smaller units, even “tiny house” living, but these are not visible in the continuing overall growth of the average home size. A more predictable trend is the growth of retirement housing to accommodate the needs and interests of older people, many of whom live for years as one-person households. National data on apartment size suggest they too have grown, though not as dramatically, to an average of about 1,000 SF.

Aging Population

Trends in U.S. Census data show that the segment of the population age 65 or older is increasing across the nation. The Population Reference Bureau (PRB) estimates that the number of Americans age 65 and older is projected to more than double between 2014 and 2060. As Baby Boomers age, we expect the number of seniors in McFarland continue to rise. Based on DOA projections, McFarland could see an increase of 1,516 residents aged 65+ by the year 2040.

PRB notes that, especially in the Midwest, those age 65 and

older are choosing to age in place, or stay in their homes, as long as possible. Due to the high number of seniors aging in place, accessibility improvements are critical as is offering senior apartments for those who choose to move and downsize.

Housing Affordability

Large-scale economic trends are bringing housing affordability into focus as a prominent issue across the country. While the household income of the top 5% of US households has more than doubled in the past 50 years, middle income households have seen only about a 10% increase in that period. Meanwhile, inflation-adjusted housing costs have risen roughly 50% for rental housing and 70% for home ownership in that period. In 2021, the national price-to-income ratio is 4.4—the highest level since 2006.

COVID-19 added fuel to increasing home prices due to a home-buying binge that began mid-2020. This increase in sales occurred despite a historically tight supply of housing which tightened even more during the pandemic as some potential sellers were discouraged from putting their homes on the market. National months of supply for existing homes dipped below 2.0 months for the first time ever in late 2020 (a desirable target is 6.0 months). Some worry these increases are signaling a bubble, however conditions are different now than they were leading up to 2009 – particularly in terms of availability in credit. The current rise in prices is a direct reflection of high demand and low supply.

Local governments are now stepping in to address the challenges around affordability. Spurred by businesses concerned about hiring needs, complaints from residents who can't find desirable housing within their budgets, and community concerns about declining conditions due to lack of reinvestment in housing, communities are coming forward with policies and initiatives to address this challenge. The federal government has also stepped in to keep interest rates low which has given a great boost to new residential construction. On the flip side, if interest rates were to rise, this could help reduce housing demand which would have a positive impact on price appreciation.

NATIONWIDE TRENDS

Planning and Development Practices

The dominant trend in community planning and development after World War II was the segregation and concentration of uses and housing types – stores here, single family homes there, apartments somewhere else. This pattern has been shown to weaken neighborhoods and communities by isolating people and building in a dependence on car use. It is now generally recognized that healthy neighborhoods are those that people can stay in over time as their needs and interests change. Healthy neighborhoods include a mix of housing types, sizes, and price points, and they often include or are near to stores and restaurants. Healthy neighborhoods are also walkable, enabling more access to daily needs for people unable to drive.

COVID-19

One of the impacts that has become clear as the nation emerges from the COVID-19 pandemic is a growing demand for suburban and small community living, driven by the flexibility given for employees whose companies allow them to work remotely. It is anticipated that companies will be more flexible with work arrangements, which may lead more households to seek lower-cost housing further away from their employers.

Other emerging trends that are likely attributable to the increase in remote or at-home workers include increased demand for home renovations, increased demand for weekday retail services, and more attention paid to quality of life concerns in their local communities. These trends should continued to be monitored as more data becomes available.



6

HOUSING GAPS & OPPORTUNITIES

PROJECTIONS - OWNERSHIP

Two sets of ownership housing demand projections are calculated, based on the low and high population projections provided by the Village. Per the low growth projection, a total of 497 ownership units of all types (detached, duplex, and townhome) are needed, about 62 net new units per year. The breakdown of ownership units by age were determined through conversations with Village staff and the Community Development Authority (CDA) regarding the projected impact of 55+ households aging into the 75+ households cohort through 2030. The affordability level for a purchase for 30% AMI is up to \$130,000, \$130,000-\$220,000 for 50% AMI, \$221,000 - \$330,000 for 80% AMI and over \$331,000 for 81%+

Figure 6.1: McFarland Ownership Housing Demand - Low

Source: MSA Projections

McFarland OWNERSHIP Housing Demand to 2030 - Low			
<i>Demand from Household Growth 2020-2030</i>		% Owner	Growth
Net Additional Households Under Age 55	178	40%	71
Net Additional Households Age 55-74	332	70%	233
Net Additional Households Age 75+	266	80%	213
Additional Units for 2% Vacancy			10
Subtotal Units - Demand from Household Growth	787		517
<i>Units Needed to Restore Target Vacancy</i>			
2020 Ownership Households			2,495
2020 Ownership Vacancy Rate			0.0%
Additional Vacancy to Achieve 2%			2.0%
Subtotal - Units to Restore Target Vacancy			50
<i>Units Already Permitted in 2020 and 2021</i>			
Single Family and Duplex Units Permitted in 2020			(52)
Single Family and Duplex Units Permitted in 2021			(18)
Subtotal - Units already Permitted			(70)
Total Additional Ownership Units by 2030:			497
Average Annual New Construction:			62

Figure 6.2: McFarland Ownership Unit Demand - Low

Source: HUD CHAS data, MSA Projections

McFarland Ownership Unit Demand by Affordability Level		Low
<i>Income Level</i>	<i>Maximum cost by household size*</i>	<i>Unit Demand</i>
0-30% AMI	Up to \$130,000	20
31-50% AMI	\$130,000-\$220,000	25
51-80% AMI	\$221,000-\$330,000	75
81%-100% AMI	\$331,000-\$400,000	60
>100% AMI	Greater than \$400,000	323

*HUD affordability categories vary by household size. The ranges in this table are for households of 1 person to 4 persons, where the lower number is the maximum cost affordable to the 1-person household in that income bracket and the higher number is the maximum cost affordable to the 4-person household in that income bracket.

PROJECTIONS - OWNERSHIP

Based on the Village's high growth population projection, a total of 691 ownership units of all types (detached, duplex, and townhome) are needed by 2030, or about 86 net new units per year. The breakdown of rental units by age were determined through conversations with Village staff and the Community Development Authority (CDA) regarding the projected impact of 55+ households aging into the 75+ households cohort through 2030. The affordability level for a purchase for 30% AMI is up to \$130,000, \$130,000-\$220,000 for 50% AMI, \$221,000 - \$330,000 for 80% AMI and over \$331,000 for 81%+ AMI

Figure 6.3: McFarland Ownership Housing Demand - High
Source: MSA Projections

McFarland OWNERSHIP Housing Demand to 2030 - High			
<i>Demand from Household Growth 2020-2030</i>		% Owner	Growth
Net Additional Households Under Age 55	412	40%	165
Net Additional Households Age 55-74	416	70%	291
Net Additional Households Age 75+	320	80%	256
Additional Units for 2% Vacancy			14
Subtotal Units - Demand from Household Growth	1,161		711
<i>Units Needed to Restore Target Vacancy</i>			
2020 Ownership Households			2,495
2020 Ownership Vacancy Rate			0.0%
Additional Vacancy to Achieve 1.5%			2.0%
Subtotal - Units to Restore Target Vacancy			50
<i>Units Already Permitted in 2020 and 2021</i>			
Single Family and Duplex Units Permitted in 2020			(52)
Single Family and Duplex Units Permitted in 2021			(18)
Subtotal - Units already Permitted			(70)
Total Additional Ownership Units by 2030:			691
Average Annual New Construction:			86

Figure 6.4: McFarland Ownership Unit Demand - High
Source: HUD CHAS data, MSA Projections

McFarland Ownership Unit Demand by Affordability Level		High
<i>Income Level</i>	<i>Maximum cost by household size*</i>	<i>Unit Demand</i>
0-30% AMI	Up to \$130,000	28
31-50% AMI	\$130,000-\$220,000	35
51-80% AMI	\$221,000-\$330,000	104
81%-100% AMI	\$331,000-\$400,000	83
>100% AMI	Greater than \$400,000	449

*HUD affordability categories vary by household size. The ranges in this table are for households of 1 person to 4 persons, where the lower number is the maximum cost affordable to the 1-person household in that income bracket and the higher number is the maximum cost affordable to the 4-person household in that income bracket.

PROJECTIONS - RENTAL

Rental unit projections are based on projected household growth, current housing tenure rates and affordability rates for current renter households. Based on population projections and target vacancy rate, the total rental units needed by 2030 is 117, approximately 15 net new units constructed per year. Regional demand may push more rental housing production, even within a low local growth scenario, resulting in a further shift of the ownership/rental ratio. The affordability level per month for a 30% AMI is up to \$800, \$801-\$1,300 for 50% AMI, \$1,301 - \$2,000 for 80% AMI and over \$2,001 for 81%+ AMI.

Figure 6.5: McFarland Rental Housing Demand - Low
Source: MSA Projections

McFarland RENTER Housing Demand to 2030 - Low			
<i>Demand from Household Growth 2020-2030</i>		% Renter	Growth
Net Additional Households Under Age 55	178	60%	107
Net Additional Households Age 55-74	332	30%	100
Net Additional Households Age 75+	266	20%	53
Additional Units for 6% Vacancy			13
Subtotal Units - Demand from Household Growth	790		260
<i>Units Needed to Restore Target Vacancy</i>			
2020 Renter Households			1,081
2020 Rental Vacancy Rate			0.0%
Additional Vacancy to Achieve 6%			6.0%
Subtotal - Units to Restore Target Vacancy			65
<i>Units Already Permitted in 2020 and 2021</i>			
3-4 and 5+ Units Permitted in 2020			(100)
3-4 and 5+ Permitted in 2021			(108)
Subtotal - Units already Permitted			(208)
Total Additional Renter Units by 2030:			117
Average Annual New Construction:			15

Figure 6.6: McFarland Rental Unit Demand - Low
Source: HUD CHAS data, MSA Projections

McFarland Renter Unit Demand by Affordability Level		Low
<i>Income Level</i>	<i>Maximum cost by household size*</i>	<i>Unit Demand</i>
0-30% AMI	Up to \$800	14
31-50% AMI	\$801-\$1,300	29
51-80% AMI	\$1,301-\$2,000	19
81-100% AMI	\$2,001-\$2,700	13
>100% AMI	Greater than \$2,700	42

*HUD affordability categories vary by household size. The ranges in this table are for households of 1 person to 4 persons, where the lower number is the maximum cost affordable to the 1-person household in that income bracket and the higher number is the maximum cost affordable to the 4-person household in that income bracket.

PROJECTIONS - RENTAL

Based on high population projections and a target 6% vacancy rate, the total rental units needed by 2030 is 293, approximately 37 net new units constructed per year. The affordability level per month for a 30% AMI is up to \$800, \$801-\$1,300 for 50% AMI, \$1,301 - \$2,000 for 80% AMI and over \$2,001 for 81%+ AMI.

Figure 6.7: McFarland Rental Housing Demand - High
Source: MSA Projections

McFarland RENTER Housing Demand to 2030 - High			
<i>Demand from Household Growth 2020-2030</i>		% Renter	Growth
Net Additional Households Under Age 55	412	60%	247
Net Additional Households Age 55-74	416	30%	125
Net Additional Households Age 75+	320	20%	64
Additional Units for 6% Vacancy			26
Subtotal Units - Demand from Household Growth	1,173		436
<i>Units Needed to Restore Target Vacancy</i>			
2020 Renter Households			1,081
2020 Rental Vacancy Rate			0.0%
Additional Vacancy to Achieve 6%			6.0%
Subtotal - Units to Restore Target Vacancy			65
<i>Units Already Permitted in 2020 and 2021</i>			
3-4 and 5+ Units Permitted in 2020			(100)
3-4 and 5+ Permitted in 2021			(108)
Subtotal - Units already Permitted			(208)
Total Additional Renter Units by 2030:			293
Average Annual New Construction:			37

Figure 6.8: McFarland Rental Unit Demand - High
Source: HUD CHAS data, MSA Projections

McFarland Ownership Unit Demand by Affordability Level		High
<i>Income Level</i>	<i>Maximum cost by household size*</i>	<i>Unit Demand</i>
0-30% AMI	Up to \$130,000	28
31-50% AMI	\$130,000-\$220,000	35
51-80% AMI	\$221,000-\$330,000	104
81%-100% AMI	\$331,000-\$400,000	83
>100% AMI	Greater than \$400,000	449

*HUD affordability categories vary by household size. The ranges in this table are for households of 1 person to 4 persons, where the lower number is the maximum cost affordable to the 1-person household in that income bracket and the higher number is the maximum cost affordable to the 4-person household in that income bracket.

SENIOR HOUSING

“Senior housing” refers to all housing that serves older adults, including:

- Age-restricted, active adult housing,
- Independent living with on-site services like dining and housekeeping,
- Assisted living with full meal service and limited helath care support,
- Memory care for people with dementia, and
- Skilled nursing for people who need help with most daily tasks.

Our inventory revealed two facilities that offer assisted living - McFarland Villa (35 apartments) and Marian’s Elder House (8 bedrooms). There are another 5 properties with a total of 315 units of age-restricted, independent living units There are no local nursing or memory care facilities.

Based on 2016 nationwide data compiled by the Center for Disease Control (CDC), only about 0.67% of the population resides in nursing or assisted living care (0.25% for assisted living and 0.42% for nursing care). These facilities tend to be concentrated in metro areas - it is typical to see 2-3 times the expected demand from the local population.

In McFarland, where the 2030 population may be somewhere around 11,000 residents, we would expect

demand for about 28 assisted living units and about 46 nursing care beds. The Village is roughly meeting its own assisted living housing demand, but does not address any of its nursing care needs locally. As McFarland and Dane County continue to grow, and as the senior population grows even faster, the Village should expect to see more senior housing of all types, especially nursing care. Local nursing care options would allow local families to have safe living options closer to home.

Over the next 20 years, around 2,900 McFarland residents will age into the 65+ age category. Though many older residents continue to live in single family homes until late in life, they generally have increased needs related to home maintenance assistance and, sometimes, daily living assistance. Older residents may choose to relocate to alternative housing with less maintenance and greater access to health and living services if they see attractive options that fit their preferred balance between independence and support.

The Village should welcome active living units that eliminate maintenance tasks while offering amenities like underground parking and clubhouse features. This will help to open up older housing for younger households.





7 GOALS & STRATEGIES

HOUSING GOALS

Housing Goals

1. Increase Supply of Ownership and Rental Units

The priority for Village focus should be unit types that the market is less likely to produce on its own, including smaller ownership units geared toward seniors, and affordable ownership and rental units. Affordable ownership units can include both attached and detached formats; both market rate affordable units; and income-qualified, cost-subsidized units.

The Village has limited room for new growth, so attached units (both renter and owner) will be important for the most efficient use of available land in McFarland.

2. Increase Affordability and Ease Barriers to Housing

Priority focus on improving affordability of housing for households at 80% AMI or below. The Village should prioritize building partnerships with regional entities that provide assistance and counseling to first-time homebuyers facing issues with down payment costs and low credit scores.

3. Create Healthy Neighborhoods

Utilize East Side Plan to create neighborhoods that offer a diversity of housing options at different price points and include amenities such as schools, parks, neighborhood

retail, trails, sidewalks, etc. In existing neighborhoods, aim to achieve this goal as well.

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

The Village should prioritize projects that address both a market gap and criteria for healthy neighborhoods.

STRATEGIES FOR IMPLEMENTATION

Communications & Capacity Building

Housing Committee

Identify staff person to move housing initiatives forward and participate in regional and Dane County housing initiatives. A Housing Committee or Subcommittee can be the driving force to implement this plan, including providing oversight on the development and administration of funding programs, supporting public outreach about the Village's housing needs and programs, and supporting updates to this Plan as the market shifts and outside funding programs change year by year.

There is a wealth of housing experts within the community who have a good pulse on the type of housing needed in the Village, barriers to development, incentives developers need for affordable housing, and other issues related to housing development, renting and owning. The Housing Committee should at least annually convene a meeting with these housing experts to discuss what is going on the market and any new issues that may be facing the community.

Another option is for the Village's Community Development Authority (CDA) to perform these functions and to periodically reevaluate the need and staff capacity to create a separate housing committee.

Staff & Developer Communications & Processes

Development projects require collaboration with multiple Village departments. Getting feedback and sign-off from each department in an efficient manner is a challenge in many communities, including McFarland. It will improve the experience for developers and outcomes for all if the Village is able to improve the process in the following ways:

1. Improve Staff & Developer Communications & Processes—Improve the experience for developers by evaluating the review process and the number of required public meetings. Consider Plan Commission action at the same meeting as the public hearing, especially in those instances where there are no public concerns raised at the public hearing. Increasing efficiency should also decrease costs to developers.
2. Provide information on the Village website outlining all of the steps in the typical review process including the number of required meetings for each type of request. Diagrams showing workflow can be helpful.

Initiatives

Neighborhood Associations

Promote neighborhood identity and social cohesion through neighborhood associations. Active neighborhood associations within McFarland are one positive element that could contribute to neighborhood satisfaction. The Village could also use Neighborhood Associations as a way to

engage residents in neighborhood planning efforts and developments that might impact a particular area. For major developments in/near a neighborhood that may provoke some controversy, Village Board/local trustee should work with the appropriate neighborhood association(s) to host a neighborhood meeting where the developer can present to and seek feedback from the neighborhood.

Examine Waiving or Reducing Development Fees

Consider waiving or reducing fees on a case-by-case basis to encourage affordable housing production and reduce costs to developers. Village ordinance already allows the Village Board to consider full or partial waivers of impact fees for affordable housing projects. Therefore, the Village should consider including similar provisions for other types of impact fees (e.g. Library) as allowed under State Statute.

Application fees could be deferred until after the developer secures financing for the project. Another option is to reduce or eliminate application and impact fees for developments that meet a minimum threshold for number of units that meet affordability requirements. An example could be projects that set aside units to homeowners or renters earning no more than 80 percent of the area median income, fees are eliminated. If a smaller amount of the units are set aside, fees could be reduced by a determined percentage. Units should remain affordable for a specific period of time determined by the village. Initial income verification documentation may be required.

Regulation

Zoning Code—Encourage Accessory Dwelling Units (ADUs)

An Accessory Dwelling Unit (ADU) is a housing unit located on the same lot as a single-family home, commonly over a garage, in a basement or in its own structure. Attached ADUs are the most common since they are the least costly option for an ADU. Financing can be difficult (the average cost to develop a stand-alone ADU is \$200,000), but these units allow homeowners to create an additional dwelling on their property for family members, caretakers, and friends in need of downsizing. Eighteen percent (18%) of homeowners who took the Community Survey said they would be interested in developing an ADU on their property. Only about one percent (1%) said they already have an ADU. Permitting detached ADUs by right in all residential areas would remove one hurdle for development. A requirement could be added that the property owner live on-site with an agreement that is recorded.

Enable Cottage Courts Through PDs

The Village's Planned Development (PD) zoning offers flexibility to accommodate a mixture of residential, commercial and public facilities. The PD is meant to

STRATEGIES FOR IMPLEMENTATION

encourage alternative designs that allow a mix of uses in one area and better use and integrate the site's natural characteristics as well as the existing built environment's characteristics. One alternative design the Village could seek to promote is the "cottage court." Cottage courts are small groupings of housing around a shared public space. These can be for-sale or rental units. They offer a cost savings to developers/owners because they offer a small lot and a small home.

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. Amend the zoning code to allow larger multi-family projects by right. This will eliminate the need for a conditional use process and multiple meetings.

Reduce Parking Requirements for Affordable Housing
Consider reducing parking requirements for affordable multi-family development-especially one-bedroom units. Parking maximums could be considered.

Consider Other Zoning Code Amendments
These recommendations address aspects of the Zoning Code that may be slowing the development of affordable owner-occupied and rental units. These improvements

can support the development of the most needed housing types in the community:

- Permit the conversion of single-family home use to two-family home use by right rather than through CUP.
- Remove temporary auxiliary apartment use.
- Remove both elderly-occupied dwelling unit categories; move those categories to multi-family dwellings uses.
- Enable existing non-conforming dwelling units to build up (vertically) by right, which is currently not allowed.
- Make 2-family dwellings permitted uses in R-1A/R-1B districts. Additionally, consider consolidating these into a single zoning district.
- Allow 6,000 SF single-family lot sizes in the R-2 district (currently 10,000 SF).
- Create a R1-C district for carriage way single-family home lots with a minimum lot size of 4,000 SF.
- Allow triplex and fourplex buildings through CUP in the R-2 district.
- Reduce the side yard setback to 6' in all R-1 districts.
- Reduce the front yard setback to 20 feet in all districts.
- Allow 2-family and zero-lot-line units by right in the R-1 District, or at least by CUP.
- Enhance flexibility of unit type in the R-3 district; permit the following unit types by right:
 - Studio and one bedroom rentals.
 - Senior independent living homes, both condos and rentals.

Figure 6.9. Cottage Court in Overland Park, KS



- Senior assisted living, memory care, and nursing homes.
- Townhouses and small multi-plex buildings (less than 12 units).
- Garden condos.
- Cottage court clusters.
- Allow and encourage greater density of units in the R-3 district. Options include:
 - Permit up to 15 units/acre by right and up to 30 units/acre by CUP.
 - Offer a density bonus of up to 5 additional units per acre for projects that meet certain criteria, such as providing 50% of units as income-qualified affordable at 80%-120% of the Area Median Income.
- Reduce parking requirements. Specifically, consider allowing one space per 1-BR unit (currently two spaces are required). Consider reducing 3+ bedroom requirements as well. Parking maximums could be considered.
- Consider amending the Future Land Use (FLU) map in the Village's Comprehensive Plan to allow and encourage more diversity in residential land uses. Currently, the mapped categories are limited duplex, two-family townhomes, and multi-family residential. The Village should move towards density-based FLU residential land use categories that allow greater density on a locational basis and are more flexible about the form of that housing.

The Village should explore areas where implementation could be possible and assemble and promote these areas to developers through the CDA.

Funding

McFarland Affordable Housing Fund

Establish Policies for the Village of McFarland's Affordable Housing Fund created in 2022. The Village transferred \$75,000 in unassigned General Fund balance to the Affordable Housing Fund. Policies are needed to guide the use and implementation of the newly created fund. Consider Annual Allocations to the Village's Affordable Housing Fund and determine appropriate annual allocations to McFarland's Affordable Housing Fund via the Village's budgeting process.

Promote Affordable Housing Trust Fund

The Village should promote the Dane County Affordable Housing Development Fund (AHDF) - Encourage housing developers to learn about and apply for the Dane County AHDF. Local funding could come from the TIF Affordable Housing One-Year Extension, general obligation bonds, sale of surplus land, general fund budgeting and private contributions. This funding could be leveraged to

make developers more competitive when applying for Low Income Housing Tax Credits (LIHTC). The AHDF has awarded over \$25 million to more than 30 projects in Dane County including Taylor Point and Prairie Creek Apartments in McFarland.

Tax Increment Financing—Affordable Housing Incentives

The Village should use TIF for the construction of infrastructure - water, roads, utilities, sewer - necessary to encourage the development of housing.

Tax Increment Financing - Affordable Housing One-Year Extension

A TIF district can be held open for one additional year beyond its planned or maximum duration to generate funds that will be used for affordable housing. 100% of the increment collected in that extra year can be used for housing anywhere in the Village, with the stipulation that 75% must be used for affordable housing. More information can be found in section 66.1105(6)(g) of the State statutes.

Federal Low Income Housing Tax Credit (LIHTC) - Section 42 Housing

LIHTC (or Section 42) is a federal program which gives the Wisconsin Housing and Economic Development Authority (WHEDA) the authority to issue tax credits for acquisition, rehabilitation or new construction of rental housing for low-income households. There are two type of tax credits available through this program: 1) Federal 9% Tax Credit (competitive) and 2) Federal 4% Tax Credit (non-competitive).

Wisconsin Low Income Housing Tax Credit (LIHTC)

Similar to the federal LIHTC program, Wisconsin offers a 4% non-competitive state tax credit which can be used as match for the federal 4% program.

Initiatives

Land Trust Model

A community land trust is a nonprofit, community-based organization designed to ensure community stewardship of land. These trusts can be used for many types of development (including commercial and retail), but are primarily used to ensure long-term housing affordability. The trust acquires land and maintains ownership of it permanently. With prospective homeowners, the trust enters into a long-term, renewable lease instead of a traditional sale. When the homeowner sells, the family earns only a portion of the increased property value. The remainder is kept by the trust, preserving the affordability for future low- to moderate-income families. In Dane County, the Madison Area Community Land Trust (MACLT)

STRATEGIES FOR IMPLEMENTATION

has been serving the community since 1991 (<https://affordablehome.org/>).

CDA Property Acquisition

The CDA could issue RFPs for redevelopment sites to develop into affordable residential. Create an inventory of and market redevelopment properties. Establish and continue to maintain a repository of properties and incentives offered for residential and other types of development.

Partnerships

Habitat for Humanity

Habitat for Humanity in Dane County uses volunteer labor and donations to build and renovate affordable housing. The Village should partner with Habitat by working to supply lots for new Habitat home construction. This will require a collaboration with various developers to arrange potential sites.

Movin' Out

Movin' Out provides homeownership preparation services, down payment and closing cost assistance within Dane County. The Village should partner with Movin' Out to promote the services it offers and help it maintain a supply of existing owner/rental homes for renovation and lots for new owner/rental homes.

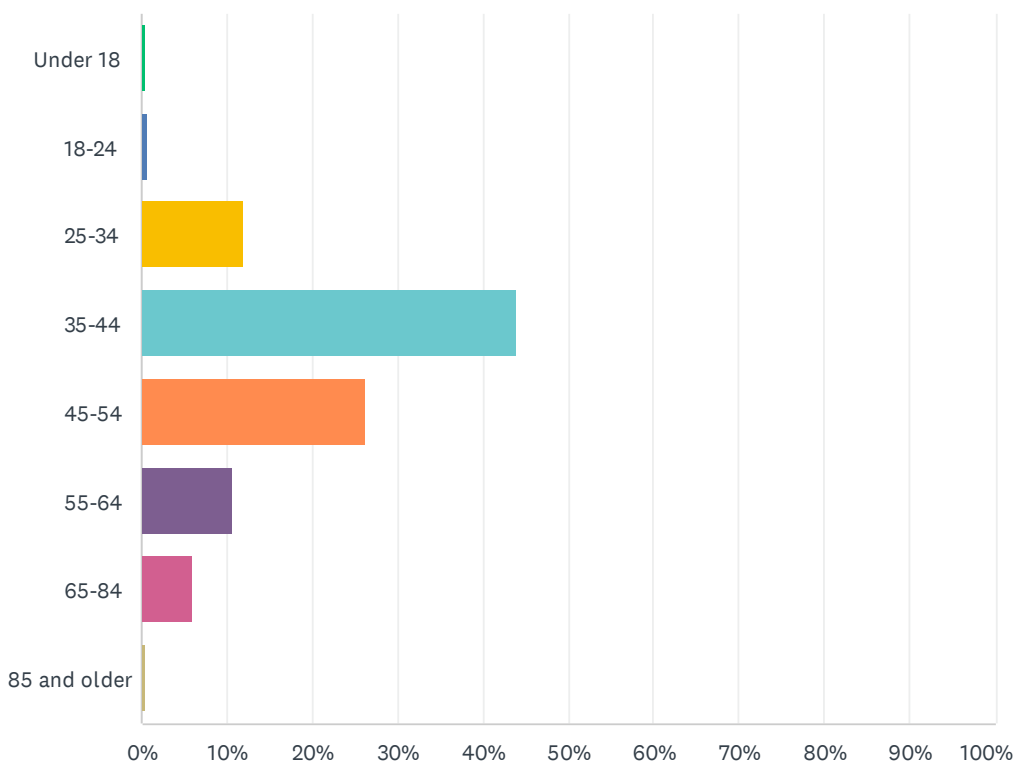
Major Employers

Major employers play an important role in the housing market in a community by bringing new people into the community or areas nearby. Employers have the best pulse on how many people they plan to hire, what their salaries (and budgets) will be, and what types of housing they may be looking for. The Village should convene major employers in the community at least annually to discuss housing issues and initiatives in the Village. The goal of the meeting should be a better understanding about changes in housing demand in the region. By discussing housing initiatives with employers, the Village could help gain private sector support for developments which might be more prone to "not in my back yard" (NIMBY) sentiments. Major employers could be a strong partner in advocating for new developments and for advocating for changes in policies and regulations that support the development of affordable housing.

APPENDIX A - COMMUNITY SURVEY

Q1 Please indicate your age:

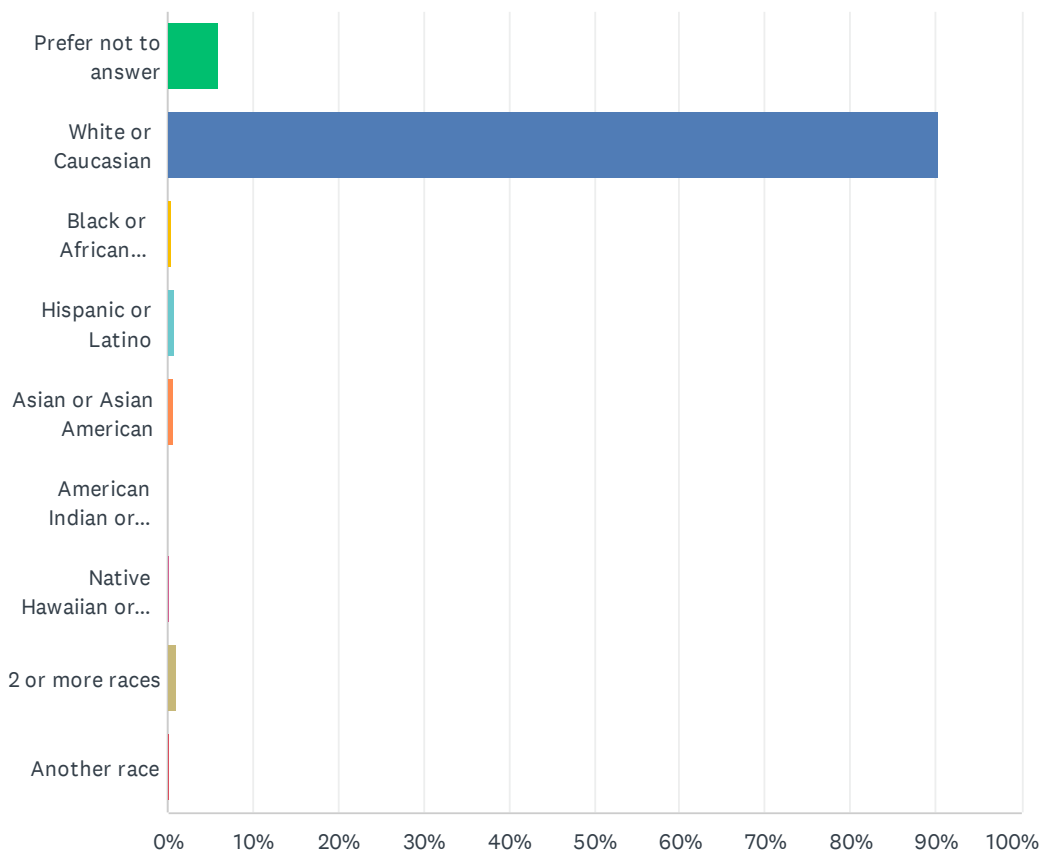
Answered: 777 Skipped: 10



ANSWER CHOICES	RESPONSES	
Under 18	0.51%	4
18-24	0.64%	5
25-34	11.84%	92
35-44	43.89%	341
45-54	26.13%	203
55-64	10.68%	83
65-84	5.92%	46
85 and older	0.39%	3
TOTAL		777

Q2 Please indicate your race or ethnicity:

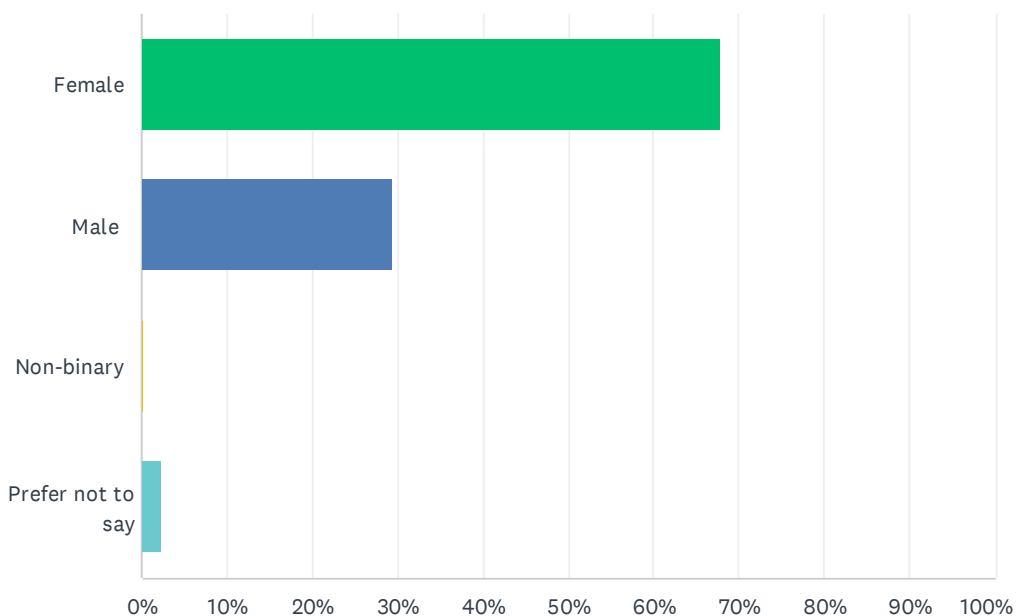
Answered: 778 Skipped: 9



ANSWER CHOICES	RESPONSES	
Prefer not to answer	6.04%	47
White or Caucasian	90.49%	704
Black or African American	0.51%	4
Hispanic or Latino	0.90%	7
Asian or Asian American	0.64%	5
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.13%	1
2 or more races	1.03%	8
Another race	0.26%	2
TOTAL		778

Q3 What is your gender?

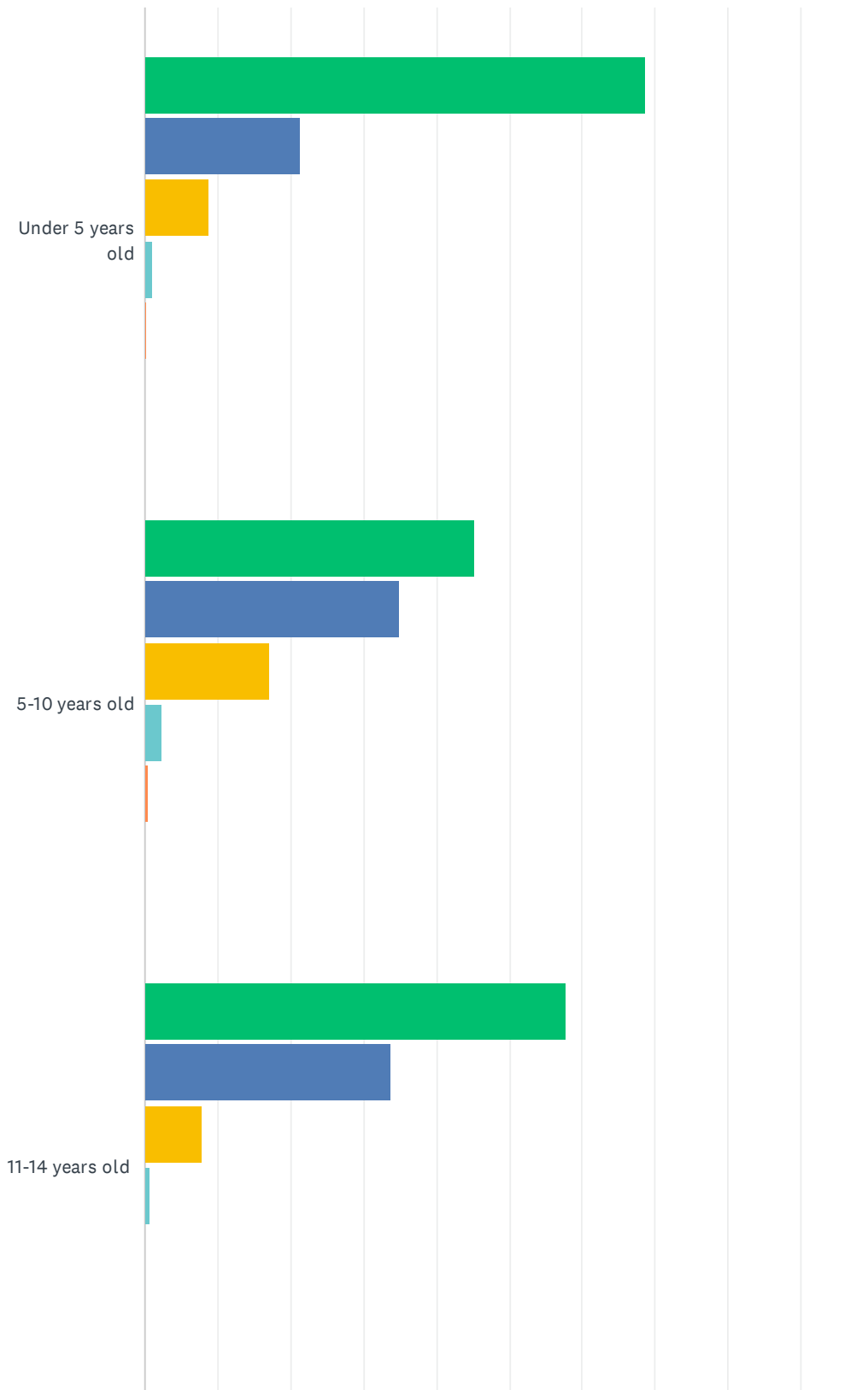
Answered: 779 Skipped: 8



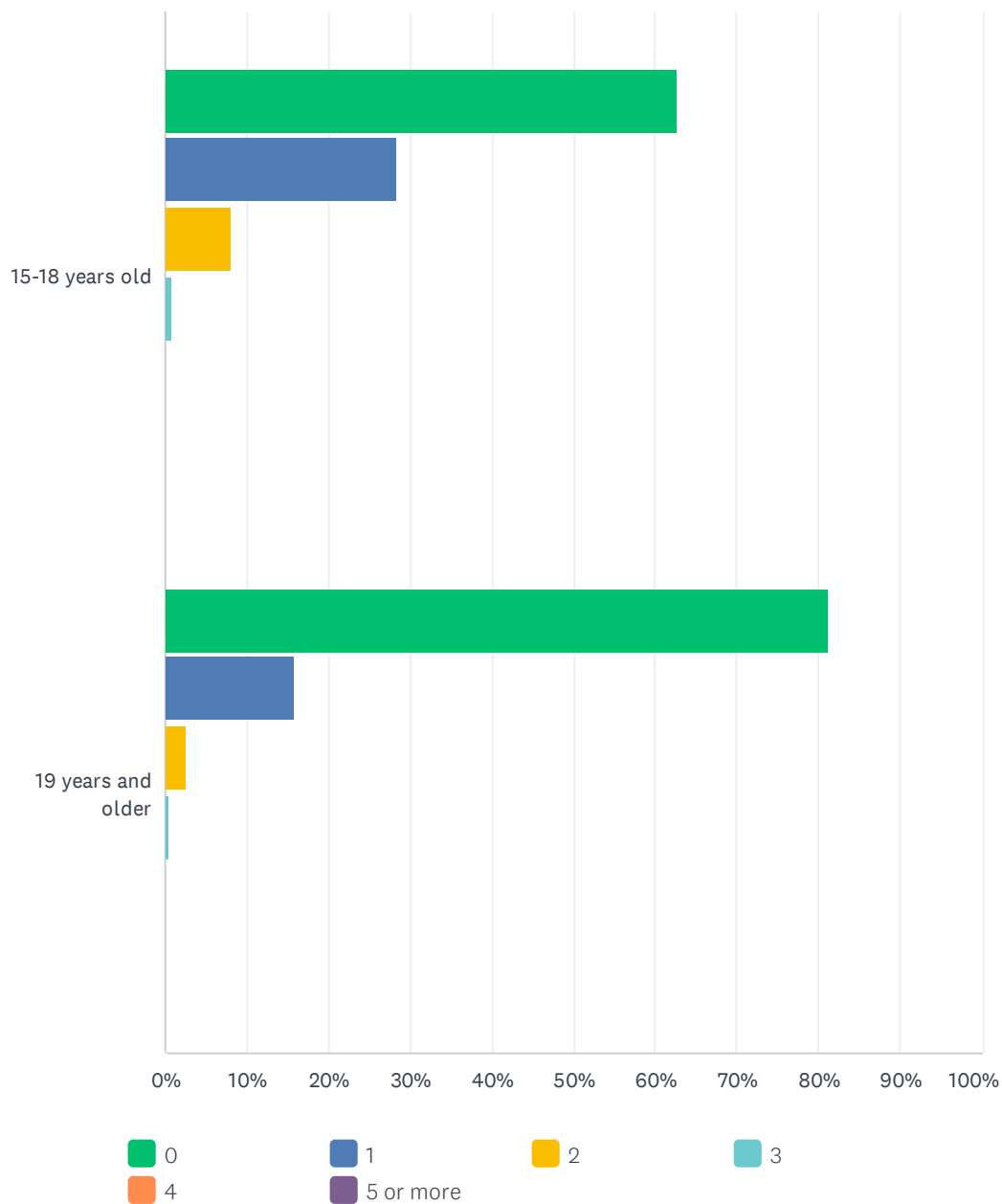
ANSWER CHOICES	RESPONSES	
Female	67.78%	528
Male	29.53%	230
Non-binary	0.26%	2
Prefer not to say	2.44%	19
TOTAL		779

Q4 How many children live in your home per the following age brackets at least part of the year?

Answered: 760 Skipped: 27



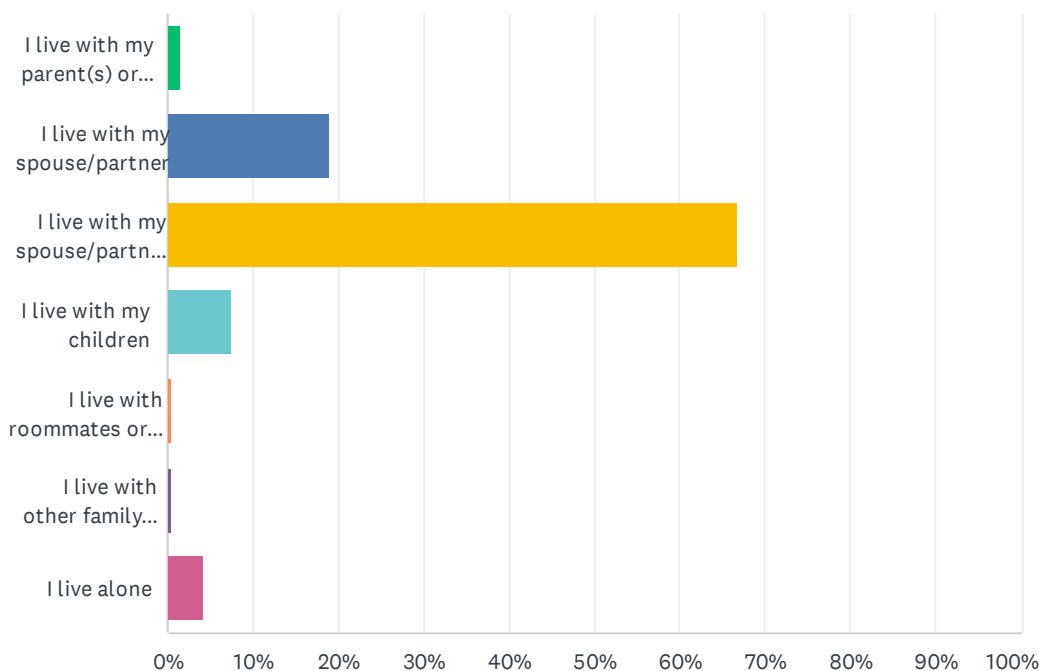
McFarland Community Survey



	0	1	2	3	4	5 OR MORE	TOTAL	WEIGHTED AVERAGE
Under 5 years old	68.68% 353	21.40% 110	8.75% 45	0.97% 5	0.19% 1	0.00% 0	514	1.43
5-10 years old	45.18% 258	35.03% 200	16.99% 97	2.45% 14	0.35% 2	0.00% 0	571	1.78
11-14 years old	57.81% 311	33.64% 181	7.81% 42	0.74% 4	0.00% 0	0.00% 0	538	1.51
15-18 years old	62.67% 324	28.43% 147	8.12% 42	0.77% 4	0.00% 0	0.00% 0	517	1.47
19 years and older	81.21% 350	15.78% 68	2.55% 11	0.46% 2	0.00% 0	0.00% 0	431	1.22

Q5 How would you describe your living situation?

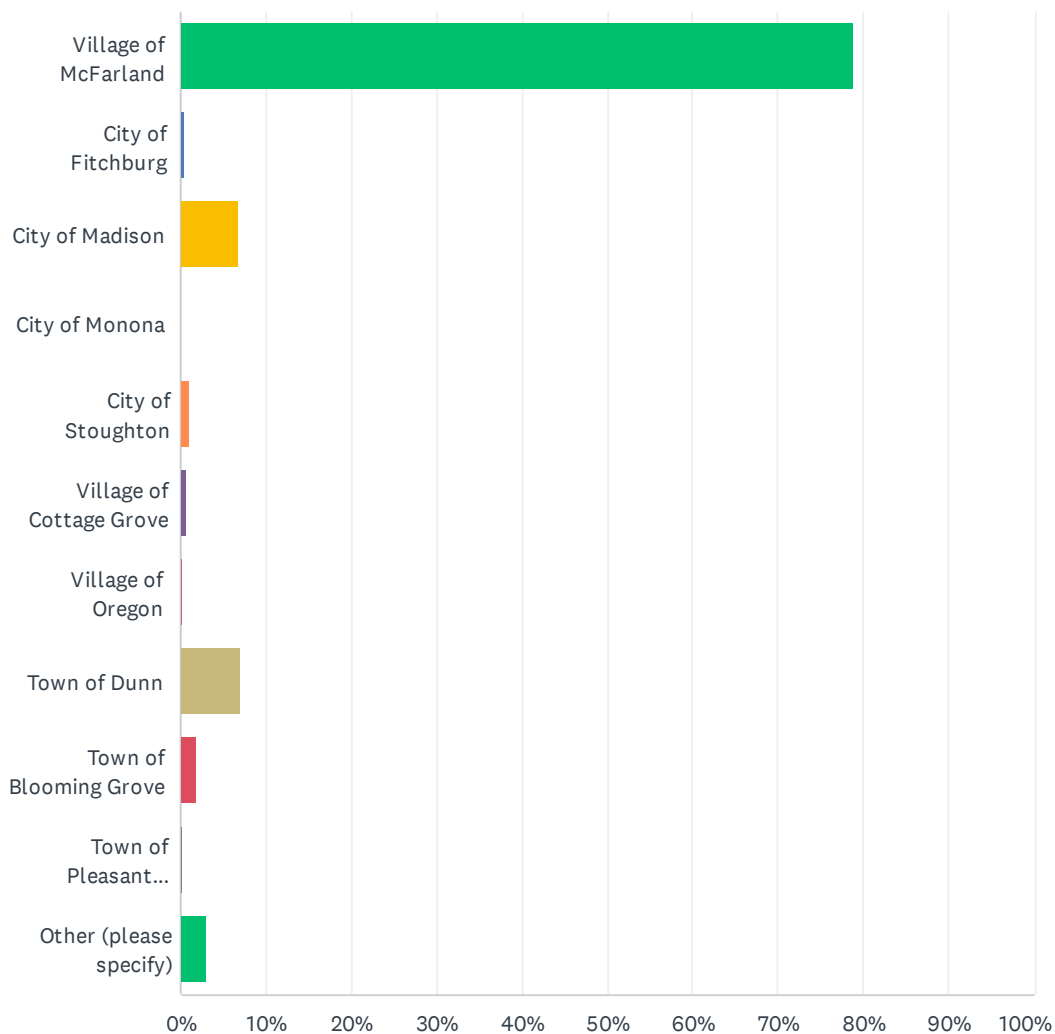
Answered: 778 Skipped: 9



ANSWER CHOICES	RESPONSES	
I live with my parent(s) or my parent(s) and sibling(s)	1.54%	12
I live with my spouse/partner	19.02%	148
I live with my spouse/partner and children	66.71%	519
I live with my children	7.46%	58
I live with roommates or friends	0.51%	4
I live with other family members	0.39%	3
I live alone	4.37%	34
TOTAL		778

Q6 In what community is your primary place of residence?

Answered: 760 Skipped: 27



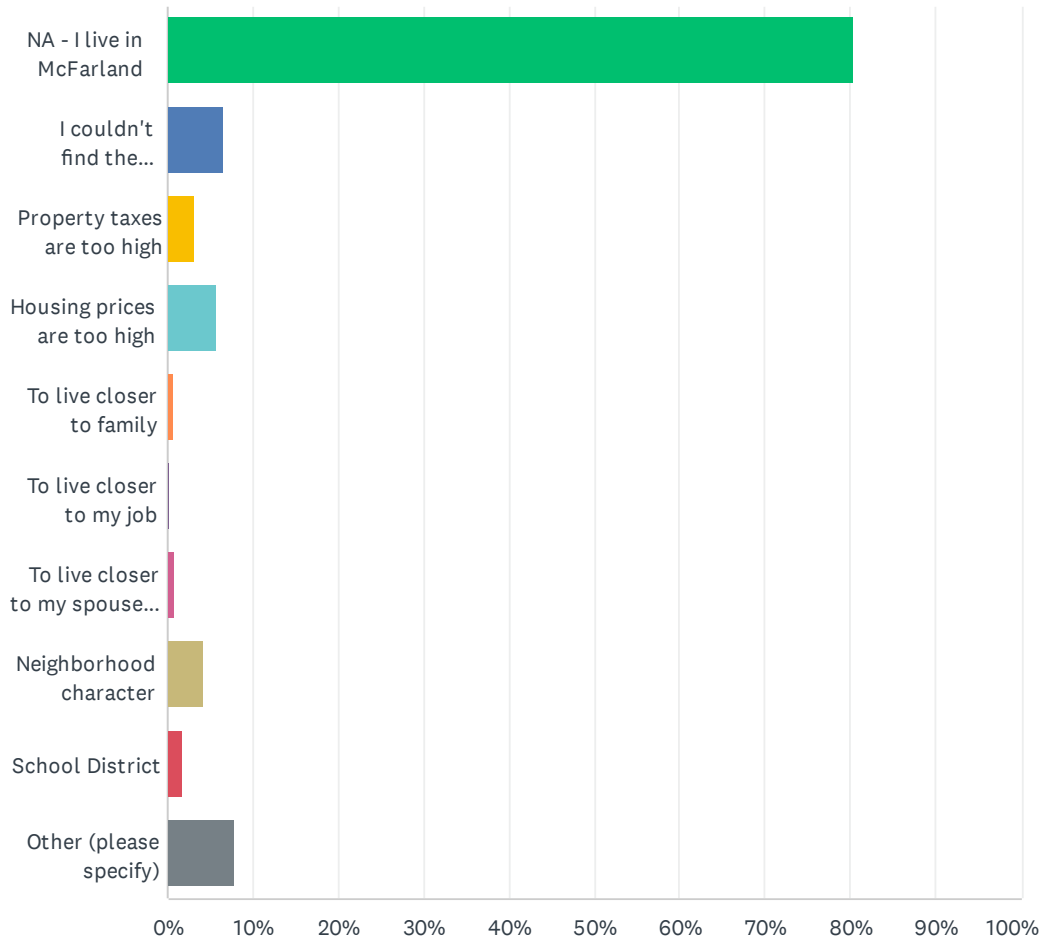
McFarland Community Survey

ANSWER CHOICES	RESPONSES	
Village of McFarland	78.82%	599
City of Fitchburg	0.39%	3
City of Madison	6.84%	52
City of Monona	0.00%	0
City of Stoughton	1.05%	8
Village of Cottage Grove	0.66%	5
Village of Oregon	0.13%	1
Town of Dunn	6.97%	53
Town of Blooming Grove	1.97%	15
Town of Pleasant Springs	0.26%	2
Other (please specify)	2.89%	22
TOTAL		760

#	OTHER (PLEASE SPECIFY)	DATE
1	Lodi	5/28/2022 6:56 AM
2	Sun Prairie	5/24/2022 9:05 PM
3	Outside Madison	5/18/2022 9:41 AM
4	Waunakee	5/14/2022 2:56 PM
5	Columbus	5/12/2022 11:53 AM
6	Secret Places	5/11/2022 8:18 AM
7	McFarland mailing address, city of Madison utilities/taxes	5/10/2022 9:01 PM
8	Middleton	5/10/2022 12:55 PM
9	City of Madison, McFarland Schools & Postal	5/10/2022 10:52 AM
10	Address is McFarland (Secret Places), City of Madison for garbage/recycling, snow removal, taxes, etc.	5/10/2022 8:30 AM
11	City of Middleton	5/10/2022 8:18 AM
12	Deerfield	5/10/2022 8:08 AM
13	Secret Places	5/9/2022 6:59 PM
14	Cross Plains	5/9/2022 6:09 PM
15	Sun Prairie	5/9/2022 4:48 PM
16	Sun Prairie	5/9/2022 3:39 PM
17	Lake Mills	5/9/2022 3:07 PM
18	Verona	5/9/2022 2:25 PM
19	Windsor	5/9/2022 2:16 PM
20	Brooklyn	5/9/2022 1:46 PM
21	Watertown	5/9/2022 1:28 PM

Q7 If you don't live in McFarland, indicate what factored into that decision (select all that apply).

Answered: 670 Skipped: 117



McFarland Community Survey

ANSWER CHOICES	RESPONSES	
NA - I live in McFarland	80.30%	538
I couldn't find the housing I wanted in McFarland	6.72%	45
Property taxes are too high	3.28%	22
Housing prices are too high	5.67%	38
To live closer to family	0.60%	4
To live closer to my job	0.15%	1
To live closer to my spouse's job	0.90%	6
Neighborhood character	4.18%	28
School District	1.79%	12
Other (please specify)	7.91%	53
Total Respondents: 670		

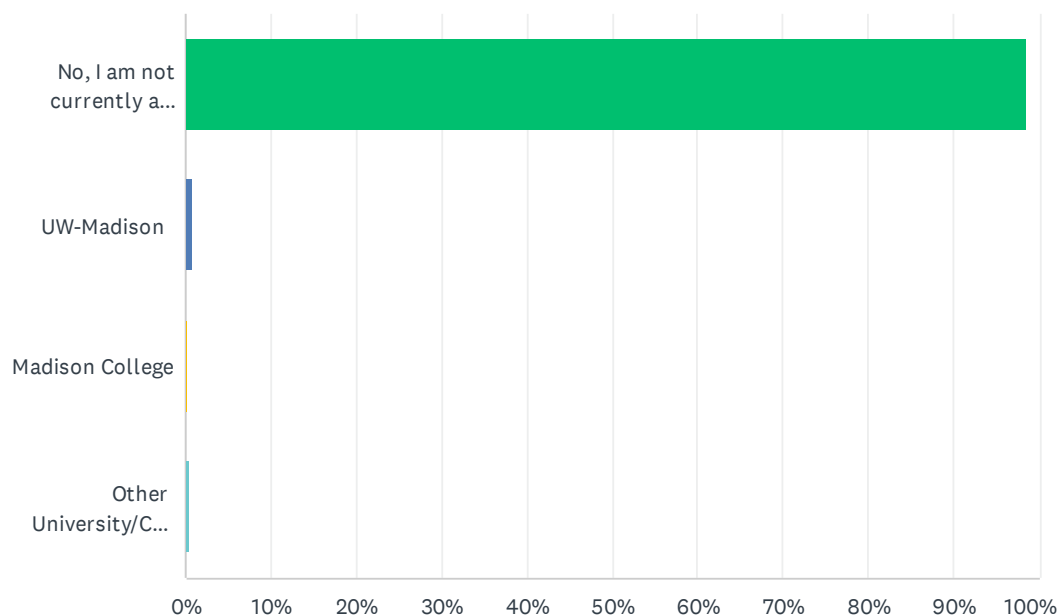
#	OTHER (PLEASE SPECIFY)	DATE
1	Fff	5/26/2022 9:15 PM
2	We live just outside McFarland in the country- wanted more rural setting	5/25/2022 12:19 PM
3	To live in the country.	5/24/2022 7:54 PM
4	The house we live in was the best one out of several that we could afford. This was in 2005	5/24/2022 7:48 PM
5	Apartment prices too high and little diversity	5/23/2022 10:49 AM
6	have lived there a long time	5/19/2022 11:46 AM
7	Too White	5/18/2022 9:41 AM
8	Lived in stoughton before starting a new business in McFarland	5/18/2022 9:20 AM
9	Near Madison	5/16/2022 5:31 PM
10	We still are struggling because housing outside of apartment living isnt very affordable especially with priperty taxes. We definitely couldnt afford to own a home with property tax prices.	5/16/2022 11:25 AM
11	Separation from job and life outside of job.	5/14/2022 11:36 AM
12	We wanted to have more space in our yard and neighborhood.	5/12/2022 9:50 AM
13	Prefer to live in the country.	5/11/2022 10:54 AM
14	Found a house we liked in Town of Dunn	5/11/2022 9:22 AM
15	Built on a lot that happened to be in the Town of Dunn	5/10/2022 8:02 PM
16	Live on the lake	5/10/2022 5:15 PM
17	My house had most of the characteristics we were looking for when we bought.	5/10/2022 4:06 PM
18	i live in secret places younger families my kids age on bus route	5/10/2022 1:42 PM
19	Didn't want to live in the community where I work	5/10/2022 12:55 PM
20	Secret Places Neighborhood. McFarland Schools	5/10/2022 11:03 AM
21	City of Madison, McFarland Schools & Postal	5/10/2022 10:52 AM

McFarland Community Survey

22	Rural environment	5/10/2022 8:46 AM
23	Secret Places	5/9/2022 8:05 PM
24	Wife had a house in Madison.	5/9/2022 8:03 PM
25	Neighborhood had arrangement to send kids to McFarland Schools	5/9/2022 6:12 PM
26	Wanted more rural landscape	5/9/2022 5:32 PM
27	Proximity to lake	5/9/2022 5:10 PM
28	We live in Liberty Place. Might as well be part of McFarland. It's laughable that it isn't. Our children go to McFarland Schools.	5/9/2022 4:48 PM
29	Limited choices for housing due to proximity to odors, marshes, and railroad tracks	5/9/2022 4:23 PM
30	My address is McFarland, but Siggleskow is the dividing line between the Village of McFarland and the City of Madison, which I did not know at the time.	5/9/2022 3:36 PM
31	We wanted more than 1/2 acre lot with a house.	5/9/2022 3:04 PM
32	Larger lots, lower property taxes, still mcf schools	5/9/2022 2:59 PM
33	I live in Secret Places, technically this is part of Madison.	5/9/2022 2:58 PM
34	I live in Secret Places subdivision with McFarland address city of Madison taxes	5/9/2022 2:46 PM
35	When we moved here, our neighborhood was listed as McFarland in MLS listings, but when offers were made, it was determined it was Madison. With our move from another city, we did not have time to start a new search.	5/9/2022 2:40 PM
36	I live in Secret Places; so both McFarland and Madison.	5/9/2022 2:34 PM
37	We live in Madison, but have a McFarland address and attend McFarland schools.	5/9/2022 2:31 PM
38	I wanted to be in the country	5/9/2022 2:28 PM
39	We live in Secret Places Neighborhood	5/9/2022 2:07 PM
40	Technically, being in Secret Places I live in McFarland AND Madison. It depends on how you care to delineate that.	5/9/2022 1:56 PM
41	Commute	5/9/2022 1:55 PM
42	McFarland school district with Madison utilities	5/9/2022 1:55 PM
43	Lakefront preference	5/9/2022 1:55 PM
44	I have McFarland address and moved here specifically for school dist	5/9/2022 1:48 PM
45	Open enrolled kids to McF schools	5/9/2022 1:46 PM
46	got a decent deal on a condo I liked	5/9/2022 1:46 PM
47	Working within MSD, did not want to live within the school district. Needed some distance between my job and my home life.	5/9/2022 1:36 PM
48	Diversity. There is nothing to do in McFarland.	5/9/2022 1:36 PM
49	Wanted to be outside of town by the lake	5/5/2022 9:57 PM
50	We rented a way too small house for us while out house was built a couple years ago	5/5/2022 8:44 PM
51	NO REASON	5/5/2022 10:27 AM
52	Chose to live in Township for school District. Want lower tax rate with controlled housing and development.	5/4/2022 2:05 PM
53	To live in the country	5/4/2022 12:37 PM

Q8 Are you currently a full-time student at any of the following?

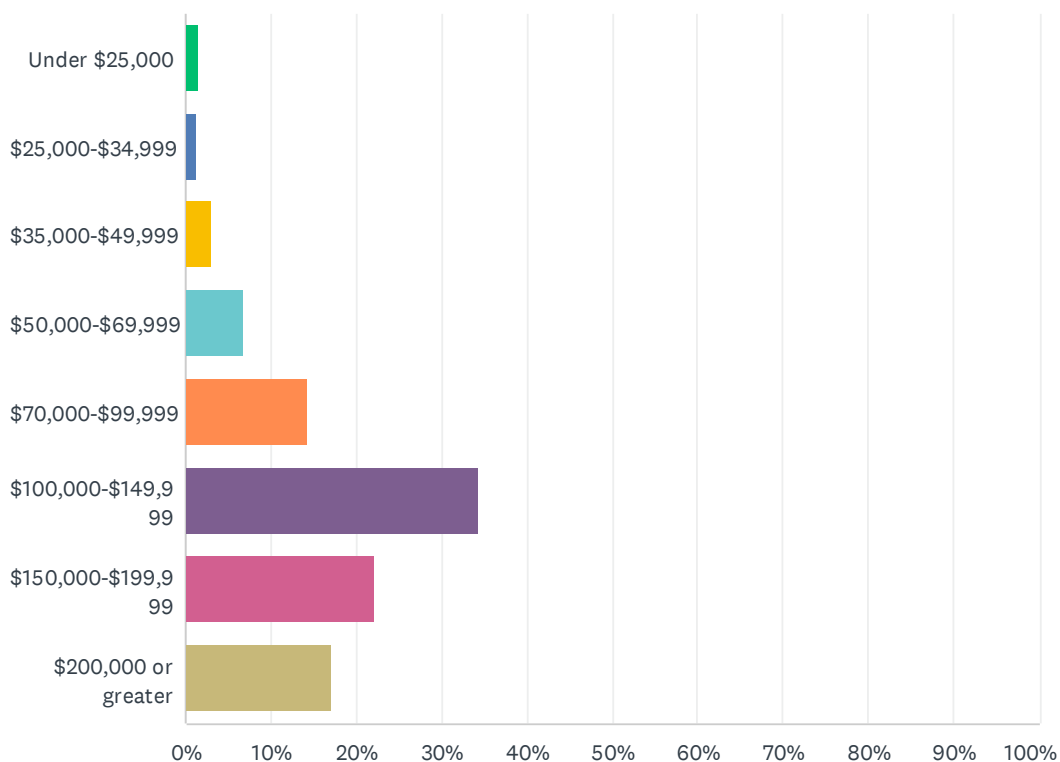
Answered: 758 Skipped: 29



ANSWER CHOICES	RESPONSES	
No, I am not currently a full-time student	98.42%	746
UW-Madison	0.92%	7
Madison College	0.13%	1
Other University/College/Technical College	0.53%	4
TOTAL		758

Q9 What is your total household income before taxes?

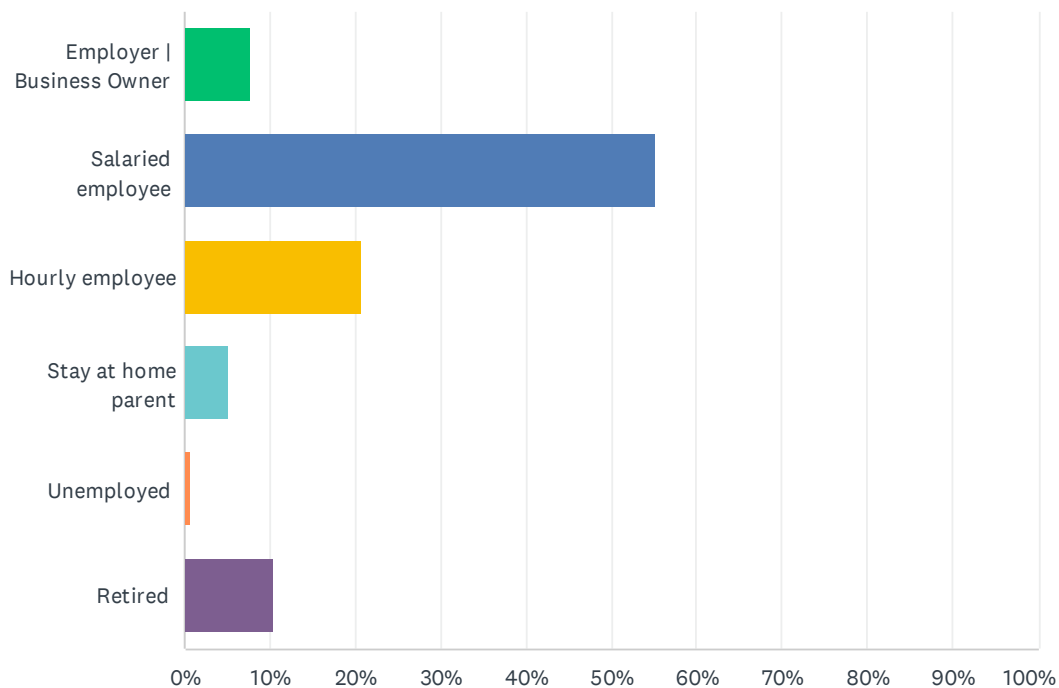
Answered: 725 Skipped: 62



ANSWER CHOICES	RESPONSES	
Under \$25,000	1.52%	11
\$25,000-\$34,999	1.24%	9
\$35,000-\$49,999	2.90%	21
\$50,000-\$69,999	6.76%	49
\$70,000-\$99,999	14.21%	103
\$100,000-\$149,999	34.34%	249
\$150,000-\$199,999	22.07%	160
\$200,000 or greater	16.97%	123
TOTAL		725

Q10 Please indicate your employment status.

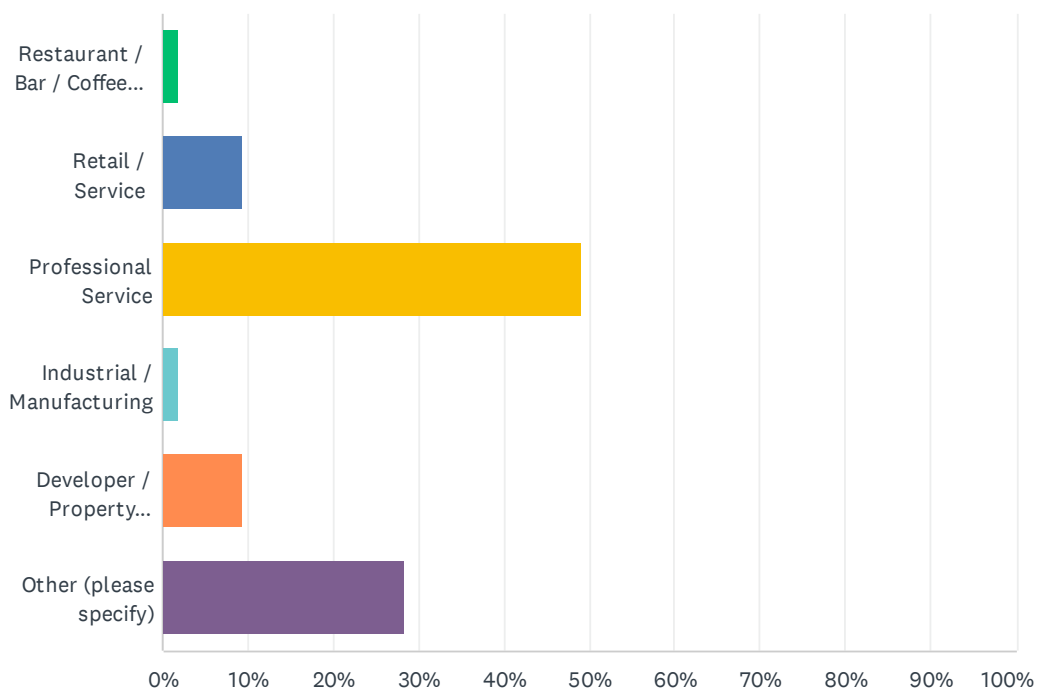
Answered: 771 Skipped: 16



ANSWER CHOICES	RESPONSES	
Employer Business Owner	7.65%	59
Salaried employee	55.25%	426
Hourly employee	20.75%	160
Stay at home parent	5.19%	40
Unemployed	0.65%	5
Retired	10.51%	81
TOTAL		771

Q11 What is the nature of your business?

Answered: 53 Skipped: 734



ANSWER CHOICES	RESPONSES	
Restaurant / Bar / Coffee Shop	1.89%	1
Retail / Service	9.43%	5
Professional Service	49.06%	26
Industrial / Manufacturing	1.89%	1
Developer / Property Management / Realtor	9.43%	5
Other (please specify)	28.30%	15
TOTAL		53

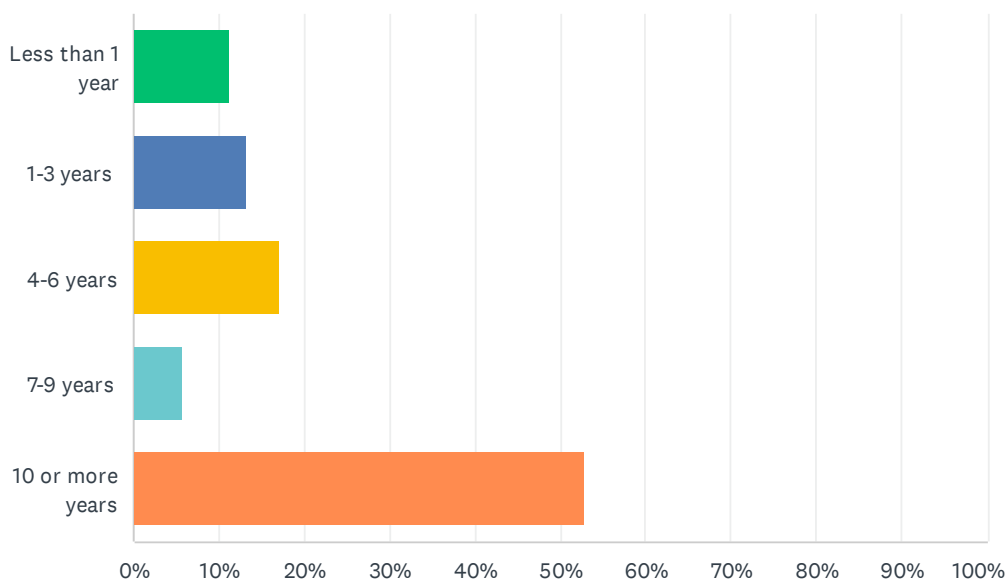
#	OTHER (PLEASE SPECIFY)	DATE
1	Music	5/24/2022 7:06 PM
2	Psychotherapist	5/21/2022 11:01 AM
3	Delivery	5/17/2022 2:07 AM
4	Fhh	5/9/2022 10:36 PM
5	Marketing	5/9/2022 7:57 PM
6	Dance Instruction	5/9/2022 3:26 PM
7	wellness provider	5/9/2022 3:19 PM
8	Transit rentals	5/9/2022 2:28 PM

McFarland Community Survey

9	Reseller of HP laserjet printers	5/9/2022 2:07 PM
10	Never mind none of your business. Very intrusive.	5/9/2022 2:00 PM
11	Wholesale & Real Estate	5/9/2022 1:54 PM
12	Appraiser, Realtor, Contractor	5/9/2022 1:46 PM
13	Painter	5/5/2022 9:27 PM
14	Medical	5/4/2022 10:32 PM
15	Agriculture	5/4/2022 12:46 PM

Q12 How long have you been operating this business?

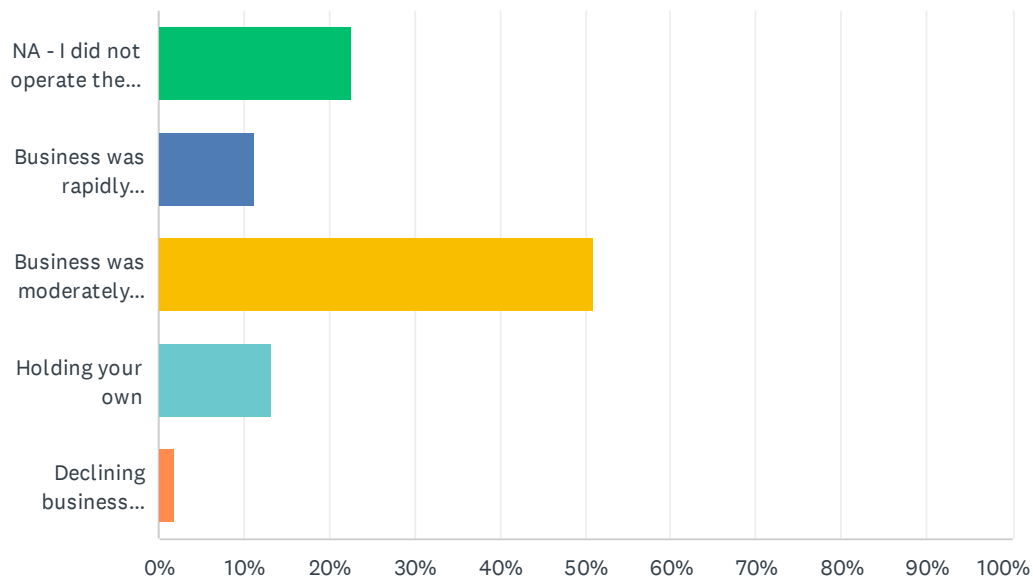
Answered: 53 Skipped: 734



ANSWER CHOICES	RESPONSES	
Less than 1 year	11.32%	6
1-3 years	13.21%	7
4-6 years	16.98%	9
7-9 years	5.66%	3
10 or more years	52.83%	28
TOTAL		53

Q13 Before the pandemic, how would you characterize your business activity level?

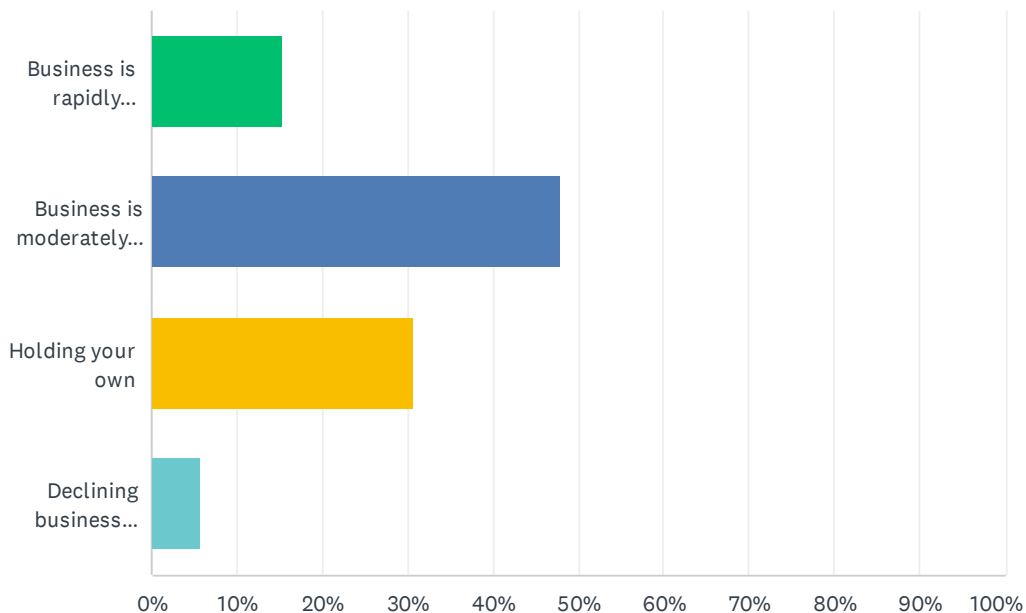
Answered: 53 Skipped: 734



ANSWER CHOICES	RESPONSES	
NA - I did not operate the business prior to 2020	22.64%	12
Business was rapidly expanding	11.32%	6
Business was moderately growing/increasing	50.94%	27
Holding your own	13.21%	7
Declining business activity	1.89%	1
TOTAL		53

Q14 How would you characterize your business activity level in the last 6 months?

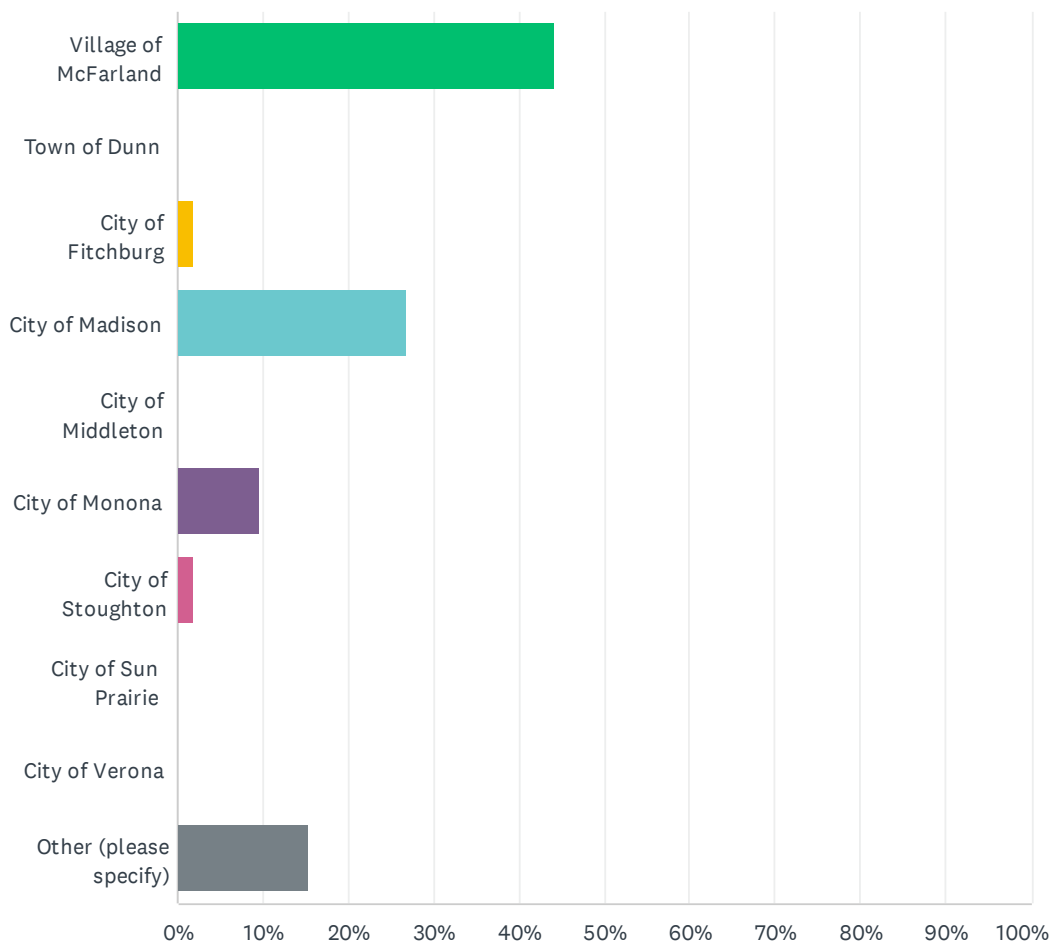
Answered: 52 Skipped: 735



ANSWER CHOICES	RESPONSES	
Business is rapidly expanding	15.38%	8
Business is moderately growing/increasing	48.08%	25
Holding your own	30.77%	16
Declining business activity	5.77%	3
TOTAL		52

Q15 Which community is your business based out of?

Answered: 52 Skipped: 735



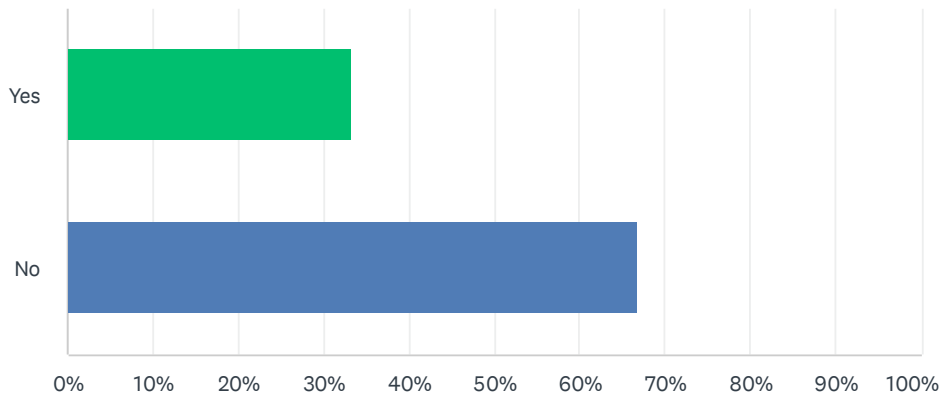
McFarland Community Survey

ANSWER CHOICES	RESPONSES	
Village of McFarland	44.23%	23
Town of Dunn	0.00%	0
City of Fitchburg	1.92%	1
City of Madison	26.92%	14
City of Middleton	0.00%	0
City of Monona	9.62%	5
City of Stoughton	1.92%	1
City of Sun Prairie	0.00%	0
City of Verona	0.00%	0
Other (please specify)	15.38%	8
TOTAL		52

#	OTHER (PLEASE SPECIFY)	DATE
1	Clients from various cities in US	5/11/2022 9:33 AM
2	Surrounding Madison areas	5/10/2022 5:16 PM
3	Waunakee	5/9/2022 9:02 PM
4	Cottage Grove	5/9/2022 5:12 PM
5	Wisconsin	5/9/2022 2:55 PM
6	USA	5/9/2022 2:28 PM
7	Jefferson	5/5/2022 9:58 PM
8	Blooming Grove (April Hills)	5/4/2022 12:46 PM

Q16 Does your business have a physical location (e.g., store, office, storage, etc.) in McFarland?

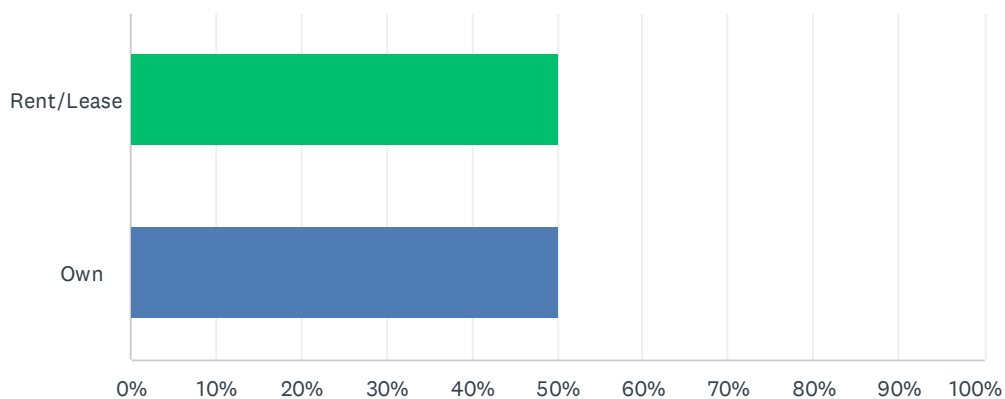
Answered: 54 Skipped: 733



ANSWER CHOICES	RESPONSES	
Yes	33.33%	18
No	66.67%	36
TOTAL		54

Q17 Do you rent or own your space?

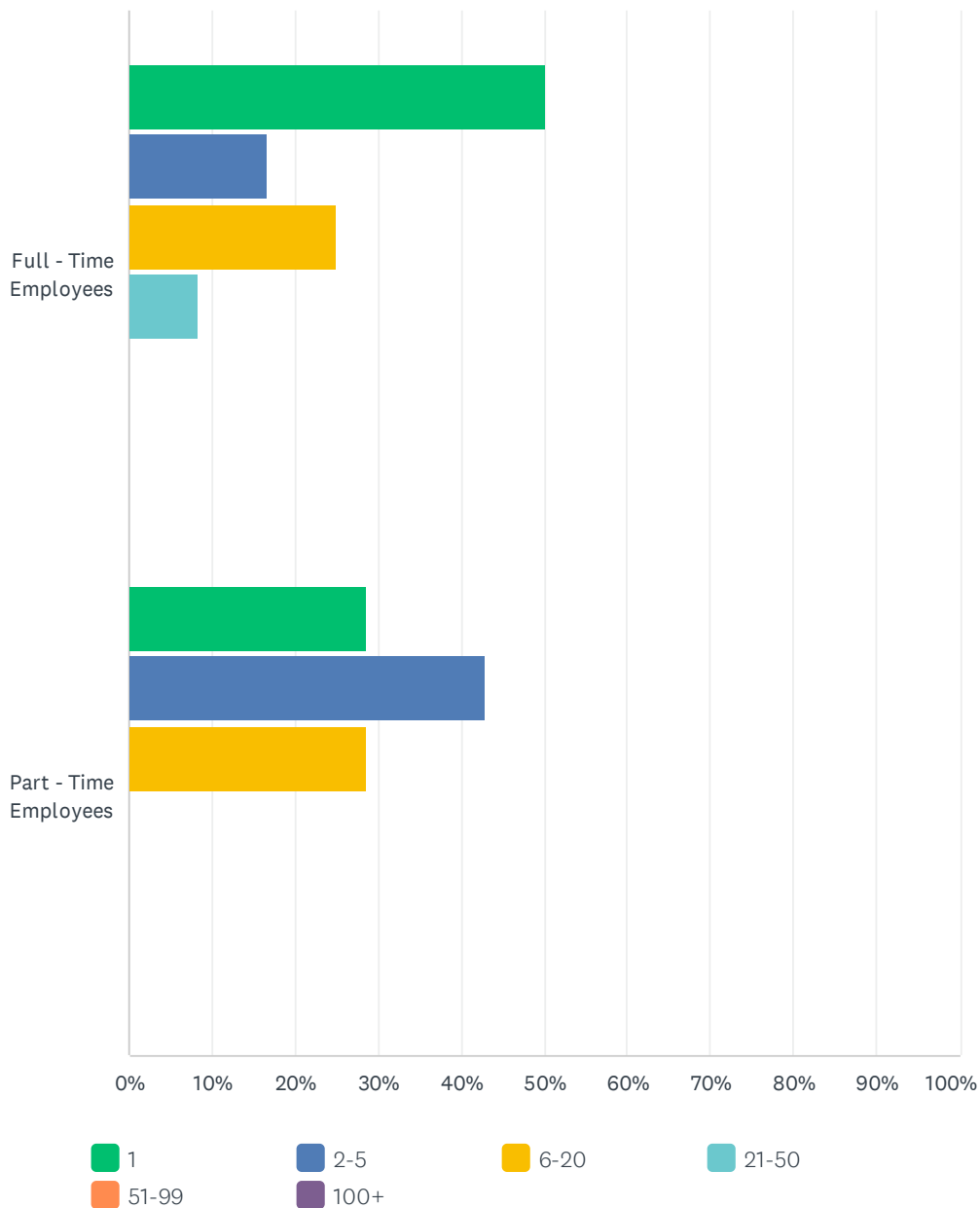
Answered: 12 Skipped: 775



ANSWER CHOICES	RESPONSES	
Rent/Lease	50.00%	6
Own	50.00%	6
TOTAL		12

Q18 How many people do you employ, including yourself, both part-time and full-time?

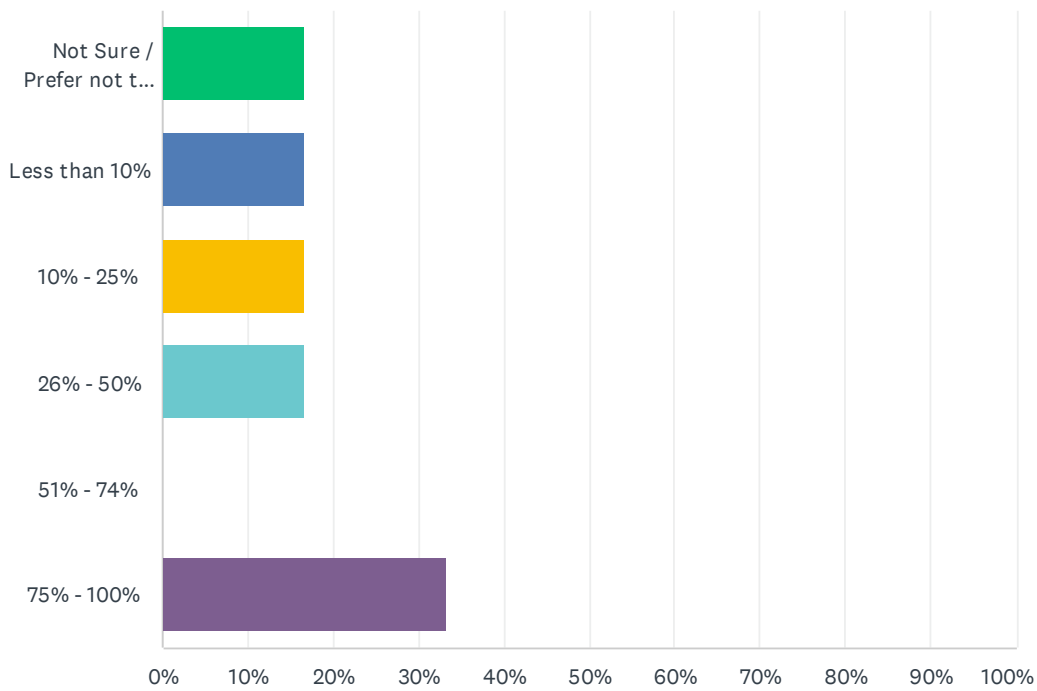
Answered: 13 Skipped: 774



	1	2-5	6-20	21-50	51-99	100+	TOTAL	WEIGHTED AVERAGE
Full - Time Employees	50.00% 6	16.67% 2	25.00% 3	8.33% 1	0.00% 0	0.00% 0	12	1.92
Part - Time Employees	28.57% 2	42.86% 3	28.57% 2	0.00% 0	0.00% 0	0.00% 0	7	2.00

Q19 What percent of your employees live in McFarland (combined part-time and full-time)?

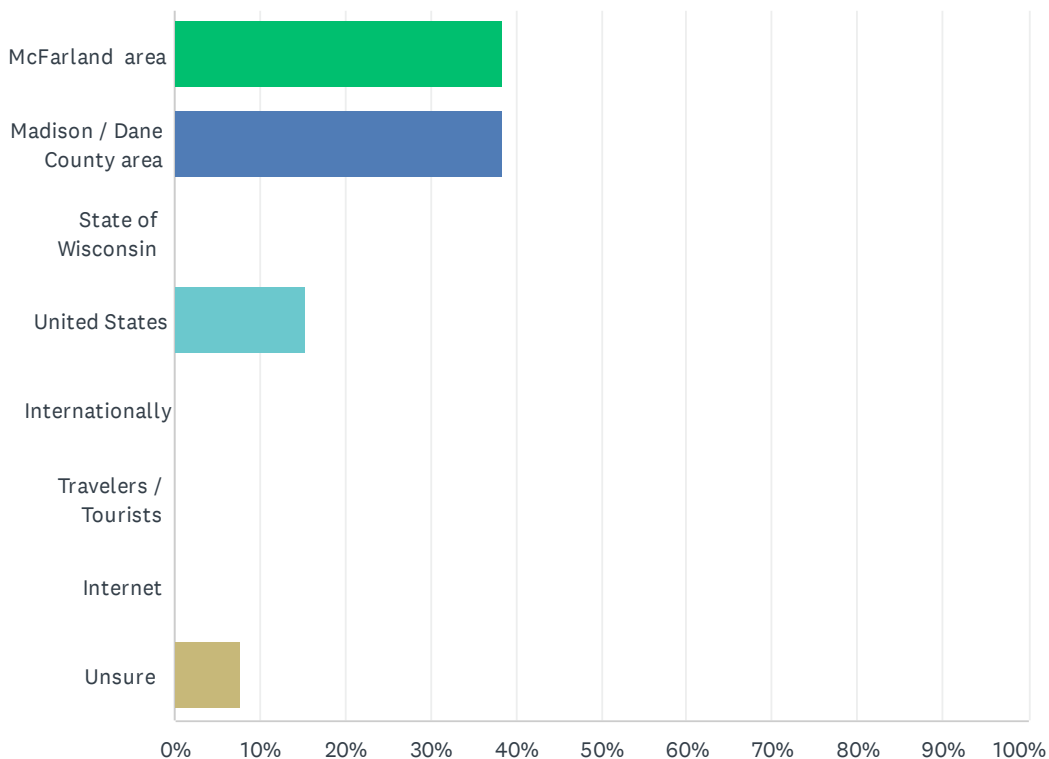
Answered: 12 Skipped: 775



ANSWER CHOICES	RESPONSES	
Not Sure / Prefer not to answer	16.67%	2
Less than 10%	16.67%	2
10% - 25%	16.67%	2
26% - 50%	16.67%	2
51% - 74%	0.00%	0
75% - 100%	33.33%	4
TOTAL		12

Q20 What is your primary market area from which the MAJORITY of your sales are derived?

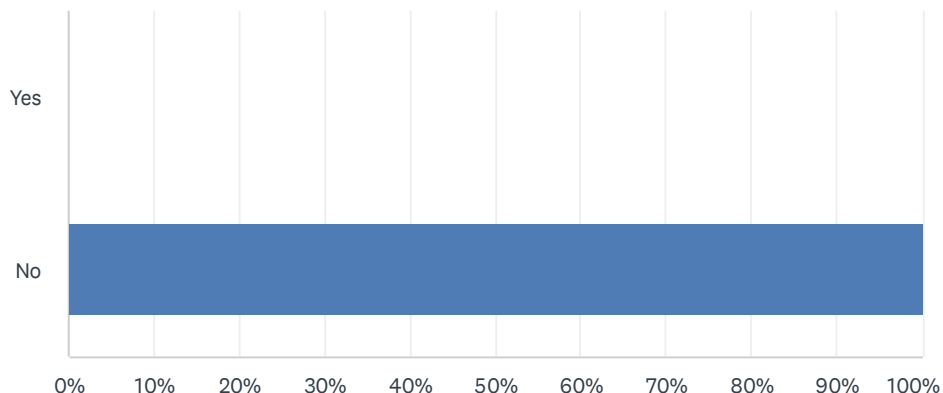
Answered: 13 Skipped: 774



ANSWER CHOICES	RESPONSES	
McFarland area	38.46%	5
Madison / Dane County area	38.46%	5
State of Wisconsin	0.00%	0
United States	15.38%	2
Internationally	0.00%	0
Travelers / Tourists	0.00%	0
Internet	0.00%	0
Unsure	7.69%	1
TOTAL		13

Q21 In the past 5 years, have housing-related issues impacted your ability to attract quality employees?

Answered: 13 Skipped: 774

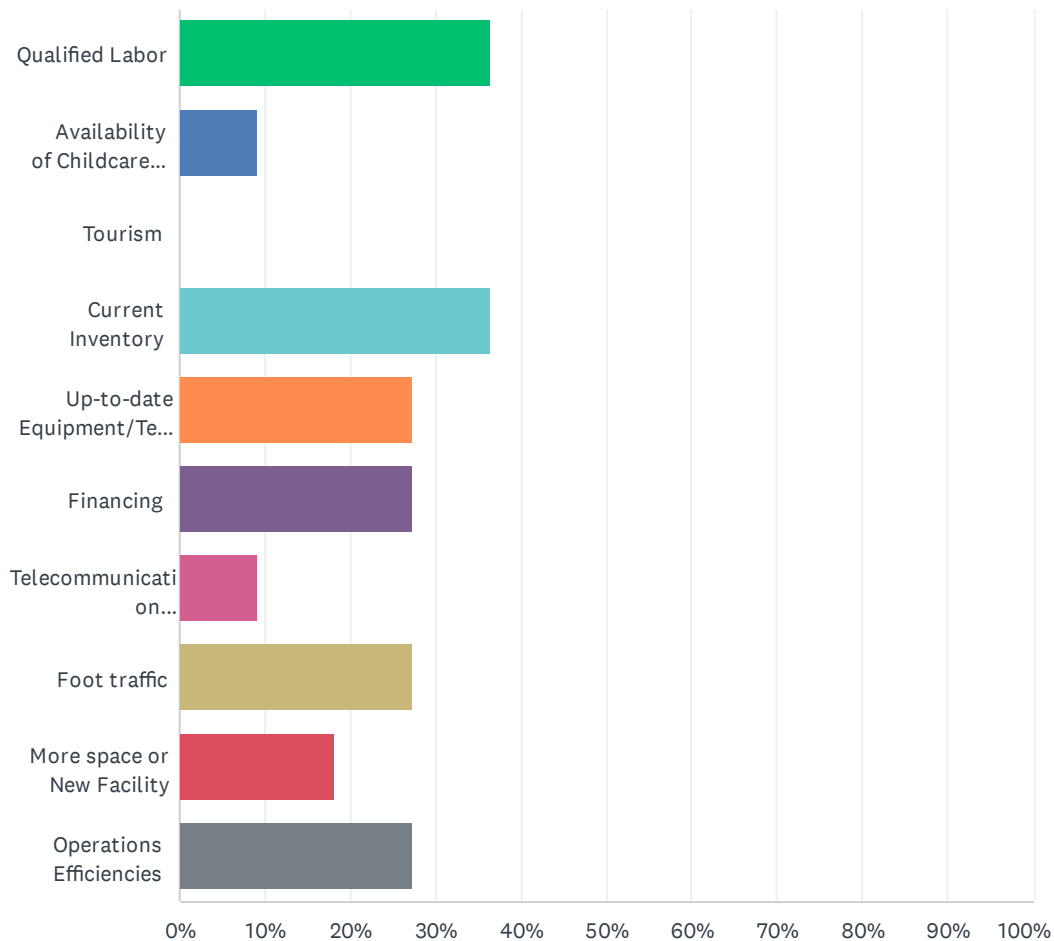


ANSWER CHOICES	RESPONSES	
Yes	0.00%	0
No	100.00%	13
TOTAL		13

#	IF YES, PLEASE DESCRIBE THE ISSUE(S) YOU'VE SEEN	DATE
1	This is so intrusive. I thought this survey would ask our opinions about how McFarland planning is going (terrible by the way this town is in complete disarray with the terrible village planning) and OH what year is it???? This village still restricts outdoor seating on businesses!!! WHAT A JOKE MCFARLAND! You wonder why this is a suitcase town with nothing to do in it. Its called NOT BEING BUSINESS or RESIDENT friendly. Oh but I see the village board has a PRIVATE DOCK ON PUBLIC LAND. Rule for me but not for thee. Ill be making a call to see on the legality of a locked gated dock on public land.	5/9/2022 2:05 PM

**Q22 In addition to a strong/recovering economy, what are the critical private sector factors for the success and expansion of your business?
(check all that apply)**

Answered: 11 Skipped: 776

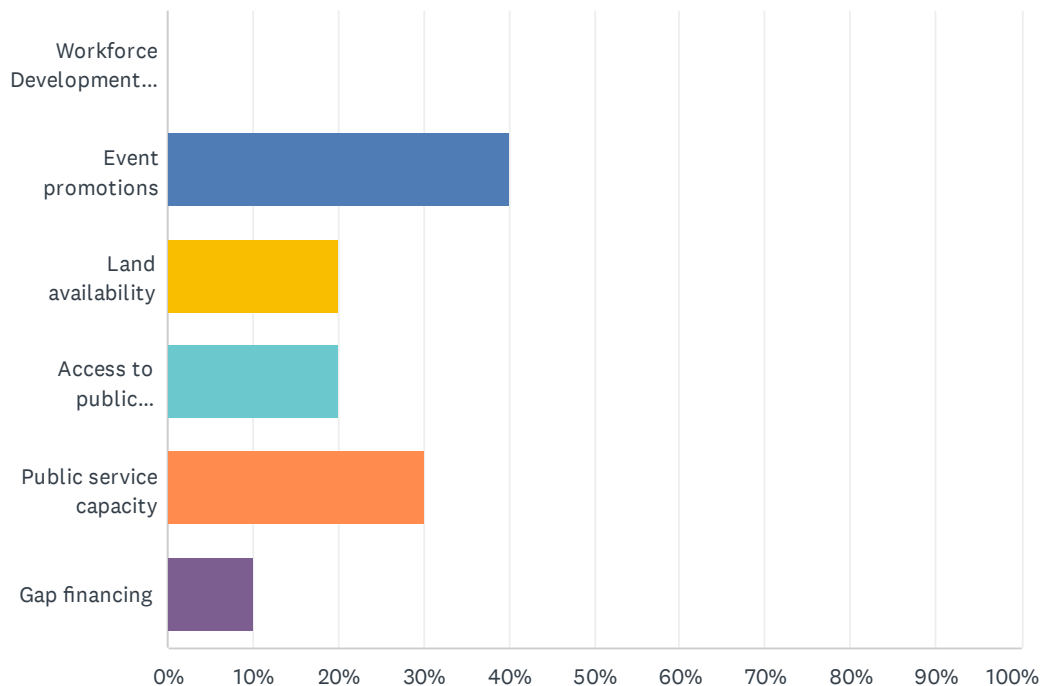


McFarland Community Survey

ANSWER CHOICES	RESPONSES	
Qualified Labor	36.36%	4
Availability of Childcare for Employees	9.09%	1
Tourism	0.00%	0
Current Inventory	36.36%	4
Up-to-date Equipment/Technology	27.27%	3
Financing	27.27%	3
Telecommunication Infrastructure	9.09%	1
Foot traffic	27.27%	3
More space or New Facility	18.18%	2
Operations Efficiencies	27.27%	3
Total Respondents: 11		

Q23 What are the public sector factors for the success and expansion of your business? (check all that apply)

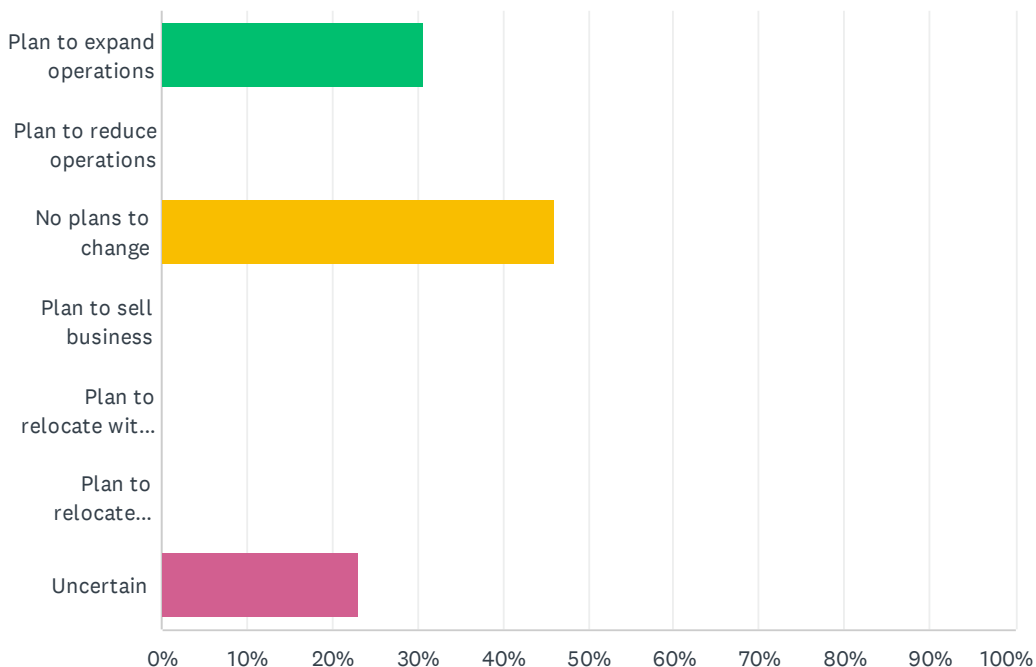
Answered: 10 Skipped: 777



ANSWER CHOICES	RESPONSES	
Workforce Development programming	0.00%	0
Event promotions	40.00%	4
Land availability	20.00%	2
Access to public transportation for employees	20.00%	2
Public service capacity	30.00%	3
Gap financing	10.00%	1
Total Respondents: 10		

Q24 Which description below BEST characterizes your operation plans in the next 18 months?

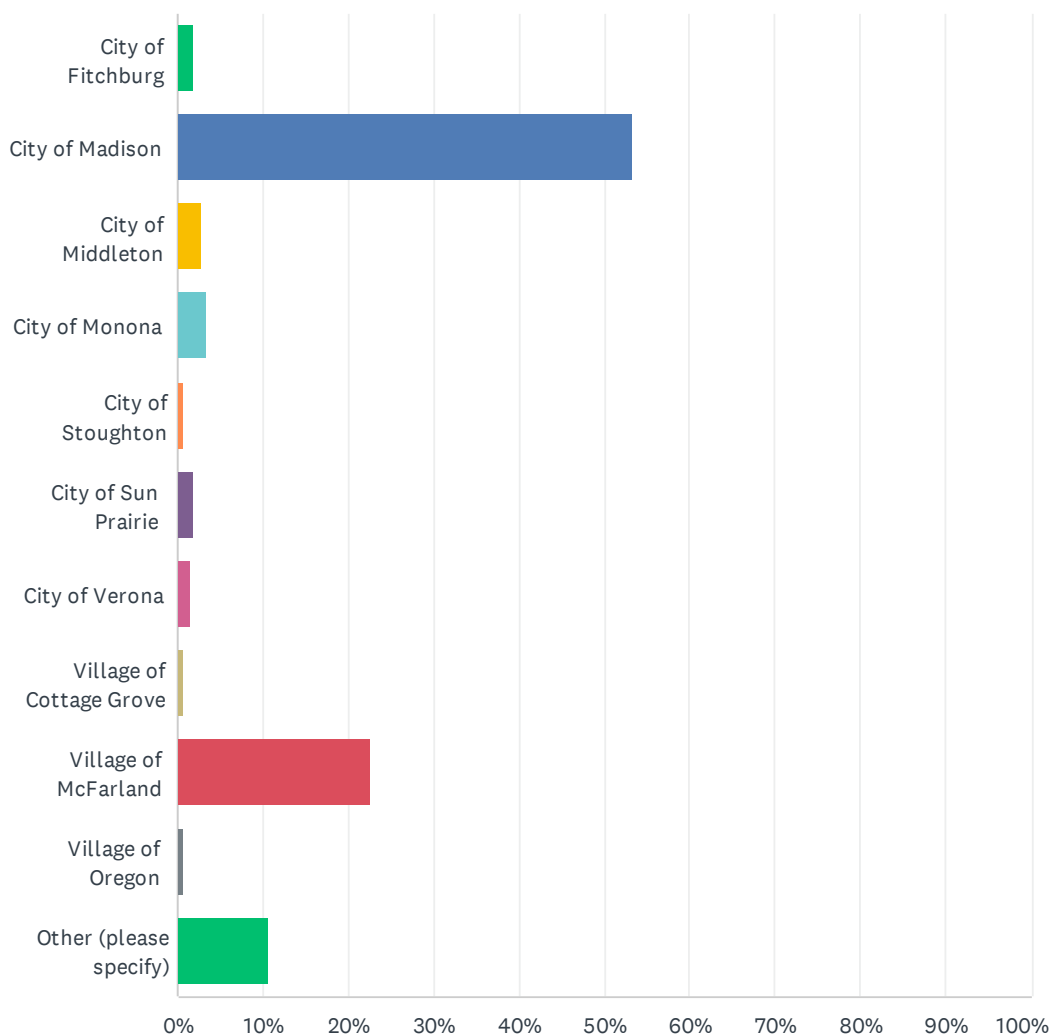
Answered: 13 Skipped: 774



ANSWER CHOICES	RESPONSES	
Plan to expand operations	30.77%	4
Plan to reduce operations	0.00%	0
No plans to change	46.15%	6
Plan to sell business	0.00%	0
Plan to relocate within McFarland	0.00%	0
Plan to relocate outside of McFarland	0.00%	0
Uncertain	23.08%	3
TOTAL		13

Q25 In what community is your primary place of work?

Answered: 577 Skipped: 210



McFarland Community Survey

ANSWER CHOICES	RESPONSES
City of Fitchburg	1.91% 11
City of Madison	53.38% 308
City of Middleton	2.77% 16
City of Monona	3.47% 20
City of Stoughton	0.69% 4
City of Sun Prairie	1.91% 11
City of Verona	1.39% 8
Village of Cottage Grove	0.69% 4
Village of McFarland	22.53% 130
Village of Oregon	0.69% 4
Other (please specify)	10.57% 61
TOTAL	577

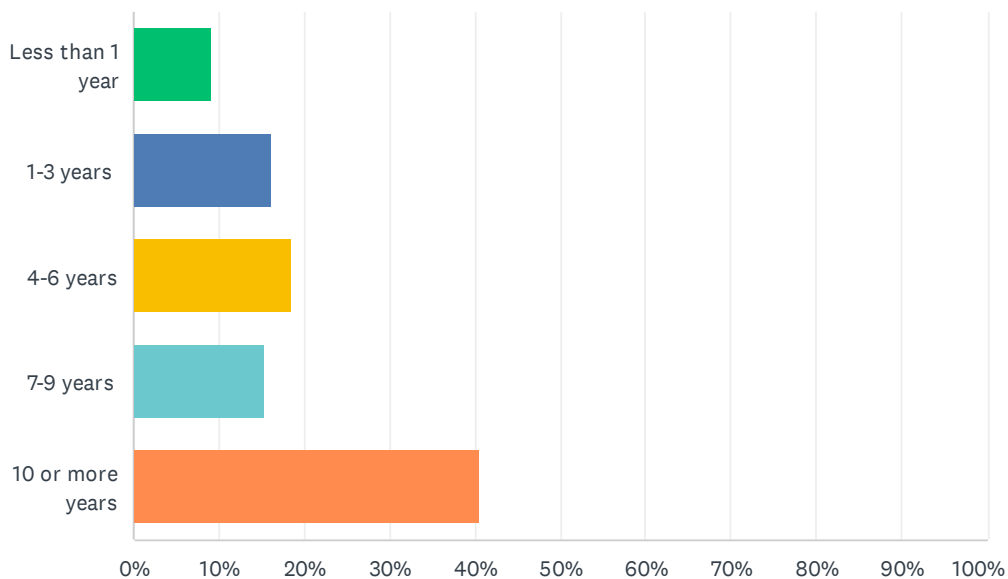
#	OTHER (PLEASE SPECIFY)	DATE
1	US Government Employee	5/24/2022 11:24 PM
2	Deforest	5/24/2022 10:11 AM
3	DeForest	5/22/2022 6:40 PM
4	work from home	5/18/2022 12:27 PM
5	Work Remote	5/16/2022 7:51 PM
6	Territory sales manager	5/15/2022 5:40 PM
7	Waukesha	5/13/2022 10:19 PM
8	Travel	5/13/2022 11:21 AM
9	DeForest	5/12/2022 8:00 PM
10	I work remotely from home	5/12/2022 6:50 PM
11	Wauaukee	5/12/2022 12:21 PM
12	Minneapolis (remote work)	5/11/2022 7:15 PM
13	Edgerton	5/11/2022 5:12 PM
14	Remote Work	5/11/2022 10:54 AM
15	Waunakee	5/11/2022 4:29 AM
16	Prairie du Sac	5/10/2022 8:03 PM
17	Henderson NV	5/10/2022 6:07 PM
18	Work from home for company in San Diego	5/10/2022 1:19 PM
19	Work from home	5/10/2022 10:26 AM
20	remote	5/10/2022 9:52 AM
21	Home Office	5/10/2022 9:07 AM
22	Town of Cottage Grove	5/10/2022 8:59 AM

McFarland Community Survey

23	Waunakee	5/10/2022 8:54 AM
24	Beloit	5/10/2022 7:37 AM
25	Waunakee	5/10/2022 7:26 AM
26	Waunakee	5/10/2022 5:03 AM
27	Work remotely	5/9/2022 8:35 PM
28	Waunakee	5/9/2022 8:11 PM
29	DeForest	5/9/2022 7:42 PM
30	Prairie du Sac	5/9/2022 6:13 PM
31	Waterloo	5/9/2022 6:05 PM
32	Out of state (remote employee)	5/9/2022 6:03 PM
33	Sauk county	5/9/2022 5:27 PM
34	New Glarus	5/9/2022 4:49 PM
35	Fall River	5/9/2022 4:15 PM
36	Dane County	5/9/2022 3:54 PM
37	Janesville	5/9/2022 3:14 PM
38	Mauston	5/9/2022 3:07 PM
39	All of Dane county	5/9/2022 2:56 PM
40	I work from home but am employed in Lake Zurich, IL	5/9/2022 2:30 PM
41	I work remotely for a company located in CA.	5/9/2022 2:28 PM
42	other	5/9/2022 2:13 PM
43	SC - Work fulltime remote	5/9/2022 2:08 PM
44	Village of Dane	5/9/2022 2:07 PM
45	Whitewater, WI	5/9/2022 2:07 PM
46	Glendale	5/9/2022 1:57 PM
47	Remote - Chicago	5/9/2022 1:56 PM
48	Rockford	5/9/2022 1:56 PM
49	Greenfield, WI	5/9/2022 1:53 PM
50	Washington DC (remote worker)	5/9/2022 1:46 PM
51	Brodhead	5/9/2022 6:08 AM
52	Janesville	5/7/2022 11:36 PM
53	Waunakee	5/6/2022 9:34 PM
54	Edgerton	5/5/2022 11:40 AM
55	Work from home. Company based on Seattle.	5/5/2022 11:15 AM
56	Town of Pleasant Springs (work from home)	5/5/2022 10:54 AM
57	Remote	5/5/2022 7:11 AM
58	Chicago	5/4/2022 10:58 PM
59	Work from home Sheboygan Company	5/4/2022 9:56 PM
60	Beloit	5/4/2022 9:39 PM

Q26 How long have you worked for your employer?

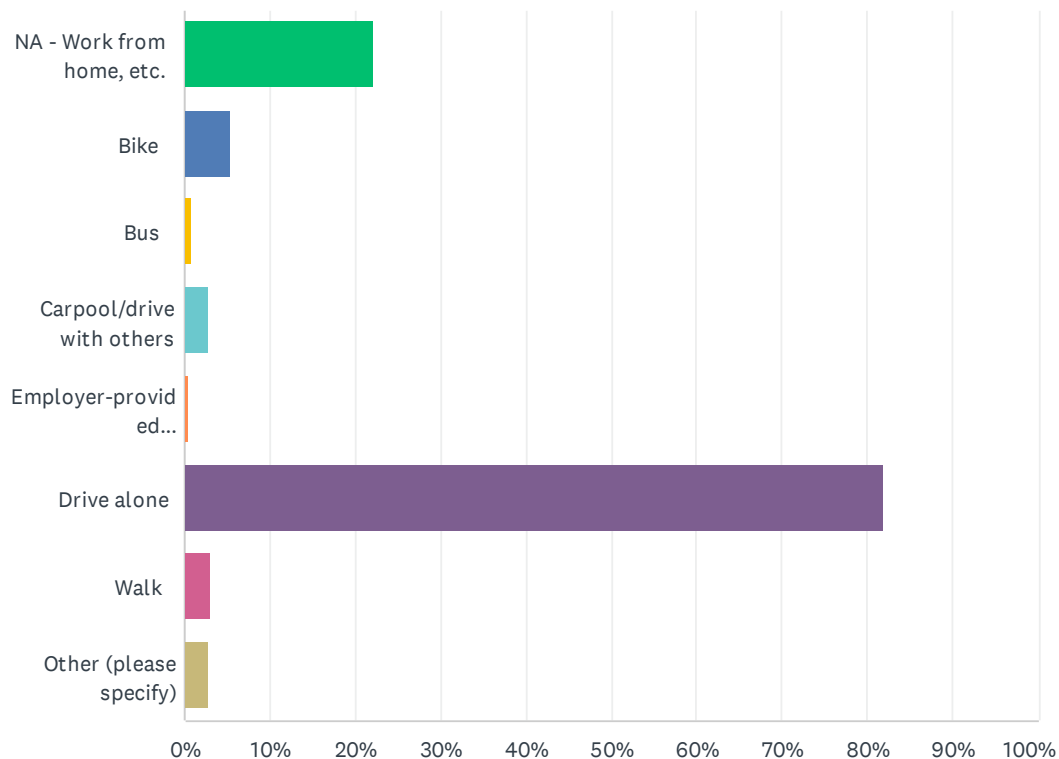
Answered: 577 Skipped: 210



ANSWER CHOICES		RESPONSES	
Less than 1 year		9.19%	53
1-3 years		16.29%	94
4-6 years		18.54%	107
7-9 years		15.42%	89
10 or more years		40.55%	234
TOTAL			577

Q27 What mode(s) of transportation do you use to get to work? (select all that apply)

Answered: 620 Skipped: 167



ANSWER CHOICES	RESPONSES	
NA - Work from home, etc.	22.26%	138
Bike	5.32%	33
Bus	0.81%	5
Carpool/drink with others	2.74%	17
Employer-provided carshare/carpool	0.32%	2
Drive alone	81.94%	508
Walk	3.06%	19
Other (please specify)	2.74%	17
Total Respondents: 620		

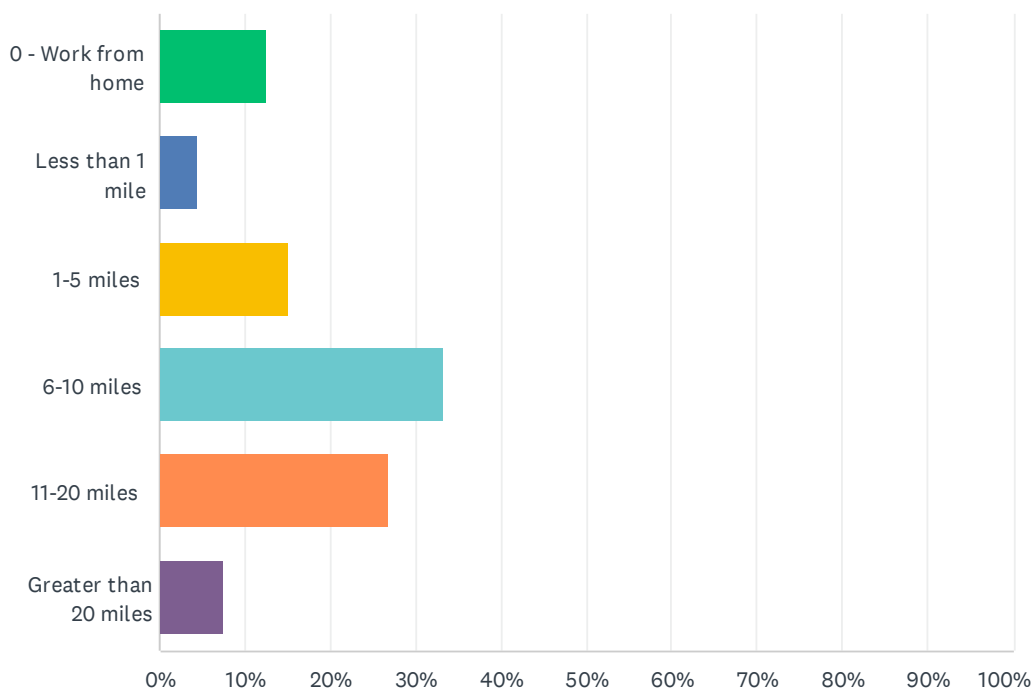
#	OTHER (PLEASE SPECIFY)	DATE
1	Work at home for SSA	5/24/2022 11:25 PM
2	Work remotely some days/week	5/16/2022 9:49 AM
3	Work from home 3 days a week. Drive to the office 2 days a week.	5/13/2022 5:42 AM

McFarland Community Survey

4	Motorcycle	5/11/2022 5:03 PM
5	Own car	5/10/2022 8:56 AM
6	Work from home	5/9/2022 6:52 PM
7	Work from home occasionally	5/9/2022 6:05 PM
8	Work from home 2 days a week	5/9/2022 4:39 PM
9	Work from home 60% of time. Work in Madison 40% of time.	5/9/2022 2:17 PM
10	Remote work some days	5/9/2022 2:17 PM
11	Kangaroo	5/9/2022 2:05 PM
12	Stepdad or mom	5/9/2022 2:03 PM
13	Shuttle from parking to workplace	5/9/2022 2:02 PM
14	Drive with my children who attend the school I teach at.	5/9/2022 1:56 PM
15	I'm in sales so I travel throughtout South Central WI	5/9/2022 1:55 PM
16	Work at home	5/9/2022 1:51 PM
17	Office at home but drive 50+ miles sometimes a day	5/9/2022 1:47 PM

Q28 How far do you live from your primary place of employment?

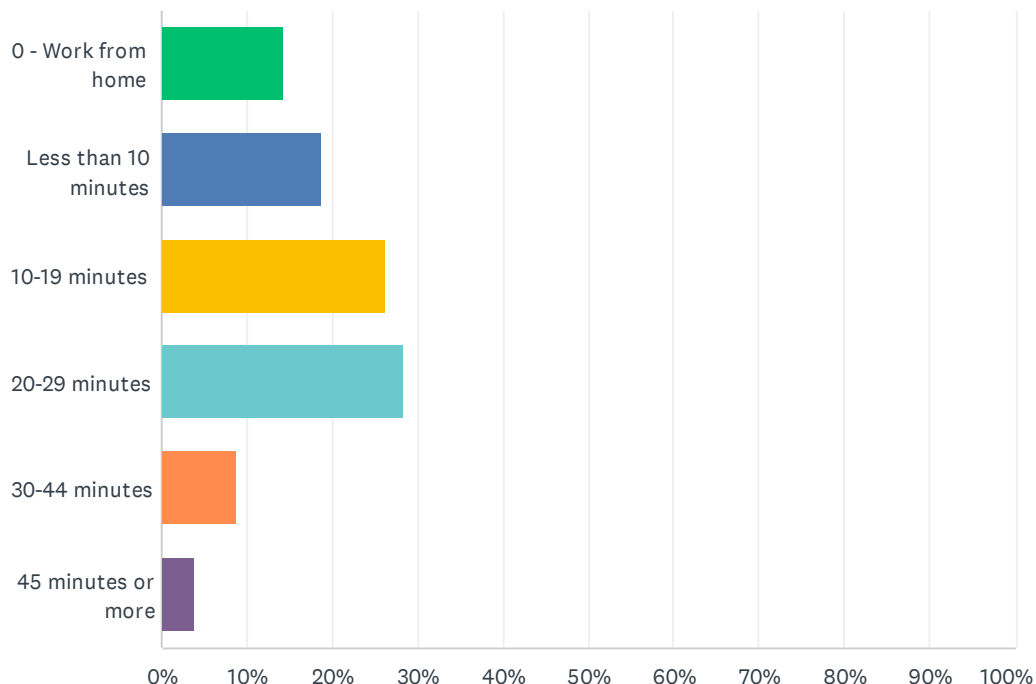
Answered: 618 Skipped: 169



ANSWER CHOICES	RESPONSES	
0 - Work from home	12.62%	78
Less than 1 mile	4.53%	28
1-5 miles	15.21%	94
6-10 miles	33.33%	206
11-20 miles	26.86%	166
Greater than 20 miles	7.44%	46
TOTAL		618

Q29 How long does it take you to travel from home to your primary place of employment?

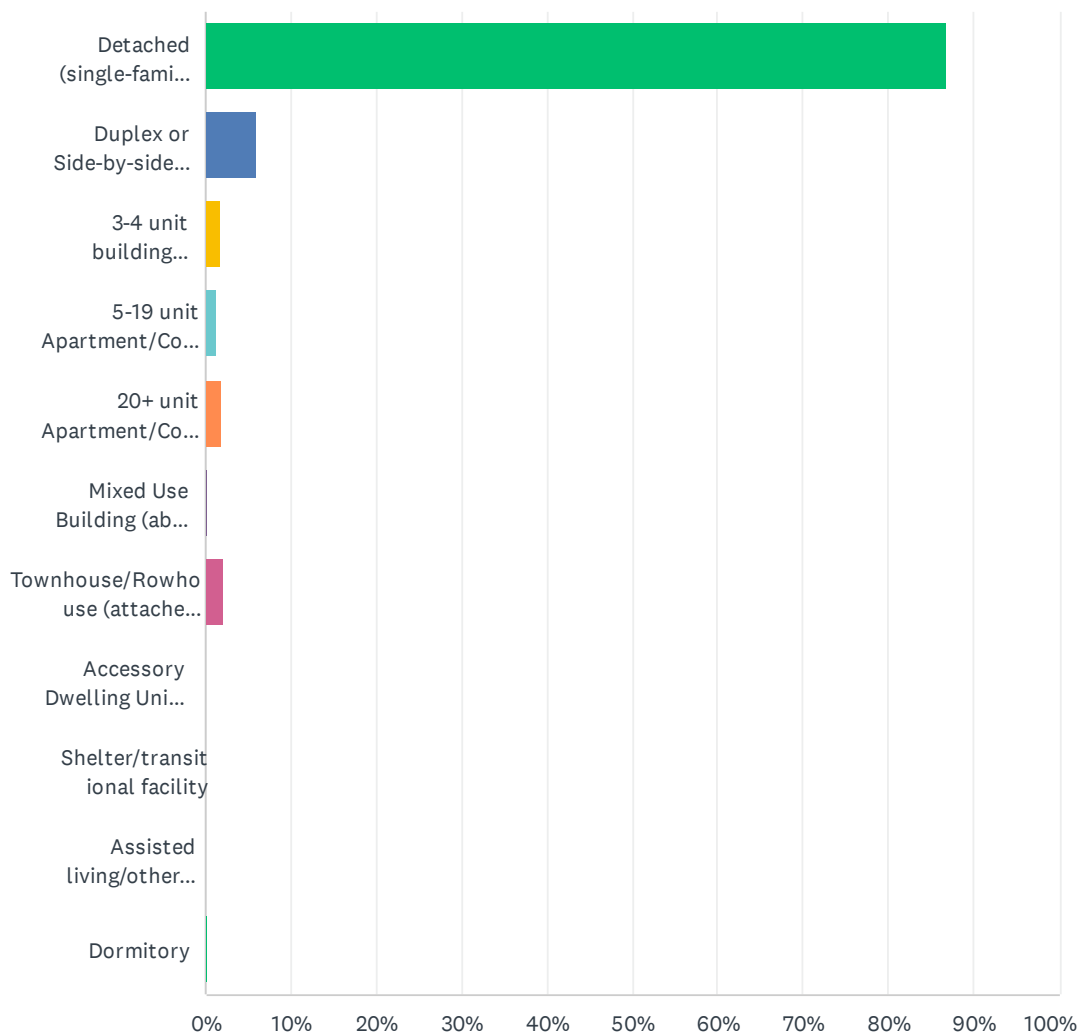
Answered: 615 Skipped: 172



ANSWER CHOICES	RESPONSES	
0 - Work from home	14.31%	88
Less than 10 minutes	18.70%	115
10-19 minutes	26.18%	161
20-29 minutes	28.29%	174
30-44 minutes	8.78%	54
45 minutes or more	3.74%	23
TOTAL		615

Q30 What type of structure do you live in?

Answered: 731 Skipped: 56

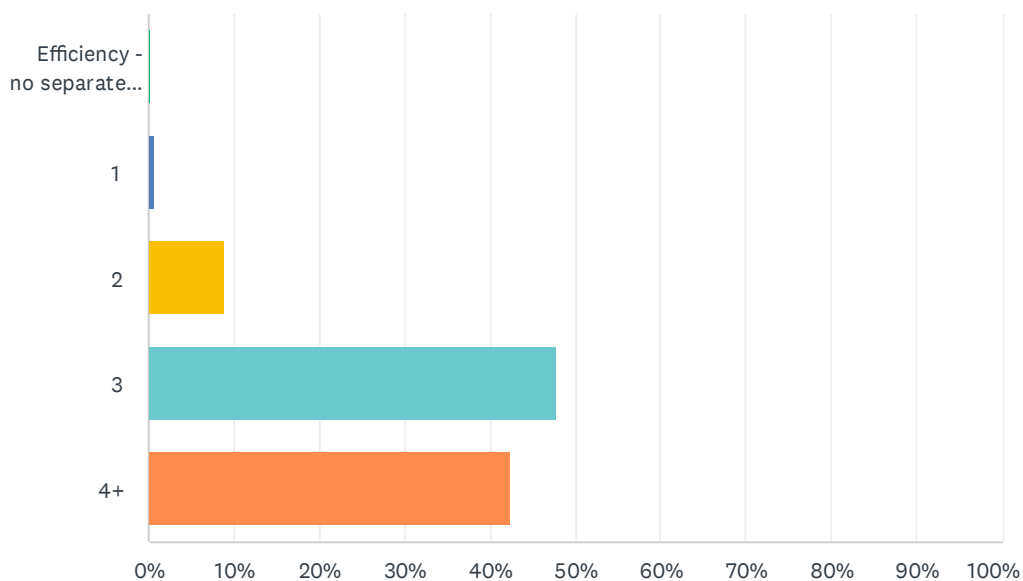


McFarland Community Survey

ANSWER CHOICES	RESPONSES	
Detached (single-family) home	86.87%	635
Duplex or Side-by-side condo (2 unit structure)	5.88%	43
3-4 unit building (triplex, fourplex, small apartment building)	1.64%	12
5-19 unit Apartment/Condo Building	1.37%	10
20+ unit Apartment/Condo Building	1.92%	14
Mixed Use Building (above ground floor commercial)	0.14%	1
Townhouse/Rowhouse (attached single-family homes w/ common walls)	2.05%	15
Accessory Dwelling Unit (secondary unit in or outside of the principal structure)	0.00%	0
Shelter/transitional facility	0.00%	0
Assisted living/other group facility	0.00%	0
Dormitory	0.14%	1
TOTAL		731

Q31 How many bedrooms does your current home have?

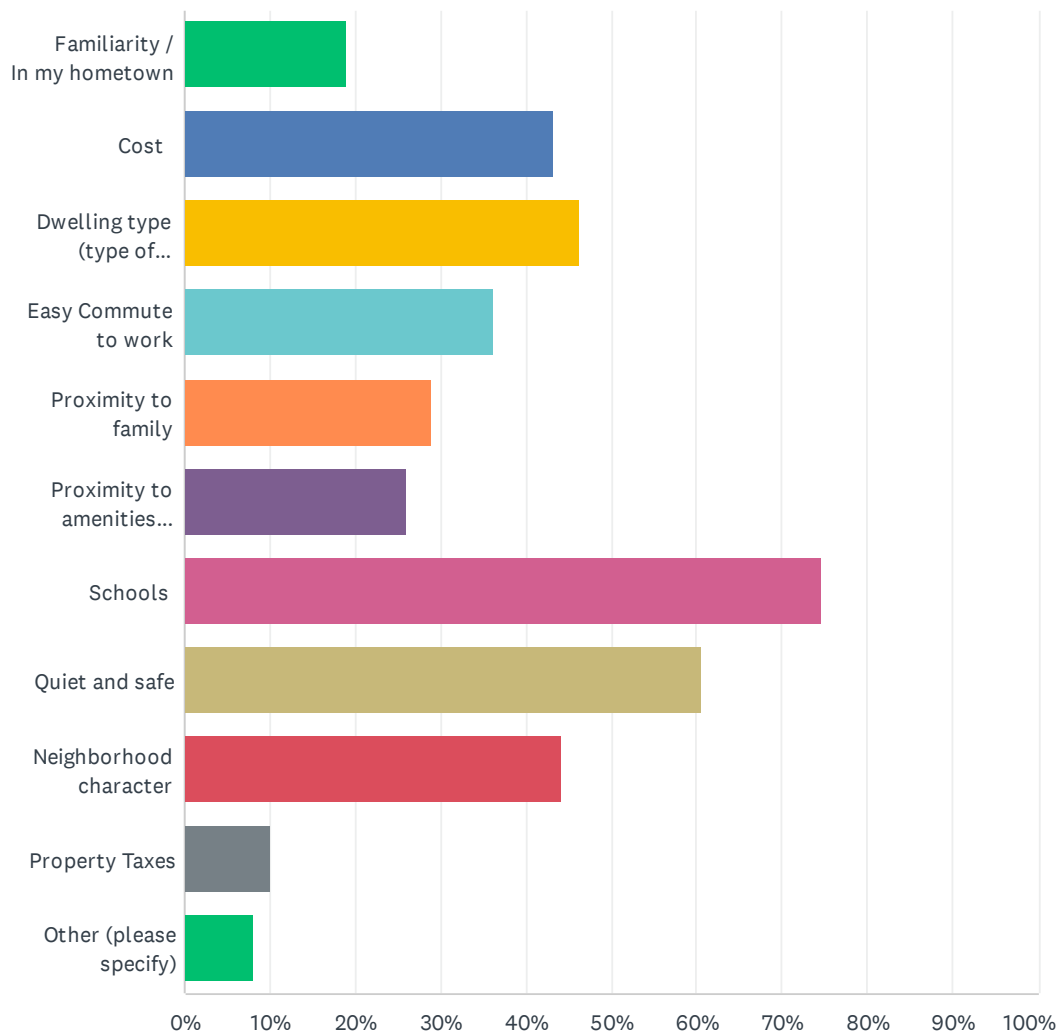
Answered: 733 Skipped: 54



ANSWER CHOICES		RESPONSES	
Efficiency - no separate bedroom		0.14%	1
1		0.68%	5
2		9.00%	66
3		47.75%	350
4+		42.43%	311
TOTAL			733

Q32 What were the important factors in deciding to live at your current residence? (select all that apply)

Answered: 729 Skipped: 58



McFarland Community Survey

ANSWER CHOICES	RESPONSES	
Familiarity / In my hometown	19.07%	139
Cost	43.21%	315
Dwelling type (type of house/unit)	46.36%	338
Easy Commute to work	36.21%	264
Proximity to family	29.08%	212
Proximity to amenities (grocery stores, shopping, entertainment, etc.)	25.93%	189
Schools	74.62%	544
Quiet and safe	60.49%	441
Neighborhood character	44.17%	322
Property Taxes	10.01%	73
Other (please specify)	8.09%	59
Total Respondents: 729		

#	OTHER (PLEASE SPECIFY)	DATE
1	Maintenance is provided in a seniors' only community	5/30/2022 3:57 PM
2	Small town - wanted a bedroom community, did not want a big city	5/27/2022 2:56 PM
3	My children could walk/bike to the high school	5/26/2022 7:34 PM
4	Yard size	5/26/2022 6:58 PM
5	Lot size and proximity to neighboring homes	5/26/2022 3:33 PM
6	historic home in the village	5/24/2022 9:12 PM
7	Proximity to Gun Club	5/24/2022 7:34 PM
8	Mature trees	5/21/2022 11:03 AM
9	Water access	5/20/2022 9:33 PM
10	Walking paths, conservancy	5/20/2022 12:14 PM
11	partner was required to live in dane county	5/20/2022 11:51 AM
12	Having a sidewalk	5/19/2022 1:00 PM
13	enough space for everyone	5/18/2022 12:28 PM
14	on the lake	5/18/2022 10:32 AM
15	I dont have to worry about any criminal stuff, shootings, or ghetto/ trashy behaviors. Its a respectful and safe community that isnt like some low income madison neighborhoods. We moved here and pay more which is steuggling just to stay away from violence and other increasing crimes and neighborhood behaviors thats happening and increasing in Madison.	5/16/2022 11:29 AM
16	Proximity to downtown	5/16/2022 9:50 AM
17	Schools were the number one factor for living in McFarland	5/14/2022 8:00 AM
18	It was one of very few houses available	5/12/2022 9:49 PM
19	Water	5/12/2022 2:59 PM
20	Family friends lived here	5/12/2022 12:37 PM

McFarland Community Survey

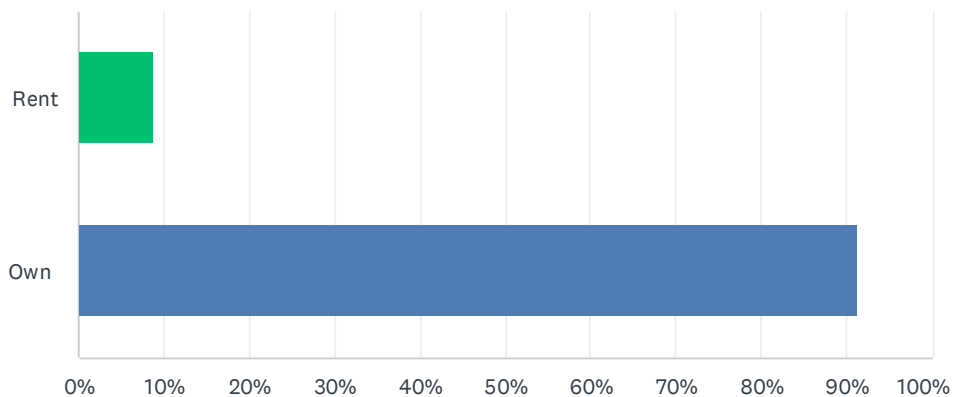
21	Having a larger lot than is typical in town	5/12/2022 9:52 AM
22	McFarland rent outrageous	5/11/2022 5:04 PM
23	Wilderness and access to land for agriculture.	5/11/2022 10:56 AM
24	Like the large garage but I can't find any 3 bedrooms to rent mcfarland needs more townhouses with 3 bedrooms	5/10/2022 1:44 PM
25	Yard/Pool	5/10/2022 1:25 PM
26	Close to, but not Madison	5/10/2022 11:27 AM
27	Rural like environment	5/10/2022 8:47 AM
28	The number of bedrooms	5/9/2022 8:21 PM
29	Bike-ability	5/9/2022 7:30 PM
30	Proximity to lake	5/9/2022 5:14 PM
31	Needed a house to live in real quick at that time	5/9/2022 4:50 PM
32	Trees, no HOA, space between neighbors, not a Veridian home/neighborhood	5/9/2022 4:25 PM
33	on the river	5/9/2022 3:47 PM
34	Family	5/9/2022 3:24 PM
35	Space to have different types of animals	5/9/2022 3:07 PM
36	It was an new build for the same price as many existing homes and it came with a decent sized lot.	5/9/2022 2:42 PM
37	Only place available at the time	5/9/2022 2:39 PM
38	diversity	5/9/2022 2:35 PM
39	Lake	5/9/2022 2:18 PM
40	Purchased family home from in laws	5/9/2022 2:18 PM
41	It's what was available when we needed housing	5/9/2022 2:11 PM
42	Access to bike trails	5/9/2022 2:08 PM
43	Fairies told me to live here an complete intrusive surveys.	5/9/2022 2:06 PM
44	Waterfront	5/9/2022 2:03 PM
45	Lake access	5/9/2022 1:58 PM
46	lakefront	5/9/2022 1:56 PM
47	Walkability to amenities, parks nearby (easy and safe for children to travel to on their own)	5/9/2022 1:54 PM
48	where we work are two seperate locations in Dane County	5/9/2022 1:15 PM
49	Proximity to conservatory area, nature trails	5/7/2022 7:52 PM
50	30% housing since I'm disabled & only live on SS Disability	5/6/2022 11:50 AM
51	Proximity to parks and conservancies	5/6/2022 4:50 AM
52	Near good medical centers and well rated MDs & specialists	5/5/2022 8:46 PM
53	Senior housing community	5/5/2022 3:49 PM
54	privacy	5/5/2022 11:06 AM
55	I would have preferred Madison, but could only find a "house on half an acre" in my price range in McFarland	5/5/2022 10:19 AM
56	We have lived here for over 35 years some of these answers were true then but not now	5/5/2022 8:17 AM
57	Gardening potential	5/5/2022 4:41 AM

McFarland Community Survey

58	Living on a conservancy	5/4/2022 9:57 PM
59	Just a place to live!	5/4/2022 12:43 PM

Q33 Do you rent or own your place of residence?

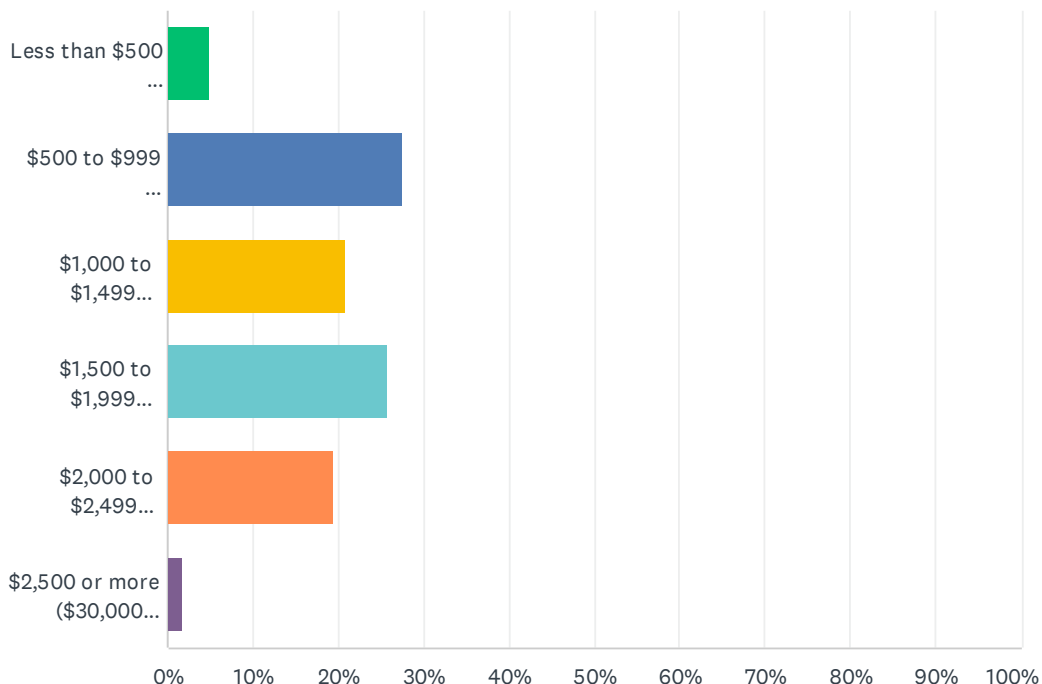
Answered: 737 Skipped: 50



ANSWER CHOICES	RESPONSES	
Rent	8.82%	65
Own	91.18%	672
TOTAL		737

Q34 Approximately how much do you currently pay for your housing each month, including rent, insurance and utilities (water, heat, electricity, etc.)?

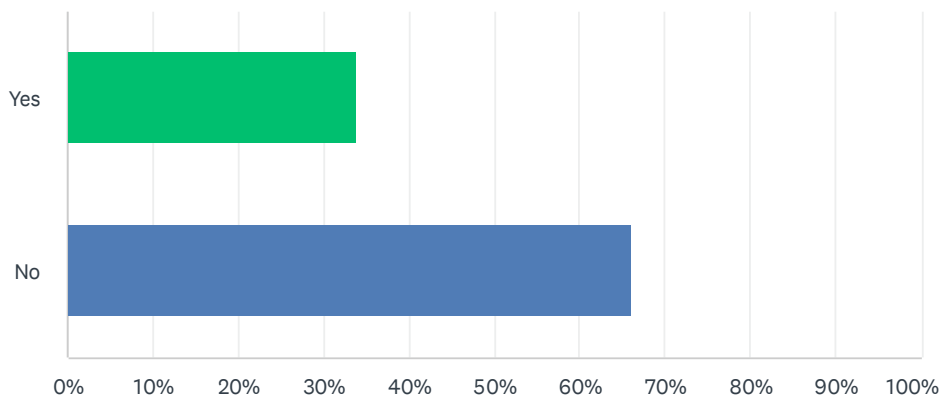
Answered: 62 Skipped: 725



ANSWER CHOICES		RESPONSES	
Less than \$500	(<\$6,000/yr)	4.84%	3
\$500 to \$999	(\$6,000-\$11,999/yr)	27.42%	17
\$1,000 to \$1,499	(\$12,000-\$17,999/yr)	20.97%	13
\$1,500 to \$1,999	(\$18,000-\$23,999/yr)	25.81%	16
\$2,000 to \$2,499	(\$24,000 - \$29,999/yr)	19.35%	12
\$2,500 or more	(\$30,000 or more/yr)	1.61%	1
TOTAL			62

Q35 Would you consider living in an accessory dwelling unit (ADU)/granny flat/mother-in-law suite? ADU: A smaller, independent residential dwelling unit located on the same lot as a detached single-family home.

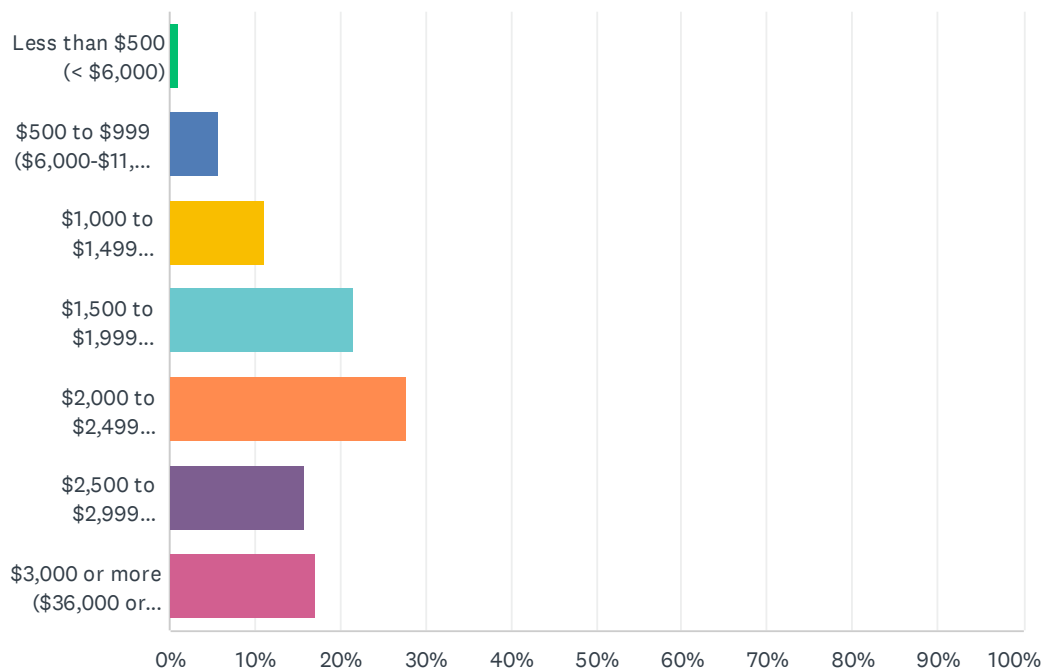
Answered: 62 Skipped: 725



ANSWER CHOICES		RESPONSES
Yes		33.87% 21
No		66.13% 41
TOTAL		62

Q36 What is your monthly cost, including utilities, mortgage payments, taxes, insurance, and any amount saved specifically for future maintenance (if applicable?)

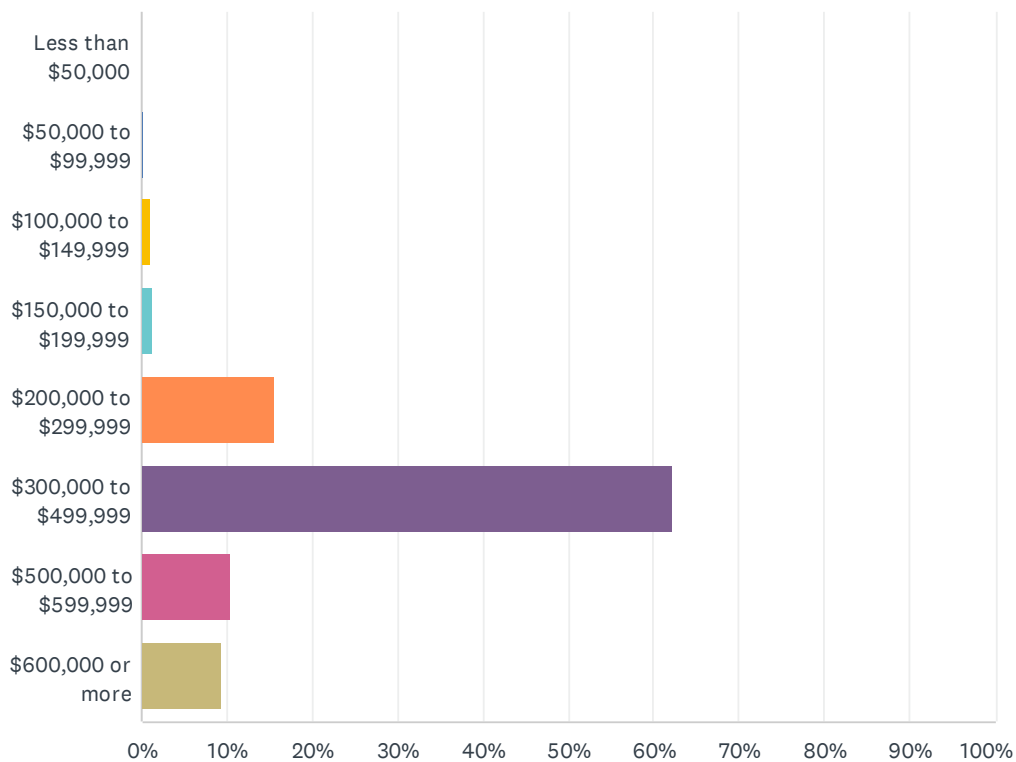
Answered: 610 Skipped: 177



ANSWER CHOICES	RESPONSES	
Less than \$500 (< \$6,000)	1.15%	7
\$500 to \$999 (\$6,000-\$11,999/yr)	5.74%	35
\$1,000 to \$1,499 (\$12,000-\$17,999/yr)	10.98%	67
\$1,500 to \$1,999 (\$18,000-\$23,999/yr)	21.64%	132
\$2,000 to \$2,499 (\$24,000-\$29,000/yr)	27.70%	169
\$2,500 to \$2,999 (\$30,000-\$35,999/yr)	15.74%	96
\$3,000 or more (\$36,000 or more/yr)	17.05%	104
TOTAL		610

Q37 What is the approximate assessed value of your home?

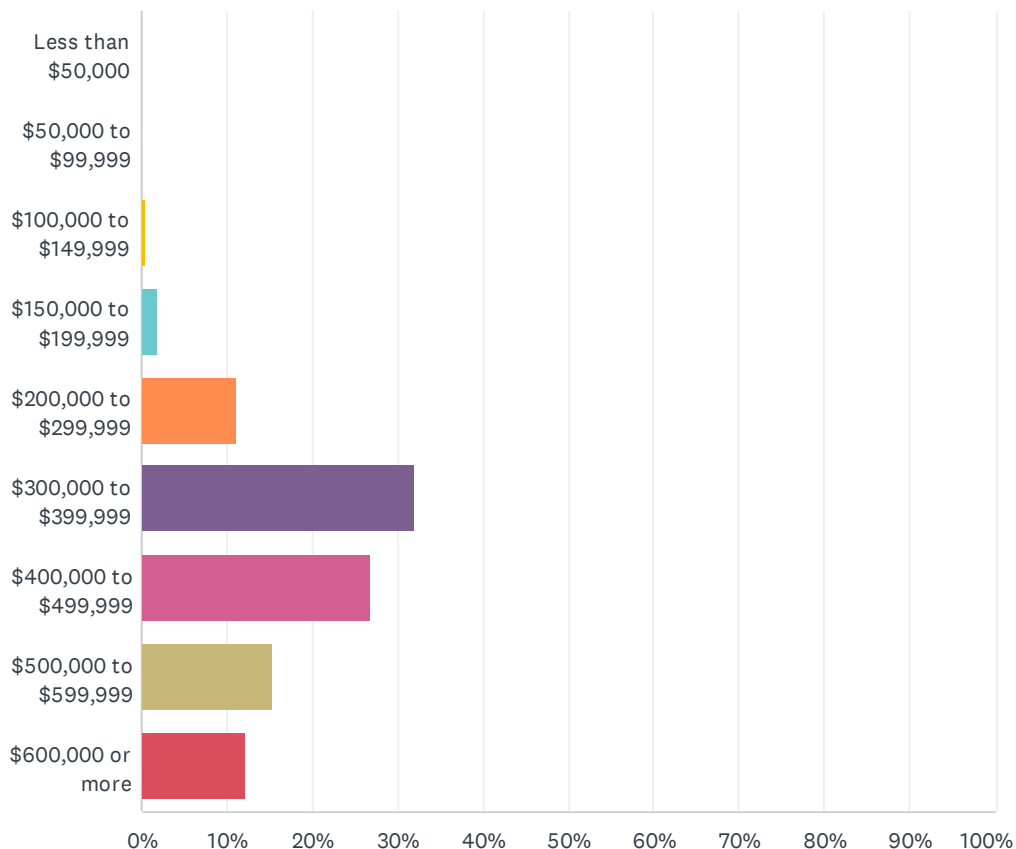
Answered: 617 Skipped: 170



ANSWER CHOICES	RESPONSES	
Less than \$50,000	0.00%	0
\$50,000 to \$99,999	0.16%	1
\$100,000 to \$149,999	0.97%	6
\$150,000 to \$199,999	1.30%	8
\$200,000 to \$299,999	15.56%	96
\$300,000 to \$499,999	62.24%	384
\$500,000 to \$599,999	10.37%	64
\$600,000 or more	9.40%	58
TOTAL		617

Q38 If you were to sell your home right now, what do you believe would be a fair market price?

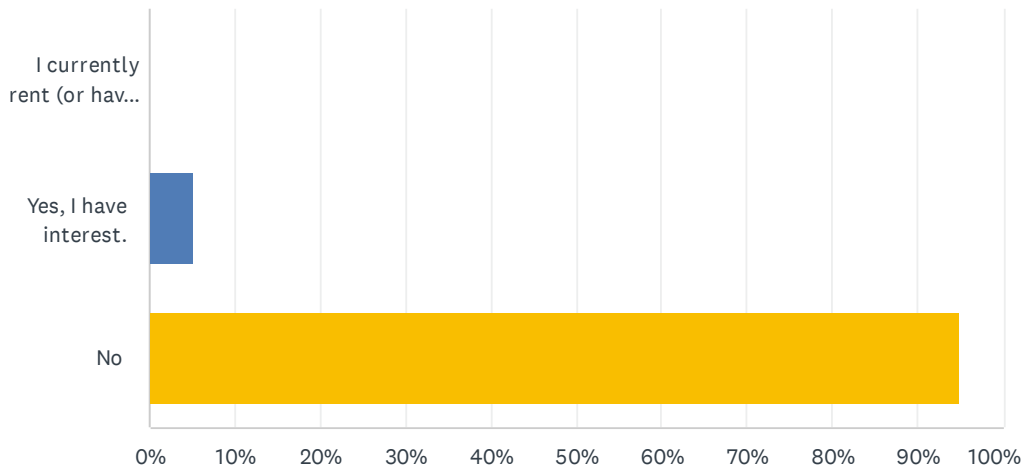
Answered: 616 Skipped: 171



ANSWER CHOICES	RESPONSES	
Less than \$50,000	0.00%	0
\$50,000 to \$99,999	0.00%	0
\$100,000 to \$149,999	0.49%	3
\$150,000 to \$199,999	1.95%	12
\$200,000 to \$299,999	11.04%	68
\$300,000 to \$399,999	31.98%	197
\$400,000 to \$499,999	26.95%	166
\$500,000 to \$599,999	15.42%	95
\$600,000 or more	12.18%	75
TOTAL		616

Q39 Would you be interested in renting your primary residence as a short-term rental (e.g. Airbnb)?

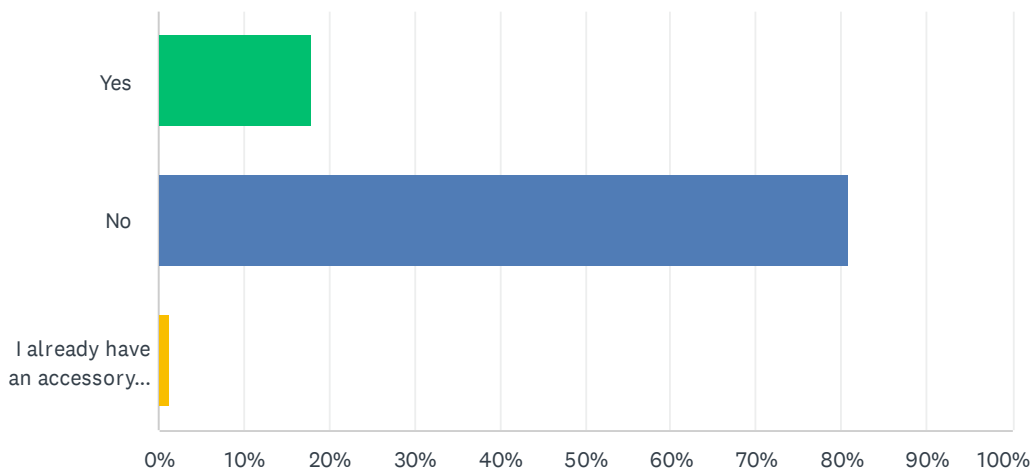
Answered: 634 Skipped: 153



ANSWER CHOICES	RESPONSES	
I currently rent (or have rented in six months) my residence as an short-term rental.	0.00%	0
Yes, I have interest.	5.21%	33
No	94.79%	601
TOTAL		634

Q40 Would you be interested in adding an accessory dwelling unit (ADU), granny flat/mother-in-law suite to your property? ADU: A smaller, independent residential dwelling unit located on the same lot as a detached single-family home.

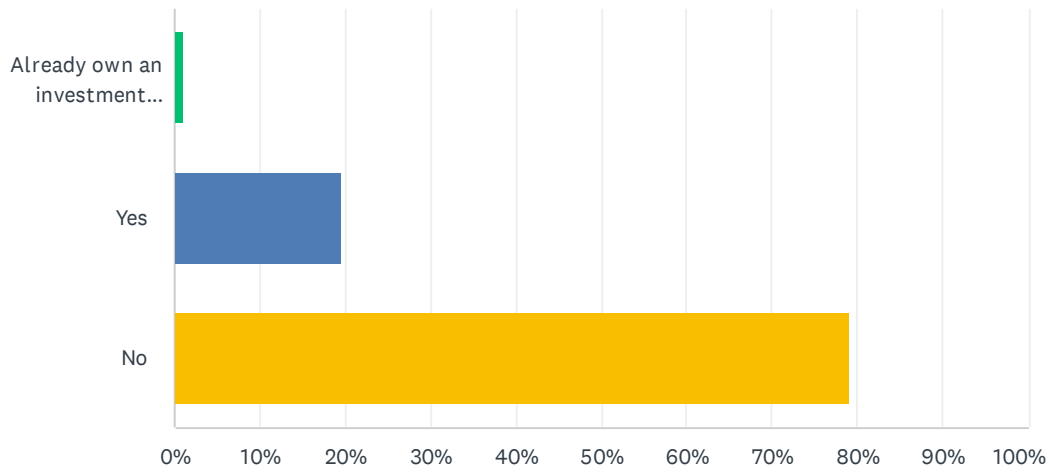
Answered: 633 Skipped: 154



ANSWER CHOICES	RESPONSES	
Yes	18.01%	114
No	80.73%	511
I already have an accessory dwelling unit/granny flat/mother-in-law suite on my property	1.26%	8
TOTAL		633

Q41 Would you be interested in purchasing an investment property to rent out in McFarland?

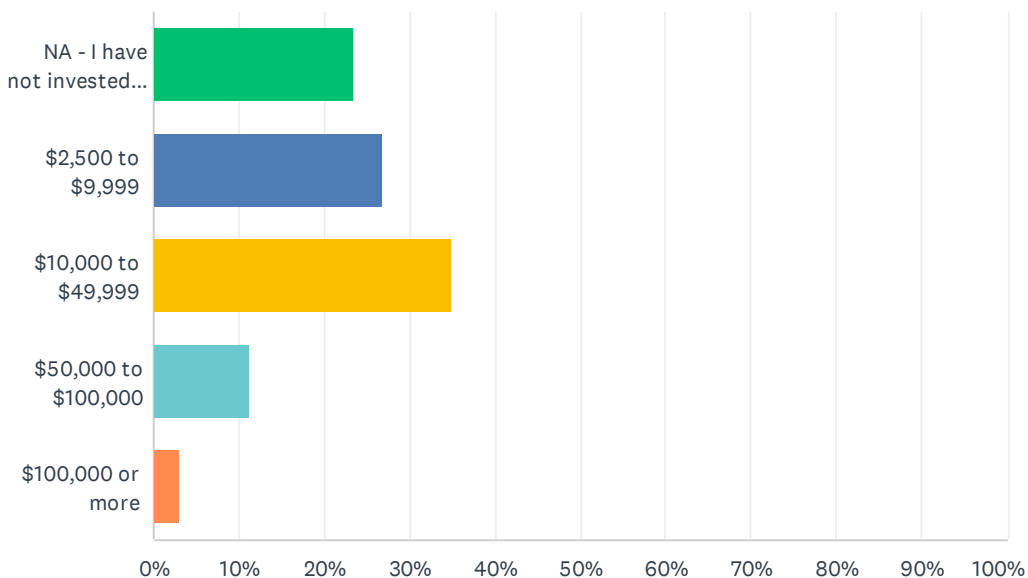
Answered: 634 Skipped: 153



ANSWER CHOICES	RESPONSES	
Already own an investment property that I rent out	1.10%	7
Yes	19.72%	125
No	79.18%	502
TOTAL		634

Q42 In the past 5 years, have you invested more than \$2,500 in improvements to an existing home, not including storm or flood damage repair? And how much?

Answered: 616 Skipped: 171



ANSWER CHOICES	RESPONSES	
NA - I have not invested more than \$2,500 in the past 5 years	23.54%	145
\$2,500 to \$9,999	26.95%	166
\$10,000 to \$49,999	35.06%	216
\$50,000 to \$100,000	11.36%	70
\$100,000 or more	3.08%	19
TOTAL		616

#	PLEASE SUMMARIZE THE IMPROVEMENTS MADE IF YOU SPENT MORE THAN \$2,500:	DATE
1	Windows, roof	5/29/2022 7:38 PM
2	Deck repair and upgrade	5/27/2022 8:11 PM
3	electrical upgrades, interior wall opening, flooring	5/27/2022 6:21 PM
4	Cabinets, flooring, new screens on screen porch	5/27/2022 5:49 PM
5	Kitchen remodel	5/27/2022 4:17 PM
6	Siding, carpet, and furnace and AC	5/27/2022 4:01 PM
7	Windows, furnace, sump pump	5/27/2022 2:58 PM
8	Kitchen, bedroom, AC	5/26/2022 8:49 PM
9	Solar Panels	5/26/2022 8:42 PM

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10	New furnace \$5,000; all new plumbing \$8,000; new exterior paint \$3,000; landscaping \$8,000; converted attached single stall garage to an interior room \$20,000.	5/26/2022 7:39 PM
11	kitchen and extra room remodel	5/26/2022 7:22 PM
12	Roof, air conditioner, furnace	5/26/2022 7:20 PM
13	Kitchen, flooring, lighting	5/26/2022 7:03 PM
14	Added patio, re-did three season porch, re-did front steps, installed crown molding, re-did/updated kitchen (cabinets, floor, counter, faucet, light	5/26/2022 7:02 PM
15	Radon detection. Replaced gazebo. Updated gardens and landscaping.	5/26/2022 3:35 PM
16	Basement	5/26/2022 2:29 PM
17	finished basement/redone bathroom/improved hvac	5/26/2022 2:11 PM
18	Update Kitchen, bathroom, fireplace	5/25/2022 12:22 PM
19	Flooring	5/25/2022 11:08 AM
20	Kitchen remodel, bathroom remodel, master bath remodel	5/25/2022 10:15 AM
21	new interior paint, carpet, hardwood floors, new A/C, new water heater	5/25/2022 10:13 AM
22	driveway replacement, privacy fence, kitchen appliances replaced,	5/25/2022 9:20 AM
23	Update bathroom, flooring, fireplace	5/25/2022 8:33 AM
24	Landscaping	5/25/2022 6:57 AM
25	Wood floors, paint, removal of trees, crown molding, landscaping, deck resurfacing	5/24/2022 11:29 PM
26	Electric upgrade, bathroom remodeling, new flooring upstairs, yard/grass/dead tree improvements, plumbing redone/upgraded, new hot water heater, water softener and furnace, upgraded all appliances, installed energy saving cellular shades, completed fence on back property, cosmetic upgrades.	5/24/2022 10:43 PM
27	Carpet/painting	5/24/2022 9:39 PM
28	restoration projects on the historic home, yard work, and misc. small projects	5/24/2022 9:15 PM
29	Finished a basement	5/24/2022 8:57 PM
30	Outdoor patio, landscaping, pergola.	5/24/2022 8:56 PM
31	Finishing a basement	5/24/2022 8:27 PM
32	Updated kitchen and bathrooms	5/24/2022 8:09 PM
33	New windows	5/24/2022 8:00 PM
34	Gutters, heating, AC, windows, interior painting, yard flowers, mulch, etc	5/24/2022 7:53 PM
35	Patio, sun porch, new floors, doors, windows, trim, chimney	5/24/2022 7:49 PM
36	Fence and irrigation system.	5/24/2022 7:37 PM
37	Bathroom remodeling, new roof, new hvac, new patio	5/24/2022 7:26 PM
38	\$9,000 on new flooring/carpet throughout home, misc. home upgrades (fixtures, appliances)	5/24/2022 7:16 PM
39	Bathroom upgrade, basement updates	5/24/2022 7:04 PM
40	Finish basement	5/22/2022 9:16 PM
41	Windows	5/22/2022 9:56 AM
42	Finished basement	5/21/2022 1:38 PM
43	Bathroom remodel	5/21/2022 11:11 AM
44	New HVAC system	5/21/2022 9:51 AM

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45	New roof, new windows, painted siding, new landscaping	5/20/2022 9:34 PM
46	Concrete patio	5/20/2022 9:02 PM
47	windows, siding, soffit, gutters, roof, front door	5/20/2022 4:17 PM
48	new water softener, new water heater, landscaping projects, painting and deck repair	5/20/2022 3:26 PM
49	HVAC	5/20/2022 12:15 PM
50	Kitchen remodel; bathrooms remodeled	5/19/2022 8:18 PM
51	Windows	5/19/2022 5:10 PM
52	2400 sqft in new flooring, paint, removed a wall, landscaping	5/19/2022 4:02 PM
53	renovated kitchen, new roof, new furnace	5/19/2022 1:01 PM
54	roof, air conditioner, furnace and painting outside along with new flooring	5/19/2022 11:48 AM
55	Outdoor improvements as well as indoor extension into the garage area to make it part of living space.	5/18/2022 12:30 PM
56	remodels on bathrooms, kitchen, flooring, outside deck, driveway	5/18/2022 10:36 AM
57	None of your business	5/18/2022 9:43 AM
58	Finished the basement	5/17/2022 9:35 PM
59	Solar panels, outdoor kitchen, gutter protection	5/17/2022 9:08 PM
60	air conditioner, water softener, basement renovation, patio door	5/17/2022 8:55 PM
61	Solar panels, outdoor patio area and grill island, electric car charger	5/17/2022 8:54 PM
62	complete remodel	5/17/2022 8:14 PM
63	Added concrete slab and storage shed, repaired garage apron, replaced shower/ bath surround	5/17/2022 7:57 PM
64	updated kitchen counter and tile	5/17/2022 10:15 AM
65	Windows	5/17/2022 2:11 AM
66	added pool, updated kitchen	5/16/2022 11:48 AM
67	Patio door replacement Added outdoor shed	5/16/2022 10:39 AM
68	Remodeled bathroom	5/16/2022 8:34 AM
69	Solar panels	5/15/2022 11:49 AM
70	Paint, reloader hot water heater	5/15/2022 6:32 AM
71	Structural concern and aesthetic	5/14/2022 2:59 PM
72	Finished basement.	5/14/2022 11:39 AM
73	New deck, hard wood flooring, out building maintenance	5/13/2022 10:23 PM
74	concrete walk & patio	5/13/2022 12:50 PM
75	Windows replaced, remodeled 2 bathrooms, hardwood floors, replaced wood trim throughout, 4 panel doors, remodel master closet.	5/13/2022 11:56 AM
76	updating, new ac, new floors, countertops	5/13/2022 11:23 AM
77	Flooring, doors/trim, paint/drywall	5/13/2022 12:41 AM
78	roof	5/12/2022 9:51 PM
79	Kitchen and bathroom	5/12/2022 8:02 PM
80	New roof, skylights, solar tubes, deck with pergola	5/12/2022 6:54 PM
81	New kitchen cabinet doors, counters and floor. New bathroom cabinet doors and counters, new furnace and air conditioner.	5/12/2022 5:30 PM

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82	Furnace water softener garage opener	5/12/2022 4:40 PM
83	Composite Deck; front porch	5/12/2022 4:39 PM
84	Finished basement	5/12/2022 4:27 PM
85	Fence, landscaping	5/12/2022 4:21 PM
86	Converted screen porch to 3 season porch.	5/12/2022 3:46 PM
87	Exterior upgrades, mechanicals	5/12/2022 3:18 PM
88	Road, patio, basement	5/12/2022 3:02 PM
89	Updated landscaping	5/12/2022 2:00 PM
90	New Air Cond., Furnace, water softener	5/12/2022 1:34 PM
91	Roof and siding	5/12/2022 12:39 PM
92	Fixed and added gutters and flashing around the house. Improved landscaping.	5/12/2022 12:31 PM
93	Gutted and redid entire home	5/12/2022 12:24 PM
94	New metal roof, house painted, new furnace	5/12/2022 11:58 AM
95	Painting, Landscaping	5/12/2022 11:10 AM
96	New furnace and air conditioner, new and expanded driveway	5/12/2022 9:54 AM
97	Screen porch new kitchen	5/11/2022 6:12 PM
98	Fence, bathroom, floors	5/11/2022 5:15 PM
99	Roof, appliances, water heater, fence	5/11/2022 5:10 PM
100	insulation, replaced all our windows, repainted the whole house (interior)	5/11/2022 3:11 PM
101	Bathroom updates	5/11/2022 1:11 PM
102	Basement remodel	5/11/2022 11:48 AM
103	Flooring, new roof, assorted other repairs though largely done by self without contracting, so cost don't reflect costs of labor.	5/11/2022 10:59 AM
104	New roof.	5/11/2022 7:35 AM
105	Roofing, fridge, landscaping, washer and dryer	5/11/2022 6:57 AM
106	Finished basement	5/11/2022 4:32 AM
107	Finished the basement	5/10/2022 9:55 PM
108	Deck \$17,000	5/10/2022 9:06 PM
109	Roof, skylights, carpet, ceiling, composite deck	5/10/2022 8:43 PM
110	Bathroom remodels	5/10/2022 8:39 PM
111	Replaced all exterior doors and windows. Complete kitchen remodel.	5/10/2022 8:06 PM
112	Home maintainance. Replacement of appliances. Additional electrical lines for higher voltage equipment. Window replacement.	5/10/2022 7:50 PM
113	New windows. Converted garage space to a sunroom.	5/10/2022 6:03 PM
114	Finished basement, new entryway	5/10/2022 4:48 PM
115	new flooring, new countertop	5/10/2022 4:10 PM
116	New flooring, upgraded appliances	5/10/2022 4:03 PM
117	HVAC, plumbing, windows, appliances.	5/10/2022 1:41 PM
118	New flooring throughout home, installed Radon mitigation system, installed basement sump	5/10/2022 1:29 PM

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pump, replaced all windows and siding, Remodeled Kitchen, remodeled half bath, repainted entire interior and downstairs trim work, rescreened porch, and installed new pool liner.

119	Interior improvements. Landscaping improvements.	5/10/2022 1:21 PM
120	roof, new flooring, replace furnace/ac	5/10/2022 1:00 PM
121	Added gas fireplace, finishing basement	5/10/2022 11:30 AM
122	Bathroom remodel	5/10/2022 11:28 AM
123	kitchen remodel	5/10/2022 11:26 AM
124	Flooring, air conditioner, furnace, bathroom remodel, laundry room remodel, new kitchen sink	5/10/2022 11:08 AM
125	New windows	5/10/2022 10:57 AM
126	basement remodel/finishing	5/10/2022 10:54 AM
127	kitchen and bathroom remodel	5/10/2022 9:57 AM
128	Repiping, hvac, appliances.	5/10/2022 9:55 AM
129	2 bath remodels room in basement	5/10/2022 9:52 AM
130	Renovate master bathroom, update 4 season porch,	5/10/2022 9:43 AM
131	Roof..floors..countertops	5/10/2022 9:08 AM
132	Roof..floors	5/10/2022 9:07 AM
133	Bathroom remodel	5/10/2022 9:04 AM
134	On demand water heater	5/10/2022 8:58 AM
135	Roof	5/10/2022 7:54 AM
136	Remodel	5/10/2022 7:38 AM
137	Bath remodel	5/10/2022 7:31 AM
138	Roof, concrete driveway, lower level remodel, all new paint and flooring upstairs and kitchen remodel	5/10/2022 7:06 AM
139	Roof, window repair	5/9/2022 11:47 PM
140	You name it, we've probably done it.	5/9/2022 10:42 PM
141	finished basement; added fireplace; replaced carpet; landscaping	5/9/2022 10:31 PM
142	Windows, Deck repair	5/9/2022 10:30 PM
143	Furnace, water filter, appliances, light fixtures, deck	5/9/2022 10:12 PM
144	Solar panels and a backup battery system.	5/9/2022 9:39 PM
145	Landscaping, fence,	5/9/2022 9:18 PM
146	Interior remodel. Windows, doors	5/9/2022 9:14 PM
147	Deck repairs, new appliances	5/9/2022 9:09 PM
148	Mini kitchen renovation	5/9/2022 9:06 PM
149	Remodel basement bathroom. Remodel kitchen	5/9/2022 8:51 PM
150	Outdoor improvements.	5/9/2022 8:40 PM
151	Exterior and driveway	5/9/2022 8:35 PM
152	New paint throughout the house, new appliances, surround sound system	5/9/2022 8:24 PM
153	Window/Gutter/Garage Door replacement	5/9/2022 8:15 PM
154	roof. gutters insulation.	5/9/2022 8:13 PM

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155	Siding	5/9/2022 8:06 PM
156	Deck, bathroom remodel	5/9/2022 8:02 PM
157	Finishing basement, installing landscaping	5/9/2022 7:52 PM
158	Kitchen remodel	5/9/2022 7:47 PM
159	Finished basement, fenced in yard, and landscaping	5/9/2022 7:45 PM
160	Brand new fence for entire perimeter of property Kitchen cabinets and countertop	5/9/2022 7:39 PM
161	Patio and windows	5/9/2022 7:32 PM
162	Air conditioner, windows in porch, gas fireplace, new kitchen countertops and backsplash, interior paint	5/9/2022 7:11 PM
163	New furnace, AC, water heater, and garage door opener system	5/9/2022 6:54 PM
164	Roof, bathroom update	5/9/2022 6:36 PM
165	Deck, HVAC	5/9/2022 6:25 PM
166	Remodeled kitchen and dining area.	5/9/2022 6:22 PM
167	Carpet, wood floors, countertops	5/9/2022 6:16 PM
168	Added bedroom, bathroom, lots of landscaping, replaced furnace and AC	5/9/2022 6:15 PM
169	Privacy fence Landscaping	5/9/2022 6:12 PM
170	Driveway, basement remodel	5/9/2022 6:09 PM
171	Basement remodel	5/9/2022 6:05 PM
172	Egress window	5/9/2022 6:02 PM
173	Floor, shower, kitchen	5/9/2022 5:53 PM
174	Upgraded plumbing	5/9/2022 5:35 PM
175	Renovated basement	5/9/2022 5:16 PM
176	Painted cabinets, new counters, some new cabinets.	5/9/2022 5:05 PM
177	New backyard fence new windows new front porch.	5/9/2022 4:59 PM
178	finished basement	5/9/2022 4:41 PM
179	Updated kitchen and living room	5/9/2022 4:32 PM
180	Well pump, windows, shed	5/9/2022 4:30 PM
181	New windows, new driveway, new gutters, kitchen remodel	5/9/2022 4:28 PM
182	Flooring, landscaping, plumbing, updating bathrooms, painting	5/9/2022 4:27 PM
183	landscaping, gutters, new driveway	5/9/2022 4:26 PM
184	Added 4th bedroom and 3rd bathroom	5/9/2022 4:26 PM
185	Walk-in shower in Master Bathroom	5/9/2022 4:21 PM
186	New roof, windows, garage doors.	5/9/2022 4:18 PM
187	inground pool, renovated kitchen, basement flooring	5/9/2022 4:15 PM
188	Solar array	5/9/2022 4:12 PM
189	Finish basement. None of your business. You take enough taxes for stupid projects anyways. I have read this survey in its entirety and it has so much interviewer bias skewing responses towards a certain ideology suggesting the village has the ability to be everything and anything to solving peoples problems. All I want from you is to protect my property rights, keep my taxes low, and keep the village safe. That is it.	5/9/2022 4:03 PM

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190	Yard maintenance, retaining wall	5/9/2022 4:01 PM
191	landscaping, renovations inside house	5/9/2022 3:59 PM
192	New furnace/AC, new water softener	5/9/2022 3:53 PM
193	4 season porch	5/9/2022 3:45 PM
194	Finished basement and expanding patio	5/9/2022 3:42 PM
195	Granite counters, flooring, patio	5/9/2022 3:35 PM
196	Landscaping, Patio Extension	5/9/2022 3:35 PM
197	Expanded deck, landscaping improvement, new flooring	5/9/2022 3:32 PM
198	Fence	5/9/2022 3:31 PM
199	patio, waterproofing, solar panels, gutters, AC & furnace, bathroom	5/9/2022 3:25 PM
200	Deck, patio, outdoor landscaping	5/9/2022 3:23 PM
201	Kitchen remodel	5/9/2022 3:17 PM
202	remodeling	5/9/2022 3:14 PM
203	New roof, updated paint and flooring, bar	5/9/2022 3:13 PM
204	deck staining and maintenance, locks, replaced sink	5/9/2022 3:11 PM
205	Whole house Flooring & bathroom remodel, water heater	5/9/2022 3:11 PM
206	Redid a bathroom, new siding on house and new concrete paths around our estate.	5/9/2022 3:10 PM
207	new driveway, egress window	5/9/2022 3:04 PM
208	Kitchen remodel, roof	5/9/2022 3:02 PM
209	Son was paralyzed had to pay for the Remodel of downstairs over paid due to short turn around to get him home from The hospital	5/9/2022 3:01 PM
210	Expanded deck	5/9/2022 3:00 PM
211	landscaping, new water softner, new kitchen floor	5/9/2022 3:00 PM
212	Landscaping, rodel,	5/9/2022 2:57 PM
213	Finished off our basement added a bedroom/office and bathroom	5/9/2022 2:56 PM
214	Bathroom updates	5/9/2022 2:52 PM
215	Added a covered patio, utility shed, resided our house, reroofed our house. Will be getting a new furnace and AC unit this month.	5/9/2022 2:51 PM
216	Screened in porch, landscaping	5/9/2022 2:51 PM
217	new windows	5/9/2022 2:47 PM
218	Yard, doors , driveway and sidewalks	5/9/2022 2:46 PM
219	New flooring.	5/9/2022 2:44 PM
220	Finished basement with bathroom and bedroom.	5/9/2022 2:43 PM
221	roof, siding, furnace, and decking	5/9/2022 2:40 PM
222	Remodeled basement, put in a 3/4 bathroom and a wet bar	5/9/2022 2:36 PM
223	Roof, tree maintenance	5/9/2022 2:35 PM
224	New flooring and basic improvements	5/9/2022 2:34 PM
225	New deck	5/9/2022 2:33 PM
226	We totally remodeled our kitchen	5/9/2022 2:33 PM

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227	Added/updates patio	5/9/2022 2:32 PM
228	New flooring, new roof, new boiler, granite countertops, new kitchen cabinets	5/9/2022 2:31 PM
229	New furnace, A/C, added sport court and redesigned back yard and updated mud room.	5/9/2022 2:30 PM
230	Replacement windows and flooring	5/9/2022 2:21 PM
231	solar panels	5/9/2022 2:21 PM
232	Kitchen remodel, floor replacement, new roof on house and garage.	5/9/2022 2:21 PM
233	New flooring, new deck, remodeled bathroom	5/9/2022 2:20 PM
234	finished basement, stone paver patio, updated mud room	5/9/2022 2:19 PM
235	Play structure, paint, countertops, carpet, appliances.	5/9/2022 2:18 PM
236	Remodeled kitchen, living room and Dining room. new furnace and AC. all new flooring, light fixtures and windows. New driveway and sidewalk.	5/9/2022 2:18 PM
237	Replacement windows	5/9/2022 2:17 PM
238	finished basement, vegetation around house. Painted cabinetry, updated flooring and fixtures.	5/9/2022 2:16 PM
239	Basement and flooring to main level	5/9/2022 2:13 PM
240	landscaping of new property	5/9/2022 2:12 PM
241	Sinking foundation	5/9/2022 2:11 PM
242	Remodeled bathroom and mudroom	5/9/2022 2:11 PM
243	dead tree removal	5/9/2022 2:09 PM
244	Finished basement	5/9/2022 2:08 PM
245	Roofing	5/9/2022 2:08 PM
246	Finished our basement	5/9/2022 2:06 PM
247	Deck, landscaping, patio	5/9/2022 2:05 PM
248	Kitchen remodel on our previous home.	5/9/2022 2:03 PM
249	Added a deck and then just painting some rooms	5/9/2022 2:01 PM
250	We are currently in the process of finishing our basement. Cost estimated to be \$50,000-60,000	5/9/2022 2:01 PM
251	New fence, other routine repairs	5/9/2022 2:00 PM
252	Refinished basement	5/9/2022 1:59 PM
253	Deck improvement	5/9/2022 1:59 PM
254	Solar panels and landscaping	5/9/2022 1:58 PM
255	New furnace/heat pump	5/9/2022 1:58 PM
256	Finished the basement.	5/9/2022 1:58 PM
257	Wood floors, countertops, paint, tile, carpet, light fixtures, finished basement, lawn, fence repair,	5/9/2022 1:58 PM
258	New flooring throughout first floor and bathroom.	5/9/2022 1:58 PM
259	Addition above garage including additional space for bedroom, bathroom, kitchen, and storage	5/9/2022 1:58 PM
260	New Kitchen, floors throughout, new deck and retaining wall, new driveway	5/9/2022 1:58 PM
261	Additional concrete, gazebo, landscaping, basement.	5/9/2022 1:57 PM
262	New roof, furnace, water heater, garage door, external features	5/9/2022 1:56 PM
263	Tore down walls for open concept living room/kitchen, replaced cupboards, added island, put	5/9/2022 1:56 PM

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	on floating wood plan flooring.	
264	Fence and added a bedroom	5/9/2022 1:55 PM
265	Landscaping, upgrade in finishings	5/9/2022 1:55 PM
266	Kitchen remodel	5/9/2022 1:54 PM
267	Finished basement	5/9/2022 1:54 PM
268	Full interior remodel	5/9/2022 1:54 PM
269	Curbing and landscaping	5/9/2022 1:53 PM
270	Kitchen and bath	5/9/2022 1:53 PM
271	Patio and Deck in backyard	5/9/2022 1:52 PM
272	Bathroom gut/remodel	5/9/2022 1:52 PM
273	finish basement	5/9/2022 1:51 PM
274	new deck, updated bathrooms, created a mudroom, general light/flooring updates	5/9/2022 1:51 PM
275	Expanded driveway, playroom in basement, deck	5/9/2022 1:51 PM
276	New siding, windows, gutters, garage door, front door, room paint	5/9/2022 1:50 PM
277	basement finishing	5/9/2022 1:49 PM
278	Updates to basement, bathrooms, exterior	5/9/2022 1:49 PM
279	Finished basement	5/9/2022 1:49 PM
280	kitchen remodel, living room remodel	5/9/2022 1:49 PM
281	Whole house remodel	5/9/2022 1:48 PM
282	Finished my basement.	5/9/2022 1:39 PM
283	Patio, deck, family room, basement	5/9/2022 1:38 PM
284	put in a cement driveway and side pad for the camper/boat \$10,000	5/9/2022 1:36 PM
285	Remodeled master bathroom	5/9/2022 1:33 PM
286	remodeled 2 bathrooms and a pantry; installed built in bookshelves and a window seat in the study	5/9/2022 1:30 PM
287	New windows, A/C unit, water softener. New appliances, interior painting.	5/9/2022 6:24 AM
288	Fixed up the basement	5/9/2022 6:02 AM
289	Patio, Gardens	5/8/2022 2:19 PM
290	two bathrooms remodeled	5/7/2022 8:11 PM
291	New windows throughout Gut and remodel two bathrooms New bamboo flooring	5/7/2022 8:34 AM
292	Fenced in yard for dog	5/6/2022 9:54 PM
293	Refinished hardwoods floors throughout the house, all rooms painted, new woodwork throughout home, renovated both bathrooms, new landscaping.	5/6/2022 9:52 PM
294	New Master bathroom	5/6/2022 9:19 PM
295	New roof	5/6/2022 4:52 AM
296	Kitchen and basement	5/5/2022 10:52 PM
297	Completely redone landscaping, new flooring and paint in the basement, new carpet and paint in some rooms.	5/5/2022 10:36 PM
298	Rock wall, drains installed to improve swale & drainage. Fence, gardens, landscaping.	5/5/2022 8:51 PM
299	Finished basement	5/5/2022 7:46 PM

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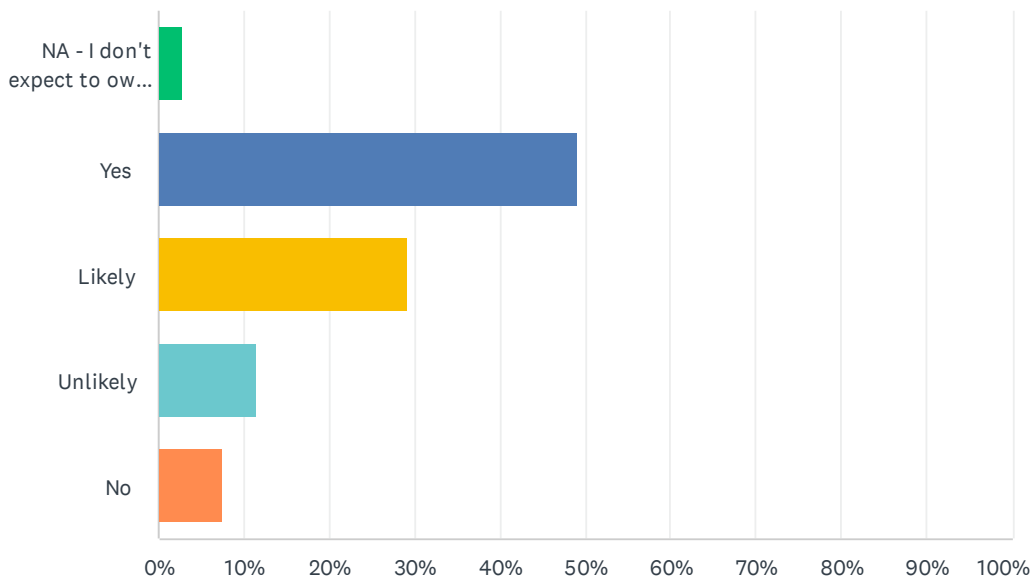
300	New furnace and air conditioner, new kitchen countertops, storm window replacement.	5/5/2022 6:58 PM
301	furnace, water heater, driveway, windows, siding, front door	5/5/2022 5:49 PM
302	Patio and finishing garage	5/5/2022 5:14 PM
303	Flooring, exterior repair, lighting, painting	5/5/2022 3:52 PM
304	driveway flooring and other upgrades	5/5/2022 12:45 PM
305	AC; furnace; roof	5/5/2022 12:17 PM
306	finished basement living room, office, bathroom.	5/5/2022 12:14 PM
307	updated all mechanicals, remodeled kitchen, put on a new deck and screen porch	5/5/2022 11:08 AM
308	outbuilding	5/5/2022 10:56 AM
309	remodel laundry room, remodel front staircase, new flooring	5/5/2022 10:55 AM
310	New exterior front door, furnace, air conditioner, garage heater, electrical upgrades, and solar panels.	5/5/2022 10:42 AM
311	Paint entire interior, new carpeting and hardwood floors, new water softener, new RO system, removal of 12-15 trees, new kitchen appliances, 2 new and 2 repaired windows, purchase of new landscaping,	5/5/2022 10:26 AM
312	Kitchen remodel, landscaping	5/5/2022 10:24 AM
313	Landscaping and patio	5/5/2022 9:18 AM
314	New furnace and A/C, new flooring throughout, updated bathroom fixtures	5/5/2022 8:59 AM
315	concrete patio, landscaping, new sky lights, kitchen	5/5/2022 8:57 AM
316	New kitchen new bathroom new driveway front porch entryway	5/5/2022 8:22 AM
317	Driveway, steps, bathroom	5/5/2022 7:56 AM
318	Finished basement	5/5/2022 7:38 AM
319	20k on bathroom remodel	5/5/2022 7:22 AM
320	We replaced our deck with a composite material.	5/5/2022 6:16 AM
321	finished basement	5/5/2022 6:00 AM
322	Urban farm, flooring	5/5/2022 4:43 AM
323	Gutters, luxury vinyl flooring	5/5/2022 12:07 AM
324	Doors, Floors, Stone Patio/Fire pit, landscaping, kitchen remodel, drywall garage and utility room, new lighting.	5/4/2022 11:16 PM
325	3 season porch and master bath update and addition.	5/4/2022 10:38 PM
326	\$20,000	5/4/2022 10:25 PM
327	Basement Fence Deck	5/4/2022 10:05 PM
328	Patio	5/4/2022 10:05 PM
329	Finished basement	5/4/2022 9:56 PM
330	Deck	5/4/2022 9:42 PM
331	The house was only built in 2018. The house was originally a 430k improvement on 85k of land. We have also done carpeting, painting and landscaping totaling around 20k.	5/4/2022 9:31 PM
332	Landscaping, owning	5/4/2022 9:05 PM
333	Finished basement which included adding 2 bedrooms, bathroom and family room	5/4/2022 9:02 PM
334	Finish basement	5/4/2022 8:50 PM

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335	Finished basement	5/4/2022 8:43 PM
336	Not to this house.	5/4/2022 8:36 PM
337	Finished basement	5/4/2022 8:32 PM
338	Replaced all flooring, prof painted, garage door update	5/4/2022 8:26 PM
339	Finished basement with living space, bathroom and bedroom	5/4/2022 8:22 PM
340	Finished basement	5/4/2022 7:38 PM
341	Remodeled bathroom	5/4/2022 7:21 PM
342	Driveway, furnace, A/C	5/4/2022 6:51 PM
343	Finished basement	5/4/2022 6:45 PM
344	Paver patio, fence	5/4/2022 5:23 PM
345	Kitchen	5/4/2022 3:33 PM
346	new floors	5/4/2022 3:31 PM
347	3rd full bathroom in basement	5/4/2022 1:56 PM
348	Roof.	5/4/2022 1:09 PM
349	Deck	5/4/2022 12:56 PM
350	New carpet, additional shower unit, new privacy fence.	5/4/2022 12:54 PM
351	Kitchen remodel, patio install, landscaping, 3 bathroom renovations.	5/4/2022 10:47 AM
352	flooring, bathroom updates	5/4/2022 10:32 AM

Q43 In the next 5 years, do you intend to invest more than \$2,500 in home improvements?

Answered: 620 Skipped: 167



ANSWER CHOICES	RESPONSES	
NA - I don't expect to own a home in the next 5 years	2.74%	17
Yes	49.03%	304
Likely	29.19%	181
Unlikely	11.61%	72
No	7.42%	46
TOTAL		620

#	IF YOU INTEND TO INVEST MORE THAN \$2,500 IN HOME IMPROVEMENTS IN THE NEXT 5 YEARS, PLEASE SUMMARIZE THE LIKELY IMPROVEMENTS:	DATE
1	Driveway, paint	5/29/2022 7:38 PM
2	Window replacement	5/27/2022 8:11 PM
3	flooring, HVAC	5/27/2022 6:21 PM
4	Flooring	5/27/2022 5:49 PM
5	Siding	5/27/2022 5:44 PM
6	updates	5/27/2022 2:58 PM
7	Fence, patio	5/26/2022 8:49 PM
8	Remodels	5/26/2022 8:42 PM
9	Backyard landscaping \$5,000	5/26/2022 7:39 PM

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10	replace siding and deck	5/26/2022 7:22 PM
11	Bathrooms	5/26/2022 7:03 PM
12	Basement, mud room	5/26/2022 7:02 PM
13	HVAC and new roof	5/26/2022 3:35 PM
14	Kitchen	5/26/2022 2:29 PM
15	new siding and windows	5/26/2022 2:11 PM
16	Bathroom renovation	5/25/2022 11:08 AM
17	deck repairs	5/25/2022 10:13 AM
18	flooring, kitchen,	5/25/2022 9:20 AM
19	Flooring. Bathroom	5/25/2022 8:33 AM
20	Drywall basement, add shower door	5/25/2022 6:57 AM
21	I would like to add 6 more feet to master bedroom and make master bath bigger.	5/24/2022 11:29 PM
22	More work on yard and decks, exterior house repairs-roof and siding, further bathroom remodeling, possible garage build, possible sliding glass door installation, cosmetic upgrades, creating energy efficiency. .	5/24/2022 10:43 PM
23	Put in a 3 season porch. Replace roof. Replace furnace. Probably replace AC.	5/24/2022 10:00 PM
24	restoration of kitchen/dining room, some additional storm windows	5/24/2022 9:15 PM
25	Finish basement	5/24/2022 8:56 PM
26	Finish basement	5/24/2022 8:41 PM
27	Update kitchen and/or bathroom. Replace interior doors and trim. Replace front door.	5/24/2022 7:53 PM
28	Roof, garage, windows	5/24/2022 7:49 PM
29	Solar Panels	5/24/2022 7:37 PM
30	Update kitchen	5/24/2022 7:26 PM
31	windows and roof	5/24/2022 7:12 PM
32	Bathroom updates, landscaping, cosmetic fixes	5/24/2022 7:12 PM
33	Additional bathroom updates	5/24/2022 7:04 PM
34	Carpet, furnace/AC	5/24/2022 11:19 AM
35	new water softener, water heater , driveway	5/23/2022 2:46 PM
36	Kitchen remodel	5/21/2022 11:11 AM
37	Kitchen remodel	5/21/2022 11:05 AM
38	Build a detached garage, update flooring throughout	5/20/2022 9:34 PM
39	kitchen and flooring	5/20/2022 4:17 PM
40	Addition on home	5/20/2022 11:53 AM
41	new windows and siding	5/20/2022 10:02 AM
42	TBD	5/19/2022 8:18 PM
43	Interior updates	5/19/2022 5:10 PM
44	additions to house, landscaping, appliance repairs/improvements	5/19/2022 4:46 PM
45	Update bathrooms/kitchen, possible inground pool	5/19/2022 4:02 PM
46	finish basement, add patio, outdoor landscape/hardscape	5/19/2022 1:01 PM

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47	doors and or windows	5/19/2022 11:48 AM
48	further complete the backyard and likely finish more of the basement	5/18/2022 12:30 PM
49	doors, windows, outside landscaping,maybe solar	5/18/2022 10:36 AM
50	Upgrades	5/18/2022 9:43 AM
51	windows, siding, doors, gutters	5/17/2022 8:55 PM
52	We are always making improvements, not sure what will be next	5/17/2022 8:54 PM
53	Detached Garage	5/17/2022 8:14 PM
54	Replace driveway, update bathrooms, roof possibly	5/17/2022 7:57 PM
55	New central air unit	5/17/2022 2:11 AM
56	Insulation, replace front door	5/15/2022 6:32 AM
57	Bathroom addition	5/14/2022 6:49 PM
58	Roof new furnace/air conditioning	5/13/2022 10:42 PM
59	Garage expansion	5/13/2022 10:23 PM
60	replacement of the deck, remodel of the living space, addition of roof above front door	5/13/2022 11:10 AM
61	Windows, landscaping, and flooring	5/13/2022 8:40 AM
62	New windows, new flooring upstairs, landscaping	5/13/2022 5:48 AM
63	Cement patio	5/12/2022 9:56 PM
64	updating hvac interior outside work	5/12/2022 9:51 PM
65	Additional bathroom, screened in porch	5/12/2022 9:51 PM
66	Refinish hardwood floors, new carpeting, remodel kitchen	5/12/2022 6:54 PM
67	Updated fireplace doors, carpet, paint, decking or screen porch	5/12/2022 5:30 PM
68	Master bathroom	5/12/2022 4:40 PM
69	New flooring throughout; new appliances	5/12/2022 4:39 PM
70	Pergola	5/12/2022 4:27 PM
71	Additional landscaping, repairs, replacements.	5/12/2022 4:21 PM
72	Bathrooms upgrades.	5/12/2022 3:46 PM
73	Kitchen, landscaping, basement	5/12/2022 3:18 PM
74	Windows, Paint or siding, drive way, addition.	5/12/2022 2:55 PM
75	kitchen remodel	5/12/2022 1:38 PM
76	New windows	5/12/2022 12:52 PM
77	New Flooring throughout house and painting	5/12/2022 12:31 PM
78	Finishing the basement	5/12/2022 12:24 PM
79	front porch replacement, side sun room, rear deck	5/12/2022 11:58 AM
80	Updated garage, new roof, landscaping, updated bathroom features	5/12/2022 11:47 AM
81	Deck, Landscaping	5/12/2022 11:10 AM
82	remodeling bathroom, updating flooring	5/12/2022 9:54 AM
83	Roofing/windows	5/11/2022 6:44 PM
84	Siding carpet	5/11/2022 6:12 PM

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85	Kitchen	5/11/2022 5:15 PM
86	Flooring, bathroom remodel	5/11/2022 5:10 PM
87	new furnace and A/C will very likely be needed	5/11/2022 3:11 PM
88	Deck	5/11/2022 1:11 PM
89	We will be having fireplace inserts installed this summer and plan continued reinvestment.	5/11/2022 10:59 AM
90	Replace cement driveway	5/11/2022 10:54 AM
91	finish basement bathroom, shed, third driveway stall	5/11/2022 8:42 AM
92	New siding	5/11/2022 7:35 AM
93	New patio, tile backsplash	5/10/2022 9:55 PM
94	Screened in porch, possible bathroom or basement cosmetic updates	5/10/2022 8:43 PM
95	New driveway	5/10/2022 8:39 PM
96	Exterior patio / improvements. Interior door replacement.	5/10/2022 8:06 PM
97	Furnace replacement/upgrade and whatever else needs replacing.	5/10/2022 7:50 PM
98	windows, siding, roof	5/10/2022 6:09 PM
99	New driveway concrete	5/10/2022 6:03 PM
100	Finished basement, deck	5/10/2022 5:52 PM
101	New driveway, new roof	5/10/2022 4:48 PM
102	update bathrooms	5/10/2022 4:10 PM
103	Additional 2 car garage with a master suite above it.	5/10/2022 4:09 PM
104	Addition with new deck	5/10/2022 4:03 PM
105	New roof	5/10/2022 1:41 PM
106	Remodel upstairs bathrooms, possibly add on a master bedroom and bathroom over the garage.	5/10/2022 1:29 PM
107	Finishing a currently unfinished basement	5/10/2022 1:10 PM
108	update kitchen, master bath, replace carpets, possible porch/sunroom, deck	5/10/2022 1:00 PM
109	roof and water heater	5/10/2022 12:31 PM
110	Landscaping, painting	5/10/2022 11:30 AM
111	Appliances	5/10/2022 11:28 AM
112	kitchen upgrades	5/10/2022 10:54 AM
113	Finishing a basement	5/10/2022 10:54 AM
114	outdoor space	5/10/2022 9:57 AM
115	Deck, hvac, roof, solar	5/10/2022 9:55 AM
116	Outdoor living space	5/10/2022 9:52 AM
117	updates to kitchen; replace external entry stairs	5/10/2022 9:48 AM
118	pool and/or landscaping	5/10/2022 9:43 AM
119	Updated AC unit, update kitchen	5/10/2022 9:43 AM
120	Updating the old materials with new ones. Trim, landscaping, flooring, bathroom renovation	5/10/2022 9:05 AM
121	New fence	5/10/2022 9:04 AM
122	Air conditioner, paint	5/10/2022 8:58 AM

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123	Add a cement slab off of deck	5/10/2022 8:56 AM
124	Finish the basement	5/10/2022 8:13 AM
125	driveway, exterior, bathroom	5/10/2022 8:11 AM
126	Expanded backyard patio, finished basement	5/10/2022 7:59 AM
127	roofing	5/10/2022 7:56 AM
128	Deck	5/10/2022 7:54 AM
129	Garage, yard	5/10/2022 7:38 AM
130	kitchen remodel, new deck/patio	5/10/2022 7:31 AM
131	Shed	5/10/2022 7:30 AM
132	Adding a deck	5/10/2022 7:06 AM
133	Deck	5/9/2022 11:50 PM
134	Finish the basement	5/9/2022 11:47 PM
135	Mechanicals	5/9/2022 10:42 PM
136	replace appliances; replace windows	5/9/2022 10:31 PM
137	Remodel-Master bed/bath add on, extend garage	5/9/2022 10:12 PM
138	Space remodels	5/9/2022 9:39 PM
139	Finish basement	5/9/2022 9:18 PM
140	Miscellaneous, landscaping, mechanicals	5/9/2022 9:14 PM
141	Painting, new fence, update deck	5/9/2022 9:09 PM
142	Bathroom remodel	5/9/2022 9:06 PM
143	Flooring. Remodel main bathroom	5/9/2022 8:51 PM
144	Updates	5/9/2022 8:40 PM
145	Roofing, Windows, Basement remodeling	5/9/2022 8:39 PM
146	Deck	5/9/2022 8:37 PM
147	Kitchen remodel	5/9/2022 8:35 PM
148	Kitchen and master bath renovation	5/9/2022 8:31 PM
149	New deck	5/9/2022 8:24 PM
150	Kitchen remodel, Flooring replacement, Bathroom remodel	5/9/2022 8:15 PM
151	Bathroom	5/9/2022 8:06 PM
152	Kitchen fence and driveway	5/9/2022 8:02 PM
153	More landscaping	5/9/2022 7:52 PM
154	Redo bathroom & stairways	5/9/2022 7:39 PM
155	3season porch and kitchen reno	5/9/2022 7:32 PM
156	house windows, siding, bathroom remodel	5/9/2022 7:11 PM
157	Remodel basement	5/9/2022 7:11 PM
158	Finishing basement	5/9/2022 6:54 PM
159	Remodel, landscaping	5/9/2022 6:25 PM
160	New windows, flooring.	5/9/2022 6:22 PM

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161	three season room	5/9/2022 6:16 PM
162	Finishing a full kitchen remodel this summer. Need a new driveway. Need radon system installed. Likely need a new water heater. Additional landscaping potentially a new roof	5/9/2022 6:15 PM
163	Exterior painting	5/9/2022 6:12 PM
164	Add addition, kitchen remodel	5/9/2022 6:09 PM
165	Three-season patio	5/9/2022 6:05 PM
166	Flooring, trim, doors, countertops	5/9/2022 6:02 PM
167	Windows, furnace, water softener	5/9/2022 5:53 PM
168	New deck, solar	5/9/2022 5:35 PM
169	Replace large wrap-around deck	5/9/2022 5:16 PM
170	New flooring	5/9/2022 5:05 PM
171	Siding and furnace/ ac and hot water heater	5/9/2022 4:59 PM
172	Water heater, Furnace, Central Air	5/9/2022 4:52 PM
173	New windows and carpets	5/9/2022 4:51 PM
174	Roof, Windows	5/9/2022 4:37 PM
175	landscaping, finishing basement	5/9/2022 4:33 PM
176	Deck, bathroom, window, front steps	5/9/2022 4:30 PM
177	Lots of landscaping, interior remodeling	5/9/2022 4:28 PM
178	Kitchen remodeling, flooring update	5/9/2022 4:27 PM
179	roof, kitchen update	5/9/2022 4:26 PM
180	Kitchen remodel, painting interior of house, new front door, new flooring	5/9/2022 4:18 PM
181	roof, exterior door(s), interior paint, flooring	5/9/2022 4:15 PM
182	ac for outbuilding	5/9/2022 4:12 PM
183	Bathroom, entry way updates	5/9/2022 4:01 PM
184	New roof	5/9/2022 3:58 PM
185	Basement remodel to add bathroom and bedroom	5/9/2022 3:53 PM
186	Flooring, baseboards, and painting	5/9/2022 3:45 PM
187	outdoor living space	5/9/2022 3:42 PM
188	New roof	5/9/2022 3:38 PM
189	bathroom upgrades, appliance upgrades, landscaping (trees)	5/9/2022 3:25 PM
190	Finish basement	5/9/2022 3:23 PM
191	driveway replacement, roof, windows	5/9/2022 3:22 PM
192	New front door	5/9/2022 3:17 PM
193	Adding a kitchenette and making a room a legal bedroom	5/9/2022 3:14 PM
194	Siding, Roofing	5/9/2022 3:13 PM
195	replace flooring, add storm door, fix weatherstripping to garage door, landscaping	5/9/2022 3:11 PM
196	Possibly 3 season porch	5/9/2022 3:11 PM
197	Roof, landscaping	5/9/2022 3:11 PM
198	Redo a bathroom	5/9/2022 3:10 PM

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199	Kitchen remodel	5/9/2022 3:09 PM
200	New doors, woodwork and kitchen cabinetry	5/9/2022 3:09 PM
201	new roof	5/9/2022 3:04 PM
202	Screen in porch, basement remodel	5/9/2022 3:02 PM
203	Windows	5/9/2022 3:01 PM
204	New floors and redo bassment	5/9/2022 3:01 PM
205	expand deck	5/9/2022 3:00 PM
206	update kitchen and bathroom	5/9/2022 3:00 PM
207	Bathroom remodel	5/9/2022 2:57 PM
208	Flooring	5/9/2022 2:54 PM
209	Kitchen Update	5/9/2022 2:52 PM
210	Landscaping and new driveway	5/9/2022 2:51 PM
211	Finish basement	5/9/2022 2:51 PM
212	Finish our basement	5/9/2022 2:49 PM
213	flooring and bathroom remodel	5/9/2022 2:47 PM
214	Bathrooms	5/9/2022 2:46 PM
215	Carpeting or other internal remodeling, deck, landscaping	5/9/2022 2:45 PM
216	New Roof	5/9/2022 2:44 PM
217	flooring	5/9/2022 2:40 PM
218	finish the basement	5/9/2022 2:37 PM
219	flooring, basement, etc.	5/9/2022 2:36 PM
220	Unsure	5/9/2022 2:36 PM
221	Windows	5/9/2022 2:34 PM
222	Fix backyard	5/9/2022 2:34 PM
223	Roof	5/9/2022 2:33 PM
224	New windows - carpet - remodel bathrooms	5/9/2022 2:33 PM
225	Remodel	5/9/2022 2:32 PM
226	bathroom remodels	5/9/2022 2:30 PM
227	windows, updating	5/9/2022 2:26 PM
228	update bathrooms	5/9/2022 2:25 PM
229	solar panels	5/9/2022 2:24 PM
230	Additional replacement windows	5/9/2022 2:21 PM
231	Interior updates	5/9/2022 2:21 PM
232	Repair chimney, trim tress, remove tree stumps, cut down dead tree, renovate kitchen, repaint interior, landscaping	5/9/2022 2:21 PM
233	Remodeled kitchen, additional bedroom/addition to house, remodel master bath, new roof	5/9/2022 2:20 PM
234	Remodel kitchen and bathrooms, possibly expand home and add bigger deck.	5/9/2022 2:20 PM
235	new flooring, cabinet built ins	5/9/2022 2:19 PM
236	Either finish basement or screened in porch	5/9/2022 2:19 PM

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237	Normal upkeep. Landscaping, repairs, etc.	5/9/2022 2:18 PM
238	New roof, siding and front door.	5/9/2022 2:18 PM
239	New furnace, A/C, and water heater	5/9/2022 2:17 PM
240	paver patio, 3 season porch, exterior door from garage.	5/9/2022 2:16 PM
241	Landscaping	5/9/2022 2:13 PM
242	On-going updates to interior and exterior based on age of home is approximately 20 years old.	5/9/2022 2:11 PM
243	roof, possibly expand kitchen, replace deck	5/9/2022 2:09 PM
244	Deck, updates	5/9/2022 2:08 PM
245	Basement	5/9/2022 2:05 PM
246	Finish our currently unfinished basement.	5/9/2022 2:03 PM
247	Replace central air, potentially may need to repair or replace roof	5/9/2022 2:02 PM
248	Finishing the basement	5/9/2022 2:01 PM
249	Screen porch	5/9/2022 2:01 PM
250	Driveway repair, carpet	5/9/2022 2:00 PM
251	new roof, kitchen refinishing	5/9/2022 1:59 PM
252	Replace roof, add solar panels	5/9/2022 1:59 PM
253	Roof	5/9/2022 1:59 PM
254	finishing the basements, adding outdoor patio	5/9/2022 1:58 PM
255	Redo basement	5/9/2022 1:58 PM
256	Other updates	5/9/2022 1:58 PM
257	Lot leveling, 3 season porch, redo master bath	5/9/2022 1:58 PM
258	bathroom renovation, roof	5/9/2022 1:58 PM
259	Kitchen and bath updates, flooring updates	5/9/2022 1:56 PM
260	2 bathroom remodels	5/9/2022 1:56 PM
261	Build out space above garage, expand basement	5/9/2022 1:55 PM
262	Backyard improvements	5/9/2022 1:54 PM
263	Furnace, Roof, Deck, Fence	5/9/2022 1:54 PM
264	floors	5/9/2022 1:54 PM
265	Exterior improvements (new deck)	5/9/2022 1:54 PM
266	Basement	5/9/2022 1:53 PM
267	Finishing basement and landscaping	5/9/2022 1:52 PM
268	Remodel	5/9/2022 1:52 PM
269	Basement	5/9/2022 1:51 PM
270	new doors, windows; possible floor updates	5/9/2022 1:51 PM
271	Bathroom remodels, landscaping	5/9/2022 1:51 PM
272	Finished basement adding another bathroom, bedroom/office and family room	5/9/2022 1:50 PM
273	kitchen and flooring upgrade	5/9/2022 1:49 PM
274	bathroom updates, kitchen	5/9/2022 1:49 PM

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275	bedroom/bathroom	5/9/2022 1:49 PM
276	Misc room updates	5/9/2022 1:48 PM
277	Adding on a 4 season porch.	5/9/2022 1:39 PM
278	bathroom, additional bedroom	5/9/2022 1:38 PM
279	Finish Basement	5/9/2022 1:33 PM
280	windows and siding	5/9/2022 1:33 PM
281	we would like to remodel the master bath	5/9/2022 1:30 PM
282	Finish basement, improve garage	5/9/2022 6:34 AM
283	Refinish wood floors, replace carpeting, cosmetic repairs.	5/9/2022 6:24 AM
284	finish basement	5/8/2022 2:19 PM
285	Kitchen upgrades, lawn improvements	5/8/2022 10:17 AM
286	Finish the basement	5/7/2022 11:40 PM
287	Kitchen remodel, first floor remodel	5/7/2022 8:34 AM
288	Potential screened porch addition and deck replacement	5/6/2022 9:54 PM
289	Kitchen and deck patio renovation.	5/6/2022 9:52 PM
290	Expand deck and outdoor living space, update office	5/6/2022 9:19 PM
291	Patio	5/6/2022 1:54 PM
292	New Kitchen	5/6/2022 12:10 PM
293	Addition	5/6/2022 10:48 AM
294	New flooring, bathroom &kitchen updates	5/6/2022 9:09 AM
295	Landscaping, doors	5/6/2022 4:52 AM
296	Master bedroom and bathroom	5/5/2022 10:52 PM
297	New deck, potentially renovated kitchen and bathroom.	5/5/2022 10:36 PM
298	Soon to fix drainage on one side of house and add patios, increase landscaping as well as gardens.	5/5/2022 8:51 PM
299	Windows	5/5/2022 6:58 PM
300	deck, roof, fireplace	5/5/2022 5:49 PM
301	Finish the basement	5/5/2022 5:14 PM
302	Painting, plumbing	5/5/2022 3:52 PM
303	Updating livingroom, bathroom, basement	5/5/2022 1:27 PM
304	other upgrades	5/5/2022 12:45 PM
305	New doors; remodel bathrooms; replace water heater	5/5/2022 12:17 PM
306	continued landscaping	5/5/2022 12:14 PM
307	Landscaping. Fencing.	5/5/2022 12:00 PM
308	upgrades from builder grade materials	5/5/2022 11:42 AM
309	remodel bathroom, new driveway and walk way	5/5/2022 11:08 AM
310	Deck, floor replacement, doors	5/5/2022 10:56 AM
311	kitchen remodel, basement finishing	5/5/2022 10:55 AM
312	New water heater, windows, exterior doors, kitchen remodel, landscaping and garage	5/5/2022 10:42 AM

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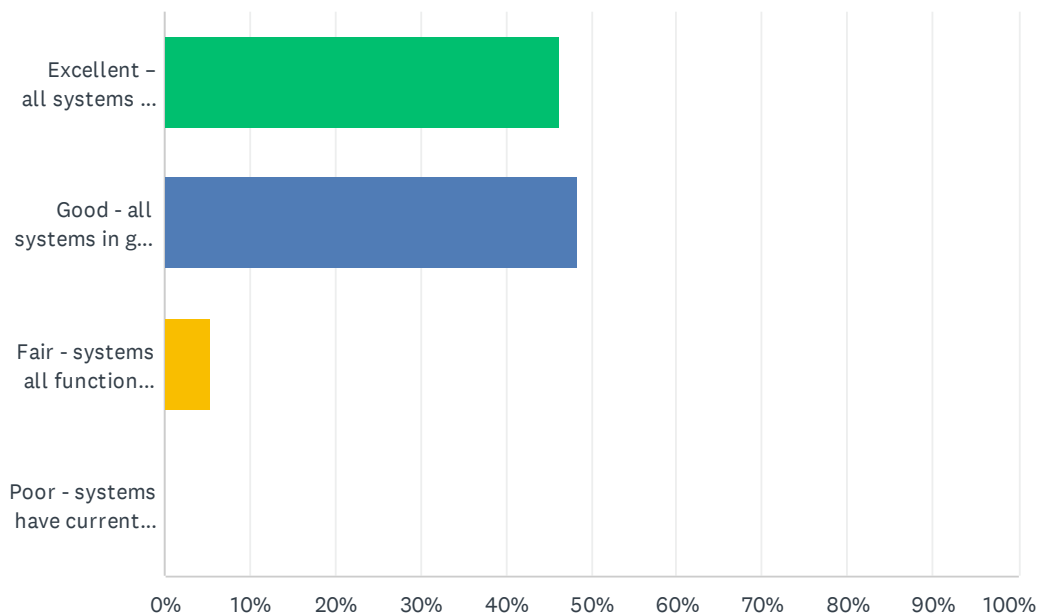
	improvements.	
313	New garage doors, new windows for house, finish remainder of basement	5/5/2022 10:26 AM
314	Roof, mechanicals	5/5/2022 10:24 AM
315	driveway, front entrance, painting, flooring	5/5/2022 10:04 AM
316	New porch and deck, vermiculite removal, crawl space repairs	5/5/2022 9:34 AM
317	Finished basement	5/5/2022 9:18 AM
318	New countertops	5/5/2022 8:59 AM
319	not sure	5/5/2022 8:57 AM
320	Flooring, appliances, patio	5/5/2022 8:11 AM
321	Deck, bedroom improvements, basement improvements	5/5/2022 7:22 AM
322	Landscaping	5/5/2022 7:03 AM
323	New roof, replace 3 doors that are giving out, replace carpet	5/5/2022 6:16 AM
324	solar panels	5/5/2022 6:00 AM
325	Landscaping and curb appeal, painting interior, new front door, possibly new windows, master bath remodel	5/5/2022 12:07 AM
326	Windows, landscaping, bathrooms	5/4/2022 11:16 PM
327	Screen porch	5/4/2022 11:00 PM
328	New roof and gas fireplace	5/4/2022 10:38 PM
329	\$13,000	5/4/2022 10:25 PM
330	Egress window, new driveway	5/4/2022 10:12 PM
331	Landscaping. Basement Remodel	5/4/2022 10:04 PM
332	Deck, roof	5/4/2022 9:59 PM
333	Screen porch	5/4/2022 9:56 PM
334	Finish basement/landscaping	5/4/2022 9:54 PM
335	Deck and patio	5/4/2022 9:42 PM
336	Deck/landscaping and Finishing basement	5/4/2022 9:37 PM
337	We may opt for a patio extension off of our deck.	5/4/2022 9:31 PM
338	Deck	5/4/2022 9:20 PM
339	Hope to finish off basement	5/4/2022 9:05 PM
340	Add a patio	5/4/2022 9:02 PM
341	Finish the basement	5/4/2022 8:41 PM
342	Basement	5/4/2022 8:36 PM
343	Mud room	5/4/2022 8:22 PM
344	Concrete patio. New deck	5/4/2022 8:00 PM
345	3/4 season room	5/4/2022 7:21 PM
346	Landscaping	5/4/2022 6:45 PM
347	Landscaping	5/4/2022 5:23 PM
348	kitchen	5/4/2022 4:34 PM
349	Patio extension	5/4/2022 3:42 PM

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350	?	5/4/2022 3:33 PM
351	New Windows, new deck	5/4/2022 1:56 PM
352	Deck screenporxch	5/4/2022 1:21 PM
353	Hvac	5/4/2022 1:09 PM
354	New siding and windows	5/4/2022 12:54 PM
355	updates, remodel of kitchen	5/4/2022 11:20 AM
356	window replacement, Air Conditioner	5/4/2022 10:32 AM

Q44 What is the condition of your home or apartment? Consider both the building systems (plumbing, heating, electrical) and the interior and exterior finishes (roofing, siding, paint, flooring, counter tops, etc.).

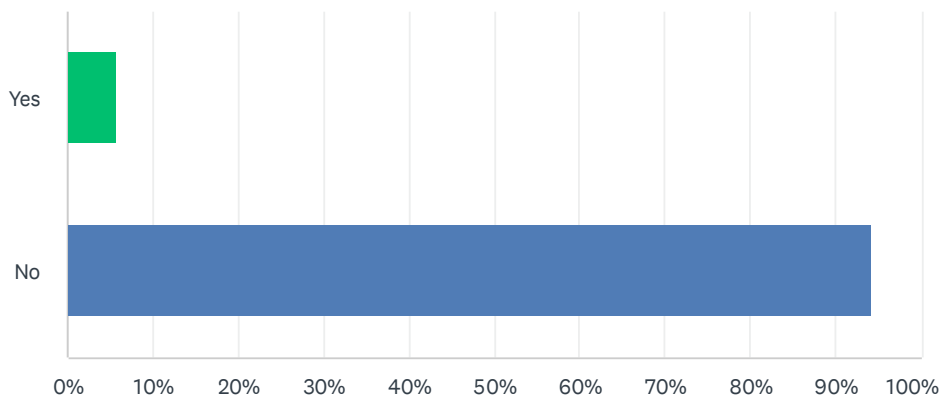
Answered: 621 Skipped: 166



ANSWER CHOICES	RESPONSES	
Excellent – all systems and finishes in good repair	46.22%	287
Good - all systems in good repair, but finishes are showing some signs of age and/or wear	48.47%	301
Fair - systems all functional but with recurring or impending repair needs, but the unit is safe; some finishes are visibly worn or dated	5.31%	33
Poor - systems have current or frequent repair needs, some finishes are significantly worn and unsightly, there are building code violations and/or safety concerns	0.00%	0
TOTAL		621

Q45 In the past 5 years, have you had to forego other needs such as food, healthcare, or childcare to ensure you could continue to pay for your housing?

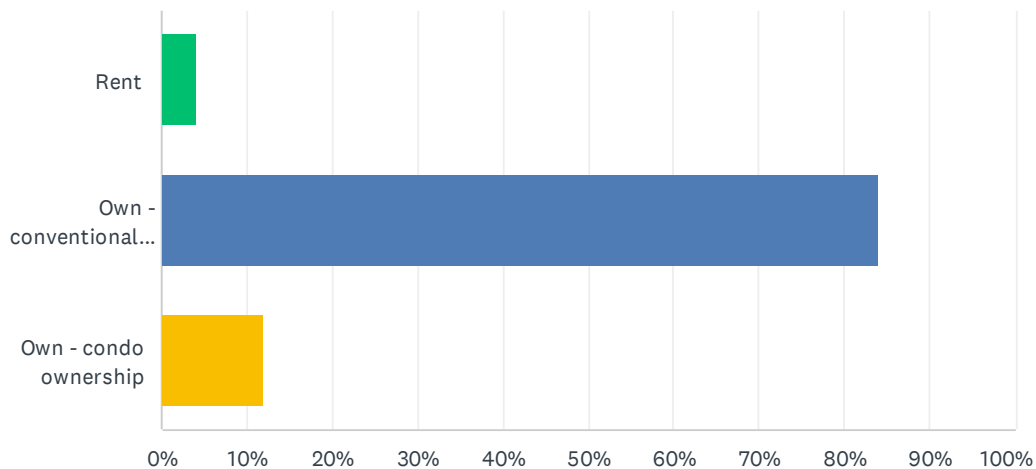
Answered: 671 Skipped: 116



ANSWER CHOICES	RESPONSES	
Yes	5.81%	39
No	94.19%	632
TOTAL		671

Q46 If you were to move in the next 5 years, would you rather rent or own your housing?

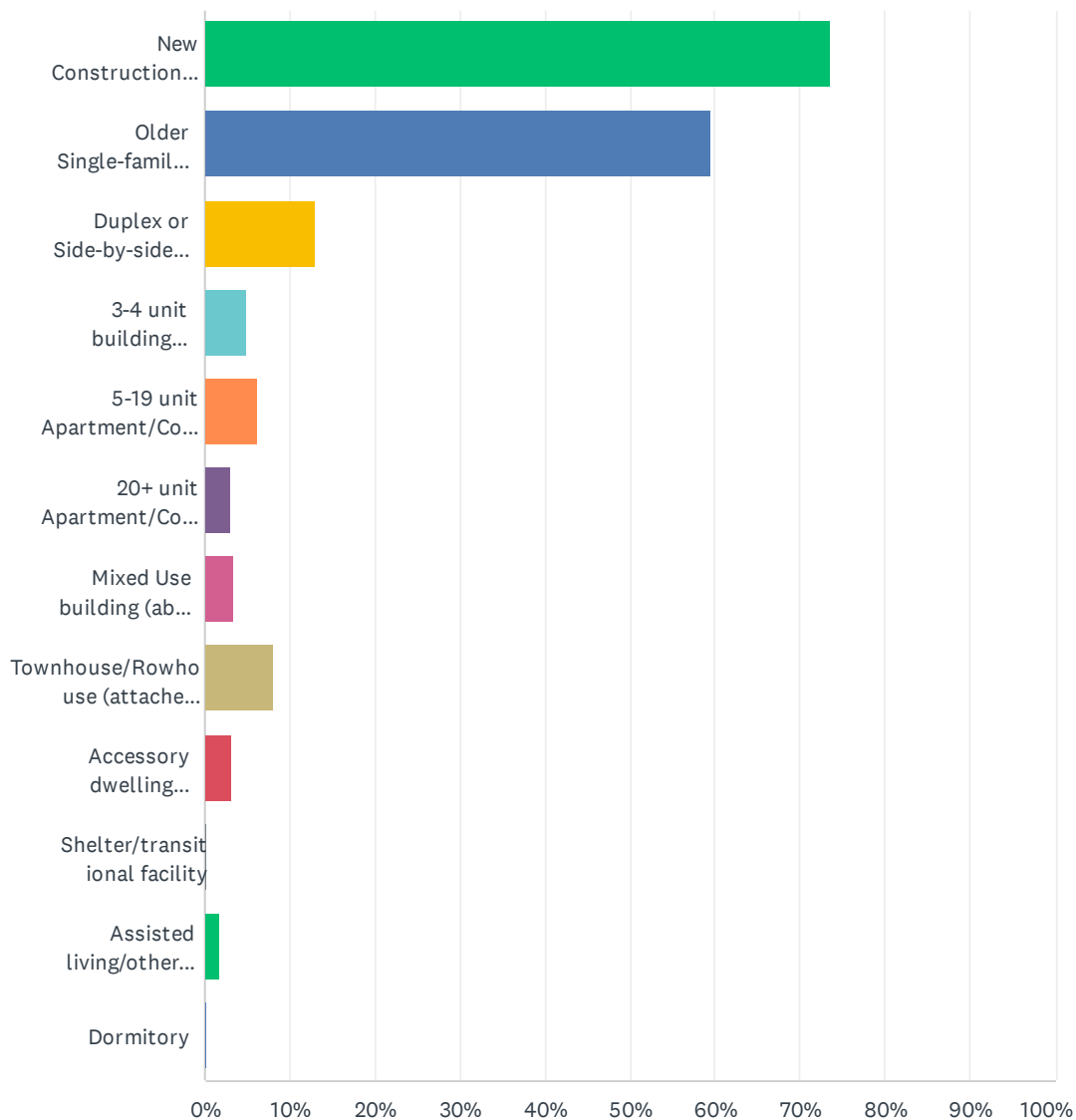
Answered: 675 Skipped: 112



ANSWER CHOICES	RESPONSES	
Rent	4.15%	28
Own - conventional ownership	84.00%	567
Own - condo ownership	11.85%	80
TOTAL		675

Q47 If you were to move in the next 5 years, what type of structure types would appeal to you? check all that apply.

Answered: 667 Skipped: 120

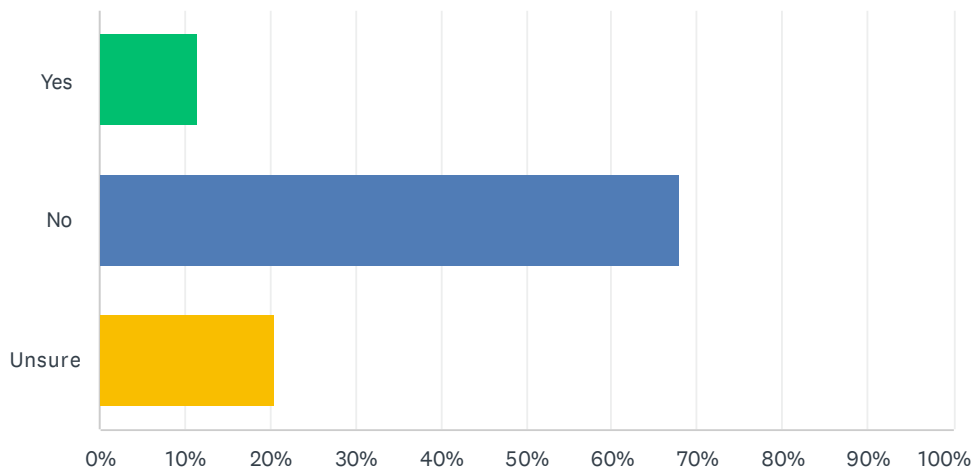


McFarland Community Survey

ANSWER CHOICES	RESPONSES	
New Construction Single-family home	73.46%	490
Older Single-family home	59.52%	397
Duplex or Side-by-side condo (2 unit structure)	13.04%	87
3-4 unit building (triplex, fourplex, small apartment building)	4.95%	33
5-19 unit Apartment/Condo Building	6.15%	41
20+ unit Apartment/Condo Building	3.00%	20
Mixed Use building (above ground floor commercial)	3.45%	23
Townhouse/Rowhouse (attached single-family homes w/ common walls)	8.10%	54
Accessory dwelling unit/granny flat/mother-in-law suite	3.30%	22
Shelter/transitional facility	0.30%	2
Assisted living/other group facility	1.65%	11
Dormitory	0.30%	2
Total Respondents: 667		

Q48 Are you currently planning to purchase a home somewhere in the next 2-3 years?

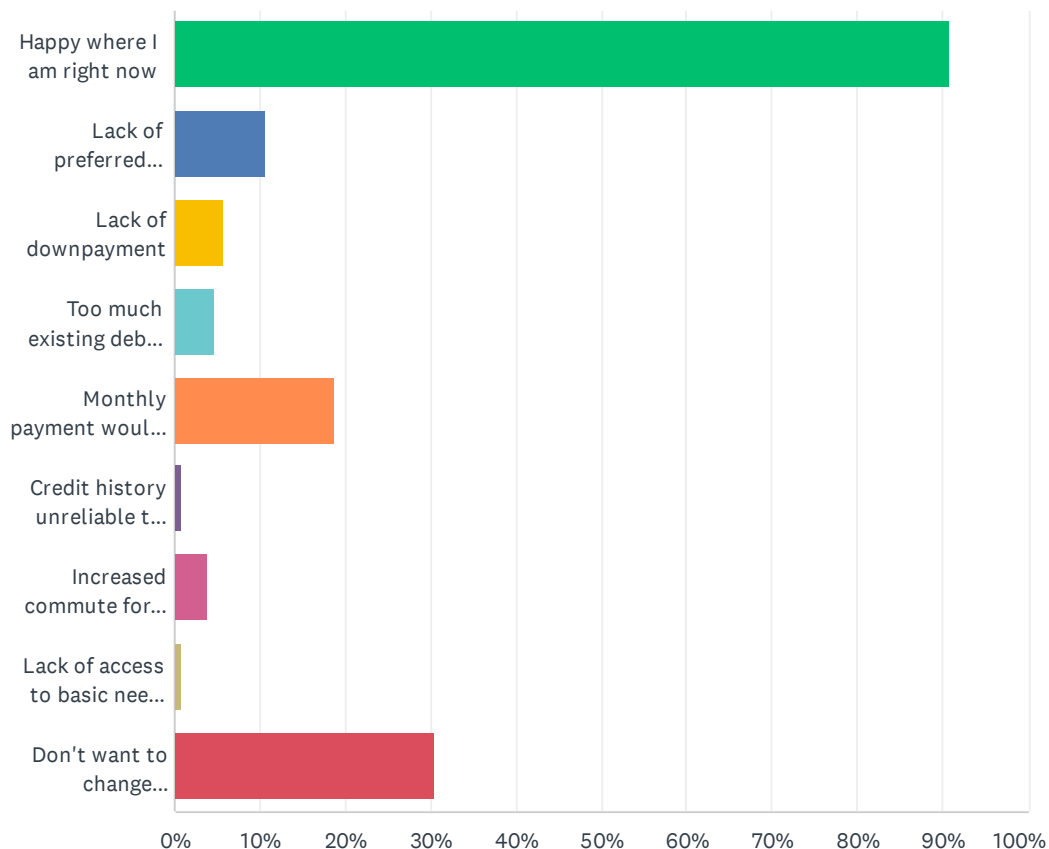
Answered: 685 Skipped: 102



ANSWER CHOICES	RESPONSES	
Yes	11.53%	79
No	68.03%	466
Unsure	20.44%	140
TOTAL		685

Q49 What are the main barriers to purchasing a home? Select all that apply.

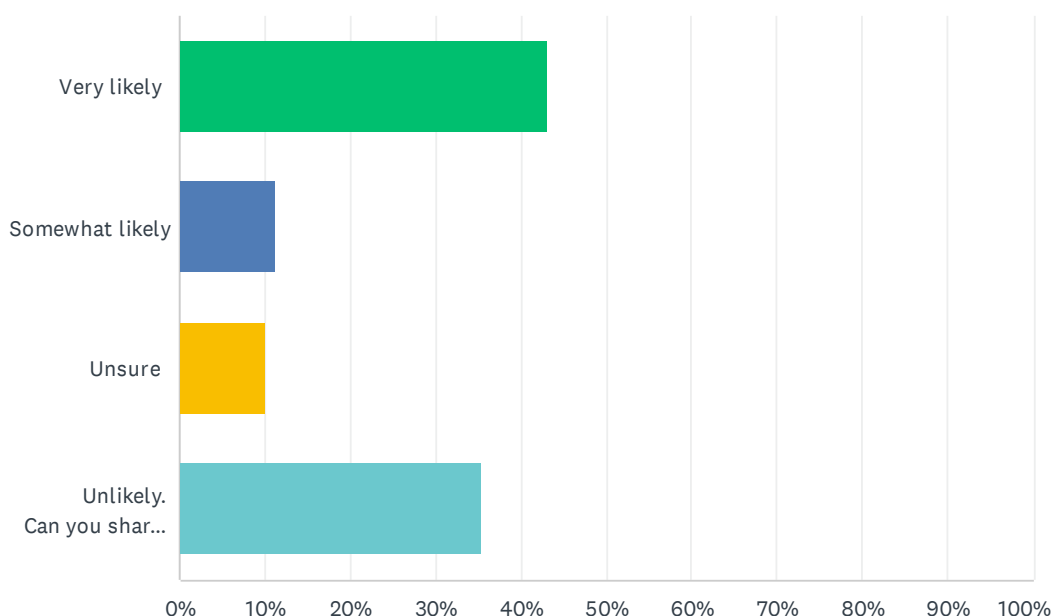
Answered: 450 Skipped: 337



ANSWER CHOICES	RESPONSES	
Happy where I am right now	90.89%	409
Lack of preferred dwelling type	10.67%	48
Lack of downpayment	5.78%	26
Too much existing debt (student loans, car loans, etc.)	4.67%	21
Monthly payment would be too high/unaffordable	18.67%	84
Credit history unreliable to secure loan	0.89%	4
Increased commute for other household members	3.78%	17
Lack of access to basic need amenities (grocery stores, shopping, etc.)	0.89%	4
Don't want to change schools/district	30.44%	137
Total Respondents: 450		

Q50 How likely are you to purchase your next home in McFarland?

Answered: 79 Skipped: 708



ANSWER CHOICES	RESPONSES	
Very likely	43.04%	34
Somewhat likely	11.39%	9
Unsure	10.13%	8
Unlikely. Can you share your TOP reason why not?	35.44%	28
TOTAL		79

#	UNLIKELY. CAN YOU SHARE YOUR TOP REASON WHY NOT?	DATE
1	Only Veridian available	5/29/2022 1:46 PM
2	Property taxes Are too high	5/27/2022 5:45 PM
3	Cost of homes has gone up far too much	5/26/2022 7:04 PM
4	Cost of living	5/26/2022 3:45 PM
5	We plan on moving out of Dane County.	5/24/2022 7:51 PM
6	Lack of restaurants and children parks (i.e. splash pads)	5/16/2022 9:57 AM
7	Looking for 2 or more acres for privacy	5/12/2022 5:32 PM
8	Village spends too much money	5/12/2022 4:31 PM
9	No lots other than Veridian available. Also want to be closer to our daughter	5/11/2022 10:56 AM
10	Schools are not the same since covid	5/10/2022 10:58 AM
11	There isnt enough country dwellings in McFarland	5/9/2022 9:23 PM

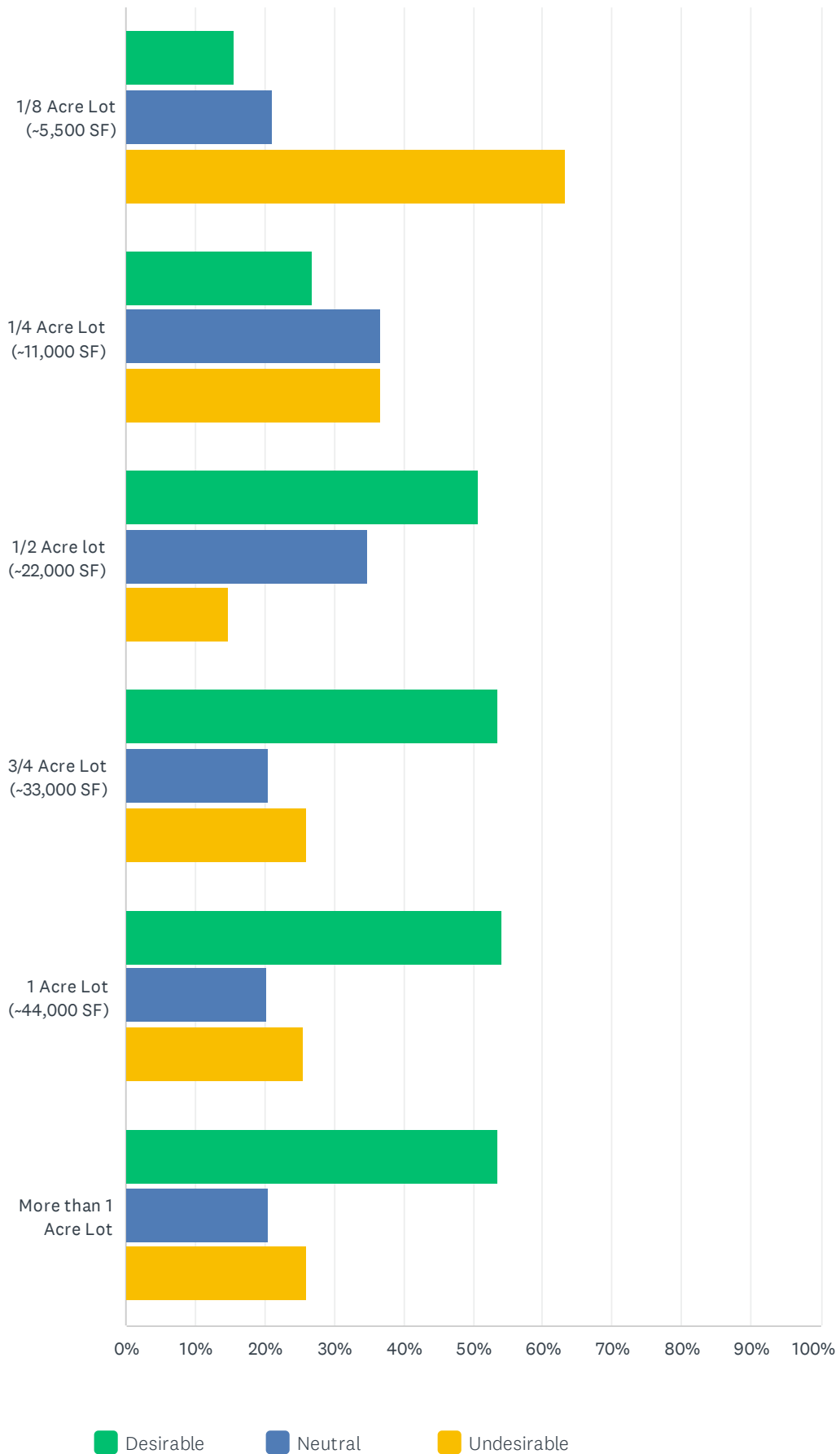
McFarland Community Survey

12	too expensive to buy a newer home	5/9/2022 7:13 PM
13	Relocate out of state	5/9/2022 6:11 PM
14	We prefer to live in a more rural area	5/9/2022 2:33 PM
15	It's a pass through community. Only here for schools. Village board makes horrible decisions at times. Main	5/9/2022 2:20 PM
16	Moving closer to other family members	5/9/2022 2:19 PM
17	Want to move out of Dane Co	5/9/2022 2:16 PM
18	We are probably moving out of the state. Otherwise McFarland would be our choice of purchase.	5/9/2022 2:15 PM
19	It's too expensive	5/9/2022 2:14 PM
20	The fucking dump	5/9/2022 1:59 PM
21	Second home, vacation home	5/9/2022 1:56 PM
22	Dane county taxes	5/9/2022 1:51 PM
23	Too far of a commute to the places we need to travel	5/9/2022 6:36 AM
24	Although I'd love to stay here, I can't afford to buy in McFarland.	5/6/2022 11:53 AM
25	Purchasing family home on farm.	5/5/2022 7:45 PM
26	There is nothing in my price range.	5/5/2022 10:20 AM
27	Affordability	5/4/2022 10:37 PM
28	too expensive	5/4/2022 3:32 PM

Q51 What size of a lot are you looking for in this next purchase?

Answered: 77 Skipped: 710

McFarland Community Survey

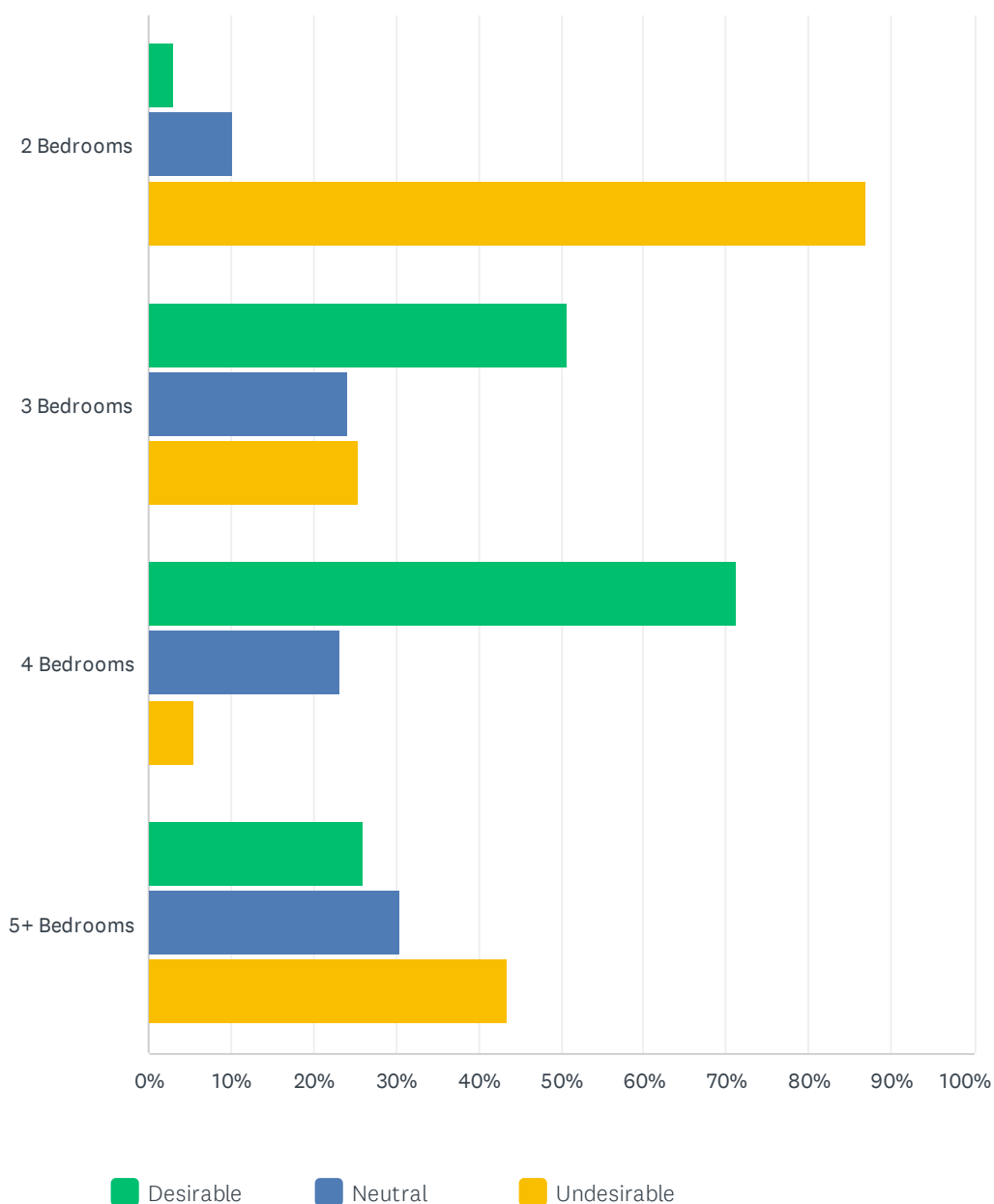


McFarland Community Survey

	DESIRABLE	NEUTRAL	UNDESIRABLE	TOTAL	WEIGHTED AVERAGE
1/8 Acre Lot (~5,500 SF)	15.49% 11	21.13% 15	63.38% 45	71	3.32
1/4 Acre Lot (~11,000 SF)	26.76% 19	36.62% 26	36.62% 26	71	2.83
1/2 Acre lot (~22,000 SF)	50.67% 38	34.67% 26	14.67% 11	75	2.13
3/4 Acre Lot (~33,000 SF)	53.42% 39	20.55% 15	26.03% 19	73	2.19
1 Acre Lot (~44,000 SF)	54.05% 40	20.27% 15	25.68% 19	74	2.18
More than 1 Acre Lot	53.42% 39	20.55% 15	26.03% 19	73	2.19

Q52 How many bedrooms are you looking for in this next purchase?

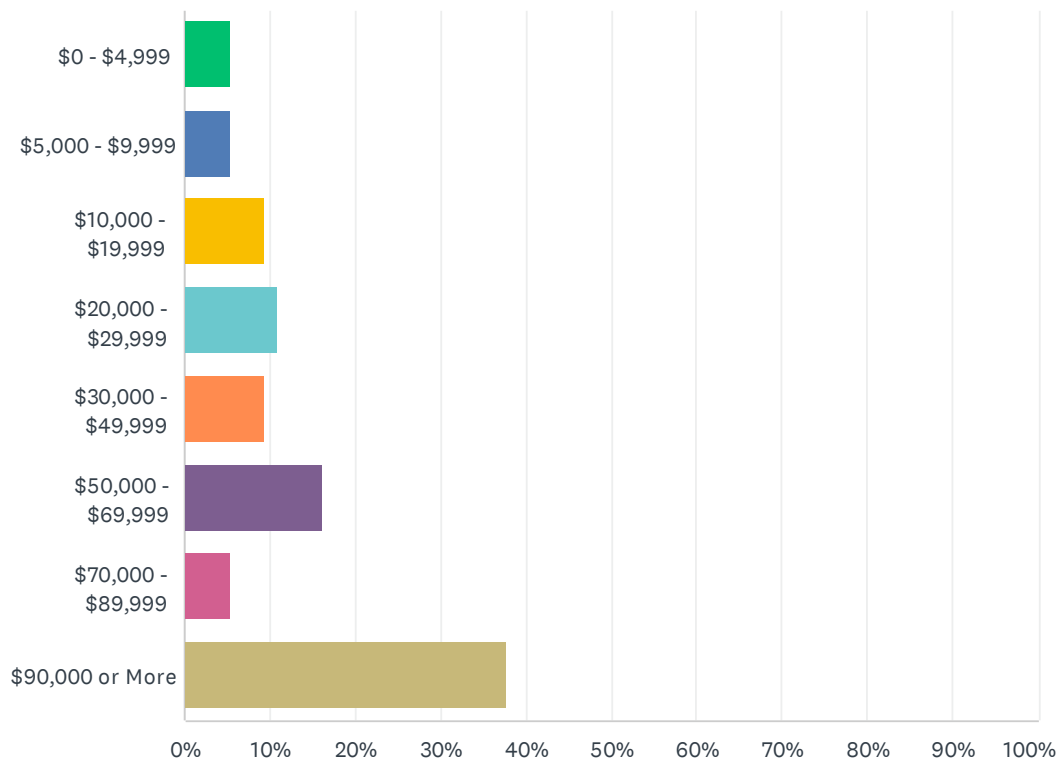
Answered: 78 Skipped: 709



	DESIRABLE	NEUTRAL	UNDESIRABLE	TOTAL	WEIGHTED AVERAGE
2 Bedrooms	2.90% 2	10.14% 7	86.96% 60	69	3.81
3 Bedrooms	50.67% 38	24.00% 18	25.33% 19	75	2.24
4 Bedrooms	71.23% 52	23.29% 17	5.48% 4	73	1.63
5+ Bedrooms	26.09% 18	30.43% 21	43.48% 30	69	2.91

Q53 How much down payment will you likely have available for purchasing a new home?

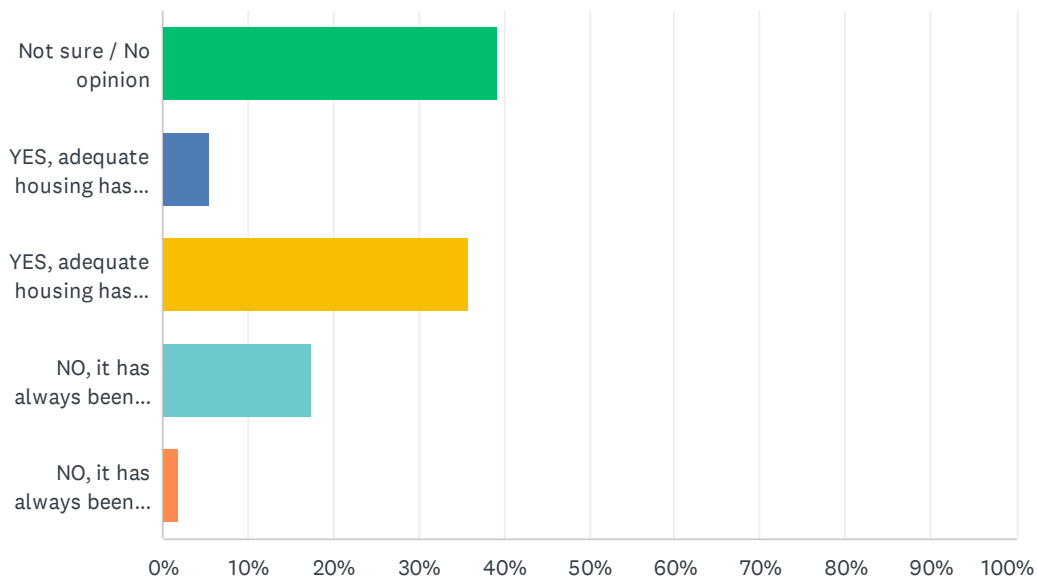
Answered: 74 Skipped: 713



ANSWER CHOICES	RESPONSES	
\$0 - \$4,999	5.41%	4
\$5,000 - \$9,999	5.41%	4
\$10,000 - \$19,999	9.46%	7
\$20,000 - \$29,999	10.81%	8
\$30,000 - \$49,999	9.46%	7
\$50,000 - \$69,999	16.22%	12
\$70,000 - \$89,999	5.41%	4
\$90,000 or More	37.84%	28
TOTAL		74

Q54 Have you perceived changes in housing options and availability in McFarland over the past 5 years?

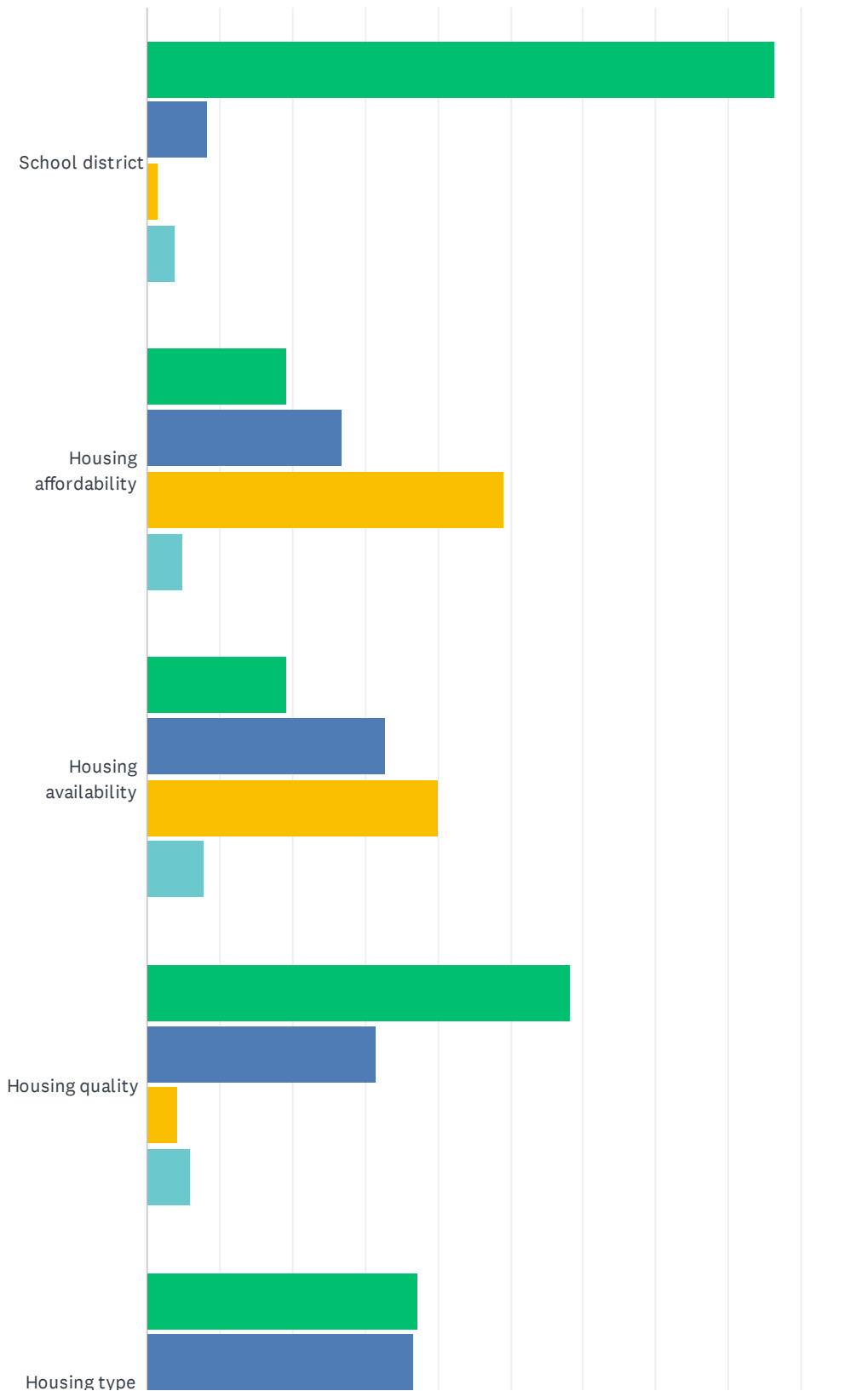
Answered: 657 Skipped: 130



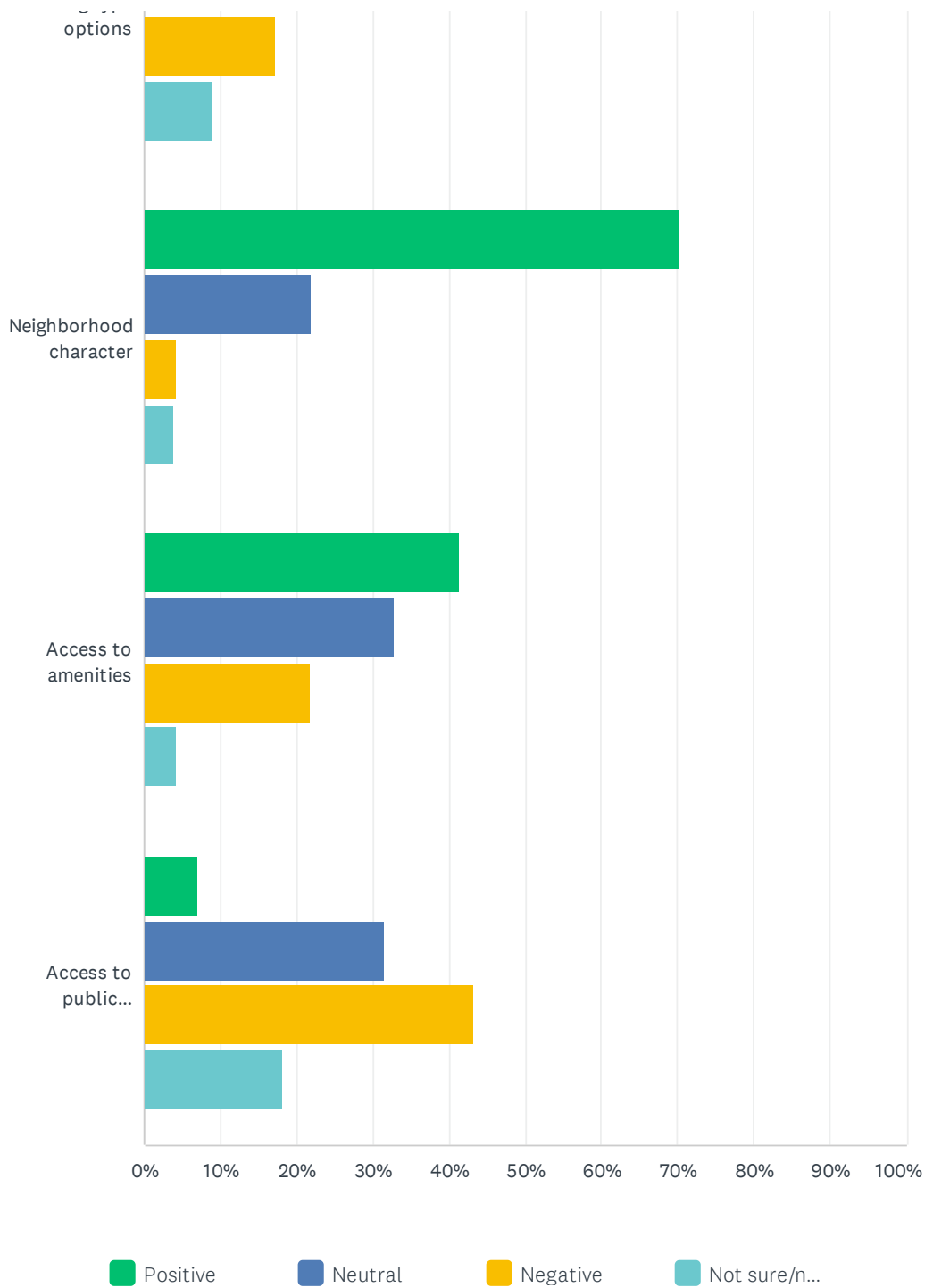
ANSWER CHOICES	RESPONSES	
Not sure / No opinion	39.27%	258
YES, adequate housing has gotten easier to find	5.48%	36
YES, adequate housing has gotten harder to find	35.77%	235
NO, it has always been difficult to find adequate housing	17.50%	115
NO, it has always been relatively easy to find adequate housing	1.98%	13
TOTAL		657

Q55 In your opinion, what effect do each of the following issues have on decisions to choose housing in McFarland?

Answered: 652 Skipped: 135



McFarland Community Survey

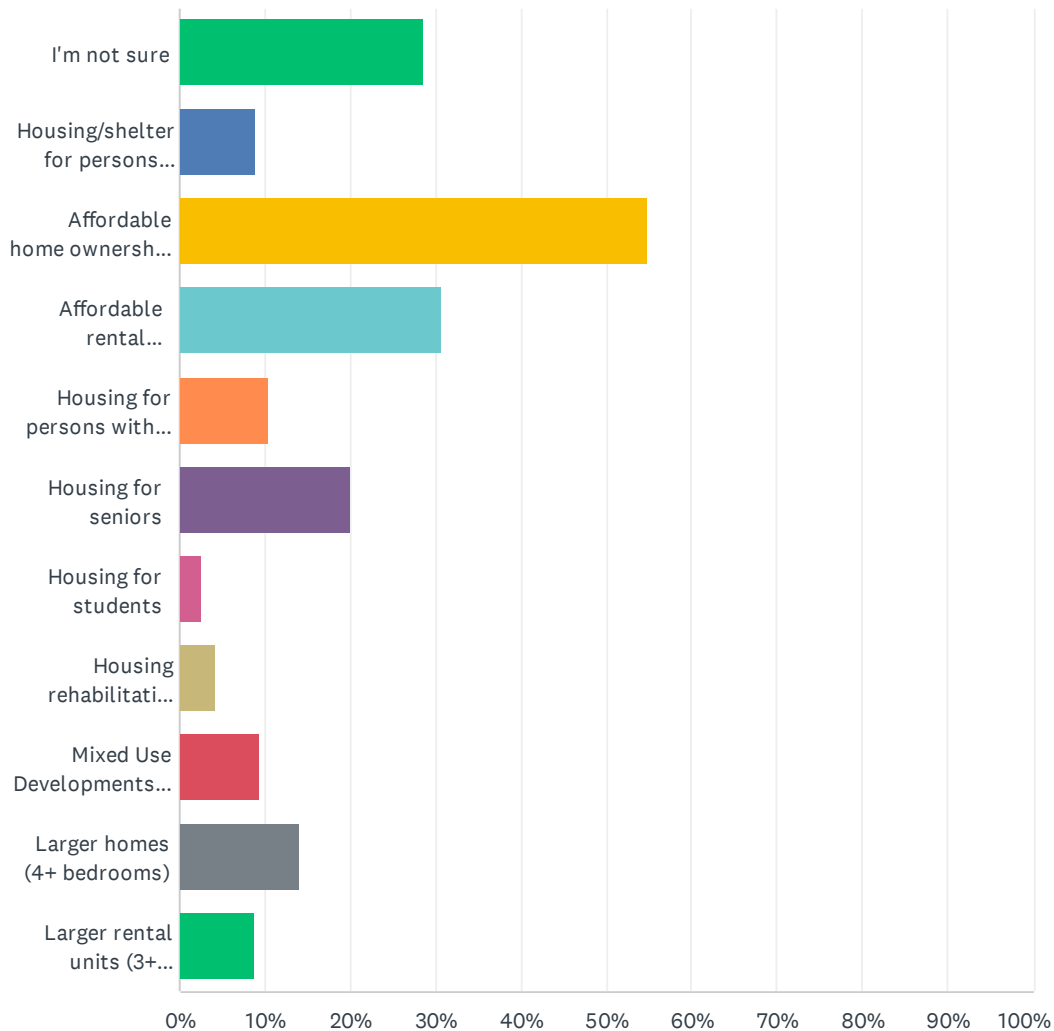


McFarland Community Survey

	POSITIVE	NEUTRAL	NEGATIVE	NOT SURE/NO OPINION	TOTAL
School district	86.40% 559	8.35% 54	1.39% 9	3.86% 25	647
Housing affordability	19.25% 124	26.86% 173	49.07% 316	4.81% 31	644
Housing availability	19.25% 124	32.76% 211	40.06% 258	7.92% 51	644
Housing quality	58.26% 374	31.46% 202	4.36% 28	5.92% 38	642
Housing type options	37.21% 240	36.59% 236	17.21% 111	8.99% 58	645
Neighborhood character	70.08% 452	21.86% 141	4.19% 27	3.88% 25	645
Access to amenities	41.28% 265	32.87% 211	21.65% 139	4.21% 27	642
Access to public transportation	7.13% 46	31.47% 203	43.26% 279	18.14% 117	645

Q56 In your opinion, what are the greatest unmet housing needs in McFarland right now? (select up to 3)

Answered: 646 Skipped: 141

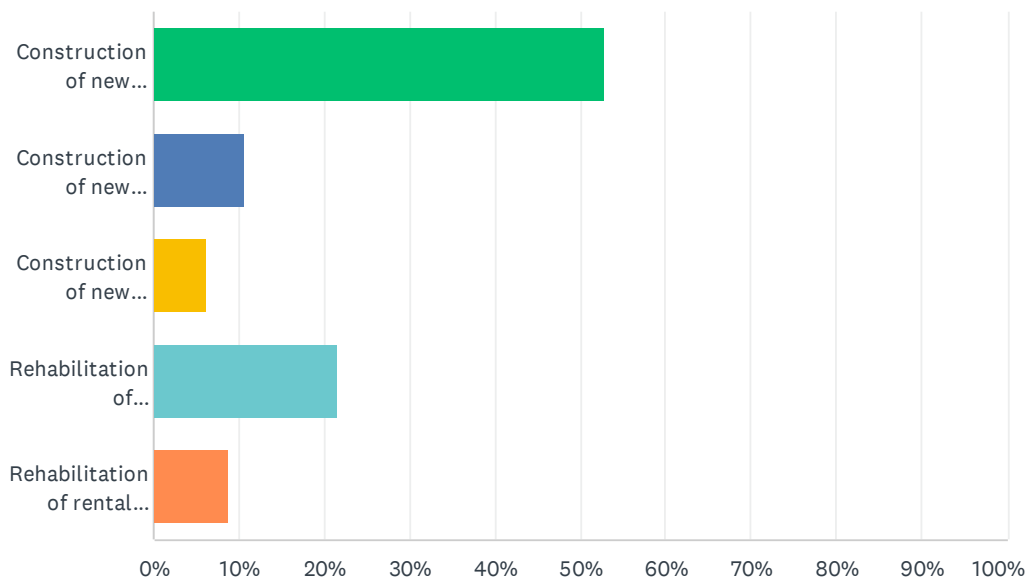


McFarland Community Survey

ANSWER CHOICES	RESPONSES	
I'm not sure	28.48%	184
Housing/shelter for persons experiencing homelessness	8.98%	58
Affordable home ownership opportunities	54.80%	354
Affordable rental opportunities	30.65%	198
Housing for persons with disabilities/special needs	10.37%	67
Housing for seniors	19.97%	129
Housing for students	2.63%	17
Housing rehabilitation (poor quality of housing)	4.18%	27
Mixed Use Developments (residential above ground floor commercial)	9.29%	60
Larger homes (4+ bedrooms)	14.09%	91
Larger rental units (3+ bedrooms)	8.67%	56
Total Respondents: 646		

Q57 If the Village were to use/create programs that target a specific housing type, is there a specific type of investment you feel would have the GREATEST benefit to McFarland?

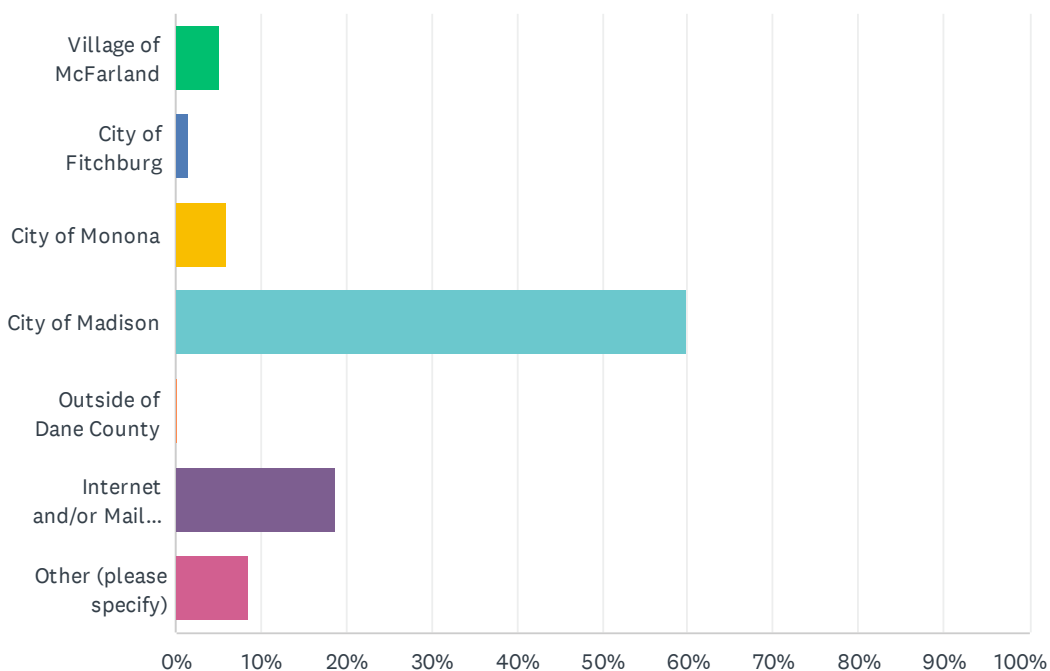
Answered: 610 Skipped: 177



ANSWER CHOICES	RESPONSES	
Construction of new affordable owner-occupied housing	52.95%	323
Construction of new affordable rental housing	10.66%	65
Construction of new income-restricted rental housing	6.23%	38
Rehabilitation of owner-occupied housing	21.48%	131
Rehabilitation of rental housing	8.69%	53
TOTAL		610

Q58 Where do you do most of your NON-GROCERY shopping?

Answered: 652 Skipped: 135



ANSWER CHOICES	RESPONSES	
Village of McFarland	5.06%	33
City of Fitchburg	1.53%	10
City of Monona	5.98%	39
City of Madison	59.82%	390
Outside of Dane County	0.31%	2
Internet and/or Mail Order	18.87%	123
Other (please specify)	8.44%	55
TOTAL		652

#	OTHER (PLEASE SPECIFY)	DATE
1	Stoughton	5/30/2022 4:29 PM
2	Sun Prairie	5/27/2022 8:16 PM
3	Sun Prairie	5/26/2022 3:55 PM
4	Sun Prairie	5/24/2022 9:04 PM
5	Sun Prairie	5/24/2022 7:40 PM
6	Stoughton	5/20/2022 9:07 PM
7	Sun Prairie	5/18/2022 12:37 PM

McFarland Community Survey

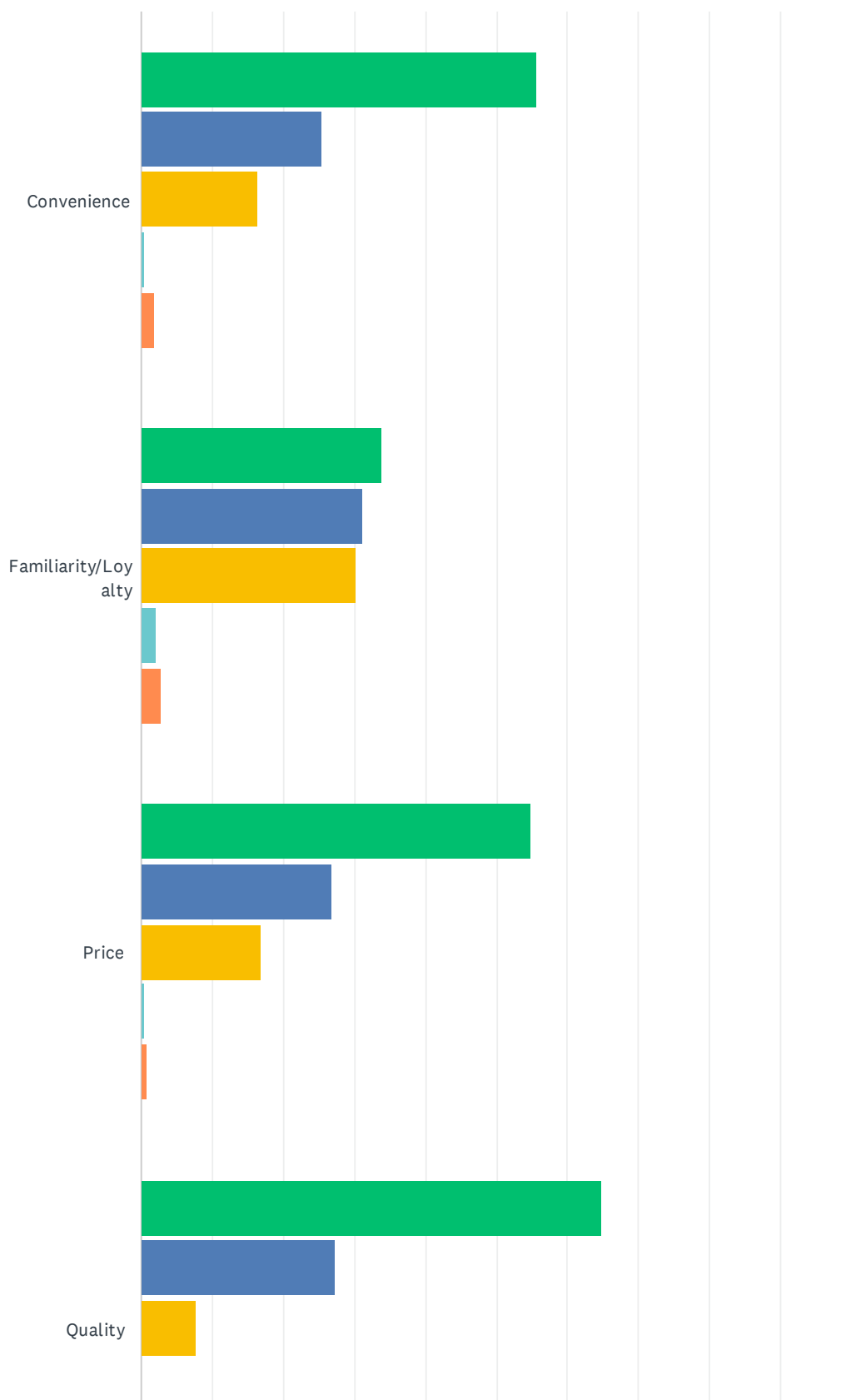
8	City of Middleton	5/17/2022 8:07 PM
9	Amazon	5/16/2022 5:42 PM
10	West Towne, Sun Prairie	5/16/2022 10:46 AM
11	Sun Prairie	5/14/2022 3:04 PM
12	Sun Prairie	5/13/2022 11:27 AM
13	All around Dane County and online	5/12/2022 5:37 PM
14	Beaver Dam, WI	5/12/2022 12:03 PM
15	Stoughton	5/10/2022 6:14 PM
16	City of Stoughton	5/10/2022 6:00 PM
17	City of sun prairie	5/10/2022 4:56 PM
18	Sun Prairie	5/10/2022 9:11 AM
19	Sun Prairie	5/10/2022 9:09 AM
20	stoughton	5/10/2022 8:14 AM
21	Stoughton or monona	5/10/2022 7:41 AM
22	Sun Prairie	5/10/2022 12:01 AM
23	Stoughton	5/9/2022 11:52 PM
24	Wal-Mart and Amazon	5/9/2022 9:34 PM
25	Sun Prairie	5/9/2022 8:55 PM
26	Stoughton	5/9/2022 8:47 PM
27	Sun Prairie	5/9/2022 8:29 PM
28	Stoughton	5/9/2022 6:43 PM
29	Stoughton	5/9/2022 5:40 PM
30	Sun Prairie	5/9/2022 4:57 PM
31	Stoughton	5/9/2022 4:34 PM
32	Stoughton	5/9/2022 4:32 PM
33	Stougjton sin prairie	5/9/2022 4:06 PM
34	Stoughton Walmart or Monona	5/9/2022 3:43 PM
35	Sun Prairie	5/9/2022 3:28 PM
36	sun prairie	5/9/2022 3:11 PM
37	Milwaukee	5/9/2022 3:01 PM
38	Sun Prairie	5/9/2022 2:57 PM
39	Sun Prairie	5/9/2022 2:42 PM
40	Stoughton	5/9/2022 2:40 PM
41	Sun Prairie	5/9/2022 2:32 PM
42	Stoughton, sun Prarie or Amazon	5/9/2022 2:30 PM
43	Costco Sun P	5/9/2022 2:13 PM
44	Sun prairie	5/9/2022 2:04 PM
45	Stoughton	5/9/2022 1:54 PM

McFarland Community Survey

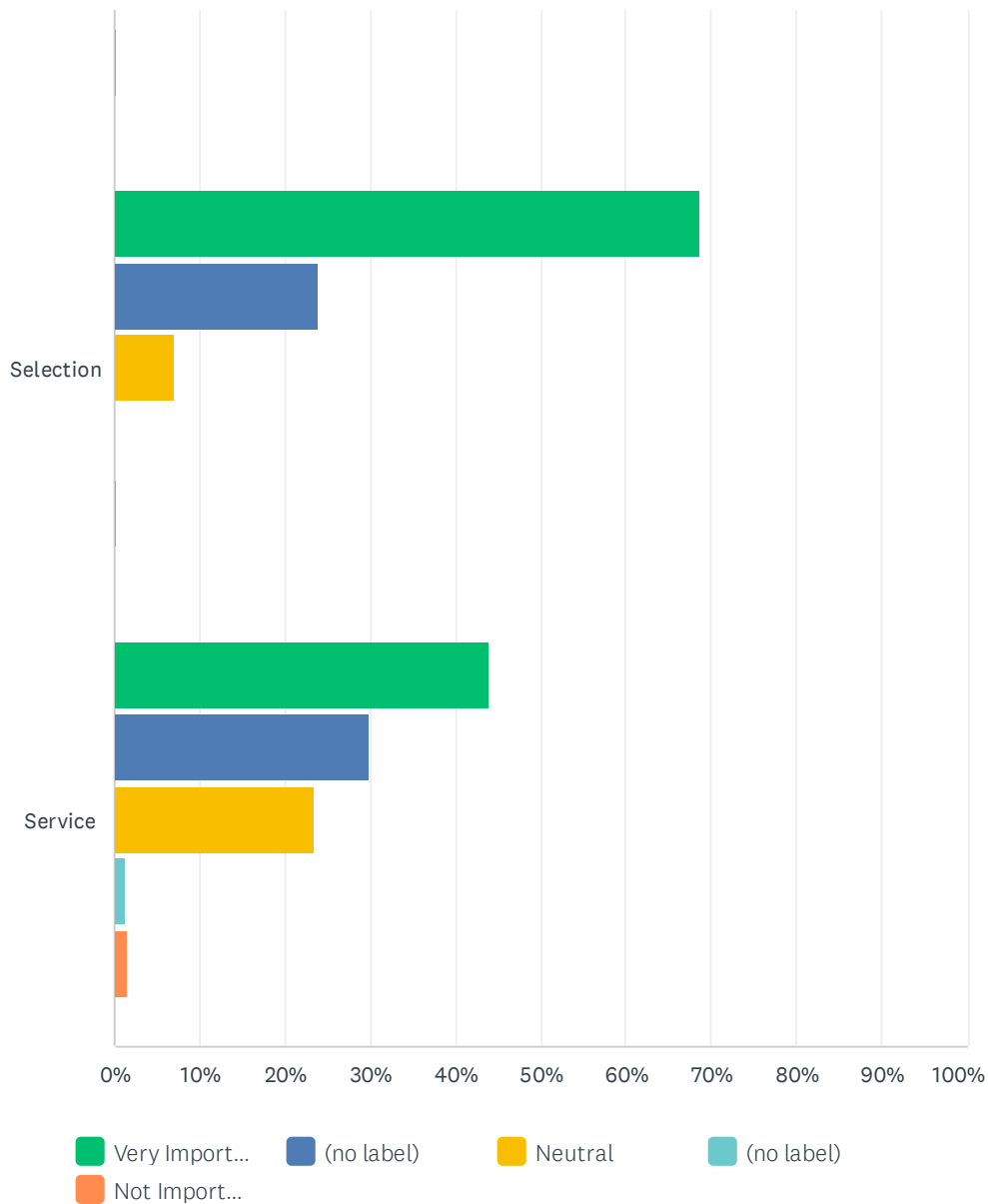
46	Stoughton	5/9/2022 1:44 PM
47	Stoughton	5/9/2022 1:41 PM
48	Sun Prairie	5/9/2022 1:34 PM
49	Stoughton / Sun Prairie	5/9/2022 6:32 AM
50	Madison Area	5/6/2022 10:12 PM
51	Stoughton	5/6/2022 8:24 PM
52	Stoughton	5/5/2022 8:14 AM
53	Amazon	5/5/2022 8:04 AM
54	Stoughton	5/5/2022 6:24 AM
55	Stoughton	5/4/2022 1:28 PM

Q59 What are important factors that lead you to shop where you do?

Answered: 650 Skipped: 137



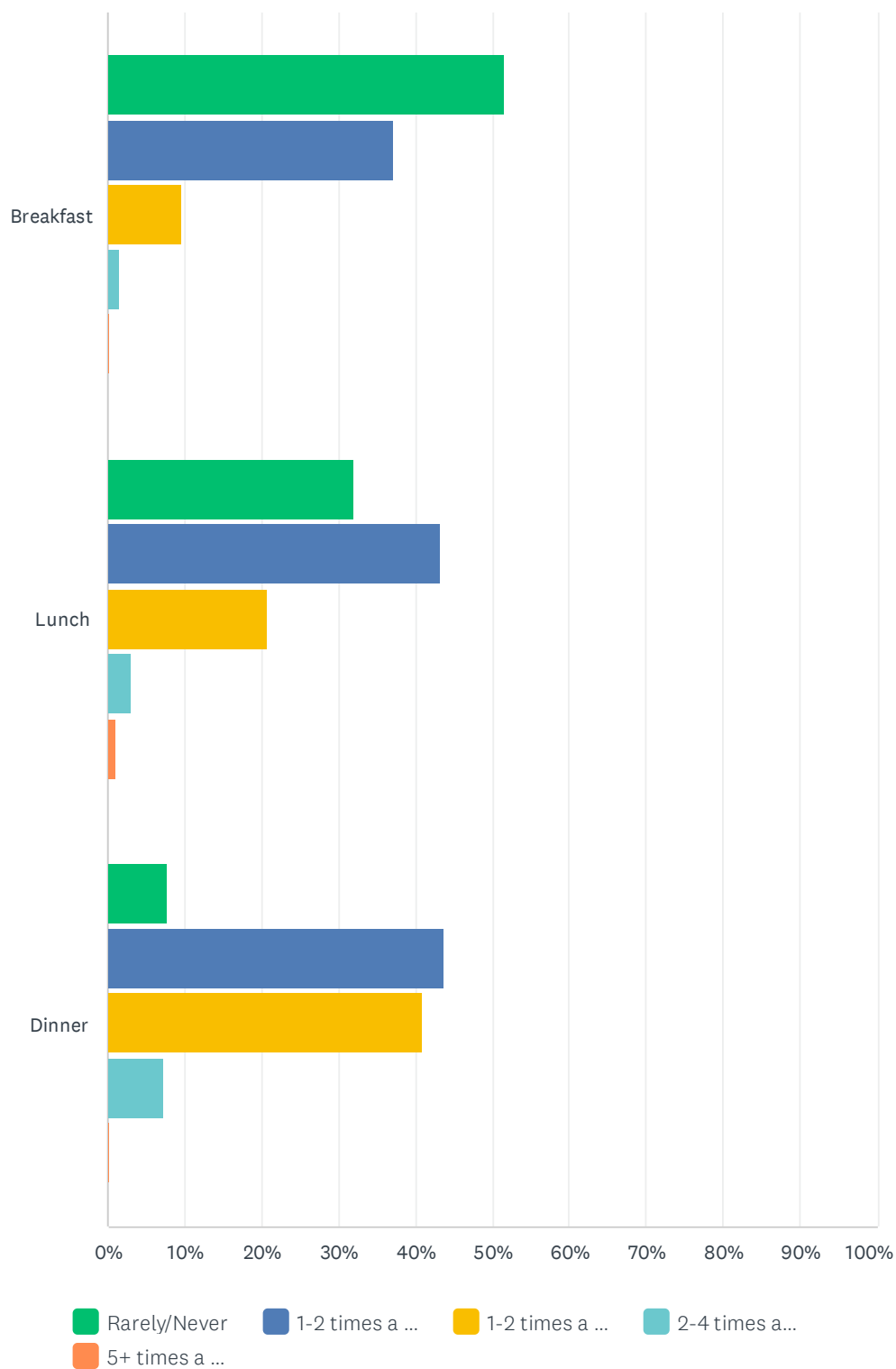
McFarland Community Survey



	VERY IMPORTANT	(NO LABEL)	NEUTRAL	(NO LABEL)	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Convenience	55.66% 359	25.43% 164	16.43% 106	0.47% 3	2.02% 13	645	1.68
Familiarity/Loyalty	33.80% 216	31.14% 199	30.20% 193	2.03% 13	2.82% 18	639	2.09
Price	54.81% 353	26.86% 173	16.93% 109	0.47% 3	0.93% 6	644	1.66
Quality	64.75% 417	27.33% 176	7.61% 49	0.00% 0	0.31% 2	644	1.44
Selection	68.62% 444	23.96% 155	7.11% 46	0.00% 0	0.31% 2	647	1.39
Service	44.01% 283	29.86% 192	23.48% 151	1.24% 8	1.40% 9	643	1.86

Q60 How often do go out to a restaurant/eatery for...?

Answered: 645 Skipped: 142

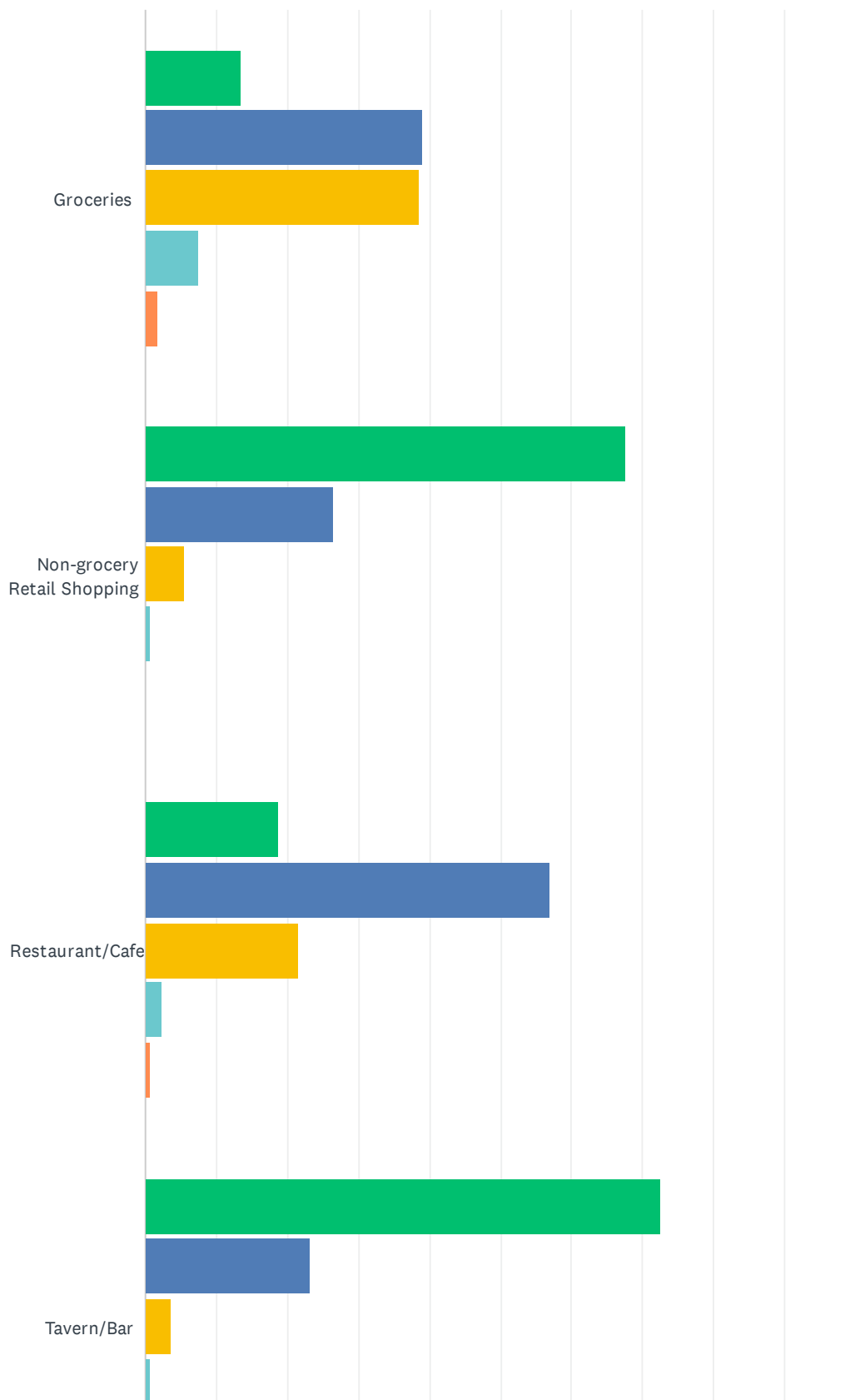


McFarland Community Survey

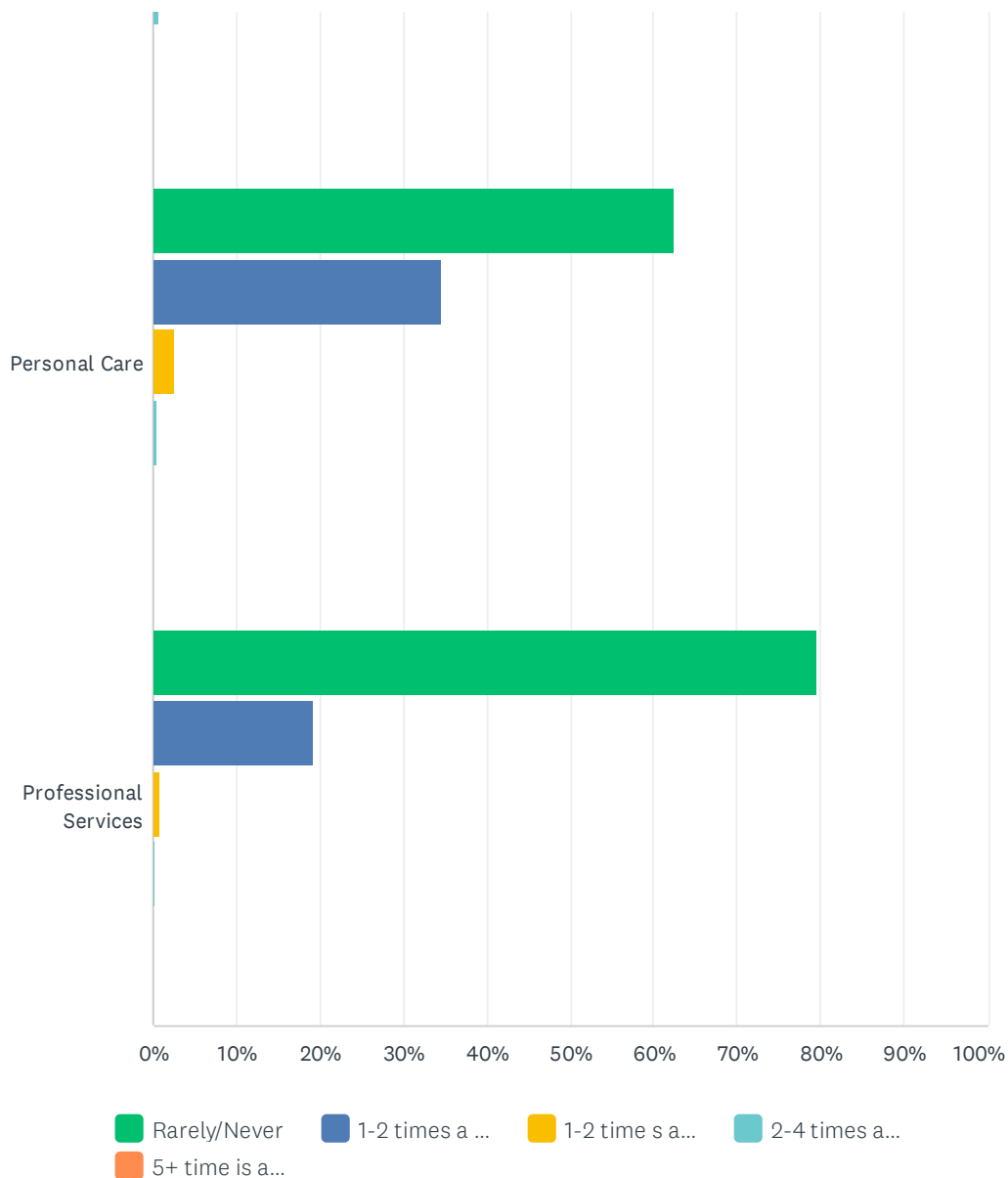
	RARELY/NEVER	1-2 TIMES A MONTH	1-2 TIMES A WEEK	2-4 TIMES A WEEK	5+ TIMES A WEEK	TOTAL	WEIGHTED AVERAGE
Breakfast	51.57% 328	37.11% 236	9.59% 61	1.57% 10	0.16% 1	636	1.62
Lunch	31.92% 203	43.24% 275	20.75% 132	2.99% 19	1.10% 7	636	1.98
Dinner	7.64% 49	43.68% 280	41.03% 263	7.33% 47	0.31% 2	641	2.49

Q61 How often do you shop in McFarland for the following?

Answered: 652 Skipped: 135



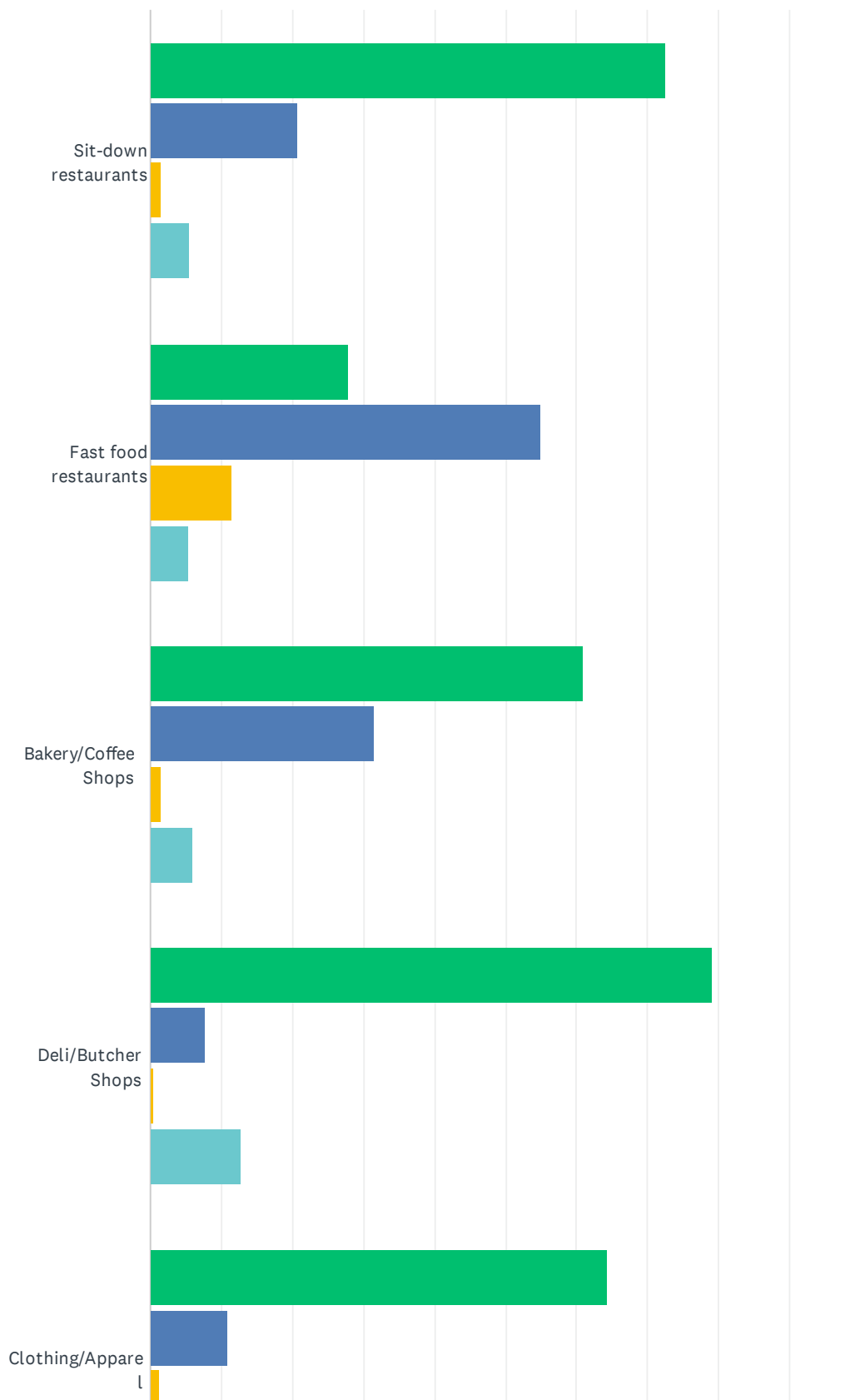
McFarland Community Survey



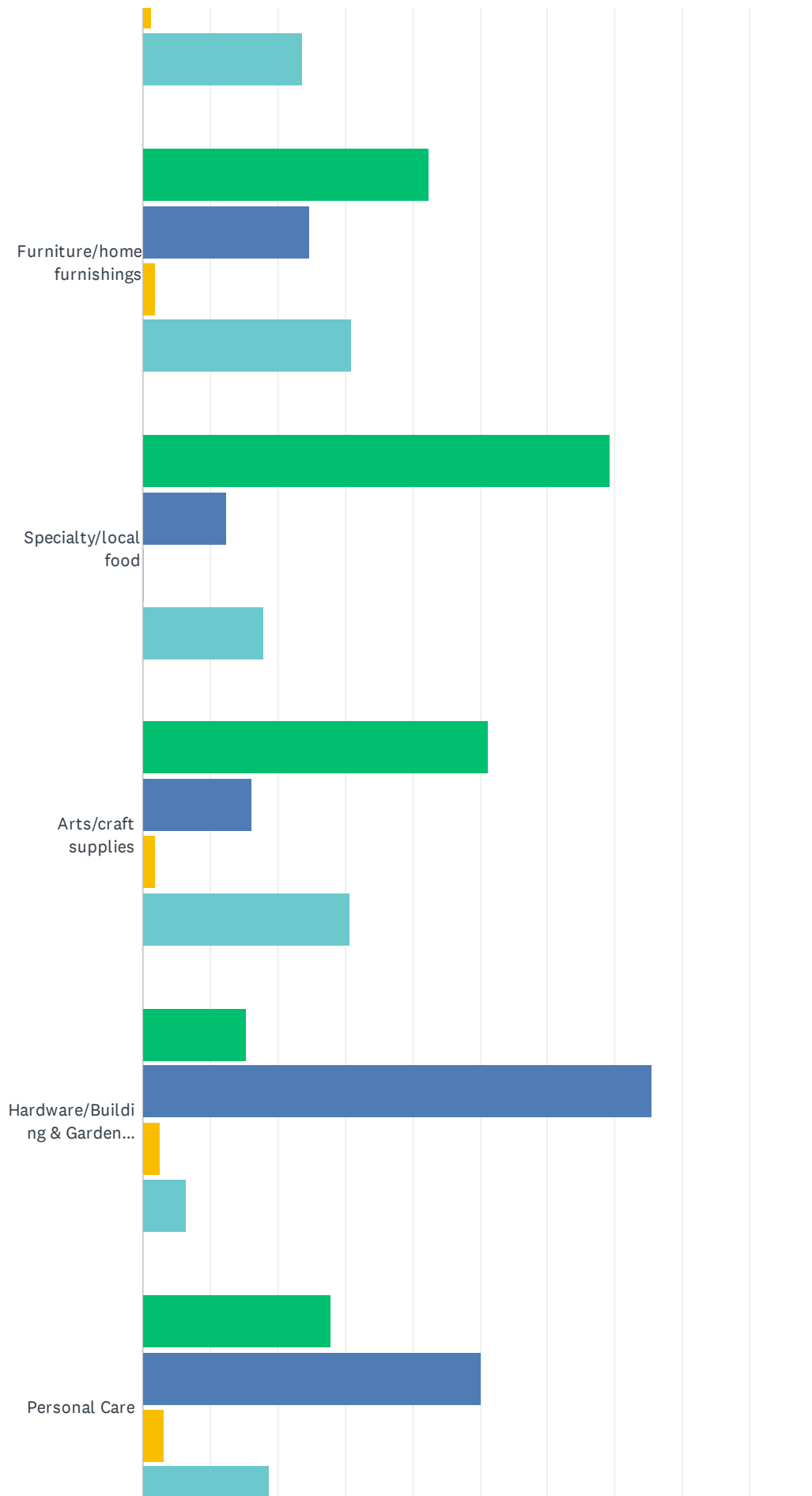
	RARELY/NEVER	1-2 TIMES A MONTH	1-2 TIME S A WEEK	2-4 TIMES A WEEK	5+ TIME IS A WEEK	TOTAL
Groceries	13.41% 87	38.98% 253	38.52% 250	7.40% 48	1.69% 11	649
Non-grocery Retail Shopping	67.49% 438	26.35% 171	5.55% 36	0.62% 4	0.00% 0	649
Restaurant/Cafe	18.67% 121	56.94% 369	21.45% 139	2.31% 15	0.62% 4	648
Tavern/Bar	72.53% 470	23.15% 150	3.70% 24	0.62% 4	0.00% 0	648
Personal Care	62.54% 404	34.52% 223	2.48% 16	0.46% 3	0.00% 0	646
Professional Services	79.63% 512	19.28% 124	0.93% 6	0.16% 1	0.00% 0	643

Q62 Are there enough options in McFarland in the following categories?

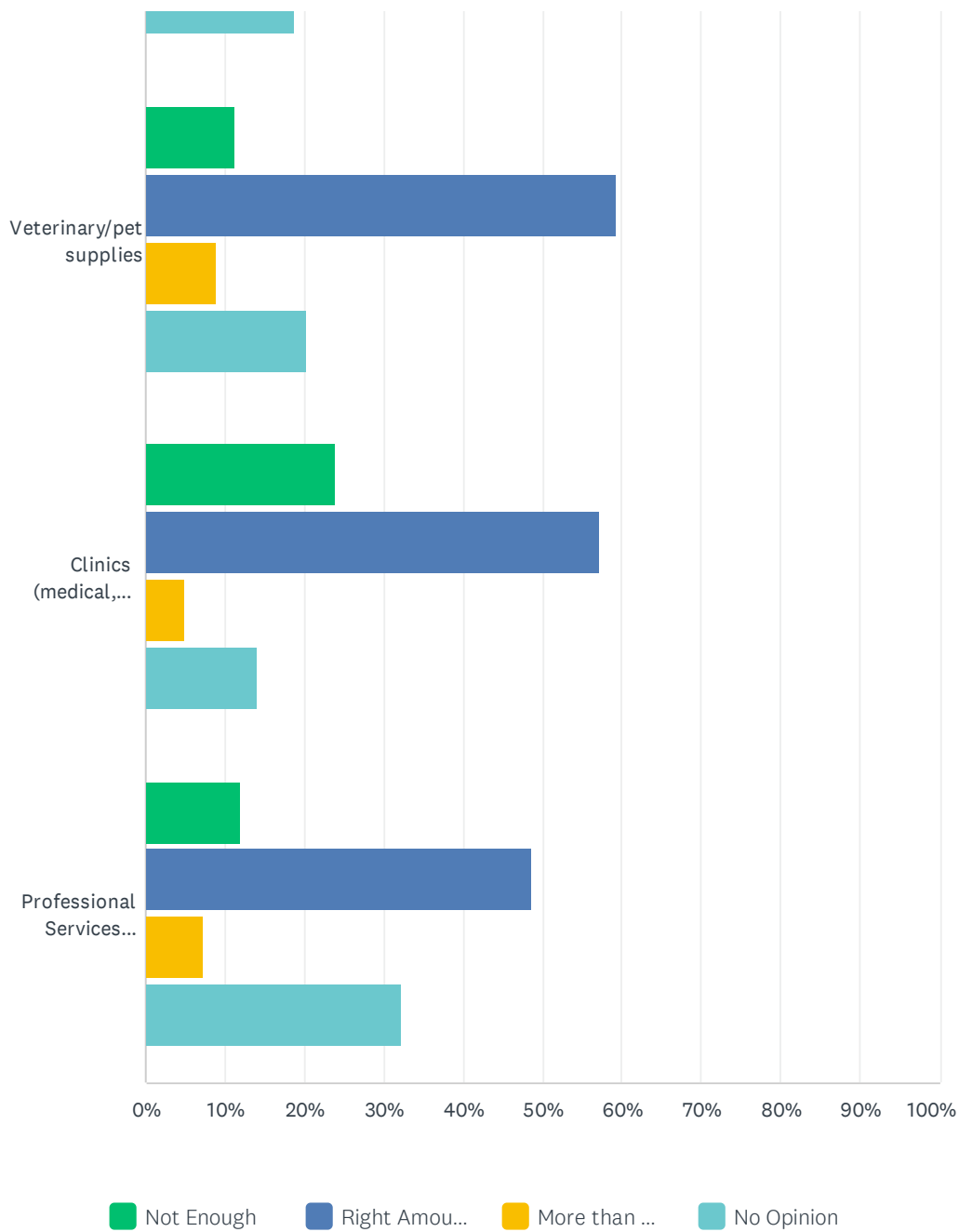
Answered: 653 Skipped: 134



McFarland Community Survey



McFarland Community Survey



McFarland Community Survey

	NOT ENOUGH	RIGHT AMOUNT	MORE THAN ENOUGH	NO OPINION	TOTAL
Sit-down restaurants	72.40% 467	20.62% 133	1.40% 9	5.58% 36	645
Fast food restaurants	28.00% 182	55.08% 358	11.54% 75	5.38% 35	650
Bakery/Coffee Shops	61.05% 395	31.53% 204	1.39% 9	6.03% 39	647
Deli/Butcher Shops	79.04% 509	7.76% 50	0.47% 3	12.73% 82	644
Clothing/Apparel	64.30% 416	10.82% 70	1.24% 8	23.65% 153	647
Furniture/home furnishings	42.33% 273	24.81% 160	1.86% 12	31.01% 200	645
Specialty/local food	69.40% 449	12.36% 80	0.31% 2	17.93% 116	647
Arts/craft supplies	51.16% 330	16.28% 105	1.86% 12	30.70% 198	645
Hardware/Building & Garden Supply Stores	15.41% 100	75.50% 490	2.62% 17	6.47% 42	649
Personal Care	27.99% 180	50.08% 322	3.11% 20	18.82% 121	643
Veterinary/pet supplies	11.37% 73	59.35% 381	9.03% 58	20.25% 130	642
Clinics (medical, dental, etc.)	23.79% 153	57.23% 368	4.82% 31	14.15% 91	643
Professional Services (accountants, insurance agents, etc.)	11.98% 77	48.52% 312	7.31% 47	32.19% 207	643

APPENDIX B - MAPS

and the following results are obtained:

[illegible]

3

- 3

3



Property Occupancy

Village Housing Study

Village of McFarland
Dane County, Wisconsin

- Rivers & Streams
- Lakes & Ponds
- Village of McFarland
- Surrounding Municipal Boundary
- Property Occupancy
 - Owner
 - Renter
 - Mixed
 - Under Construction
 - Non-Residential Properties

Data Sources:
Dane County (2022)
Village of McFarland (2020)
Basemap: ESRI



0 0.25 0.5 Miles

Residential Property Type

Village Housing Study

Village of McFarland
Dane County, Wisconsin

- Rivers & Streams
- Lakes & Ponds
- Village of McFarland
- Surrounding Municipal Boundary
- Property Type
 - Single Family Residential
 - SFR Extra
 - Duplex
 - Townhouse
 - Condo
 - Apartment
 - Residential Under Construction
 - Non-Residential

Data Sources:
Dane County (2022)
Village of McFarland (2020)
Basemap: ESRI

Vacant Residential Properties

Village Housing Study

Village of McFarland
Dane County, Wisconsin

- Rivers & Streams
- Lakes & Ponds
- Village of McFarland
- Surrounding Municipal Boundary
- Property Type
 - Residential Under Construction
 - Occupied Residential Property
 - Non-Residential

Data Sources:
Dane County (2022)
Village of McFarland (2020)
Basemap: ESRI

Improvement Ratio of Residential Parcels

Village Housing Study

Village of McFarland
Dane County, Wisconsin

- Rivers & Streams
- Lakes & Ponds
- Surrounding Municipal Boundary

Improvement Ratio of Developed Residential Properties

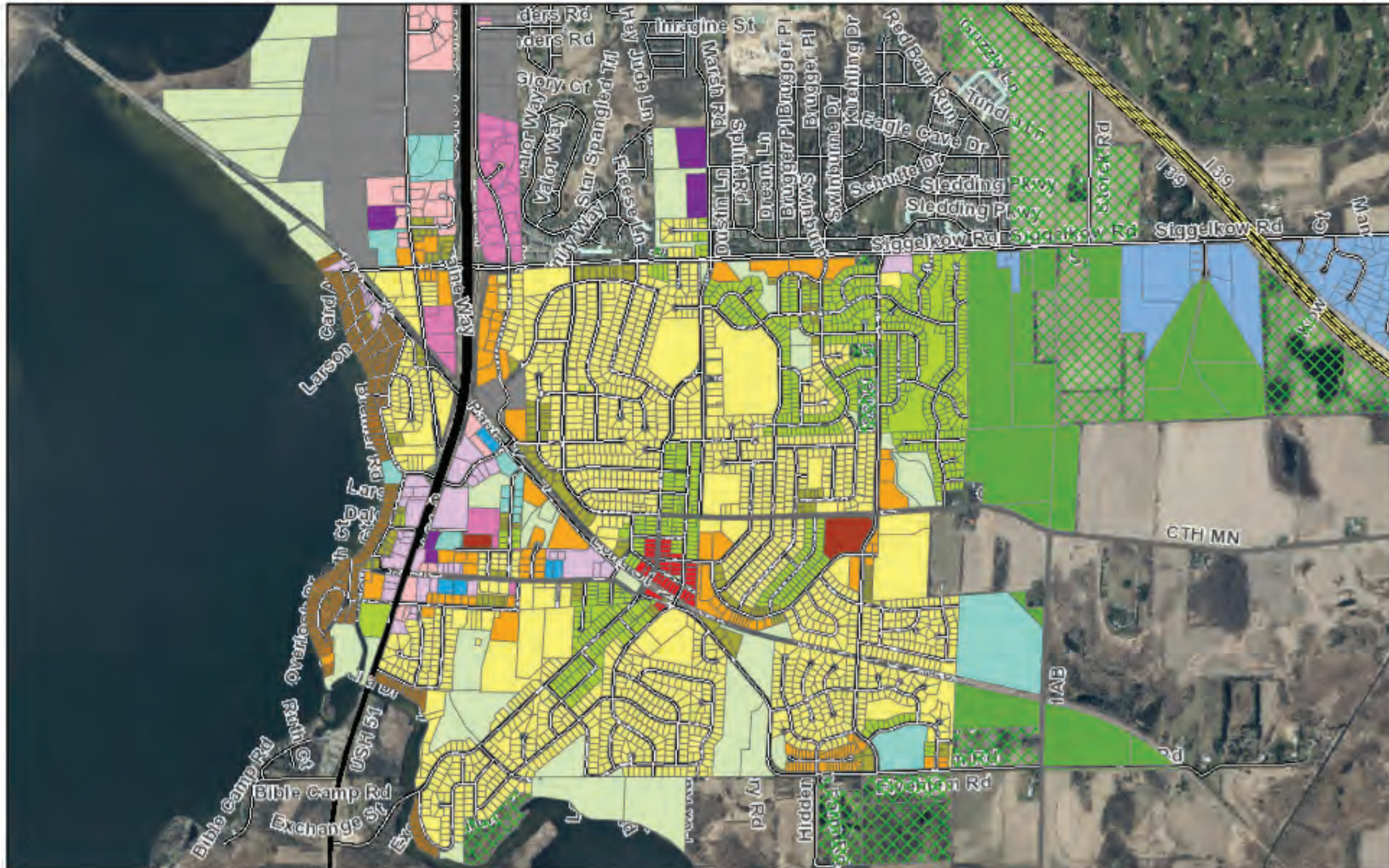
- 0.00 - 1.00
- 1.01 - 3.00
- 3.01 - 6.00
- 6.01 - 10.00
- 10.01 - 15.00
- Greater than 15

Non Residential Parcels

- Residential Properties with no Improvement Value

Data Sources:
Dane County (2002)
Village of McFarland (2020)
Drawings: ESRI

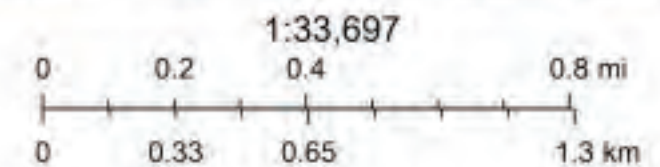
Village of McFarland, WI



8/23/2022, 9:41:17 AM

Zoning

- | | |
|------------------------------|-----------------------------------|
| RH-1 Rural Homes | R-1B Single Family Residence |
| CO Conservancy | R-1 Single Family Residence |
| A1 Agricultural Transition | R-3 General Residence |
| R-1A Single Family Residence | R-2 Single & Two Family Residence |



APPENDIX C- STAKEHOLDER INTERVIEWS

McFarland Housing Study

Five Stakeholder Interviews May 4-23, 2022 COMBINED RESULTS

Interviewee:

1. Please describe your work or other experience with housing in McFarland. What informs your knowledge of the local housing market?
 - Majority of single-family homes bought and sold in McFarland through real estate team.
 - Full continuum care 57-units in McFarland expansion planned East Side in development before COVID.
 - Born and raised. Located in McFarland. Multi-family projects, retail developer and manager. Do not develop single-family around Dane County.
 - Sales in McFarland for a number of years. Houses that sell and close.
 - In home building business for 22 years, 90% in McFarland. Grew up in McFarland.
2. What are the positive aspects of housing in McFarland? In what ways do you see supply and demand well-matched?
 - People say they like small town feel, kids can ride bikes to schools, safe with bike lanes, 10 minutes downtown, community cares about what's going on, active residents.
 - Demand everywhere especially affordable housing.
 - Good schools, Village staff and price points.
 - Positive – easy to get to downtown Madison east and west, close but smaller village feel smaller community, nice feel. Demand is high, limited supply of homes, larger home developers can't keep up.
 - Schools huge asset for builder. Some people built for originally, coming back want to downsize.
3. How are supply and demand not balanced right now?
 - o Owner-occupied – are there buyers that can't find what they want? What are they looking for (consider feedback on lot sizes, homes sizes, # bedrooms, condos, in unit amenities, development/neighborhood amenities, community amenities, etc.) and why can't they find it in McFarland?
 - More demand than availability, 2013 started coming soon 45 days, find a home, then get home on market. Now sellers afraid to list and don't put home on market on mls, get ready for market –modified how things are done. 70 days on average –good number. Know inventory. Private sales happening Local MLS change South central market monitor – delayed, but within 45-day period listing as office exclusive listings off market not good for realtors, can't show delayed, only. 95 new listing day. Now adding "no site unseen offers". Many off-market sales. Upper middle-class community, good income families growing in size with kids want to buy a house today in school district. 3 bed, 2 bath – 400k – 675k ---7 homes today – active
Average 5 days, minimum 3 offers
Waiving contingencies (appraisals, inspection)
Scares people from moving

Fear of rate increases. Decrease affordability

- Looking for ease of maintenance, lawn mowing, health service visits, two-bed, two bath, 2 car garage.
- Good balance right now to rental variety of price points as best they can – Village park nearby trail system nearby. Requests used to be a larger than 2500 sq. ft. and above and now 1500 -1700 sq. ft. -demand for entry level housing, zoning was an issue, not now.
- Brokers in office, want to get into school district, size still important. Haven't seen smaller sq. ft. lot sizes, affordability. Smaller sizes, walking paths, community. High demand, not many existing single-family for sale, new construction, built and sold right away. Waiting lists on multi family.
- Change in options needed. Last few houses over 1M, used to be 200-250k range. Need more options. Veridian only other with lots. New family, old family stay without staying in 5 bed homes. Need for more rentals. Need wide variety – 55 older to keep McFarland growing.

o Owner-occupied – are there any units that stay on the market for a long time? What do they have in common?

- Price too high
- Existing barriers, train running through, gun range tough to sell nearby.
- Minimal downtime, days on market - less than seven
- No spec builders, nothing left McFarland planned ahead

o Rental– what types of units are in short supply or rarely available?

- Waiting lists

o Rental – are there any unit types overbuilt/in excess supply? N/A

4. What about the location of housing?

o Are people having trouble finding what they want and *where* they want it?

- East side only place to expand.
- Madison looking to expand on current landfill, land adjacent worthless, no one wants to live near the landfill.
- Taking what they can find
- Can only grow in certain direction east side neighborhood growth, close to freeways,

o Which neighborhoods or areas of the Village are easier or harder to find housing in, and why?

- New construction (Veridian) or mature neighborhood. Autumn Grove & Country Wood, empty nester want duplex condo – no options Gannons Prairie Place –sold out fast (over 400k) - developed by Tim Obrien (all gone) SCHOOL DISTRICT
- All price ranges hard to find

5. What is the most important improvement needed in the supply of housing here, and why?
 - No land
 - Village has been responsive, no improvement needed in that sense.
 - New communities have parks, etc. to be near other families. Newer neighborhoods.
 - Need to identify more land for housing, running out, short supply.
 - Land, businesses in town – economic development

6. Considering any supply/demand/location gaps already discussed, what do you think is impeding the development of housing that would fill those gaps? Financial/lending impediments? Regulatory? Political? Something else?
 - Constructing a commercial building a two-year process, difficult small parcel with ADA reasons through process.
 - Shooting range a barrier to some locating nearby, labor, contractors, supply chain, interest rate up, market up.
 - Annexation
 - Bring in an idea for growth, climate changing, Board easier to work with on East side change always hard.
 - Land and people selling land, developers platting process a good job, limited amount of places to go with expansion, owners not ready.

7. What are your views on the affordability of housing in McFarland? Is it a problem, and, if it is, for whom? What do you think the village's role should be to address affordability?
 - Hard to cover costs pay more for less.
 - Can't speak to it now, find those willing and able to provide it.
 - Village well-aware, should look at flexibility, creative possibilities with TIF or TID to apply to Single-family housing to reduce impact fees, park, water and sewer
 - Cost of land and improvements, to build affordable difficult. Village could pay for improvements ahead to bring costs down.
 - Two workforce housing developments in McFarland. Two months ago, 50 units and one under construction (60 units) with WHEDA tax credits, filled. Good for village to approve. How can Village be subsidizing single-family homes? Section 42 approvals helpful.

8. What role do you see for the village to influence the housing market? If public money is spent to adjust the housing market in some way, what type of housing should be the priority?
 - Greatest demand – single-family and single-family attached (Urso) half duplexes – off-market sales 21 buildings, 42 units 55+.
 - N/A
 - Entry level, make the leap from renting to first time buyer.
 - More multi-family to make affordable, higher density.
 - Money to help purchase land, new development, help with infrastructure costs and impact fees.

9. Do you have any advice for Village Board in its efforts to establish and maintain healthy neighborhoods and a good housing mix?

- Development review process faster
- Keep it a priority, lot of politics, but stick to it.
- Diversification of density.
- On track, important to have mix.
- Good job, public services need to keep up, police, fire, health, public works, keep up high level. Hard to keep up while trying to control costs. Make sure surveys see if a community swimming pool, identify goals public/private partnership.

ADDITIONAL QUESTIONS

Employers

1. What type of employees are you hiring/planning to hire (i.e. interns, entry level, experienced professionals, management)? What would an average salary be for this role?
 - a. Do you have a sense for what type of housing these employees are looking for?
- Staff do struggle. In Stoughton, but across spectrum. Licensed health providers, front line.
 - Yes, sub out most, but build own houses.
 - People in office all local – not affected -15 employees, plowing/ lawncare constantly looking for apartments, office staff not a problem. Not looking to hire a lot this year. McFarland – lacks commercial, industrial, business parks 20-50 acres allotted.

Landlords

- What types of amenities do rental units need to be viable in the market here?
 - Socialization, not quite out of the pandemic, stakeholders meetings to see what want after how tastes have changed, clubhouse, fitness center.
 - 0 amenities, some have fitness amenities both rent, no problem. May change. Look at adjacent neighborhoods, similar dog parks. Some EV chargers demand, not a lot, but will continue to install, solar panels not yet. Most have pets and need green space.
- What types of amenities would be attractive in the rental market here and offer a competitive edge compared to rentals in the surrounding communities?
 - Age demographic difference units new and larger in McFarland.
- What type of sustainability amenities/improvements are you including in your projects or are desired amenities (solar, EV charging stations, etc.)? What trends are you seeing in this realm?

- Not majority from current cohorts. LEED standards, utility costs up will keep in mind as move forward.

Realtor/Developer

1. What are your thoughts on the development process and regulations in McFarland?
Better/worse than surrounding communities, and why?
 - Commercial building took too long, site issues.
 - Village transparent good relationship open and honest. Faith based non-profit.
 - Good job of recognizing where deficiencies may be and accountability to respond.
 - Village added a step, now 2 public hearings, public indicating not enough chance to comment, has added time to the process.
 - Better or same, easy to work with somewhat streamlined, respond quickly, motivated to get project off the ground. Interest to get things approved in a timely fashion.
2. What type of sustainability amenities/improvements are you including in your development projects? What trends are you seeing in this realm?
 - Seems to be headed this way, alternative, gas prices up.
 - More diversification of housing types, style with economic differences sharing of amenities.
 - No specific trends, a lot more technology, preparing for changing stations
More solar around, but not Urso developments.
 - Not seeing not that close.

**VILLAGE OF
McFarland**
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action to approve Village Ordinance 2023-03
Amending the Village of McFarland Comprehensive Plan to Adopt
and Incorporate the 2023 East Side Plan.

PREVIOUS ACTION:

February 28, 2022 Village Board approval of the project contract.

February 21, 2022 Plan Commission recommendation of the project contract.

November 8, 2021 Village Board approval to issue project Request for Proposals.

November 3, 2021 CDA recommendation regarding project Request for Proposals.

October 18, 2021 Plan Commission recommendation regarding project Request for Proposals.

March 21, 2023 Plan Commission holds public hearing for Ordinance 2023-03.

April 13, 2023 Director Bremer presented the draft East Side Plan to the Capital Area Regional Planning Commission for informational purposes.

April 18, 2023 Plan Commission and CDA unanimously approve a joint Resolution (2023-01) recommending approval of Ordinance 2023-03.

ISSUE SUMMARY:

The 2023 East Side Plan will replace the 2008 East Side Neighborhood Growth Area Plan. The East Side Plan is a component, or subarea plan, of the Village's 2017 Comprehensive Plan.

Thus, the Village is adopting the 2023 East Side Plan as an amendment to the 2017 Comprehensive Plan, including updating Map 6 Future Land Use. The 2023 East Side Plan provides general and detailed recommendations regarding the character of future development on the Village's east side including the location, type, density, and intensity of a variety of land uses including residential, commercial, industrial, parks, trails, and open spaces. The recommendations within the East Side Plan are used to guide short and long-term investments in future growth and preservation areas of the Village and are used to assist in the review and approval of development requests, subdivision reviews, and zoning amendments within the boundaries of the plan. Since 2008, there have been a number of new subdivisions on the Village's east side (e.g. Juniper Ridge, Prairie Place, Park View Estates) which have recently reached effective build-out. Completion of these developments, coupled with general changes in local and regional market demand, and recent annexations of land to the Village have prompted the Village to consider taking a fresh look at the strategies and recommendations of the 2008 East Side Plan. The Village-wide Housing Needs Assessment and Economic Strategic Plan are referenced throughout the East Side plan and the analysis within these plans served to guide the creation of the 2023 East Side Plan. The East Side Plan includes the following chapters:



- Chapter 1: Introduction & Public Input
- Chapter 2: Vision, Policies & Implementation
- Chapter 3: Existing Conditions
- Chapter 4: Master Plan & Scenario Planning
- Chapter 5: Business Park Development Plan
- Appendix A: Public Input Summaries
- Appendix B: Maps

This project began in February of 2022 and has included several opportunities for public involvement in the development of the plan, including multiple community surveys (780+ responses), staff meetings with landowners, stakeholder interviews and focus group meetings with real estate and development professionals, public information meetings (July 14, July 28, and November 29, 2022), and numerous Community Development Authority and Plan Commission meetings to build the draft plan. Information regarding the project was featured in articles in the Outlook newsletter (May 2022, September 2022, and February 2023) which were mailed to 5,800+ households in the McFarland zip code, numerous Lookout articles, social media posts, press releases, and Thistle articles. The Department engaged the McFarland School District, McFarland Chamber of Commerce, McFarland Food Pantry and Library to assist in providing information about the project surveys. The process included the development of a project website for hosting draft documents, meeting presentations and videos, and opportunities for individuals to sign-up to receive periodic project announcement emails. On March 18, 2023, the Plan Commission held a public hearing on the East Side Plan. Notification regarding the public hearing was provided as a Class 1 notice in the Thistle at least 30 days prior to the public hearing and the Department sent a copy of the notice to property owners within the planning area, the clerks of the surrounding communities, Dane County, and the Capital Area Regional Planning Commission.

On April 18, 2023, the Plan Commission and Community Development Authority held a joint meeting to review the draft East Side Plan with our project consultant. A few minor revisions were discussed as part of the their final review and these changes are included in the recommended motion of approval.

FINANCIAL/BUDGET IMPACT:

Funding for this project was provided through borrowed funds through the Village's Capital Fund.

VILLAGE PLAN REFERENCE:

Completion of this plan is supported by:

- 2022-23 Strategic Plan, Goal C Housing & Economic Development, Action i. Complete planning project to address Economic Development Plan and update East Side Neighborhood Growth Plan as update to Comprehensive Plan.
- 2017 Comprehensive Plan, Land Use #2. Secure McFarland's Planned East Side Expansion. Work to Advance Business Opportunities near Interstate 39-90 and



Siggelkow Road.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion, and second, to approve Ordinance 2023-03 Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2023 East Side Plan with the following revisions:

1. Revise Policy 1.1, Chapter 2 to state "Ensure that a variety of housing types and sizes are included within the East Side growth area, including requiring each subdivision to consider 2-4 housing types/forms and encouraging every development to provide a unit mix that supports varying household sizes".
2. Chapter 4, LDR Policy 2. Strike "less than" and replace with "up to".
3. Chapter 4, MDR Policy 2. Strike "less than" and replace with "up to".
4. Add Appendix C providing a summary table of the implementation strategies within the plan organized by timeframe and then topic.

ATTACHMENTS:

1. 2023-03 Comp Plan Amendment 2023 East Side Plan Adoption
2. 2023-01 Resolution to Amend Comp Plan
3. Resolution 2023-01 Exhibit A, Ordinance 2023-03 Comp Plan Amendment 2023 East Side Plan Adoption
4. McFarland East Side Plan_02.15.2023(reduced)

ORDINANCE 2023-03

AN ORDINANCE AMENDING THE VILLAGE OF MCFARLAND COMPREHENSIVE PLAN TO ADOPT AND INCORPORATE THE 2023 EAST SIDE PLAN

Purpose: To amend the Village's Comprehensive Plan, including modifying the Future Land Use Map, to incorporate the 2023 East Side Plan as a component of the Comprehensive Plan.

Sponsor: Community & Economic Development Director Bremer

Recommended Referral: Plan Commission (Required)

Public Hearing: Required; Preceded by Class 1 Notice

WHEREAS, on March 10, 2008 the Village Board adopted the Village of McFarland East Side Neighborhood Growth Area Plan; and

WHEREAS, the Village Board adopted the Village of McFarland Comprehensive Plan on August 28, 2017, by Ordinance 2017-19, pursuant to Wis. Stats. 66.1001(4)(c); and

WHEREAS, the Comprehensive Plan incorporates by reference the policies, maps and recommendations of the 2008 East Side Neighborhood Growth Area Plan; and

WHEREAS, the Village Board has determined that an update to the 2008 East Side Neighborhood Growth Area Plan, and 2017 Comprehensive Plan as amended, is necessary in order to facilitate planned and orderly development of the Village's east side; and

WHEREAS, Wis. Stats. §§62.23(2) and (3), as made applicable to the Village pursuant to Wis. Stats. §61.35, authorizes the McFarland Plan Commission to prepare and recommend comprehensive plan amendments to the Village of McFarland Comprehensive Plan; and

WHEREAS, the process to develop the 2023 East Side Plan included opportunities to foster public participation in every stage of the preparation of the plan including, but not limited to, multiple community surveys, stakeholder interviews, landowner meetings, focus group meetings, public information meetings, Community Development Authority and Plan Commission meetings; and,

WHEREAS, the Plan Commission held a public hearing on the proposed changes on March 21, 2023, preceded by a Class One Notice, in compliance with the requirements of Wis. Stats. §66.1001(4)(d); and

WHEREAS, the Village of McFarland Plan Commission and Community Development Authority reviewed and adopted a joint resolution approving the 2023 East Side Plan on April 18, 2023, and the Plan Commission and Community Development Authority jointly recommends that the

Village Board adopt and incorporate the 2023 East Side Plan as an amendment to the Village of McFarland Comprehensive Plan; and,

WHEREAS, the proposed 2023 East Side Plan, and related Comprehensive Plan amendment, is in the public interest of the Village of McFarland;

NOW, THEREFORE, the Village Board of McFarland, Wisconsin, does ordain as follows:

1. The 2023 East Side Plan, attached hereto as Exhibit A, is adopted as an amendment to the Village of McFarland Comprehensive Plan, pursuant to Wis. Stats. §66.1001(4)(c), completely replacing the 2008 East Side Neighborhood Growth Area Plan.
2. The Future Land Use Map 6 for the Comprehensive Plan shall be modified to reflect this amendment.
3. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Village Board.

The foregoing Ordinance was duly adopted at a regular meeting of the McFarland Village Board on the 25th day of April, 2023.

APPROVED:

Carolyn A. Clow
Village President

ATTEST:

Cassandra Suettinger, Deputy Administrator/Clerk

ORDINANCE 2023 –03	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Brandt –	Fessler -
Brassington –	Jerke –
Clow –	Wreh –
Flaherty -	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	

**PC/CDA
RESOLUTION #2023-01**

**JOINT PLAN COMMISSION AND
COMMUNITY DEVELOPMENT AUTHORITY RESOLUTION
RECOMMENDING APPROVAL OF VILLAGE ORDINANCE 2023-03 AMENDING
THE VILLAGE OF MCFARLAND COMPREHENSIVE PLAN TO
ADOPT AND INCORPORATE THE 2023 EAST SIDE PLAN**

WHEREAS, on March 10, 2008 the Village Board adopted the Village of McFarland East Side Neighborhood Growth Area Plan; and

WHEREAS, the Village Board adopted the Village of McFarland Comprehensive Plan on August 28, 2017, by Ordinance 2017-19, pursuant to Wis. Stats. 66.1001(4)(c); and

WHEREAS, the Comprehensive Plan incorporates by reference the policies, maps and recommendations of the 2008 East Side Neighborhood Growth Area Plan; and

WHEREAS, the Village Board has determined that an update to the 2008 East Side Neighborhood Growth Area Plan, and 2017 Comprehensive Plan as amended, is necessary in order to facilitate planned and orderly development of the Village's east side; and

WHEREAS, Wis. Stats. §§62.23(2) and (3), as made applicable to the Village pursuant to Wis. Stats. §61.35, authorizes the McFarland Plan Commission to prepare and recommend comprehensive plan amendments to the Village of McFarland Comprehensive Plan; and

WHEREAS, the process to develop the 2023 East Side Plan included opportunities to foster public participation in every stage of the preparation of the plan including, but not limited to, multiple community surveys, stakeholder interviews, landowner meetings, focus group meetings, public information meetings, joint Community Development Authority and Plan Commission meetings; and,

WHEREAS, the Plan Commission held a public hearing on the proposed changes on March 21, 2023, preceded by a Class One Notice, in compliance with the requirements of Wis. Stats. §66.1001(4)(d); and

WHEREAS, the Village of McFarland Plan Commission and Community Development Authority finds that the adoption of the proposed 2023 East Side Plan is in the public interest of the Village of McFarland and consistent with the overall goals and objectives set forth in the Comprehensive Plan;

NOW, THEREFORE, BE IT RESOLVED, that the Village of McFarland Plan Commission and Community Development Authority hereby jointly recommends to the Village Board that it adopt Ordinance 2023-03, attached hereto as Exhibit A, to amend the Village of McFarland Comprehensive Plan to adopt and incorporate the 2023 East Side Plan, pursuant to Wis. Stats. §§ 66.1001(4)(c); and,

BE IT FURTHER RESOLVED that the Village Deputy Administer/Clerk certifies a copy of this resolution to the Comprehensive Plan to the Village Board; and

The above and foregoing Resolution was duly adopted at a joint meeting of the Village of McFarland Plan Commission and Community Development Authority on the 18th day of April, 2023.

**VILLAGE OF MCFARLAND
PLAN COMMISSION**

Carolyn Clow,
Village President/Plan Commission Chair

**VILLAGE OF MCFARLAND
COMMUNITY DEVELOPMENT
AUTHORITY**

Stephanie Brassington,
Village Trustee/CDA Chair

Attest:

Cassandra Suettinger,
Cassandra Suettinger, Deputy Administrator/Clerk

ORDINANCE 2023-03

AN ORDINANCE AMENDING THE VILLAGE OF MCFARLAND COMPREHENSIVE PLAN TO ADOPT AND INCORPORATE THE 2023 EAST SIDE PLAN

Purpose: To amend the Village's Comprehensive Plan, including modifying the Future Land Use Map, to incorporate the 2023 East Side Plan as a component of the Comprehensive Plan.

Sponsor: Community & Economic Development Director Bremer

Recommended Referral: Plan Commission (Required)

Public Hearing: Required; Preceded by Class 1 Notice

WHEREAS, on March 10, 2008 the Village Board adopted the Village of McFarland East Side Neighborhood Growth Area Plan; and

WHEREAS, the Village Board adopted the Village of McFarland Comprehensive Plan on August 28, 2017, by Ordinance 2017-19, pursuant to Wis. Stats. 66.1001(4)(c); and

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WHEREAS, Wis. Stats. §§62.23(2) and (3), as made applicable to the Village pursuant to Wis. Stats. §61.35, authorizes the McFarland Plan Commission to prepare and recommend comprehensive plan amendments to the Village of McFarland Comprehensive Plan; and

WHEREAS, the process to develop the 2023 East Side Plan included opportunities to foster public participation in every stage of the preparation of the plan including, but not limited to, multiple community surveys, stakeholder interviews, landowner meetings, focus group meetings, public information meetings, Community Development Authority and Plan Commission meetings; and,

WHEREAS, the Plan Commission held a public hearing on the proposed changes on March 21, 2023, preceded by a Class One Notice, in compliance with the requirements of Wis. Stats. §66.1001(4)(d); and

WHEREAS, the Village of McFarland Plan Commission and Community Development Authority reviewed and adopted a joint resolution approving the 2023 East Side Plan on April 18, 2023, and the Plan Commission and Community Development Authority jointly recommends that the

Village Board adopt and incorporate the 2023 East Side Plan as an amendment to the Village of McFarland Comprehensive Plan; and,

WHEREAS, the proposed 2023 East Side Plan, and related Comprehensive Plan amendment, is in the public interest of the Village of McFarland;

NOW, THEREFORE, the Village Board of McFarland, Wisconsin, does ordain as follows:

1. The 2023 East Side Plan, attached hereto as Exhibit A, is adopted as an amendment to the Village of McFarland Comprehensive Plan, pursuant to Wis. Stats. §66.1001(4)(c), completely replacing the 2008 East Side Neighborhood Growth Area Plan.
2. The Future Land Use Map 6 for the Comprehensive Plan shall be modified to reflect this amendment.
3. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Village Board.

The foregoing Ordinance was duly adopted at a regular meeting of the McFarland Village Board on the 25th day of April, 2023.

APPROVED:

Carolyn A. Clow
Village President

ATTEST:

Cassandra Suettinger, Deputy Administrator/Clerk

ORDINANCE 2023 –03	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Brandt –	Fessler -
Brassington –	Jerke –
Clow –	Wreh –
Flaherty -	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	



MCFARLAND'S EAST SIDE PLAN

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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*

COMMUNITY DEVELOPMENT AUTHORITY

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TJ Jerke, *Village Trustee*
Ken Brost, *Commissioner*
Kristin Ellis, *Commissioner*
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Anthony Hennes, *Commissioner*
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Chapter 1 discusses the plan's purpose and objectives, and summarizes the planning process, and public feedback.

23 **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: Master Plan & Scenario Planning**

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 Development Plan**

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**

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CHAPTER 1

INTRODUCTION & PUBLIC INPUT

8 Plan Purpose, Principles, & Process

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

10 Regional Context & Planning Area Description

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.

18 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

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.

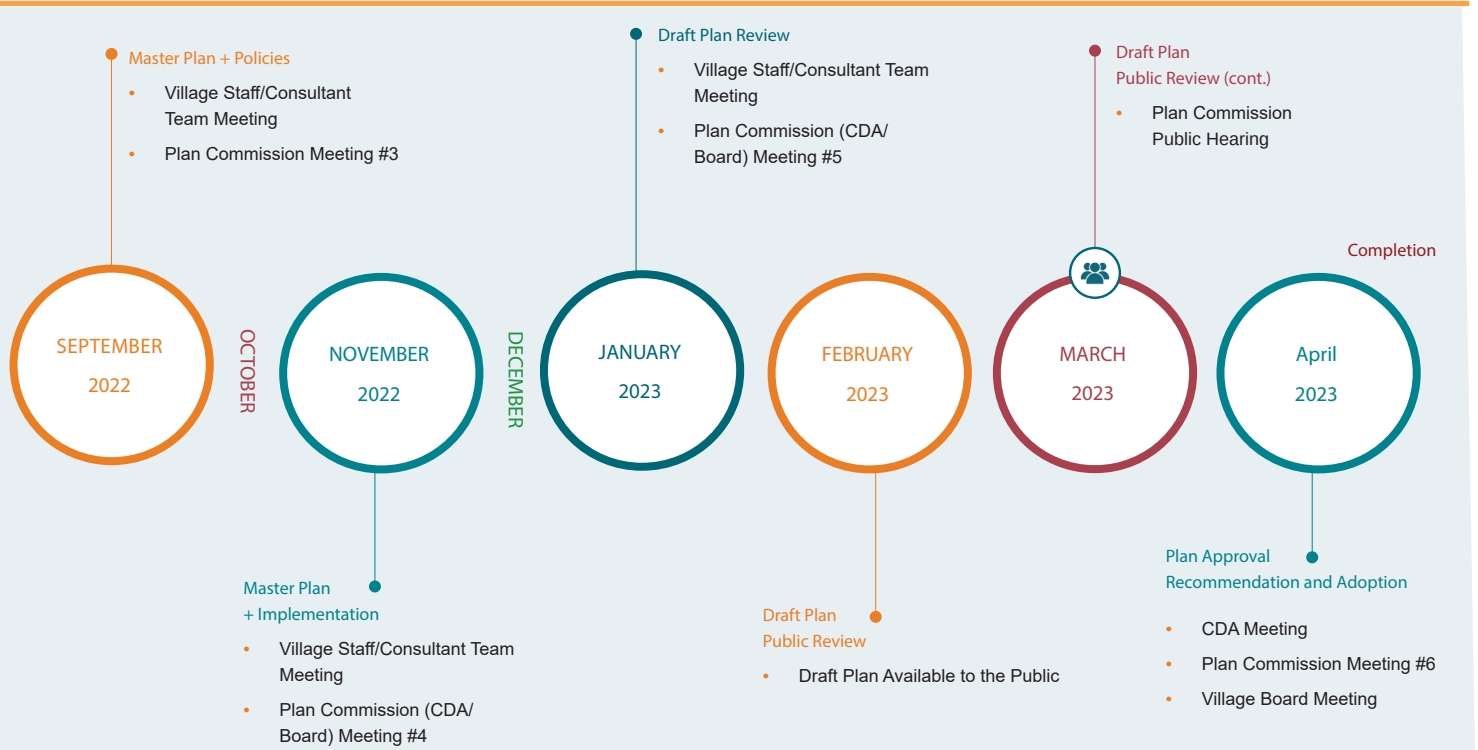
Public Engagement

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" Village listserv emails
- Flyers distributed by the Library, Food Pantry, and Local Businesses
- Advertisement in the newspaper
- The Village Community Newsletter (Physical and digital)
- Social Media Posts
- Coordinating announcements with the Chamber of Commerce/School District

A public hearing was also held by the Village Plan Commission prior to the East Side Plan being adopted.



REGIONAL CONTEXT & PLANNING AREA DESCRIPTION

The Village of McFarland (2020 pop. 8,991) 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. 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.

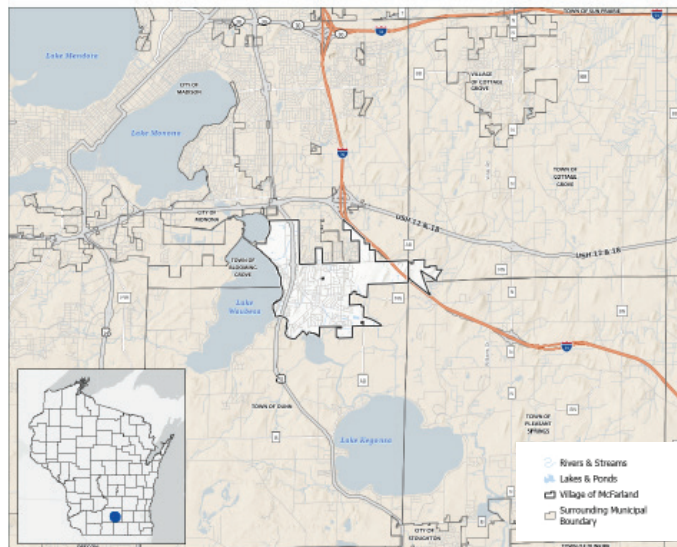
McFarland's East Side Plan area is approximately 1,545 acres and includes primarily undeveloped lands already within the Village and other areas immediately adjacent thereto. Interstate 39/90 divides a portion of the east side planning area, and establishes the northern limits of the Village (west of the interstate). The Wisconsin & Southern Railroad also bisects a portion of the study area near Elvehjem Road. The planning area 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:** Towns of Pleasant Springs and Dunn with properties protected from development through a purchase of development rights (PDR) and/or an extensive system of wetlands.
- **West:** Developed portions of the Village of McFarland and the City of Madison.

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 I-39/90, 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 and open space or for rural residential development.

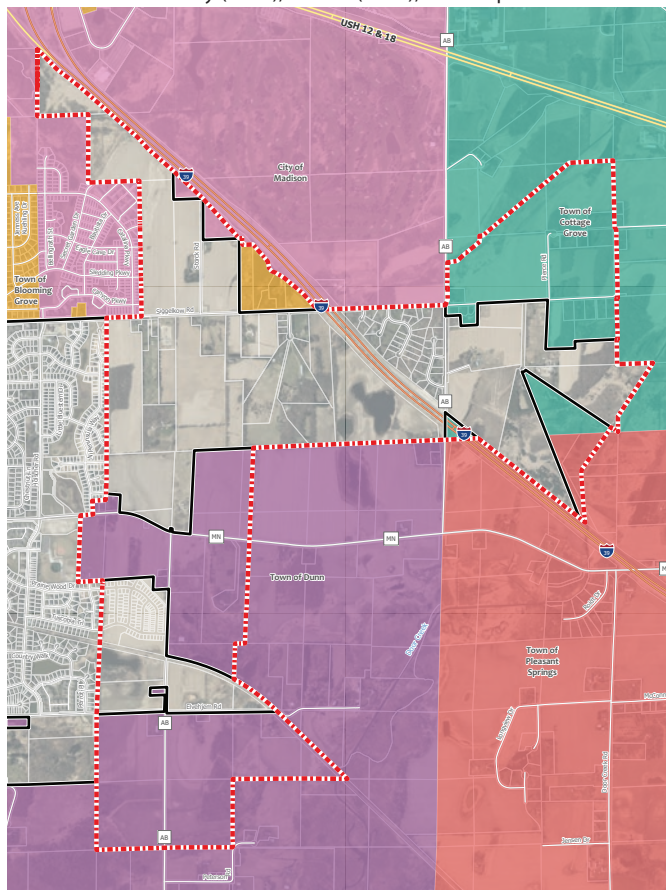
McFarland Location Context

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



McFarland's East Side Plan Study Area*

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



*East Side Plan Study Area outlined in red.

RELEVANT PLAN SUMMARIES

This study included a review of relevant Village and regional documents to identify issues, concerns, policies, and recommendations that should be 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. Estimates place the 2040 population between 12,150 and 14,434 total residents, an increase of 35% to 60%.
- 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.

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 (MadREP) targeted industries. Those industries include Advanced Manufacturing; Ag, Food, & Beverage; Healthcare; Information Communications Technology; and Bioscience.

Recommendations

- The Village should facilitate development of infrastructure to serve future industrial development /business park sites. Sites of six to ten acres each, with interstate visibility will be highly sought 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.
- 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).
- 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 majority 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. Meet with local businesses annually as part of a Business Retention & Expansion Visits (BREV) program.
- Improve the overall Quality of Life within the community by increasing access to community amenities such as recreational facilities, cultural activities, and excellent public services can enhance overall business growth and retention.

2023 MCFARLAND HOUSING NEEDS ASSESSMENT

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 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 Village 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.

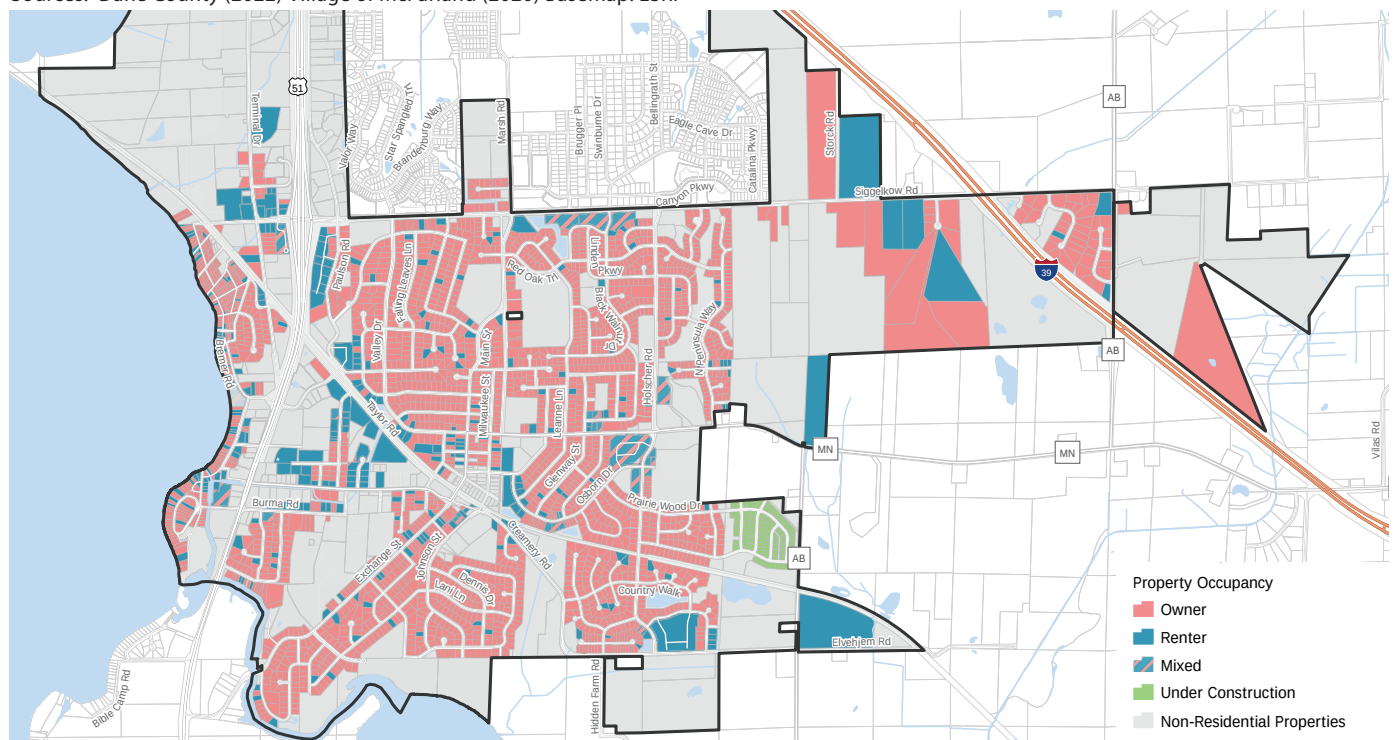
Partnerships

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

15. Form Working Groups with Major Employers—Facilitate meetings with major employers annually to discuss workforce housing needs as part of BREV meetings.

McFarland Property Occupancy

Sources: Dane County (2022) Village of McFarland (2020) Basemap: ESRI



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

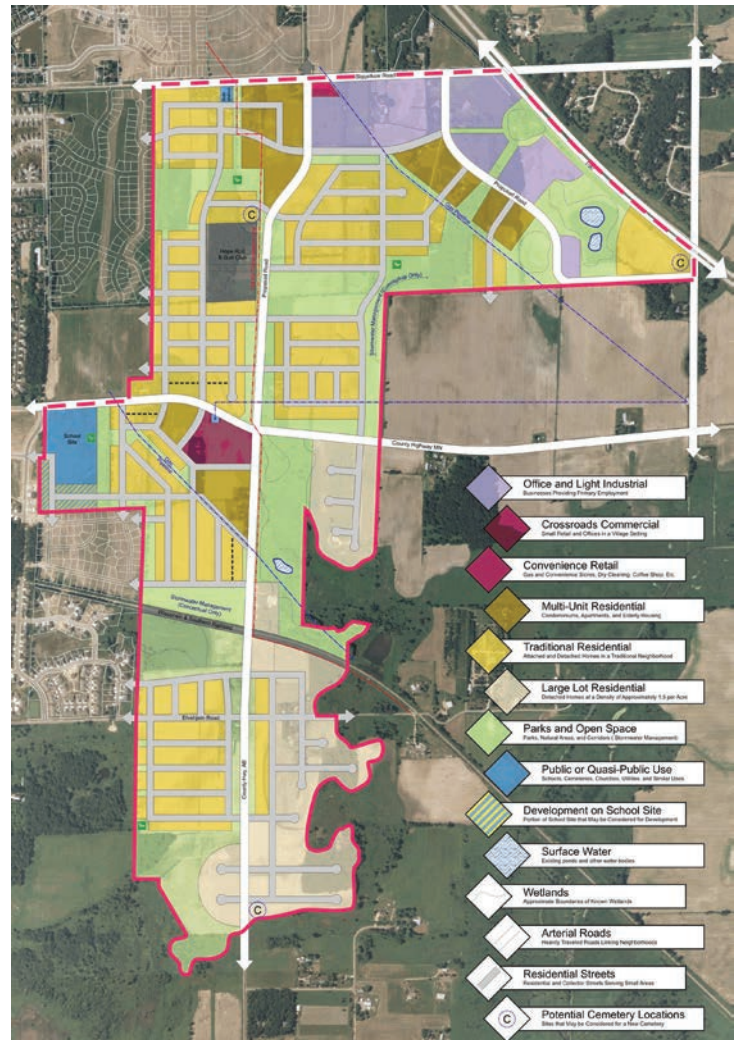
Housing, institutional, retail and service, and office and light industrial land uses are identified within the project area. Housing makes up a majority of land use in the Concept Development Plan. Planned housing type includes mostly low density residential with pockets of multi-unit residential. Office 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 institution 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.

2008 East Side Neighborhood Growth Area

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



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 (at least 8 units per acre), 1,148 in traditional residential (mostly detached single family, at least 4 units per acre), and 168 in large lot/cluster residential (detached single family, less than 2 units per acre).

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

CITY OF MADISON MARSH ROAD NEIGHBORHOOD PLAN (1999)

Transitioning industrial uses to residential uses. Establishes traditional neighborhood development (TND) character for City of Madison 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 to 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. In 2022, the City updated this plan as part of the new Dane County Landfill and Sustainability Campus project proposal.

DANE COUNTY PARKS AND OPEN SPACE PLAN (2005)

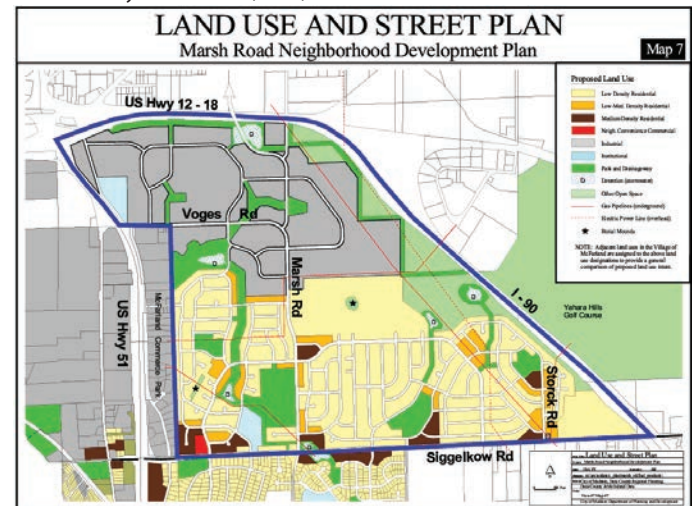
Gives recommendation to acquire lands to expand Lower Mud Lake Natural Resource Area and construct off-road bicycle and pedestrian trail through the Natural Resource Area as a segment to the Lower Yahara River Trail.

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.

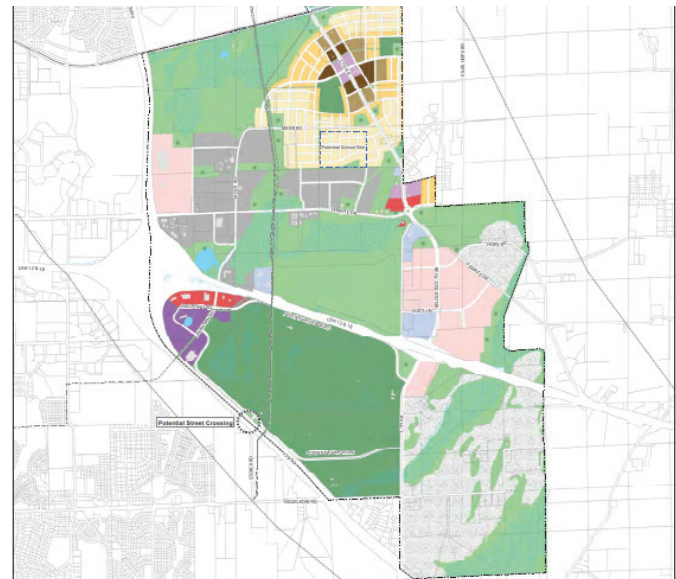
Marsh Road Neighborhood Development Plan

Sources: City of Madison (1999)



Yahara Hills Neighborhood Future Land Use

Sources: City of Madison (2017)



DANE COUNTY BICYCLE

TRANSPORTATION PLAN (2000)

Planned bicycle lane or paved shoulder on County Highway MN and AB. This project was completed in 2022.

YAHARA HILLS

SUSTAINABLE CAMPUS AND LANDFILL (2022)

Proposed new Dane County Landfill and Sustainability Campus project on Yahara Hills Golf Course property.

CAPITAL AREA RPC (CARPC) REGIONAL DEVELOPMENT FRAMEWORK (2022)

The CARPC 2050 Regional Development Framework replaces the Vision 2020: Dane County Land Use and Transportation Plan as the region's recommended land use guide. The Framework draws on public priorities, local government input, and future growth projections to establish overarching regional goals, objectives, and strategies for accommodating future growth within the Dane County region. McFarland's East Side Plan supports the goals and objectives of the 2050 Regional Development Framework including the following:

Goals

- Reduce greenhouse gas emissions and foster community resilience to climate change
- Increase access to jobs, housing and services for all people
- Conserve farmland, water resources, natural areas, and fiscal resources

Objectives

- Increase the amount of compact, mixed-use, walkable urban development throughout the region and support transportation oriented development where feasible
- Prioritize infill growth in already developed areas while increasing density and increasing good connectivity among existing developments
- Plan for targeted sector-specific business and job growth throughout the region
- Provide and support developments which provide ample housing demand to meet market needs
- Increase intermodal to improve access to jobs and services for local residents
- Enhance and protect new and existing stewardship and natural resource conservation areas/corridors
- Designate and promote the protection of regionally significant farmland to secure food resources for future generations

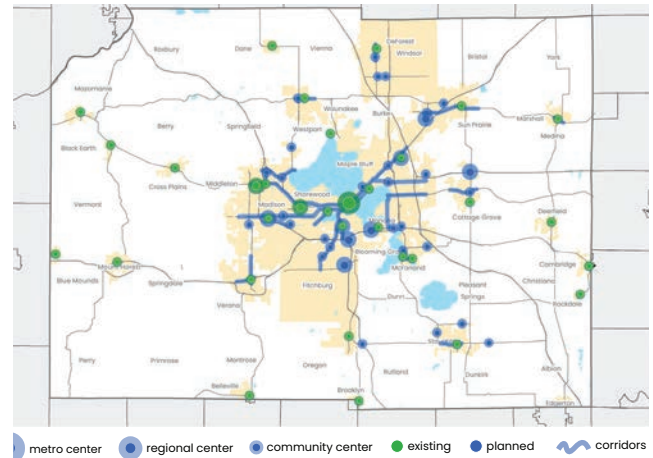
Yahara Hills Sustainability Campus Plan

Sources: Dane County (2022)



Focused Regional Development Patterns

Sources: CARPC (2022)



- Increase the urban tree canopy and encourage best management practices for stormwater management to increase infiltration and reduce runoff
- Support efforts that reduce pavement and impervious surfaces that increase the urban heat island effect
- Apply an Equity Lens to all development efforts to reduce racial disparities

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 Community Survey Information. 760 responses, 599 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 599 responses (79%) coming from Village of McFarland residents. Most other responses came from residents of other adjacent communities.
- 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 Needs Assessment*. 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 the 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 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 for the 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 to 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 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 were the main decision drivers. 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, or designed to blend in with single-unit housing.
- **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). 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 a short introduction by McFarland's Community & Economic Development Director followed by a presentation from MSA's project manager. 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 trails, and recreational amenities to be located within McFarland's East Side.

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 Community & Economic Development Director. The goals and policies that were guiding the plan were presented along with three preliminary concepts (See Chapter 4). 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.

Development Focus Group

(August 17, 2022)

MSA staff interviewed five local experts including developers, real estate agents, and financial service partners to collect targeted information related to regional development trends. Those in attendance highlighted the need for more light industrial facilities that provide multiple flexible production spaces in the same building within short distances to interstate corridors. General retail space is still sitting vacant but continues to fill up steadily. Respondents supported developing a 50- to 100-acre business park site in the East Side Plan study area. Optimal sites would include areas that could be subdivided into areas that are sized 5-6 acres and 10-15 acres to support general office campuses and flexible light industrial spaces, respectively.

Most responses preferred a business park site clustered around the Siggelkow Road corridor, running both north and south of the road toward I-39/90. Comments regarding the three neighborhood design alternatives

and business park site considerations included the following:

- Synergy of complementary industries and associated businesses
- Reliable power supply and capacity near existing substation
- Only niche industrial sites use rail services, there is currently not a big market for rail-based industry
- New landfill expansion poses a risk for housing development and certain industries locating in the business park due to close proximity to landfill
- The land northeast of the CTH AB/Siggelkow intersection could support an alternative business park location with the planned 12/18 interchange improvements.

Residential development appears to be plateauing but there are not many developable lots available in the area. A small number of buyers are driving a market for expensive homes (\$1 million+) in the region. Overall, there is a new interest in more compact residential development that allow smaller lots with carriageways or alley-loaded designs that allow for smaller, more affordable lots. Residents would consider alternatives to single-family housing (ie triplex, fourplex, townhomes, detached condominiums, etc.) if those options were available. Additionally, the region has a need to support senior housing that allows residents to age in place. Most recently constructed residential subdivision developments are larger than 40 acres.

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 Village 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 Village 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 questions and 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.

Stakeholders attend a public meeting in November

Sources: MSA (2022)



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, 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).



This neighborhood incorporates varied housing types, using uses and building orientation to mitigate compatibility issues.



This apartment building steps down the building adjacent to a neighboring lower-density residential use.



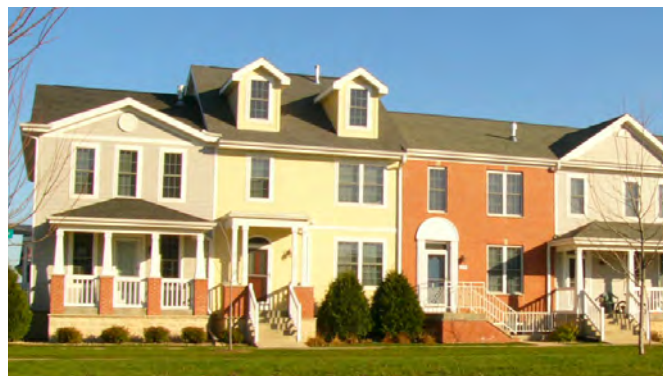


1. HOUSING GOAL & POLICIES (cont.)

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.



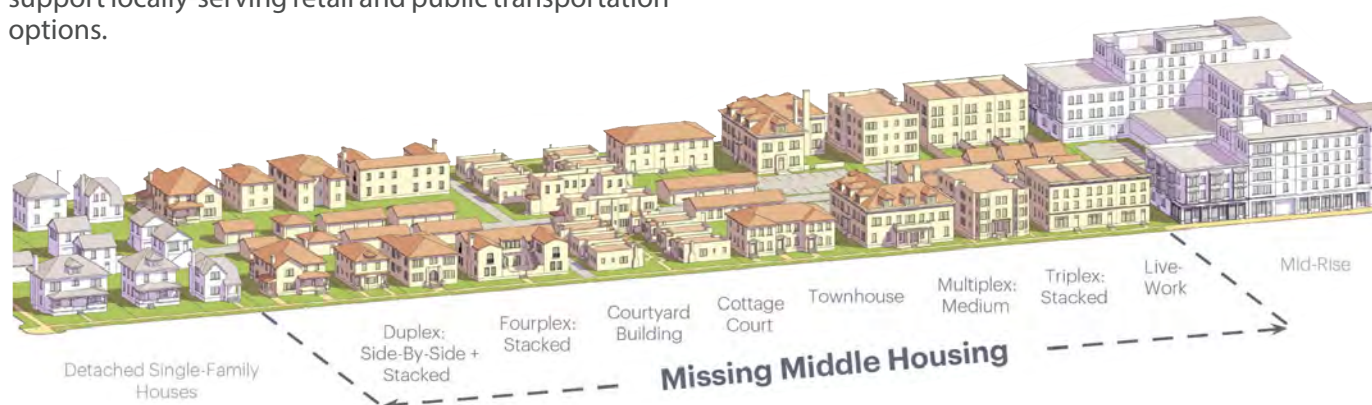
Policy #1.5

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 detached single-family and mid- / high-rise apartments. These unit types have been “missing” from neighborhoods for the last several decades as they have mostly been prohibitive to build in residential zoned areas. These building types support housing affordability and diversity, as well as support locally-serving retail and public transportation options.



The above developments include reduced 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

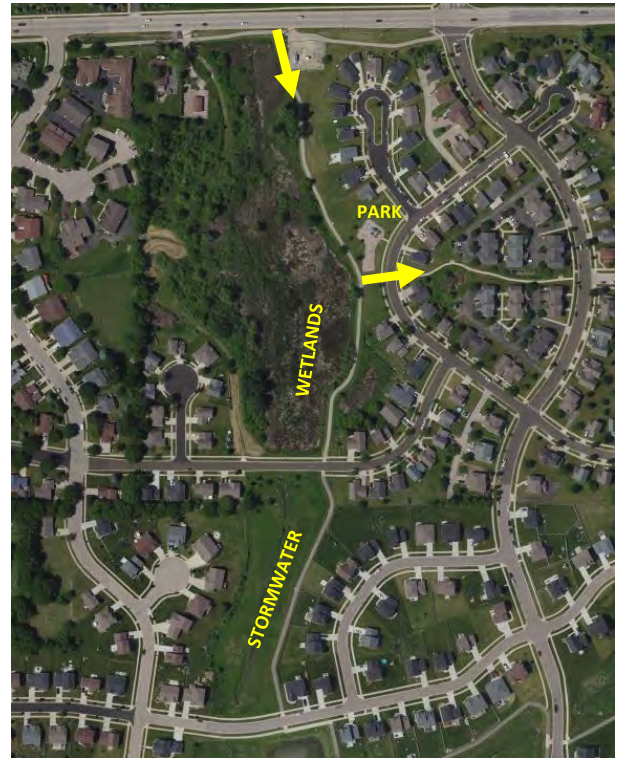
Develop a comprehensive system of pedestrian and bicycle facilities that connects the East Side area to the other sections of the Village and to the greater Dane County trail system.

Trails provide opportunities for passive and active recreation, support healthy living, increase the value of adjacent neighborhoods, and provide alternatives to motorized transportation connecting people to civic and employment areas. These benefits are multiplied when local trails are linked together and to regional trail systems.

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 be 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, rectangular rapid flash beacons) 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 sustainable public transit route(s).

Public transit provides social, environmental, and economic benefits to communities. 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 levels 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).

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.

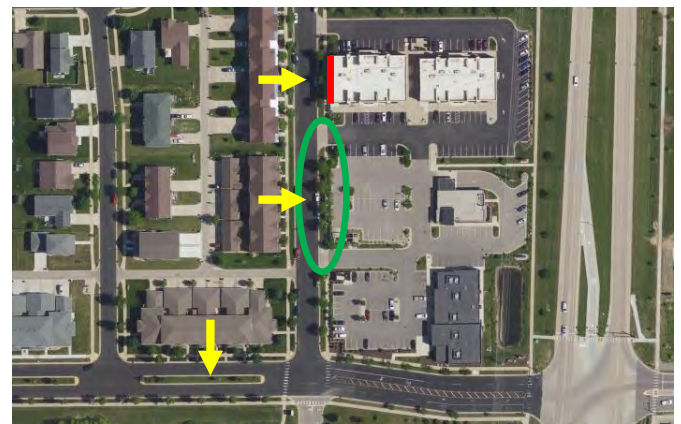
Policy #3.3

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 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.



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. For example, along Siggelkow Road, Broadhead Street, and proposed Collector "A".





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.

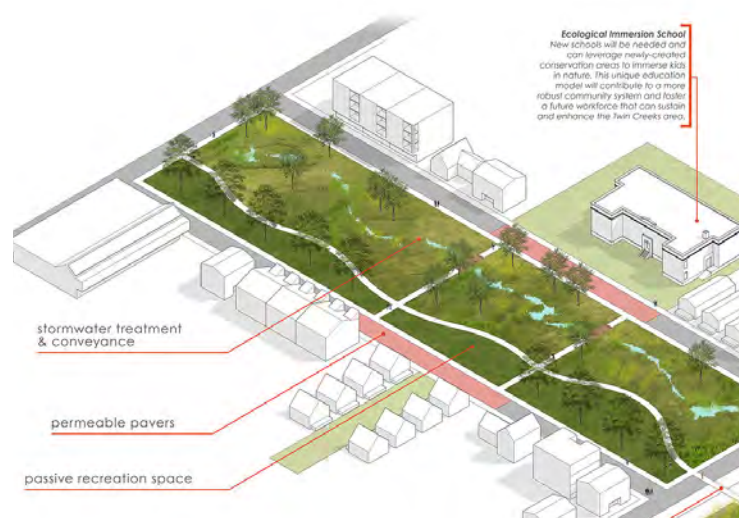
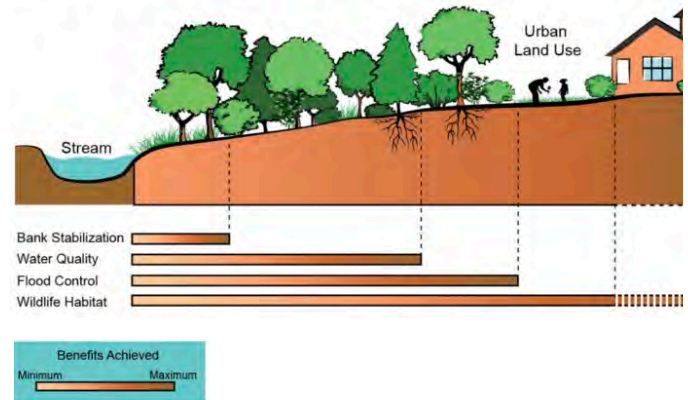
Policy #5.4

Orient streets and homes to maximize available sunlight exposure for the installation of rooftop solar 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.



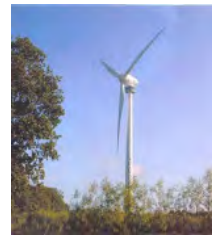
The Wider the Buffer the Greater the Benefits



This section is intended to create memorable and desirable buildings and spaces within the East Side of McFarland. The objective is to create 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.
- M. Incorporate Level 2 or 3 electric vehicle charging stations within exterior and covered parking areas.



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 and site. Wall, projecting, and ground signs should be integrated within the overall building design in color, style and articulation.
- B. Where freestanding ground signs are proposed, the use of monument signs is preferred over pole or post mounted signs. 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, or internally light for freestanding signs..



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).



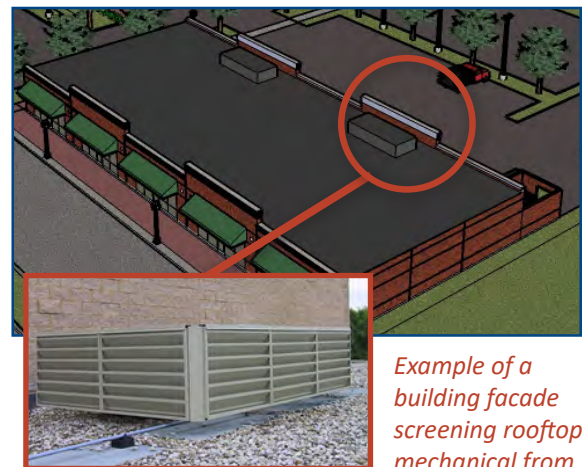
Examples of various techniques in use to break down the apparent mass of a large building, including canopies, recessed decks, recessed top story, and variations in materials and wall plane.

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.



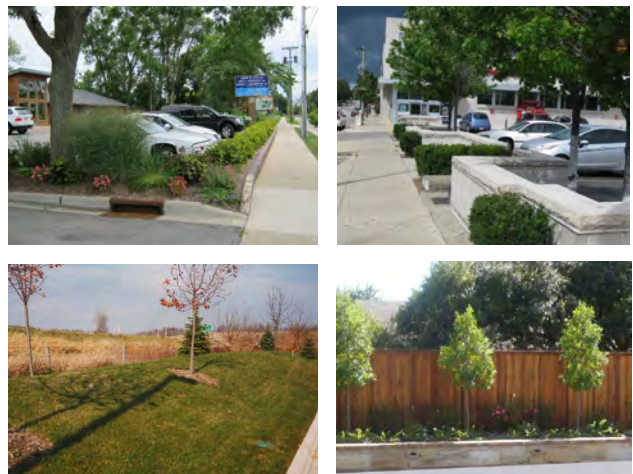
Example of a building facade screening rooftop mechanical from ground view.

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 should 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.

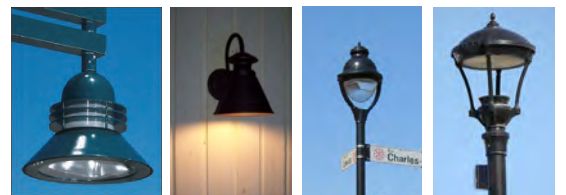
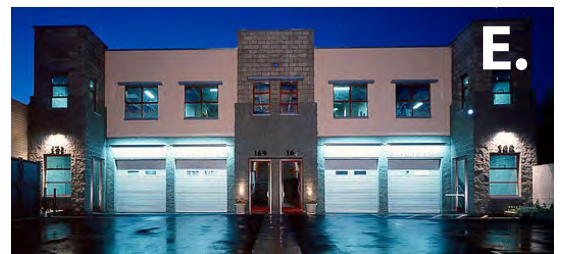


Examples of desired stormwater management designs within parking lots.

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 (refer to Chapter 4), 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. Installation of renewable energy systems (e.g., electric vehicle with Level 2/3 charging station).
- H. 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).
- I. Meeting the Compatibility Standards outlined on the next page.



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 ground 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.

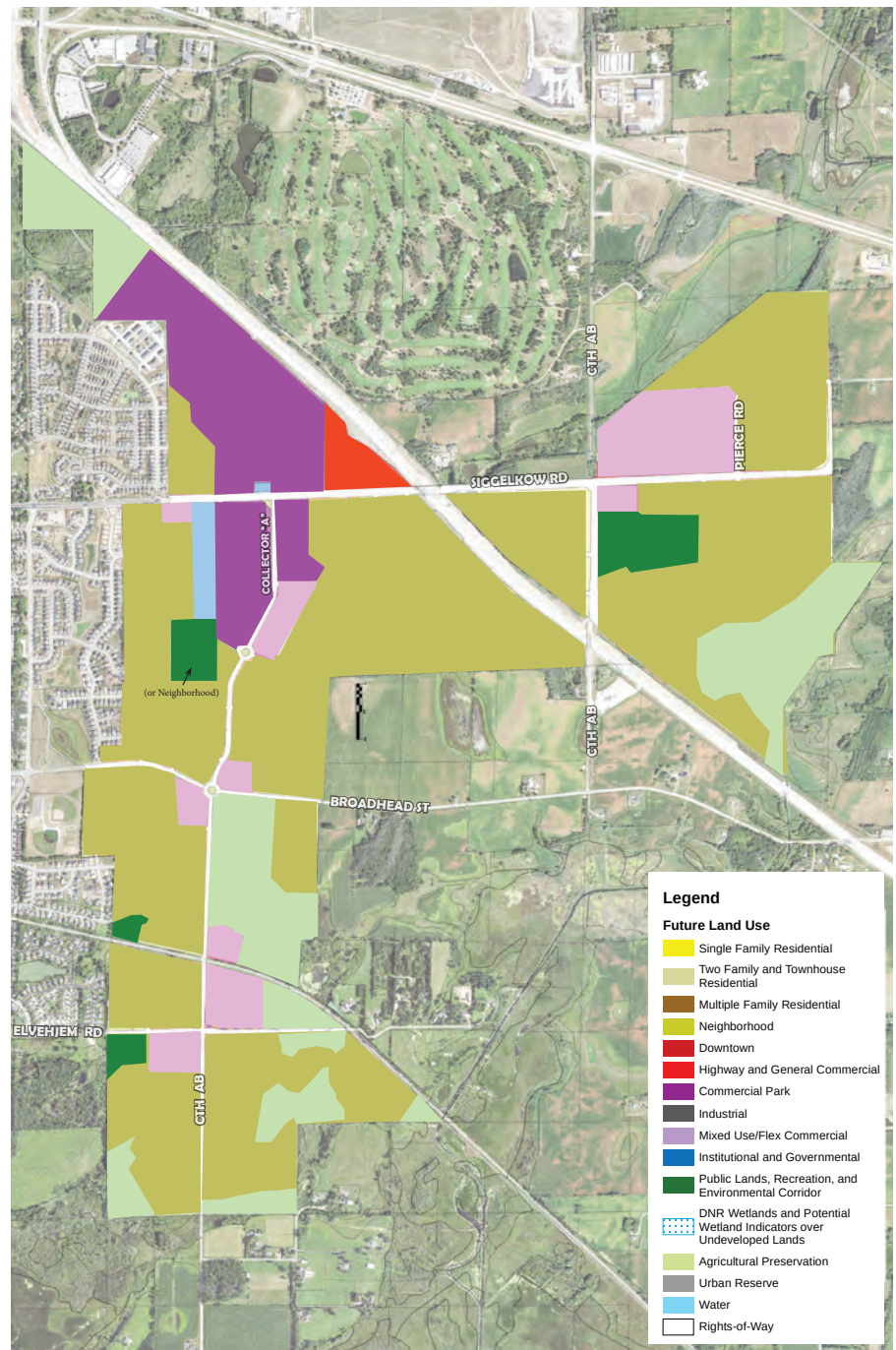
See **Chapter 4** for intent of the recommended land use policy map revisions, including potential flexibility in where the FLU boundaries and transitions occur.

- 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: Community and Economic Development Department, Engineering Consultant, Public Works & Utilities Committee, Plan Commission, 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, Public Works Department, Community and Economic Development Department.

Action M.3: Acquire/Reserve the following right-of-way, as discussed in **Chapter 4**, to facilitate future transportation investments envisioned in this Plan.

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.

4. Proposed Collector “A” from Broadhead Street to Siggelkow Road.

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

- Responsible Parties: Land Owners/Developers, Engineering consultant, Village Board

Action M.4: Reconstruct Siggelkow Road east of Catalina to a 4-lane boulevard with multi-use trail connecting to the new Community Park on CTH AB. As proposed this project may occur in multiple phases or one phase depending on development activity and available financial resources. 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, Community and Economic Development Department, Public Works Department, 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, Engineering, Public Works Department, Consultant, Land Owners/Developers, School District.

Action M.7: Build other off-street multi-use trail segments envisioned in this Plan. See Future Transportation System Map.

- Timeframe: ongoing as development is proposed.

- Responsible Parties: Land Owners/Developers, Engineering consultant, Public Works Department, Community & Economic Development Department.

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, Community and Economic Development, Public Works Department, Public Works & Utilities Committee..

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, Public Works & Utilities Committee, 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, Community & Economic Development Department, School District, Village Board.

Action US.4: Amend the Village Stormwater Management Ordinance to meet or exceed new Dane County requirements for peak rate control for the 200-year 24-hour storm events.

Timeframe: Short Term (2023-2025)

Responsible Party: Engineering consultant, Public Works Department, C&ED, Public Works & Utilities Committee, Plan Commission, 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 density bonuses and financial 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: Implement the actions outlined in **Chapter 5** for the proposed business park areas.

- Timeframe: ongoing

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

Action EDH.4: 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, Plan Commission, Village Board.

Urban Design (UD) Actions

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

- Timeframe: On-going

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

Action UD.2: Update the Village Zoning Code to implement the recommendations in this Plan and the McFarland Housing Assessment, including consideration of the following:

- Codifying the design guidelines, especially the Compatibility Guidelines.
- Conditionally allow triplex and fourplex in R-2 zoning district per the policies in this Plan.
- Permit accessory dwelling units (ADUs) in all residential districts.
- Allow Cottage Courts either through Planned Development or conditionally in R-3.

- 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 area as a 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 Road.

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. 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.

CHAPTER 3

EXISTING CONDITIONS

48 Planning Area

This section describes the East Side Plan study area.

49 Organizational Agreements

This section looks at a variety of intergovernmental agreements that will impact development in the East Side Plan area.

49 Natural Resources

This section reviews the natural resource and other environmental limitations within the East Side Plan area.

51 Transportation Networks

This section reviews existing and proposed transportation networks included within the East Side Plan area.

52 Utility Infrastructure

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

56 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

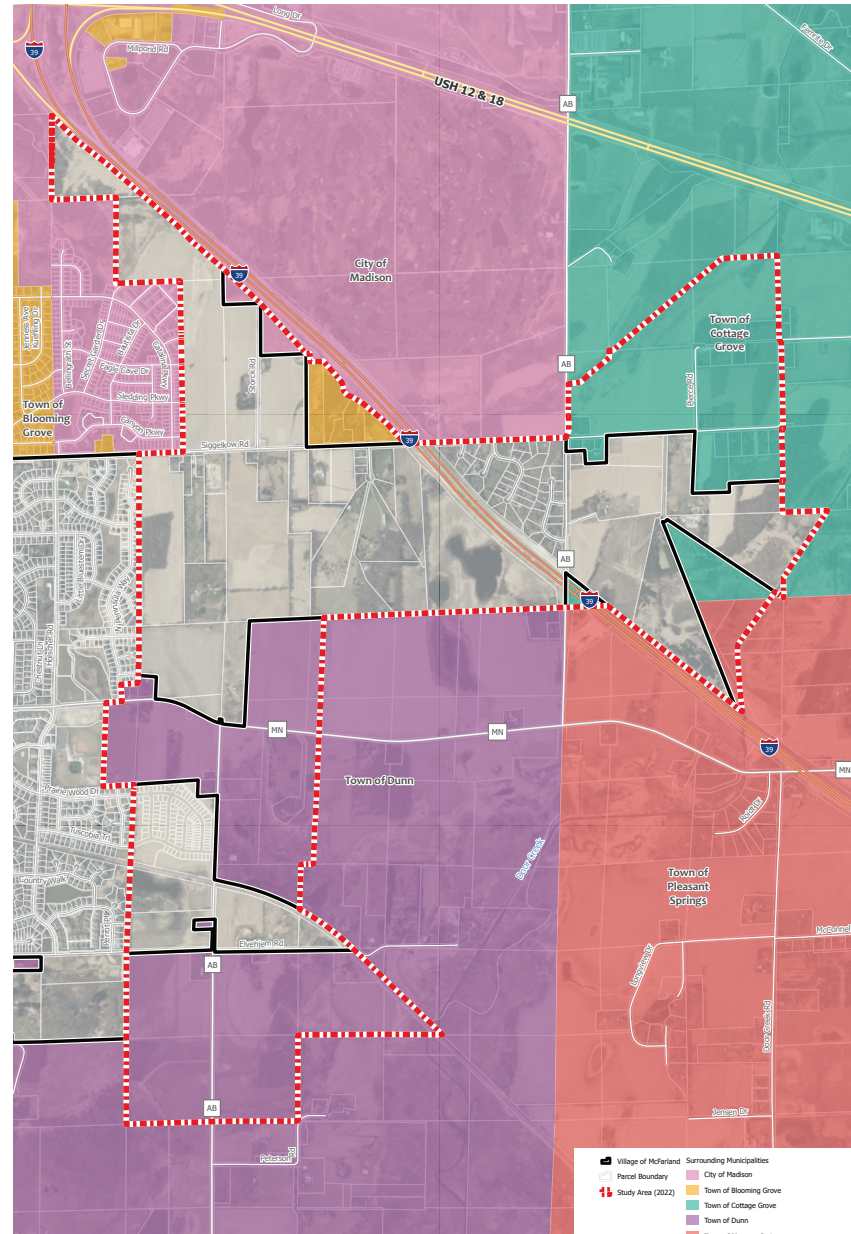
McFarland's East Side Plan area is approximately 1,545 acres and includes primarily undeveloped lands already within the Village and other areas immediately adjacent thereto. Interstate 39/90 divides a portion of the east side planning area, and establishes the northern limits of the Village (west of the interstate). A portion of the Wisconsin & Southern Railroad also bisects a portion of the study area near Elvehjem Road. The planning area 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 Pleasant Springs and Town of Dunn with properties protected from development through a purchase of development rights (PDR) and/or an extensive system of wetlands.
- **West:** Developed portions of the Village of McFarland and the City of Madison.

The planning area exhibits considerable topographic relief, with high points generally located to the north, and lower elevations

Study Area

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



in the south and closer to Lower Mud Lake. Notable environmental features include small ponds near I-39/90, 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 and open space or for rural residential development.

ORGANIZATIONAL AGREEMENTS

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

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 is in effect through October 31, 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 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 2008 East Side Neighborhood Growth Area, and has further agreed not to purchase development rights within the 2008 East Side Neighborhood Growth Area. This agreement is in effect through December 31, 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. Over that 20 years, this agreement precluded McFarland from annexing property north of Siggelkow Road and the same for Madison south of Siggelkow Road. 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 the I-39/90 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 Public Safety Center and the School District received 9 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 Siggelkow Road school site is only 9 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 with their needs and avoid adding more tax burden for the district's 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 south of Buckeye Road). Growth in these two planning areas hinge on developers and current landowners' decisions. Based on the school district's current projections the site would likely not need to be developed for at least 7 to 10 years.

NATURAL RESOURCES

Development of the East Side Plan will be impacted by the location of important natural resources and other environmental limitations as outlined in the following land development agreements.

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

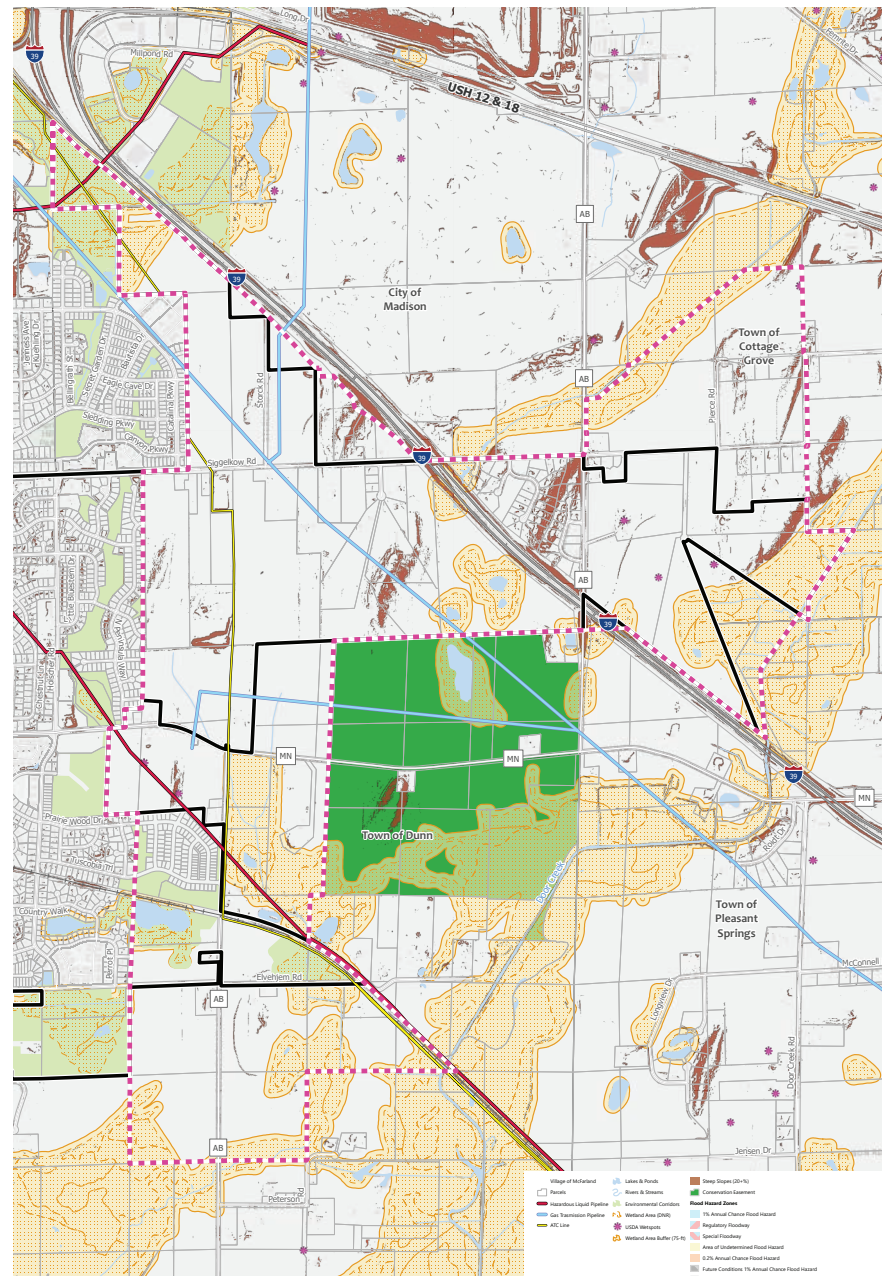
The Town of Dunn's Purchase of Development Rights (PDR) program created the first development rights transaction in Wisconsin when it was established in 1997. PDR programs are a voluntary farmland protection technique that compensates landowners for limiting future development on their land into perpetuity. 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.

Groundswell Conservancy works with the Town of Dunn to manage 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.

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)



TRANSPORTATION NETWORKS

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.

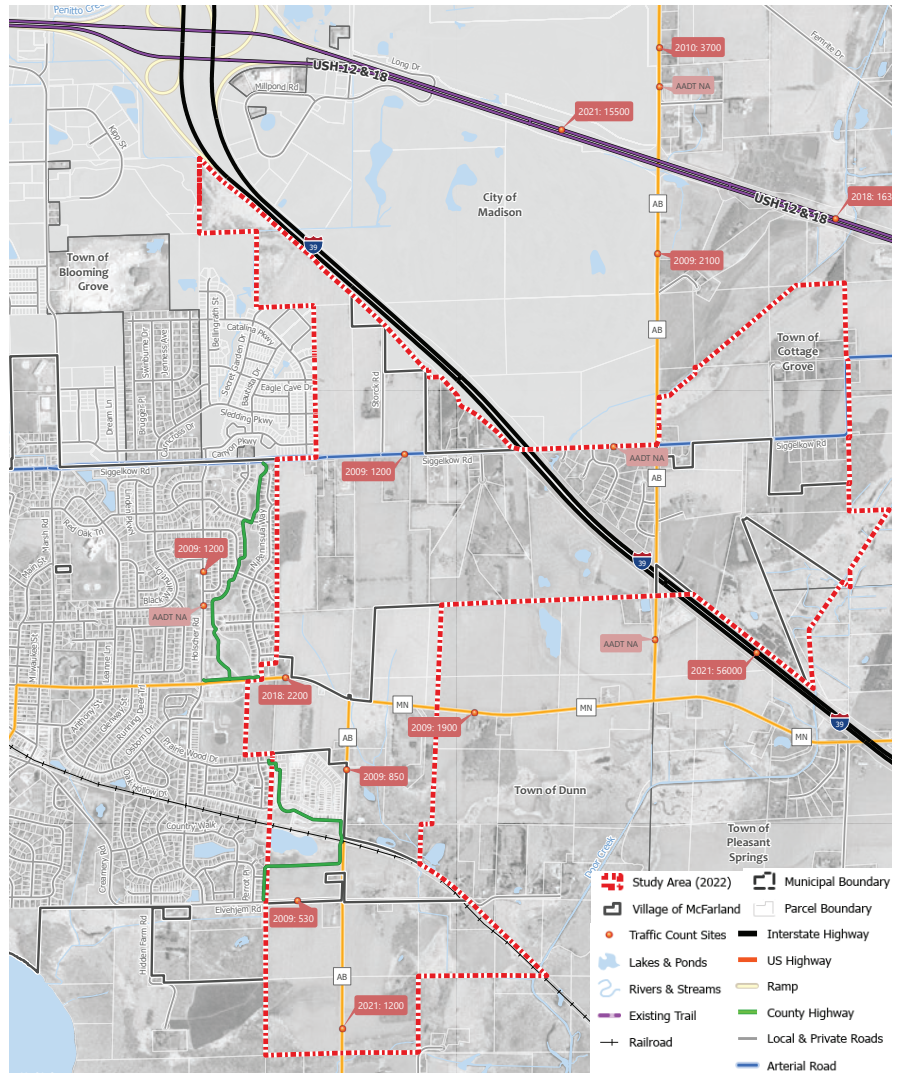
Commuter Bus and Transit Services

McFarland is presently served by limited public transportation 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

Existing Transportation Networks

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



Village of McFarland. The “L Route” would establish a dedicated bus route for either an all-day, fixed route or a peak hours route.

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.

Commuter rail serviced to Madison has been discussed and studied numerous occasions. Given current State law and funding limitations, the establishment of commuter rail within the East Side planning area is unlikely to occur during the life of this plan.

Trail Network

In or near the planning areas there are both on-street bike lanes and off-street multi-use trails. The 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 Elevhjem Road, along sections of the recent Siggelkow expansion, and in the linear park through the Juniper Ridge subdivision.

Dane County Parks opened Phase 1 of the Lower Yahara River Trail to the public on August 27, 2017. This nearly 2.5-mile trail provides an off-road trail connection between the City of Madison and the Village of McFarland. Phase 2 is currently underway for a new trail segment. This phase will include a trailhead at Fish Camp County Park and extend south along Lake Kegonsa's eastern shore through Lake Kegonsa State Park to Williams Drive. Future plans including connections to the City of Stoughton.

Lower Yahara River Trail

Sources: Dane County (2023)



UTILITIES

Utility service and infrastructure information was collected and used throughout the planning process to identify existing capacity and future needs of infrastructure systems that will serve future development within the East Side Plan area.

Municipal Sanitary Sewers and Wastewater Treatment

The Village finalized the East Basin Utility Service Study in April 2018 – which followed a similar plan, McFarland East Basin Capacity Study, completed in November 2000 – to evaluate existing wastewater and public water utility service capabilities that include areas within the East Side Plan (excluding some areas east of Interstate 90/39) along with additional land in the Town of Dunn, where development is permanently restricted due to purchase of development rights programs. The study examines potential routing

and capacity of interceptor sewers serving development areas on the Village's east side.

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. 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. This approach will 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 are no public utilities east of I-39/90, 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 I-90/39 that uses private wells and OWTS. This scenario is the result of a Village annexation of the pre-existing subdivision.

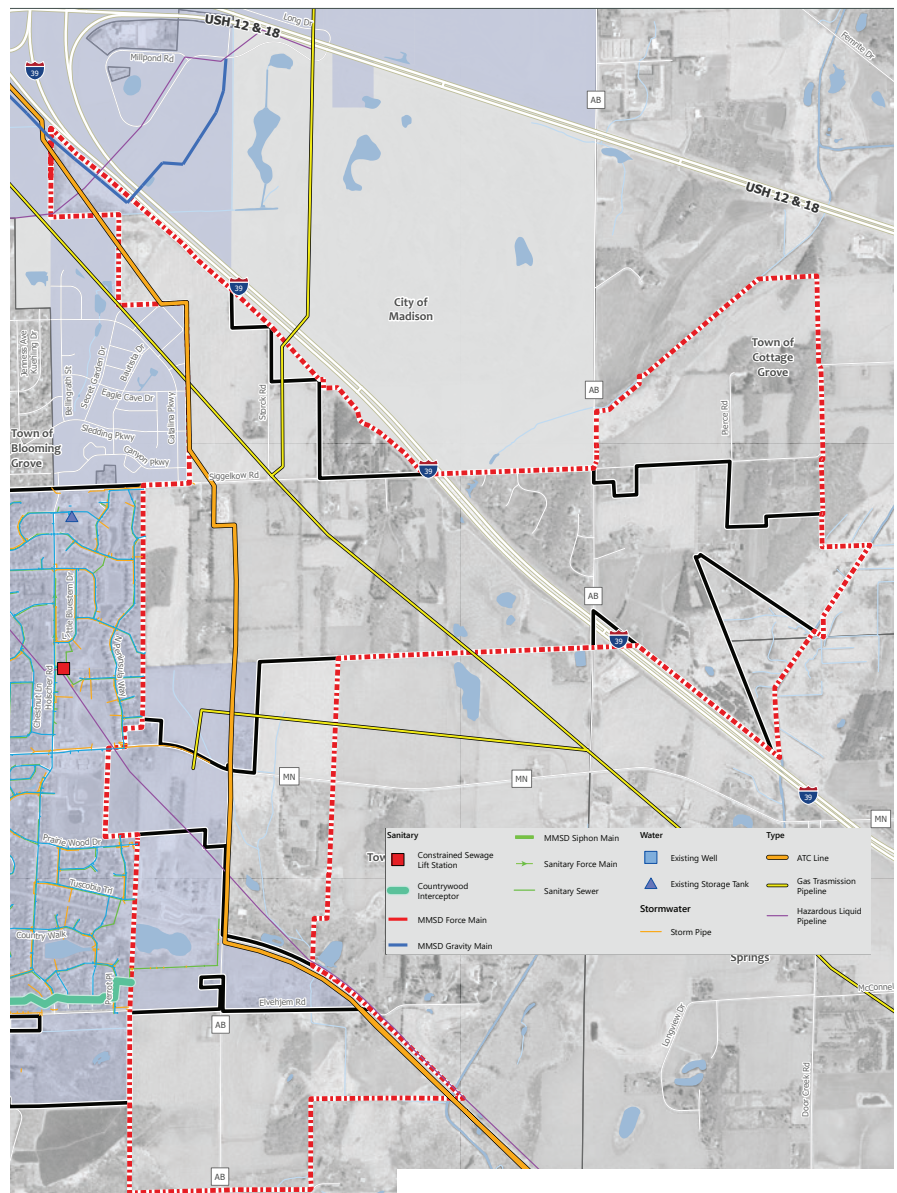
The Village currently requires a variance subdivision developments which rely on OWTS and private wells to supply water needs for a residence within their jurisdiction. It is recommended that the restrictions on unsewered development within the Village continue with the East Side Plan area for the following reasons.

- 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.

Existing Utilities

Sources: Dane County (2022)

Madison MPO (2022), Basemap Aerial: ESRI



- 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

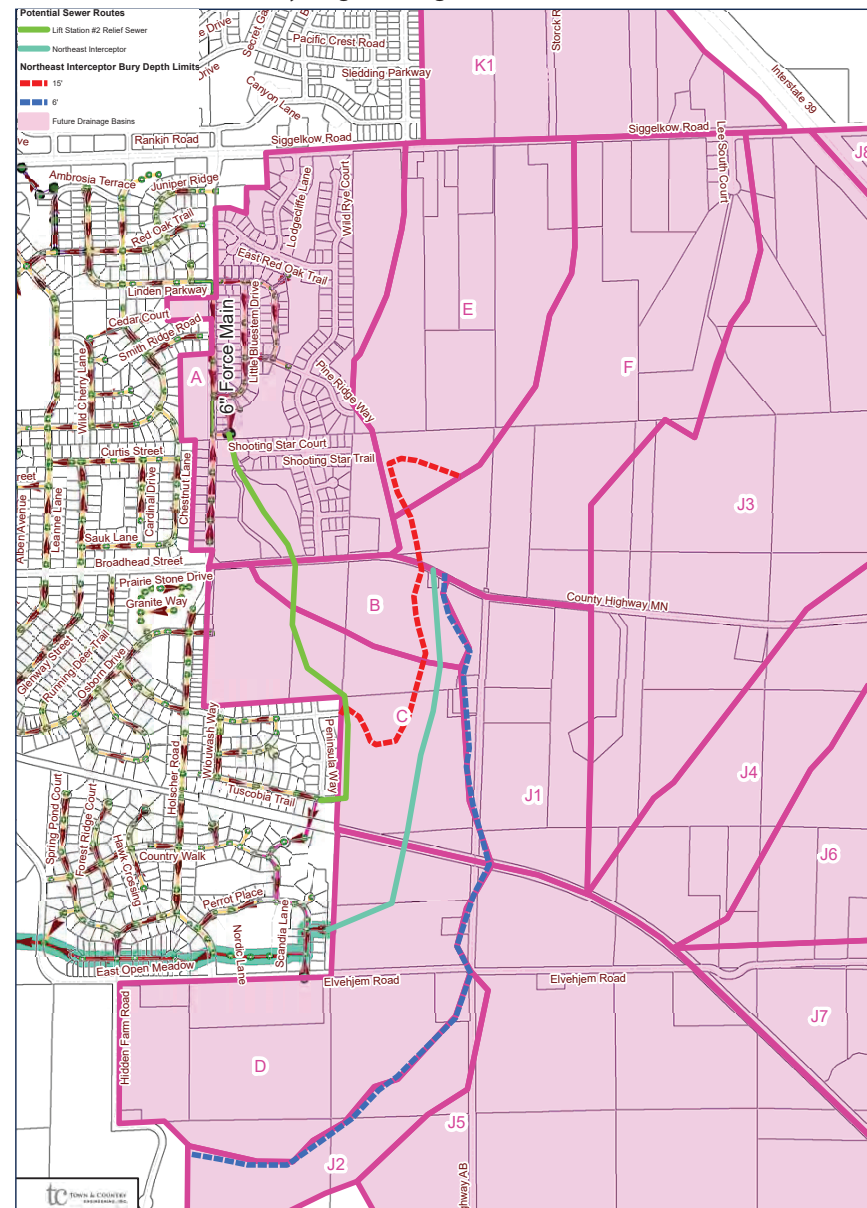
The Village of McFarland has extended water service to the western edge of the East Side Plan area. There is currently an elevated storage tank at the corner of Sigglekow and Holscher Roads. McFarland's current growth projections and analysis of current water supply capacity indicate that a new well 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 Sigglekow 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

Gravity Collector Sewer Boundary: Limits & Route Options

Sources: Town & Country Engineering (2018)



water storage reservoirs based on elevation.

- **Site #2** is south of Sigglekow 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, as may be appropriate given site conditions, development timing, Village resources, and cooperation among adjoining property owners. 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.

RECENT DEVELOPMENTS 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.

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

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).

Secret Places

Secret Places is a 140-acre subdivision located north of Siggelkow Rd and Catalina Parkway, in the City of Madison. 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.



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.



Parkview Estates

Village of McFarland



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. Approximately 30 lots were developed at the time this plan was completed.

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



SITE PLAN



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.

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:

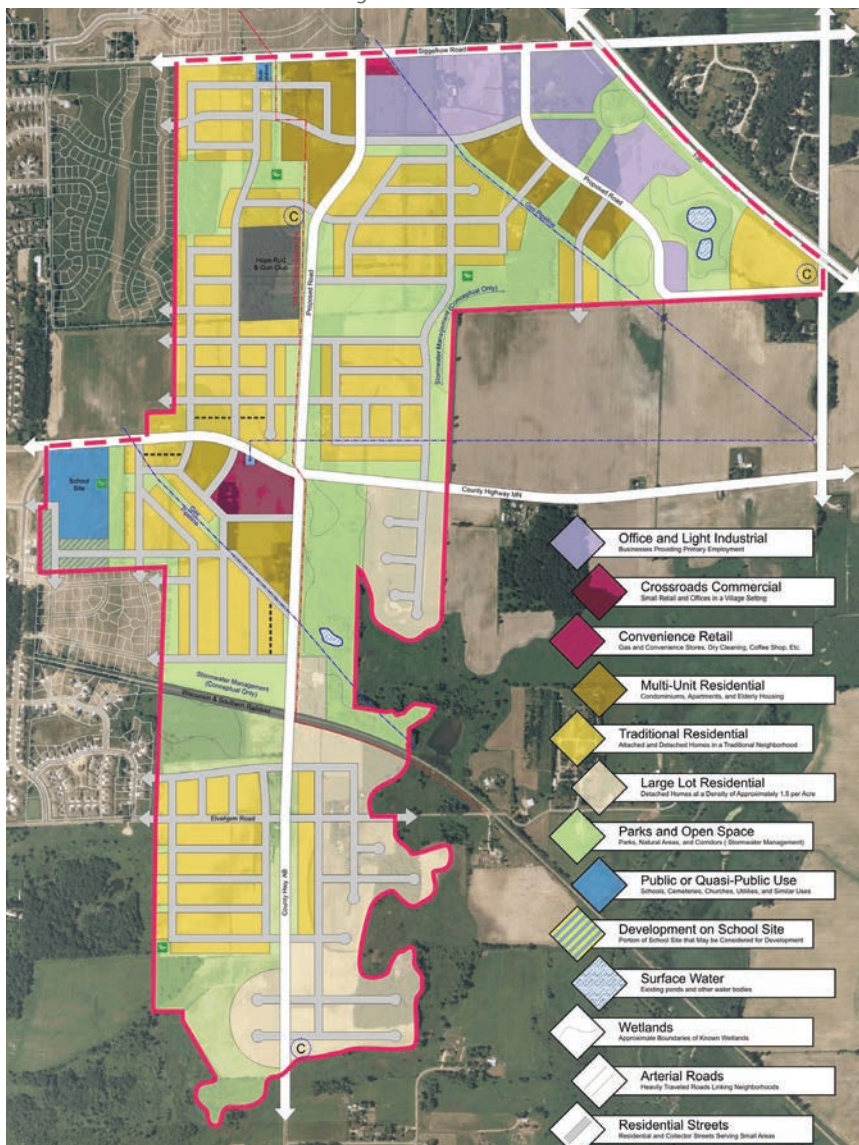
- 55% - Residential (MUR: 10%, TND: 33%, large lot: 16%)
- 31% - Open Space
- 10% - Office/Light Industrial
- 3% - Public/Civic Facilities
- 1% - Commercial

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 south of

2008 Preferred Concept

Sources: 2008 McFarland East Side Neighborhood Growth Plan



Siggelkow Road (east and west of Interstate 90);

- a new residential subdivision (Rosewood Fields) 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 18 holes of the Yahara Hills golf course to a landfill and sustainability

business cluster; and,

- WisDOT constructing 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 may need to consider higher density development than traditional development patterns of the past in order offset infrastructure costs and provide a more efficient use of developable lands.
- The Village has indicated a preference for sub-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. Public transit provides social, environmental, and economic benefits to 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. It may be beneficial to consider higher-density residential and employment areas along Siggelkow Road and County roadways to support the future feasibility of bus service.
- 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, precise boundaries of land uses, 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.

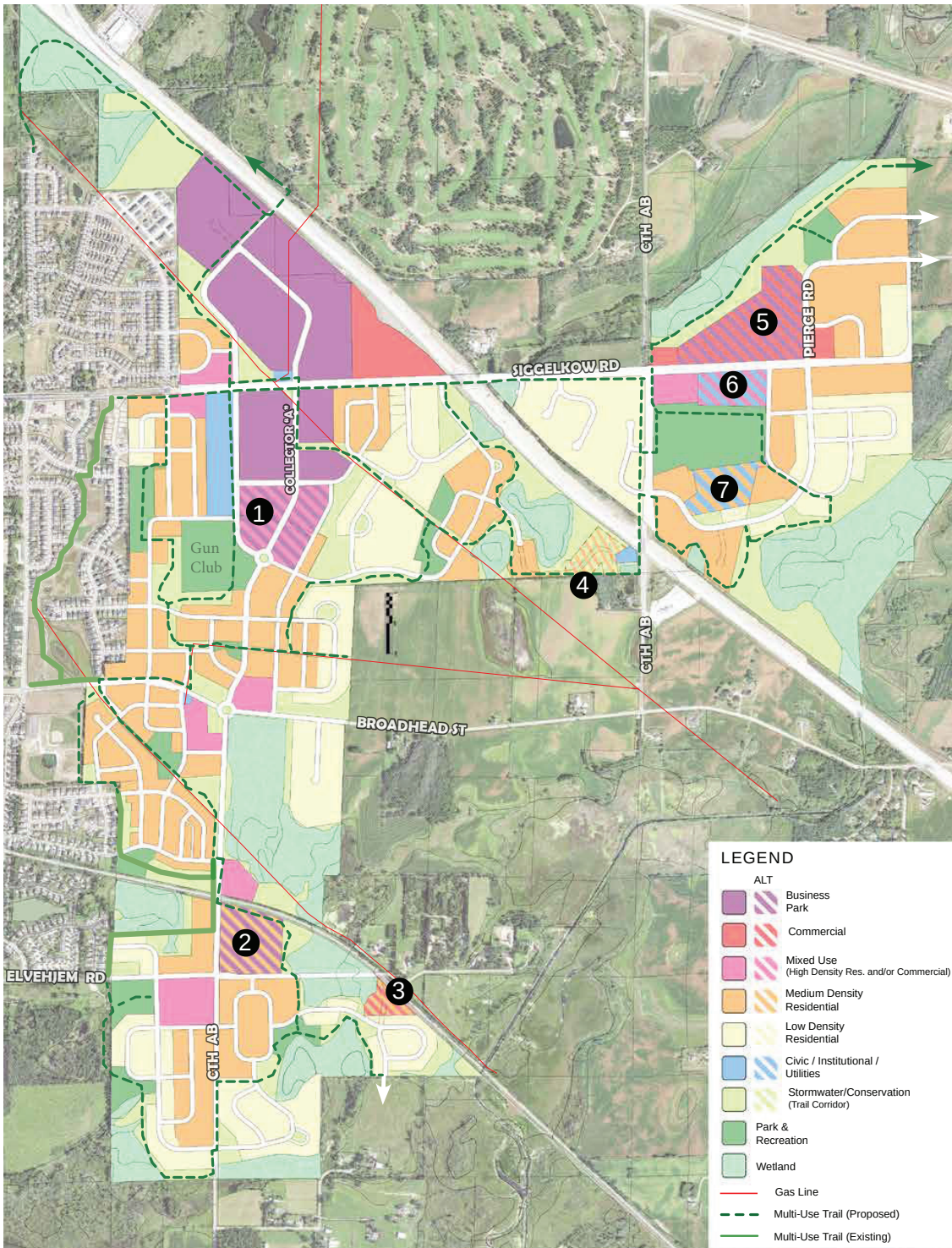


Economy/Job Growth: Employment options will be located and connected to residential areas, supporting the local economy and providing job opportunities for residents.



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 and adjacent regional trails.

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 served by public utilities.

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.

Policies

1. Typical Implementing Zoning Districts includes CO Conservancy; however, stormwater and conservancy areas are permitted uses in most of the Village's zoning districts (except cemeteries which are conditional uses).
2. 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., gun club), cemeteries, stormwater management, greenways, major public trails, and other natural features.

Policies

1. Permitted use in most of the Village's zoning districts (except cemeteries are a conditional use).
2. Areas mapped as PR are preliminary and may be refined as plats are submitted.
3. While areas are mapped for PR, smaller parks (generally less than an acre) may be required in areas designated as LDR, MDR and MU.
4. 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.

Policies

1. Permitted use in most of the Village's zoning districts (except cemeteries are a conditional use).
2. 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.
3. 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).

Policies

1. Typical implementing zoning districts include: Single-Family Residence Districts (R-1, R-1A), Single- and Two-Family Residence District (R-2), General Residence District (R-3), Elderly Residence District (R-E), and Rural Homes (RH-1).
2. Typical net densities in the LDR areas should average 2-5 units per acre, with individual developments less than 10 units per acre.
3. Typical single-unit residential lots are 1/4 to 1/2 acre in size.
4. 2-unit structures are most appropriate on any corner lot. Preference is for each unit to be faced and addressed to a separate street each meeting 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.
5. 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, small and mid-sized multi-unit buildings. Developments in MDR areas should provide the greatest diversity of housing unit types, forms, and prices.

Policies

1. Typical implementing zoning districts include: Single-Family Residence Districts (R-1, R-1A), Single- and Two-Family Residence District (R-2), General Residence District (R-3), and Elderly Residence District (R-E). Planned Development Districts may be used for larger or affordable housing developments where more flexibility is needed.
2. Typical net densities in the MDR areas should average 5-15 units per acre, with individual developments less than 20 dwelling units/acre. The Plan Commission may consider individual development densities greater than 20 DU/AC for legally restricted affordable housing projects, or for developments along future transit corridors.
3. Typical single-unit residential lots are 1/4 to 1/12 acre in size.
4. 2-unit structures are most appropriate on any corner lot. Preference is for each unit to be faced and addressed to a separate street each meeting 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.
5. Multi-unit structures are most appropriate along the entry and edge of the neighborhood (i.e., along collector/arterial roadways), but may also be appropriate as a transitional use when facing or next to a more intensive institutional, residential or commercial use, or 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.

Policies

1. Typical implementing zoning districts include: General Commercial (C-G), Commercial Limited (C-L), Planned Development District (PD) or Planned Development Infill District (PD-I).
2. The net densities for the MU areas should be over 15 units per acre.
3. 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**.
4. Individual multi-unit residential developments are allowed, as well as blocks or groupings of duplex/townhome lots and single-unit homes on alleys (typically 1/8-1/12 acre lots).
5. Individual neighborhood commercial developments are allowed. Typically this allows up to 25,000 square foot multi-tenant buildings, but may also include small-scale single-tenant buildings.
6. Mini-storage facilities is not compatible with this land use pattern, and is prohibited in MU areas.
7. Mixed use buildings shall have retail on the ground floor with offices and/or residential units above.
8. Large development sites with frontage on Siggelkow Road, Proposed Collector A, and CTH AB & MN 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 as part of the development site). The Plan Commission reverses the right to modify the amount of commercial square footage based on market conditions and neighborhood needs at the time development is proposed. The Plan Commission may also consider counting ground floor residential common spaces (e.g. resident fitness areas) as part of, but not a complete replacement, of the required commercial square footage.
 - 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" CTH AB & MN: 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).

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.

C
O
M

COMMERCIAL (COM) areas provide a range of retail goods and services, including professional offices and daycare facilities. Commercial areas include automobile-oriented uses and “heavy” commercial uses with the appearance or operational characteristics not generally compatible with residential or small-scale commercial activities. Typical implementing zoning districts include: R-3 General Residence, 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 in limited quantities, 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**.

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. 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. Cemeteries are a conditional use in all residential zoning districts in the Village.

Hope Rod & Gun Club

The Hope Rod & Gun Club operates a private shooting range on a wooded site south of Siggelkow Road. The club acknowledges that additional urban development is planned around the Gun Club but does not anticipate relocating as 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 area 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 roads, parking, stormwater management, bicycle and pedestrail 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

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.

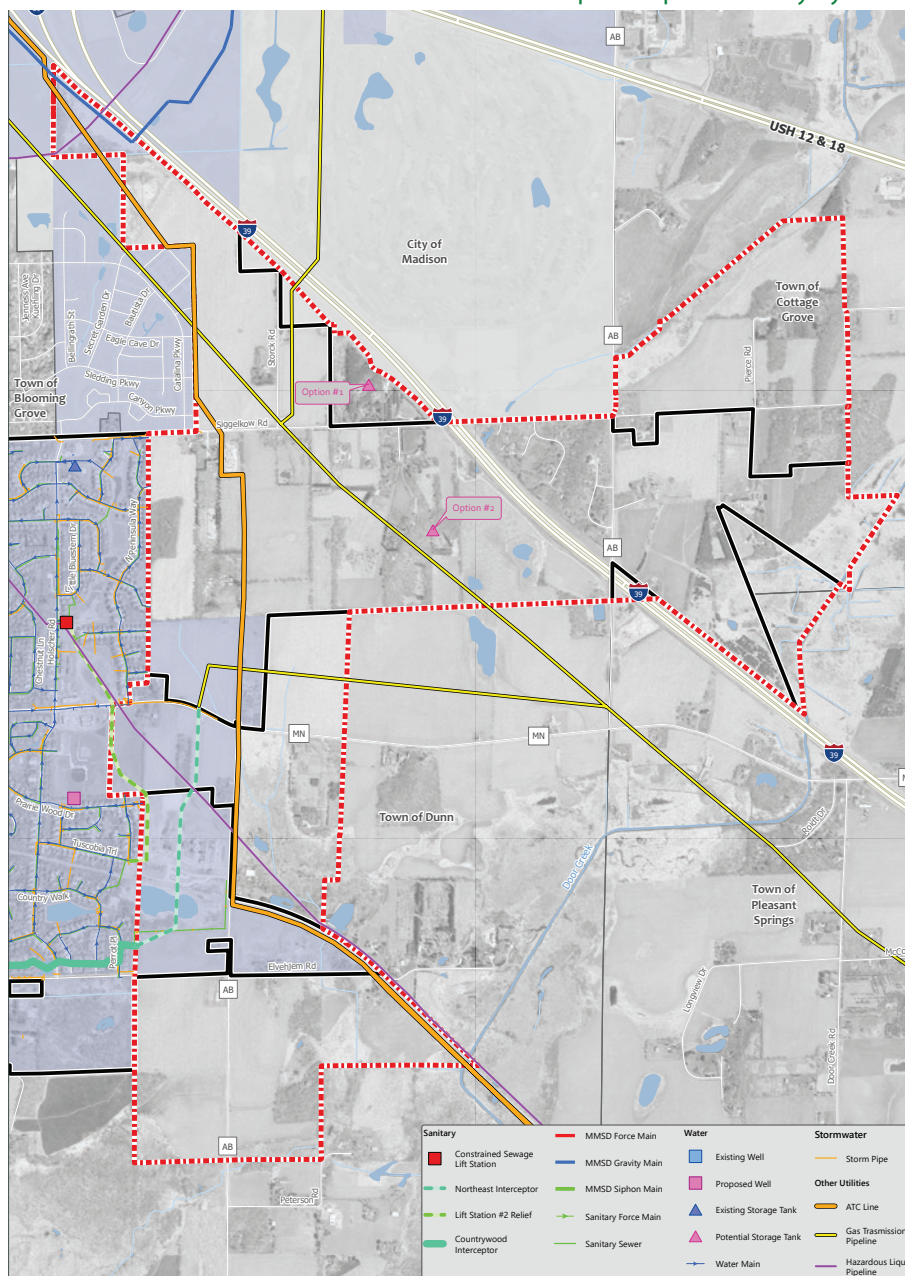
County Highway possibility of routing sewage from a part of the project area through this sewer instead. County Highway MN would be the approximate dividing point, with development to the north served by the new interceptor, while development to the south would flow to Lift Station No. 2. See **Chapter 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.

Master Plan Concept - Proposed Utility Systems



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 help slow traffic for improved safety and livability.

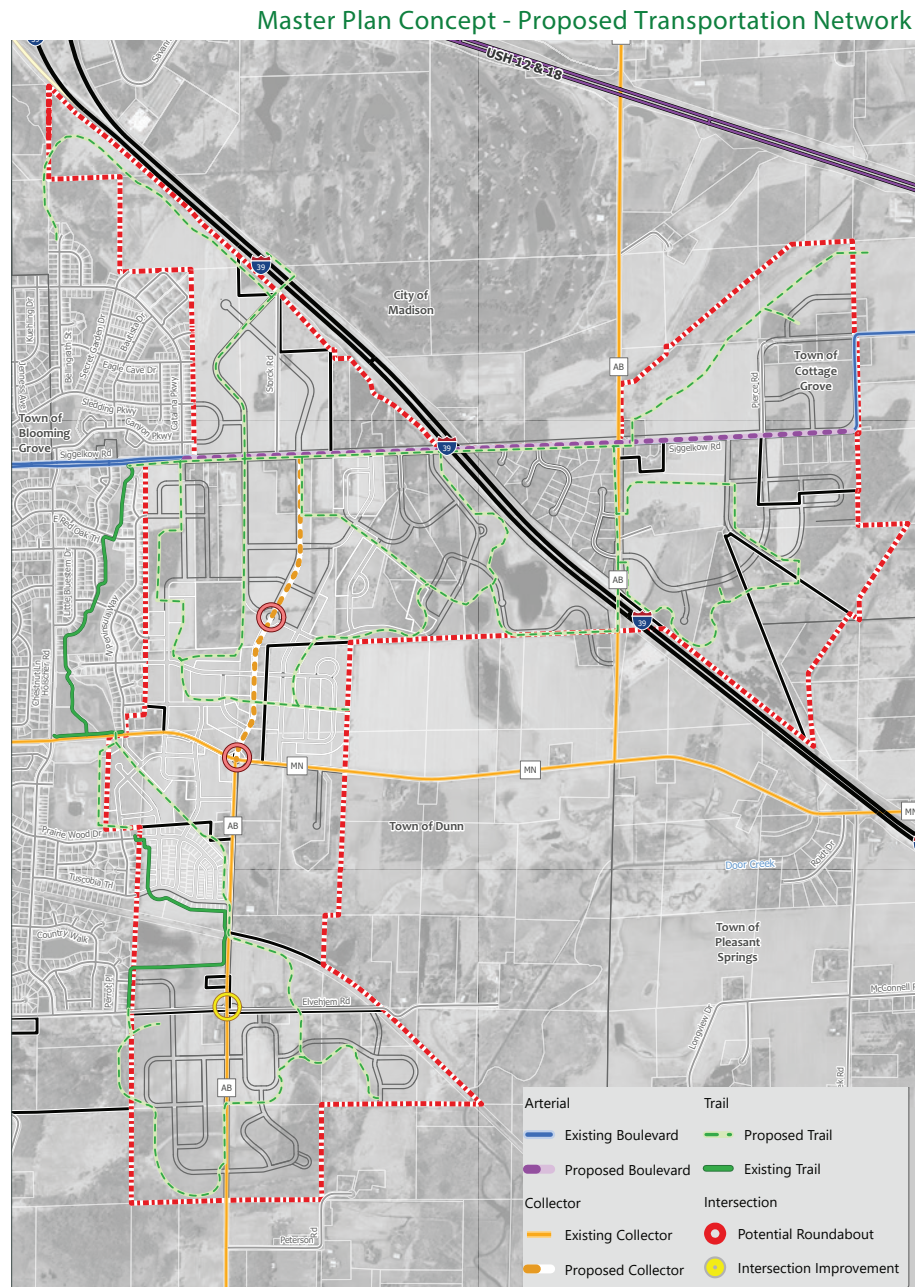
While the general pattern of land uses and major streets shown in this concept should be reflected in actual development, it is recognized that locations of minor streets and block dimensions may change in response to engineering and land use types desired by the developer. However, connections to existing 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

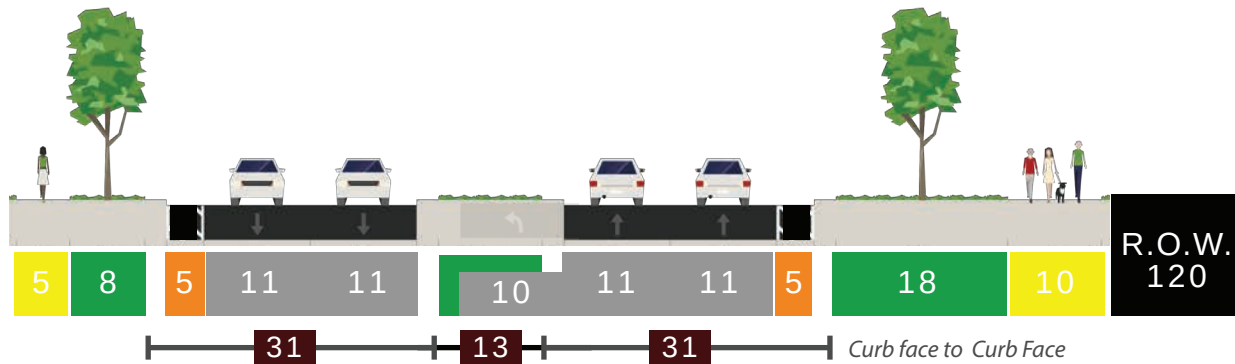


stormwater management and to enhance the overall aesthetic of the corridor (if native plantings are introduced).

Additionally, this corridor will provide a multi-use trail that connects the East Side planning area on both sides of Interstate 90 and the Village's new community

park. 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 120-foot right-of-way is desired with an 18-foot terrace (with low-branching columnar trees) between the trail and the road.

SIGGELKOW ROAD



Existing Boulevard



Potential Boulevard Treatment
(Native Plantings & Bioswale)



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

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 a new collector road (Collector A) north from County Highway MN to Siggelkow Road, as well as further 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. Where bike lanes are desired, the ROW should increase to 70-foot with two 5-foot stripped bike lanes between the drive aisles and on-street parking areas.

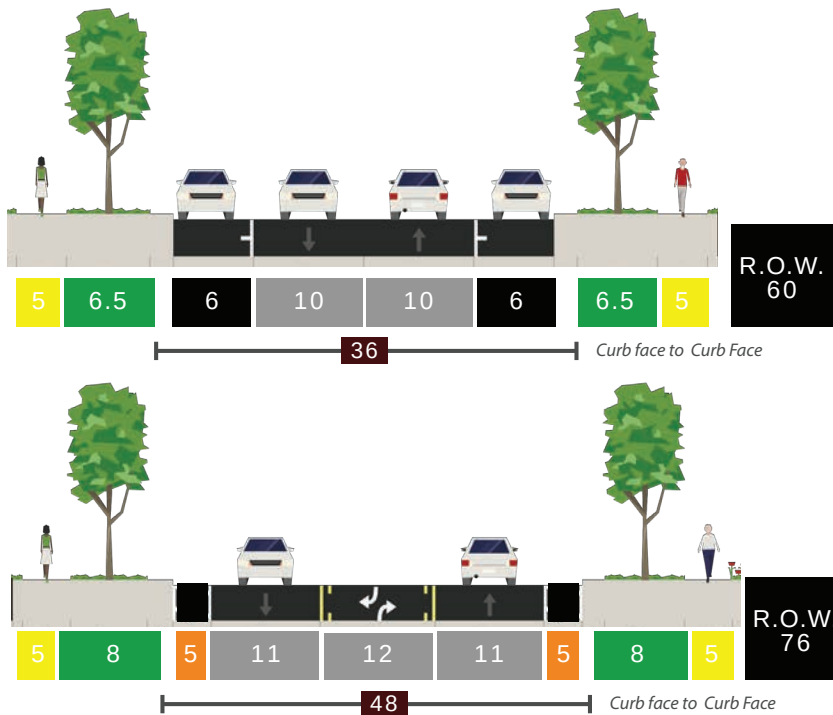
Major collectors with many driveway openings (especially those providing access to commercial and office), shall consider a 75-foot right-of-way that provides a two-way left turn lane (TWLTL). This can also include landscaped median in areas planned for no driveway openings

and/or for pedestrian crossings. The 74-foot design is likely desired for the Proposed Collector "A" extending CTH AB to Siggelkow Road.

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 next page.

COLLECTOR ROADWAYS



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 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.

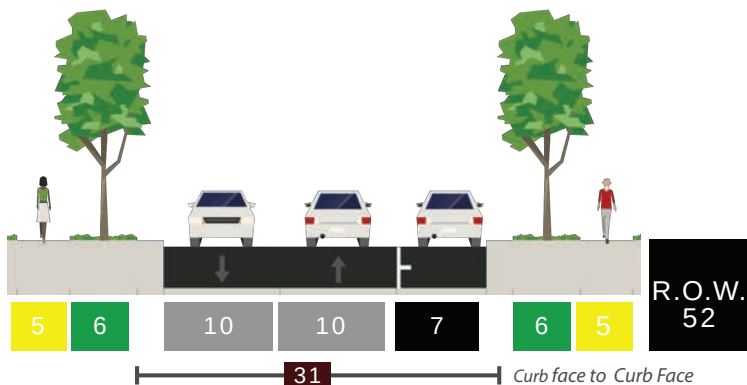
Bicycle and Pedestrian Paths

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 Proposed Transportation Map (on page 73) 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.

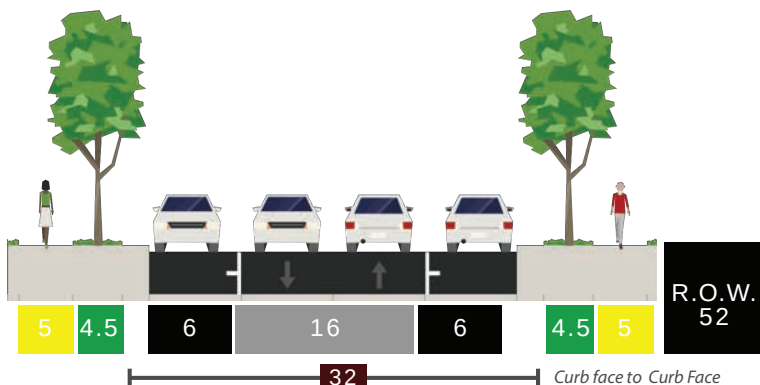
Bike lanes may be included on major collector streets, and may replace on-street parking. As collector and local access streets do not carry heavy volumes of traffic, on-street bike lanes are not required.

LOCAL STREET

Profile "A"



Profile "B"



LAND USE & DEVELOPMENT SCENARIO PLANNING

Preliminary Concepts

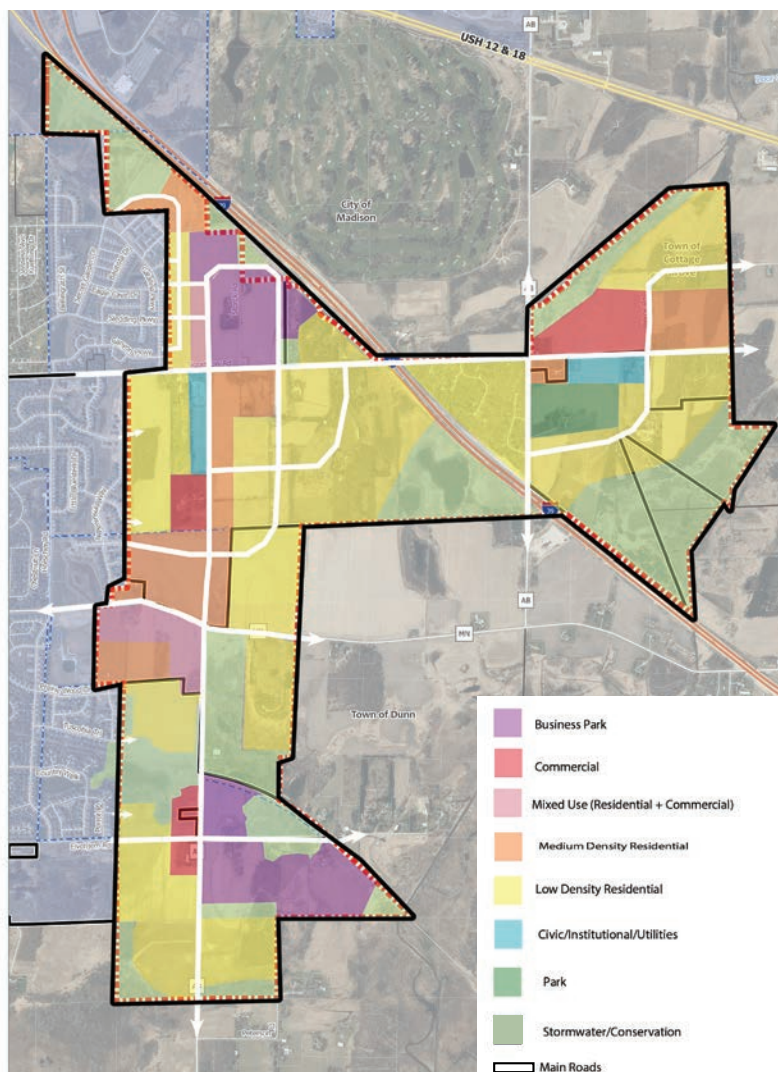
MSA developed three preliminary land use concepts to support community discussion on development pattern, road network and open space preservation. Each concept was based on a general theme with varying land uses. While roads are presented in each concept, it is understood that there would be additional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

See **Chapter 1** for more information from these and other public engagement activities.

Initial Concept "1"



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.

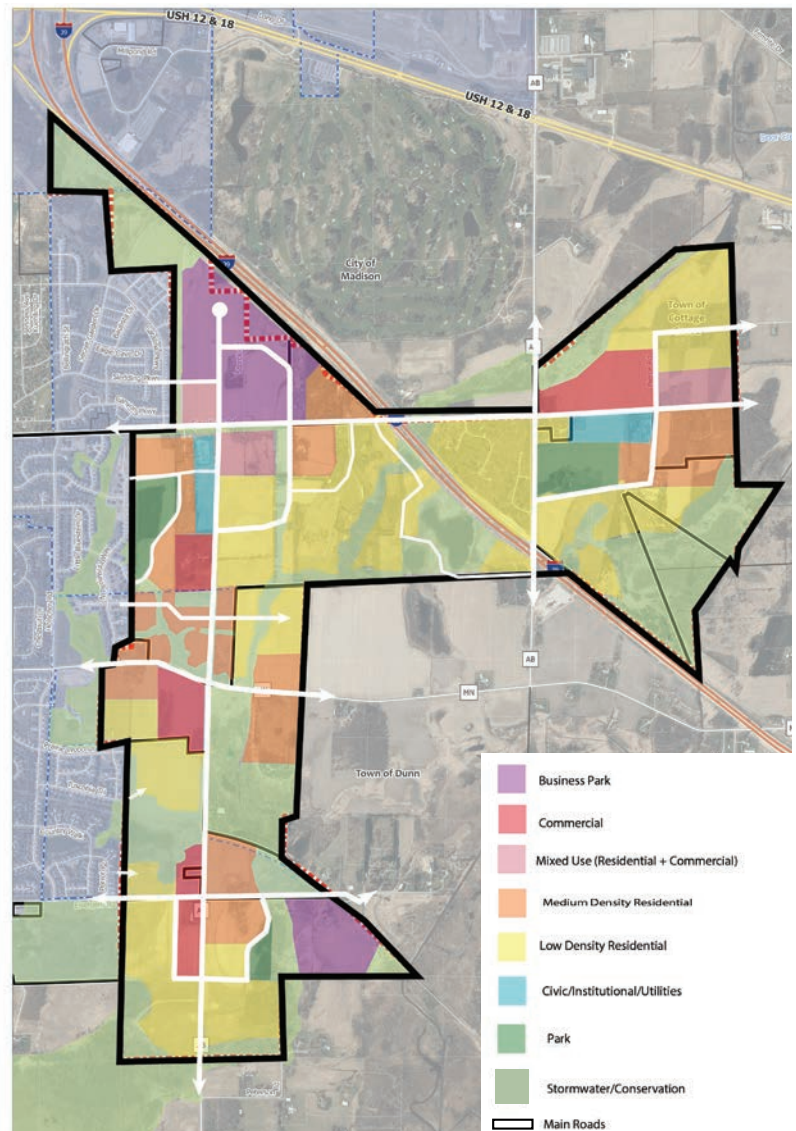
Survey:

- 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 “2”



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.

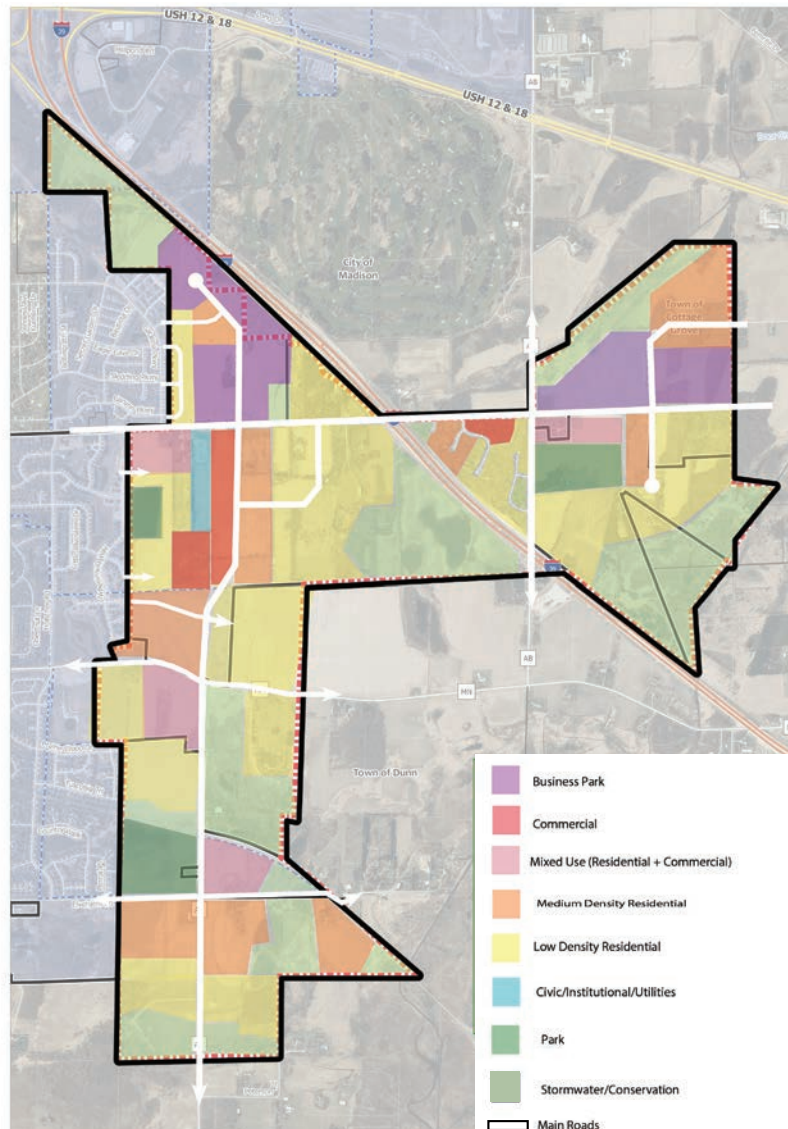
Survey:

- 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.

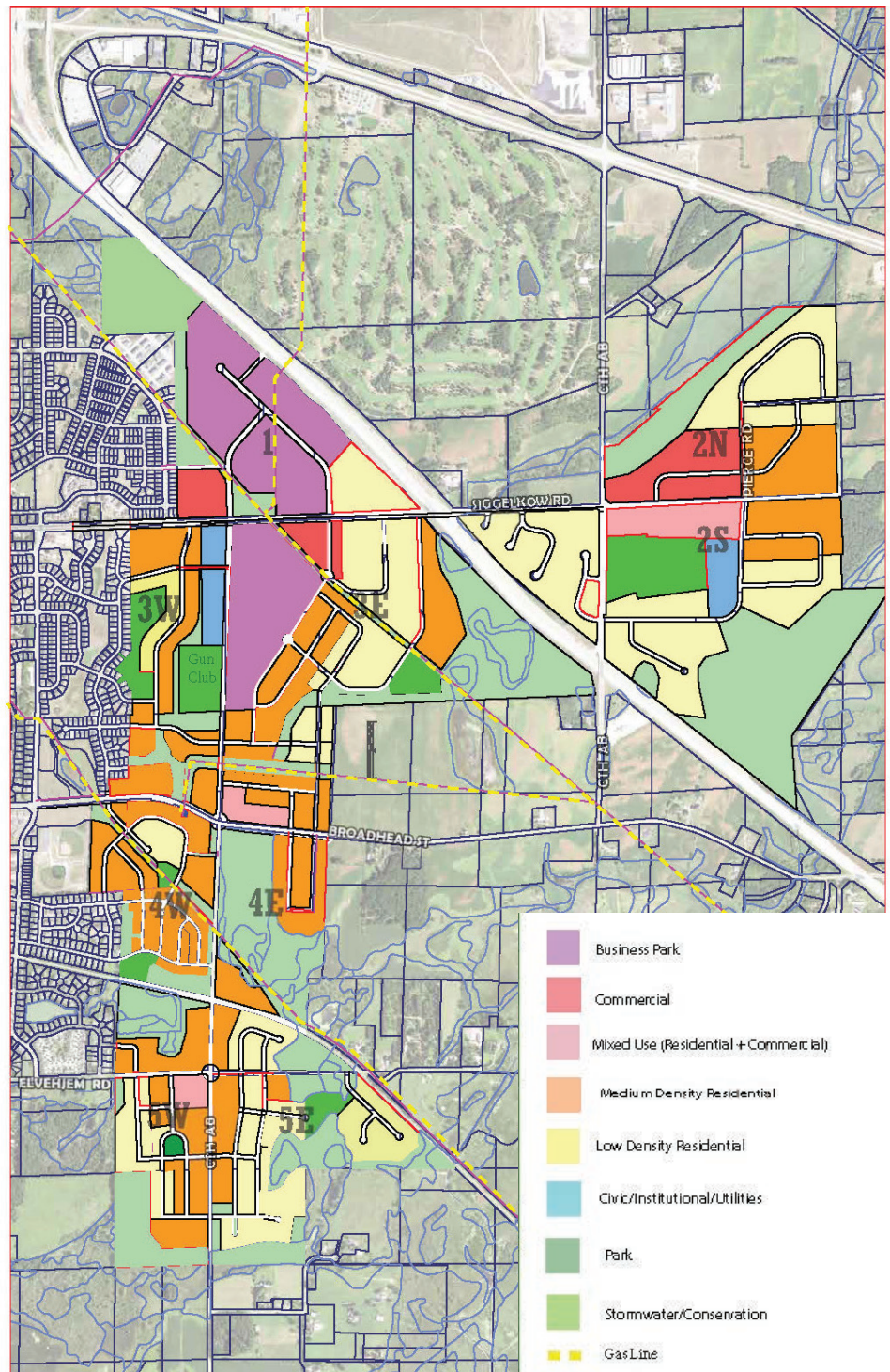
These detailed concepts were vetted by Plan Commission and the Community Development Authority (CDA).

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

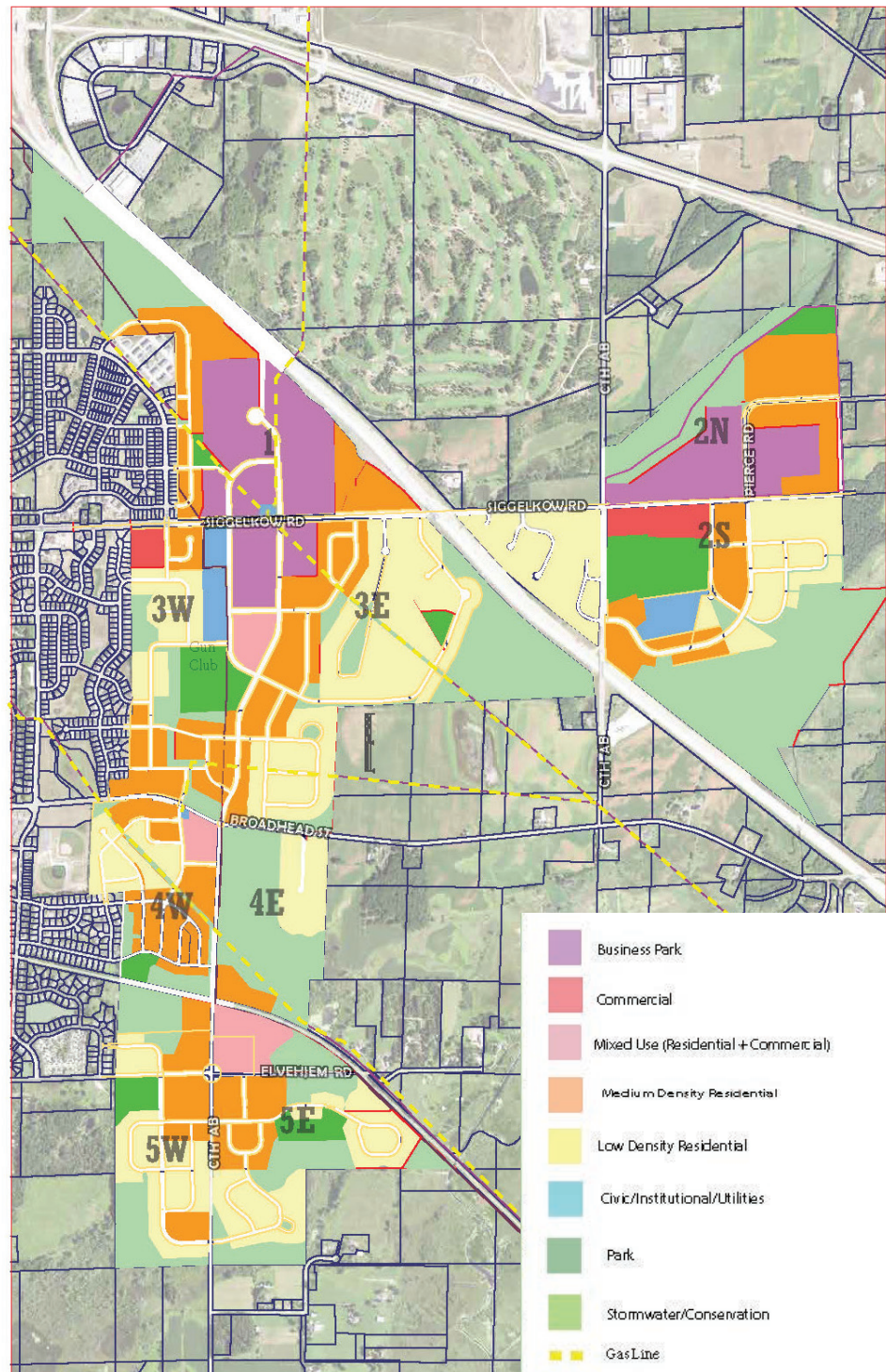
- New collector road from Broadhead to Siggelkow veers northeast away from the Gun Club.
- Business Park clustered around Siggelkow with a second business park area near CTH AB east of Interstate.
- Includes housing adjacent to Madison directly west of business park.
- Smaller commercial nodes along 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 was support for the following:

- **West 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).
- **East 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 areas located south 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

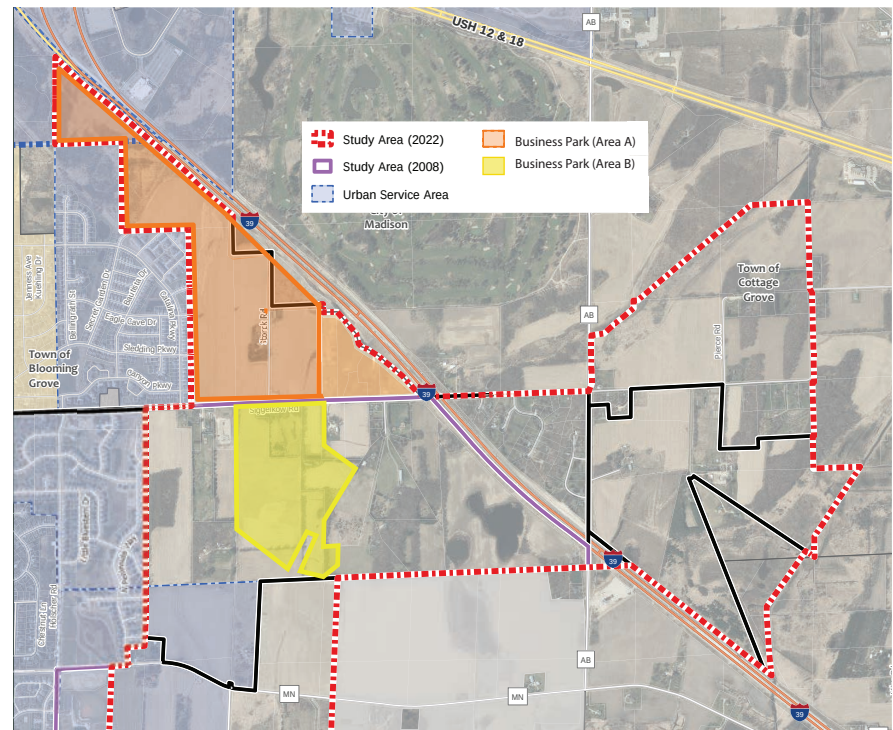
Site Selection

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. Larger lots may be considered to meet the needs of specific businesses.
- 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.
- Proximity to public utilities.

Business Park Site Location



- Minimal grade changes, allowing for large format building development.

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 create a successful business park in this location.

Truck Routing

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



West of Business Park



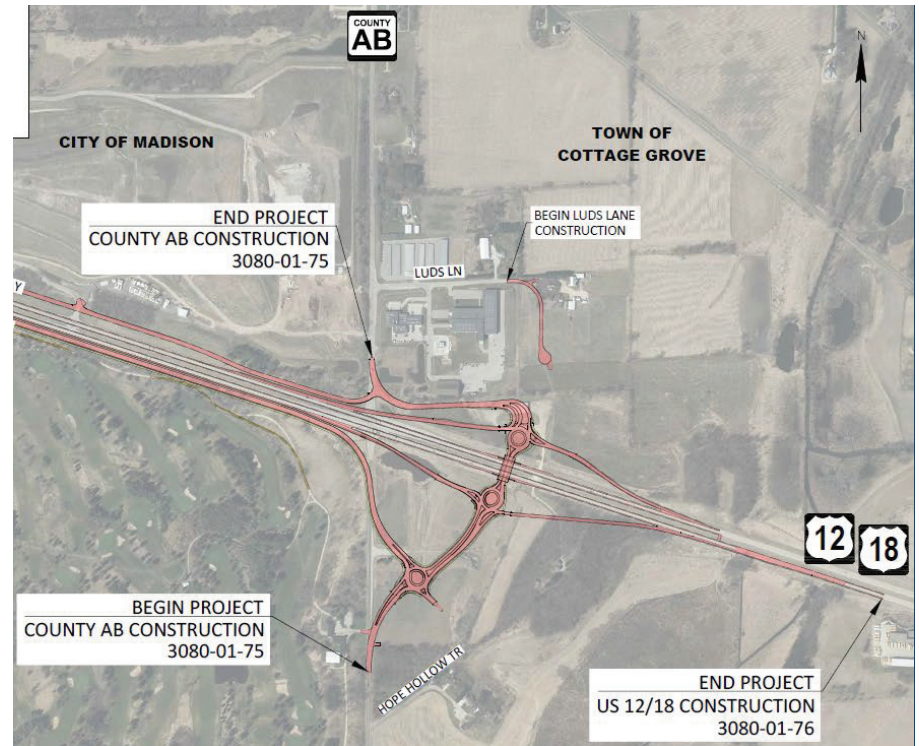
East of Business Park



East of Interstate 90

US 12/18 and CTH AB Reconstruction Project

Source: WisDOT



Siggelkow Road, which will require a greater focus on urbanizing Siggelkow Road east to better accommodate growth of the Village.

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 that will be completed in 2023 (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

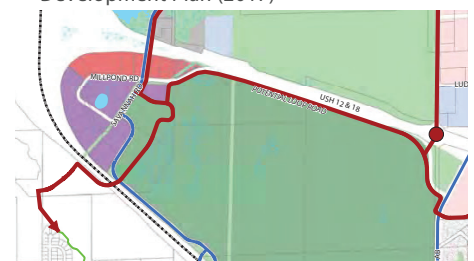
AB may provide route redundancy, absorb heavier traffic loads, and provide more convenient access as McFarland expands eastward.

Highway Emergency Access

An existing roadway (i.e., Stork Road) provides an emergency route to Interstate 90. This road received a minor resurfacing in 2022, but is generally too narrow for a business park roadway. Madison's Yahara Hills Neighborhood Development Plan (2017) envisions a new roadway connecting Storck Road to a planned roadway extension of Evan Acres Road to CTH AB around the proposed Landfill/Sustainability campus expansion, including on-street bicycle lanes. This roadway is likely not necessary given the proximity of the planned business park areas to the proposed

Transportation Plan

Source: Yahara Hills Neighborhood Development Plan (2017)



- Pedestrian/Bicycle Facilities**
- Existing Shared-Use Path
 - Proposed Shared-Use Path
 - Proposed Bicycle Lane
 - Proposed Bicycle/Pedestrian Grade-Separated Crossing
 - Low density residential development contingent upon vehicular crossing of railroad tracks.

access points at CTH AB. The cost to study, design and construct this roadway, over/under pass would be more efficiently applied toward improving Siggelkow Road from Catalina Parkway to CTH AB.

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

Trail Connectivity

Madison's *Yahara Hills Neighborhood Development Plan* identified a trail connection over/under 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.

Developing a northern spur to provide rail access to the proposed business park location was evaluated. However, environmental limitations, high cost burden, and limited use market make building 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.

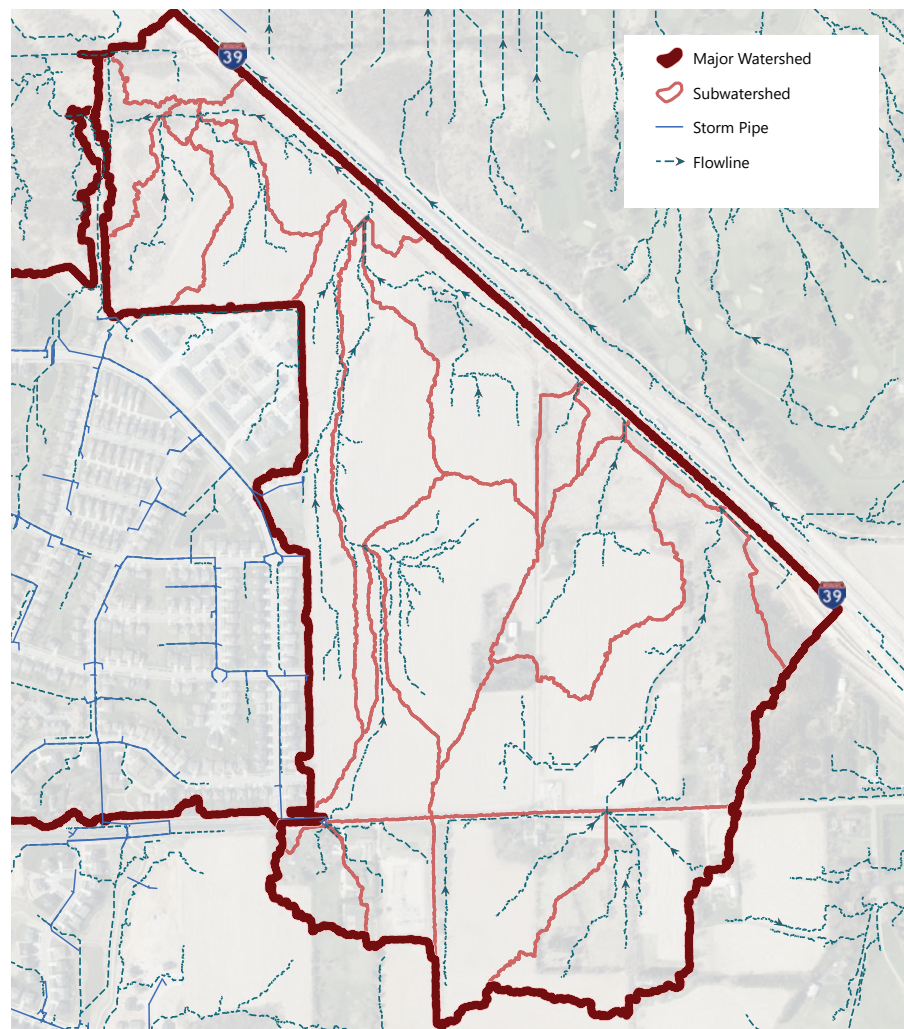
Stormwater

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.

Business Park Watersheds



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

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 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 Madison Metropolitan Sewerage District 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 service providers 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 crossing 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.

Recommendation: Future business park development should include updates to landscaping and fencing to improve the screening of the

natural gas station and the electrical substation at 3451 Siggelkow Road.

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. It will be important to consider a variety of site and building techniques to buffer single family residential developments from future business park developments.

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 and south of Siggelkow Road.

Land Use Vision & Policies

This plan, and the McFarland Economic Strategic Plan, identify at a high level the typical land uses that may be developed within the business park areas. This includes alignment with MadREP's Advance 2.0 targeted industries (listed below) and potential synergies with the proposed Dane County Landfill Sustainability Campus. While some last mile warehousing uses may be part of the future business park, preference is for businesses that including office and light manufacturing where warehousing and truck distribution is ancillary to the business. Preference is for the indoor storage and processing of raw materials, and uses that do not generate excessive noise or odors. The business park should be developed with sustainability as a central component. This includes the utilization of geothermal energy systems, solar photovoltaic systems, electric vehicle charging stations and other sustainable site and building design features to achieve net-zero developments/business park.

1. Advanced Manufacturing
2. Agriculture, Food, and Beverage
3. Healthcare
4. Information Communications Technology
5. Bioscience

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

Preference is generally for larger lots of at least 6-10 acres as these are in short supply elsewhere within the Village and align with typical needs of businesses identified in MadREP's

Advance 2.0 target industries. This will enable the development of larger buildings capable of attracting larger employers to the Village or buildings which can be designed to include flexibility to accommodate multiple tenants offering a mix of start-up, growth, and established business spaces.

Land Use Categories (excerpt from Chapter 4)

COM



COMMERCIAL (COM) include automobile-oriented uses and "heavy" commercial uses with the appearance or operational characteristics not generally compatible with residential or small-scale commercial activities.

BUS



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

MDR



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

MU



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

Preferred Concept

The preferred business park concept is illustrated below. 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, precise boundaries of land uses, 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**.

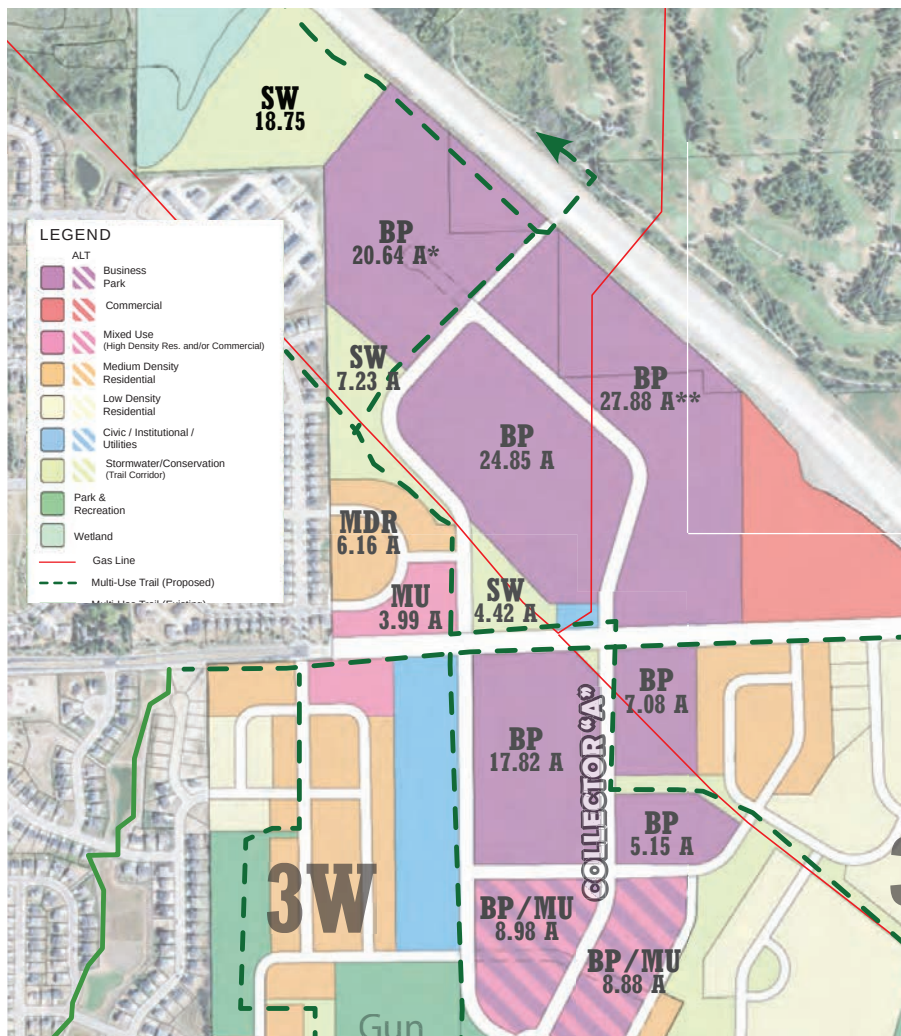
There are two triangular parcels owned by the City of Madison shown as part of the Village's business park. If this land cannot be acquired, the road layout may need to change to better accommodate large format

building layouts in the remaining lands.

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. Regional stormwater management areas for the business park south of Siggelkow Road would primarily be located in the southeast corner of the park.
- A trail network connects Siggelkow Road, the Secret Places Neighborhood and potential Interstate 90 trail crossing.

Preferred Business Park Concept



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. This will require the Village to acquire properties. The Village can support many of these action steps should a developer come forward to acquire property and 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/ Village.

- 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 connection. Discussions on cost sharing and timing will be beneficial in determining the feasibility to plan and reserve room for these improvements. The precise location and design of this trail will require further study.
- Future expansion of Siggelkow Road will be required east of Catalina Parkway with portions 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 & Economic Development Department, Engineer consultant, 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, a 60- acre 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, wetland delineations, soil borings and utility capacity evaluation.
2. Develop a pro forma to analyze land acquisition costs, transportation and infrastructure improvement costs, and anticipated land sale and property tax revenues from future development.
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 & Economic Development Department, Engineering Consultant, CDA, and Village Board.

Action 3: Negotiate land purchase(s).

Timeframe: Short Term (2023-2025)

Responsible Parties: Village Administrator, Community & Economic Development Department, CDA, and Village Board.

Action 4: Consider creating a new business park zoning district, including codifying site and building design guidelines in Chapter 2.

The Village's existing zoning districts may not be suitable for promoting the types of land uses it desires within the new business park while minimizing the types of uses it does not want located in the business park.

Timeframe: Short Term (2023-2025)

Responsible Parties: Community & Economic Development Director, CDA, Plan Commission, and Village Board.

Action 5: 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).
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 Administrator, Engineering consultant, Community & Economic Development Department, Fire and Police Chiefs, CDA, Plan Commission, Public Works and Utilities Committee, and Village Board.

Action 6: 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 Administrator, Engineering consultant, Community & Economic Development Department, Fire and Police Chiefs, CDA, Plan Commission, Public Works and Utilities Committee, and Village Board

Action 7: 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.

Timeframe: Mid Term (2026-2030)

Responsible Parties: Community and Economic Development Department, Communications & Technology Department, and CDA.

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 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

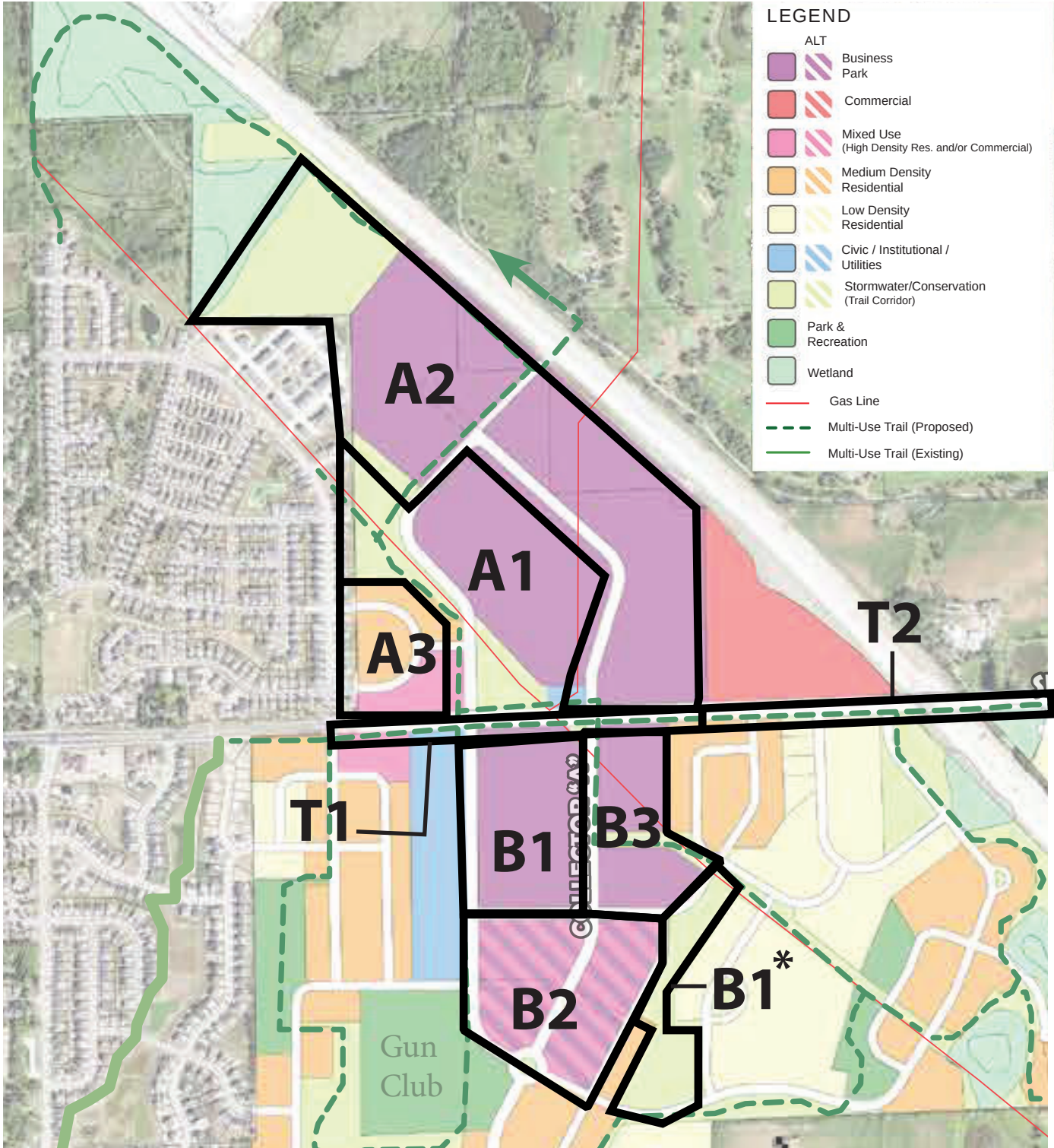
funds to complete the project (establish easement, purchase land, construct path). It's plausible that these improvements could be completed prior to reconstruction of the roadway if development of the business park is slow as the Village desires to provide an off-street path connection to the new community park on the east side of CTH AB.

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

Funding Strategies & Partners

There are opportunities to partner with other entities to move forward the business park action plan. Primary partners include Dane County-Sustainability Campus, MadREP, and WEDC. 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.

Potential Business Park Phasing Plan



Average Assessed Value per Lot Size and Use

To assess revenue potential of the business park areas, MSA inventoried recently completed developments in business parks with lots sizes between under 5 acres, 6-9.9 acres and 10-15 acres. We have categorized the preferred uses based on lot size, building size, and combined total assessed values (i.e., land and improvements values combined). These average values were used to estimate the potential tax revenue based on an overall average of \$17,930 per acre. This information is further defined in the next section.

Less Than 5 Acres			
Land Use Type	Lot Size (Acre)	Building Size (Sq Ft)	Total Assessed Value / Acre
Light Industrial	3.55	31,683	\$ 508,239.51
General Office Space	3.44	39,939	\$ 1,264,622.48
Gas Station	3.13	10,075	\$ 1,114,672.36
Hotel	4.08	88,666	\$ 1,648,910.36
Finance	3.63	21,618	\$ 961,840.90

5 to 9.99 acres			
Land Use Type	Lot Size (Acre)	Building Size (Sq Ft)	Total Assessed Value / Acre
Industrial Flex	9.10	133,382	\$ 893,841.10
Light Industrial	5.27	25,400	\$ 370,383.14
General Office Space	6.62	77,907	\$ 1,283,917.99
Corporate Headquarters	6.97	101,348	\$ 4,097,652.57

10 to 15 acres			
Land Use Type	Lot Size (Acre)	Building Size (Sq Ft)	Total Assessed Value / Acre
Industrial Flex	10.08	145,289	\$ 802,223.24
Light Industrial	12.22	92,730	\$ 699,605.70

Phase Cost & Tax Revenue Estimates

Property tax revenue estimates based on assumed continuation of 2022 mill rate of 0.017355 (\$17.35 per \$1,000 property value). Local tax revenue assumed to be 36.4% of total taxes. Property value estimates gathered from tax assessments on other similar properties in the region used to calculate an average acre value by assumed future use. Based on the mix of uses, we would anticipate a total estimated land plus improvement property value average of approximately \$1,033,600 per acre with a total tax revenue at \$17,930 per acre; local estimated tax revenue at \$6,530 per acre.

A1	24.85	acres
Regional Stormwater 1		\$291,265
Local Roads w/ Infrastructure		\$907,954
Estimated Total Costs		\$1,199,219
Estimated Annual Local Tax Revenue		\$162,270.50
A2	48.32	acres
Regional Stormwater 2		\$468,821
Local Roads w/ Infrastructure		\$1,705,894
Estimated Total Costs		\$2,174,715
Estimated Annual Local Tax Revenue		\$315,529.60
Full Build Out Developable Area 73.17 acres		
Total A Costs		\$3,373,933
Estimated Annual Local Tax Revenue		\$477,800.10

Major Collector Improvements

Siggelkow Rd (T1)	\$2,382,664
Collector 'A' to 1st Roundabout	\$2,557,042
Siggelkow Rd (T2)	\$1,623,882
Total Ancillary Infrastructure	\$6,563,588

B1	17.82	acres
Regional Stormwater		\$250,975
Local Roads w/ Infrastructure		\$1,330,367
Estimated Total B1 Costs		\$1,581,341
Estimated Annual Local Tax Revenue		\$116,364.60
B2	17.86	acres
Local Roads w/ Infrastructure		\$1,572,074
Estimated Annual B2 Local Tax Revenue		\$116,625.80
B3	12.23	acres
Local Roads w/ Infrastructure		\$624,668
Estimated Annual B3 Local Tax Revenue		\$79,861.90
Full Build Out Developable Area 47.91 acres		
Total B Costs		\$3,778,084
Estimated Annual Local Tax Revenue		\$312,852

APPENDIX A

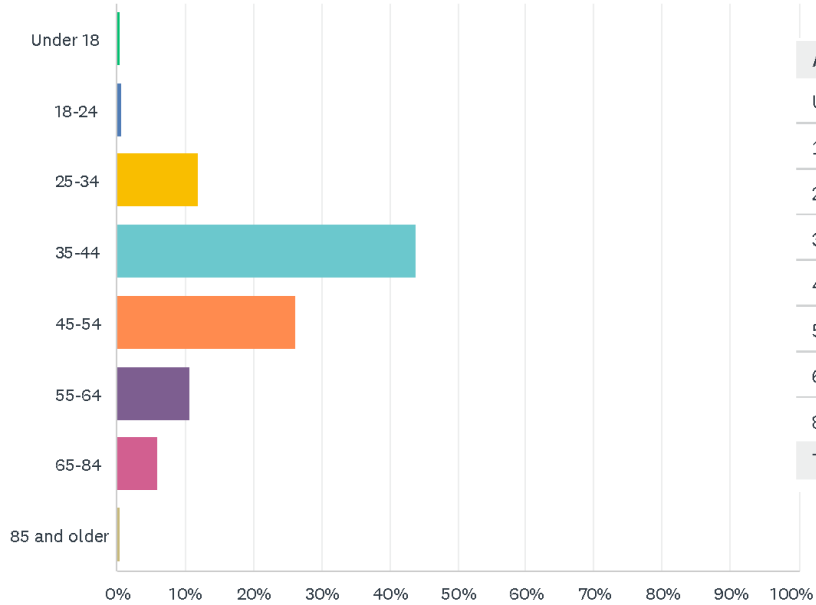
INPUT SUMMARIES

A1 Community Survey Results

A81 Land Use Survey Results

Q1 Please indicate your age:

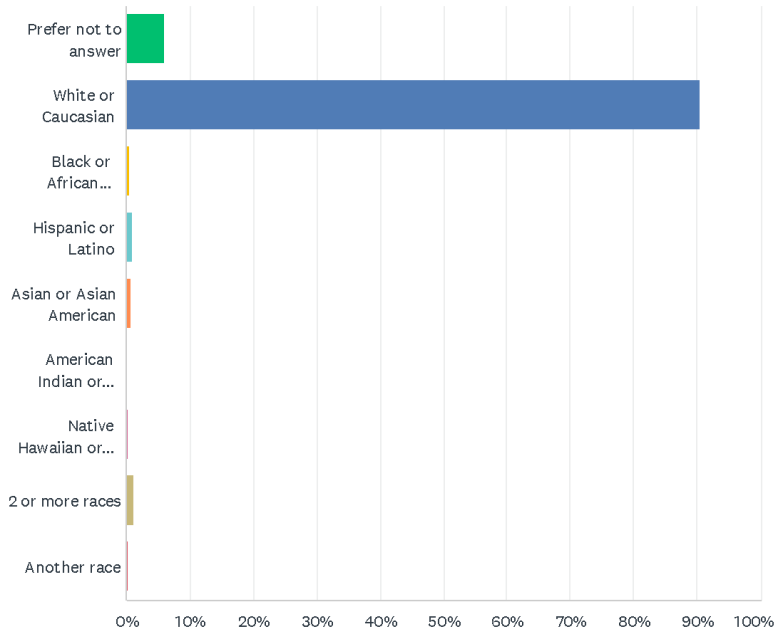
Answered: 777 Skipped: 10



ANSWER CHOICES	RESPONSES	
Under 18	0.51%	4
18-24	0.64%	5
25-34	11.84%	92
35-44	43.89%	341
45-54	26.13%	203
55-64	10.68%	83
65-84	5.92%	46
85 and older	0.39%	3
TOTAL		777

Q2 Please indicate your race or ethnicity:

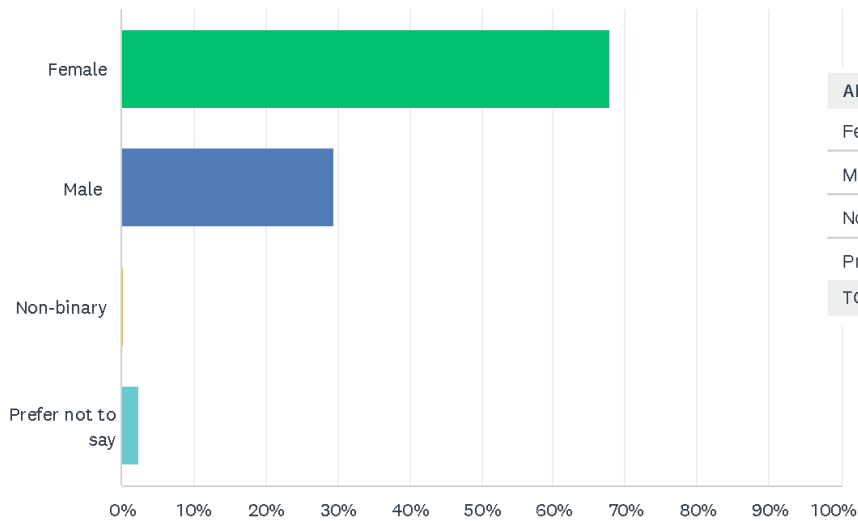
Answered: 778 Skipped: 9



ANSWER CHOICES	RESPONSES	
Prefer not to answer	6.04%	47
White or Caucasian	90.49%	704
Black or African American	0.51%	4
Hispanic or Latino	0.90%	7
Asian or Asian American	0.64%	5
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.13%	1
2 or more races	1.03%	8
Another race	0.26%	2
TOTAL		778

Q3 What is your gender?

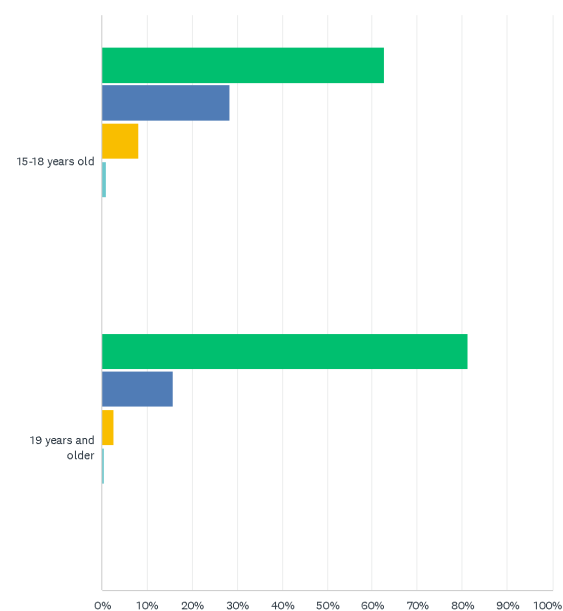
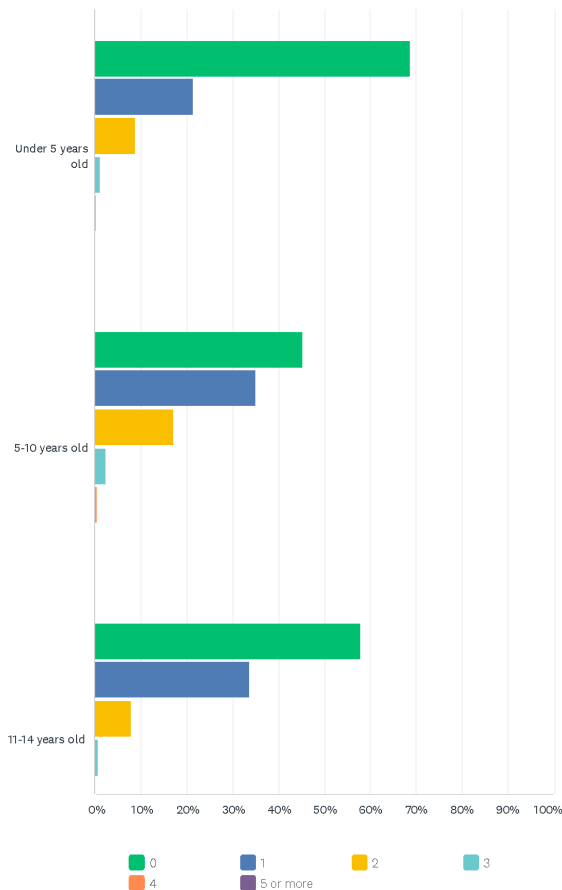
Answered: 779 Skipped: 8



ANSWER CHOICES	RESPONSES	
Female	67.78%	528
Male	29.53%	230
Non-binary	0.26%	2
Prefer not to say	2.44%	19
TOTAL		779

Q4 How many children live in your home per the following age brackets least part of the year?

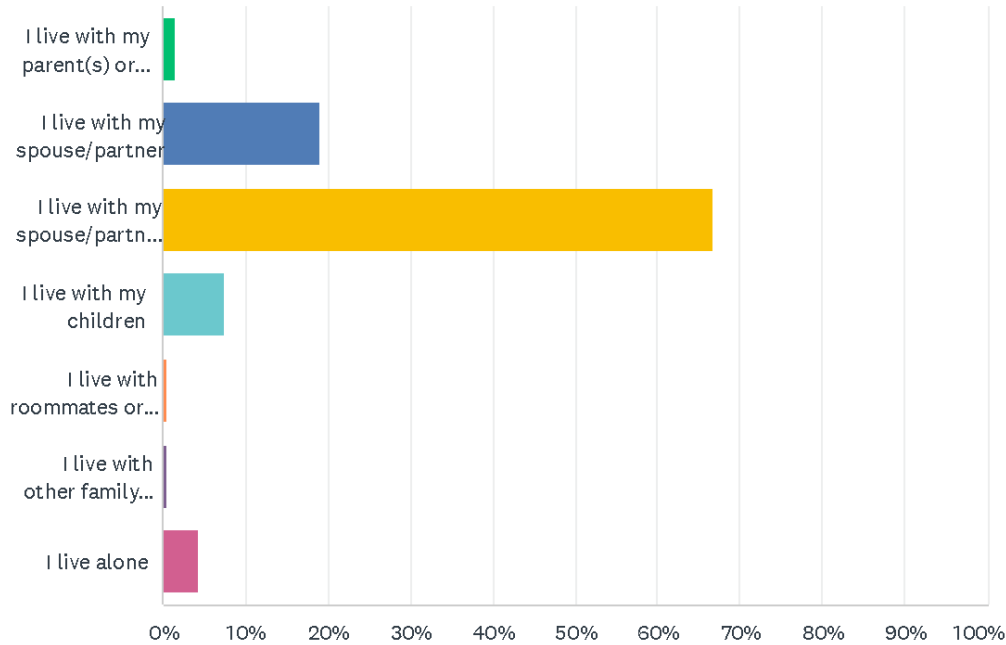
Answered: 760 Skipped: 27



	0	1	2	3	4	5 OR MORE	TOTAL	WEIGHTED AVERAGE
Under 5 years old	68.69% 353	21.40% 110	8.75% 45	0.97% 5	0.19% 1	0.00% 0	514	1.43
5-10 years old	45.18% 258	35.03% 200	16.99% 97	2.45% 14	0.35% 2	0.00% 0	571	1.78
11-14 years old	57.81% 311	33.64% 181	7.81% 42	0.74% 4	0.00% 0	0.00% 0	538	1.51
15-18 years old	62.67% 324	28.43% 147	8.12% 42	0.77% 4	0.00% 0	0.00% 0	517	1.47
19 years and older	81.21% 350	15.78% 68	2.55% 11	0.46% 2	0.00% 0	0.00% 0	431	1.22

Q5 How would you describe your living situation?

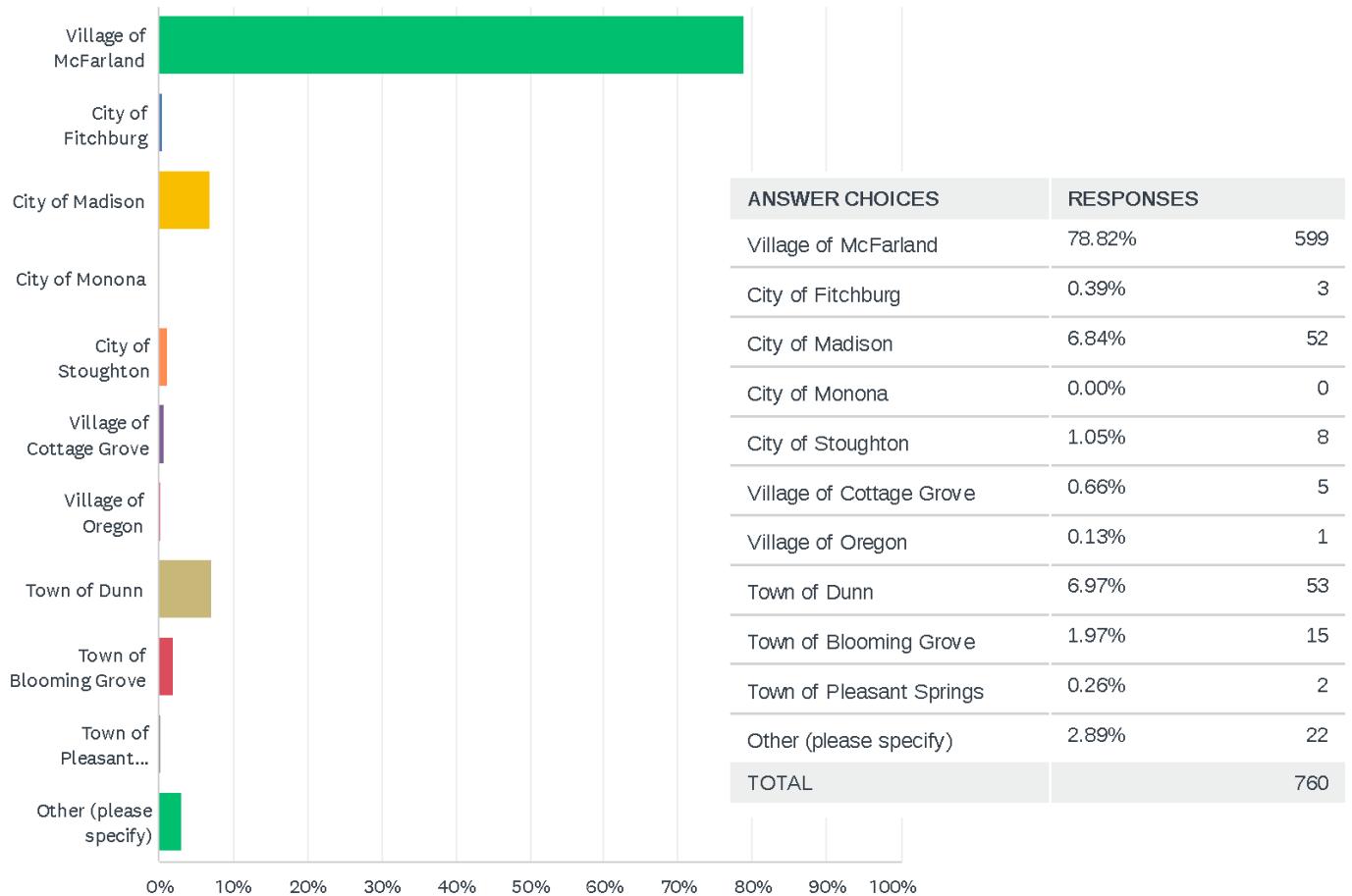
Answered: 778 Skipped: 9



ANSWER CHOICES	RESPONSES	
I live with my parent(s) or my parent(s) and sibling(s)	1.54%	12
I live with my spouse/partner	19.02%	148
I live with my spouse/partner and children	66.71%	519
I live with my children	7.46%	58
I live with roommates or friends	0.51%	4
I live with other family members	0.39%	3
I live alone	4.37%	34
TOTAL		778

Q6 In what community is your primary place of residence?

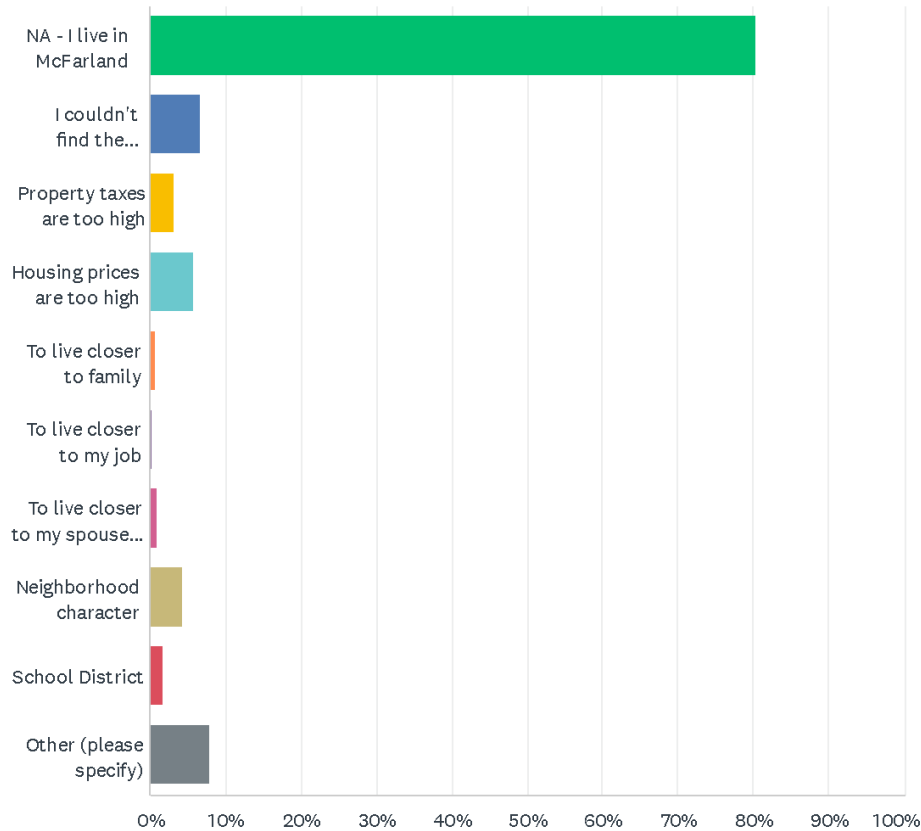
Answered: 760 Skipped: 27



#	OTHER (PLEASE SPECIFY)		
1	Lodi	11	City of Middleton
2	Sun Prairie	12	Deerfield
3	Outside Madison	13	Secret Places
4	Waunakee	14	Cross Plains
5	Columbus	15	Sun Prairie
6	Secret Places	16	Sun Prairie
7	McFarland mailing address, city of Madison utilities/taxes	17	Lake Mills
8	Middleton	18	Verona
9	City of Madison, McFarland Schools & Postal	19	Windsor
10	Address is McFarland (Secret Places), City of Madison for garbage/recycling, snow removal, taxes, etc.	20	Brooklyn
		21	Watertown

Q7 If you don't live in McFarland, indicate what factored into that decision (select all that apply).

Answered: 670 Skipped: 117



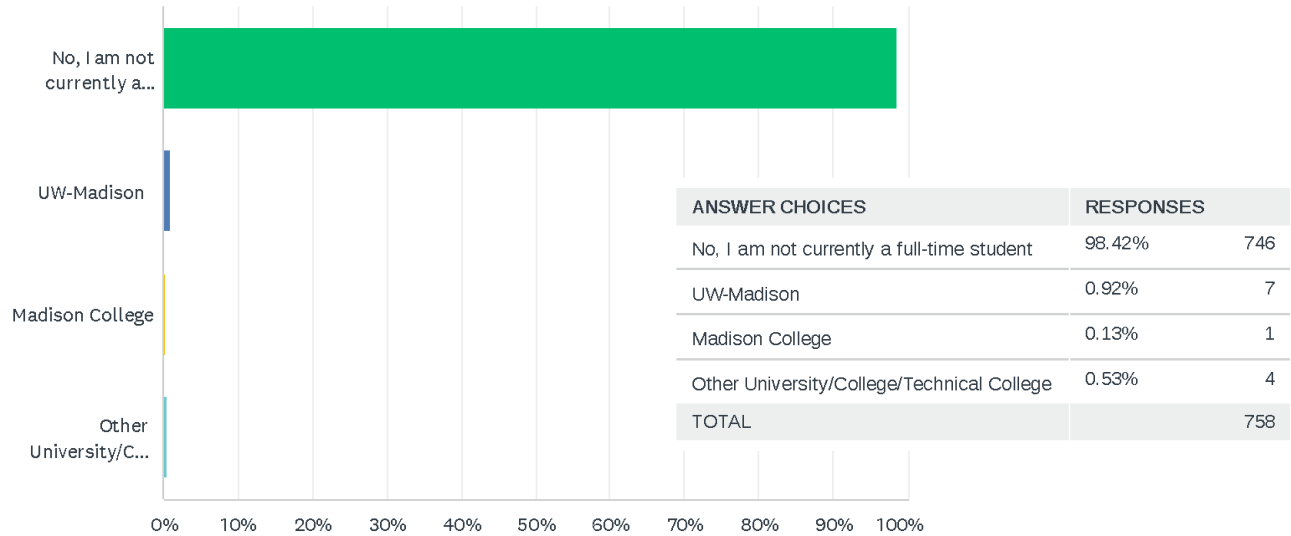
ANSWER CHOICES	RESPONSES	
NA - I live in McFarland	80.30%	538
I couldn't find the housing I wanted in McFarland	6.72%	45
Property taxes are too high	3.28%	22
Housing prices are too high	5.67%	38
To live closer to family	0.60%	4
To live closer to my job	0.15%	1
To live closer to my spouse's job	0.90%	6
Neighborhood character	4.18%	28
School District	1.79%	12
Other (please specify)	7.91%	53
Total Respondents: 670		

#	OTHER (PLEASE SPECIFY)
1	Fff
2	We live just outside McFarland in the country- wanted more rural setting
3	To live in the country.
4	The house we live in was the best one out of several that we could afford. This was in 2005
5	Apartment prices too high and little diversity
6	have lived there a long time
7	Too White
8	Lived in stoughton before starting a new business in McFarland
9	Near Madison
10	We still are struggling because housing outside of apartment living isnt very affordable especially with priperty taxes. We definitely couldnt afford to own a home with property tax prices.
11	Separation from job and life outside of job.
12	We wanted to have more space in our yard and neighborhood.
13	Prefer to live in the country.
14	Found a house we liked in Town of Dunn
15	Built on a lot that happened to be in the Town of Dunn
16	Live on the lake
17	My house had most of the characteristics we were looking for when we bought.
18	i live in secret places younger families my kids age on bus route
19	Didn't want to live in the community where I work
20	Secret Places Neighborhood. McFarland Schools
21	City of Madison, McFarland Schools & Postal
22	Rural environment
23	Secret Places
24	Wife had a house in Madison.
25	Neighborhood had arrangement to send kids to McFarland Schools
26	Wanted more rural landscape
27	Proximity to lake
28	We live in Liberty Place. Might as well be part of McFarland. It's laughable that it isn't. Our children go to McFarland Schools.
29	Limited choices for housing due to proximity to odors, marshes, and railroad tracks
30	My address is McFarland, but Siggilekow is the dividing line between the Village of McFarland and the City of Madison, which I did not know at the time.
31	We wanted more than 1/2 acre lot with a house.
32	Larger lots, lower property taxes, still mcf schools
33	I live in Secret Places, technically this is part of Madison.
34	I live in Secret Places subdivision with McFarland address city of Madison taxes

34	I live in Secret Places subdivision with McFarland address city of Madison taxes
35	When we moved here, our neighborhood was listed as McFarland in MLS listings, but when offers were made, it was determined it was Madison. With our move from another city, we did not have time to start a new search.
36	I live in Secret Places; so both McFarland and Madison.
37	We live in Madison, but have a McFarland address and attend McFarland schools.
38	I wanted to be in the country
39	We live in Secret Places Neighborhood
40	Technically, being in Secret Places I live in McFarland AND Madison. It depends on how you care to delineate that.
41	Commute
42	McFarland school district with Madison utilities
43	Lakefront preference
44	I have McFarland address and moved here specifically for school dist
45	Open enrolled kids to McF schools
46	got a decent deal on a condo I liked
47	Working within MSD, did not want to live within the school district. Needed some distance between my job and my home life.
48	Diversity. There is nothing to do in McFarland.
49	Wanted to be outside of town by the lake
50	We rented a way too small house for us while out house was built a couple years ago
51	NO REASON
52	Chose to live in Township for school District. Want lower tax rate with controlled housing and development.
53	To live in the country

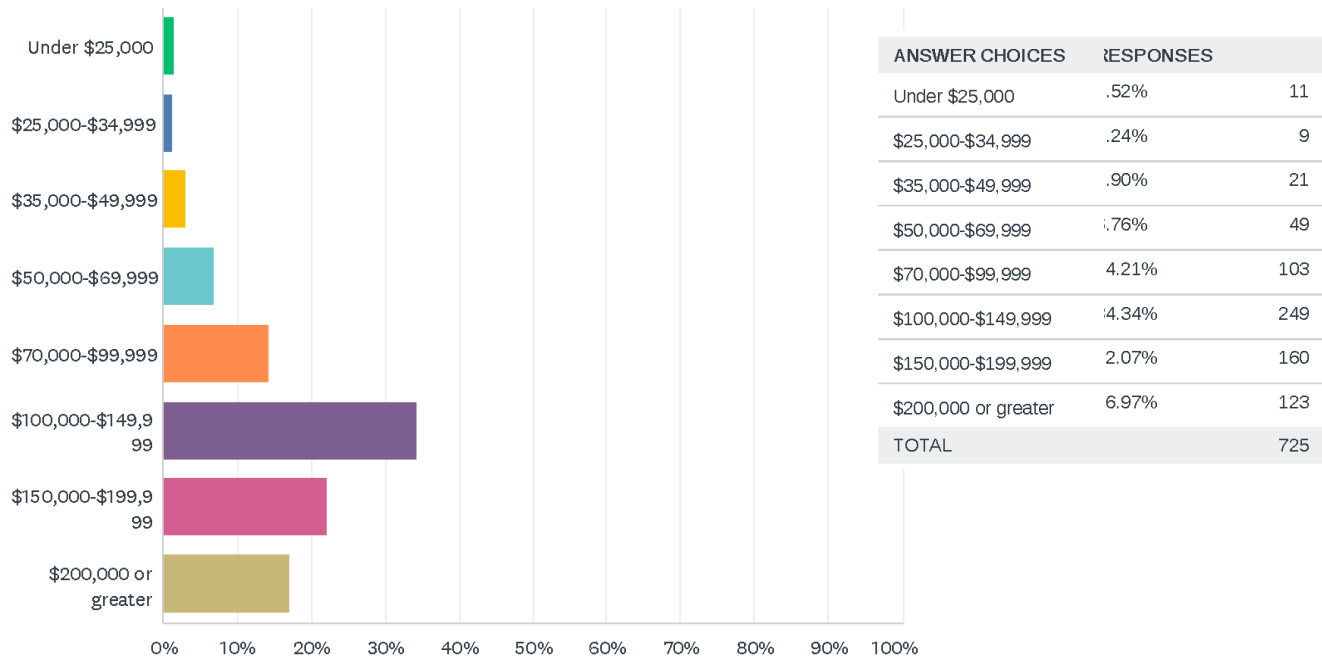
Q8 Are you currently a full-time student at any of the following?

Answered: 758 Skipped: 29



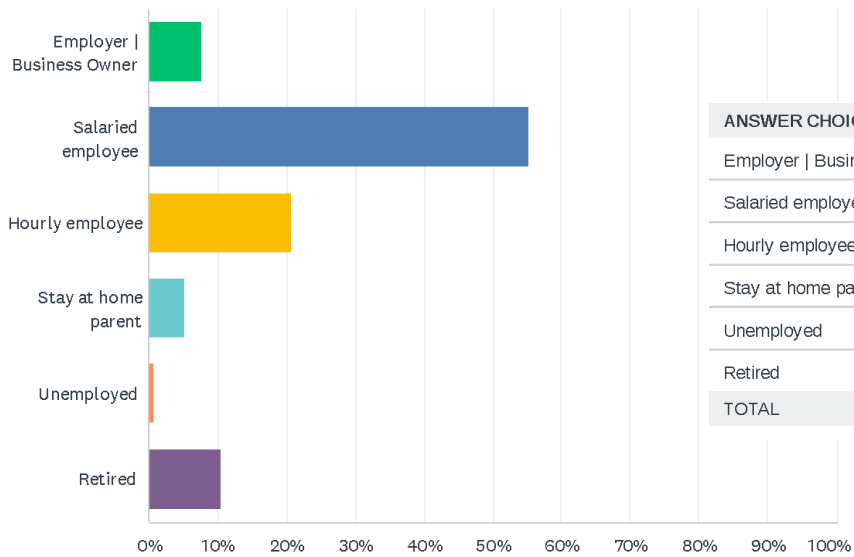
Q9 What is your total household income before taxes?

Answered: 725 Skipped: 62



Q10 Please indicate your employment status.

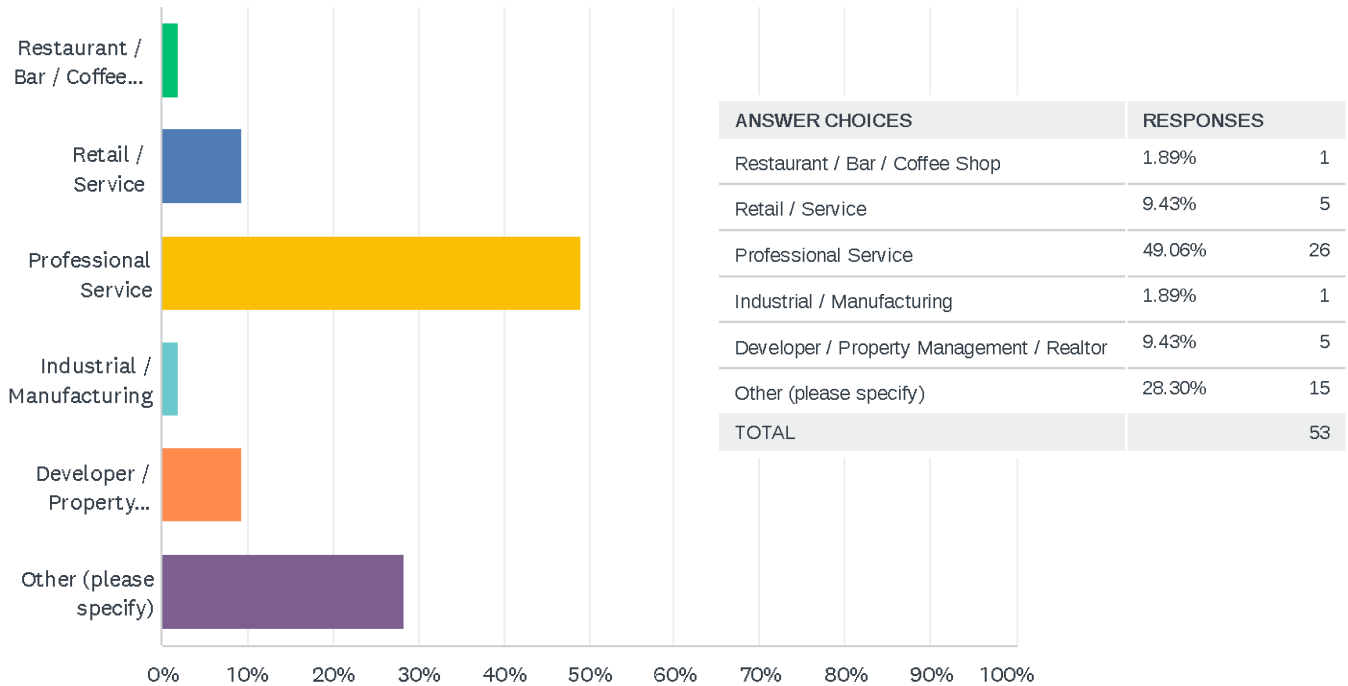
Answered: 771 Skipped: 16



ANSWER CHOICES	RESPONSES
Employer Business Owner	7.65% 59
Salaried employee	55.25% 426
Hourly employee	20.75% 160
Stay at home parent	5.19% 40
Unemployed	0.65% 5
Retired	10.51% 81
TOTAL	771

Q11 What is the nature of your business?

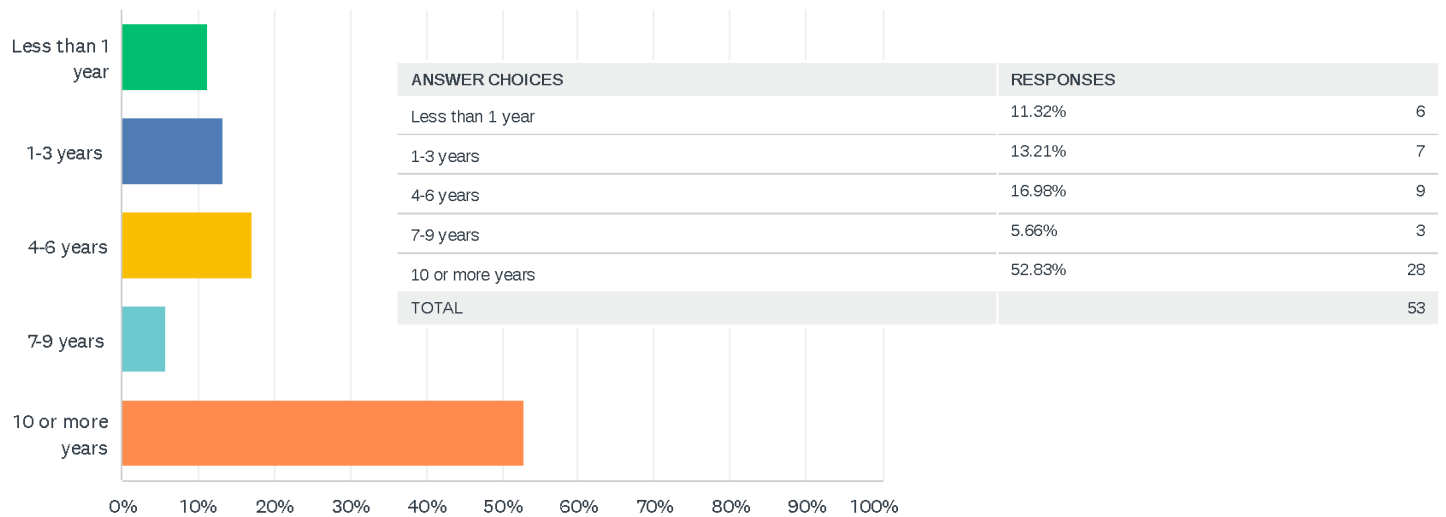
Answered: 53 Skipped: 734



#	OTHER (PLEASE SPECIFY)		
1	Music	9	Reseller of HP laserjet printers
2	Psychotherapist	10	Never mind none of your business. Very intrusive.
3	Delivery	11	Wholesale & Real Estate
4	Fhh	12	Appraiser, Realtor, Contractor
5	Marketing	13	Painter
6	Dance Instruction	14	Medical
7	wellness provider	15	Agriculture
8	Transit rentals		

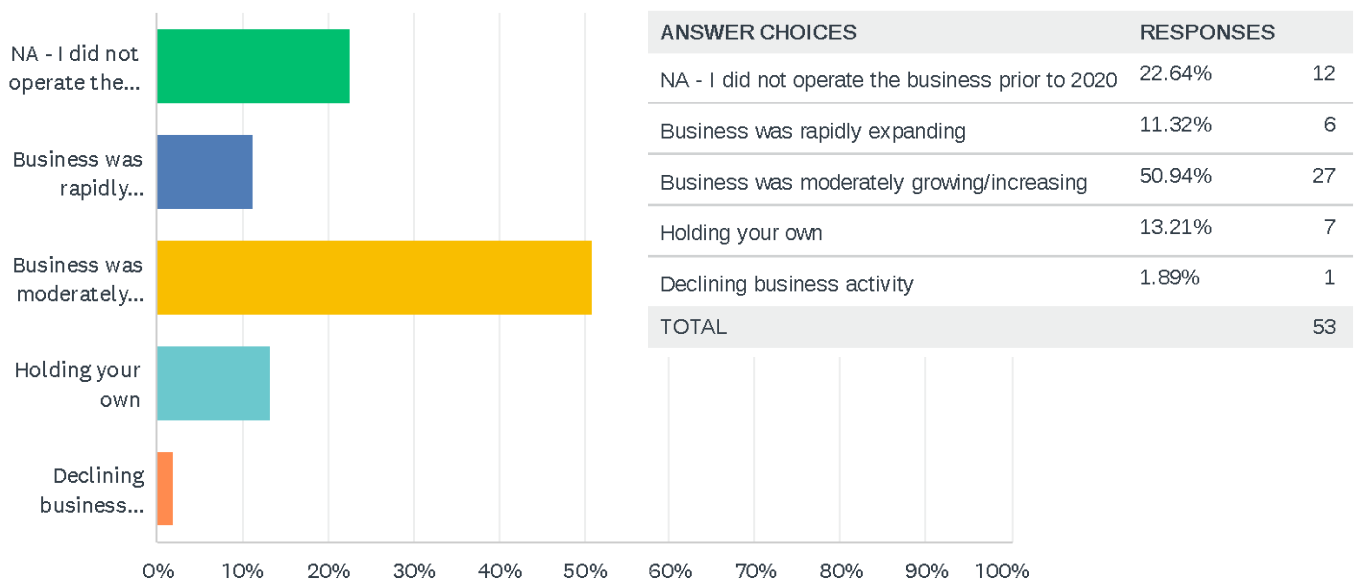
Q12 How long have you been operating this business?

Answered: 53 Skipped: 734



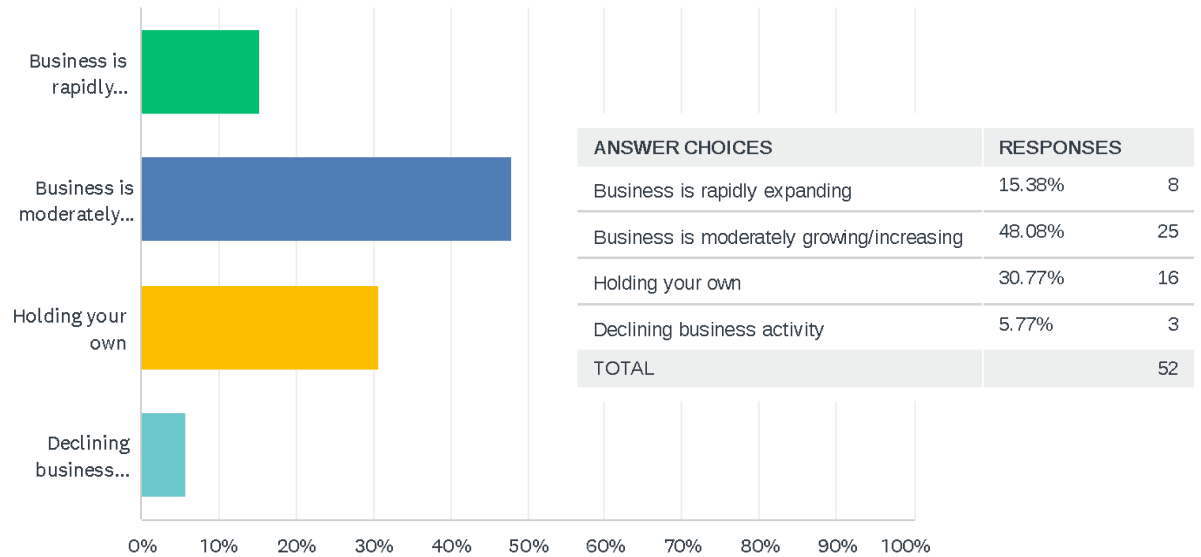
Q13 Before the pandemic, how would you characterize your business activity level?

Answered: 53 Skipped: 734



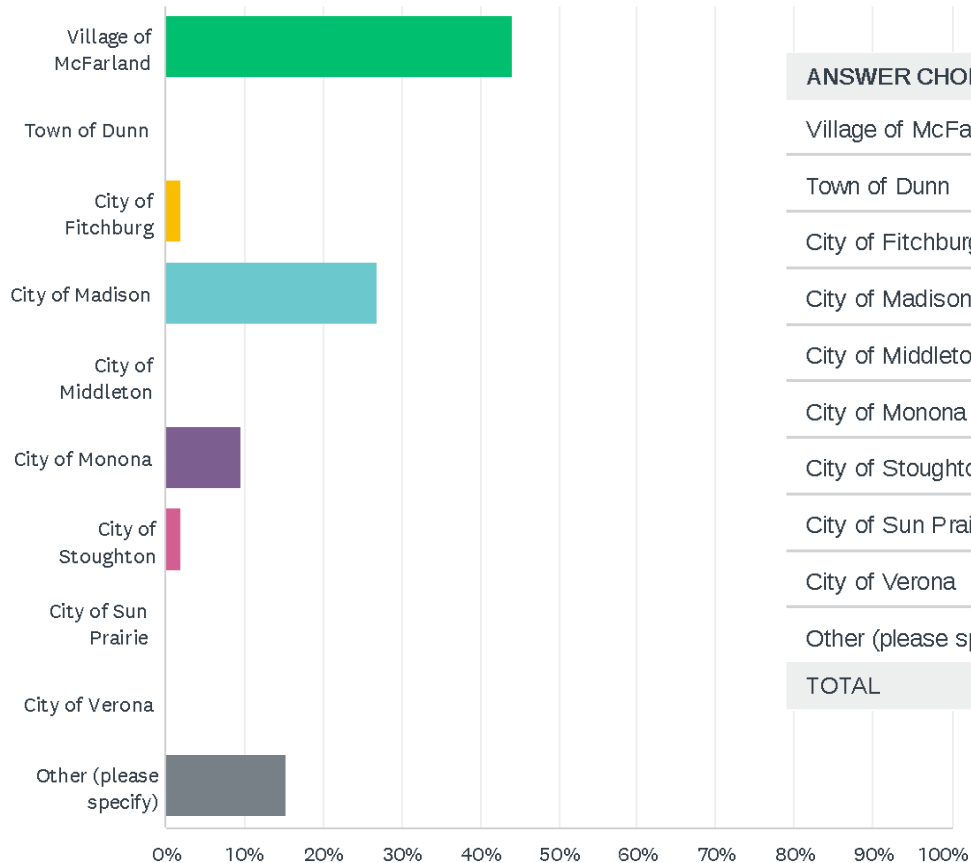
Q14 How would you characterize your business activity level in the last 6 months?

Answered: 52 Skipped: 735



Q15 Which community is your business based out of?

Answered: 52 Skipped: 735

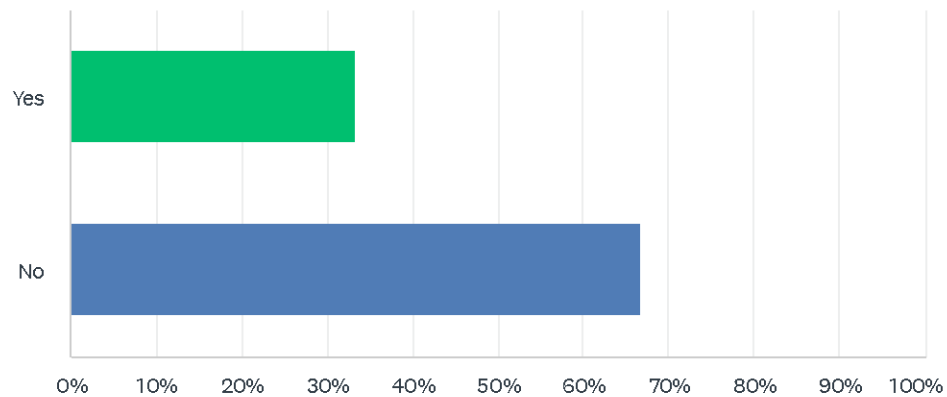


ANSWER CHOICES	RESPONSES	
Village of McFarland	44.23%	23
Town of Dunn	0.00%	0
City of Fitchburg	1.92%	1
City of Madison	26.92%	14
City of Middleton	0.00%	0
City of Monona	9.62%	5
City of Stoughton	1.92%	1
City of Sun Prairie	0.00%	0
City of Verona	0.00%	0
Other (please specify)	15.38%	8
TOTAL		52

#	OTHER (PLEASE SPECIFY)
1	Clients from various cities in US
2	Surrounding Madison areas
3	Waunakee
4	Cottage Grove
5	Wisconsin
6	USA
7	Jefferson
8	Blooming Grove (April Hills)

Q16 Does your business have a physical location (e.g., store, office, storage, etc.) in McFarland?

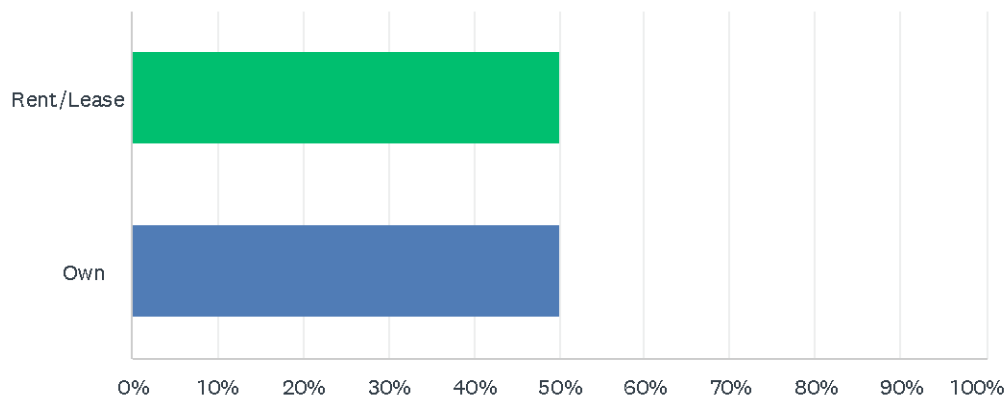
Answered: 54 Skipped: 733



ANSWER CHOICES	RESPONSES	
Yes	33.33%	18
No	66.67%	36
TOTAL		54

Q17 Do you rent or own your space?

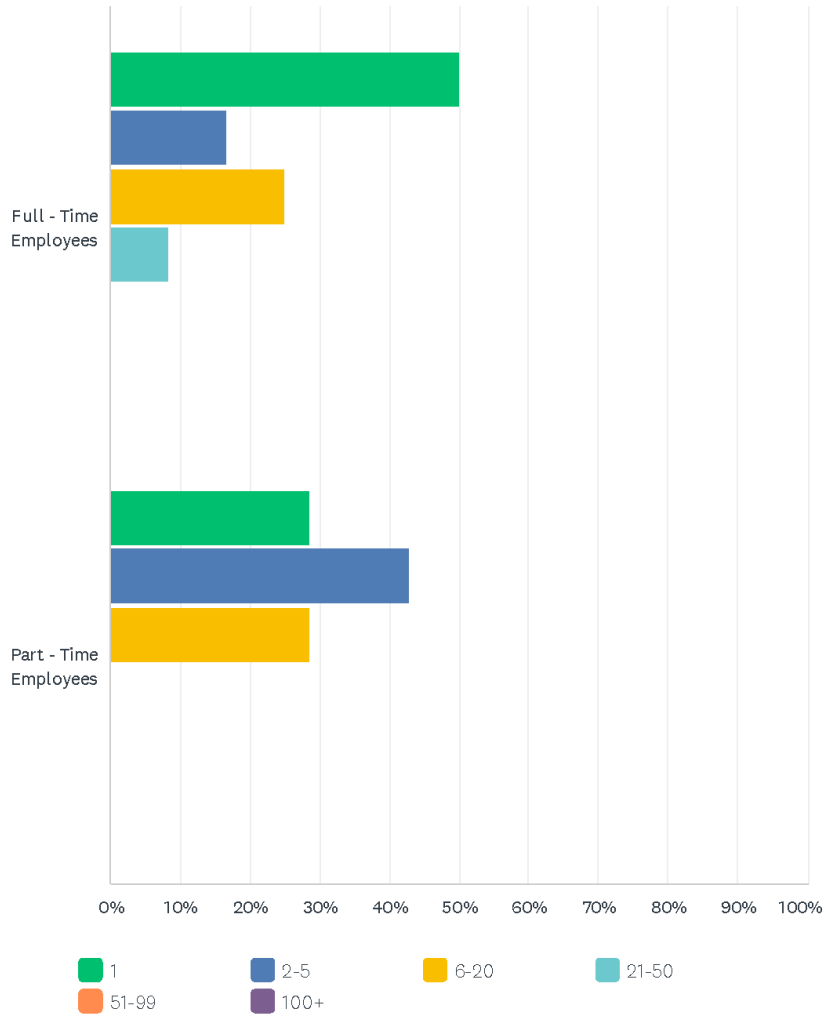
Answered: 12 Skipped: 775



ANSWER CHOICES	RESPONSES	
Rent/Lease	50.00%	6
Own	50.00%	6
TOTAL		12

Q18 How many people do you employ, including yourself, both part-time and full-time?

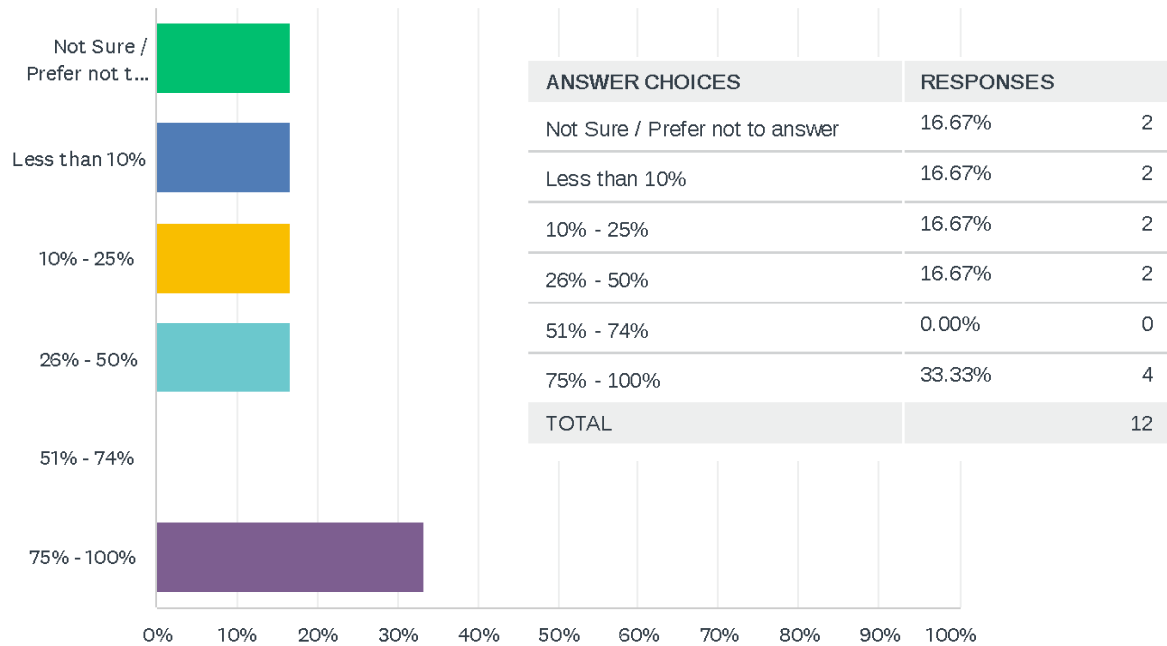
Answered: 13 Skipped: 774



	1	2-5	6-20	21-50	51-99	100+	TOTAL	WEIGHTED AVERAGE
Full - Time Employees	50.00% 6	16.67% 2	25.00% 3	8.33% 1	0.00% 0	0.00% 0	12	1.92
Part - Time Employees	28.57% 2	42.86% 3	28.57% 2	0.00% 0	0.00% 0	0.00% 0	7	2.00

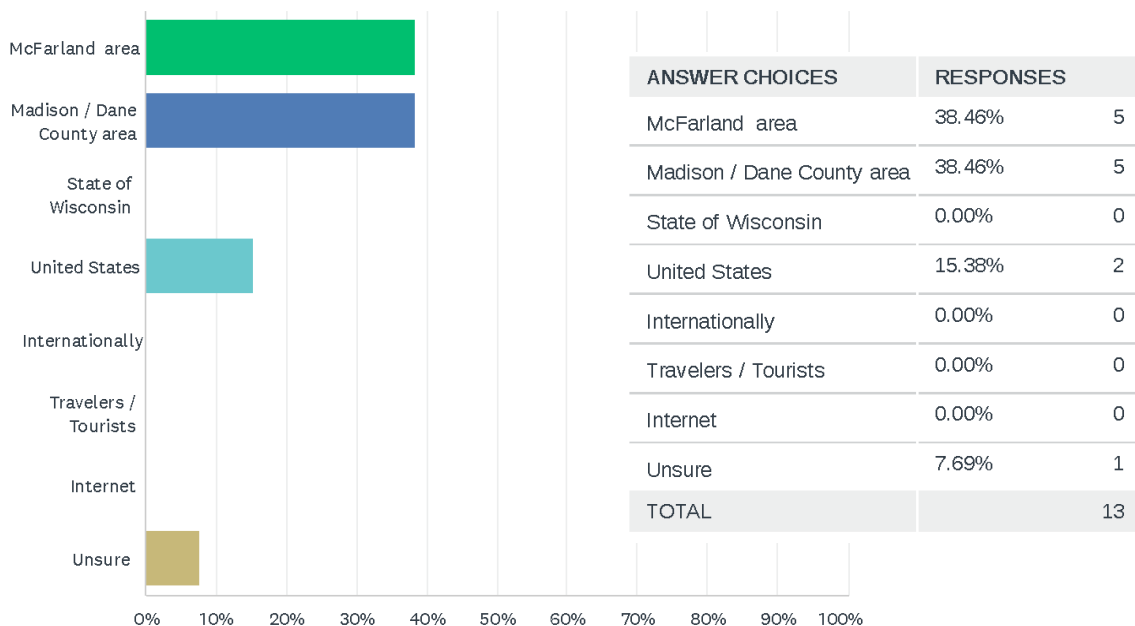
Q19 What percent of your employees live in McFarland (combined part-time and full-time)?

Answered: 12 Skipped: 775



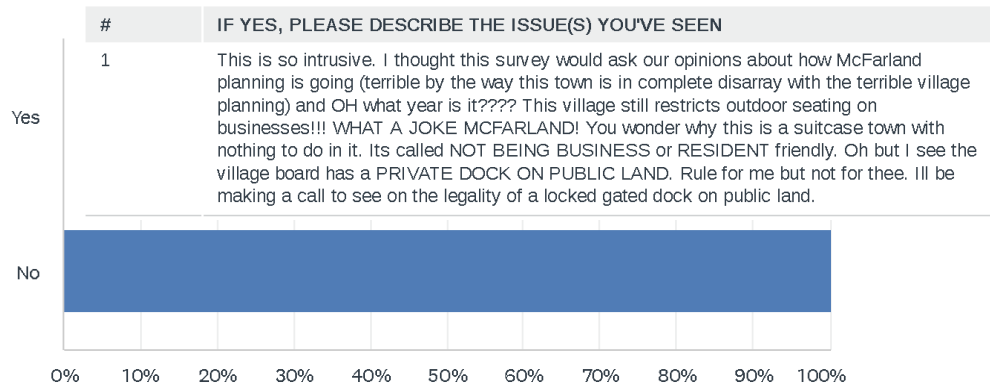
Q20 What is your primary market area from which the MAJORITY of your sales are derived?

Answered: 13 Skipped: 774



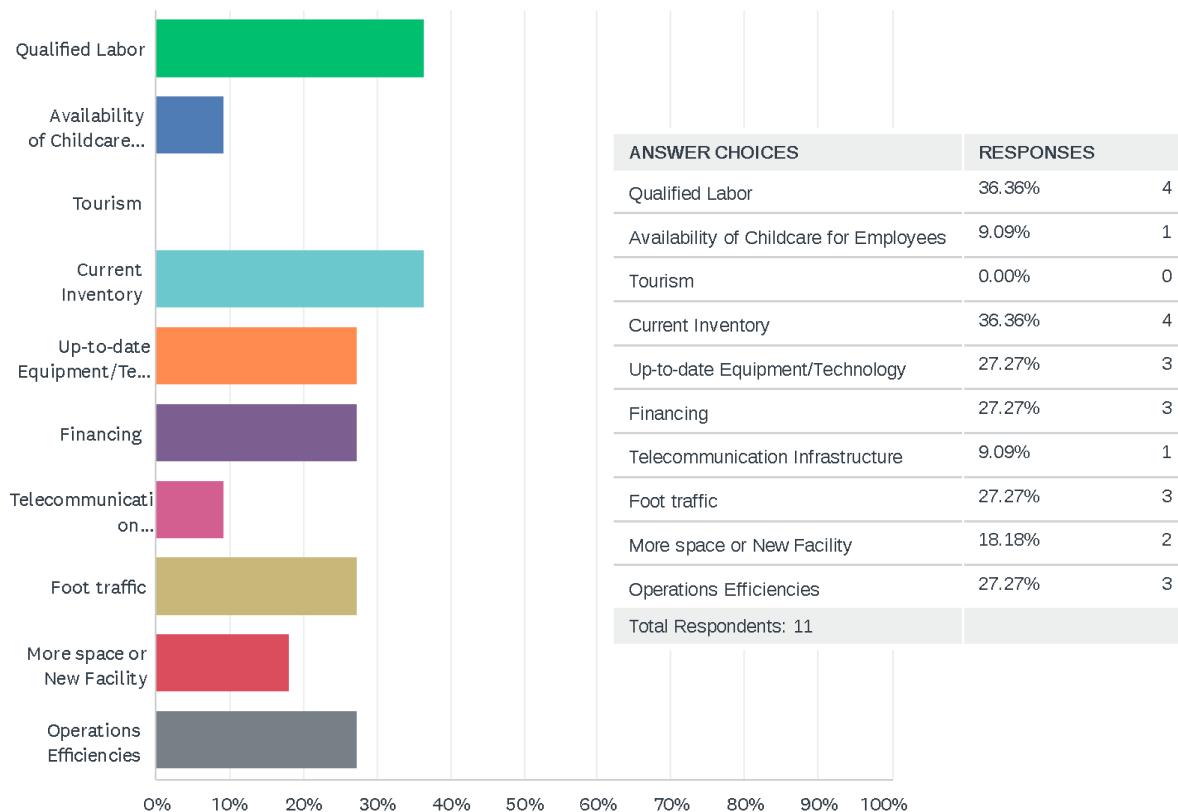
Q21 In the past 5 years, have housing-related issues impacted your ability to attract quality employees?

Answered: 13 Skipped: 774



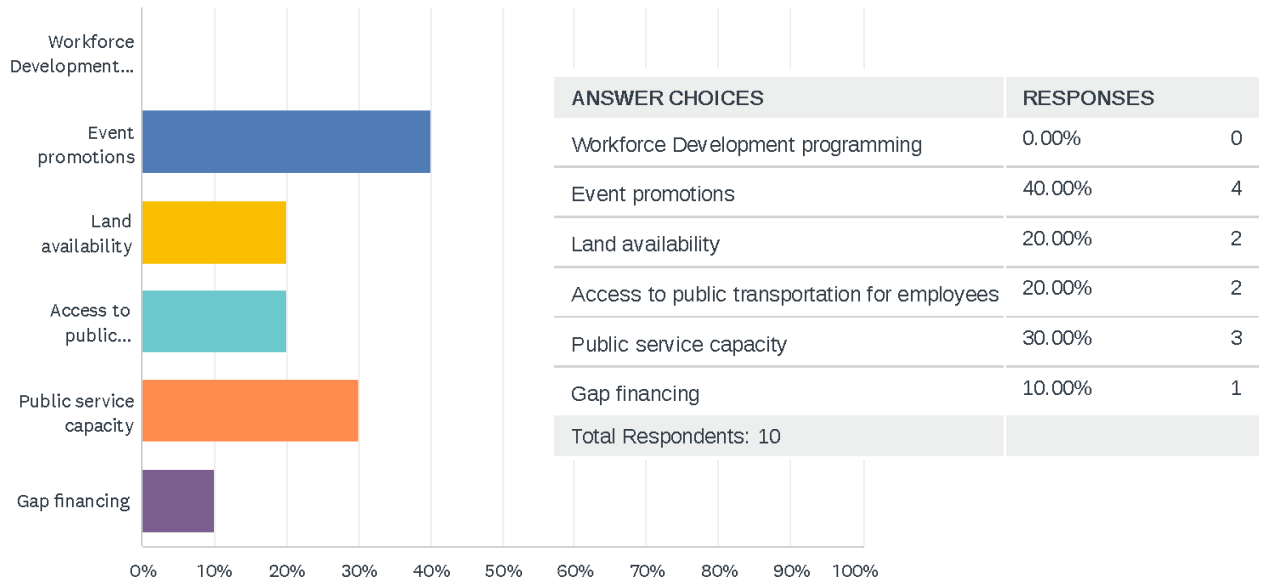
Q22 In addition to a strong/recovering economy, what are the critical private sector factors for the success and expansion of your business? (check all that apply)

Answered: 11 Skipped: 776



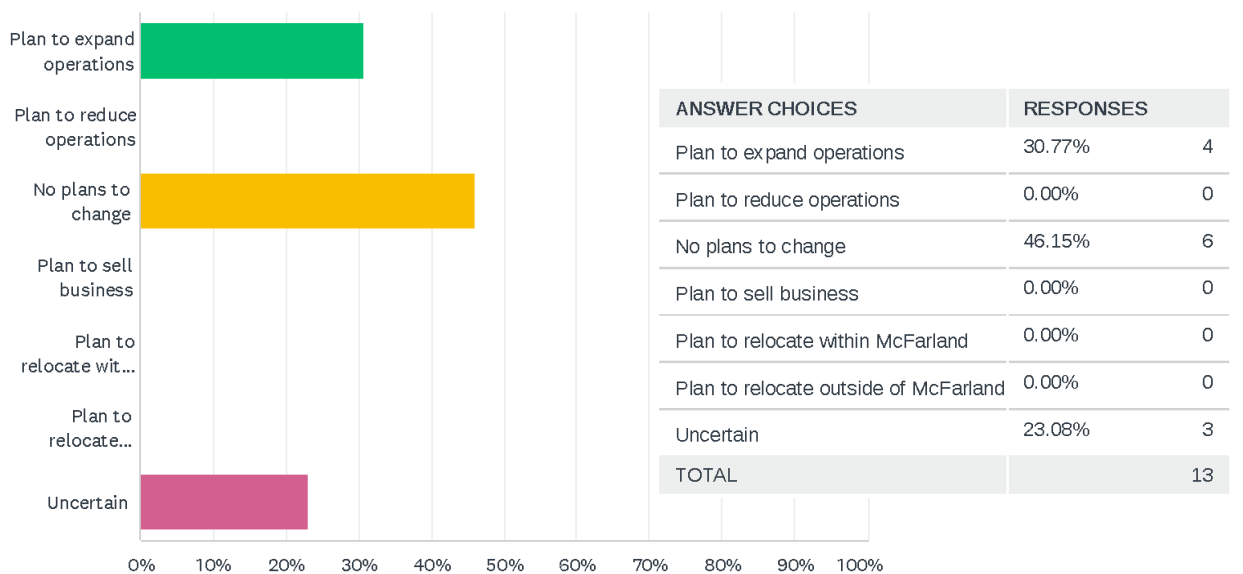
Q23 What are the public sector factors for the success and expansion of your business? (check all that apply)

Answered: 10 Skipped: 777



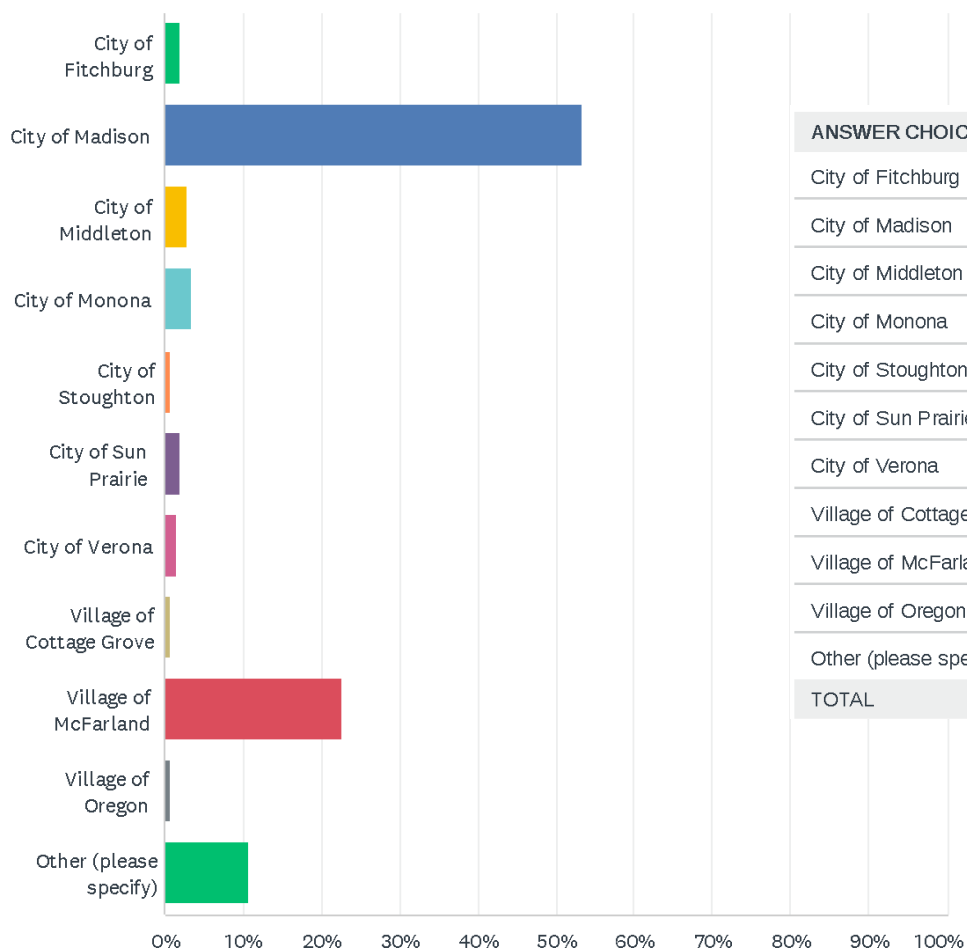
Q24 Which description below BEST characterizes your operation plans in the next 18 months?

Answered: 13 Skipped: 774



Q25 In what community is your primary place of work?

Answered: 577 Skipped: 210



ANSWER CHOICES	RESPONSES	
City of Fitchburg	1.91%	11
City of Madison	53.38%	308
City of Middleton	2.77%	16
City of Monona	3.47%	20
City of Stoughton	0.69%	4
City of Sun Prairie	1.91%	11
City of Verona	1.39%	8
Village of Cottage Grove	0.69%	4
Village of McFarland	22.53%	130
Village of Oregon	0.69%	4
Other (please specify)	10.57%	61
TOTAL		577

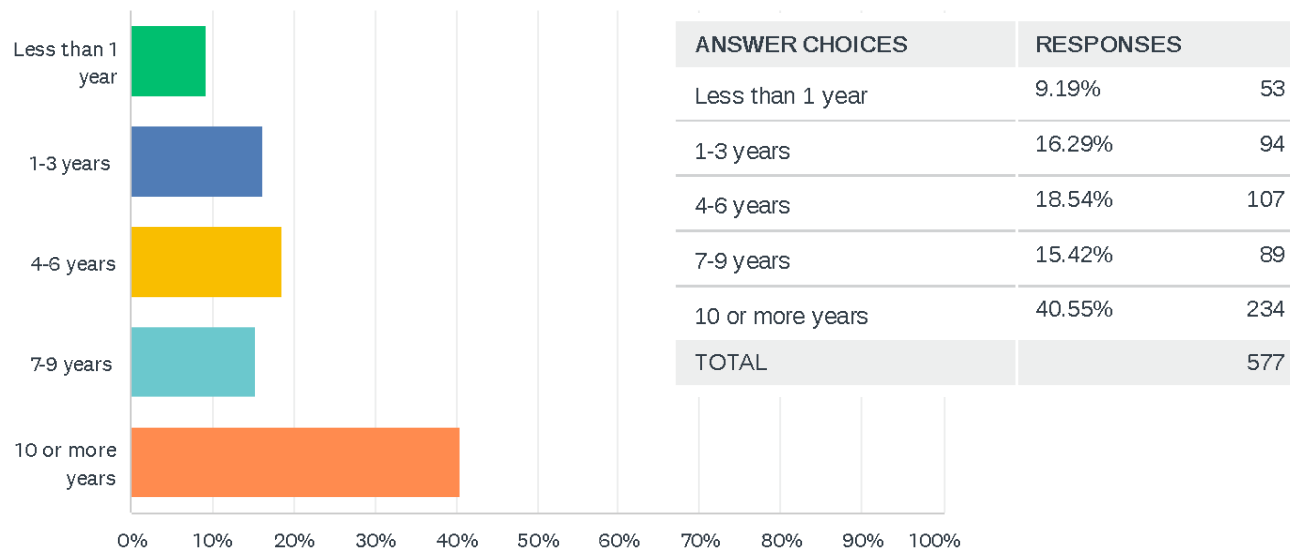
#	OTHER (PLEASE SPECIFY)
1	US Government Employee
2	Deforest
3	DeForest
4	work from home
5	Work Remote
6	Territory sales manager
7	Waukesha
8	Travel
9	DeForest
10	I work remotely from home
11	Wauankee
12	Minneapolis (remote work)
13	Edgerton
14	Remote Work
15	Waunakee
16	Prairie du Sac
17	Henderson NV
18	Work from home for company in San Diego
19	Work from home
20	remote
21	Home Office
22	Town of Cottage Grove

23	Waunakee
24	Beloit
25	Waunakee
26	Waunakee
27	Work remotely
28	Waunakee
29	DeForest
30	Prairie du Sac
31	Waterloo
32	Out of state (remote employee)
33	Sauk county
34	New Glarus
35	Fall River
36	Dane County
37	Janesville
38	Mauston
39	All of Dane county
40	I work from home but am employed in Lake Zurich, IL
41	I work remotely for a company located in CA.
42	other
43	SC - Work fulltime remote
44	Village of Dane
45	Whitewater, WI
46	Glendale
47	Remote - Chicago
48	Rockford
49	Greenfield, WI
50	Washington DC (remote worker)
51	Brodhead
52	Janesville
53	Waunakee
54	Edgerton
55	Work from home. Company based on Seattle.
56	Town of Pleasant Springs (work from home)
57	Remote
58	Chicago
59	Work from home Sheboygan Company
60	Beloit

McFarland Community Survey

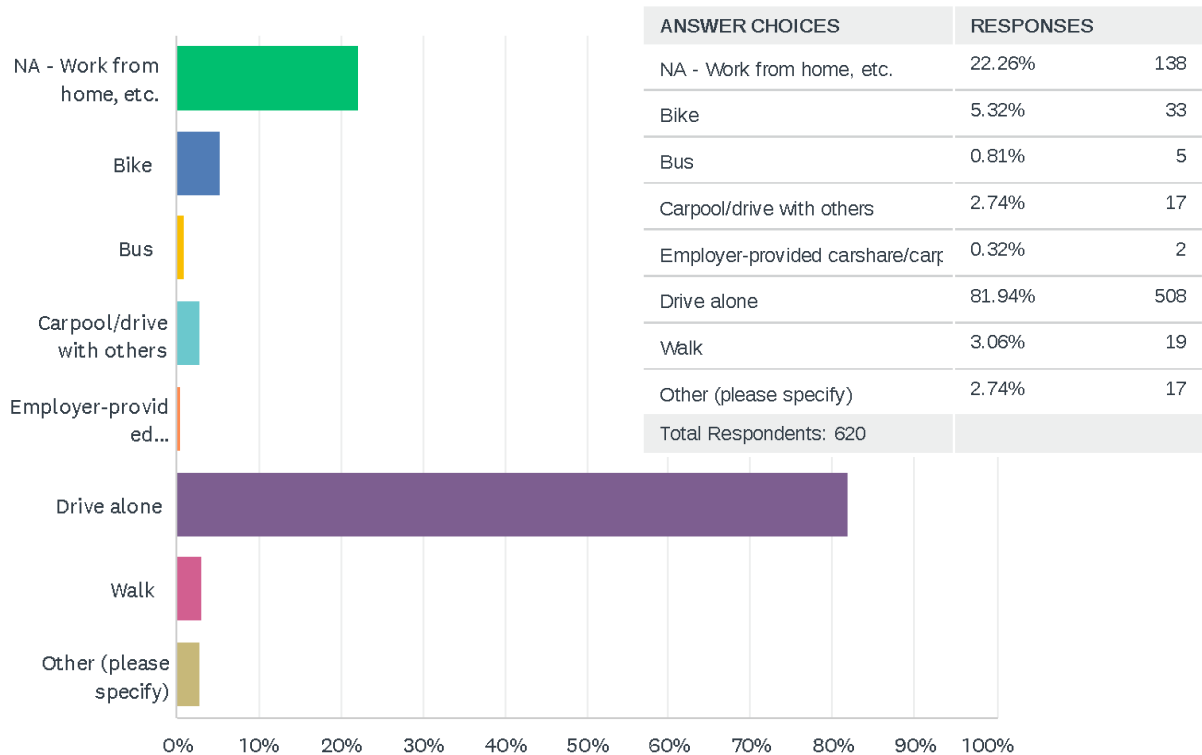
Q26 How long have you worked for your employer?

Answered: 577 Skipped: 210



Q27 What mode(s) of transportation do you use to get to work? (select all that apply)

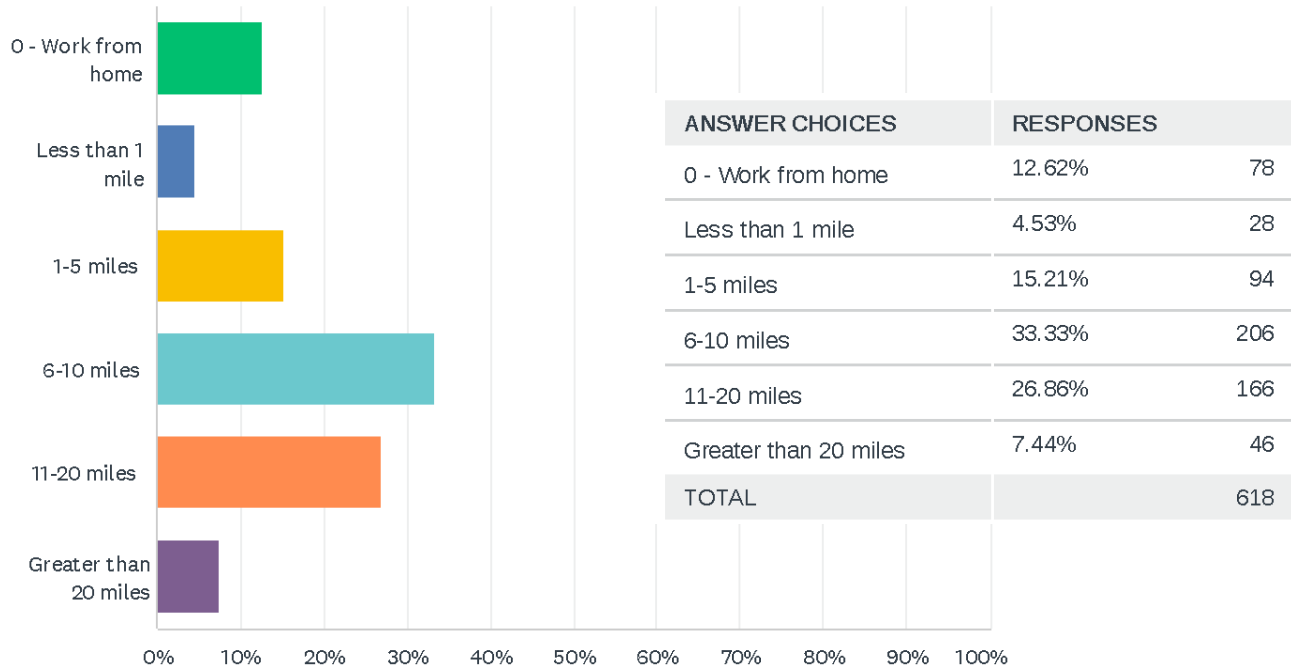
Answered: 620 Skipped: 167



#	OTHER (PLEASE SPECIFY)	
1	Work at home for SSA	
2	Work remotely some days/week	
3	Work from home 3 days a week. Drive to the office 2 days a week.	
4	Motorcycle	13 Shuttle from parking to workplace
5	Own car	14 Drive with my children who attend the school I teach at.
6	Work from home	15 I'm in sales so I travel throughout South Central WI
7	Work from home occasionally	16 Work at home
8	Work from home 2 days a week	17 Office at home but drive 50+ miles sometimes a day
9	Work from home 60% of time. Work in Madison 40% of time.	
10	Remote work some days	
11	Kangaroo	
12	Stepdad or mom	

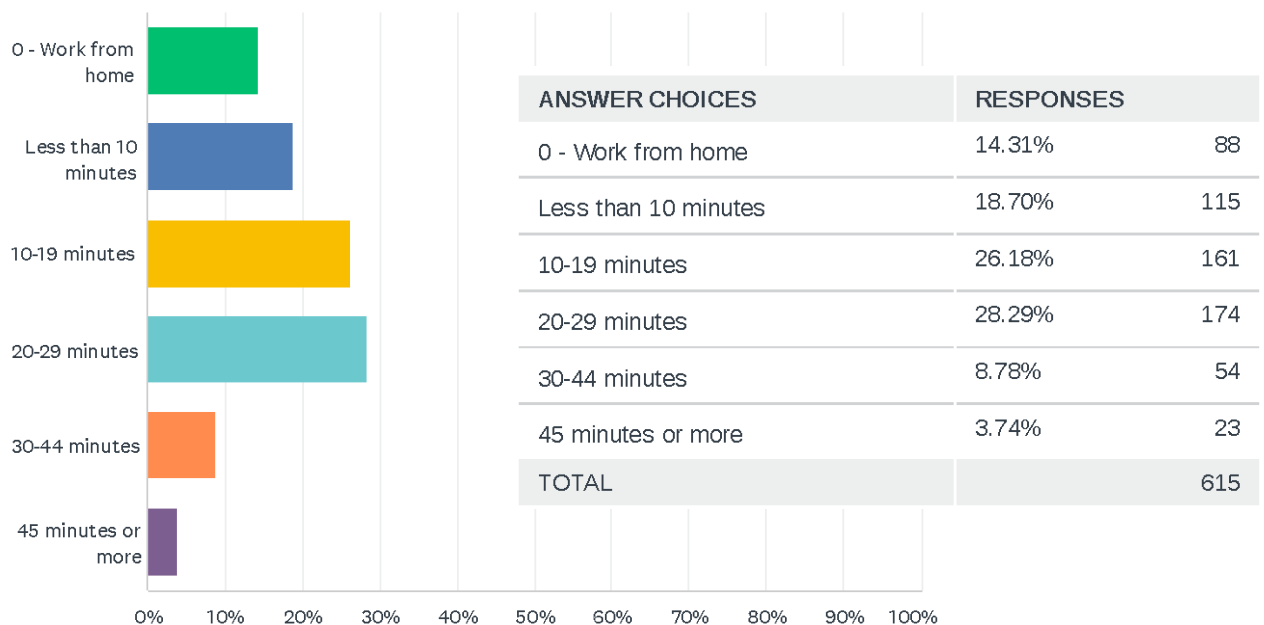
Q28 How far do you live from your primary place of employment?

Answered: 618 Skipped: 169



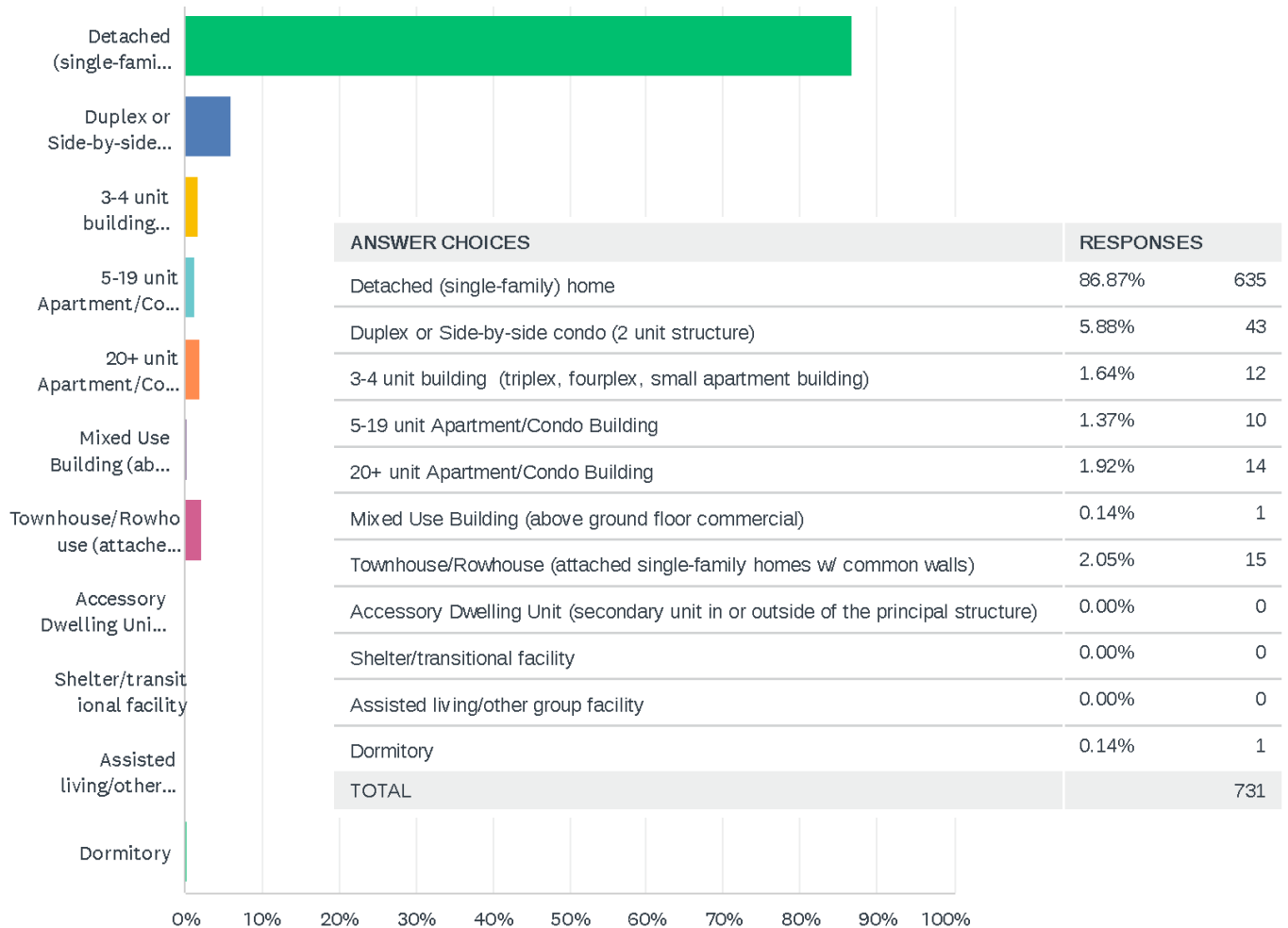
Q29 How long does it take you to travel from home to your primary place of employment?

Answered: 615 Skipped: 172



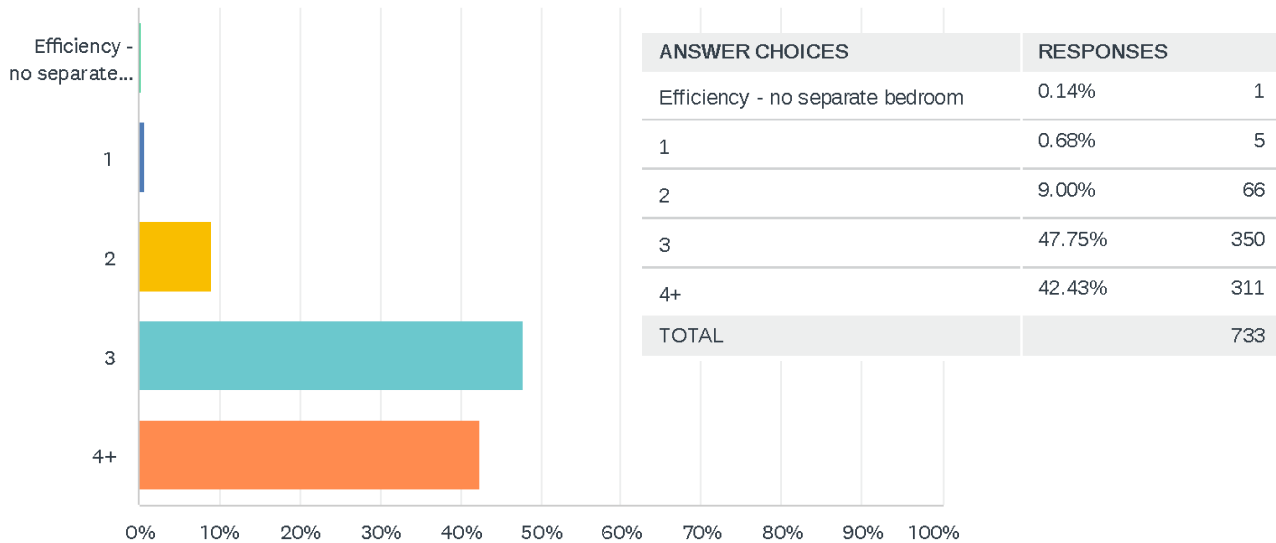
Q30 What type of structure do you live in?

Answered: 731 Skipped: 56



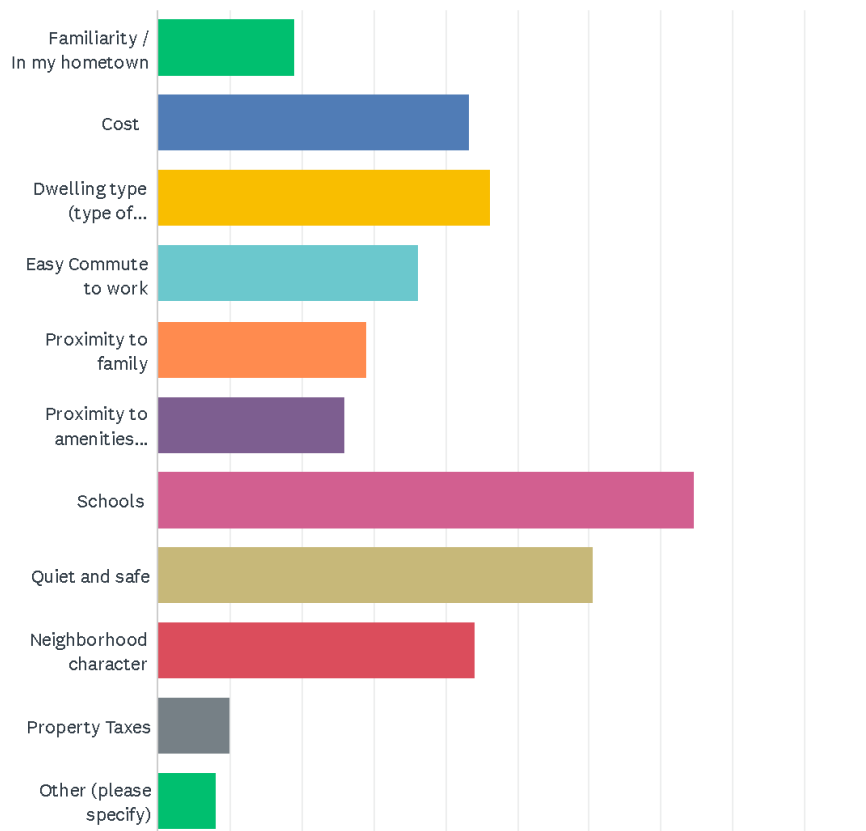
Q31 How many bedrooms does your current home have?

Answered: 733 Skipped: 54



Q32 What were the important factors in deciding to live at your current residence? (select all that apply)

Answered: 729 Skipped: 58



ANSWER CHOICES	RESPONSES	
Familiarity / In my hometown	19.07%	139
Cost	43.21%	315
Dwelling type (type of house/unit)	46.36%	338
Easy Commute to work	36.21%	264
Proximity to family	29.08%	212
Proximity to amenities (grocery stores, shopping, entertainment, etc.)	25.93%	189
Schools	74.62%	544
Quiet and safe	60.49%	441
Neighborhood character	44.17%	322
Property Taxes	10.01%	73
Other (please specify)	8.09%	59
Total Respondents: 729		

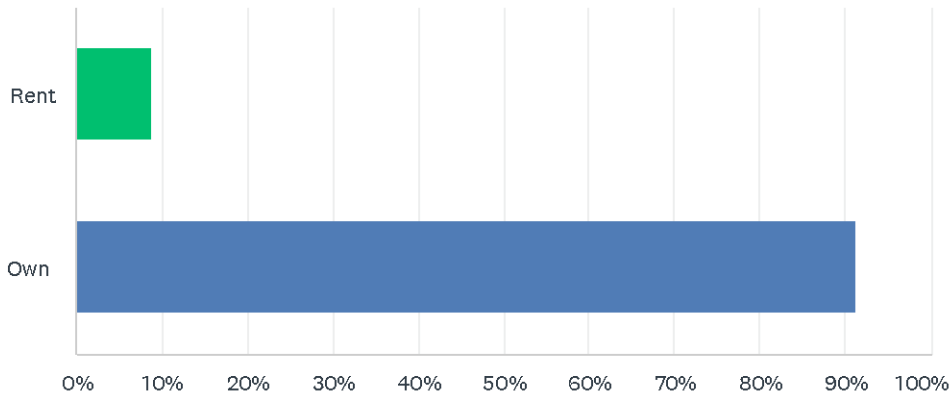
#	OTHER (PLEASE SPECIFY)
1	Maintenance is provided in a seniors' only community
2	Small town - wanted a bedroom community, did not want a big city
3	My children could walk/bike to the high school
4	Yard size
5	Lot size and proximity to neighboring homes
6	historic home in the village
7	Proximity to Gun Club
8	Mature trees
9	Water access
10	Walking paths, conservancy
11	partner was required to live in dane county
12	Having a sidewalk
13	enough space for everyone
14	on the lake
15	I dont have to worry about any criminal stuff, shootings, or ghetto/ trashy behaviors. Its a respectful and safe community that isnt like some low income madison neighborhoods. We moved here and pay more which is steuggling just to stay away from violence and other increasing crimes and neighborhood behaviors thats happening and increasing in Madison.
16	Proximity to downtown
17	Schools were the number one factor for living in McFarland

18	It was one of very few houses available
19	Water
20	Family friends lived here
21	Having a larger lot than is typical in town
22	McFarland rent outrageous
23	Wilderness and access to land for agriculture.
24	Like the large garage but I can't find any 3 bedrooms to rent mcfarland needs more townhouses with 3 bedrooms
25	Yard/Pool
26	Close to, but not Madison
27	Rural like environment
28	The number of bedrooms
29	Bike-ability
30	Proximity to lake
31	Needed a house to live in real quick at that time
32	Trees, no HOA, space between neighbors, not a Veridian home/neighborhood
33	on the river
34	Family
35	Space to have different types of animals
36	It was an new build for the same price as many existing homes and it came with a decent sized lot.
37	Only place available at the time
38	diversity
39	Lake
40	Purchased family home from in laws
41	It's what was available when we needed housing
42	Access to bike trails
43	Fairies told me to live here an complete intrusive surveys.
44	Waterfront
45	Lake access
46	lakefront
47	Walkability to amenities, parks nearby (easy and safe for children to travel to on their own)
48	where we work are two seperate locations in Dane County
49	Proximity to conservatory area, nature trails
50	30% housing since I'm disabled & only live on SS Disability

51	Proximity to parks and conservancies
52	Near good medical centers and well rated MDs & specialists
53	Senior housing community
54	privacy
55	I would have preferred Madison, but could only find a "house on half an acre" in my price range in McFarland
56	We have lived here for over 35 years some of these answers were true then but not now
57	Gardening potential
58	Living on a conservancy
59	Just a place to live!

Q33 Do you rent or own your place of residence?

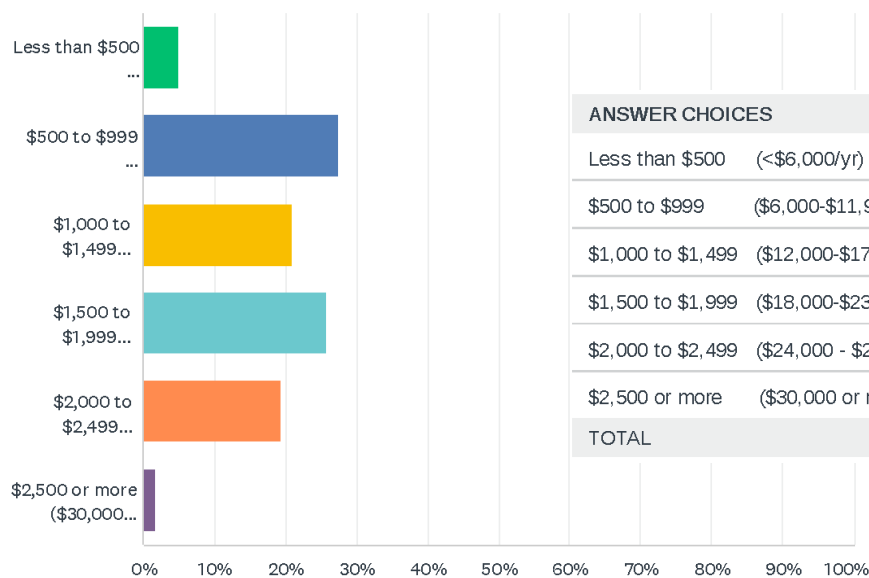
Answered: 737 Skipped: 50



ANSWER CHOICES	RESPONSES	
Rent	8.82%	65
Own	91.18%	672
TOTAL		737

Q34 Approximately how much do you currently pay for your housing each month, including rent, insurance and utilities (water, heat, electricity, etc.)?

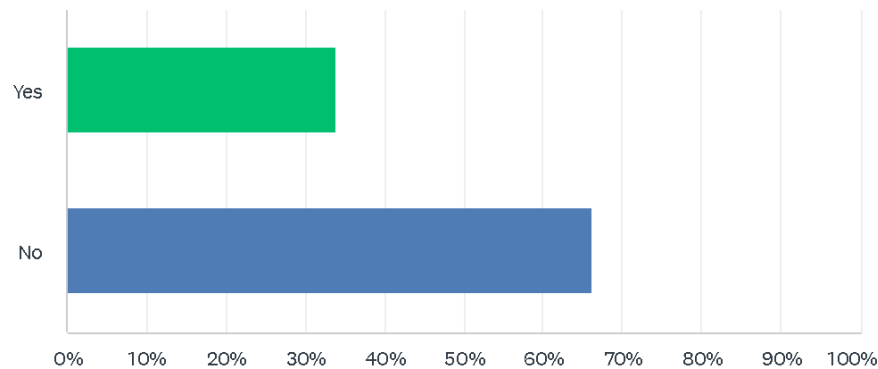
Answered: 62 Skipped: 725



ANSWER CHOICES	RESPONSES	
Less than \$500 (<\$6,000/yr)	4.84%	3
\$500 to \$999 (\$6,000-\$11,999/yr)	27.42%	17
\$1,000 to \$1,499 (\$12,000-\$17,999/yr)	20.97%	13
\$1,500 to \$1,999 (\$18,000-\$23,999/yr)	25.81%	16
\$2,000 to \$2,499 (\$24,000 - \$29,999/yr)	19.35%	12
\$2,500 or more (\$30,000 or more/yr)	1.61%	1
TOTAL		62

Q35 Would you consider living in an accessory dwelling unit (ADU)/granny flat/mother-in-law suite? ADU: A smaller, independent residential dwelling unit located on the same lot as a detached single-family home.

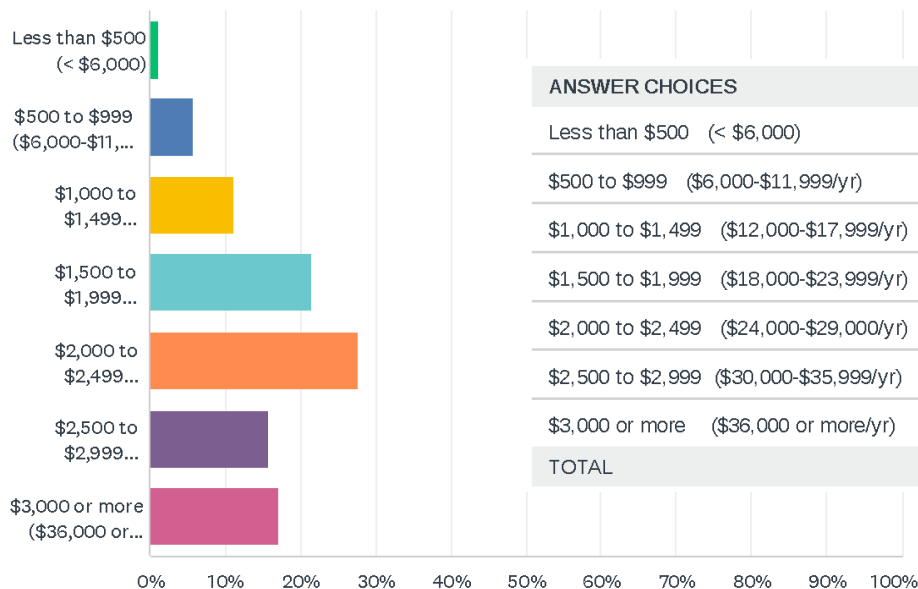
Answered: 62 Skipped: 725



ANSWER CHOICES	RESPONSES	
Yes	33.87%	21
No	66.13%	41
TOTAL		62

Q36 What is your monthly cost, including utilities, mortgage payments, taxes, insurance, and any amount saved specifically for future maintenance (if applicable?)

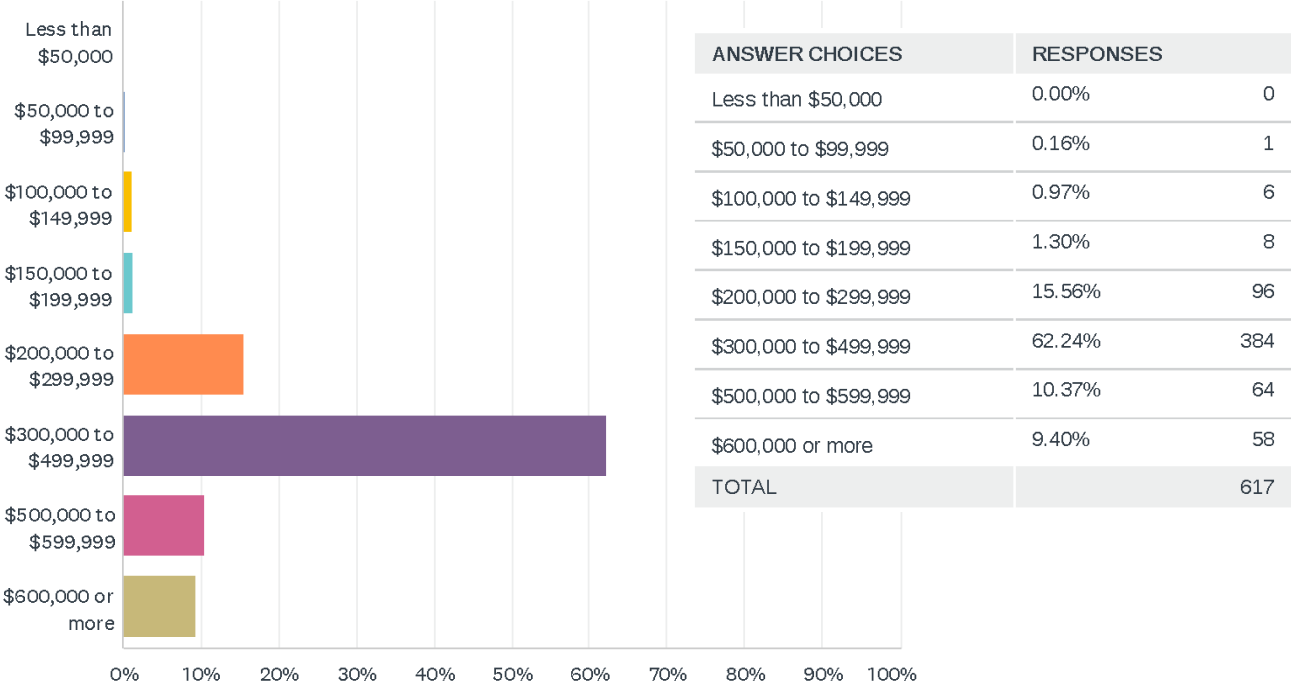
Answered: 610 Skipped: 177



ANSWER CHOICES	RESPONSES	
Less than \$500 (< \$6,000)	1.15%	7
\$500 to \$999 (\$6,000-\$11,999/yr)	5.74%	35
\$1,000 to \$1,499 (\$12,000-\$17,999/yr)	10.98%	67
\$1,500 to \$1,999 (\$18,000-\$23,999/yr)	21.64%	132
\$2,000 to \$2,499 (\$24,000-\$29,999/yr)	27.70%	169
\$2,500 to \$2,999 (\$30,000-\$35,999/yr)	15.74%	96
\$3,000 or more (\$36,000 or more/yr)	17.05%	104
TOTAL		610

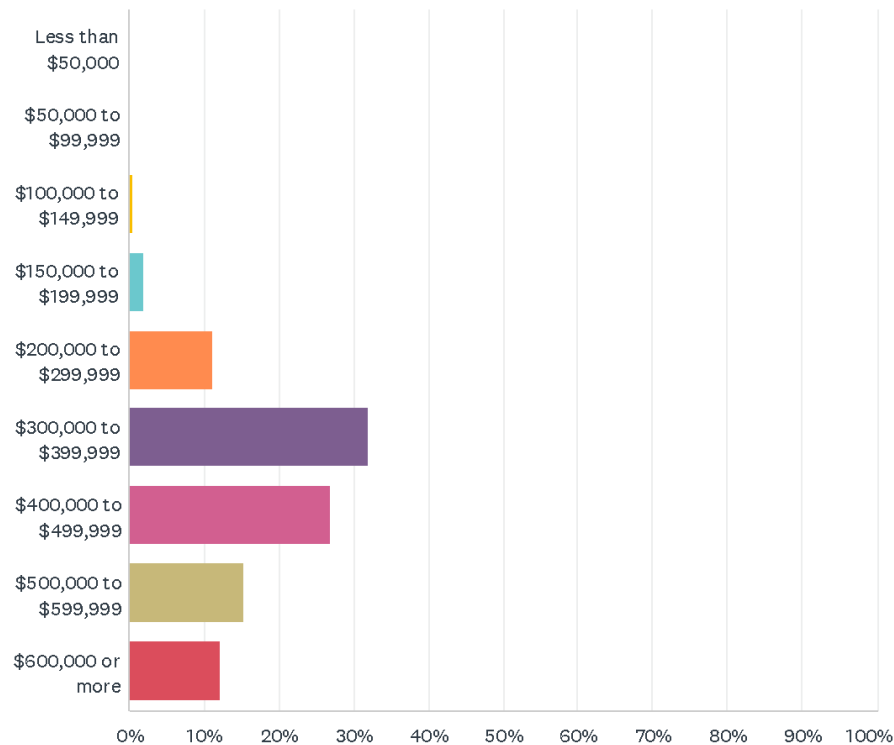
Q37 What is the approximate assessed value of your home?

Answered: 617 Skipped: 170



Q38 If you were to sell your home right now, what do you believe would be a fair market price?

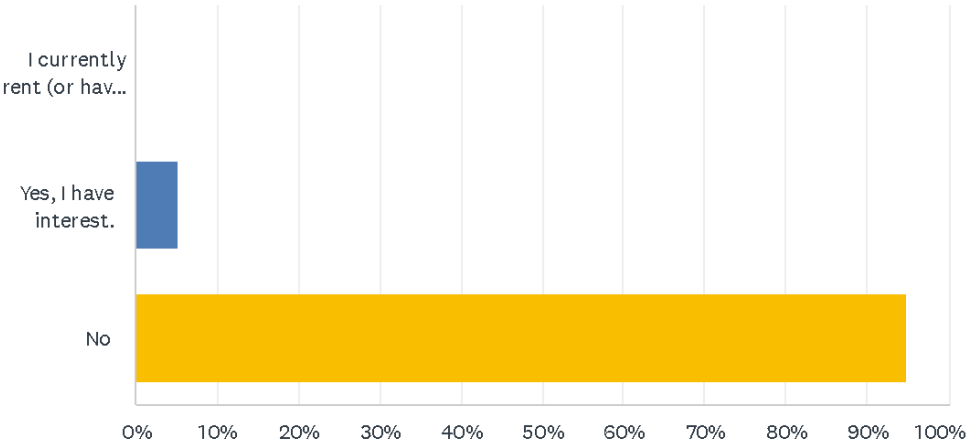
Answered: 616 Skipped: 171



ANSWER CHOICES	RESPONSES	
Less than \$50,000	0.00%	0
\$50,000 to \$99,999	0.00%	0
\$100,000 to \$149,999	0.49%	3
\$150,000 to \$199,999	1.95%	12
\$200,000 to \$299,999	11.04%	68
\$300,000 to \$399,999	31.98%	197
\$400,000 to \$499,999	26.95%	166
\$500,000 to \$599,999	15.42%	95
\$600,000 or more	12.18%	75
TOTAL		616

Q39 Would you be interested in renting your primary residence as a short-term rental (e.g. Airbnb)?

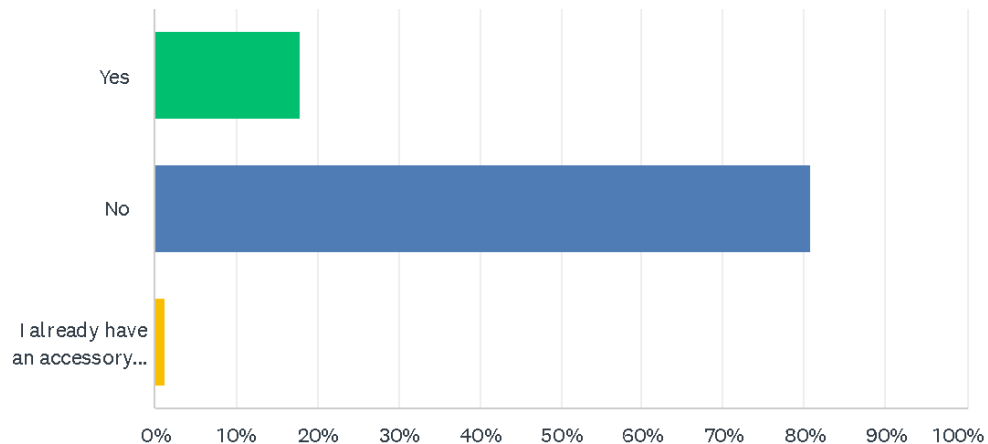
Answered: 634 Skipped: 153



ANSWER CHOICES	RESPONSES	
I currently rent (or have rented in six months) my residence as an short-term rental.	0.00%	0
Yes, I have interest.	5.21%	33
No	94.79%	601
TOTAL		634

Q40 Would you be interested in adding an accessory dwelling unit (ADU), granny flat/mother-in-law suite to your property? ADU: A smaller, independent residential dwelling unit located on the same lot as a detached single-family home.

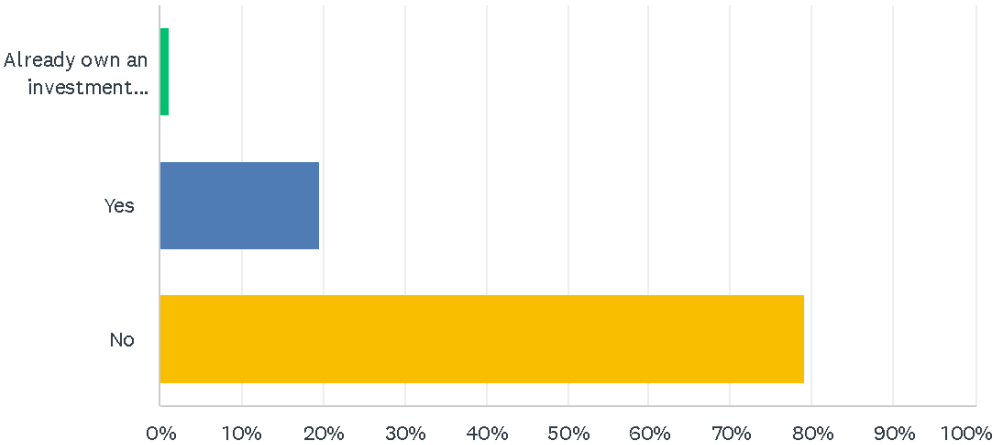
Answered: 633 Skipped: 154



ANSWER CHOICES	RESPONSES	
Yes	18.01%	114
No	80.73%	511
I already have an accessory dwelling unit/granny flat/mother-in-law suite on my property	1.26%	8
TOTAL		633

Q41 Would you be interested in purchasing an investment property to rent out in McFarland?

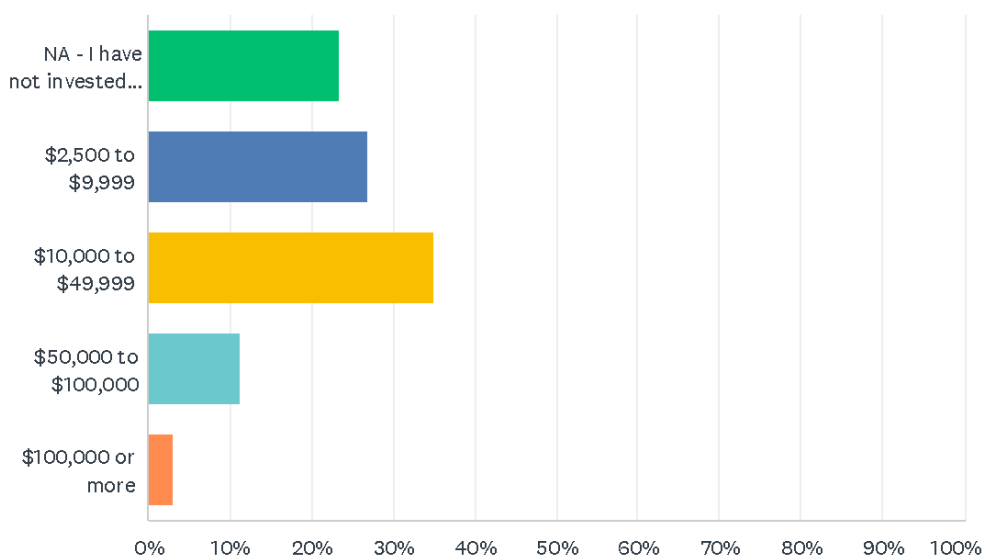
Answered: 634 Skipped: 153



ANSWER CHOICES	RESPONSES	
Already own an investment property that I rent out	1.10%	7
Yes	19.72%	125
No	79.18%	502
TOTAL		634

Q42 In the past 5 years, have you invested more than \$2,500 in improvements to an existing home, not including storm or flood damage repair? And how much?

Answered: 616 Skipped: 171



ANSWER CHOICES	RESPONSES	
NA - I have not invested more than \$2,500 in the past 5 years	23.54%	145
\$2,500 to \$9,999	26.95%	166
\$10,000 to \$49,999	35.06%	216
\$50,000 to \$100,000	11.36%	70
\$100,000 or more	3.08%	19
TOTAL		616

#	PLEASE SUMMARIZE THE IMPROVEMENTS MADE IF YOU SPENT MORE THAN \$2,500:
1	Windows, roof
2	Deck repair and upgrade
3	electrical upgrades, interior wall opening, flooring
4	Cabinets, flooring, new screens on screen porch
5	Kitchen remodel
6	Siding, carpet, and furnace and AC
7	Windows, furnace, sump pump
8	Kitchen, bedroom, AC
9	Solar Panels

10	New furnace \$5,000; all new plumbing \$8,000; new exterior paint \$3,000; landscaping \$8,000; converted attached single stall garage to an interior room \$20,000.
11	kitchen and extra room remodel
12	Roof, air conditioner, furnace
13	Kitchen, flooring, lighting
14	Added patio, re-did three season porch, re-did front steps, installed crown molding, re-did/updated kitchen (cabinets, floor, counter, faucet, light
15	Radon detection. Replaced gazebo. Updated gardens and landscaping.
16	Basement
17	finished basement/redone bathroom/improved hvac
18	Update Kitchen, bathroom, fireplace
19	Flooring
20	Kitchen remodel, bathroom remodel, master bath remodel
21	new interior paint, carpet, hardwood floors, new A/C, new water heater
22	driveway replacement, privacy fence, kitchen appliances replaced,
23	Update bathroom, flooring, fireplace
24	Landscaping
25	Wood floors, paint, removal of trees, crown molding, landscaping, deck resurfacing
26	Electric upgrade, bathroom remodeling, new flooring upstairs, yard/grass/dead tree improvements, plumbing redone/upgraded, new hot water heater, water softener and furnace, upgraded all appliances, installed energy saving cellular shades, completed fence on back property, cosmetic upgrades.
27	Carpet/painting
28	restoration projects on the historic home, yard work, and misc. small projects
29	Finished a basement
30	Outdoor patio, landscaping, pergola.
31	Finishing a basement
32	Updated kitchen and bathrooms
33	New windows
34	Gutters, heating, AC, windows, interior painting, yard flowers, mulch, etc
35	Patio, sun porch, new floors, doors, windows, trim, chimney
36	Fence and irrigation system.
37	Bathroom remodeling, new roof, new hvac, new patio
38	\$9,000 on new flooring/carpet throughout home, misc. home upgrades (fixtures, appliances)
39	Bathroom upgrade, basement updates
40	Finish basement
41	Windows
42	Finished basement
43	Bathroom remodel
44	New HVAC system

45	New roof, new windows, painted siding, new landscaping
46	Concrete patio
47	windows, siding, soffit, gutters, roof, front door
48	new water softener, new water heater, landscaping projects, painting and deck repair
49	HVAC
50	Kitchen remodel; bathrooms remodeled
51	Windows
52	2400 sqft in new flooring, paint, removed a wall, landscaping
53	renovated kitchen, new roof, new furnace
54	roof, air conditioner, furnace and painting outside along with new flooring
55	Outdoor improvements as well as indoor extension into the garage area to make it part of living space.
56	remodels on bathrooms, kitchen, flooring, outside deck, driveway
57	None of your business
58	Finished the basement
59	Solar panels, outdoor kitchen, gutter protection
60	air conditioner, water softener, basement renovation, patio door
61	Solar panels, outdoor patio area and grill island, electric car charger
62	complete remodel
63	Added concrete slab and storage shed, repaired garage apron, replaced shower/ bath surround
64	updated kitchen counter and tile
65	Windows
66	added pool, updated kitchen
67	Patio door replacement Added outdoor shed
68	Remodeled bathroom
69	Solar panels
70	Paint, reloader hot water heater
71	Structural concern and aesthetic
72	Finished basement.
73	New deck, hard wood flooring, out building maintenance
74	concrete walk & patio
75	Windows replaced, remodeled 2 bathrooms, hardwood floors, replaced wood trim throughout, 4 panel doors, remodel master closet.
76	updating, new ac, new floors, countertops
77	Flooring, doors/trim, paint/drywall
78	roof
79	Kitchen and bathroom
80	New roof, skylights, solar tubes, deck with pergola
81	New kitchen cabinet doors, counters and floor. New bathroom cabinet doors and counters, new furnace and air conditioner.

82	Furnace water softener garage opener
83	Composite Deck; front porch
84	Finished basement
85	Fence, landscaping
86	Converted screen porch to 3 season porch.
87	Exterior upgrades, mechanicals
88	Road, patio, basement
89	Updated landscaping
90	New Air Cond., Furnace, water softener
91	Roof and siding
92	Fixed and added gutters and flashing around the house. Improved landscaping.
93	Gutted and redid entire home
94	New metal roof, house painted, new furnace
95	Painting, Landscaping
96	New furnace and air conditioner, new and expanded driveway
97	Screen porch new kitchen
98	Fence, bathroom, floors
99	Roof, appliances, water heater, fence
100	insulation, replaced all our windows, repainted the whole house (interior)
101	Bathroom updates
102	Basement remodel
103	Flooring, new roof, assorted other repairs though largely done by self without contracting, so cost don't reflect costs of labor.
104	New roof.
105	Roofing, fridge, landscaping, washer and dryer
106	Finished basement
107	Finished the basement
108	Deck \$17,000
109	Roof, skylights, carpet, ceiling, composite deck
110	Bathroom remodels
111	Replaced all exterior doors and windows. Complete kitchen remodel.
112	Home maintenance. Replacement of appliances. Additional electrical lines for higher voltage equipment. Window replacement.
113	New windows. Converted garage space to a sunroom.
114	Finished basement, new entryway
115	new flooring, new countertop
116	New flooring, upgraded appliances
117	HVAC, plumbing, windows, appliances.
118	New flooring throughout home, installed Radon mitigation system, installed basement sump

	pump, replaced all windows and siding, Remodeled Kitchen, remodeled half bath, repainted entire interior and downstairs trim work, rescreened porch, and installed new pool liner.
119	Interior improvements. Landscaping improvements.
120	roof, new flooring, replace furnace/ac
121	Added gas fireplace, finishing basement
122	Bathroom remodel
123	kitchen remodel
124	Flooring, air conditioner, furnace, bathroom remodel, laundry room remodel, new kitchen sink
125	New windows
126	basement remodel/finishing
127	kitchen and bathroom remodel
128	Repiping, hvac, appliances.
129	2 bath remodels room in basement
130	Renovate master bathroom, update 4 season porch,
131	Roof..floors..countertops
132	Roof..floors
133	Bathroom remodel
134	On demand water heater
135	Roof
136	Remodel
137	Bath remodel
138	Roof, concrete driveway, lower level remodel, all new paint and flooring upstairs and kitchen remodel
139	Roof, window repair
140	You name it, we've probably done it.
141	finished basement; added fireplace; replaced carpet; landscaping
142	Windows, Deck repair
143	Furnace, water filter, appliances, light fixtures, deck
144	Solar panels and a backup battery system.
145	Landscaping, fence,
146	Interior remodel. Windows, doors
147	Deck repairs, new appliances
148	Mini kitchen renovation
149	Remodel basement bathroom. Remodel kitchen
150	Outdoor improvements.
151	Exterior and driveway
152	New paint throughout the house, new appliances, surround sound system
153	Window/Gutter/Garage Door replacement
154	roof. gutters insulation.

155	Siding
156	Deck, bathroom remodel
157	Finishing basement, installing landscaping
158	Kitchen remodel
159	Finished basement, fenced in yard, and landscaping
160	Brand new fence for entire perimeter of property Kitchen cabinets and countertop
161	Patio and windows
162	Air conditioner, windows in porch, gas fireplace, new kitchen countertops and backsplash, interior paint
163	New furnace, AC, water heater, and garage door opener system
164	Roof, bathroom update
165	Deck, HVAC
166	Remodeled kitchen and dining area.
167	Carpet, wood floors, countertops
168	Added bedroom, bathroom, lots of landscaping, replaced furnace and AC
169	Privacy fence Landscaping
170	Driveway, basement remodel
171	Basement remodel
172	Egress window
173	Floor, shower, kitchen
174	Upgraded plumbing
175	Renovated basement
176	Painted cabinets, new counters, some new cabinets.
177	New backyard fence new windows new front porch.
178	finished basement
179	Updated kitchen and living room
180	Well pump, windows, shed
181	New windows, new driveway, new gutters, kitchen remodel
182	Flooring, landscaping, plumbing, updating bathrooms, painting
183	landscaping, gutters, new driveway
184	Added 4th bedroom and 3rd bathroom
185	Walk-in shower in Master Bathroom
186	New roof, windows, garage doors.
187	inground pool, renovated kitchen, basement flooring
188	Solar array
189	Finish basement. None of your business. You take enough taxes for stupid projects anyways. have read this survey in its entirety and it has so much interviewer bias skewing responses towards a certain ideology suggesting the village has the ability to be everything and anything to solving peoples problems. All I want from you is to protect my property rights, keep my taxes low, and keep the village safe. That is it.

190	Yard maintenance, retaining wall
191	landscaping, renovations inside house
192	New furnace/AC, new water softener
193	4 season porch
194	Finished basement and expanding patio
195	Granite counters, flooring, patio
196	Landscaping, Patio Extension
197	Expanded deck, landscaping improvement, new flooring
198	Fence
199	patio, waterproofing, solar panels, gutters, AC & furnace, bathroom
200	Deck, patio, outdoor landscaping
201	Kitchen remodel
202	remodeling
203	New roof, updated paint and flooring, bar
204	deck staining and maintenance, locks, replaced sink
205	Whole house Flooring & bathroom remodel, water heater
206	Redid a bathroom, new siding on house and new concrete paths around our estate.
207	new driveway, egress window
208	Kitchen remodel, roof
209	Son was paralyzed had to pay for the Remodel of downstairs over paid due to short turn around to get him home from The hospital
210	Expanded deck
211	landscaping, new water softner, new kitchen floor
212	Landscaping, rodel,
213	Finished off our basement added a bedroom/office and bathroom
214	Bathroom updates
215	Added a covered patio, utility shed, resided our house, reroofed our house. Will be getting a new furnace and AC unit this month.
216	Screened in porch, landscaping
217	new windows
218	Yard, doors , driveway and sidewalks
219	New flooring.
220	Finished basement with bathroom and bedroom.
221	roof, siding, furnace, and decking
222	Remodeled basement, put in a 3/4 bathroom and a wet bar
223	Roof, tree maintenance
224	New flooring and basic improvements
225	New deck
226	We totally remodeled our kitchen

227	Added/updates patio
228	New flooring, new roof, new boiler, granite countertops, new kitchen cabinets
229	New furnace, A/C, added sport court and redesigned back yard and updated mud room.
230	Replacement windows and flooring
231	solar panels
232	Kitchen remodel, floor replacement, new roof on house and garage.
233	New flooring, new deck, remodeled bathroom
234	finished basement, stone paver patio, updated mud room
235	Play structure, paint, countertops, carpet, appliances.
236	Remodeled kitchen, living room and Dining room. new furnace and AC. all new flooring, light fixtures and windows. New driveway and sidewalk.
237	Replacement windows
238	finished basement, vegetation around house. Painted cabinetry, updated flooring and fixtures.
239	Basement and flooring to main level
240	landscaping of new property
241	Sinking foundation
242	Remodeled bathroom and mudroom
243	dead tree removal
244	Finished basement
245	Roofing
246	Finished our basement
247	Deck, landscaping, patio
248	Kitchen remodel on our previous home.
249	Added a deck and then just painting some rooms
250	We are currently in the process of finishing our basement. Cost estimated to be \$50,000-60,000
251	New fence, other routine repairs
252	Refinished basement
253	Deck improvement
254	Solar panels and landscaping
255	New furnace/heat pump
256	Finished the basement.
257	Wood floors, countertops, paint, tile, carpet, light fixtures, finished basement, lawn, fence repair,
258	New flooring throughout first floor and bathroom.
259	Addition above garage including additional space for bedroom, bathroom, kitchen, and storage
260	New Kitchen, floors throughout, new deck and retaining wall, new driveway
261	Additional concrete, gazebo, landscaping, basement.
262	New roof, furnace, water heater, garage door, external features
263	Tore down walls for open concept living room/kitchen, replaced cupboards, added island, put

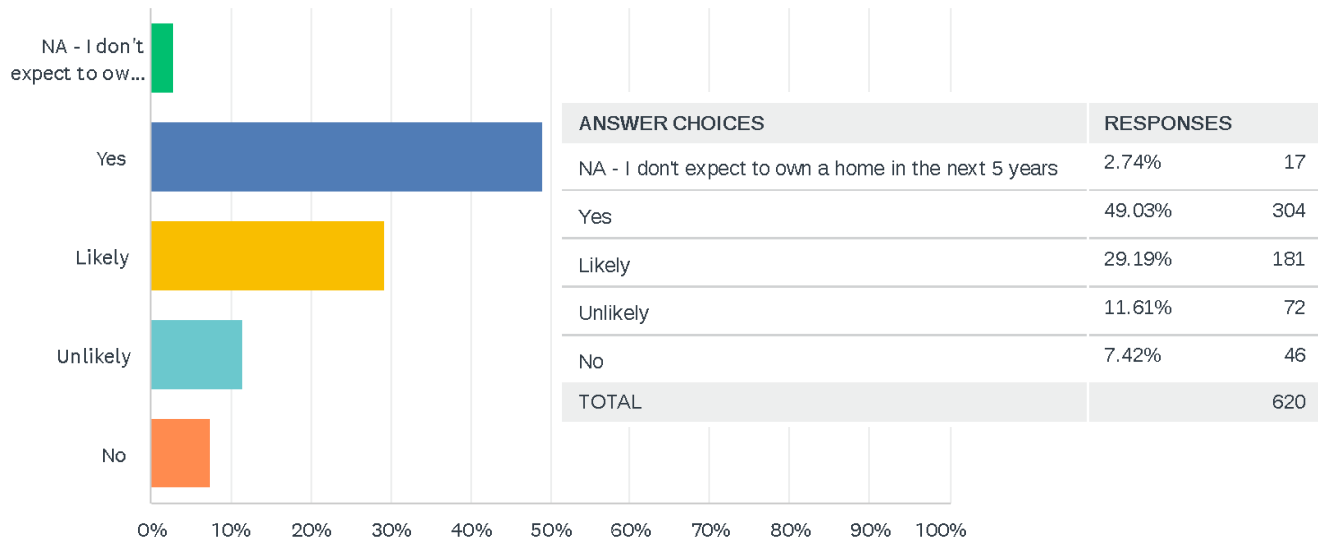
	on floating wood plan flooring.
264	Fence and added a bedroom
265	Landscaping, upgrade in finishings
266	Kitchen remodel
267	Finished basement
268	Full interior remodel
269	Curbing and landscaping
270	Kitchen and bath
271	Patio and Deck in backyard
272	Bathroom gut/remodel
273	finish basement
274	new deck, updated bathrooms, created a mudroom, general light/flooring updates
275	Expanded driveway, playroom in basement, deck
276	New siding, windows, gutters, garage door, front door, room paint
277	basement finishing
278	Updates to basement, bathrooms, exterior
279	Finished basement
280	kitchen remodel, living room remodel
281	Whole house remodel
282	Finished my basement.
283	Patio, deck, family room, basement
284	put in a cement driveway and side pad for the camper/boat \$10,000
285	Remodeled master bathroom
286	remodeled 2 bathrooms and a pantry; installed built in bookshelves and a window seat in the study
287	New windows, A/C unit, water softener. New appliances, interior painting.
288	Fixed up the basement
289	Patio, Gardens
290	two bathrooms remodeled
291	New windows throughout Gut and remodel two bathrooms New bamboo flooring
292	Fenced in yard for dog
293	Refinished hardwoods floors throughout the house, all rooms painted, new woodwork throughout home, renovated both bathrooms, new landscaping.
294	New Master bathroom
295	New roof
296	Kitchen and basement
297	Completely redone landscaping, new flooring and paint in the basement, new carpet and paint in some rooms.
298	Rock wall, drains installed to improve swale & drainage. Fence, gardens, landscaping.
299	Finished basement

300	New furnace and air conditioner, new kitchen countertops, storm window replacement.
301	furnace, water heater, driveway, windows, siding, front door
302	Patio and finishing garage
303	Flooring, exterior repair, lighting, painting
304	driveway flooring and other upgrades
305	AC; furnace; roof
306	finished basement living room, office, bathroom.
307	updated all mechanicals, remodeled kitchen, put on a new deck and screen porch
308	outbuilding
309	remodel laundry room, remodel front staircase, new flooring
310	New exterior front door, furnace, air conditioner, garage heater, electrical upgrades, and solar panels.
311	Paint entire interior, new carpeting and hardwood floors, new water softener, new RO system, removal of 12-15 trees, new kitchen appliances, 2 new and 2 repaired windows, purchase of new landscaping,
312	Kitchen remodel, landscaping
313	Landscaping and patio
314	New furnace and A/C, new flooring throughout, updated bathroom fixtures
315	concrete patio, landscaping, new sky lights, kitchen
316	New kitchen new bathroom new driveway front porch entryway
317	Driveway, steps, bathroom
318	Finished basement
319	20k on bathroom remodel
320	We replaced our deck with a composite material.
321	finished basement
322	Urban farm, flooring
323	Gutters, luxury vinyl flooring
324	Doors, Floors, Stone Patio/Fire pit, landscaping, kitchen remodel, drywall garage and utility room, new lighting.
325	3 season porch and master bath update and addition.
326	\$20,000
327	Basement Fence Deck
328	Patio
329	Finished basement
330	Deck
331	The house was only built in 2018. The house was originally a 430k improvement on 85k of land. We have also done carpeting, painting and landscaping totaling around 20k.
332	Landscaping, owning
333	Finished basement which included adding 2 bedrooms, bathroom and family room
334	Finish basement

335	Finished basement
336	Not to this house.
337	Finished basement
338	Replaced all flooring, prof painted, garage door update
339	Finished basement with living space, bathroom and bedroom
340	Finished basement
341	Remodeled bathroom
342	Driveway, furnace, A/C
343	Finished basement
344	Paver patio, fence
345	Kitchen
346	new floors
347	3rd full bathroom in basement
348	Roof.
349	Deck
350	New carpet, additional shower unit, new privacy fence.
351	Kitchen remodel, patio install, landscaping, 3 bathroom renovations.
352	flooring, bathroom updates

Q43 In the next 5 years, do you intend to invest more than \$2,500 in home improvements?

Answered: 620 Skipped: 167



#	IF YOU INTEND TO INVEST MORE THAN \$2,500 IN HOME IMPROVEMENTS IN THE NEXT 5 YEARS, PLEASE SUMMARIZE THE LIKELY IMPROVEMENTS:
1	Driveway, paint
2	Window replacement
3	flooring, HVAC
4	Flooring
5	Siding
6	updates
7	Fence, patio
8	Remodels
9	Backyard landscaping \$5,000

10	replace siding and deck
11	Bathrooms
12	Basement, mud room
13	HVAC and new roof
14	Kitchen
15	new siding and windows
16	Bathroom renovation
17	deck repairs
18	flooring, kitchen,
19	Flooring. Bathroom
20	Drywall basement, add shower door
21	I would like to add 6 more feet to master bedroom and make master bath bigger.
22	More work on yard and decks, exterior house repairs-roof and siding, further bathroom remodeling, possible garage build, possible sliding glass door installation, cosmetic upgrades, creating energy efficiency. .
23	Put in a 3 season porch. Replace roof. Replace furnace. Probably replace AC.
24	restoration of kitchen/dining room, some additional storm windows
25	Finish basement
26	Finish basement
27	Update kitchen and/or bathroom. Replace interior doors and trim. Replace front door.
28	Roof, garage, windows
29	Solar Panels
30	Update kitchen
31	windows and roof
32	Bathroom updates, landscaping, cosmetic fixes
33	Additional bathroom updates
34	Carpet, furnace/AC
35	new water softener, water heater , driveway
36	Kitchen remodel
37	Kitchen remodel
38	Build a detached garage, update flooring throughout
39	kitchen and flooring
40	Addition on home
41	new windows and siding
42	TBD
43	Interior updates
44	additions to house, landscaping, appliance repairs/improvements
45	Update bathrooms/kitchen, possible inground pool
46	finish basement, add patio, outdoor landscape/hardscape

47	doors and or windows
48	further complete the backyard and likely finish more of the basement
49	doors, windows, outside landscaping, maybe solar
50	Upgrades
51	windows, siding, doors, gutters
52	We are always making improvements, not sure what will be next
53	Detached Garage
54	Replace driveway, update bathrooms, roof possibly
55	New central air unit
56	Insulation, replace front door
57	Bathroom addition
58	Roof new furnace/air conditioning
59	Garage expansion
60	replacement of the deck, remodel of the living space, addition of roof above front door
61	Windows, landscaping, and flooring
62	New windows, new flooring upstairs, landscaping
63	Cement patio
64	updating hvac interior outside work
65	Additional bathroom, screened in porch
66	Refinish hardwood floors, new carpeting, remodel kitchen
67	Updated fireplace doors, carpet, paint, decking or screen porch
68	Master bathroom
69	New flooring throughout; new appliances
70	Pergola
71	Additional landscaping, repairs, replacements.
72	Bathrooms upgrades.
73	Kitchen, landscaping, basement
74	Windows, Paint or siding, drive way, addition.
75	kitchen remodel
76	New windows
77	New Flooring throughout house and painting
78	Finishing the basement
79	front porch replacement, side sun room, rear deck
80	Updated garage, new roof, landscaping, updated bathroom features
81	Deck, Landscaping
82	remodeling bathroom, updating flooring
83	Roofing/windows
84	Siding carpet

85	Kitchen
86	Flooring, bathroom remodel
87	new furnace and A/C will very likely be needed
88	Deck
89	We will be having fireplace inserts installed this summer and plan continued reinvestment.
90	Replace cement driveway
91	finish basement bathroom, shed, third driveway stall
92	New siding
93	New patio, tile backsplash
94	Screened in porch, possible bathroom or basement cosmetic updates
95	New driveway
96	Exterior patio / improvements. Interior door replacement.
97	Furnace replacement/upgrade and whatever else needs replacing.
98	windows, siding, roof
99	New driveway concrete
100	Finished basement, deck
101	New driveway, new roof
102	update bathrooms
103	Additional 2 car garage with a master suite above it.
104	Addition with new deck
105	New roof
106	Remodel upstairs bathrooms, possibly add on a master bedroom and bathroom over the garage.
107	Finishing a currently unfinished basement
108	update kitchen, master bath, replace carpets, possible porch/sunroom, deck
109	roof and water heater
110	Landscaping, painting
111	Appliances
112	kitchen upgrades
113	Finishing a basement
114	outdoor space
115	Deck, hvac, roof, solar
116	Outdoor living space
117	updates to kitchen; replace external entry stairs
118	pool and/or landscaping
119	Updated AC unit, update kitchen
120	Updating the old materials with new ones. Trim, landscaping, flooring, bathroom renovation
121	New fence
122	Air conditioner, paint

123	Add a cement slab off of deck
124	Finish the basement
125	driveway, exterior, bathroom
126	Expanded backyard patio, finished basement
127	roofing
128	Deck
129	Garage, yard
130	kitchen remodel, new deck/patio
131	Shed
132	Adding a deck
133	Deck
134	Finish the basement
135	Mechanicals
136	replace appliances; replace windows
137	Remodel-Master bed/bath add on, extend garage
138	Space remodels
139	Finish basement
140	Miscellaneous, landscaping, mechanicals
141	Painting, new fence, update deck
142	Bathroom remodel
143	Flooring. Remodel main bathroom
144	Updates
145	Roofing, Windows, Basement remodeling
146	Deck
147	Kitchen remodel
148	Kitchen and master bath renovation
149	New deck
150	Kitchen remodel, Flooring replacement, Bathroom remodel
151	Bathroom
152	Kitchen fence and driveway
153	More landscaping
154	Redo bathroom & stairways
155	3season porch and kitchen reno
156	house windows, siding, bathroom remodel
157	Remodel basement
158	Finishing basement
159	Remodel, landscaping
160	New windows, flooring.

161	three season room
162	Finishing a full kitchen remodel this summer. Need a new driveway. Need radon system installed. Likely need a new water heater. Additional landscaping potentially a new roof
163	Exterior painting
164	Add addition, kitchen remodel
165	Three-season patio
166	Flooring, trim, doors, countertops
167	Windows, furnace, water softener
168	New deck, solar
169	Replace large wrap-around deck
170	New flooring
171	Siding and furnace/ ac and hot water heater
172	Water heater, Furnace, Central Air
173	New windows and carpets
174	Roof, Windows
175	landscaping, finishing basement
176	Deck, bathroom, window, front steps
177	Lots of landscaping, interior remodeling
178	Kitchen remodeling, flooring update
179	roof, kitchen update
180	Kitchen remodel, painting interior of house, new front door, new flooring
181	roof, exterior door(s), interior paint, flooring
182	ac for outbuilding
183	Bathroom, entry way updates
184	New roof
185	Basement remodel to add bathroom and bedroom
186	Flooring, baseboards, and painting
187	outdoor living space
188	New roof
189	bathroom upgrades, appliance upgrades, landscaping (trees)
190	Finish basement
191	driveway replacement, roof, windows
192	New front door
193	Adding a kitchenette and making a room a legal bedroom
194	Siding, Roofing
195	replace flooring, add storm door, fix weatherstripping to garage door, landscaping
196	Possibly 3 season porch
197	Roof, landscaping
198	Redo a bathroom

199	Kitchen remodel
200	New doors, woodwork and kitchen cabinetry
201	new roof
202	Screen in porch, basement remodel
203	Windows
204	New floors and redo bassment
205	expand deck
206	update kitchen and bathroom
207	Bathroom remodel
208	Flooring
209	Kitchen Update
210	Landscaping and new driveway
211	Finish basement
212	Finish our basement
213	flooring and bathroom remodel
214	Bathrooms
215	Carpeting or other internal remodeling, deck, landscaping
216	New Roof
217	flooring
218	finish the basement
219	flooring, basement, etc.
220	Unsure
221	Windows
222	Fix backyard
223	Roof
224	New windows - carpet - remodel bathrooms
225	Remodel
226	bathroom remodels
227	windows, updating
228	update bathrooms
229	solar panels
230	Additional replacement windows
231	Interior updates
232	Repair chimney, trim tress, remove tree stumps, cut down dead tree, renovate kitchen, repaint interior, landscaping
233	Remodeled kitchen, additional bedroom/addition to house, remodel master bath, new roof
234	Remodel kitchen and bathrooms, possibly expand home and add bigger deck.
235	new flooring, cabinet built ins
236	Either finish basement or screened in porch

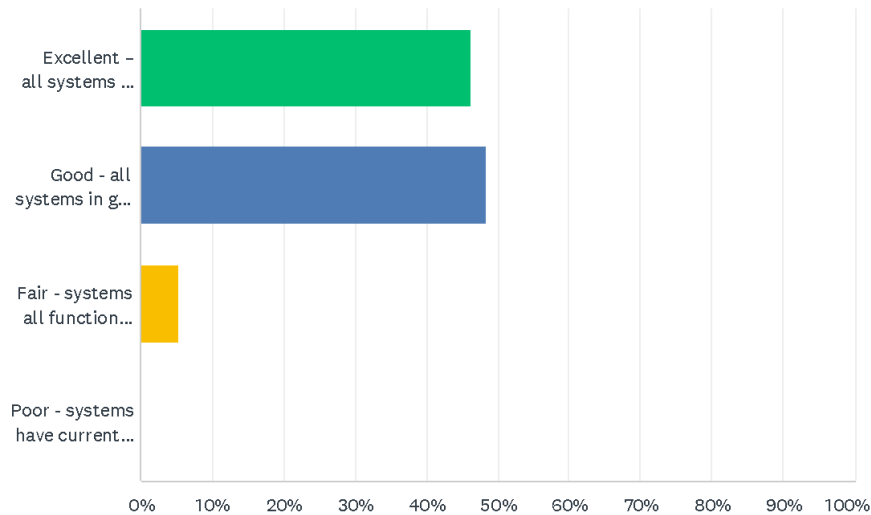
237	Normal upkeep. Landscaping, repairs, etc.
238	New roof, siding and front door.
239	New furnace, A/C, and water heater
240	paver patio, 3 season porch, exterior door from garage.
241	Landscaping
242	On-going updates to interior and exterior based on age of home is approximately 20 years old.
243	roof, possibly expand kitchen, replace deck
244	Deck, updates
245	Basement
246	Finish our currently unfinished basement.
247	Replace central air, potentially may need to repair or replace roof
248	Finishing the basement
249	Screen porch
250	Driveway repair, carpet
251	new roof, kitchen refinishing
252	Replace roof, add solar panels
253	Roof
254	finishing the basements, adding outdoor patio
255	Redo basement
256	Other updates
257	Lot leveling, 3 season porch, redo master bath
258	bathroom renovation, roof
259	Kitchen and bath updates, flooring updates
260	2 bathroom remodels
261	Build out space above garage, expand basement
262	Backyard improvements
263	Furnace, Roof, Deck, Fence
264	floors
265	Exterior improvements (new deck)
266	Basement
267	Finishing basement and landscaping
268	Remodel
269	Basement
270	new doors, windows; possible floor updates
271	Bathroom remodels, landscaping
272	Finished basement adding another bathroom, bedroom/office and family room
273	kitchen and flooring upgrade
274	bathroom updates, kitchen

275	bedroom/bathroom
276	Misc room updates
277	Adding on a 4 season porch.
278	bathroom, additional bedroom
279	Finish Basement
280	windows and siding
281	we would like to remodel the master bath
282	Finish basement, improve garage
283	Refinish wood floors, replace carpeting, cosmetic repairs.
284	finish basement
285	Kitchen upgrades, lawn improvements
286	Finish the basement
287	Kitchen remodel, first floor remodel
288	Potential screened porch addition and deck replacement
289	Kitchen and deck patio renovation.
290	Expand deck and outdoor living space, update office
291	Patio
292	New Kitchen
293	Addition
294	New flooring, bathroom & kitchen updates
295	Landscaping, doors
296	Master bedroom and bathroom
297	New deck, potentially renovated kitchen and bathroom.
298	Soon to fix drainage on one side of house and add patios, increase landscaping as well as gardens.
299	Windows
300	deck, roof, fireplace
301	Finish the basement
302	Painting, plumbing
303	Updating livingroom, bathroom, basement
304	other upgrades
305	New doors; remodel bathrooms; replace water heater
306	continued landscaping
307	Landscaping. Fencing.
308	upgrades from builder grade materials
309	remodel bathroom, new driveway and walk way
310	Deck, floor replacement, doors
311	kitchen remodel, basement finishing
312	New water heater, windows, exterior doors, kitchen remodel, landscaping and garage

313	New garage doors, new windows for house, finish remainder of basement		
314	Roof, mechanicals		
315	driveway, front entrance, painting, flooring		
316	New porch and deck, vermiculite removal, crawl space repairs		
317	Finished basement		
318	New countertops		
319	not sure		
320	Flooring, appliances, patio		
321	Deck, bedroom improvements, basement improvements		
322	Landscaping		
323	New roof, replace 3 doors that are giving out, replace carpet		
324	solar panels		
325	Landscaping and curb appeal, painting interior, new front door, possibly new windows, master bath remodel		
326	Windows, landscaping, bathrooms		
327	Screen porch		
328	New roof and gas fireplace		
329	\$13,000		
330	Egress window, new driveway		
331	Landscaping. Basement Remodel		
332	Deck, roof		
333	Screen porch		
334	Finish basement/landscaping		
335	Deck and patio		
336	Deck/landscaping and Finishing basement		
337	We may opt for a patio extension off of our deck.		
338	Deck		
339	Hope to finish off basement		
340	Add a patio		
341	Finish the basement		
342	Basement		
343	Mud room	350	?
344	Concrete patio. New deck	351	New Windows, new deck
345	3/4 season room	352	Deck screenporch
346	Landscaping	353	Hvac
347	Landscaping	354	New siding and windows
348	kitchen	355	updates, remodel of kitchen
349	Patio extension	356	window replacement, Air Conditioner

Q44 What is the condition of your home or apartment? Consider both the building systems (plumbing, heating, electrical) and the interior and exterior finishes (roofing, siding, paint, flooring, counter tops, etc.).

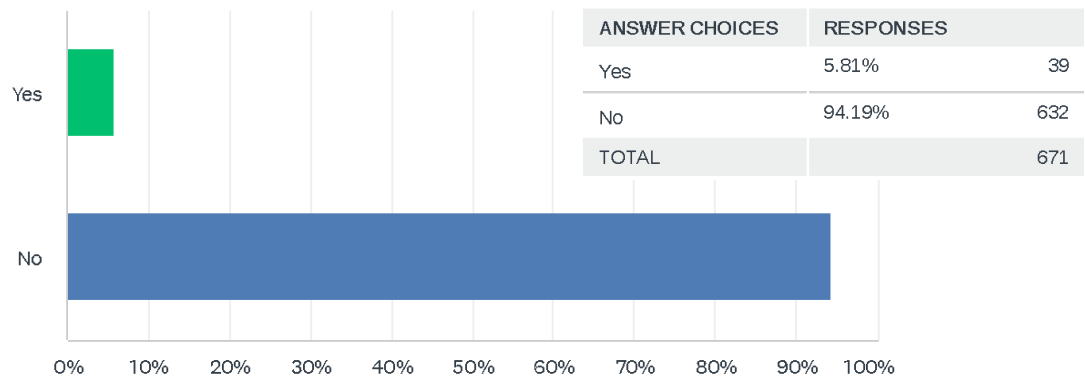
Answered: 621 Skipped: 166



ANSWER CHOICES	RESPONSES	
Excellent – all systems and finishes in good repair	46.22%	287
Good - all systems in good repair, but finishes are showing some signs of age and/or wear	48.47%	301
Fair - systems all functional but with recurring or impending repair needs, but the unit is safe; some finishes are visibly worn or dated	5.31%	33
Poor - systems have current or frequent repair needs, some finishes are significantly worn and unsightly, there are building code violations and/or safety concerns	0.00%	0
TOTAL		621

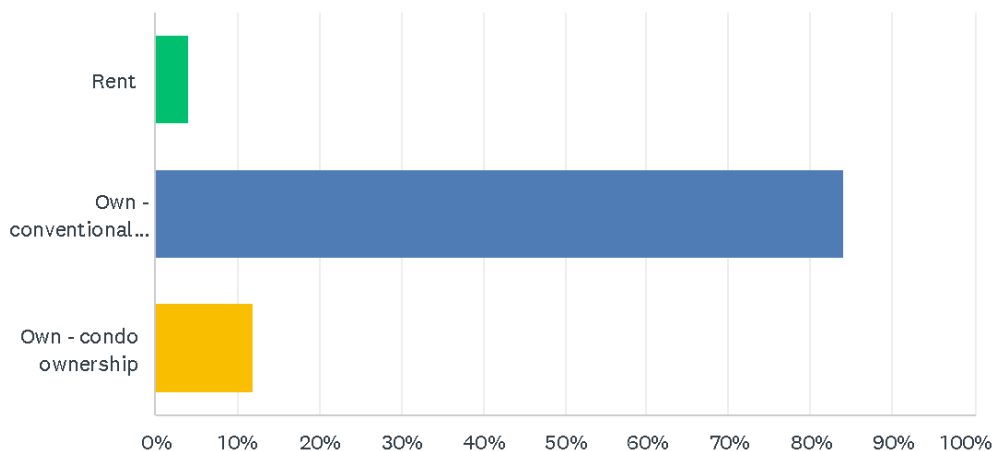
Q45 In the past 5 years, have you had to forego other needs such as food, healthcare, or childcare to ensure you could continue to pay for your housing?

Answered: 671 Skipped: 116



Q46 If you were to move in the next 5 years, would you rather rent or own your housing?

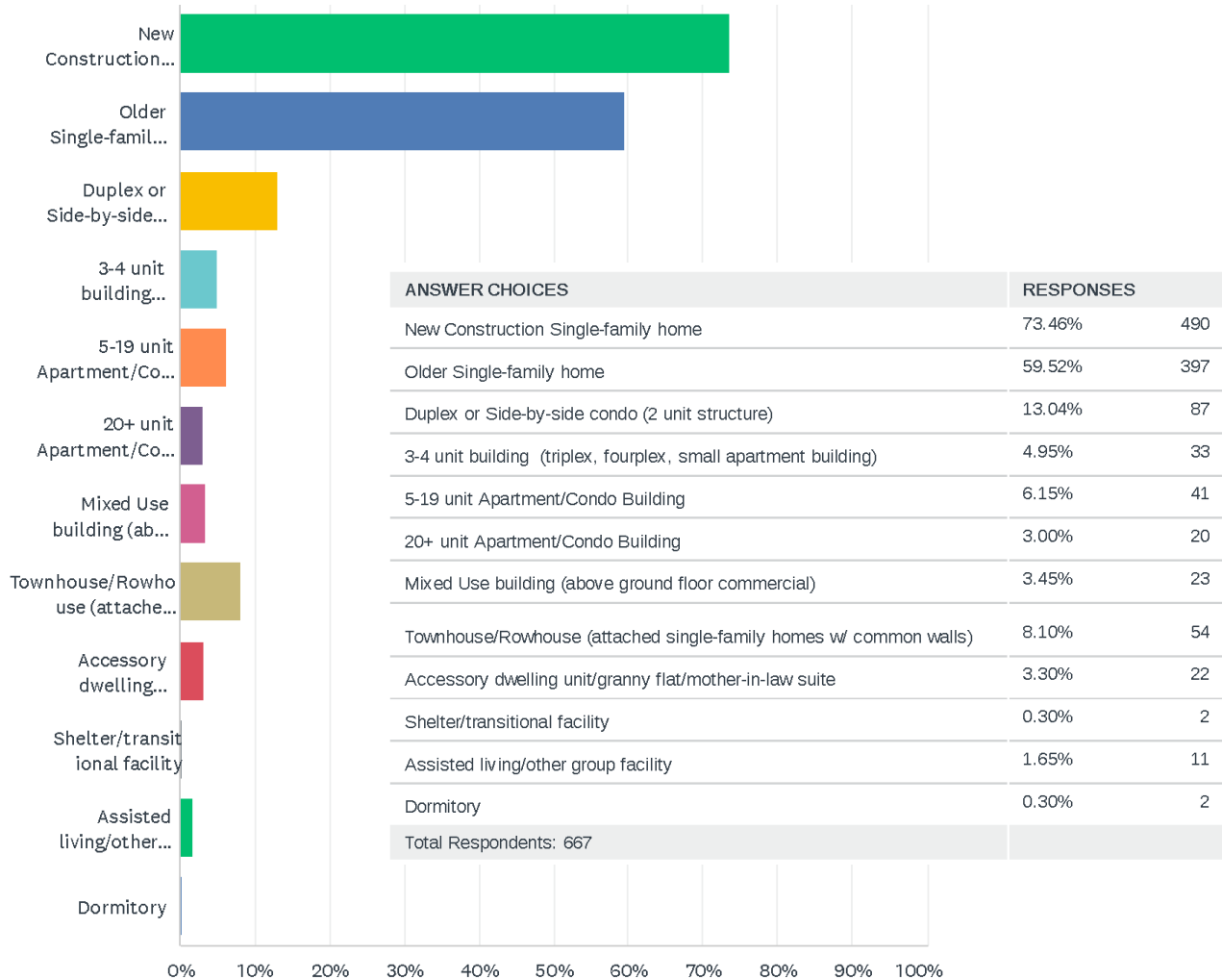
Answered: 675 Skipped: 112



ANSWER CHOICES	RESPONSES	
Rent	4.15%	28
Own - conventional ownership	84.00%	567
Own - condo ownership	11.85%	80
TOTAL		675

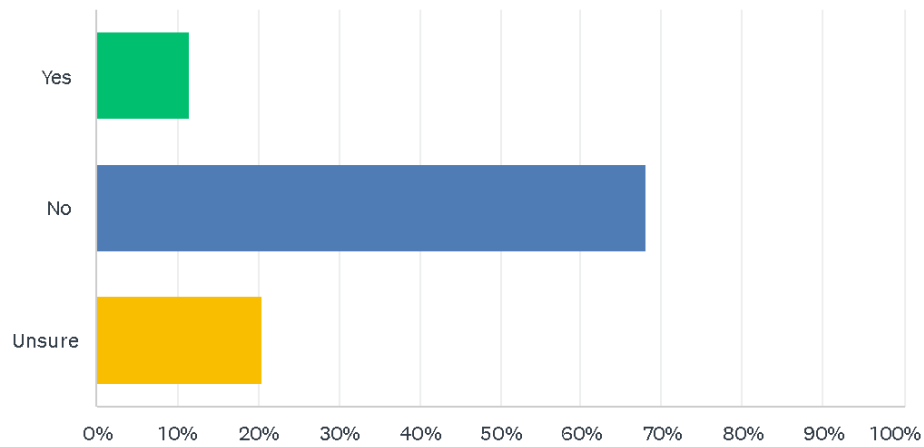
Q47 If you were to move in the next 5 years, what type of structure types would appeal to you? check all that apply.

Answered: 667 Skipped: 120



Q48 Are you currently planning to purchase a home somewhere in the next 2-3 years?

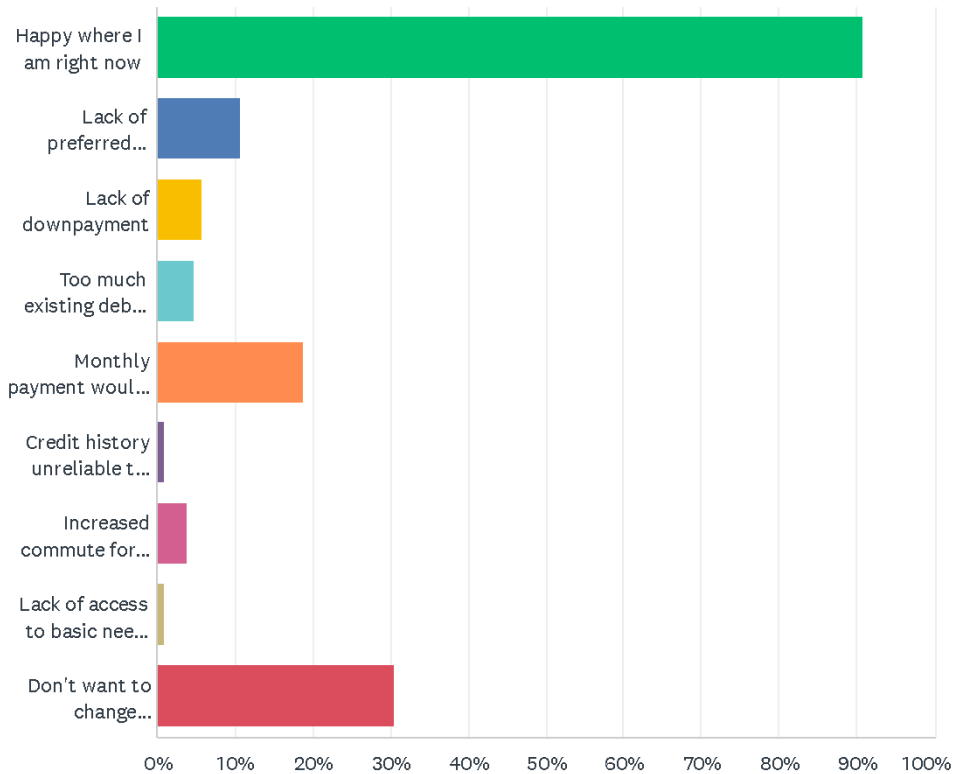
Answered: 685 Skipped: 102



ANSWER CHOICES	RESPONSES	
Yes	11.53%	79
No	68.03%	466
Unsure	20.44%	140
TOTAL		685

Q49 What are the main barriers to purchasing a home? Select all that apply.

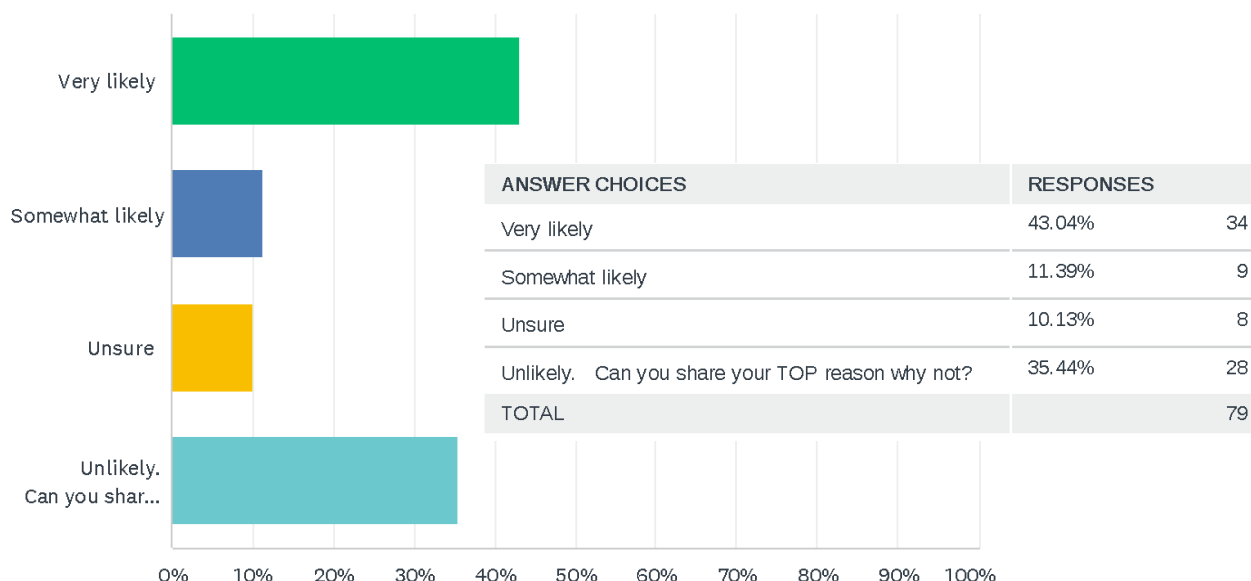
Answered: 450 Skipped: 337



ANSWER CHOICES	RESPONSES	
Happy where I am right now	90.89%	409
Lack of preferred dwelling type	10.67%	48
Lack of downpayment	5.78%	26
Too much existing debt (student loans, car loans, etc.)	4.67%	21
Monthly payment would be too high/unaffordable	18.67%	84
Credit history unreliable to secure loan	0.89%	4
Increased commute for other household members	3.78%	17
Lack of access to basic need amenities (grocery stores, shopping, etc.)	0.89%	4
Don't want to change schools/district	30.44%	137
Total Respondents: 450		

Q50 How likely are you to purchase your next home in McFarland?

Answered: 79 Skipped: 708

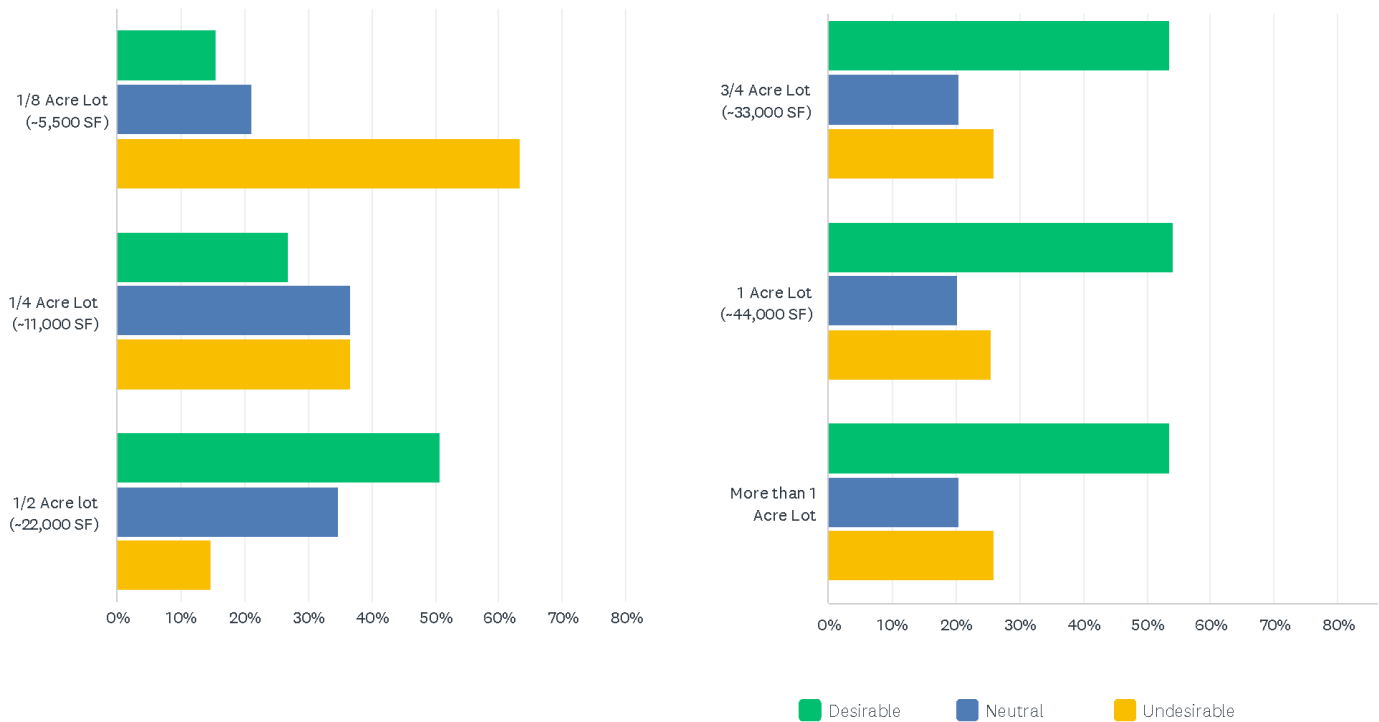


#	UNLIKELY. CAN YOU SHARE YOUR TOP REASON WHY NOT?
1	Only Veridian available
2	Property taxes Are too high
3	Cost of homes has gone up far too much
4	Cost of living
5	We plan on moving out of Dane County.
6	Lack of restaurants and children parks (l.e. splash pads)
7	Looking for 2 or more acres for privacy
8	Village spends too much money
9	No lots other than Veridian available. Also want to be closer to our daughter
10	Schools are not the same since covid
11	There isnt enough country dwellings in McFarland

12	too expensive to buy a newer home
13	Relocate out of state
14	We prefer to live in a more rural area
15	It's a pass through community. Only here for schools. Village board makes horrible decisions at times. Main
16	Moving closer to other family members
17	Want to move out of Dane Co
18	We are probably moving out of the state. Otherwise McFarland would be our choice of purchase.
19	It's too expensive
20	The fucking dump
21	Second home, vacation home
22	Dane county taxes
23	Too far of a commute to the places we need to travel
24	Although I'd love to stay here, I can't afford to buy in McFarland.
25	Purchasing family home on farm.
26	There is nothing in my price range.
27	Affordability
28	too expensive

Q51 What size of a lot are you looking for in this next purchase?

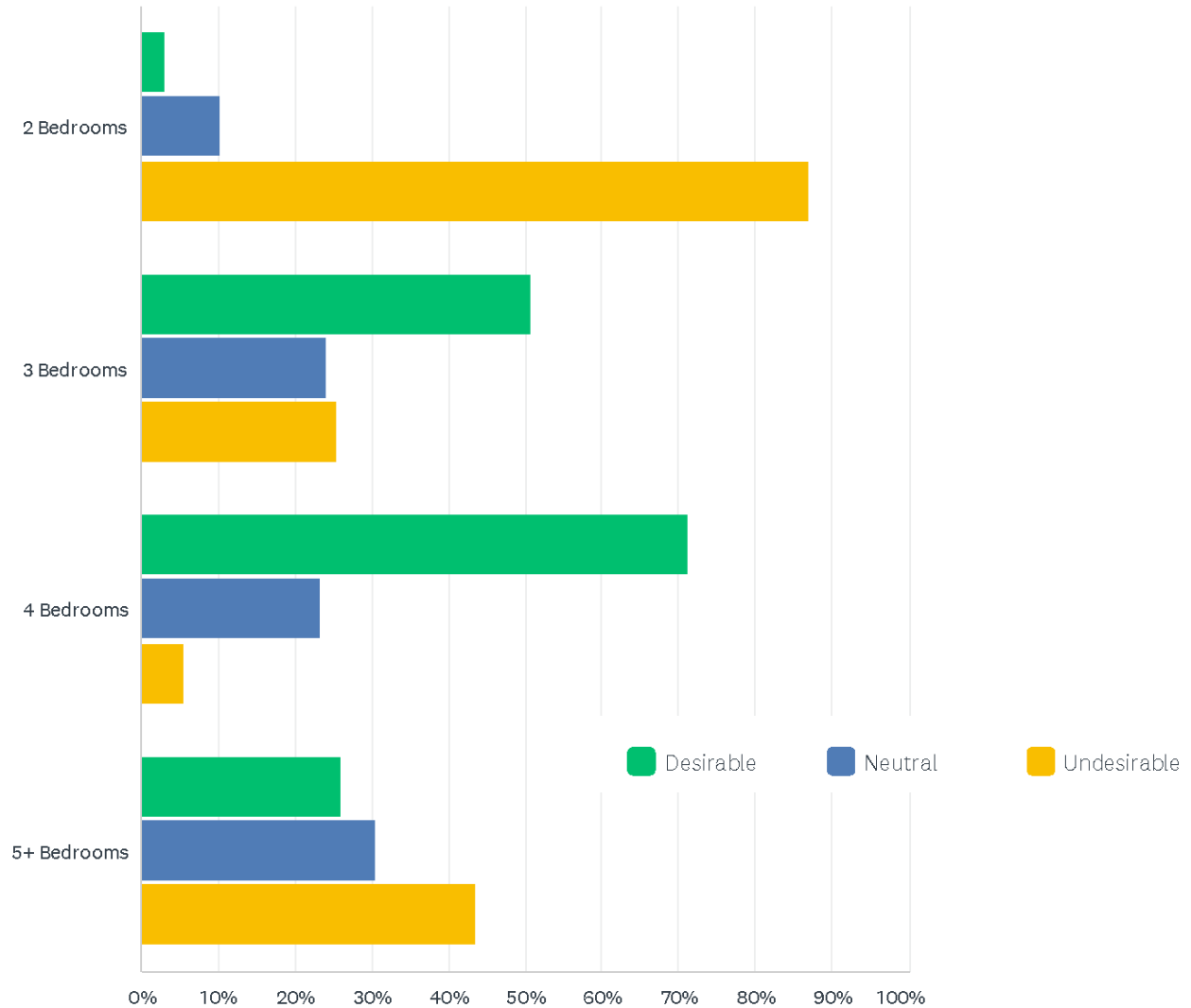
Answered: 77 Skipped: 710



	DESIRABLE	NEUTRAL	UNDESIRABLE	TOTAL	WEIGHTED AVERAGE
1/8 Acre Lot (~5,500 SF)	15.49% 11	21.13% 15	63.38% 45	71	3.32
1/4 Acre Lot (~11,000 SF)	26.76% 19	36.62% 26	36.62% 26	71	2.83
1/2 Acre lot (~22,000 SF)	50.67% 38	34.67% 26	14.67% 11	75	2.13
3/4 Acre Lot (~33,000 SF)	53.42% 39	20.55% 15	26.03% 19	73	2.19
1 Acre Lot (~44,000 SF)	54.05% 40	20.27% 15	25.68% 19	74	2.18
More than 1 Acre Lot	53.42% 39	20.55% 15	26.03% 19	73	2.19

Q52 How many bedrooms are you looking for in this next purchase?

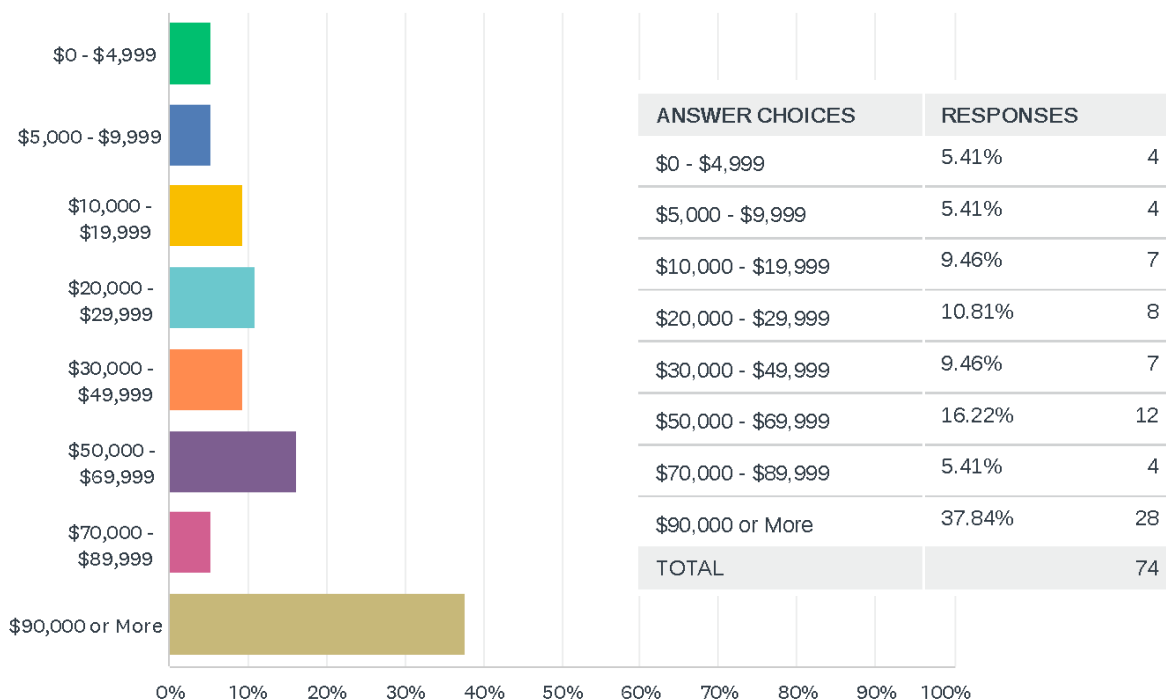
Answered: 78 Skipped: 709



	DESIRABLE	NEUTRAL	UNDESIRABLE	TOTAL	WEIGHTED AVERAGE
2 Bedrooms	2.90% 2	10.14% 7	86.96% 60	69	3.81
3 Bedrooms	50.67% 38	24.00% 18	25.33% 19	75	2.24
4 Bedrooms	71.23% 52	23.29% 17	5.48% 4	73	1.63
5+ Bedrooms	26.09% 18	30.43% 21	43.48% 30	69	2.91

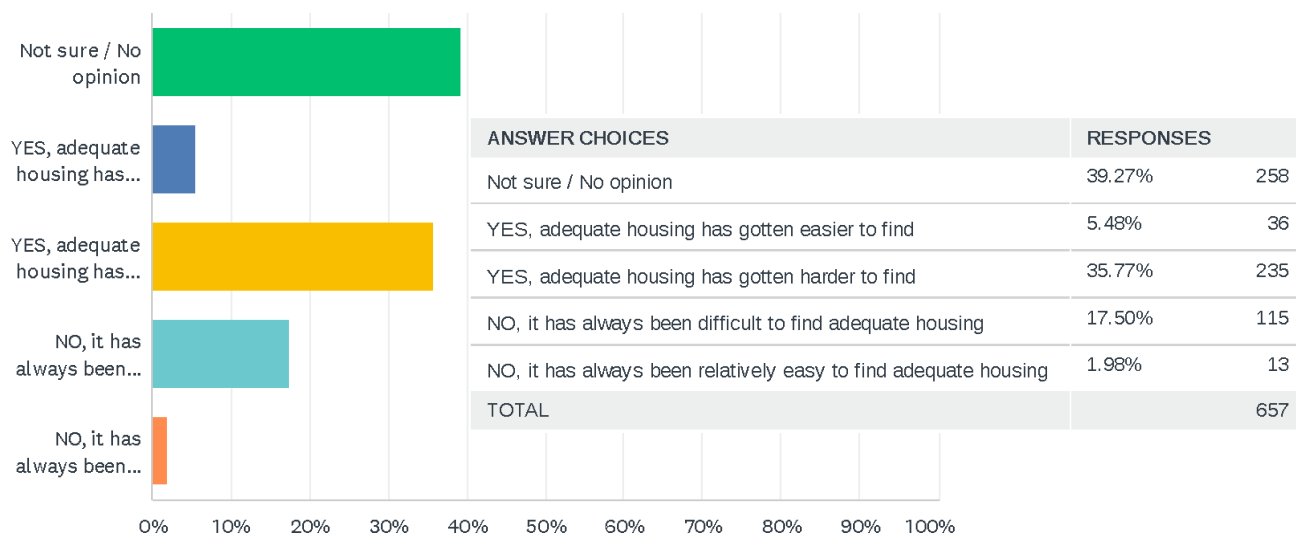
Q53 How much down payment will you likely have available for purchasing a new home?

Answered: 74 Skipped: 713



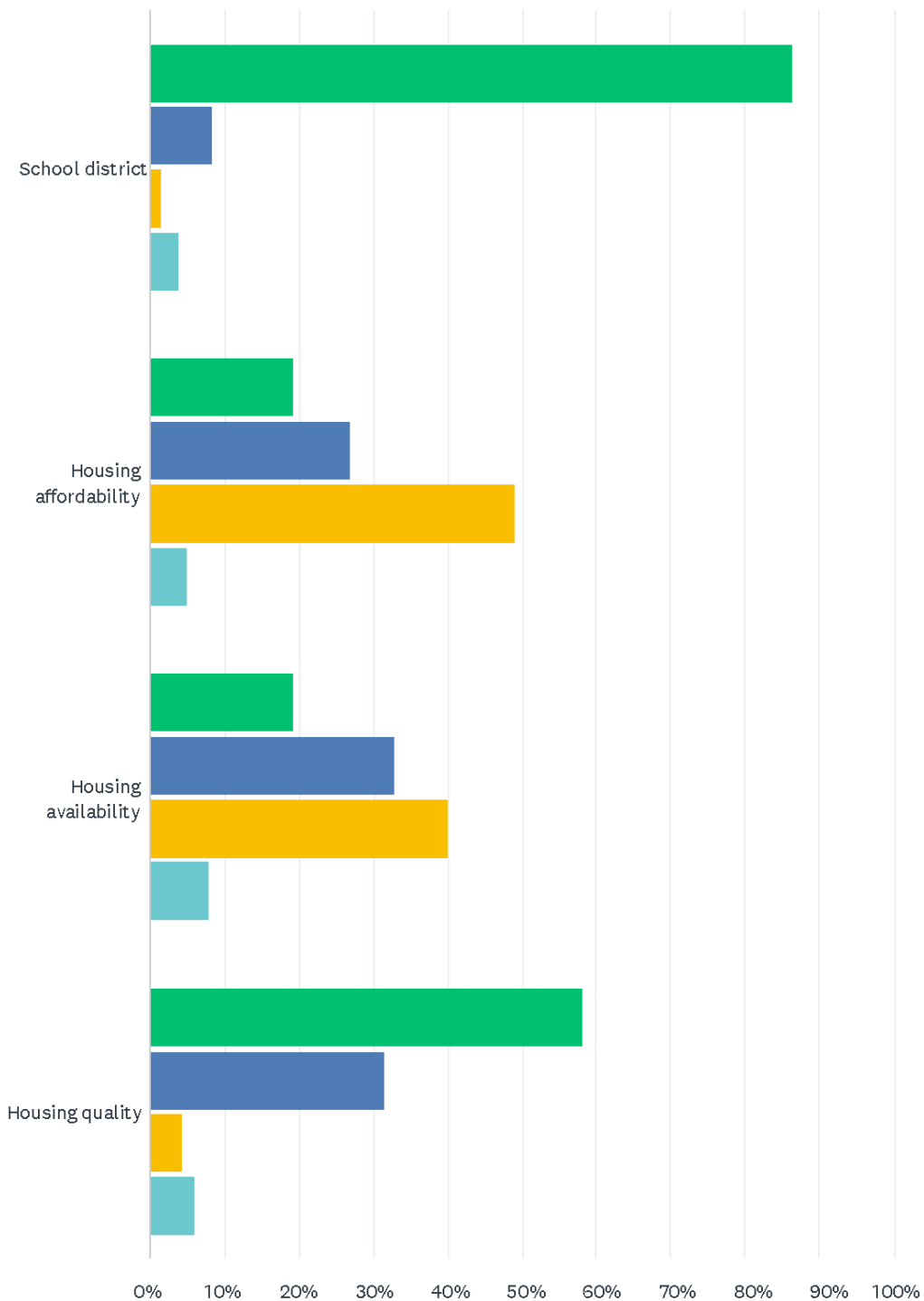
Q54 Have you perceived changes in housing options and availability in McFarland over the past 5 years?

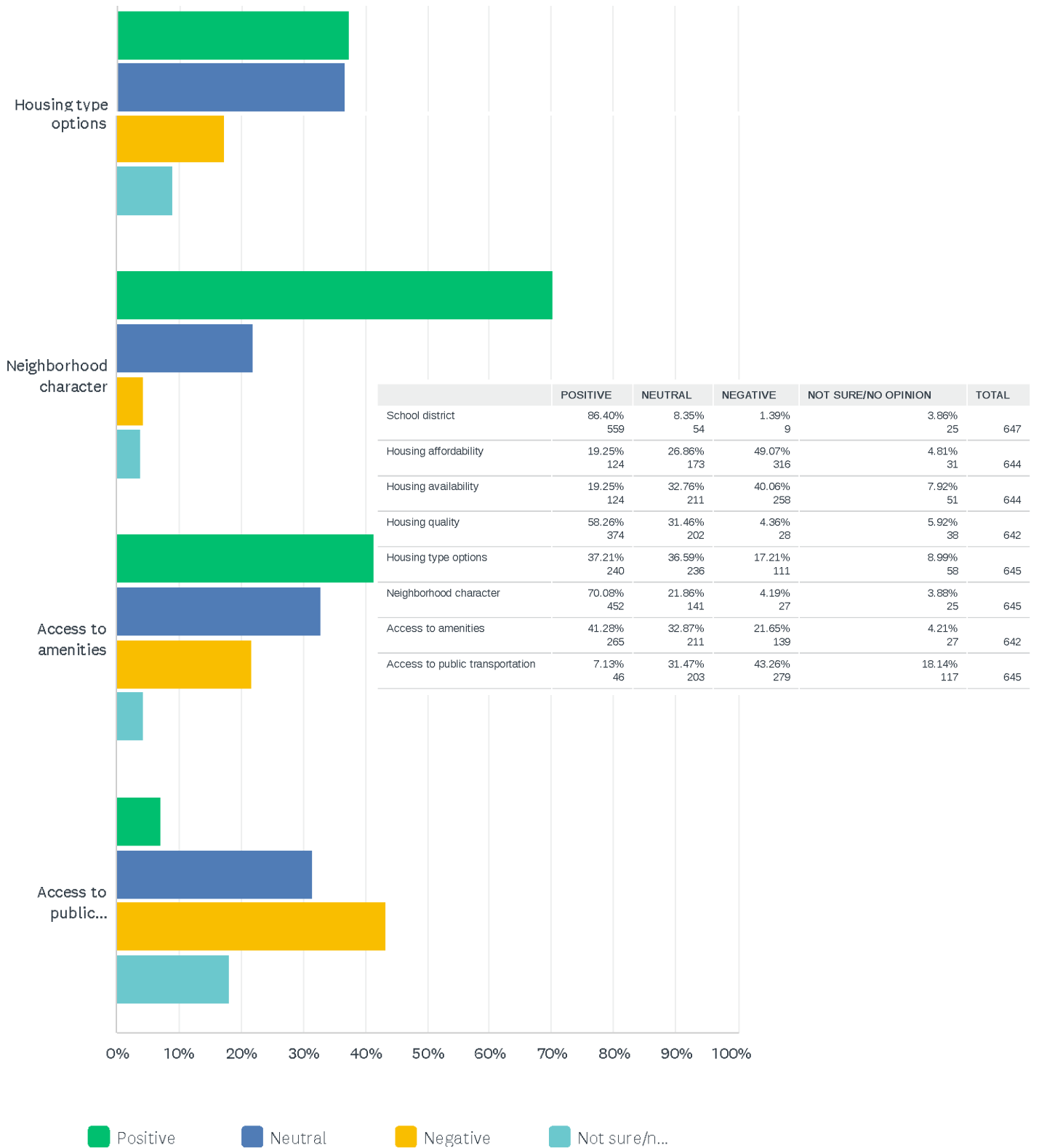
Answered: 657 Skipped: 130



Q55 In your opinion, what effect do each of the following issues have on decisions to choose housing in McFarland?

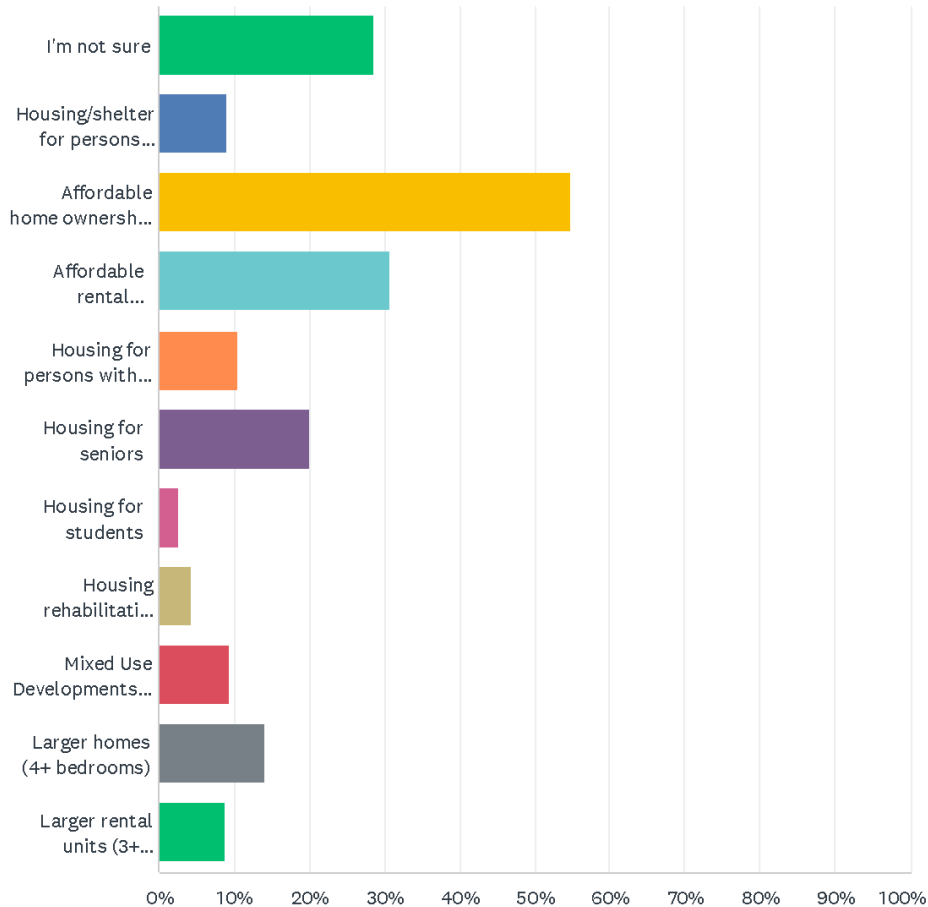
Answered: 652 Skipped: 135





Q56 In your opinion, what are the greatest unmet housing needs in McFarland right now? (select up to 3)

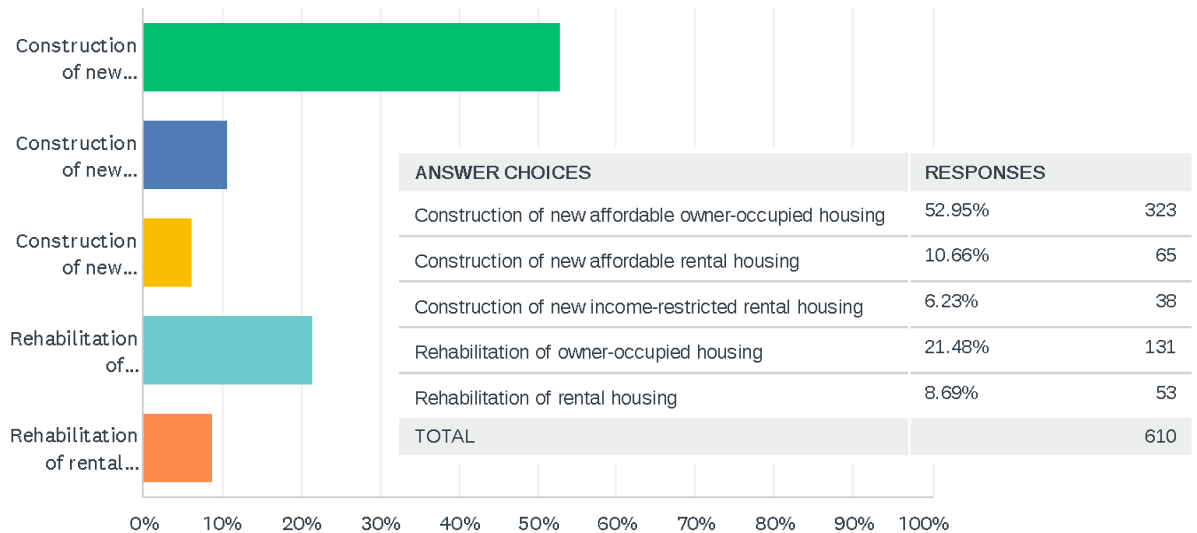
Answered: 646 Skipped: 141



ANSWER CHOICES	RESPONSES	
I'm not sure	28.48%	184
Housing/shelter for persons experiencing homelessness	8.98%	58
Affordable home ownership opportunities	54.80%	354
Affordable rental opportunities	30.65%	198
Housing for persons with disabilities/special needs	10.37%	67
Housing for seniors	19.97%	129
Housing for students	2.63%	17
Housing rehabilitation (poor quality of housing)	4.18%	27
Mixed Use Developments (residential above ground floor commercial)	9.29%	60
Larger homes (4+ bedrooms)	14.09%	91
Larger rental units (3+ bedrooms)	8.67%	56
Total Respondents: 646		

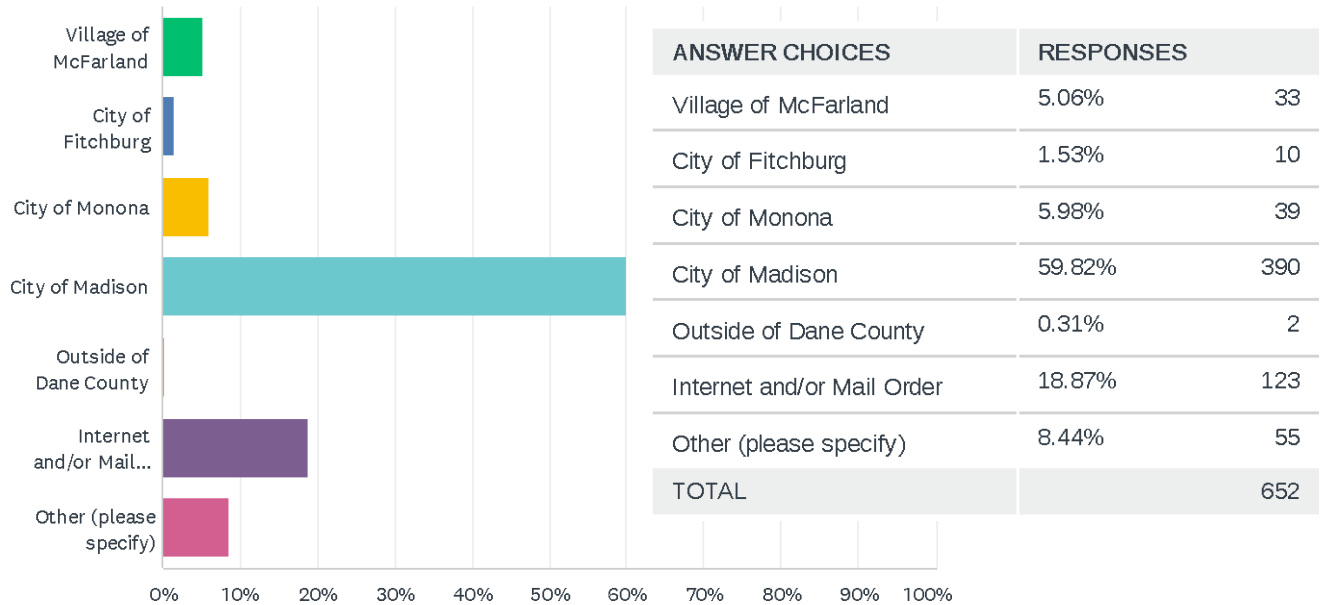
Q57 If the Village were to use/create programs that target a specific housing type, is there a specific type of investment you feel would have the GREATEST benefit to McFarland?

Answered: 610 Skipped: 177



Q58 Where do you do most of your NON-GROCERY shopping?

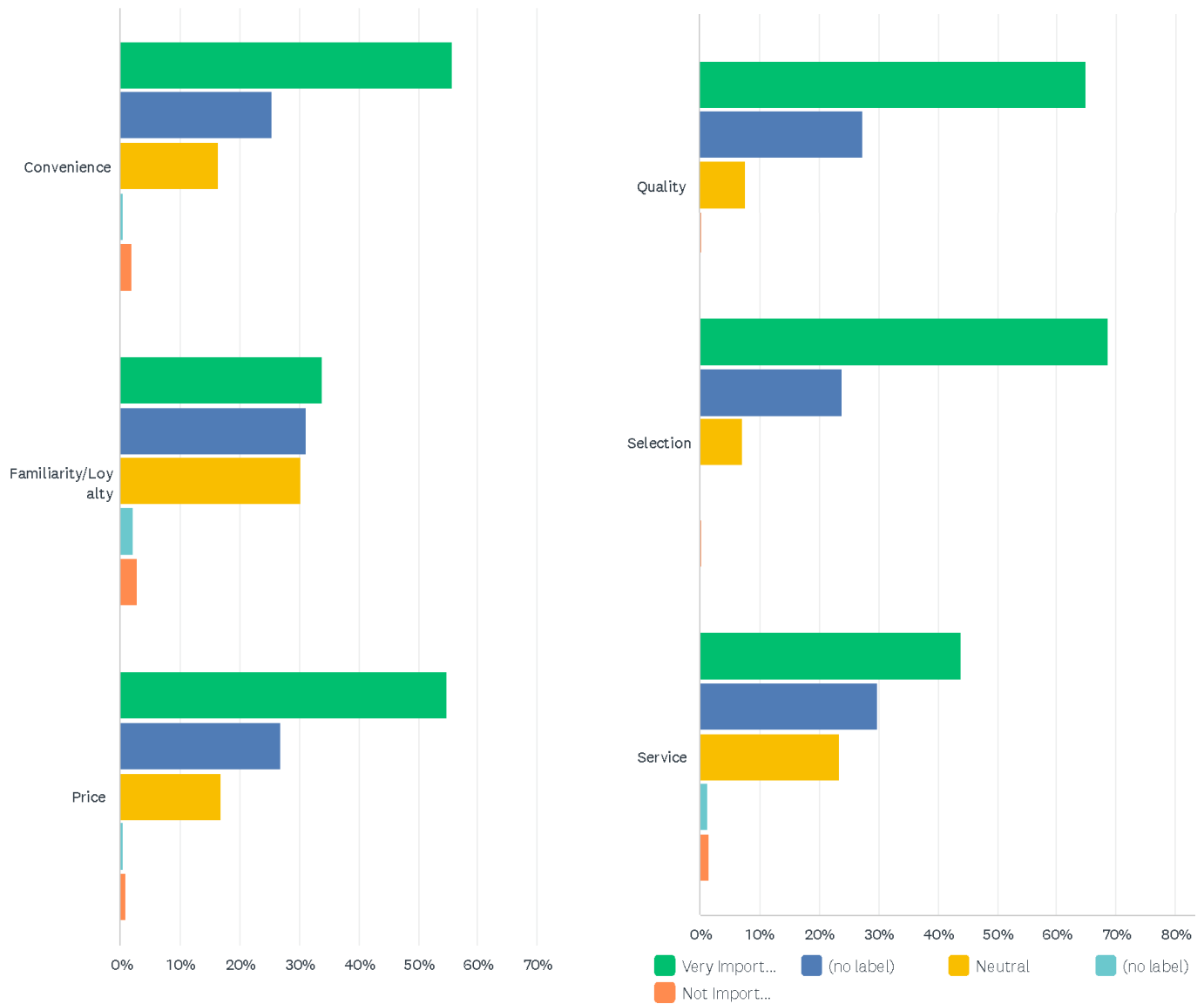
Answered: 652 Skipped: 135



#	OTHER (PLEASE SPECIFY)				
		18	Sun Prairie	36	sun prairie
1	Stoughton	19	Sun Prairie	37	Milwaukee
2	Sun Prairie	20	stoughton	38	Sun Prairie
3	Sun Prairie	21	Stoughton or monona	39	Sun Prairie
4	Sun Prairie	22	Sun Prairie	40	Stoughton
5	Sun Prairie	23	Stoughton	41	Sun Prairie
6	Stoughton	24	Wal-Mart and Amazon	42	Stoughton, sun Prairie or Amazon
7	Sun Prairie	25	Sun Prairie	43	Costco Sun P
8	City of Middleton	26	Stoughton	44	Sun prairie
9	Amazon	27	Sun Prairie	45	Stoughton
10	West Towne, Sun Prairie	28	Stoughton	46	Stoughton
11	Sun Prairie	29	Stoughton	47	Stoughton
12	Sun Prairie	30	Sun Prairie	48	Sun Prairie
13	All around Dane County and online	31	Stoughton	49	Stoughton / Sun Prairie
14	Beaver Dam, WI	32	Stoughton	50	Madison Area
15	Stoughton	33	Stougjton sin prairie	51	Stoughton
16	City of Stoughton	34	Stoughton Walmart or Monona	52	Stoughton
17	City of sun prairie	35	Sun Prairie	53	Amazon
..	- - -			54	Stoughton
				55	Stoughton

What are important factors that lead you to shop where you do?

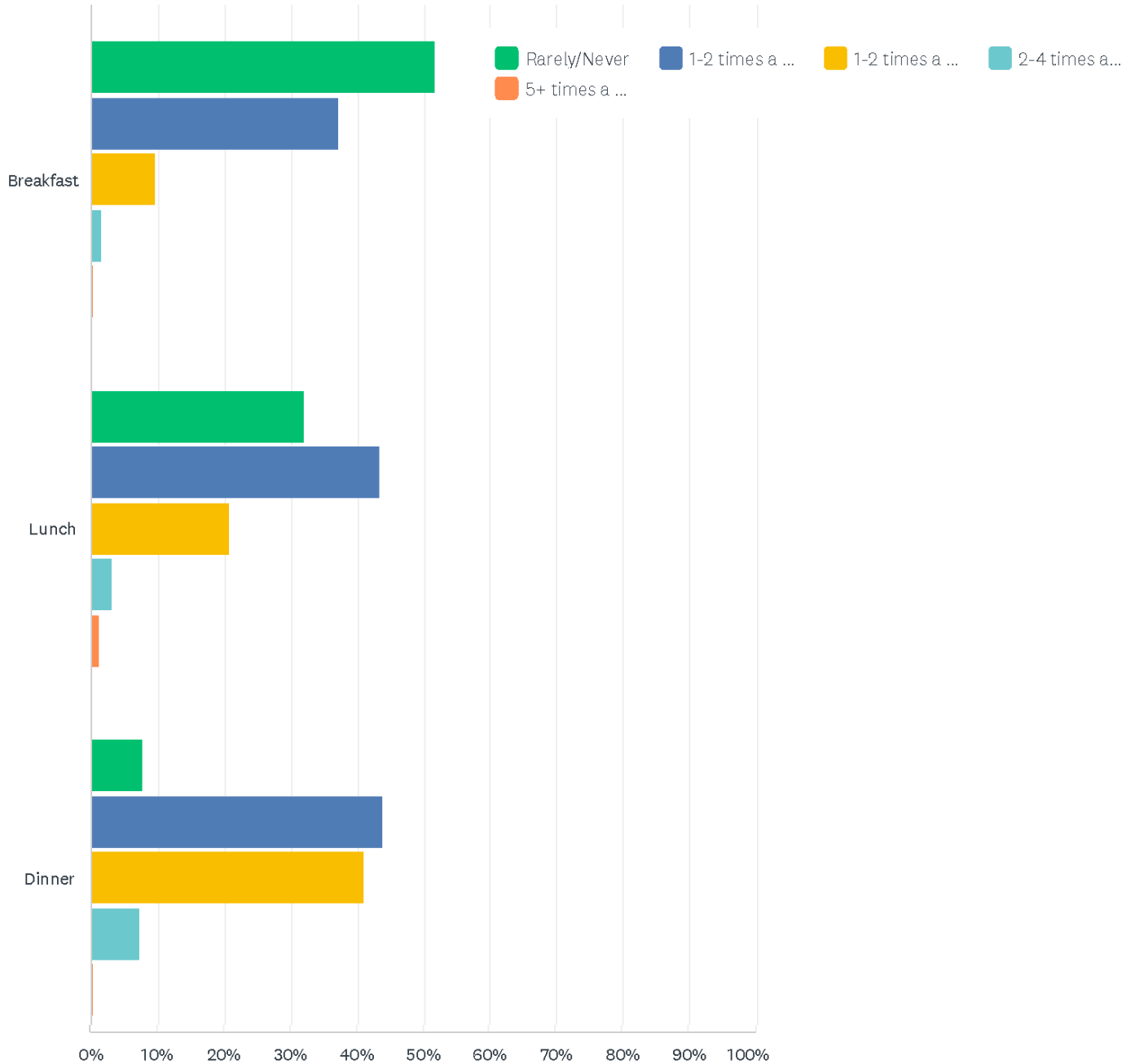
Answered: 650 Skipped: 137



	VERY IMPORTANT	(NO LABEL)	NEUTRAL	(NO LABEL)	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Convenience	55.66% 359	25.43% 164	16.43% 106	0.47% 3	2.02% 13	645	1.68
Familiarity/Loyalty	33.80% 216	31.14% 199	30.20% 193	2.03% 13	2.82% 18	639	2.09
Price	54.81% 353	26.86% 173	16.93% 109	0.47% 3	0.93% 6	644	1.66
Quality	64.75% 417	27.33% 176	7.61% 49	0.00% 0	0.31% 2	644	1.44
Selection	68.62% 444	23.96% 155	7.11% 46	0.00% 0	0.31% 2	647	1.39
Service	44.01% 283	29.86% 192	23.48% 151	1.24% 8	1.40% 9	643	1.86

Q60 How often do go out to a restaurant/eatery for...?

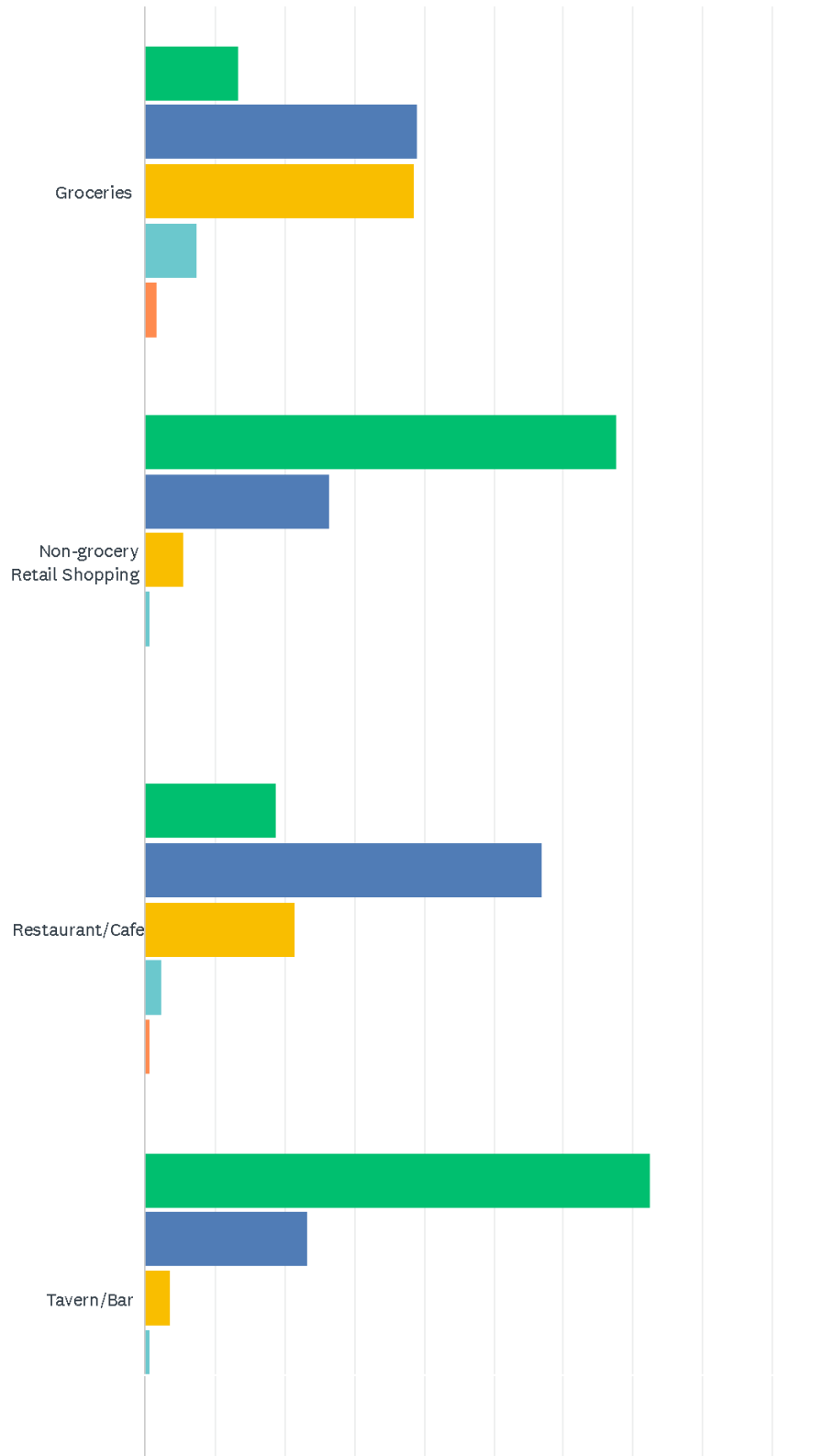
Answered: 645 Skipped: 142

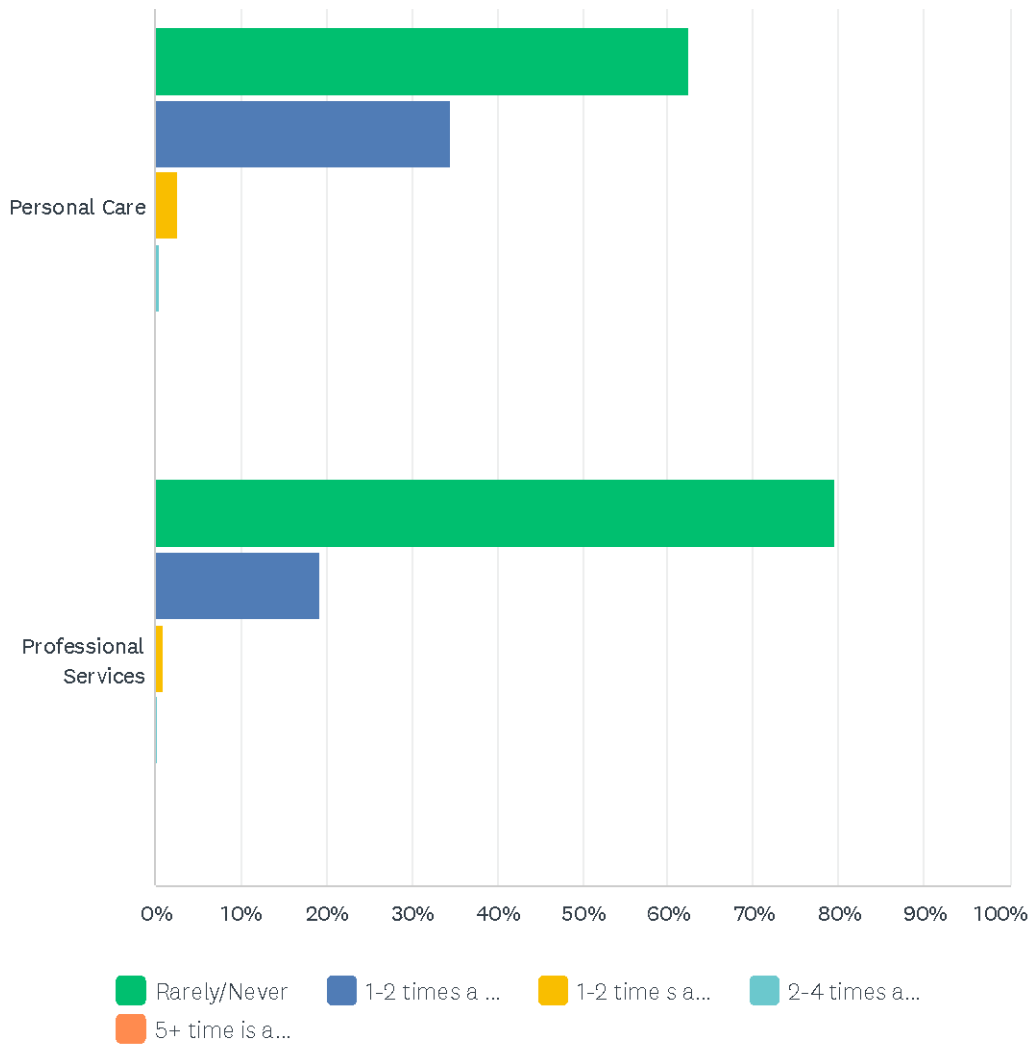


	RARELY/NEVER	1-2 TIMES A MONTH	1-2 TIMES A WEEK	2-4 TIMES A WEEK	5+ TIMES A WEEK	TOTAL	WEIGHTED AVERAGE
Breakfast	51.57% 328	37.11% 236	9.59% 61	1.57% 10	0.16% 1	636	1.62
Lunch	31.92% 203	43.24% 275	20.75% 132	2.99% 19	1.10% 7	636	1.98
Dinner	7.64% 49	43.68% 280	41.03% 263	7.33% 47	0.31% 2	641	2.49

Q61 How often do you shop in McFarland for the following?

Answered: 652 Skipped: 135

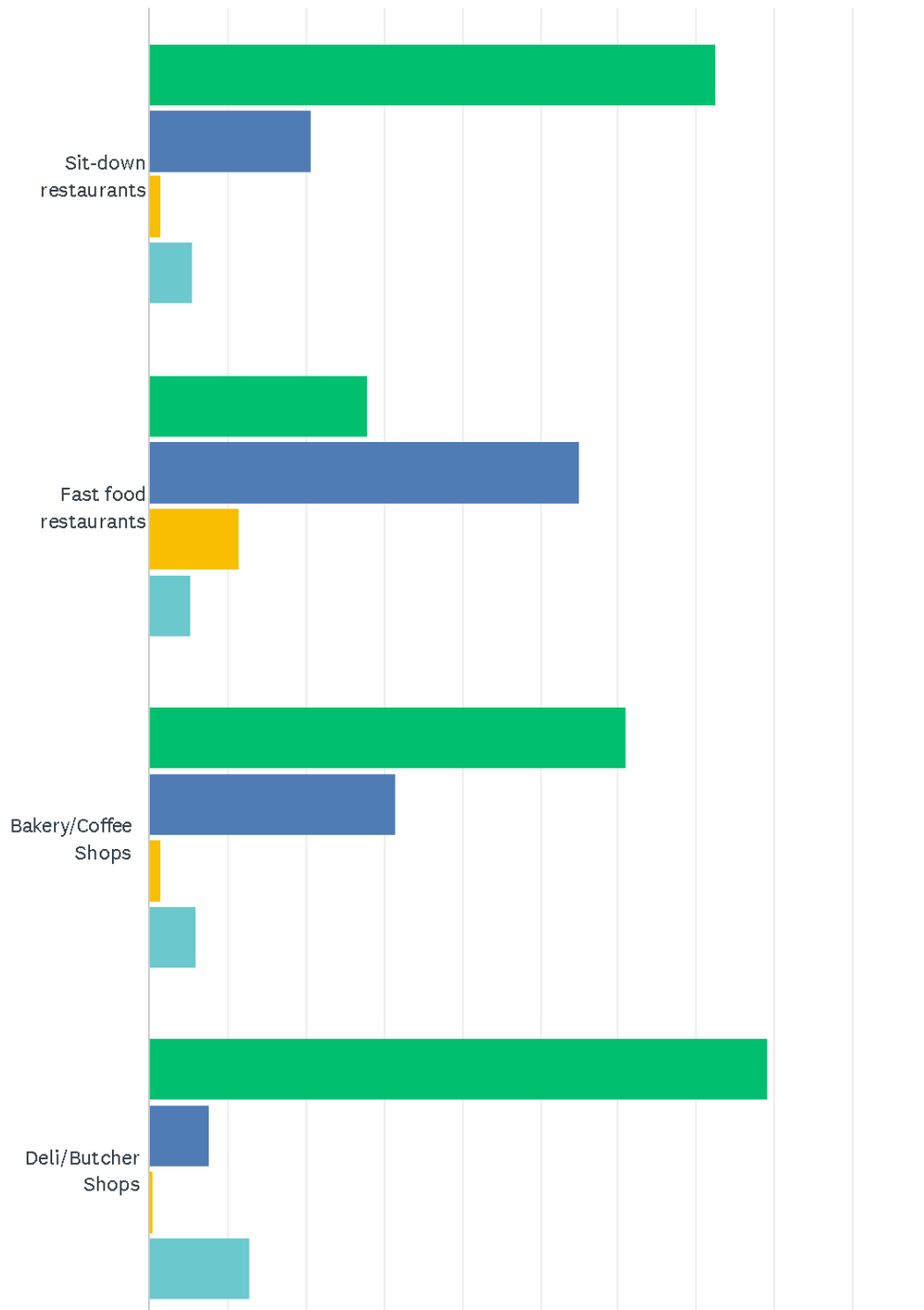


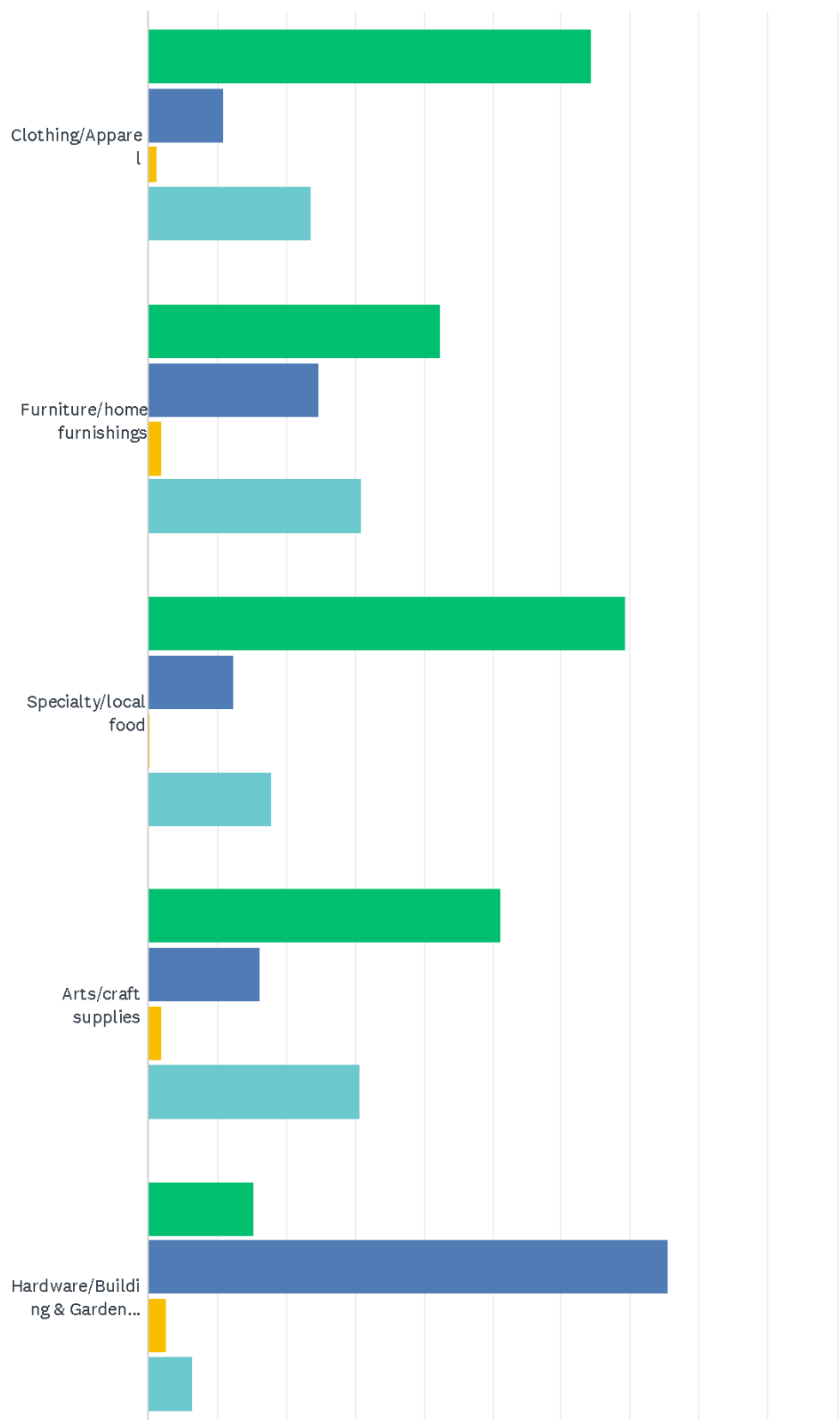


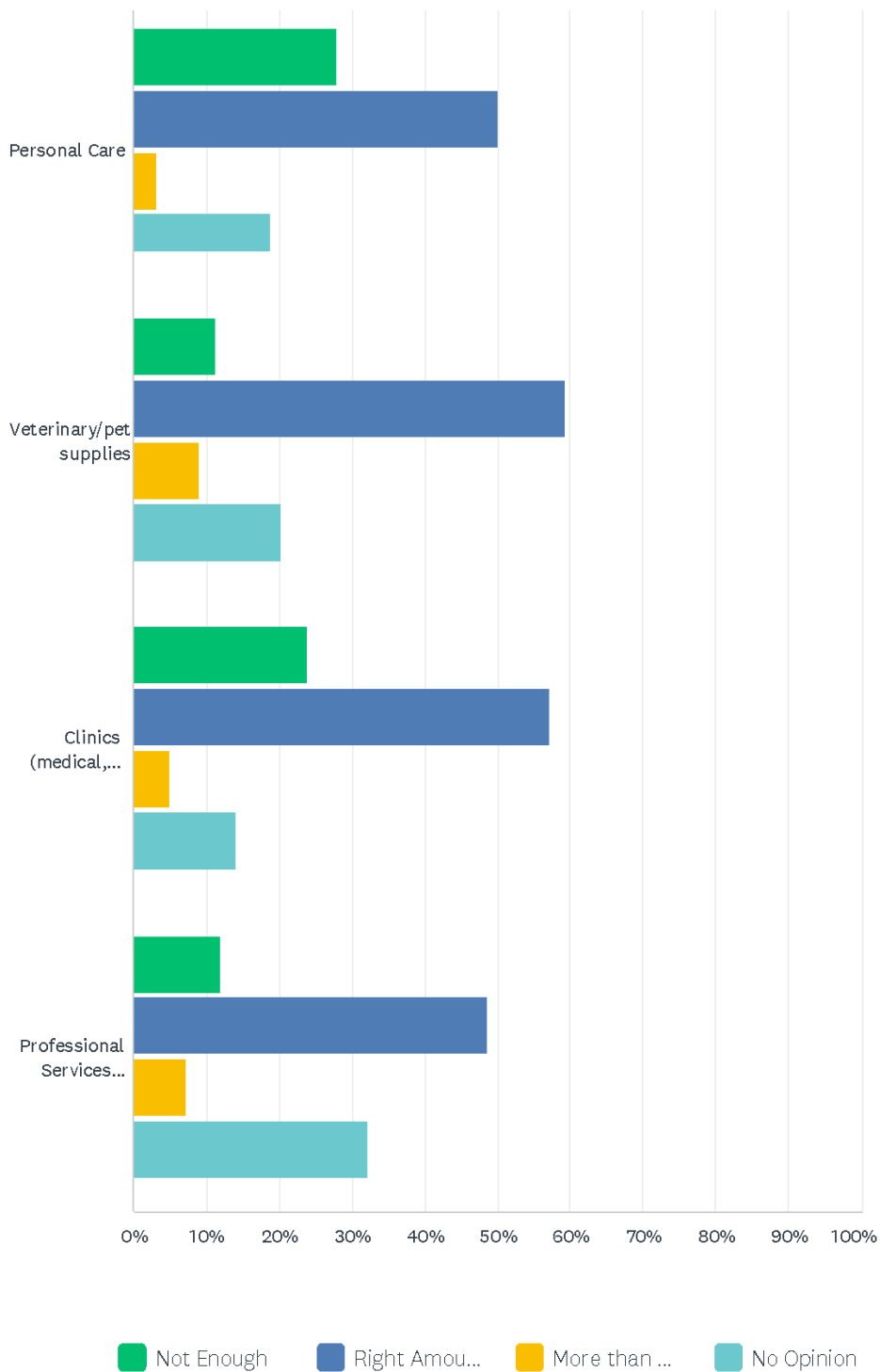
	RARELY/NEVER	1-2 TIMES A MONTH	1-2 TIMES A WEEK	2-4 TIMES A WEEK	5+ TIMES A WEEK	TOTAL
Groceries	13.41% 87	38.98% 253	38.52% 250	7.40% 48	1.69% 11	649
Non-grocery Retail Shopping	67.49% 438	26.35% 171	5.55% 36	0.62% 4	0.00% 0	649
Restaurant/Cafe	18.67% 121	56.94% 369	21.45% 139	2.31% 15	0.62% 4	648
Tavern/Bar	72.53% 470	23.15% 150	3.70% 24	0.62% 4	0.00% 0	648
Personal Care	62.54% 404	34.52% 223	2.48% 16	0.46% 3	0.00% 0	646
Professional Services	79.63% 512	19.28% 124	0.93% 6	0.16% 1	0.00% 0	643

Q62 Are there enough options in McFarland in the following categories?

Answered: 653 Skipped: 134





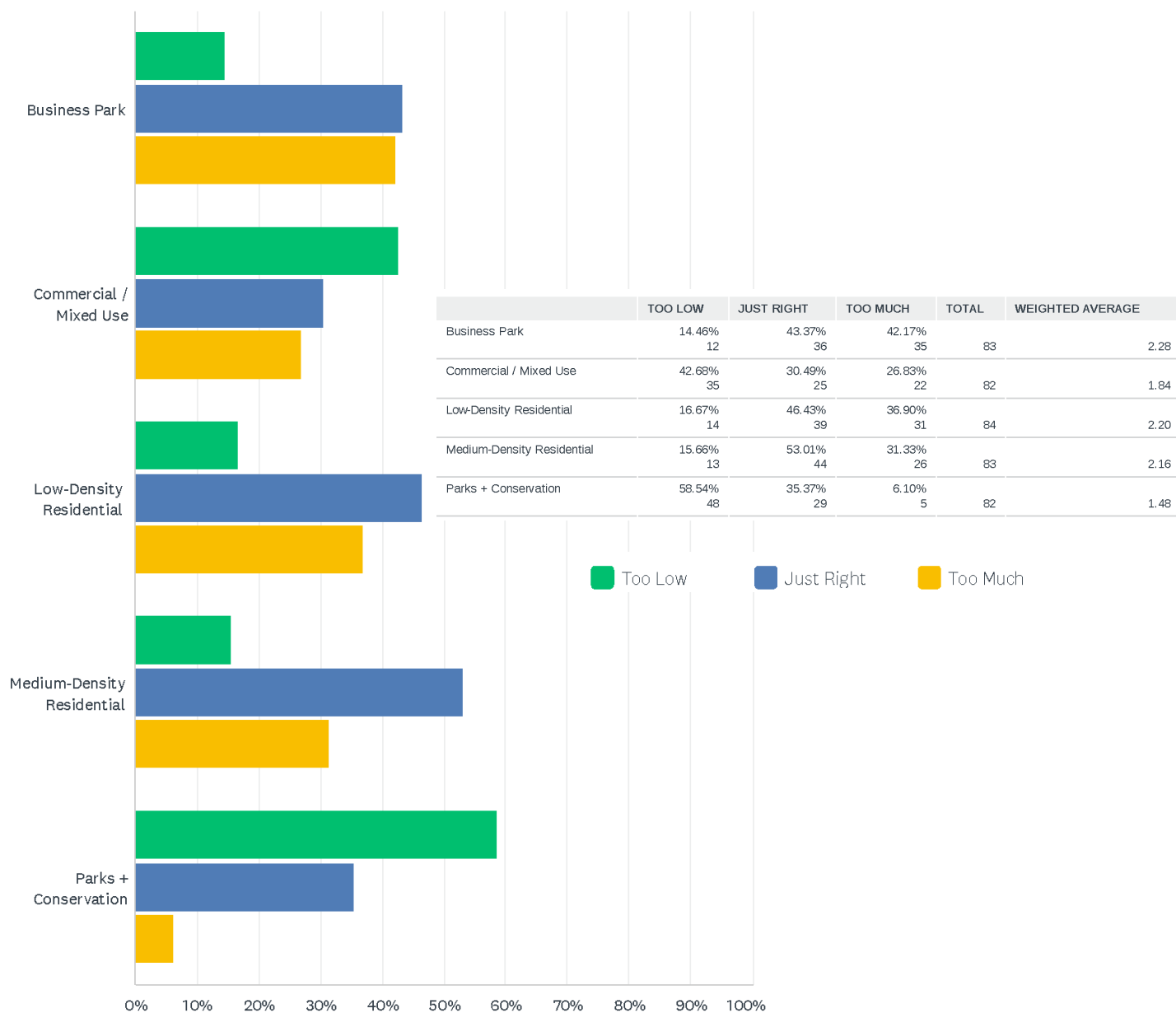


	NOT ENOUGH	RIGHT AMOUNT	MORE THAN ENOUGH	NO OPINION	TOTAL
Sit-down restaurants	72.40% 467	20.62% 133	1.40% 9	5.58% 36	645
Fast food restaurants	28.00% 182	55.08% 358	11.54% 75	5.38% 35	650
Bakery/Coffee Shops	61.05% 395	31.53% 204	1.39% 9	6.03% 39	647
Deli/Butcher Shops	79.04% 509	7.76% 50	0.47% 3	12.73% 82	644
Clothing/Apparel	64.30% 416	10.82% 70	1.24% 8	23.65% 153	647
Furniture/home furnishings	42.33% 273	24.81% 160	1.86% 12	31.01% 200	645
Specialty/local food	69.40% 449	12.36% 80	0.31% 2	17.93% 116	647
Arts/craft supplies	51.16% 330	16.28% 105	1.86% 12	30.70% 198	645
Hardware/Building & Garden Supply Stores	15.41% 100	75.50% 490	2.62% 17	6.47% 42	649
Personal Care	27.99% 180	50.08% 322	3.11% 20	18.82% 121	643
Veterinary/pet supplies	11.37% 73	59.35% 381	9.03% 58	20.25% 130	642
Clinics (medical, dental, etc.)	23.79% 153	57.23% 368	4.82% 31	14.15% 91	643
Professional Services (accountants, insurance agents, etc.)	11.98% 77	48.52% 312	7.31% 47	32.19% 207	643

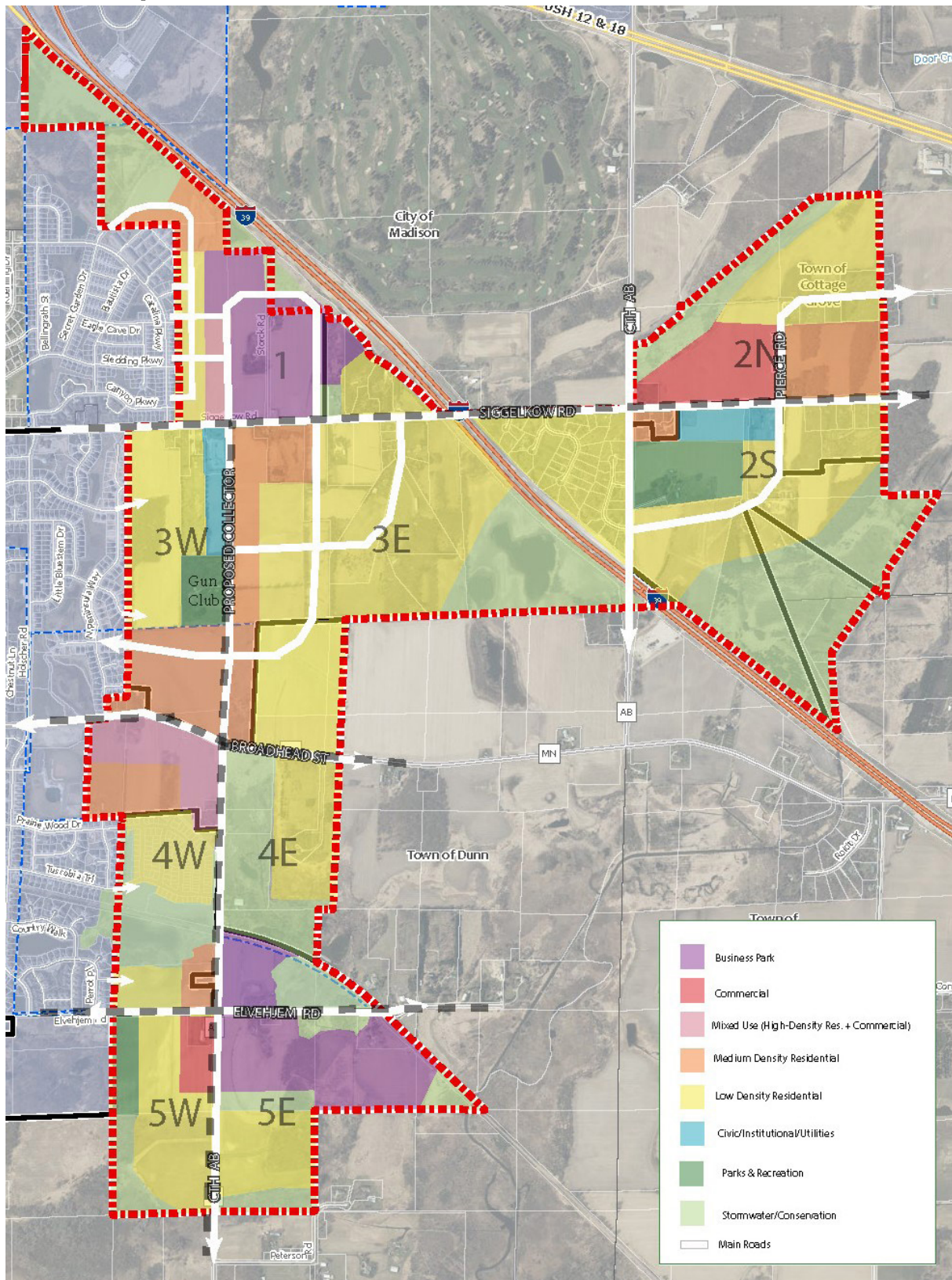
Land Use Survey

Q1 Thoughts on the amount of the ____ in CONCEPT 1?

Answered: 86 Skipped: 1



Concept 1



Q2 Thoughts on placement of uses? Feel free to explain using the numbered areas in the concept above (i.e. 1, 2N, 2S, 3W, 3E, 4W, 4E, 5W and 5E).

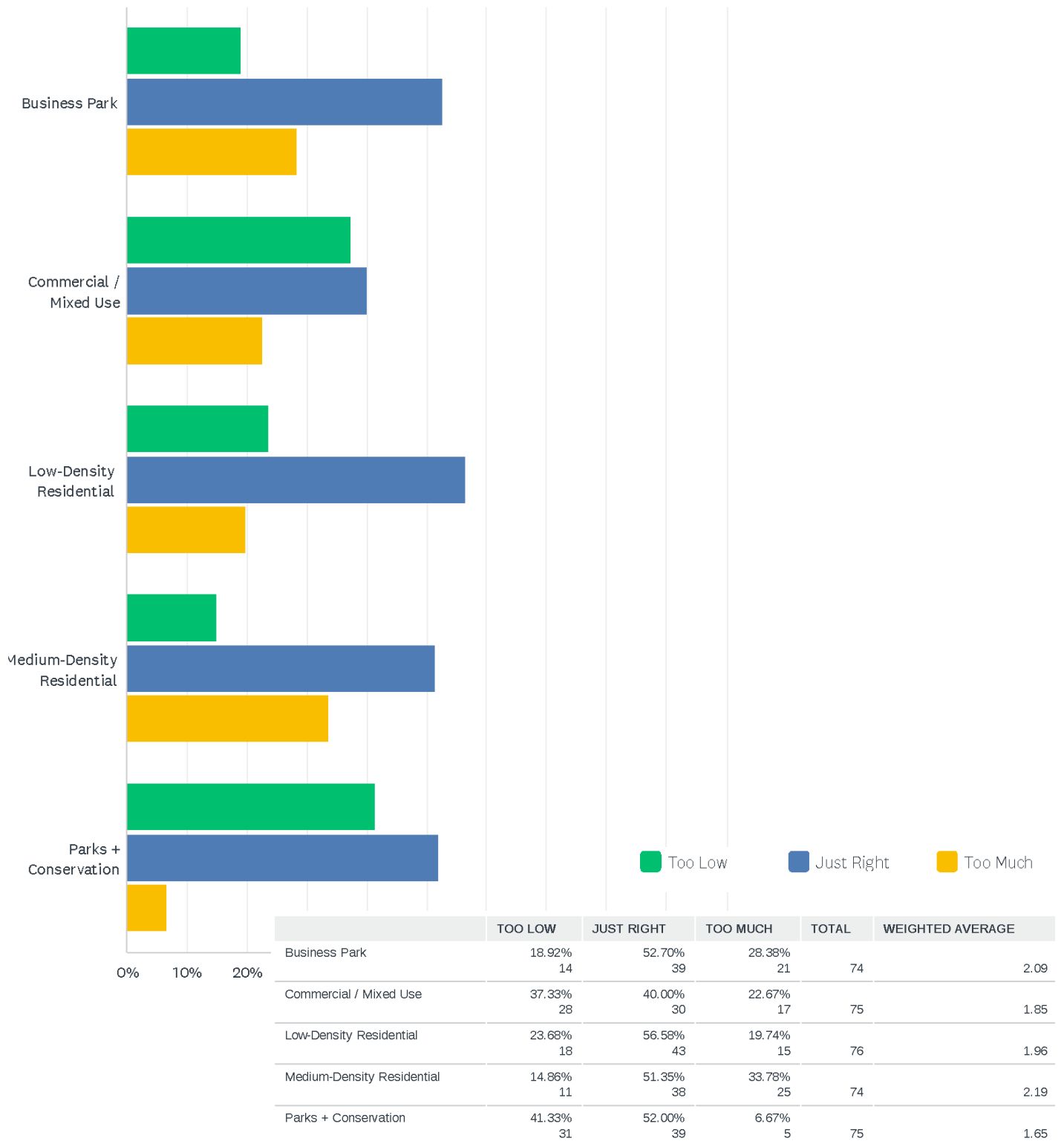
Answered: 31 Skipped: 56

#	RESPONSES
1	Way TOO much commercial/business. Plus you have it scattered all over the Village. I don't want to live next to this - I like residential neighborhoods.
2	3E needs more business park or mixed use commercial near the Interstate and Siggelkow Rd
3	The 2008 Land Use Plan has 3 potential cemetery locations -- I do not see these listed on concept one. Would prefer not to see business parks/commercial and high-density residential near existing low-density residential.
4	Business/commercial should be along Siggelkow only. There should be more parks and recreation in the W categories.
5	Mixed use area above 4W seems to be in a very residential area. What kind of business would this support?
6	Would love some commercial and park options along broadhead
7	2S; good 2N could be business park
8	Commercial park seems very close in proximity to a neighborhood with a lot of young children just east of Secret Places. That land would seem better suited for parks/recreation, low density housing, and/or mixed/commercial use. I think a business park would be better suited further away from residential areas.
9	3W - it seems weird having houses that close to the gun club.
10	Utilize the current space in the business/commercial area to make it more cohesive. Do not down more trees and the ecosystem of MacFarland. This is what makes it unique. We are not trying to become part of Madison!
11	Makes sense to have business park areas near the interstate. You don't want to put single family homes there because of the noise. This would work best though, if we could get an on-ramp to the interstate on the far east side.
12	I would rather not see the farms and fields and green taken over by business parks. If they could be zoned for agricultural businesses or have a requirement of keeping a certain amount of green and planting a certain amount of trees that might help.
13	Don't need commercial in 2N
14	We should be keeping the green spaces and wooded areas (like area 3W). This plan just plows it all down for housing
15	Gun club is loud and will be an issue for residents with the echoing.
16	We can't maintain the parks we have, we shouldn't be building anymore. We need more businesses, or a large community festival site.
17	Feels like some commercial in 1 or 3e would make sense along Siggelkow Rd. More neighborhood parks - walking distance for families nearby. Would be nice if we could relocate the gun club (I know, easy to say).
18	How would truck traffic be affected w business park above 5E?
19	The business parks should be all next to each other. Commercial should be more spread out to avoid large generic strip malls

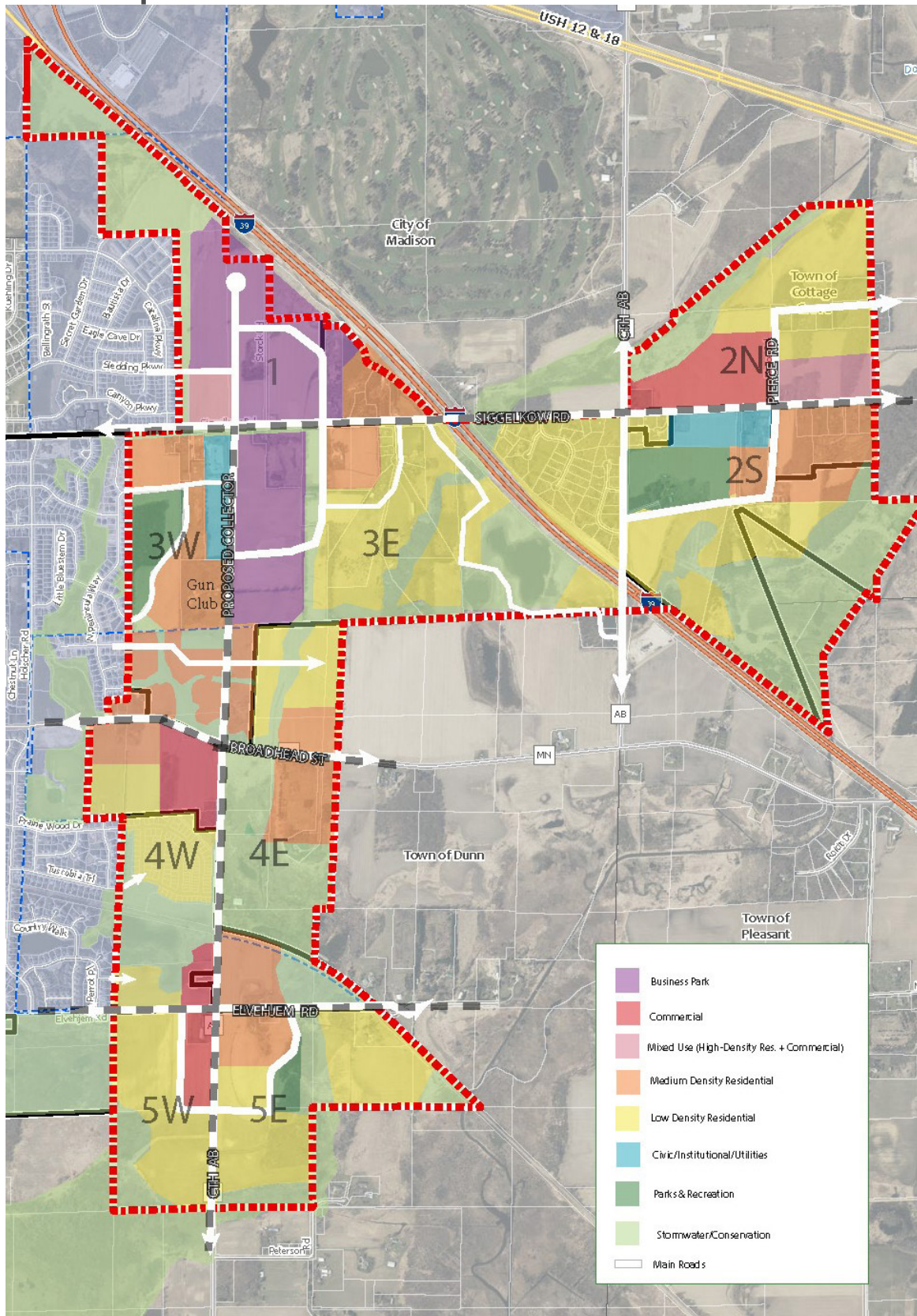
20	Not preserving any greenspace in 3W. Greenspace is important to wildlife and to contain sounds from the Gun Club in the area.
21	Don't really care for concept 1
22	3W is currently woodlands and should remain woodlands. There is enough buildable area in McF that we need not tear down 10 acres of trees.
23	Would like to see more parks, public access To lakes and restaurants. No more apartments!!
24	Don't care for Concept 1. Business areas spread out. Some encourage traffic through the downtown past School and Day Care. Move business, comercial up towards the to-be-built in the future exchange on 12/18.
25	Remove business park from 5E and commercial from 5W make low-density residential
26	I'm concerned there won't be enough commercial lots to support the increase in residents
27	I would prefer to see more parks/conservation in 5W & 5E and not a business park considering the surrounding area.
28	Mcfarland needs more restaurants and shops to keep spending local. Thanks
29	Business park in two larger locations near the edge of village is good. Consider 3W to be used for commercial. The low-density residential near the gun club isn't ideal.
30	Stop with the cookie cutter neighborhoods. All of the Veridian and Tim O'Brein neighborhoods. Taking away character of the village. Too many of these! Also, please stop putting in high density/low income properties next to CUSTOM high-end housing. Too much housing in this concept.
31	I would like to see the business/commercial mixed use be closer to the parks and conservation areas vs residential. 3w - no residential by gun club - put the business park there

Q3 Thoughts on the amount of the _____ in CONCEPT 2?

Answered: 76 Skipped: 11



Concept 2



Q4 Thoughts on placement of uses? Feel free to explain using the numbered areas in the concept above (i.e. 1, 2N, 2S, 3W, 3E, 4W, 4E, 5W and 5E).

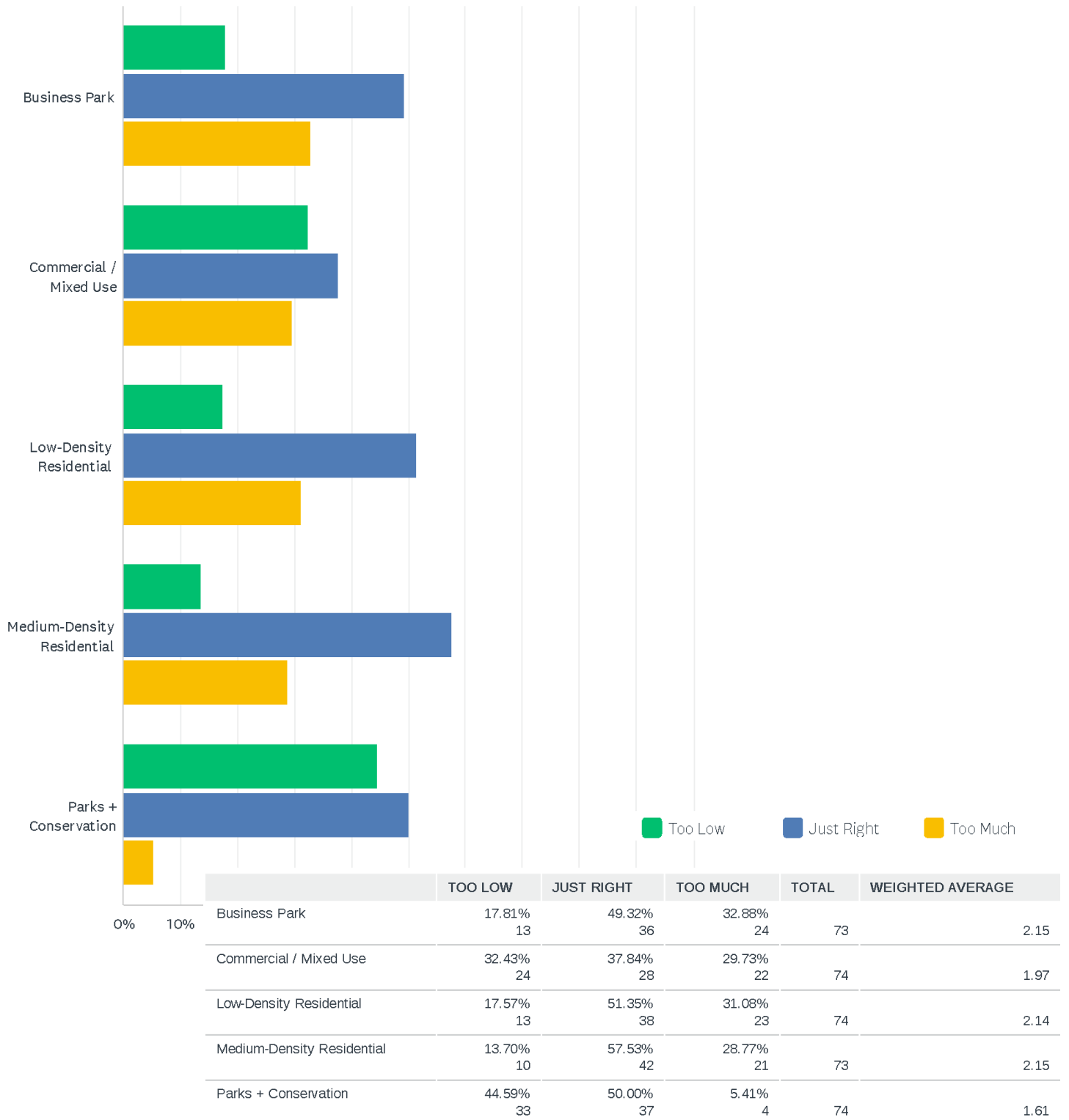
Answered: 24 Skipped: 63

#	RESPONSES
1	Again too much commercial/business. You've just increased mixed use/commercial by 1% and decreased business by 10%. Still spread all over the Village.
2	3E, don't like the new road parallel to the Interstate with low density housing which is proposed. Need more business park and/or commercial/mixed use in 3E near the Interstate
3	Would prefer to see business parks/commercial and high-density residential near interstate instead of low-density residential near Interstate. Again, the 2008 Land Use Plan has 3 potential cemetery locations -- I do not see these listed on concept two.
4	Don't like the placement of 1. Is it possible to place it further to the East?
5	Should have more green - parks and recreation in the W areas. Like the business park being on Siggelkow.
6	Smaller parks dispersed throughout are more usable than larger parks. Park in 3W, unless it has amenities like pools or courts would be too large. Business park in section 1 seems to divide the W and E too much. Would people feel comfortable walking through this area to traverse neighborhoods at night? I wouldn't. Also wouldn't want to live in 3W or 3E bordering this.
7	I like that the business park is all combined and the placement of commercial off of broadhead.
8	Business park placement in area 1 seems too closely adjacent to existing neighborhood with young families. That space would seem better suited for parks/recreation and flip-flopped with the parks/rec near area 2n or 2s.
9	By adding additional concrete we are destroying the run off and developing future issues that will eventually cause increase problems for McFarland and surrounding areas. What do we want with our community. People with no available recreational areas and ecosystem or recreational opportunities or just increase the population!
10	Don't need commercial in 2N
11	This map has the best use of open areas and green spaces and keeping them intact
12	Gun club issue due to noise, who wants to live with a bunch of echoing?
13	Business park area makes more sense here
14	This seems really choppy not a good flow
15	Overall need more parks. Would like the business park to be all north of siggellkow
16	Feel concept 2 has the best overall usage.
17	3W remaining park/rec space is exactly how this area should be used. Definitely #1 choice.
18	My second choice. Small businesses together for multi-store shopping. More traffic directed away from downtown. Not sure what would go in the commercial areas near housing - they will be next to each other somewhere
19	Like the business park at the top of this map and in one area. Would move commercial closer to that from 4W and 5W. Would like more low density housing and less medium density. More green space and parks are always an asset we need more of.

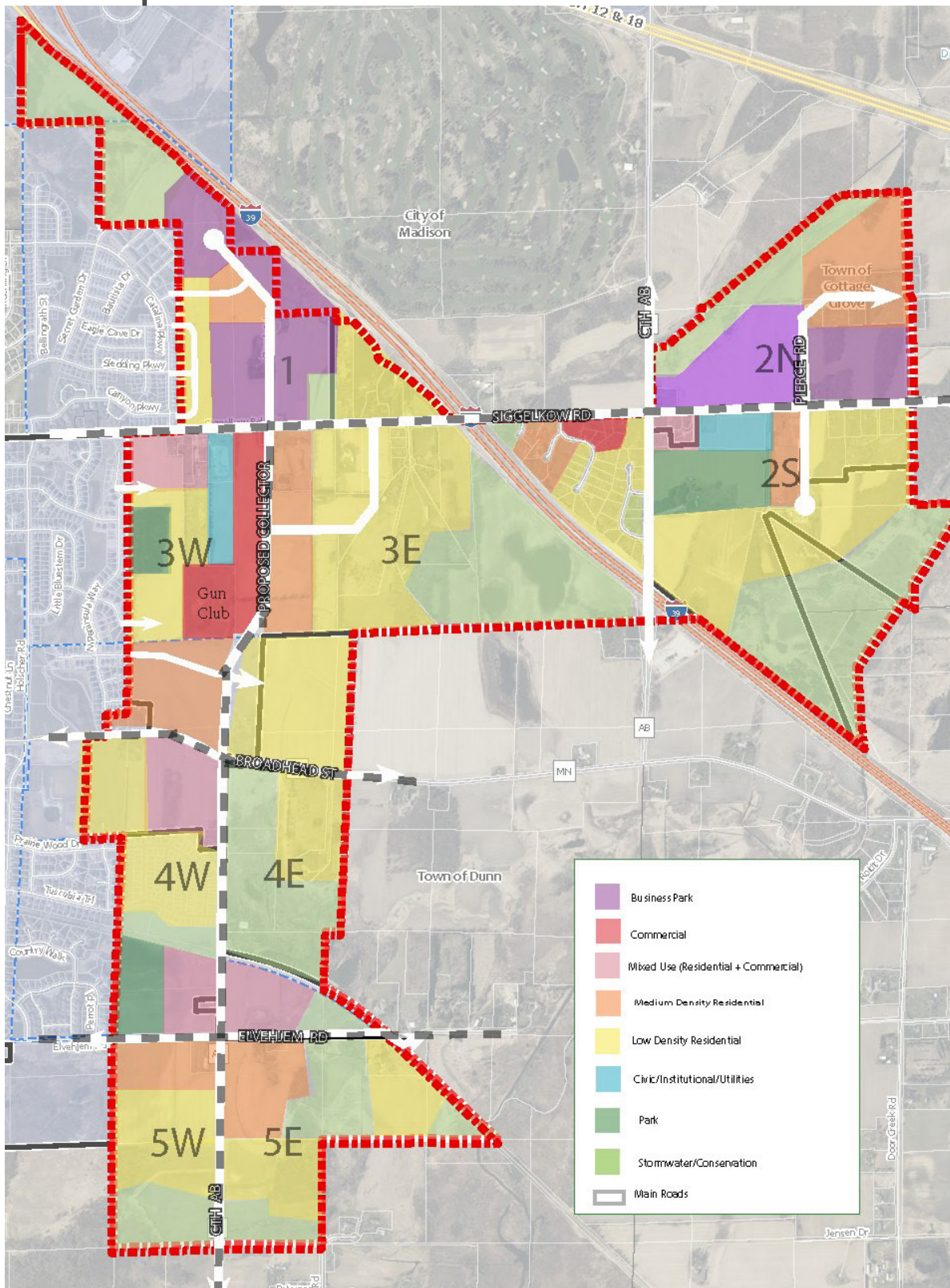
20	In all plans am concerned about Elvehjem Rd as a connector road. Funneling more traffic through here will route it past the primary school, a daycare, and the high school, as well as across 2 bike path crossings, 1 at Grand View Conservancy, 1 at Hidden Farm, and a proposed crossing of the LYRT at Holscher. None of these bike/pedestrian crossings have warning or crossing lights. Those areas are already congested on school days and we don't need any more traffic through that corridor.
21	Better mix than the first, but would like a new business park that has rail access
22	I would like to see more park/conservation in 5W & 5E due to the surrounding area. The Siggelkow road area is more appropriate for commercial areas.
23	Better that business part is near gun club (as opposed to low-density residential but it does seem a bit strange that the business park area seems to separate the far east side of the village from the near east side. Having the business park area near the interstate might be a good option though too, regarding noise, etc. (Note: I just noticed with the survey, that there is a too low, just right, and not enough. Shouldn't the "not enough" be "too much?" "Too Low" and "Not Enough" are essentially the same.)
24	Prefer to see commercial and business grouped near parks instead of residential Do not put residential by gun club 3w

Q5 Thoughts on the amount of the _____ in CONCEPT 3?

Answered: 75 Skipped: 12



Concept 3



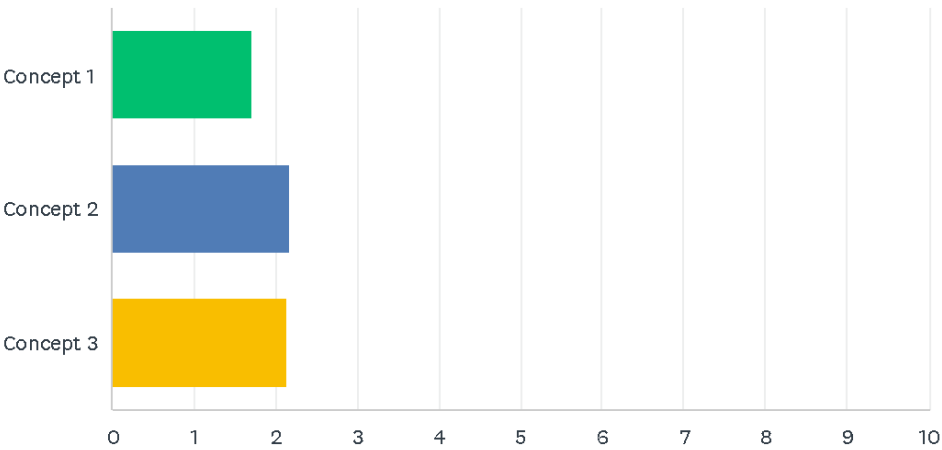
Q6 Thoughts on placement of uses? Feel free to explain using the numbered areas in the concept above (i.e. 1, 2N, 2S, 3W, 3E, 4W, 4E, 5W and 5E).

Answered: 22 Skipped: 65

#	RESPONSES
1	Same comments as first two plans
2	Not in favor of low-density housing in 3E by the Interstate. The noise level near the Interstate and Siggelkow Rd make it better suited for a Business Park
3	Prefer not to see med/large multi-unit buildings in area 3W on Siggelkow -- the housing complexes that are more than 2 stories seem out of place in current single-unit area. Again, want to mention inclusion of potential cemetery locations.
4	Like the business parks along Siggelkow. Would like more green / park areas in the W sections.
5	A bit better park distribution with one in 3W and 4W but could use one North of Siggelkow as well
6	Business park proximity to existing neighborhoods with young families in area 1 seems like that space would be better suited for parks/rec or mixed/commercial space.
7	Same as previous. Maybe some condos and senior housing to keep some more diversity in McFarland with access to areas for recreation.
8	It makes sense to put higher density housing and commercial use/stores along collector roads
9	I like the idea of the business area being at the north side of town rather than the south. South means more traffic through the residential areas being created.
10	What happens to the houses where the proposed commercial is along Siggelkow in 3E
11	Much prefer #1 on this map.
12	Feels like the business park in 2N is too close to the new McFarland Community Park site.
13	I like the flow of this design perhaps best
14	Take out the medium residential in 3w and 4w replace with park and commercial- there are already so many houses in this area with little green space or commercial
15	Concept 3 is 2nd best
16	3W should remain a larger woodland/park/rec area. No houses please.
17	My favorite. I particularly like the business park on HWY AB on the way to the new (coming soon) interchange at HWY 12/18..maybe a gas station, drive thru coffee. Provide a quick way to get into Madison or onto interstate HWY other than going thru the village. I am missing the parts of the plan for people who don't want to drive. Any plans for mass transit into Madison?
18	Like that business park and commercial are all located on the top of this map and not intermixed with residential as much. Need more low density residential and parks/conservation. Less medium density and mixed usage. Best layout in terms of businesses being on or near Siggelkow.
19	Don't like the layout
20	I would prefer to see more park/conservation in 5W/5E over medium density residential.
21	Not a fan of the low-density residential right by the gun club. I do like how the 4W, 4E, 5W, 5E has the low-density residential mixed (alternated) with the medium-density and mixed use. Maybe throw some commercial down here, so there is more ability for residents to walk to restaurants, shops, etc.
22	3w - no residential near gun club, put business park there and try to concentrate business park/commercial near each other not spread throughout residential

Q7 Rank your overall favorite presented above with "1" being your top choice.

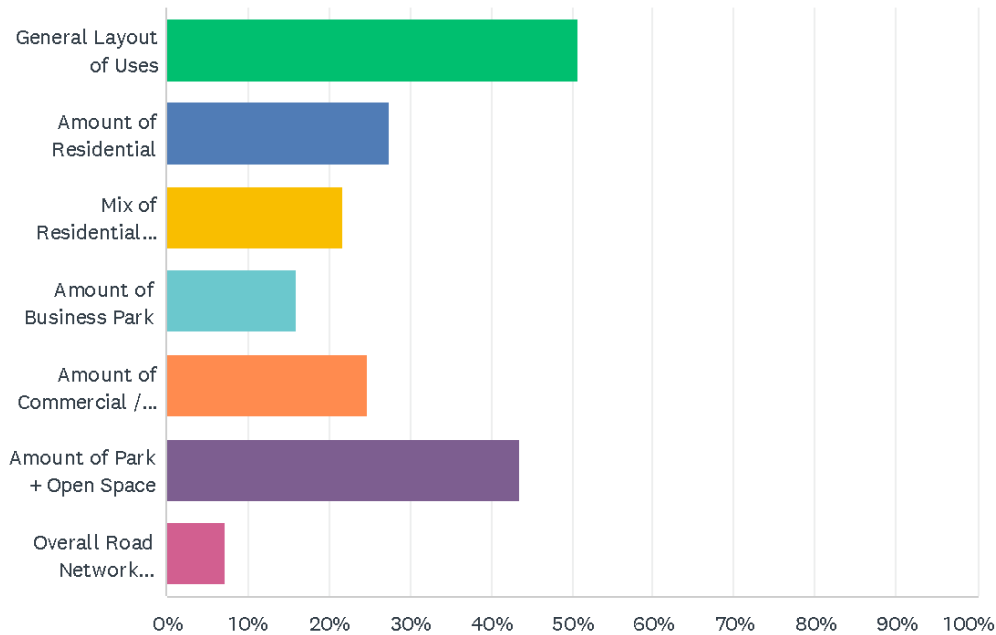
Answered: 72 Skipped: 15



	1	2	3	TOTAL	SCORE
Concept 1	23.61% 17	23.61% 17	52.78% 38	72	1.71
Concept 2	43.06% 31	30.56% 22	26.39% 19	72	2.17
Concept 3	33.33% 24	45.83% 33	20.83% 15	72	2.13

Q8 What aspects did you like about the concept you ranked 1st in the previous question?

Answered: 69 Skipped: 18



ANSWER CHOICES	RESPONSES	
General Layout of Uses	50.72%	35
Amount of Residential	27.54%	19
Mix of Residential Densities (low-density, medium-density, mixed use (includes high-density residential))	21.74%	15
Amount of Business Park	15.94%	11
Amount of Commercial / Mixed Use	24.64%	17
Amount of Park + Open Space	43.48%	30
Overall Road Network (please note there would be additional local roads in the growth area that are not shown at this time)	7.25%	5
Total Respondents: 69		

Q9 Anything you liked better in the other concept(s) that was not present in your top choice?

Answered: 23 Skipped: 64

#	RESPONSES
1	I didn't like any of them but the survey made me answer this question.
2	Hated the road near the Interstate in concept 2. Didn't like any of the 3E concepts, as they ignore the noise from the Instate in designating properties adjacent to it to low density housing. 3E by Siggelkow and the Intersate is best suited for a business park.
3	More parks in the other concepts. Would like to see higher percentage of parks in concept number 1.
4	More green and low-density housing in the W sections.
5	Much less low density residential, much more Mixed use and med/high density residential. Also, always finding better ways to improve connectivity for bikes and pwsa.
6	for 2s; liked dead end street
7	Concept 3 is my favorite for the layout but I do like the increased usage of parks/rec and commercial to ensure that families with young kids continue to enjoy and occupy homes on this side of town.
8	More park + open space
9	New concept with a complete ecological evaluation and update of current resource saving included as a driving force!
10	I like the percentages in #1 better.
11	Too much housing/mixed use in all plans
12	Road networks in other options appeared to better facilitate breaking up of areas.
13	Business park located closer to Siggelkow where there is already truck traffic
14	Less commercial near me
15	I think its important to preserve greenspace within the village where possible.
16	NA
17	Roads in 3E.
18	Comments above: I think this will have the best traffic flow. I will add a second useful way to get into and out of McFarland once the interchange is built. Particularly if the business park has a gas station and coffee in 2N. Madison is growing and is coming our way with the need for more housing. The non-low density project detract from the esthetics but are probably necessary. I don't have any preference in regards to the choice around housing density.
19	More parks and lower density housing, less commercial/mixed use.
20	I liked the routing of AB all the way north past the gun club and would like this incorporated. There isn't enough commercial in my opinion to support the growth of the Village to the East-Side. The 51 corridor will not be enough when thinking long term
21	More opportunities for mixed commercial use to add local businesses, shopping, dining.
22	I generally like concept 2, but think that the business park area should be split into two main spaces, and not one big one that seems to separate the far east from the near east.
23	I like that concept 2 put all business park together, and that should be the focus.

1



2



3



4



5

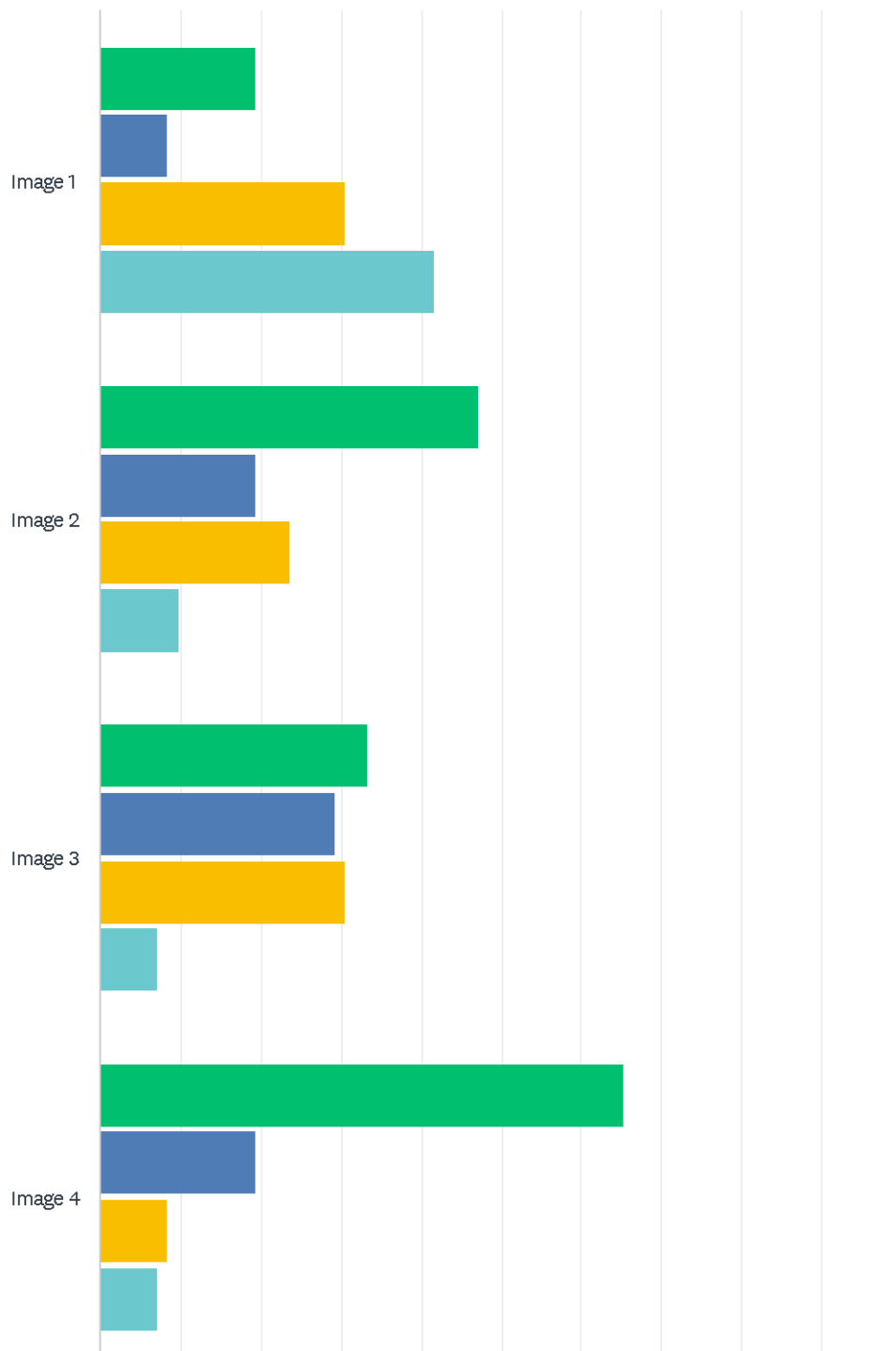


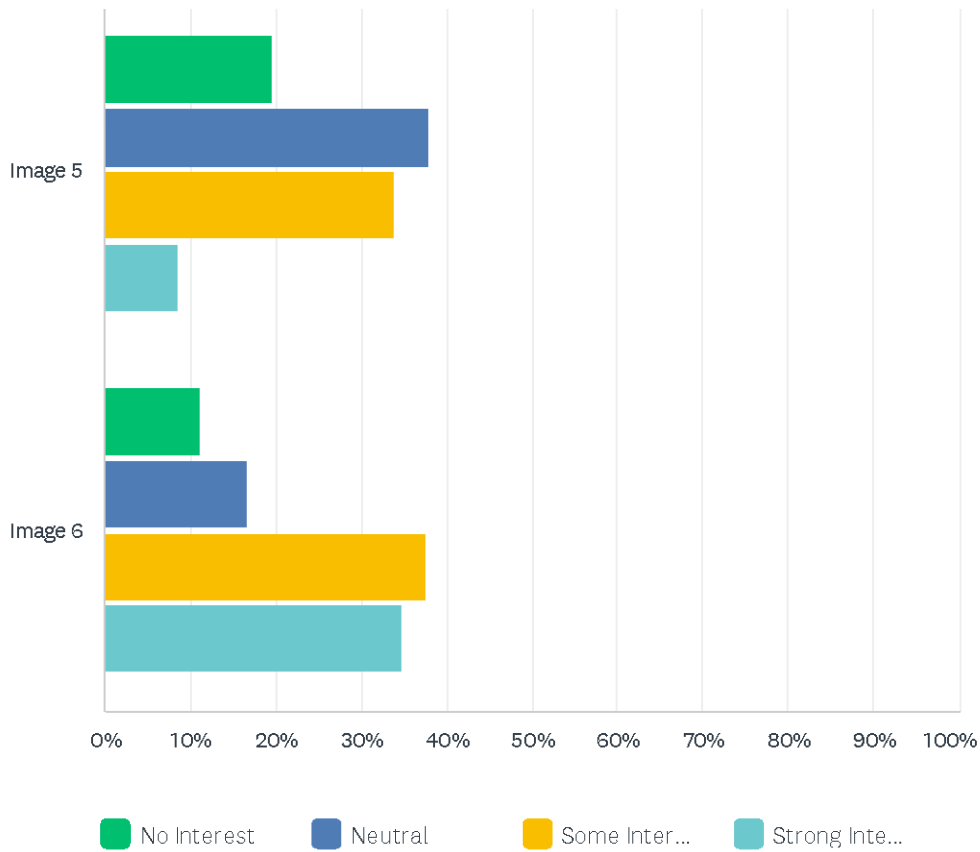
6



Q10 Which of the commercial (mixed-use) developments shown above would be of interest along major roadways in the east side growth area (e.g., Siggelkow Rd, Brodhead St, CTH AB)?

Answered: 72 Skipped: 15





	NO INTEREST	NEUTRAL	SOME INTEREST	STRONG INTEREST	TOTAL	WEIGHTED AVERAGE
Image 1	19.44% 14	8.33% 6	30.56% 22	41.67% 30	72	3.75
Image 2	47.22% 34	19.44% 14	23.61% 17	9.72% 7	72	2.49
Image 3	33.33% 24	29.17% 21	30.56% 22	6.94% 5	72	2.78
Image 4	65.28% 47	19.44% 14	8.33% 6	6.94% 5	72	1.92
Image 5	19.72% 14	38.03% 27	33.80% 24	8.45% 6	71	3.11
Image 6	11.11% 8	16.67% 12	37.50% 27	34.72% 25	72	3.85

1



2



3



4



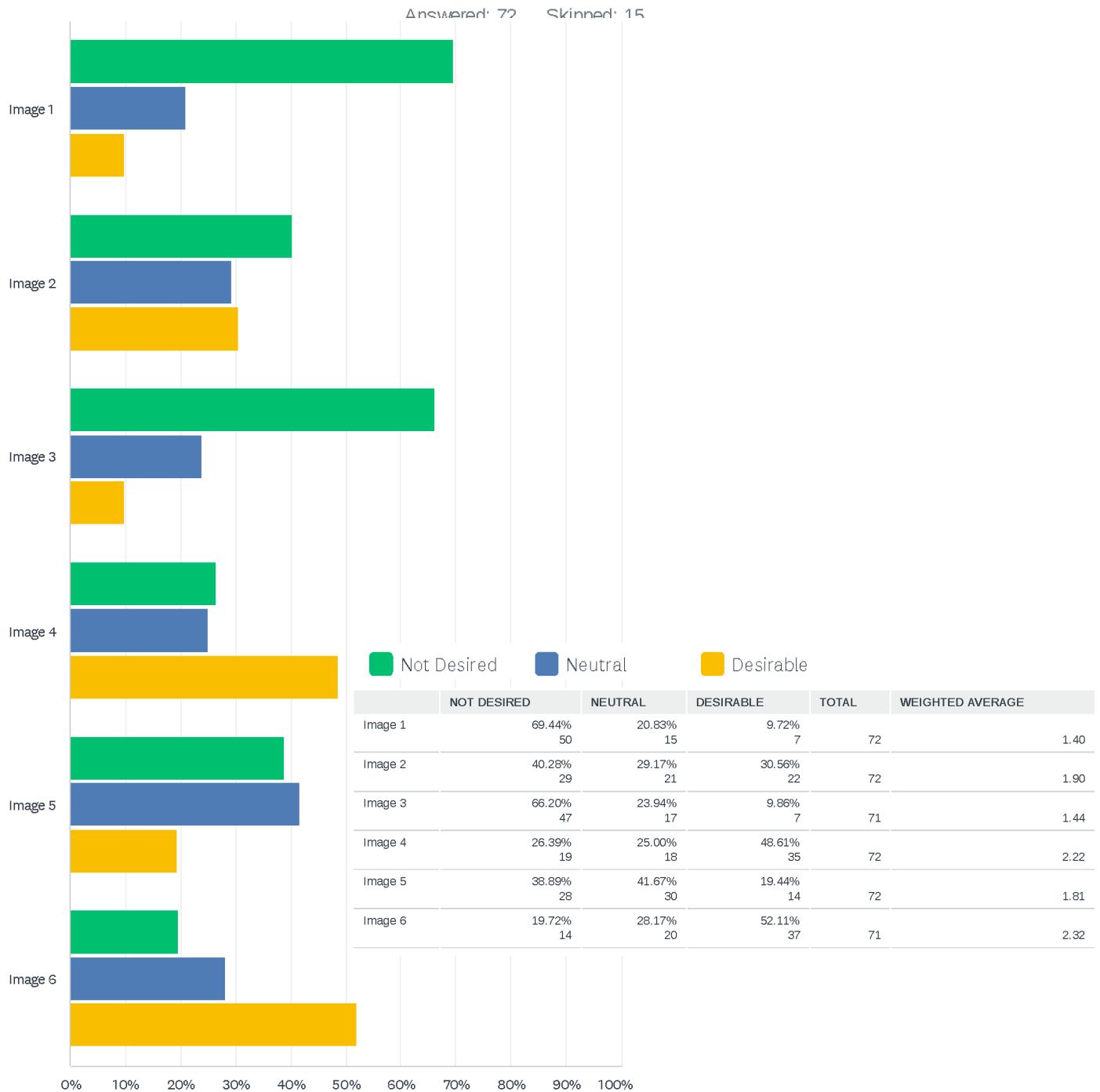
5



6

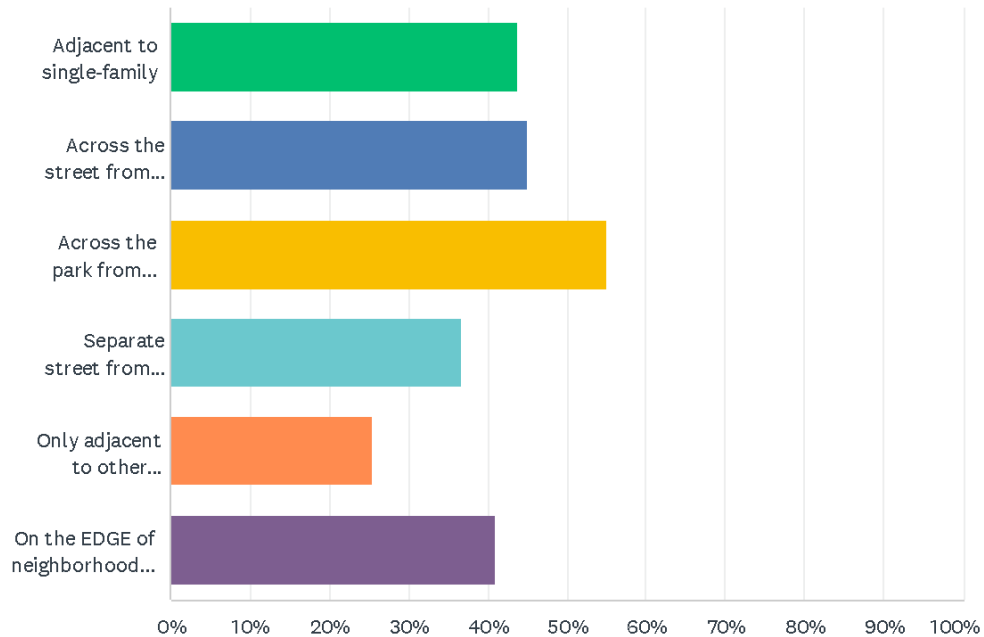


Q11 Which of the developments shown above would be desirable in a business park in the east side growth area (off of Siggelkow Rd and/or CTH AB)?



Q12 Where does the above image (#1) fit within neighborhoods? Check all that apply.

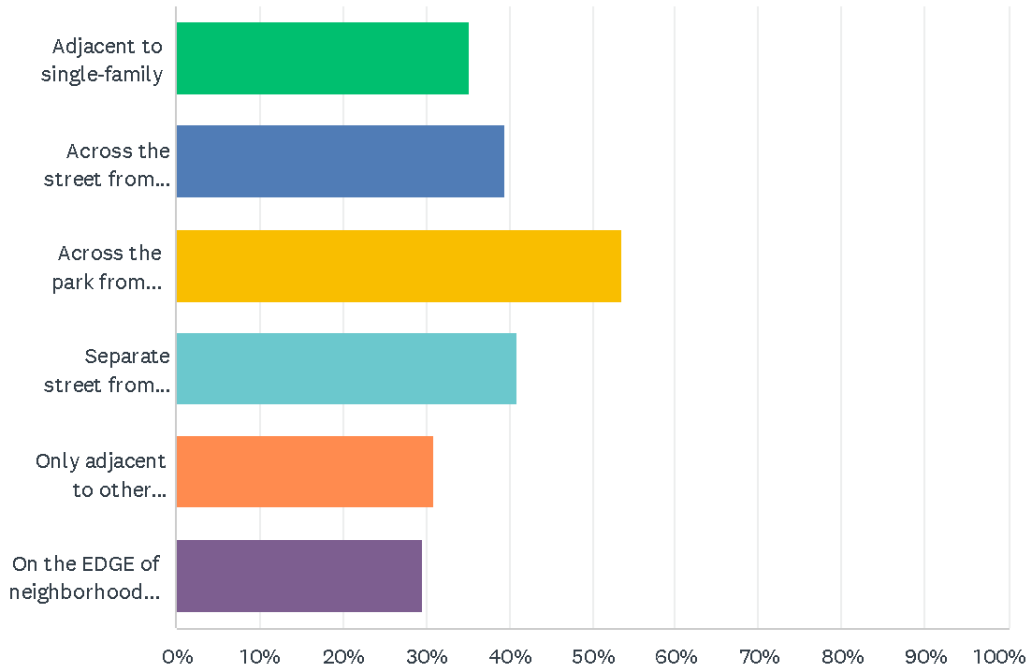
Answered: 71 Skipped: 16



ANSWER CHOICES	RESPONSES	
Adjacent to single-family	43.66%	31
Across the street from single-family	45.07%	32
Across the park from single-family	54.93%	39
Separate street from single-family	36.62%	26
Only adjacent to other multi-unit buildings	25.35%	18
On the EDGE of neighborhood facing collector streets (e.g., Holscher Rd, Siggelkow Rd)	40.85%	29
Total Respondents: 71		

Q13 Where does the above image (#2) fit within neighborhoods? Check all that apply.

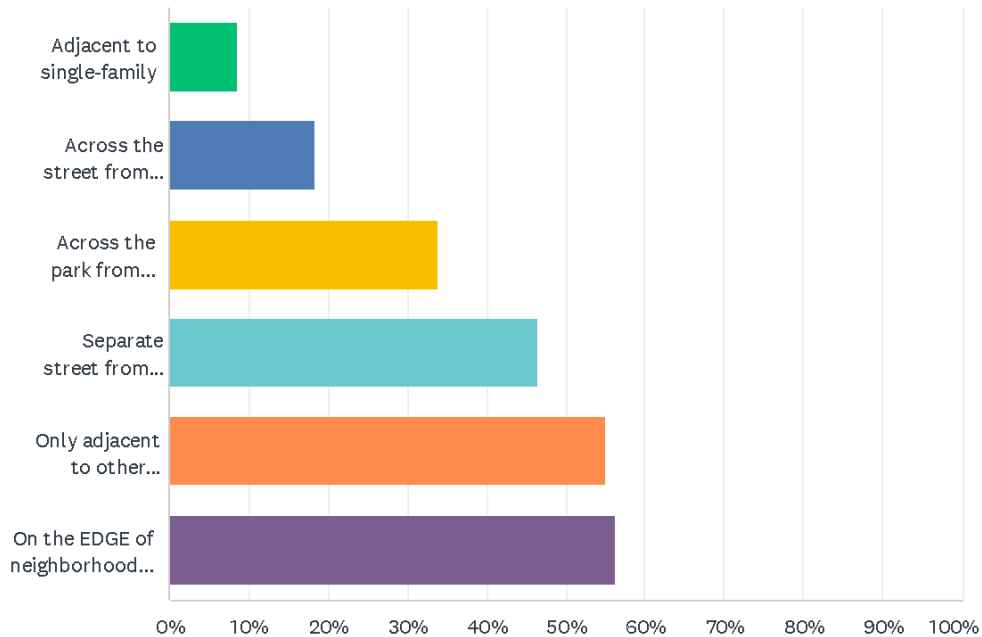
Answered: 71 Skipped: 16



ANSWER CHOICES	RESPONSES	
Adjacent to single-family	35.21%	25
Across the street from single-family	39.44%	28
Across the park from single-family	53.52%	38
Separate street from single-family	40.85%	29
Only adjacent to other multi-unit buildings	30.99%	22
On the EDGE of neighborhood facing collector streets (e.g., Holscher Rd, Siggelkow Rd)	29.58%	21
Total Respondents: 71		

Q14 Where does the above image (#3) fit within neighborhoods? Check all that apply.

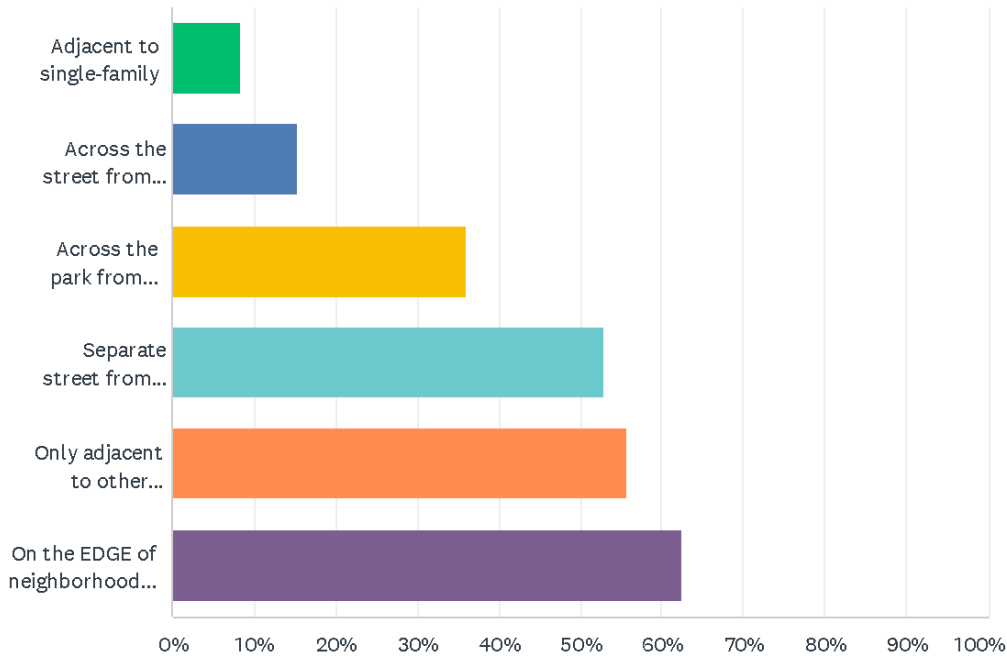
Answered: 71 Skipped: 16



ANSWER CHOICES	RESPONSES	
Adjacent to single-family	8.45%	6
Across the street from single-family	18.31%	13
Across the park from single-family	33.80%	24
Separate street from single-family	46.48%	33
Only adjacent to other multi-unit buildings	54.93%	39
On the EDGE of neighborhood facing collector streets (e.g., Holscher Rd, Siggelkow Rd)	56.34%	40
Total Respondents: 71		

Q15 Where does the above image (#4) fit within neighborhoods? Check all that apply.

Answered: 72 Skipped: 15



ANSWER CHOICES	RESPONSES	
Adjacent to single-family	8.33%	6
Across the street from single-family	15.28%	11
Across the park from single-family	36.11%	26
Separate street from single-family	52.78%	38
Only adjacent to other multi-unit buildings	55.56%	40
On the EDGE of neighborhood facing collector streets (e.g., Holscher Rd, Siggelkow Rd)	62.50%	45
Total Respondents: 72		

1



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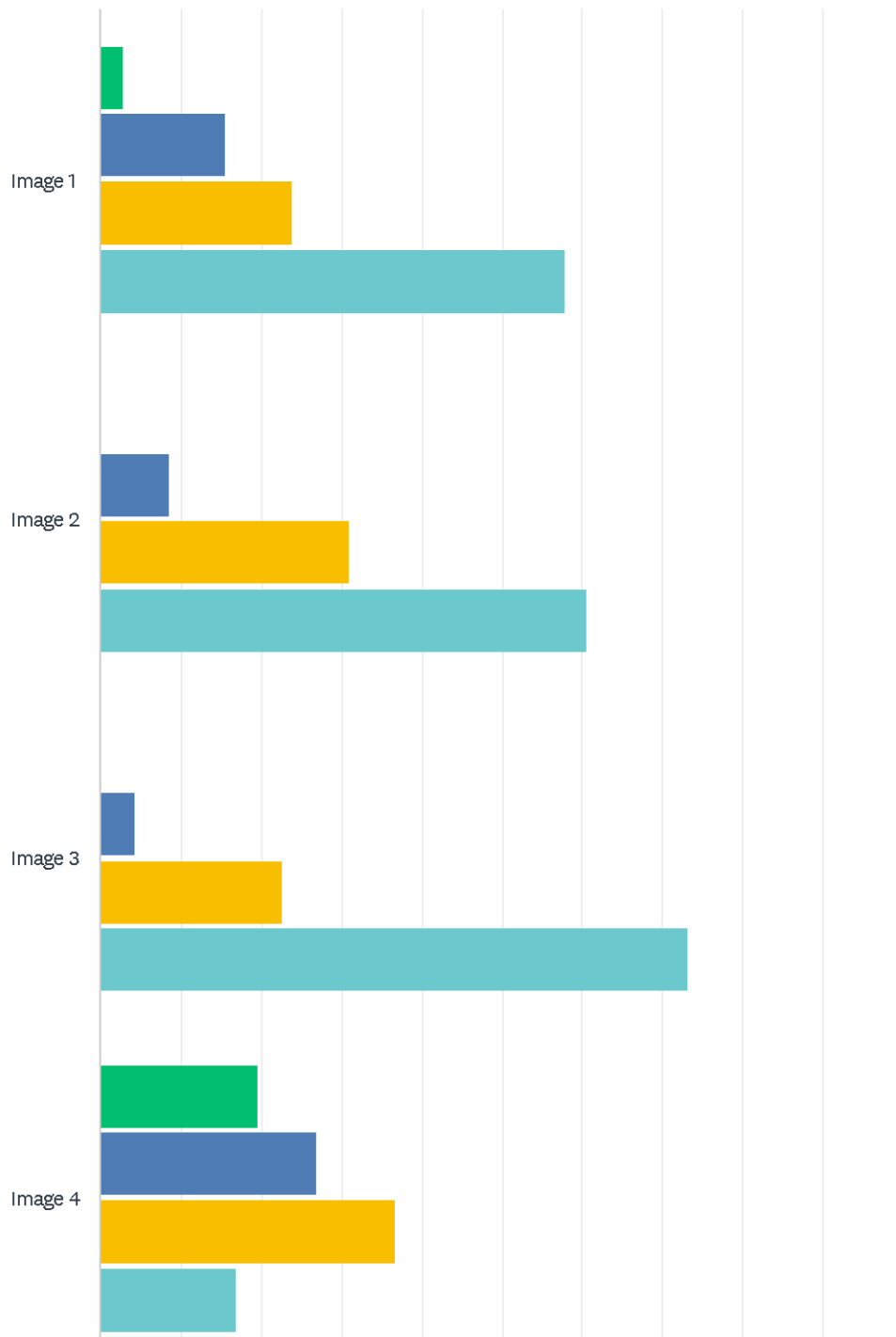


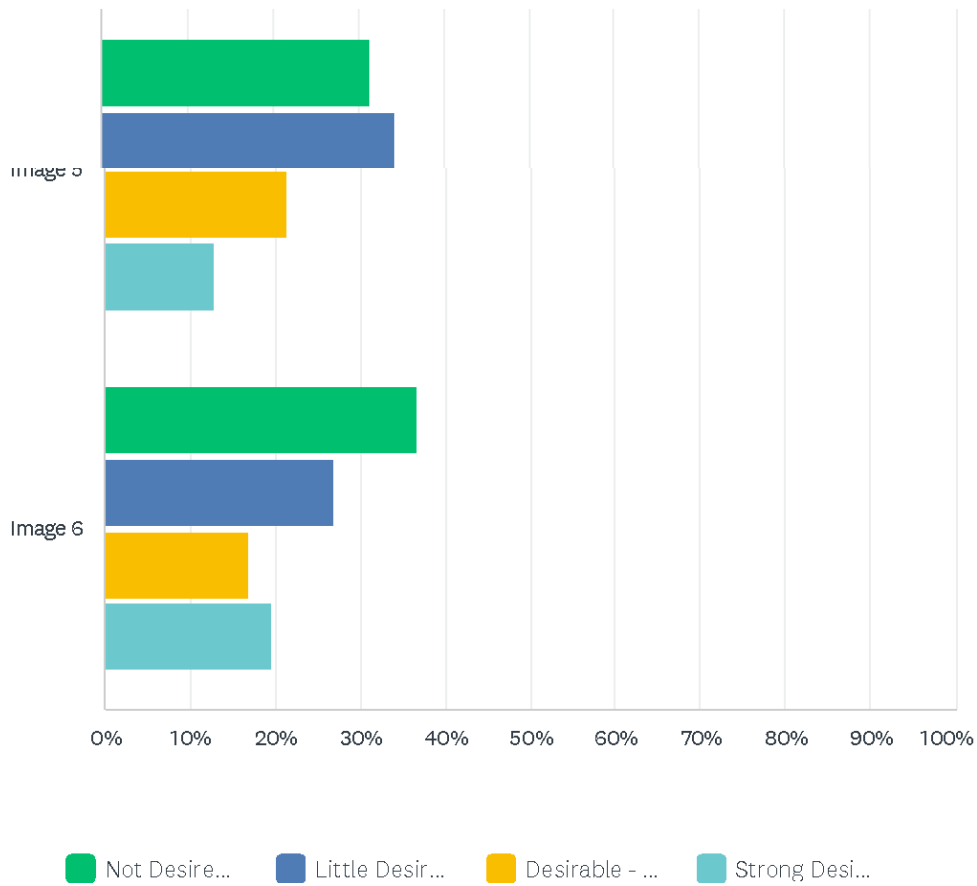
6



Q16 Which of the trail/biking facilities shown above would you (and/or family) use if constructed in the east side growth area?

Answered: 71 Skipped: 16

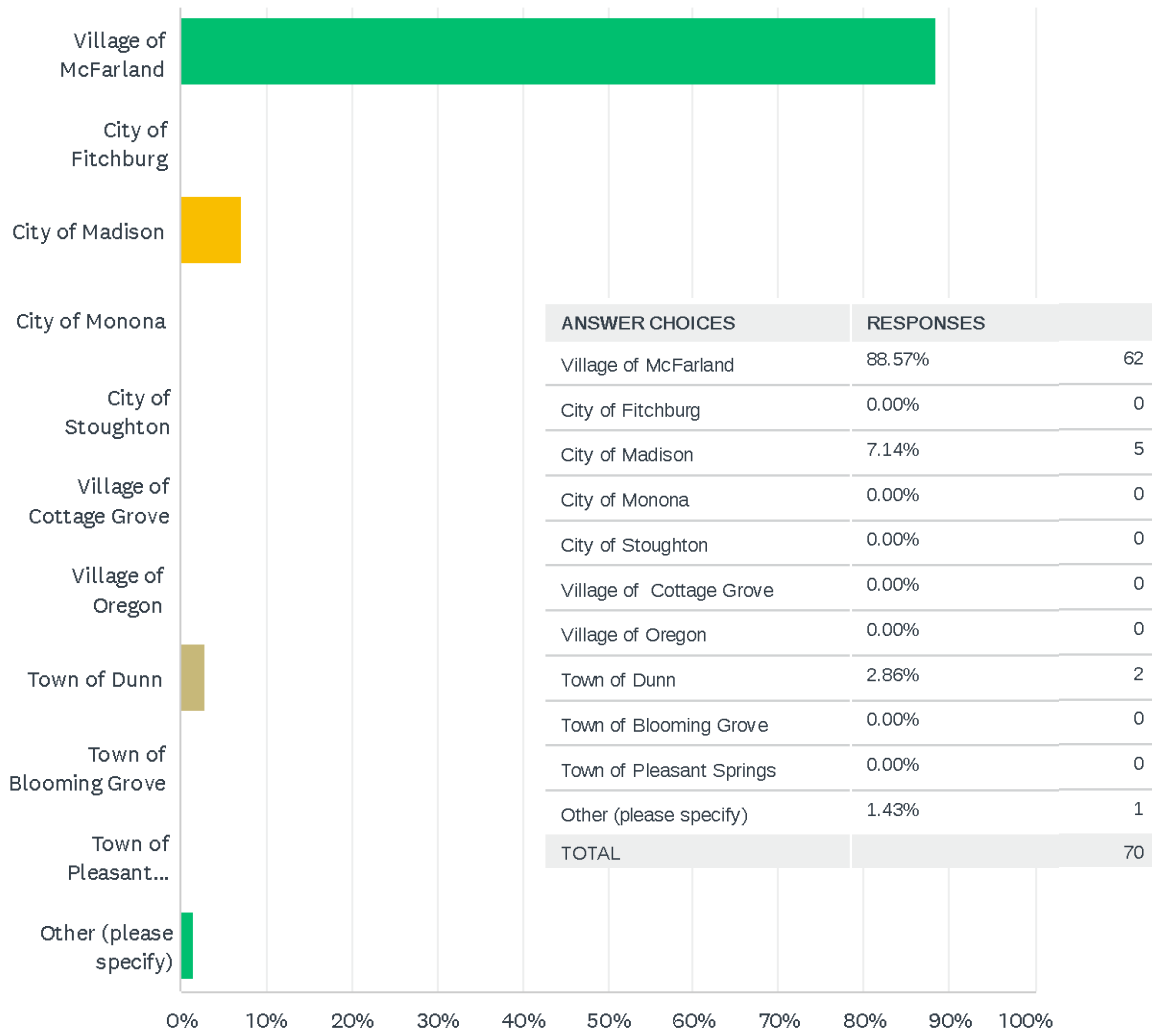




	NOT DESIRED -WILL NOT USE	LITTLE DESIRE - MIGHT USE IT IF NO OTHER OPTION IS AVAILABLE	DESIRABLE - WILL USE SEVERAL TIMES DURING THE WARM MONTHS OF YEAR	STRONG DESIRE - WILL USE OFTEN THROUGH WARM MONTHS OF THE YEAR	TOTAL	WEIGHTED AVERAGE
Image 1	2.82% 2	15.49% 11	23.94% 17	57.75% 41	71	2.55
Image 2	0.00% 0	8.45% 6	30.99% 22	60.56% 43	71	2.61
Image 3	0.00% 0	4.23% 3	22.54% 16	73.24% 52	71	2.73
Image 4	19.72% 14	26.76% 19	36.62% 26	16.90% 12	71	1.97
Image 5	31.43% 22	34.29% 24	21.43% 15	12.86% 9	70	1.81
Image 6	36.62% 26	26.76% 19	16.90% 12	19.72% 14	71	1.83

Q17 In what community is your primary place of residence?

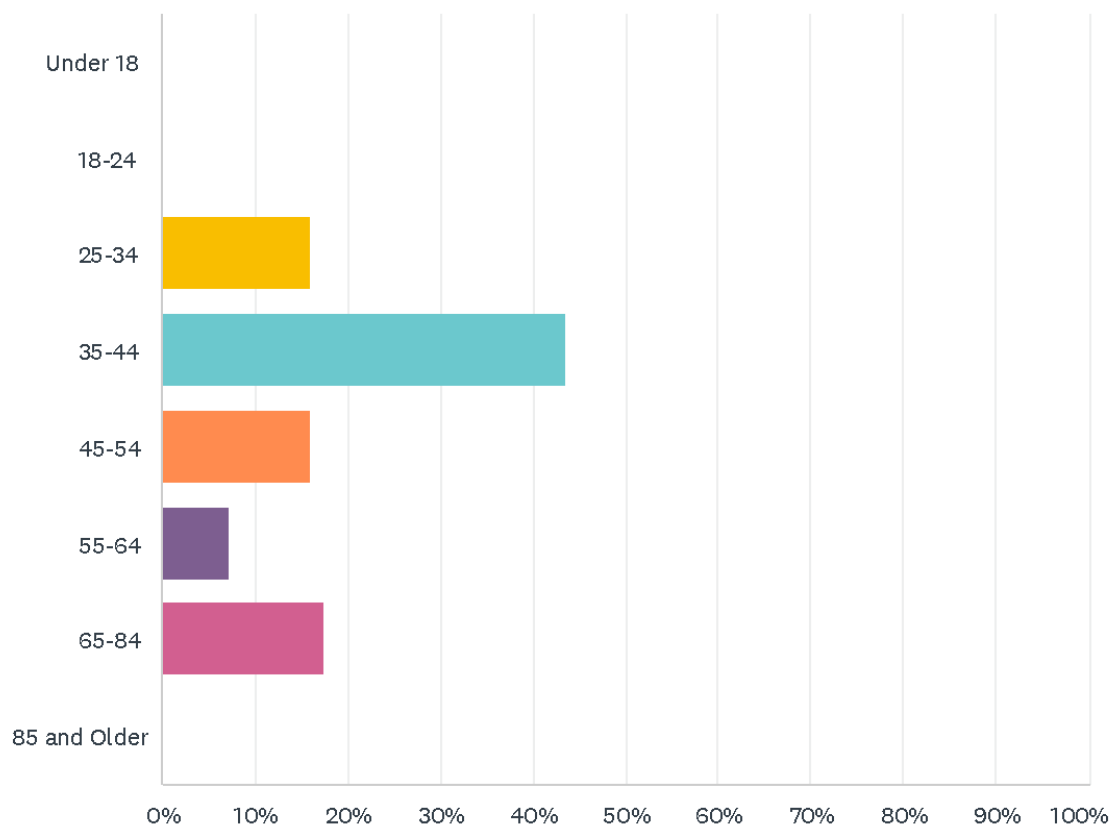
Answered: 70 Skipped: 17



#	OTHER (PLEASE SPECIFY)
1	westport

Q18 Please indicate your age.

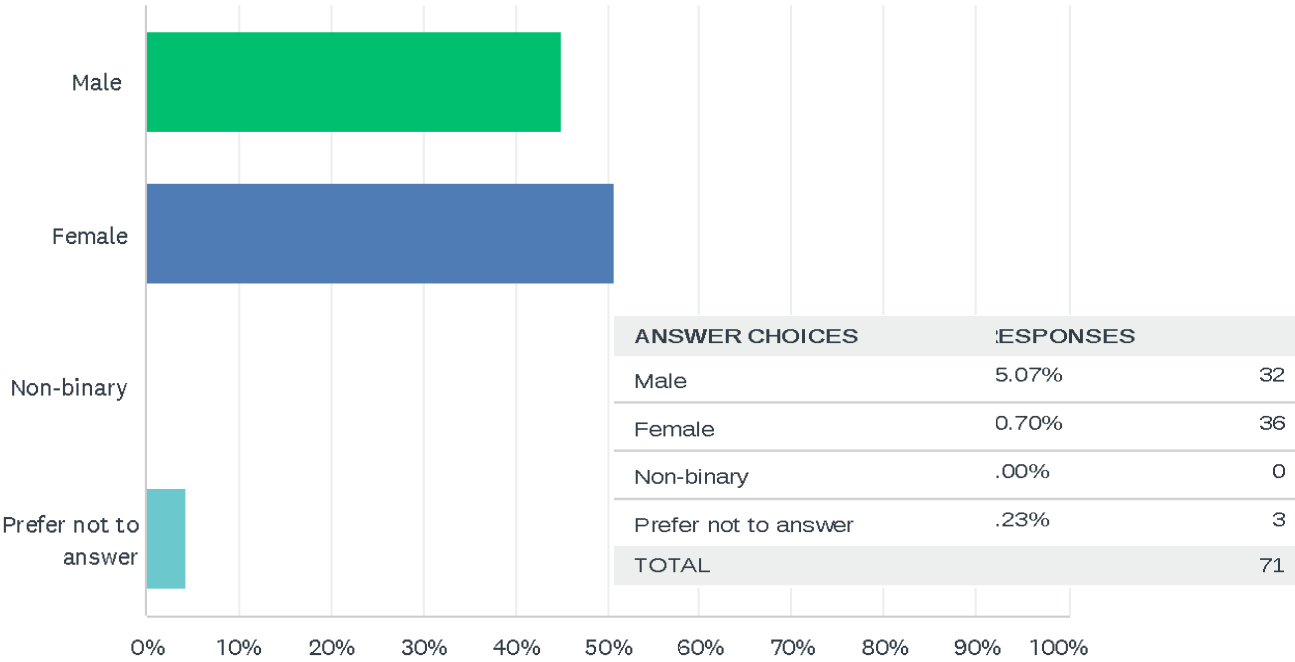
Answered: 69 Skipped: 18



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.00%	0
25-34	15.94%	11
35-44	43.48%	30
45-54	15.94%	11
55-64	7.25%	5
65-84	17.39%	12
85 and Older	0.00%	0
TOTAL		69

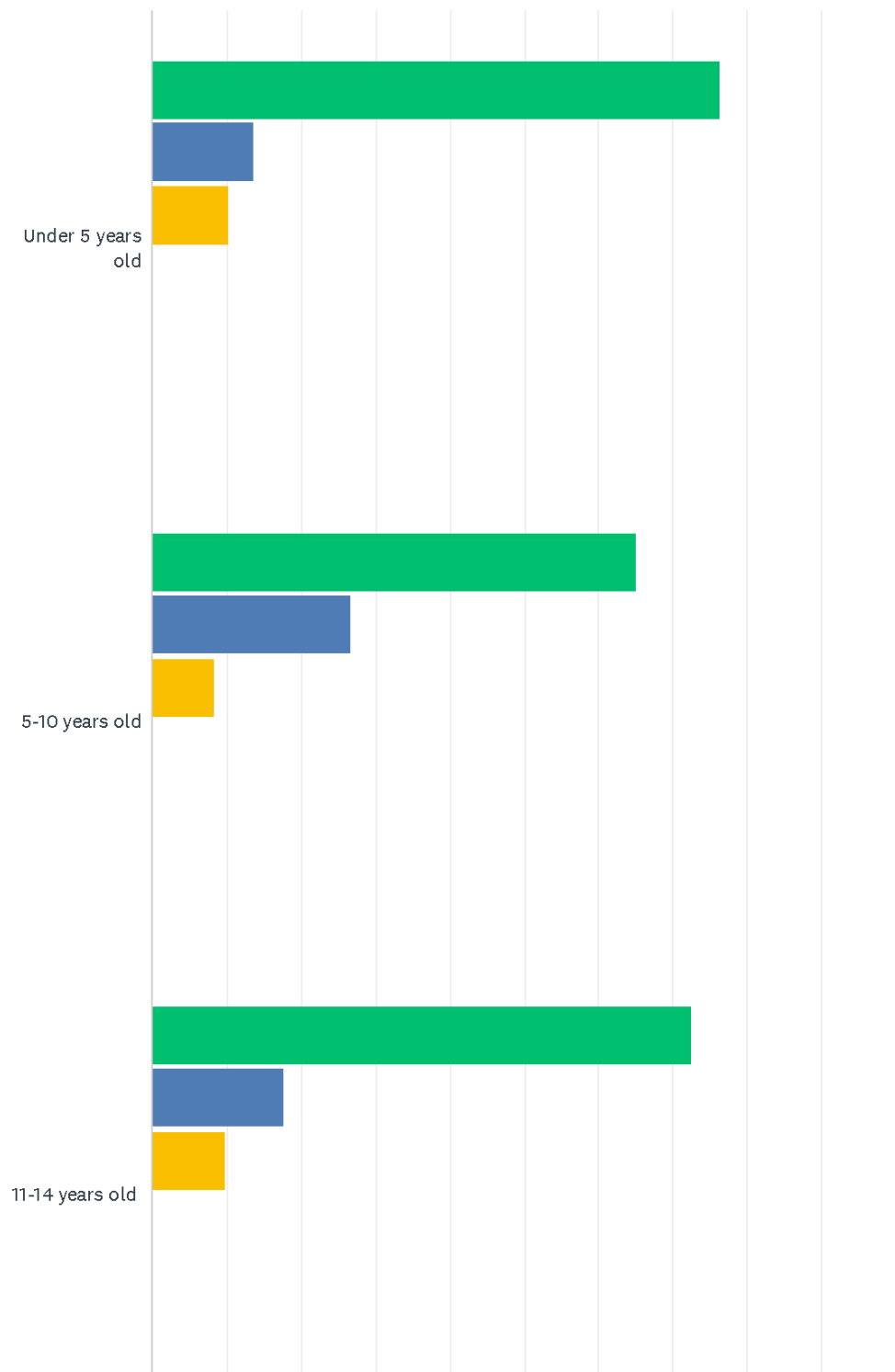
Q19 What is your gender?

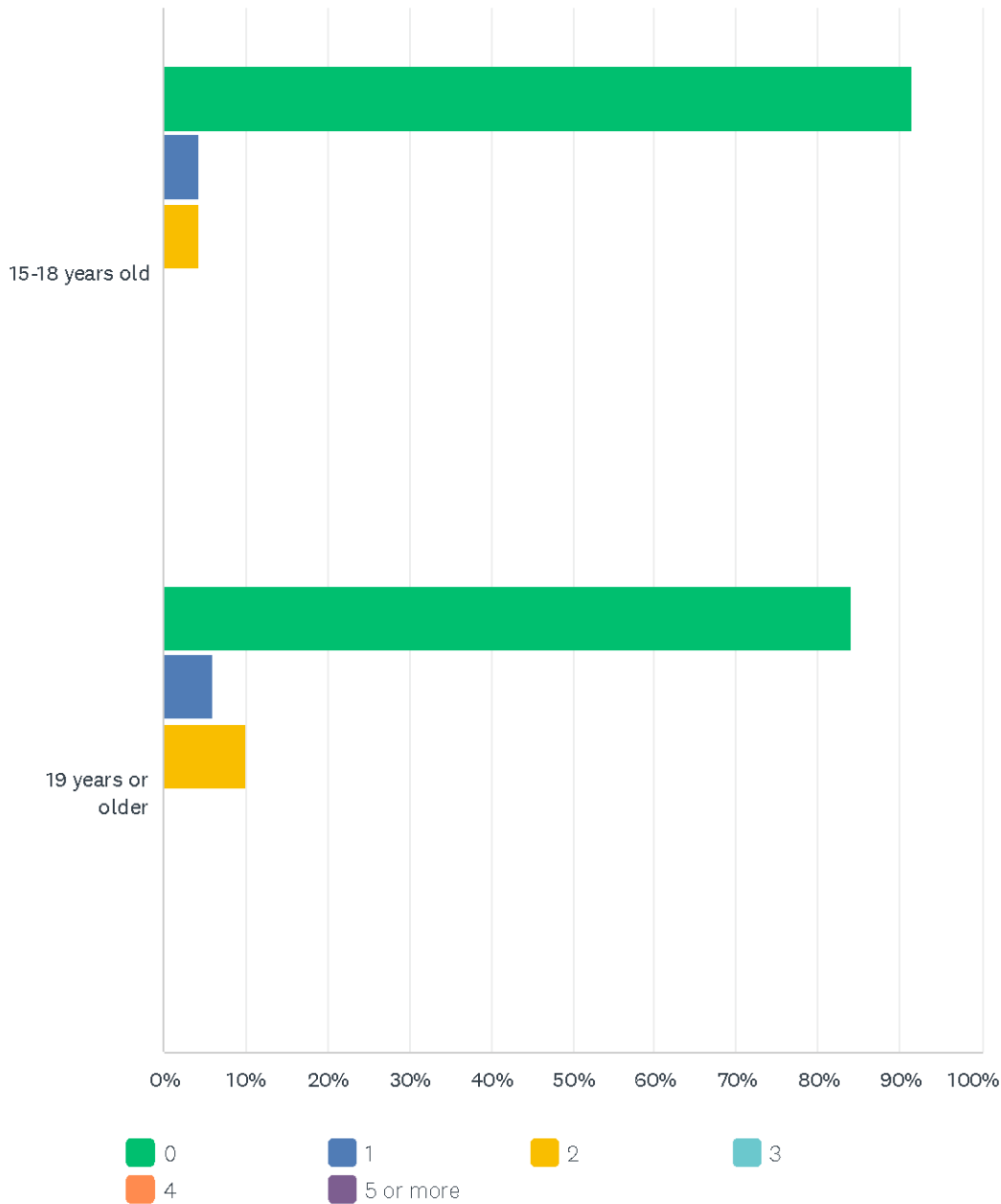
Answered: 71 Skipped: 16



Q20 How many children live in your home per the following age brackets at least part of the year?

Answered: 71 Skipped: 16





	0	1	2	3	4	5 OR MORE	TOTAL	WEIGHTED AVERAGE
Under 5 years old	76.27% 45	13.56% 8	10.17% 6	0.00% 0	0.00% 0	0.00% 0	59	1.34
5-10 years old	65.00% 39	26.67% 16	8.33% 5	0.00% 0	0.00% 0	0.00% 0	60	1.43
11-14 years old	72.55% 37	17.65% 9	9.80% 5	0.00% 0	0.00% 0	0.00% 0	51	1.37
15-18 years old	91.49% 43	4.26% 2	4.26% 2	0.00% 0	0.00% 0	0.00% 0	47	1.13
19 years or older	84.00% 42	6.00% 3	10.00% 5	0.00% 0	0.00% 0	0.00% 0	50	1.26

Q21 Please provide any additional comments regarding the update to the Eastside Growth Area land use plan.

Answered: 23 Skipped: 64

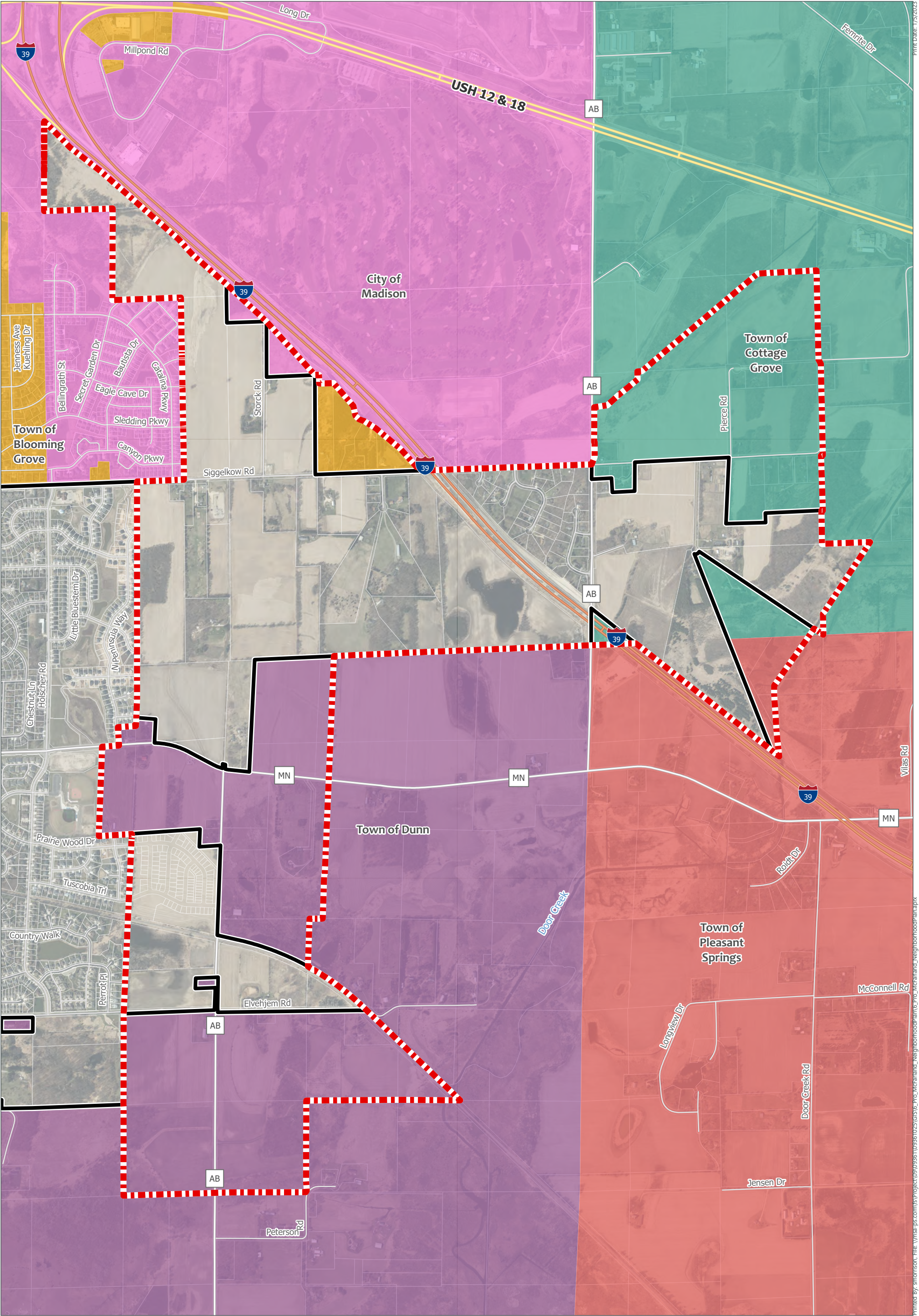
#	RESPONSES
1	It is puzzling why you think businesses want to come to McFarland. Look at all the "For Lease" spaces now - strip near the bank, near McDonalds, Voges Road, Agriculture Drive. Consultants might be telling you this is the way to go but McFarland has always been and will always be a bedroom community. If you want some businesses that would interest residents start by fixing up the downtown area - it is a sad sight.
2	Would love to see more walking paths connecting to Juniper Ridge and Secret Places. Is it possible to have wider paths to allow for pedestrian only lane or signage encouraging bicyclists to say "passing on left" or something to minimize close calls/stressful situations?
3	Should continue to focus on lots of green space and keeping the natural environment as part of the McFarland community. High density, commercial, and business should be a smaller part of the plan moving forward and only in high traffic areas.
4	Thank you for sharing. I hope that this planning incorporates some of the long-range aspects similar to how John Nolen planned Madison, which ultimately make it one of the top places to live in the country. One aspect is the accessibility of trails, parks, and not building the cheapest buildings or going with the cheapest options for roads/trails. I hope to live in McFarland and contribute to this great community for a long time and this project is exciting. What an opportunity for McFarland to be on the map as a desirable community in Dane County that is beautiful, thoughtful and promoting of wellbeing for the community.
5	As a family, we would really like to see green space/parks/bike paths easily accessible and safe to get to with an increase in traffic.
6	Great to seek input from everyone!
7	Many of my senior friends are or are considering moving out of McFarland instead of staying due to the lack of balance in adult, Senior activity and development and housing. It is great for raising kids but let's keep seniors to help raise their grandkids, support local business. Thank you for allowing input!
8	McFarland needs more businesses that allows residents to shop and eat nearby and not need to travel to Madison for most things. We mainly need a better grocery store than Pick N Save.
9	What is the plan for the commercial proposed in 3E over our property along sigglekow in plan 3?
10	The gun club's noise pollution is a major issue for future residents, it is non-stop and echoes throughout the neighborhoods.
11	Thank you for asking my opinion
12	We need bike lanes or at least a better shoulder for bikes on MN. AN and all those surrounding roads. Can't believe w the. I'm sr of bikers we haven't made that a priority. Super dangerous.
13	We moved to McFarland for the small town charm. If the east side turns into what is has been - developers who leave as little green space as possible and build houses that are uniform and not well built, we may move. Also we do not want a lot of huge commercial parks with generic restaurants. Would love a lot of small locally owned restaurants- can we incentivize small businesses instead of large corporations?
14	Incorporate sidewalks in all residential areas.
15	The gun range in the middle of the community is not desirable. The relocation of the lumber yard from downtown to the outskirts of town would allow for a lot of development in the center of the village.

16	We need a gas station, more businesses and parks near secret places in McFarland
17	I am strongly concerned about how the planned Dane County landfill expansion will affect the desirability for development in the East Side growth plan, specifically near Highway AB and Siggelkow Rd. Will this East Side growth plan be discussed with the county when they are deciding on the expansion?
18	1. Would like to see development of safe ways for children and the elderly to get around the village without the use of a car. 2. McFarland is isolated from Madison without public transportation. Is there a plan to link the village to Madison? 3. Elveyem road is pretty small and narrow for a feeder. 4. We need to keep our children safe. Does the plan steer cars away from areas where children are commonly found? Are there plans to mark cross walks with flashing lights. Plans to enforce the speed limits in these areas. Plans to enforce pedestrian right of way.
19	Parks and Natural Areas need to be strongly integrated. Please keep commercial and business separate from inside neighborhoods to help with traffic.
20	More mixed use, commercial and light business please. TIF money to developers would help entice this. Sun P, Fitchburg, Verona and Middleton are expanding their commercial presence at a greater pace than McFarland and it's starting to cause families to reconsider McFarland.
21	Would love more dining and shopping options to help us stay in McFarland vs spending money always in Monona and Madison.
22	Again, keep our custom home neighborhoods alone. Stop with the cookie cutter neighborhoods and high density/low income next to 600K-1 million dollar + homes. Too much low income overall recently.
23	Please think very carefully about this planning as it affects future generations. The onslaught of unsightly rental units being quickly built here may alleviate some housing demand, but we really need careful planning for the future, not knee jerk reactionary policies capitalizing on instant gratification and funding.

APPENDIX B

MAPS

B1 Maps



Data Sources:
Dane County (2022)
CARPC (2022)
Basemap: ESRI

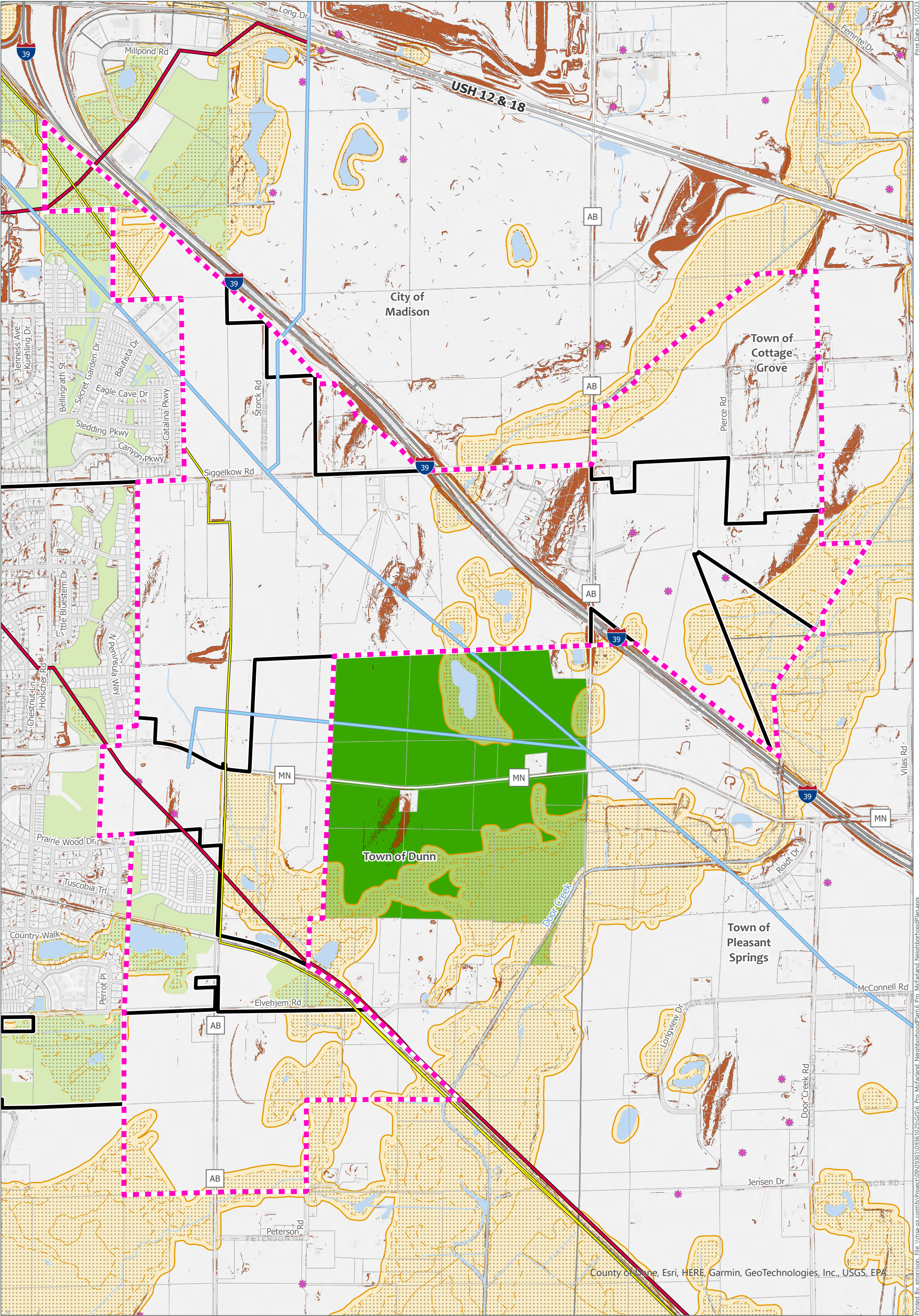


- Village of McFarland
- Parcel Boundary
- Study Area (2022)
- City of Madison
- Town of Blooming Grove
- Town of Cottage Grove
- Town of Dunn
- Town of Pleasant Springs
- Surrounding Municipalities

Study Area

East Side Plan

Village of McFarland Dane County, Wisconsin



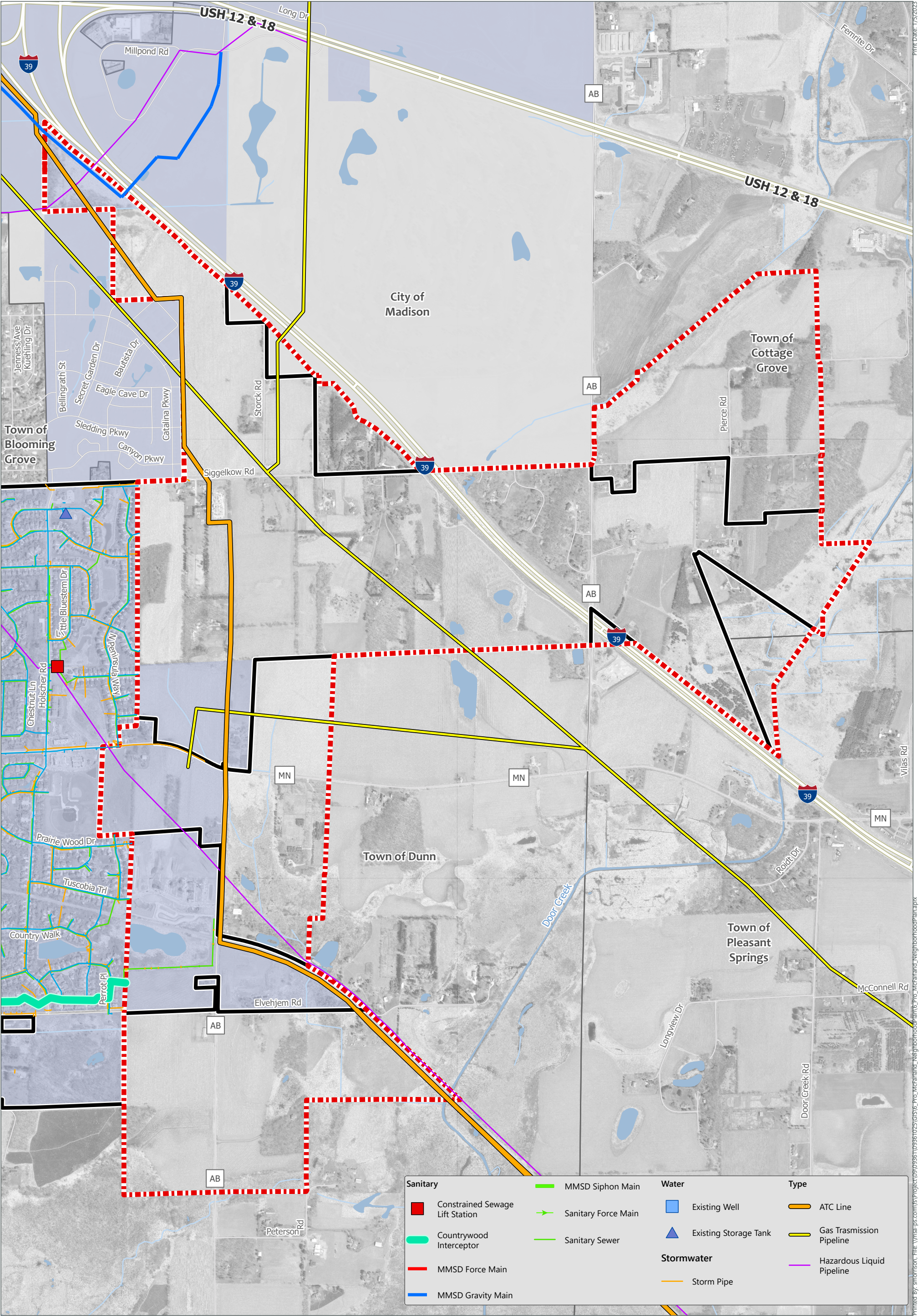
Data Sources:
Dane County (2022) Wetlands/Wet Spots: WDNR,
Flood Hazard Zones: FEMA
Slopes & Contours: Dane County DEM (2017)
Aerial: Dane County (2020)



- | | | |
|---------------------------|-----------------------------|---|
| Village of McFarland | Lakes & Ponds | Steep Slopes (20+%) |
| Parcels | Rivers & Streams | Conservation Easement |
| Hazardous Liquid Pipeline | Environmental Corridors | Flood Hazard Zones |
| Gas Transmission Pipeline | Wetland Area (DNR) | 1% Annual Chance Flood Hazard |
| ATC Line | USDA Wetspots | Regulatory Floodway |
| | Wetland Area Buffer (75-ft) | Special Floodway |
| | | Area of Undetermined Flood Hazard |
| | | 0.2% Annual Chance Flood Hazard |
| | | Future Conditions 1% Annual Chance Flood Hazard |
| | | Area with Reduced Risk Due to Levee |
| | | Area with Risk Due to Levee |

Development Limitations

East Side Plan
Village of McFarland
Dane County, Wisconsin



Data Sources:
Dane County (2022)
Madison MPO
Town and Country Engineers (prev. map)
Basemap: Dane County Aerial (2022)

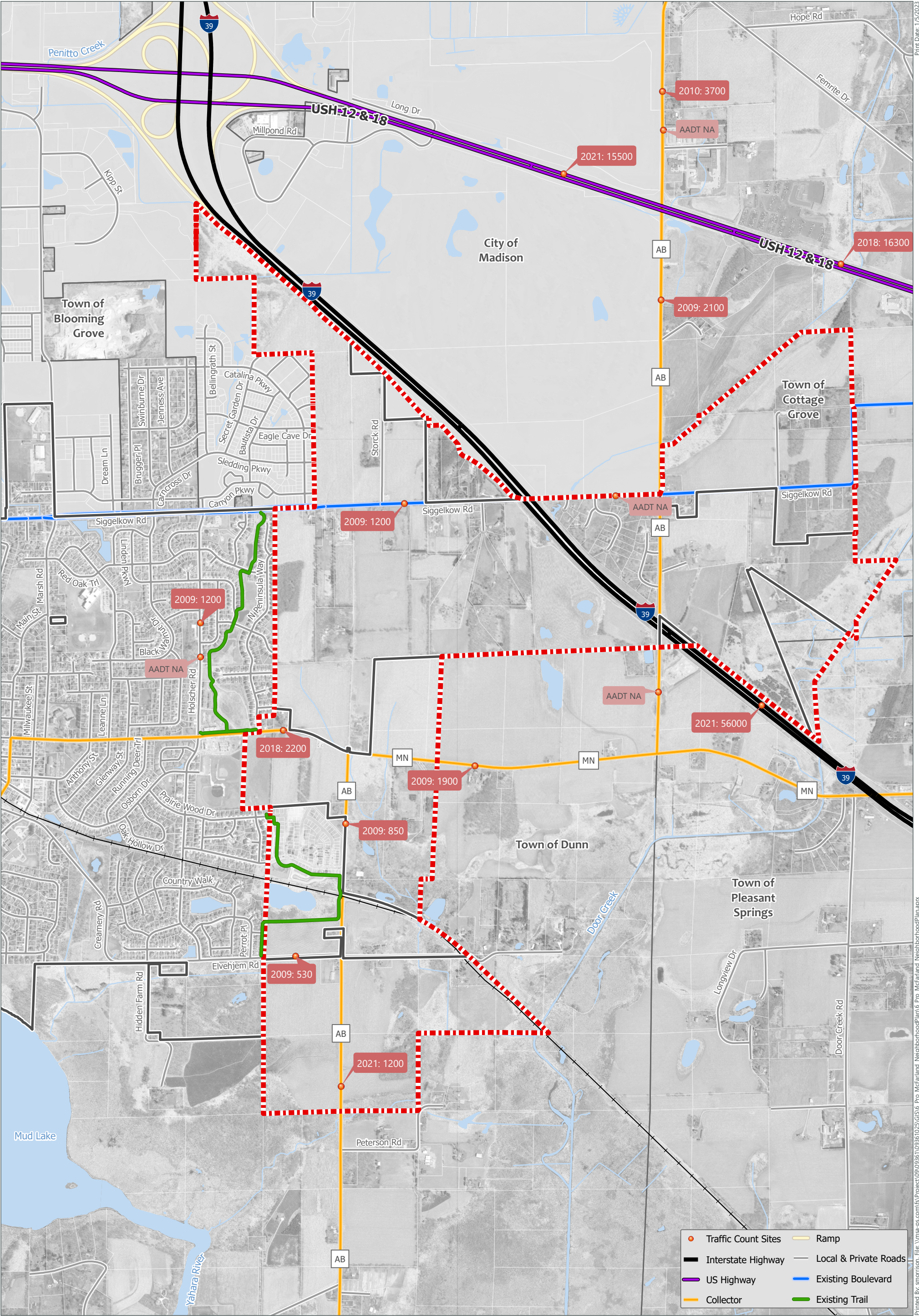
- Village of McFarland
- Study Area (2022)
- Urban Service Area



Existing Utilities

East Side Plan

Village of McFarland
Dane County, Wisconsin



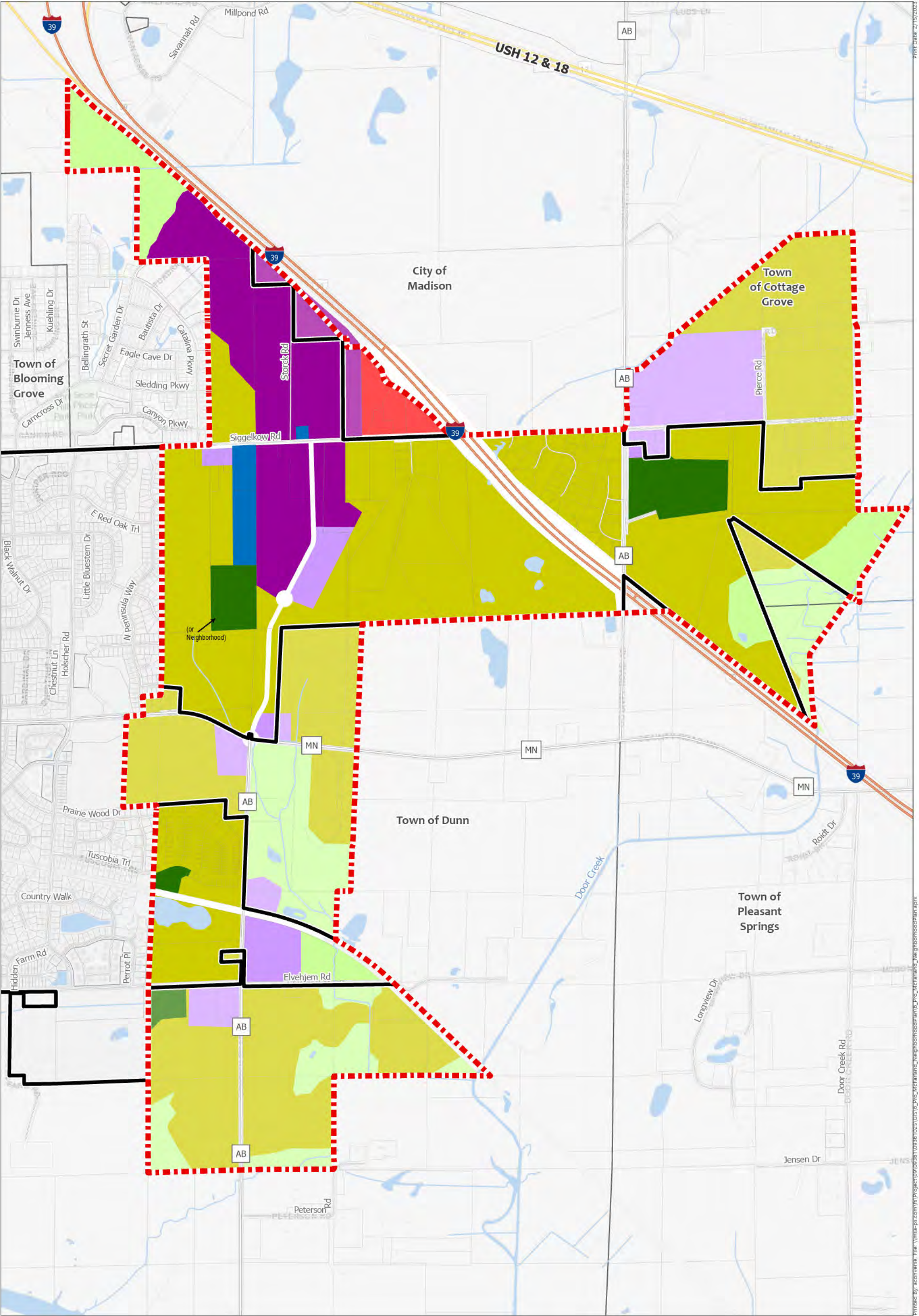
Data Sources:
Dane County (2022)
WisDOT (Railroads/Traffic Counts)
Madison MPO
Aerial: Dane County (2022)



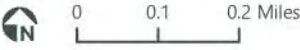
- Village of McFarland
- Municipal Boundary
- Study Area (2022)
- Parcel Boundary

Existing Transportation Network

East Side Plan
Village of McFarland
Dane County, Wisconsin



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

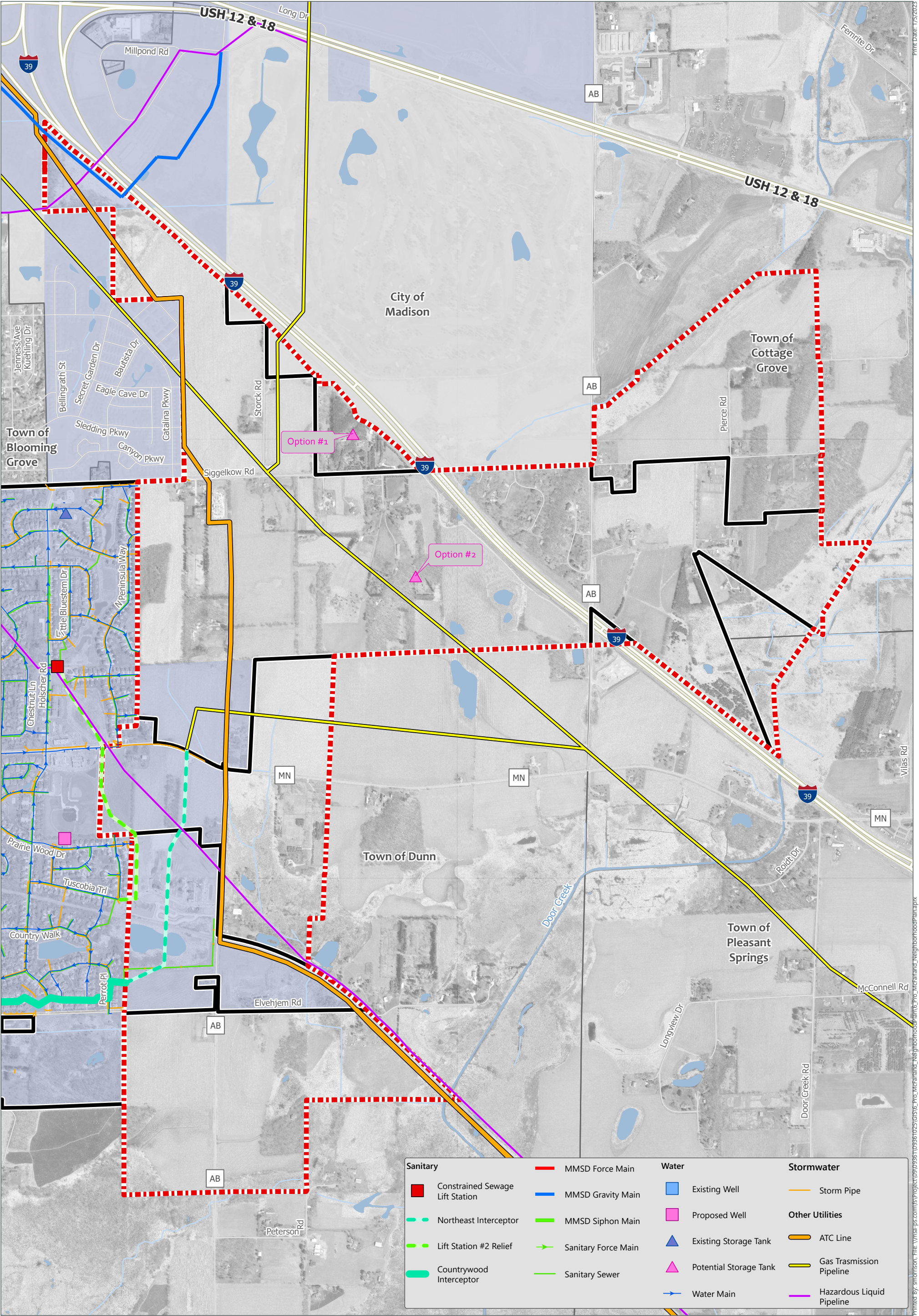


- Study Area (2022)
- Lakes & Ponds
- Rivers & Streams
- Parcels
- Village of McFarland
- Municipal Boundary

- Future Land Use
- Neighborhood
 - Highway and General Commercial
 - Commercial Park
 - Mixed Use/Flex Commercial
 - Institutional and Governmental

Future Land Use

East Side Plan
Village of McFarland
Dane County, Wisconsin



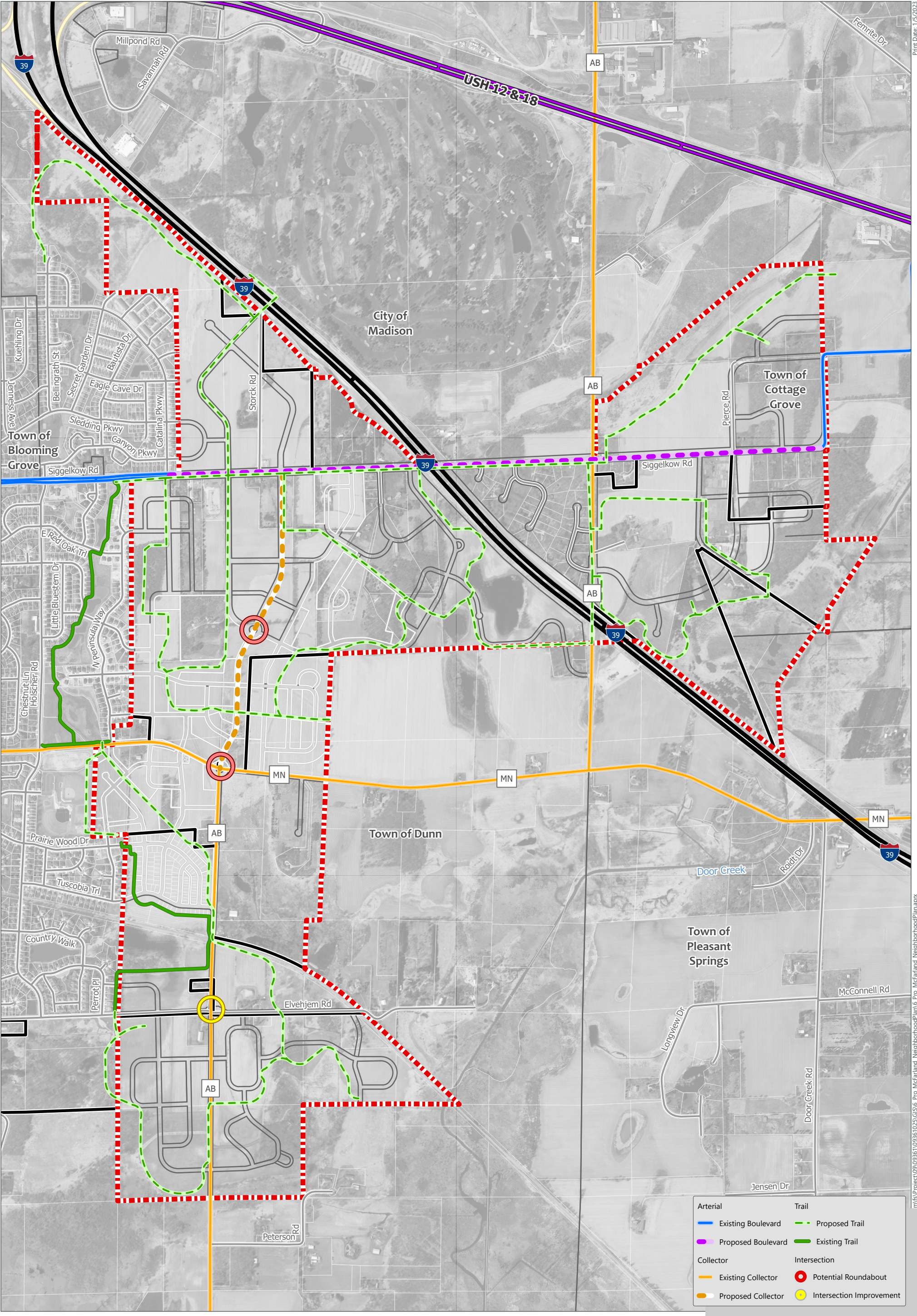
Data Sources:
Dane County (2022)
Madison MPO
Town and Country Engineers (prev. map)
Basemap: Dane County Aerial (2022)

-  Village of McFarland
-  Study Area (2022)
-  Urban Service Area

0 0.25 0.5 Miles

Future Utility Systems

East Side Plan
Village of McFarland
Dane County, Wisconsin



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

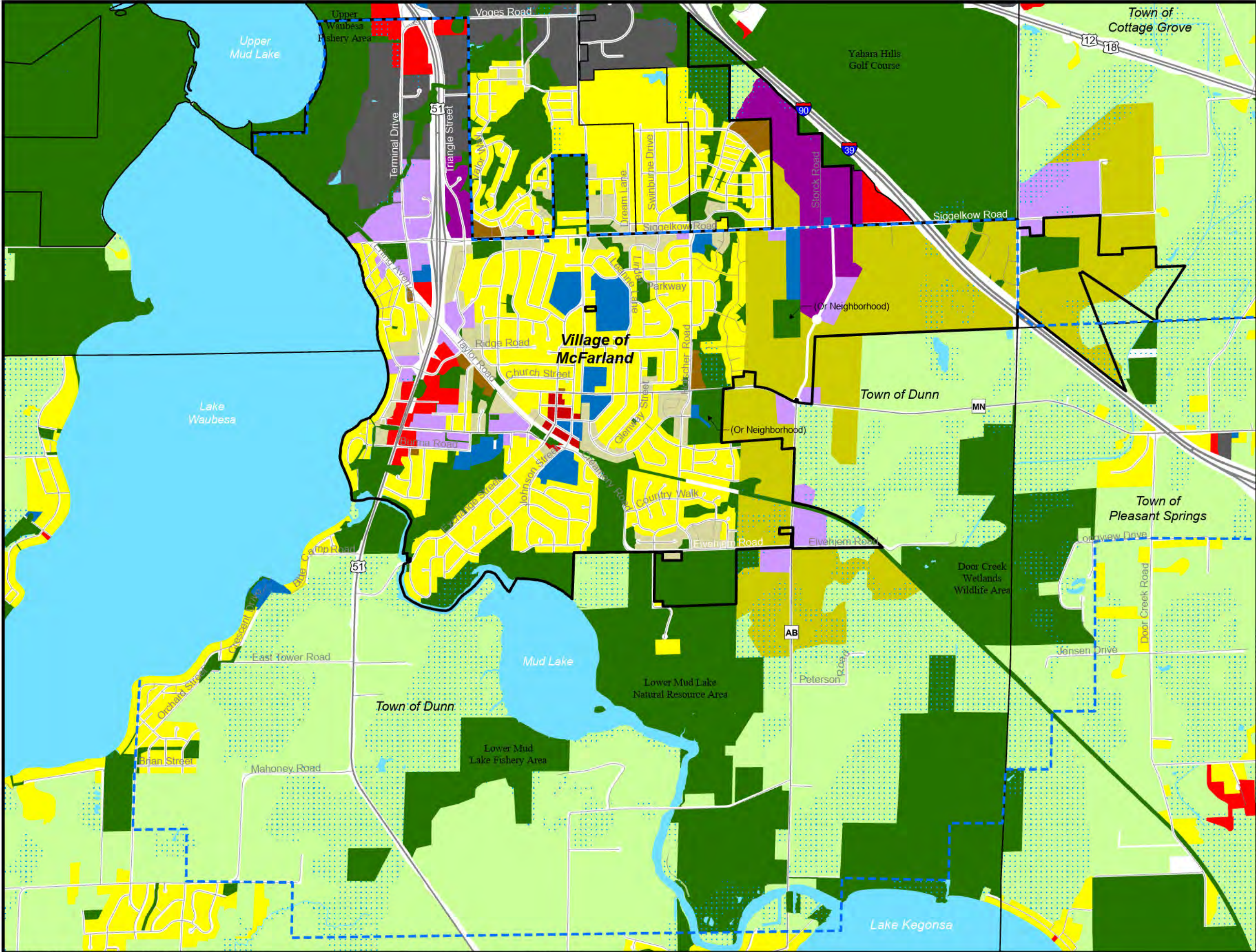


- Village of McFarland
- Municipal Boundary
- Study Area (2022)
- Parcel Boundary

Future Transportation Network

East Side Plan
Village of McFarland
Dane County, Wisconsin

Print Date: 1/9/2023
m:\s\Project\09\09361\09361025\GIS\G_Pro_McFarland_NeighborhoodPlan\G_Pro_McFarland_NeighborhoodPlan.aprx



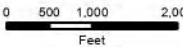
MAP 6

FUTURE LAND USE

COMPREHENSIVE PLAN

- Legend
- Future Land Use**
- Single Family Residential
 - Two Family and Townhouse Residential
 - Multiple Family Residential
 - Neighborhood
 - Downtown
 - Highway and General Commercial
 - Commercial Park
 - Industrial
 - Mixed Use/Flex Commercial
 - Institutional and Governmental
 - Public Lands, Recreation, and Environmental Corridor
 - Agricultural Preservation
 - Urban Reserve
 - Rights-of-Way
 - Water
 - DNR Wetlands and Potential Wetland Indicators over Undeveloped Lands
- Village of McFarland Extraterritorial Jurisdiction Boundary
- ⬢ Village of McFarland Limits (11/2022)
- ⬢ Other Municipal Limits (11/2022)

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



Date: February 2023

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

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**VILLAGE OF
McFarland**
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT:

AGENDA ITEM: Sustainability & Natural Resources Committee (Trustee Wreh & President Clow)

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, April 25, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action on a proposal from HGA for Comprehensive Energy Planning and Predesign Net Zero Energy Services for the Community Center.

PREVIOUS ACTION:

April 19, 2023. The Sustainability & Natural Resources Committee met to review the proposal and unanimously recommended approval by the Village Board with some minor adjustments to the Scope of Services which have been addressed within the proposal provided in the Village Board packet.

ISSUE SUMMARY:

Within the packet is a proposal from HGA to complete Comprehensive Energy Planning and Predesign Net Zero Energy Services for the future Community Center.

Although the Village was unsuccessful in obtaining grant funding through the Wisconsin Office of Energy Innovation for the Comprehensive Energy Planning project, the Village did budget funding for this project as part of the 2023 capital budget. The Scope of Services provided by HGA mirrors what the Village and School District had submitted as part of our grant applications, with a couple of noted revisions based on additional consultation with HGA. Note, School District staff indicated that they were not able to pursue the project without the OEI grant funding; therefore, the scope of services is limited to only Village facilities. The purpose of this part of the scope of services is to obtain a better understanding of our current energy consumption (renewable and non-renewable) for Village-owned buildings, lighting, and vehicles; assess individual sites for potential solar photovoltaic installations; and develop strategies to improve energy efficiency and reduce dependence on non-renewable sources of energy, including estimated project costs, energy savings, payback periods, and identification of funding incentive programs. The final plan can then be utilized by staff, committees, and the Village Board when preparing annual strategic plans, capital improvement plans, and budgets. This work will help position the Village to leverage federal funding available through the Inflation Reduction Act and provide technical support to enhance future grant applications the Village may pursue to meet our renewable energy goals.

The second part of the project includes more detailed analysis to determine the feasibility of converting the Municipal Center into a net zero building as part of the redevelopment of the building into a new Community Center. This is similar to the services HGA provided for the new net zero Public Safety Center, which served to inform the Village Board's decision



regarding the final design of the building. The timing of that project occurred after the Village had selected an architect for the project. In this case, Village staff's goal is to complete the NZE study prior to engaging with an architect on detailed construction designs so that the information from the study can be provided to the architect at the beginning of the project.

The goal is to complete the entire project by the end of this Summer.

FINANCIAL/BUDGET IMPACT:

The 2023 Capital Improvement Budget includes \$25,000 in C&ED Department funds for Comprehensive Energy Planning. The balance of the project costs (\$23,500) will be allocated to funding budgeting in 2023 for Facility Management within the capital budget for the design of the Community Center.

VILLAGE PLAN REFERENCE:

2022-2023 Strategic Plan, Goal B Public Infrastructure, Action IV - Completion of a Village wide energy audit and planning to implement energy efficiencies within operations.

2021 Sustainability Plan, Near-Term Energy Action - Conduct energy audits of all municipal facilities to identify potential energy efficiency improvements.

2021 Sustainability Plan, Energy Goal - Municipal percentage of total energy consumed generated from renewables per year = 50% by 2030 and 100% by 2040.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion, and second, to approve the proposal from HGA for Comprehensive Energy Planning and Predesign Net Zero Energy Services for the Community Center.

ATTACHMENTS:

1. McFarland_Energy_Plan_and_Net Zero_Community_Center_4-20-23_clean

HGA
Alex Harris
608-554-5329
aharris@hga.com
7475 Hubbard Avenue Ste. 201
Middleton, WI 53562

HGA

4-20-23

Proposal for Comprehensive Energy
Planning and Predesign Net Zero
Energy Services for the Community
Center



INTRODUCTION

HGA is a national multi-disciplinary design firm rooted in architecture and engineering. Founded in 1953, we believe that enduring, impactful design results from deep insight into the people and passions that animate each unique environment. Our ten offices from coast to coast offer specialized practices in the energy, healthcare, corporate, government, arts, community, and education markets.

Our responsibility is both inspiring and humbling: to create a positive impact for our clients, their patients, and our communities. To us that means leading with empathy and curiosity in the design process, as well as integrating and advancing the most progressive and innovative sustainable practices. To that end, in July 2018, HGA acquired Sustainable Engineering Group (SEG), a leading engineering firm focused on energy optimization and sustainable design, to broaden our existing expertise in energy and infrastructure planning for leading national clients across all of our markets.

In support of McFarland's sustainability goals, HGA proposes to complete a comprehensive energy plan and a pre-design net zero energy feasibility study for the Community Center renovations.

The comprehensive planning effort will be provided as detailed in the language included in the 2022 PSC OEI grant application and reproduced in this proposal.

HGA also proposes to provide a pre-design net zero energy feasibility for the Community Center renovations. As part of this study HGA will evaluate the current mechanical and electrical systems and determine how the new facility can be designed to net zero energy standards utilizing electrified heating systems, such as air or ground source (geothermal) heat pumps, on-site solar production and integrated battery storage.

As part of this work HGA will summarize potential to incorporate state and federal incentives including but not limited to the Inflation Reduction Act, Bipartisan Infrastructure Bill, 179D tax deduction, Focus on Energy and OEI grants.

Comprehensive Energy Planning Services

HGA will provide services as detailed in the McFarland Comprehensive Energy Planning grant submission. These services will include only the scope associated with the Village of McFarland (VOM). McFarland School District will not be included.

Variations from the PSC grant language are indicated in red.

HGA Scope of Services:

- 1) Develop Baseline Energy Use Profiles, **CO₂ Emissions** & Benchmarks. Develop a baseline energy use profile (kWh, therms), **emissions (ton CO₂)** and benchmarks for VOM operations, including buildings and fleet. VOM buildings include the Municipal Center, Library, Public Works Building, sanitary lift stations (#1-5), well houses (#1, 4, & 5).
- 2) Building Assessments & Strategies. Complete energy assessments of VOM buildings and energy intensive equipment, and identify potential energy efficiency improvements. The measures identified may include equipment upgrades, electrification of heating loads, backup power modifications (battery storage vs. existing fossil fuel generators), scheduling changes, or control upgrades.
- 3) Solar Assessments & Strategies. Assess the potential for solar photovoltaic installations on VOM properties, **including reviewing the existing system on the Public Works building to identify if there is capacity to add to the system based on the analysis in Task 1.** The inclusion of battery storage and microgrid on select PV systems will also be considered. **Preliminary solar PV layout will be included for applicable sites.**
- 4) Exterior Lighting Assessments & Strategies. Complete assessments of VOM park shelter, recreation, and off-street parking lot lighting for potential LED conversions.
- 5) Fleet Assessments & Strategies. Identify the age, mileage, and energy use of all VOM owned fleet vehicles. Provide an estimated cost to replace existing vehicles with electric, hybrid, or low-carbon alternatives, estimated energy savings, greenhouse gas reductions, and payback period over conventional gas powered vehicles. Provide an analysis of the feasibility, cost and payback period for the installation of EV charging stations at Municipal Center, Library, Public Works Building and **public parking lot Downtown on the south side of the railroad.**
- 6) Implementation, Funding and **Incentives**. Consolidate the assessments and strategies into concise implementation plans for VOM. For each recommended improvement, provide an estimated cost, estimated energy savings, greenhouse gas reductions, and estimated payback period. For each strategy identify eligible funding incentive programs including agency, fund name, application deadlines, available funding, and local matching requirements. Work with VOM stakeholders to prioritize proposed strategies to create a 10-year capital improvement plan for each entity.

HGA will identify any possible incentives including but not limited to Focus on Energy, PSC OEI grants, federal incentives through BIL, IRA and 179D. Where incentives are guaranteed for qualified measures, HGA will incorporate these savings into the first costs of the measures as part of the 10 year capital improvement plan.

- 7) Final Report & Adoption. Summarize the project tasks into final reports for presentation and adoption by VOM. The report will be accompanied by the baseline energy profile and **CO₂ emissions** tracking spreadsheet. The spreadsheet will allow VOM staff to update energy use annually to track progress towards their goals. The CEP will be developed to support existing VOM sustainability goals by providing a roadmap for VOM facilities to becoming more energy efficient and increasing on-site renewable energy generation. **HGA will also provide recommendations for implementation of carbon emissions accounting and reporting standards consistent with nationally accepted standards by ICLEI and the Greenhouse Gas Protocol.**

Net Zero Energy Pre-Design Services

The net zero energy (NZE) pre design services will include scope items 1, 2 and 3 as identified in the comprehensive plan. Additionally, the NZE pre design services will include the items identified in the table below.

HGA Scope of Services:

- 1) **Energy Performance Evaluation Services**
 - a. Review SEH condition assessment dated 8/8/2022
 - b. Perform site walk to review existing conditions
 - c. Benchmarking of existing facility energy use and early energy simulation for proposed space uses
 - d. Develop energy use targets based on proposed space use
 - e. Develop HVAC options consistent with NZE goals
 - f. **Evaluate building envelope improvements**
 - g. Perform life cycle cost analysis comparisons for multiple options available to base energy systems
- 2) **Solar Feasibility Services**
 - a. Determine rooftop solar PV potential
 - b. Determine suitability of solar canopies or other ground mount arrays
 - c. Model annual solar production
 - d. Perform life cycle cost analysis for solar PV
 - e. Determine feasibility of net zero energy facility
 - f. Evaluate options for additional solar beyond the behind the meter potential such as utility partnership or innovative community solar system through utility or existing solar coop to optimize system economics
- 3) **Geothermal Bore Field Feasibility Services**
 - a. Determine concept level estimations of peak heating and cooling loads for the building based on available architectural and mechanical drawings, existing equipment and existing BAS trend studies
 - b. Perform concept level analysis of the existing HVAC system to determine compatibility with geothermal system
 - c. Early opinion on size of bore field
 - d. Identify bore field location and potential pipe routing options
- 4) **Onsite Battery and Microgrid Feasibility**
 - a. Determine feasibility of battery storage and microgrid installation
 - b. Provide first costs and potential energy savings associated with battery storage system
- 5) **EV DC Fast Charging Feasibility**
 - a. Identify options to partner with EV charge operators, such as third party or utility, to install DC fast chargers and/or level 2 chargers on site through NEVI or OEI funding.
- 6) **Reporting and Presentations**

- a. Summary report
- b. Virtual meeting with village staff to review preliminary results
- c. In person meeting with village board / sustainability committee to review results

As part of the net zero pre-design services, HGA will identify any possible incentives including but not limited to Focus on Energy, PSC OEI grants, federal incentives through BIL, IRA and 179D. Where incentives are guaranteed for qualified measures, HGA will incorporate these savings into the costs of the proposed systems.

Summary of Meetings for All Scope:

Meeting #	Meeting Name	Location	Participants	Notes
1	Project Kickoff	Virtual	Village staff, committee leaders	Staff to determine attendees
2	Site Visits	In-person or virtual	Staff related to operation and maintenance of buildings	Likely be multiple visits focusing on 1 building or site per visit
3	CEP / NZE Draft Review	Virtual	Staff	
4	CEP / NZE Draft Report Review	In-person or virtual	S&NR Cmte, staff	Staff to determine attendees
5	CEP / NZE Draft Final Review	Virtual	Staff	
6	CEP / NZE Final Review	In-person or virtual	Staff	
7	Final Report Review- CEP and NZE	In-person or virtual	Village board and public	Staff to determine attendees

Professional Service Fees

This Agreement for Professional Services ("Agreement"), effective as of the date signed by the Client below, is between Hammel, Green and Abrahamson, Inc. ("HGA") and Village of McFarland (the "Client").

Compensation to HGA for energy consulting services will be on a Stipulated Sum basis in the following amounts.

- Comprehensive Energy Planning: \$ 29,000
- Net Zero Energy Pre-Design Services: \$ 19,500

This compensation for the Services includes Reimbursable Expenses.



HGA

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