VILLAGE OF MCFARLAND **Community Development Authority** *NOTICE OF PUBLIC MEETING*

Wednesday, August 9, 2023 **7:00 PM** **McFarland Municipal Center**
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:
https://us02web.zoom.us/j/86454532686
Or by Telephone: +1 (312) 626-6799
Webinar ID: 864 5453 2686
Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.

2. PUBLIC APPEARANCES.
   a. This is an opportunity for members of the public to address the Community Development Authority for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Authority about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Authority should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Authority for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to community.development@mcfarland.wi.us to be included as part of the meeting.

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

3. APPROVAL OF MINUTES.
   a. Motion to approve the minutes of the May 10, 2023 CDA meeting.

4. BUSINESS.
   a. Discussion regarding the 2022 Annual Report for Tax Increment District #3.
   b. Discussion regarding the 2022 Annual Report for Tax Increment District #4.
   c. Discussion regarding the 2022 Annual Report for Tax Increment District #5.
   d. Discussion and action to recommend to the Village Board a proposal from MSA Professional Services for Land Use Planning for Redevelopment District Plans No. 1 & 2.
   e. Discussion regarding East Side Business Park planning and design.

5. SCHEDULE NEXT MEETING DATE.
   a. Wednesday, September 13, 2023 at 7:00 PM.

6. ADJOURNMENT.

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

Community Development Authority

Working draft MINUTES

May 8, 2023

Members Present: Ken Brost, TJ Jerke, Anthony Hennes, Stephanie Brassington

Members Absent: Dan Kolk, Kristin Ellis, Benjamin Tanko

Staff Present: Andrew Bremer, Karen Knoll

1. CALL TO ORDER

   Brassington called the meeting to order at 7:04 pm.

2. PUBLIC APPEARANCES

   None

3. APPROVAL OF MINUTES

   a. Review and possible approval of the Community Development Authority draft minutes from the February 8, 2023, meeting.

      Brassington moved to approve the February 8, 2023, Community Development Authority minutes. Brost seconded the motion. Motion carried 4-0.

   b. Motion to approve the minutes of the April 18, 2023 joint CDA and Plan Commission meeting.

      Brassington moved to approve the minutes of the April 18, 2023 Joint CDA and Plan Commission meeting. Brost seconded the motion. Motion carried 4-0.

4. BUSINESS.

a. Discussion and possible action to elect a Chairperson for the Community Development Authority.

Brost moved to nominate Brassington, Jerke seconded the motion. Motion carried 4-0.

b. Discussion and possible action to make a recommendation to the Village Board to issue a Request for Proposals for Land Use Planning for Redevelopment Districts 1 & 2.

Bremer reviewed the Request for Proposals (RFP) Land Use Planning for Redevelopment Districts 1 & 2 as included in packets with members. Bremer reviewed the history and background of TID #3 (adopted 2004) and TID #4 (adopted 2008), Terminal Triangle District Plan (adopted 2005), Village Center Master Plan (adopted 1999) and Redevelopment District Plans 1 & 2 (adopted 2010). Bremer indicated what he is looking for from members, as he goes over the highlights of the proposal, is if there are any comments on any specific section of the RFP.

The timeframe for the RFP approval is there will be a recommendation sent to the Village Board from the CDA after tonight's meeting and the Plan Commission will be meeting on May 16, 2023 to review the draft to make their own recommendation, recommendations

will go to the Village Board on May 23, 2023. If approved by the Village Board it will go out to RFP.

Members discussed accessory dwelling units on larger lots, and the requirement they be owner occupied rather than rentals and added "accessory dwelling units" under item # 2 of Section 3. Bremer feels in some manner through zoning we can address them and will discuss this with the Plan Commission at their upcoming meeting. Members discussed who the review committee is, and the process for the RFP approval, and that the Village will continue to rely on current adopted plans until any are replaced. Members also discussed the community engagement and what to expect, plus the timeline of the RFP project.

With the information as included in packets, Bremer reviewed the updated maps of included areas, which are based on prior CDA input, with members.

Brost moved to make a recommendation to the Village Board to issue a Request for proposals for Land Use Planning for Redevelopment Districts 1 & 2 with the modification in section 3 to item #2. Brassington seconded the motion. Motion carried 4-0.

7. SCHEDULE NEXT MEETING DATE.

a. Wednesday June 14, 2023, at 7:00pm.

8. ADJOURNMENT.

Brost moved to adjourn. Hennes seconded the motion. Motion carried 7-0. Meeting adjourned at 7:45 p.m.

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, August 9, 2023**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion regarding the 2022 Annual Report for Tax Increment District #3.**

PREVIOUS ACTION:

ISSUE SUMMARY:

Executive Summary

ACT 257 was created by the State of Wisconsin as a means to require municipalities to hold annual Joint Review Board meetings with the express purpose to review an annual report of each TIF District with the other overlying taxing jurisdictions. Several financial metrics are required to be provided in order to demonstrate the TID's performance over time. The Village is fortunate that it has been preparing this type of annual report voluntarily through its annual auditing process since at least 2006. This cover memorandum is provided as a summary of the year in review and an introduction to the WDOR PE-300 forms prepared for the year 2022. The packet also includes an updated proforma with estimated expenditures and costs over the remaining life of the TID, assuming no new development or capital expenditures. The Village held the annual Joint Review Board meeting on June 20, 2023. Traditionally, these reports have also been reviewed by the CDA to inform members of the financial health of each TID.

TID #3 2022 Annual Report Highlights

TID #3 was created as a post 1995 Industrial TID on August 9, 2004. It is scheduled to expire on August 9, 2027, and not presently forecasted for closure prior to this date. The 2022 Tax Increment Value of the District was $66,652,700, up from $47,658,500 in 2021. The twenty percent increase in tax increment value was largely due to market increases in property values throughout the district. TID #3 has done very well with a positive fund balance of $936,693 at the end of 2022. In 2022, the TID collected $965,291 in tax increment, up from $930,641 the prior year, and anticipated to increase to $1,196,495 in 2023. TID #3 also serves as a donor to TID #4 as authorized by the JRB on July 14, 2015. The expenditure period for TID #3 expired on August 9, 2022. The District still has about $6M in unexpended funds authorized in its Project Plan that for a variety of reasons were not able to be completed prior to the expenditure period. The Village is considering developing a new overlay TIF District to be able to continue to utilize this financial tool to revitalize blighted and underutilized properties and complete additional public works projects that were not able to be completed prior to the TID #3 expenditure period.

2022 New Project/Development Highlights:

1. 4908 Terminal Drive. The Village approved a fourth phase of Waubesa Village (4908 Terminal Drive), a 27-unit apartment building. This development project includes 4902 Terminal Drive, a previous Village parcel that was purchased for the purpose of redeveloping the former single-family home located on the parcel. Construction of the building finished in the Spring of 2023 and the full value for this fourth phase (~$3.8M) will be achieved as of January 1, 2024.
2. 4313 Triangle Street. In 2020, the Village purchased 4313 Triangle Street to eliminate blight and assemble properties near Meinders Road as previous plans had called for. In 2021, a local business, CTW Flooring, received approval to construct a 27,000 square foot office and warehouse facility for a subsidiary business Wisco Cabinets. Construction of the building finished in the Spring of 2023 and the full value (~$2.35M) should be achieved as of January 1, 2024.
3. 4901 Terminal Drive. The Village acquired this property for future redevelopment opportunities.
4. Terminal Drive Reconstruction. The Village completed reconstruction of Terminal Drive from Siggelkow Road north approximately 1,800 feet to Lift Station #4. The project consisted of conversion of the road from a rural to urban cross section, including a new recreational path on the west side of the road, sidewalks on the east side, curb and gutter, and new street lighting. The Village plans to complete the remaining portion of Terminal Drive from Lift Station #4 to USH 51 in 2027. This project is anticipated to be included in a future overlay TIF District.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
This agenda item is presented for discussion only. No action is required.

ATTACHMENTS:
1. 13154-TID003-Annual Report-2022
2. McFarland TID 3 Proforma_08.03.2023

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 1 - Municipality and TID					
Co-muni code	Municipality		County	Due date	Report type
13154	**MCFARLAND**		**DANE**	**07/03/2023**	**ORIGINAL**
TID number	TID type	TID name	Creation date	Mandatory termination date	Expected termination date
003	**4**	**MCF TID 003**	**08/09/2004**	**08/09/2027**	**N/A**

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	**$1,469,944**

Section 3 - Revenue	Amount
Tax increment	$965,291
Investment income	$38,550
Debt proceeds	$1,689,183
Special assessments	$0
Shared revenue	$52,721
Sale of property	$0
Allocation from another TID	
Developer guarantees	
Developer name Ezra Properties	$19,484
Transfer from other funds	
Grants	
Other revenue	
Total Revenue (deposits)	**$2,765,229**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 4 - Expenditures	Amount
Capital expenditures	$1,818,491
Administration	$57,128
Professional services	$20,444
Interest and fiscal charges	$54,517
DOR fees	$150
Discount on long-term debt	$0
Debt issuance costs	$0
Principal on long-term debt	$295,000
Environmental costs	$0
Real property assembly costs	
Allocation to another TID	
TID number 004	$702,750
Developer grants	
Developer name Ezra Properties	$0
Transfer to other funds	
Other expenditures	
Total Expenditures	**$2,948,480**

Section 5 - Ending Balance	Amount
TID fund balance at end of year	**$1,286,693**
Future costs	**$19,277,435**
Future revenue	**$21,818,400**
Surplus or deficit	**$3,827,658**

Section 6 - Preparer/Contact Information	
Preparer name **Andrew Bremer**	Preparer title **Community & Economic Development Director**
Preparer email **andrew.bremer@mcfarland.wi.us**	Preparer phone **(608) 838-3154**
Contact name **Matt Schuenke**	Contact title **Village Administrator**
Contact email **matt.schuenke@mcfarland.wi.us**	Contact phone **(608) 838-2303**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Submission Information	
Co-muni code	**13154**
TID number	**003**
Submission date	**06-15-2023 01:47 PM**
Confirmation	**TIDAR20220383O1686854792300**
Submission type	**ORIGINAL**

Village of McFarland **TID #3** **PROFORMA NO NEW DEVELOPMENT (draft 8.3.2023)**

L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	BB	CC
PAYMENT YEAR	CAPITAL EXPENDITURE COSTS[1]	ANNUAL DEBT SERVICE[2]	INTEREST ON ADVANCES	ADMIN & OPERATIONS COSTS[3]	SUBSIDY[4] TO TID #4	SUBSIDY[5] TO TID #5	TOTAL USES TID FUNDS	TAX INCREMENT COLLECTED	DEBT ISSUED / PREMIUM[6]	DEVELOP GAURAN[7]	TRANSFER FROM TID #4[8]	TRANSFER FROM TID #5[9]	OTHER INCOME[10]	INVESTM INCOME[11]	TOTAL SOURCES TID FUNDS	ANNUAL CASH FLOW	TID FUND BALANCE
2004	*$1,964,250*	*$28,100*	*$5,749*	*$30,166*	*$0*	*$0*	*$2,028,265*	*$0*	*$1,535,000*	*$0*	*$0*	*$0*	*$0*	*$0*	*$1,535,000*	*($493,265)*	*($493,265)*
2005	*$627,599*	*$32,359*	*$4,089*	*$42,640*	*$0*	*$0*	*$706,687*	*$0*	*$1,421,545*	*$0*	*$0*	*$0*	*$0*	*$25,513*	*$1,447,058*	*$740,371*	*$247,106*
2006	*$510,890*	*$173,727*	*$7,531*	*$40,350*	*$0*	*$0*	*$732,498*	*$164,170*	*$0*	*$0*	*$0*	*$0*	*$15,896*	*$0*	*$180,066*	*($552,432)*	*($305,326)*
2007	*$162,146*	*$115,091*	*$14,149*	*$36,816*	*$0*	*$0*	*$328,202*	*$331,293*	*$0*	*$0*	*$0*	*$0*	*$19,525*	*$0*	*$350,818*	*$22,616*	*($282,710)*
2008	*$693,101*	*$212,218*	*$6,928*	*$40,363*	*$0*	*$0*	*$952,610*	*$462,568*	*$4,442,234*	*$0*	*$0*	*$0*	*$17,145*	*$420*	*$4,922,367*	*$3,969,757*	*$3,687,047*
2009	*$26,588*	*$3,520,964*	*$0*	*$33,342*	*$0*	*$0*	*$3,580,894*	*$712,470*	*$0*	*$16,346*	*$0*	*$0*	*$14,139*	*$3,534*	*$746,489*	*($2,834,405)*	*$852,642*
2010	*$134,363*	*$533,986*	*$0*	*$56,908*	*$0*	*$0*	*$725,257*	*$829,770*	*$0*	*$28,278*	*$0*	*$0*	*$18,806*	*$596*	*$877,450*	*$152,193*	*$1,004,835*
2011	*$11,095*	*$539,449*	*$0*	*$38,151*	*$0*	*$0*	*$588,695*	*$802,316*	*$0*	*$33,804*	*$0*	*$0*	*$26,373*	*$472*	*$862,965*	*$274,270*	*$1,279,105*
2012	*$143,530*	*$538,311*	*$0*	*$42,670*	*$0*	*$0*	*$724,511*	*$753,774*	*$0*	*$0*	*$0*	*$0*	*$25,098*	*$631*	*$779,503*	*$54,992*	*$1,334,097*
2013	*$239,332*	*$540,376*	*$0*	*$35,609*	*$0*	*$0*	*$815,317*	*$710,116*	*$0*	*$80,104*	*$0*	*$0*	*$26,274*	*$445*	*$816,939*	*$1,622*	*$1,335,719*
2014	*$6,139*	*$485,728*	*$0*	*$44,727*	*$0*	*$0*	*$536,594*	*$704,314*	*$0*	*$94,120*	*$0*	*$0*	*$11,789*	*$416*	*$810,639*	*$274,045*	*$1,609,764*
2015	*$0*	*$487,064*	*$0*	*$44,338*	*$0*	*$0*	*$531,402*	*$778,000*	*$0*	*$90,966*	*$0*	*$0*	*$4,784*	*$802*	*$874,552*	*$343,150*	*$1,952,914*
2016	*$545,584*	*$671,076*	*$0*	*$65,929*	*$843,658*	*$0*	*$2,126,247*	*$767,184*	*$0*	*$119,151*	*$0*	*$0*	*$3,988*	*$9,421*	*$899,744*	*($1,226,503)*	*$726,411*
2017	*$0*	*$66,406*	*$0*	*$52,536*		*$0*	*$118,942*	*$796,300*	*$0*	*$41,432*	*$0*	*$0*	*$5,466*	*$4,818*	*$848,016*	*$729,074*	*$1,455,485*
2018	*$708,800*	*$66,406*	*$0*	*$49,912*	*$245,470*	*$0*	*$1,070,588*	*$821,442*	*$0*	*$0*	*$0*	*$0*	*$5,547*	*$15,418*	*$842,407*	*($228,181)*	*$1,227,304*
2019	*$9,200*	*$326,406*	*$0*	*$41,457*	*$79,213*	*$0*	*$456,276*	*$871,381*	*$0*	*$0*	*$0*	*$0*	*$5,681*	*$32,992*	*$910,054*	*$453,778*	*$1,681,082*
2020	*$813,609*	*$324,056*	*$0*	*$53,611*	*$217,841*	*$350,000*	*$1,759,117*	*$828,009*	*$0*	*$29,953*	*$0*	*$0*	*$52,943*	*$10,154*	*$921,059*	*($838,058)*	*$843,024*
2021	*$973*	*$325,894*	*$0*	*$64,894*	*$440,957*	*$0*	*$832,717*	*$930,641*	*$0*	*$81,891*	*$0*	*$0*	*$96,437*	*$669*	*$1,109,637*	*$276,920*	*$1,119,944*
2022	*$1,818,491*	*$349,517*	*$0*	*$77,722*	*$ 702,750*	*$0*	*$2,948,480*	*$965,291*	*$1,689,183*	*$19,484*	*$0*	*$0*	*$52,721*	*$38,550*	*$2,765,228*	*($183,251)*	*$936,693*
2023	$326,500	$678,762	$0	$119,750	$875,000	$200,000	$2,200,012	$1,196,495	$0	$19,484	$0	$0	$63,750	$10,000	$1,289,729	($910,284)	$26,409
2024	$0	$361,075	$0	$119,750	$0	$0	$480,825	$1,360,703	$0	$19,484	$0	$137,500	$63,750	$10,000	$1,591,437	$1,110,612	$1,137,021
2025	$337,500	$361,175	$0	$119,750	$0	$0	$818,425	$1,356,335	$0	$19,484	$0	$137,500	$63,750	$10,000	$1,587,069	$768,644	$1,905,665
2026	$0	$360,975	$0	$119,750	$0	$0	$480,725	$1,356,335	$0	$19,484	$0	$137,500	$63,750	$10,000	$1,587,069	$1,106,344	$3,012,009
2027	$0	$365,400	$0	$119,750	$0	$0	$485,150	$1,356,335	$0	$19,484	$0	$137,500	$63,750	$10,000	$1,587,069	$1,101,919	$4,113,927
2028	$0	$0	$0	$0	$0	$0	$0	$1,356,335	$0	$0	$0	$0	$0	$0	$1,356,335	$1,356,335	$5,470,262
TOTAL	**$9,079,690**	**$11,464,522**	**$38,446**	**$1,490,890**	**$3,404,889**	**$550,000**	**$26,028,436**	**$20,211,575**	**$9,087,962**	**$732,948**	**$0**	**$550,000**	**$721,361**	**$194,851**			
2023-2028	*$664,000*	*$2,127,387*	*$0*	*$598,750*	*$875,000*	*$200,000*	*$4,465,137*	*$7,982,537*	*$0*	*$97,420*	*$0*	*$550,000*	*$318,750*	*$50,000*			

ASSUMPTION

1. 2023 = $75K for Terminal Triangle District Plan & TID #6 Overlay + $25K CTW + $226,500 for WVP4; 2025 = Ezra Phase 1 remaining payment)
2. Includes remaining payment schedule for 2008 GO Bond plus $1.658M in new debt service for Terminal Drive Phase 1 Reconstruction
3. Administration & Operation Costs remaining years based on 2022 Budget
4. 2023 Subsidy to TID #4 (5411 Bashford $172K + $10K remaining Café incentive + $75K Downtown Master Plan + $400K unallocated Redevelopment + $400K unallocated Property Acquisition), proforma assumes donation of funds
5. 2023 Subsidy to TID #5 ($200K unallocated Redevelopment Incentive), proforma assumes zero interest advance
6. 2022 = $1.658M in new debt service for Terminal Drive Phase 1 Reconstruction
7. 2021 = MRS final payment + Ezra; 2022 and beyond = Ezra payment Phase 1 deficit
8. TID #4 Loan Repayment for Farwell Place Incentive changed to donation in 2021
9. TID #5 for Atwater Phase 1 Incentive (est. based on 2020 Financial Statements)
10. Other Income (Exempt Computer Aid, Licenses and Permits, Rent, Misc) remaining years based on 2023 Budget
11. Investment Income remaining years based on 2023 Budget

Actual Values as reported from Wisconsin Department of Revenue TIF Valuation Reports and Village Compiled Financial Statements

TID DATES

Creation Date: 08-09-2004
Expenditure Period: 08-09-2022
Termination Date: 08-09-2027
Last Year Collect Tax Increment: 2028

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, August 9, 2023**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion regarding the 2022 Annual Report for Tax Increment District #4.**

PREVIOUS ACTION:

ISSUE SUMMARY:

Executive Summary

ACT 257 was created by the State of Wisconsin as a means to require municipalities to hold annual Joint Review Board meetings with the express purpose to review an annual report of each TIF District with the other overlying taxing jurisdictions. Several financial metrics are required to be provided in order to demonstrate the TID's performance over time. The Village is fortunate that it has been preparing this type of annual report voluntarily through its annual auditing process since at least 2006. This cover memorandum is provided as a summary of the year in review and an introduction to the WDOR PE-300 forms prepared for the year 2022. The packet also includes an updated proforma with estimated expenditures and costs over the remaining life of the TID, assuming no new development or capital expenditures. The Village held the annual Joint Review Board meeting on June 20, 2023. Traditionally, these reports have also been reviewed by the CDA to inform members of the financial health of each TID.

TID #4 2022 Annual Report Highlights

TID #4 was created as a post 1995 Blight TID on January 14, 2008. In 2015 the Village requested, and the Department of Revenue approved, a Base Value Redetermination (BVR) of the District. The BVR adjusted the expenditure period deadline to January 14, 2028 and the termination date to January 14, 2033. The TID is not presently forecasted for closure prior to this date. TID #4 first began collecting increment in 2017 after not having collected any since its inception due to negative assessment growth caused by the Great Recession. This has contributed to its financial health as it has historically had very little revenue to offset operating costs from year to year. The 2022 Tax Increment Value of the District was $6,065,700, up from $5,033,600 in 2021. The expenses for this TID to date have been supported by advances from TID #3 and debt service (which was paid by the advances). In 2021 the TID posted its first positive year-end fund balance of $223,674. This was due to the Village converting the balance of TID #3 advances into a donation to TID #4. In 2022, the TID collected $101,952 in tax increment, up from $97,962 the prior year, and anticipated to increase to $108,886 in 2023. The District still has about $5.2M in unexpended funds authorized in its Project Plan that could be pursued in future years including streetscaping, land acquisition, public improvements, economic development, and marketing initiatives.

VILLAGE OF
McFarland

2022 New Project/Development Highlights:

1. 5411 Bashford Street. The Village approved a development agreement with a local business to construct a new mixed-use development on this vacant property that was previously purchased by the Village for blight removal purposes. The development consists of a 2,500 square foot commercial business and four residential units. Building construction was completed in the Spring of 2023 and is expected to add ~$1.1M in tax value to the TID as of January 1, 2023.
2. 5802/5804 Main Street & 5307 Hough Street. The Village acquired this property for future redevelopment opportunities.
3. Municipal Center Campus Plan. Although not located in TID #4, the Village undertook a planning project to study the long-term adaptive reuse of the Municipal Center as Village Police/Fire/EMS services will be vacating the building in 2023. The creation of the plan is meant to provide recommendations regarding the renovation of the Municipal Center for the inclusion of a Community Center to serve seniors, youth, and remaining Village Departments. The future Community Center has the potential to serve as a catalyst for redevelopment of other properties in TID #4.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
This agenda item is presented for discussion only. No action is required.

ATTACHMENTS:
1. 13154-TID004-Annual Report-2022
2. McFarland TID 4 Proforma_08.03.2023

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 1 - Municipality and TID					
Co-muni code	Municipality		County	Due date	Report type
13154	**MCFARLAND**		**DANE**	**07/03/2023**	**ORIGINAL**
TID number	TID type	TID name	Creation date	Mandatory termination date	Expected termination date
004	**2**	**MCF TID 004**	**01/14/2008**	**01/14/2035**	**N/A**

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	**$-232,876**

Section 3 - Revenue		Amount
Tax increment		$97,962
Investment income		$220
Debt proceeds		$0
Special assessments		$0
Shared revenue		$12,055
Sale of property		$0
Allocation from another TID		
TID number	003	$440,957
Developer guarantees		
Developer name	McFarland House Cafe	$1,121
Transfer from other funds		
Grants		
Other revenue		
Total Revenue (deposits)		**$552,315**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 4 - Expenditures	Amount
Capital expenditures	$3,472
Administration	$30,010
Professional services	$28,213
Interest and fiscal charges	$3,920
DOR fees	$150
Discount on long-term debt	$0
Debt issuance costs	$0
Principal on long-term debt	$30,000
Environmental costs	$0
Real property assembly costs	
Allocation to another TID	
Developer grants	
Developer name None	$0
Transfer to other funds	
Other expenditures	
Total Expenditures	**$95,765**

Section 5 - Ending Balance	Amount
TID fund balance at end of year	**$223,674**
Future costs	**$13,557,408**
Future revenue	**$15,696,823**
Surplus or deficit	**$2,363,089**

Section 6 - Preparer/Contact Information	
Preparer name **Andrew Bremer**	Preparer title **Community & Economic Development Director**
Preparer email **andrew.bremer@mcfarland.wi.us**	Preparer phone **(608) 838-3154**
Contact name **Matt Schuenke**	Contact title **Village Administrator**
Contact email **matt.schuenke@mcfarland.wi.us**	Contact phone **(608) 838-2303**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Submission Information	
Co-muni code	**13154**
TID number	**004**
Submission date	**06-15-2023 01:55 PM**
Confirmation	**TIDAR20220383O1686855314453**
Submission type	**ORIGINAL**

Village of McFarland		TID #4		PROFORMA NO NEW DEVELOPMENT (draft 8.3.2023)											
L	M	N	O	P	Q	R	S	T	V	U	Y	V	W	X	Y
PAYMENT YEAR	CAPITAL EXPENDITURE COSTS[1]	ANNUAL DEBT SERVICE[2]	INTEREST ON ADVANCES	ADMIN & OPERATION COSTS[3]	TRANSFER TO TID #3	TOTAL USES TID FUNDS	TAX INCREMENT COLLECTED	DEBT ISSUED / PREMIUM[4]	DEVELOP GAURAN[5]	SUBSIDY FROM TID #3[6]	OTHER INCOME[7]	INVESTM INCOME[8]	TOTAL SOURCES TID FUNDS	ANNUAL CASH FLOW	TID FUND BALANCE
2007	*$14,472*	*$0*	*$0*	*$178*	*$0*	*$14,650*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*($14,650)*	*($14,650)*
2008	*$318,700*	*$5,534*	*$1,668*	*$22,003*	*$0*	*$347,905*	*$0*	*$275,534*	*$0*	*$0*	*$0*	*$0*	*$275,534*	*($72,371)*	*($87,021)*
2009	*$97,760*	*$11,029*	*$789*	*$40,694*	*$0*	*$150,272*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*($150,272)*	*($237,293)*
2010	*$0*	*$11,475*	*$555*	*$43,044*	*$0*	*$55,074*	*$0*	*$0*	*$0*	*$0*	*$730*	*$0*	*$730*	*($54,344)*	*($291,637)*
2011	*$0*	*$11,475*	*$440*	*$34,827*	*$0*	*$46,742*	*$0*	*$0*	*$0*	*$0*	*$511*	*$0*	*$511*	*($46,231)*	*($337,868)*
2012	*$0*	*$36,475*	*$598*	*$36,089*	*$0*	*$73,162*	*$0*	*$0*	*$0*	*$0*	*$822*	*$0*	*$822*	*($72,340)*	*($410,208)*
2013	*$0*	*$35,413*	*$445*	*$34,840*	*$0*	*$70,698*	*$0*	*$0*	*$0*	*$0*	*$789*	*$0*	*$789*	*($69,909)*	*($480,117)*
2014	*$0*	*$49,350*	*$416*	*$34,985*	*$0*	*$84,751*	*$0*	*$0*	*$4,375*	*$0*	*$1,018*	*$0*	*$5,393*	*($79,358)*	*($559,475)*
2015	*$0*	*$47,650*	*$802*	*$48,150*	*$0*	*$96,602*	*$0*	*$0*	*$4,375*	*$0*	*$1,595*	*$323*	*$6,293*	*($90,309)*	*($649,784)*
2016	*$500,000*	*$145,950*	*$4,485*	*$43,425*	*$0*	*$693,860*	*$0*	*$0*	*$4,375*	*$843,658*	*$1,585*	*$0*	*$849,618*	*$155,758*	*($494,026)*
2017	*$265,187*	*$3,639*	*$0*	*$45,973*	*$0*	*$314,799*	*$35,522*	*$278,752*	*$4,375*	*$0*	*$1,354*	*$0*	*$320,003*	*$5,204*	*($488,822)*
2018	*$206,019*	*$37,576*	*$4,519*	*$38,095*	*$0*	*$286,209*	*$84,834*	*$0*	*$8,750*	*$245,470*	*$2,674*	*$0*	*$341,728*	*$55,519*	*($433,303)*
2019	*$14,840*	*$35,195*	*$2,043*	*$23,112*	*$0*	*$75,190*	*$93,135*	*$0*	*$0*	*$79,213*	*$1,407*	*$677*	*$174,432*	*$99,242*	*($334,061)*
2020	*$136,892*	*$34,595*	*$1,820*	*$37,720*	*$0*	*$211,027*	*$86,635*	*$0*	*$0*	*$217,841*	*$7,125*	*$611*	*$312,212*	*$101,185*	*($232,876)*
2021	*$3,472*	*$33,920*	*$0*	*$58,373*	*$0*	*$95,765*	*$97,962*	*$0*	*$1,121*	*$440,957*	*$12,055*	*$220*	*$552,314*	*$456,549*	*$223,674*
2022	*$514,743*	*$33,245*	*$0*	*$68,195*	*$0*	*$616,183*	*$101,952*	*$0*	*$1,024*	*$702,750*	*$7,553*	*$4,814*	*$818,092*	*$201,910*	*$425,583*
2023	$860,000	$32,570	$0	$90,000	$0	$982,570	$108,886	$0	$0	$875,000	$25,000	$1,000	$1,009,886	$27,316	$452,899
2024	$0	$31,970	$0	$90,000	$0	$121,970	$155,016	$0	$0	$0	$25,000	$1,000	$181,016	$59,046	$511,946
2025	$0	$31,370	$0	$90,000	$0	$121,370	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$54,440	$566,385
2026	$0	$35,770	$0	$90,000	$0	$125,770	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$50,040	$616,425
2027	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$702,235
2028	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$788,045
2029	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$873,855
2030	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$959,665
2031	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$1,045,475
2032	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$1,131,285
2033	$0	$0	$0	$90,000	$0	$90,000	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$85,810	$1,217,094
2034	$0	$0	$0	$0	$0	$0	$149,810	$0	$0	$0	$25,000	$1,000	$175,810	$175,810	$1,392,904
TOTAL	**$2,932,085**	**$664,201**	**$18,580**	**$1,599,703**	**$0**	**$5,214,569**	**$2,262,042**	**$554,286**	**$28,395**	**$3,404,889**	**$339,218**	**$18,644**			
2023-2034	*$860,000*	*$131,680*	*$0*	*$990,000*	*$0*	*$1,981,680*	*$1,762,002*	*$0*	*$0*	*$875,000*	*$300,000*	*$12,000*			

ASSUMPTION

1. 2023 = $10K remaining Café incentive + 5411 Bashford incentive $172K + $75K Downtown Master Plan + $400K Property Acquisition (unallocated) + $203K Redevelopment (unallocated)
2. No new Debt Service. Remaining debt service is actual payment schedule for 2008 GO Bond
3. Administration & Organization Costs years 2023-2034 based on 2023 Budget
4. Debt Issued (No new debt)
5. Developer Gaurantee (2021 and 2022 = McFarland House Cafe)
6. TID #3 Subsidy (2023 = $400K Redevelopment + $400K Property Acquisition + $75K Downtown Master Plan)
7. Other Income (Exempt Computer Aid, Licenses and Permits, Rent, Misc) years 2023-2034 based on 2023 Budget
8. Investment Income (0.1%) and Interest on Advances, years 2023-2034 based on 2023 budget

Actual Values as reported from Wisconsin Department of Revenue TIF Valuation Reports and Village Compiled Financial Statements

TID DATES

Creation Date: 01-14-2008
Expenditure Period: 01-14-2028
Termination Period: 01-14-2033
Last Collection Year: 2034

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, August 9, 2023**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion regarding the 2022 Annual Report for Tax Increment District #5.**

PREVIOUS ACTION:

ISSUE SUMMARY:

Executive Summary

ACT 257 was created by the State of Wisconsin as a means to require municipalities to hold annual Joint Review Board meetings with the express purpose to review an annual report of each TIF District with the other overlying taxing jurisdictions. Several financial metrics are required to be provided in order to demonstrate the TID's performance over time. The Village is fortunate that it has been preparing this type of annual report voluntarily through its annual auditing process since at least 2006. This cover memorandum is provided as a summary of the year in review and an introduction to the WDOR PE-300 forms prepared for the year 2022. The packet also includes an updated proforma with estimated expenditures and costs over the remaining life of the TID, assuming no new development or capital expenditures. The Village held the annual Joint Review Board meeting on June 20, 2023. Traditionally, these reports have also been reviewed by the CDA to inform members of the financial health of each TID.

TID #5 2022 Annual Report Highlights

TID #5 was created on December 11, 2017 as a Rehabilitation and Conservation District. It is scheduled to expire in 2045 and not presently forecasted for closure prior to this date. The 2022 Tax Increment Value of the District was $12,970,400, up from $9,961,000 in 2021. The year-end fund balance within the District is ($484,966) up from ($562,507). This is primarily related to initial investments in the acquisition and redevelopment of 4719 Farwell Street. In 2022, the TID collected $201,753 in tax increment, up from $45,936 the prior year, and anticipated to increase to $232,834 in 2023. The large increase in tax increment from 2021 to 2022 is largely attributed to the tax increment created by the new Atwater (Phase 1) mixed-use development. The District still has about $14.6M in unexpended funds authorized in its Project Plan that could be pursued in future years including streetscaping, land acquisition, public improvements, economic development, and marketing initiatives.

2022 New Project/Development Highlights:

1. 4719 Farwell Street. The first major project for the District was the acquisition and redevelopment of 4719 Farwell Street. The first phase of this redevelopment project was completed in 2020 and consists of a 47-unit apartment building with two ground floor

commercial spaces. The full value for this first phase (~$4.6M) was achieved as of January 1, 2022. The second phase of the project will be a standalone 12,000 square foot multi-tenant commercial building. Development of the second phase was slowed due to the pandemic; however, the developers began construction of the new commercial building in the Fall of 2022 and the building is anticipated to be completed in the Summer of 2023. Phase 2 is anticipated to add an additional ~$1.9M in tax value to the District.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
This agenda item is presented for discussion only. No action is required.

ATTACHMENTS:
1. 13154-TID005-Annual Report-2022
2. McFarland TID 5 Proforma_08.03.2023

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 1 - Municipality and TID					
Co-muni code	Municipality		County	Due date	Report type
13154	**MCFARLAND**		**DANE**	**07/03/2023**	**ORIGINAL**
TID number	TID type	TID name	Creation date	Mandatory termination date	Expected termination date
005	**3**	**MCF TID 005**	**12/11/2017**	**12/11/2045**	**N/A**

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	**$-562,507**

Section 3 - Revenue	Amount
Tax increment	$201,753
Investment income	$2,340
Debt proceeds	$0
Special assessments	$0
Shared revenue	$0
Sale of property	$0
Allocation from another TID	
Developer guarantees	
Transfer from other funds	
Grants	
Other revenue	
Total Revenue (deposits)	**$204,093**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Section 4 - Expenditures	Amount
Capital expenditures	$0
Administration	$40,064
Professional services	$9,208
Interest and fiscal charges	$27,130
DOR fees	$150
Discount on long-term debt	$0
Debt issuance costs	$0
Principal on long-term debt	$50,000
Environmental costs	$0
Real property assembly costs	$0
Allocation to another TID	
Developer grants	
Developer name The Atwater and Lakestone Holdings	$0
Transfer to other funds	
Other expenditures	
Total Expenditures	**$126,552**

Section 5 - Ending Balance	Amount
TID fund balance at end of year	**$-484,966**
Future costs	**$37,056,289**
Future revenue	**$43,515,107**
Surplus or deficit	**$5,973,852**

Section 6 - Preparer/Contact Information	
Preparer name **Andrew Bremer**	Preparer title **Community & Economic Development Director**
Preparer email **andrew.bremer@mcfarland.wi.us**	Preparer phone **(608) 838-3154**
Contact name **Matt Schuenke**	Contact title **Village Administrator**
Contact email **matt.schuenke@mcfarland.wi.us**	Contact phone **(608) 838-2303**

Form PE-300	TID Annual Report	2022 WI Dept of Revenue

Submission Information	
Co-muni code	**13154**
TID number	**005**
Submission date	**06-15-2023 01:58 PM**
Confirmation	**TIDAR20220383O1686855514957**
Submission type	**ORIGINAL**

Village of McFarland		TID #5		PROFORMA NO NEW DEVELOPMENT (draft 8.3.23)											
L	M	N	O	P	Q	R	S	T	V	U	Y	V	W	X	Y
PAYMENT YEAR	CAPITAL EXPENDITURE COSTS[1]	ANNUAL DEBT SERVICE[2]	INTEREST ON ADVANCES	ADMIN & OPERATION COSTS[3]	TRANSFER TO TID #3[4]	TOTAL USES TID FUNDS	TAX INCREMENT COLLECTED	DEBT ISSUED / PREMIUM[5]	WEDC GRANT	SUBSIDY FROM TID #3[6]	OTHER INCOME[7]	INVESTM INCOME[8]	TOTAL SOURCES TID FUNDS	ANNUAL CASH FLOW	TID FUND BALANCE
2017	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*	*$0*
2018	*$1,056,783*	*$3,500*	*$0*	*$26,762*	*$0*	*$1,087,045*	*$0*	*$930,000*	*$0*	*$0*	*$20,283*	*$0*	*$950,283*	*($136,762)*	*($136,762)*
2019	*$0*	*$995,707*	*$0*	*$52,135*	*$0*	*$1,047,842*	*$0*	*$997,672*	*$0*	*$0*	*$39,297*	*$0*	*$1,036,969*	*($10,873)*	*($147,635)*
2020	*$600,000*	*$32,510*	*$0*	*$26,868*	*$0*	*$659,378*	*$17,708*	*$0*	*$250,222*	*$0*	*$0*	*$0*	*$267,930*	*($391,448)*	*($539,083)*
2021	*$0*	*$27,655*	*$0*	*$41,705*	*$0*	*$69,360*	*$45,936*	*$0*	*$0*	*$0*	*$0*	*$0*	*$45,936*	*($23,424)*	*($562,507)*
2022	*$0*	*$77,130*	*$0*	*$49,422*	*$0*	*$126,552*	*$201,753*	*$0*	*$0*	*$0*	*$0*	*$2,340*	*$204,093*	*$77,541*	*($484,966)*
2023	$250,000	$75,605	$0	$82,250	$43,750	$451,605	$232,834	$0	$0	$200,000	$0	$0	$432,834	($18,771)	($503,737)
2024	$8,547	$74,505	$0	$82,250	$126,563	$291,864	$313,645	$0	$0	$0	$0	$0	$313,645	$21,780	($481,957)
2025	$29,123	$73,355	$0	$82,250	$126,563	$311,290	$332,202	$0	$0	$0	$0	$0	$332,202	$20,912	($461,045)
2026	$29,123	$73,518	$0	$82,250	$126,563	$311,453	$332,202	$0	$0	$0	$0	$0	$332,202	$20,749	($440,297)
2027	$29,123	$73,518	$0	$82,250	$126,563	$311,453	$332,202	$0	$0	$0	$0	$0	$332,202	$20,749	($419,548)
2028	$29,123	$73,518	$0	$82,250	$0	$184,890	$332,202	$0	$0	$0	$0	$0	$332,202	$147,311	($272,236)
2029	$29,123	$73,518	$0	$82,250	$0	$184,890	$332,202	$0	$0	$0	$0	$0	$332,202	$147,311	($124,925)
2030	$29,123	$73,518	$0	$82,250	$0	$184,890	$332,202	$0	$0	$0	$0	$0	$332,202	$147,311	$22,387
2031	$29,123	$74,222	$0	$82,250	$0	$185,595	$332,202	$0	$0	$0	$0	$0	$332,202	$146,607	$168,994
2032	$29,123	$74,222	$0	$82,250	$0	$185,595	$332,202	$0	$0	$0	$0	$0	$332,202	$146,607	$315,601
2033	$29,123	$74,222	$0	$82,250	$0	$185,595	$332,202	$0	$0	$0	$0	$0	$332,202	$146,607	$462,208
2034	$29,123	$74,222	$0	$82,250	$0	$185,595	$332,202	$0	$0	$0	$0	$0	$332,202	$146,607	$608,815
2035	$5,225	$74,222	$0	$82,250	$0	$161,697	$332,202	$0	$0	$0	$0	$0	$332,202	$170,505	$779,320
2036	$0	$73,203	$0	$82,250	$0	$155,453	$332,202	$0	$0	$0	$0	$0	$332,202	$176,749	$956,069
2037	$0	$73,203	$0	$82,250	$0	$155,453	$332,202	$0	$0	$0	$0	$0	$332,202	$176,749	$1,132,818
2038	$0	$73,203	$0	$82,250	$0	$155,453	$332,202	$0	$0	$0	$0	$0	$332,202	$176,749	$1,309,567
2039	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$1,559,519
2040	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$1,809,471
2041	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$2,059,423
2042	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$2,309,375
2043	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$2,559,327
2044	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$2,809,279
2045	$0	$0	$0	$82,250	$0	$82,250	$332,202	$0	$0	$0	$0	$0	$332,202	$249,952	$3,059,230
TOTAL	**$2,211,783**	**$2,318,273**	**$0**	**$2,088,642**	**$550,000**	**$7,168,698**	**$7,788,114**	**$1,927,672**	**$250,222**	**$200,000**	**$59,580**	**$2,340**			
2023-2045	*$555,000*	*$1,181,771*	*$0*	*$1,891,750*	*$550,000*	*$4,178,521*	*$7,522,718*	*$0*	*$0*	*$200,000*	*$0*	*$0*			

ASSUMPTION

1. 2023 = $200K for Redevelopment (unallocated) and $50K for Rehabilitation (unallocated); 2024-2035: Includes Atwater Phase 2 pay-go payments
2. No new Debt Service. Remaining debt service is actual payment schedule for 2019 GO Bond
3. Administration & Operation Costs years 2023-2045 based on 2022 Budget
4. 2023-2027 = repayment of Atwater Phase 1 advance and 2023 $200K captial advance
5. Debt Issued (No new debt)
6. 2023 = $200K captial advance
7. Other Income (Exempt Computer Aid, Licenses and Permits, Rent, Misc) years 2023-2045 based on 2023 Budget
8. Investment Income remaining years based on 2023 Budget

Actual Values as reported from Wisconsin Department of Revenue TIF Valuation Reports and Village Compiled Financial Statements

TID DATES

Creation Date: 12-11-2017
Expenditure Period: 12-11-2039
Termination Period: 12-11-2044
Last Collection Year: 2045

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, August 9, 2023**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion and action to recommend to the Village Board a proposal from MSA Professional Services for Land Use Planning for Redevelopment District Plans No. 1 & 2.**

PREVIOUS ACTION:
May 10, 2023, CDA recommends issuance of Request for Proposals
May 16, 2023, Plan Commission recommends issuance of Request for Proposals
May 23, 2023, Village Board authorizes issuance of Request for Proposals

ISSUE SUMMARY:
Included within the packet is a proposal from MSA Professional Services to assist the Village with the update of Redevelopment District Plans 1 & 2. A copy of the approved Request for Proposals (RFP) is also included in the packet for reference purposes. The Village advertised the RFP through the Wisconsin League of Municipalities, Wisconsin Chapter of the American Planning Association, and the Village's website. The Village only received the one proposal from MSA. The Evaluation Committee (President Clow, Trustee Brassington, Trustee Jerke, Administrator Schuenke, and C&ED Director Bremer) reviewed the proposal from MSA and determined that it met the requirements as requested in the Village's RFP. MSA has a good track record having recently worked with the Village on the 2023 East Side Neighborhood Plan, 2023 Economic Strategic Plan, 2023 Housing Needs Assessment, and 2021 Sustainability Plan. MSA also has significant experience working on similar projects in other municipalities. The CDA will provide a recommendation to the Village Board on August 9th and the Plan Commission on August 15th. Pending action by the Village Board at their August 22nd meeting, the project would kickoff and is estimated to be completed by May 2024. There will be many opportunities for public engagement throughout the project including:

2 - Community Surveys
2 - Public Involvement Meetings
2 - Developer/Real Estate Broker Focus Group Meetings
4 - Stakeholder Focus Group Meetings
2 - Park & Recreation Committee Meetings
1 - Landmarks Commission Meeting
5 - Joint CDA & Plan Commission Working Sessions
1 - Public Hearing with the Plan Commission
1 - Village Board plan acceptance meeting

FINANCIAL/BUDGET IMPACT:

Funding for this project is provided through the 2023 Capital Funds and the proposal from MSA is within the project budget.

VILLAGE PLAN REFERENCE:
A number of recent Village plans have identified the need to update the land use plans for Redevelopment Districts No. 1 and No. 2:

- 2022-23 Strategic Plan, Goal C Housing & Economic Development, Action ii. Development RFP, bid, hire and complete Terminal & Triangle District Plan/Redevelopment District Plan No. 1, including new Overlay TIF District.
- 2022-23 Strategic Plan, Goal C Housing & Economic Development, Action iii. Begin process (i.e. RFP, Award, Plan Development) to establish a new Downtown Redevelopment Plan.
- 2017 Comprehensive Plan, Initiative #4. Implement and Update Plans for Downtown Revitalization.
- 2017 Comprehensive Plan, Initiative #5. Implement and Review the Terminal and Triangle District Plan.

Other relevant existing plans this project will build from or replace:

- 1999 Village Center Master Plan (replace)
- 2004 TIF District #3 Project Plan
- 2005 Terminal & Triangle District Plan (replace)
- 2005 Highway 51 Corridor Plan
- 2007 TIF District #3 Amendment Project Plan
- 2008 TIF District #4 Project Plan
- 2010 Redevelopment District #1 Plan (replace)
- 2010 Redevelopment District #2 Plan (replace)
- 2023 Housing Needs Assessment
- 2023 Economic Strategic Plan

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
Motion, second, to recommend to the Village Board approval of a proposal from MSA Professional Services for Land Use Planning for Redevelopment District Plans 1 & 2.

ATTACHMENTS:
1. 09361030 McFarland Land Use Planning for Redevelopment Districts 1 & 2_2023_08_03
2. Village of McFarland RFP Land Use Planning for Redevelopment Districts 1 and 2_05.23.2023(final)

PROPOSAL TO PROVIDE

Land Use Planning for Redevelopment Districts 1 & 2

Prepared for:
Village of McFarland Department of
Community & Economic Development
August 3, 2023 (updated)

MSA | planning + design studio

MSA PLANNING + DESIGN STUDIO
1702 PANKRATZ STREET, MADISON, WI 53704

Contact: Steve Tremlett, AICP, CNU-A
Phone: (608) 242-6621
Email: stremlett@msa-ps.com

Statement of Qualifications to Provide:
LAND USE PLANNING FOR REDEVELOPMENT DISTRICTS 1 & 2

July 6, 2023
Andrew Bremer,
Community & Economic Development Director
5915 Milwaukee Street,
P.O. Box 110
McFarland, WI 53558

Steve Tremlett, AICP, CNU-A
1702 Pankratz Street
Madison, WI 53704

stremlett@msa-ps.com
(608) 242-6621

Dear Andrew,

We commend the Village for proactively updating your 2010 plans for Redevelopment Districts #1 and #2. Aging buildings and development formats, as underutilized properties, within two primary Village economic districts (Terminal & Triangle District and Downtown District) have primed these areas for redevelopment to accommodate new residents and businesses. But those changes must happen deliberatively, with input from existing residents, property owners and businesses. We can facilitate that process.

Both study areas feature a wide variety of parcel sizes, uses, and ownership, presenting both challenges and opportunity. Some of the larger sites that may be identified as redevelopment targets are immediately adjacent to residential areas, requiring careful consideration of design strategies to effectively blend new infill development into the neighborhood. The planning process needs to engage residents and build consensus on acceptable infill uses and design strategies.

The MSA Planning + Design Studio has been working with communities to envision and guide redevelopment for the past 15 years. We fully understand the final planning document will need to take into account the interests of residents, property owners and business tenants, Village staff, elected officials and other stakeholders. Our team understands the importance of engaging stakeholders in the planning process using a genuine, multi-faceted approach. An effective public involvement process is paramount in creating the best plan possible and building support for its adoption and implementation.

We understand the objectives and are excited about the prospect to contribute to McFarland's Redevelopment Plans, which will serve as a guide for land use, infill development and provide implementation and placemaking strategies in the Village's two primary economic areas (51 Corridor and Downtown). While the plan will allow for incremental evolution of the corridor's character and identity, an important goal is to provide a bold vision and a set of immediate actions that the Village can implement to set that vision in motion.

We have worked closely with the Village on various projects, including the Sustainability Plan, Housing Study, and the East Side Neighborhood Plan. We have the staffing and experience to support and manage both plans as proposed. We welcome questions about our approach to the project and look forward to this opportunity to help McFarland realize the potential of these important areas!

Sincerely,
MSA Professional Services, Inc. | Planning + Design Studio

Stephen Tremlett, AICP, CNU-A

MCFARLAND
TORICAL MUSEUM
SPARTAN PIZZA
SPORTS B

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MSA | planning + design studio

PLANNING + DESIGN STUDIO

At MSA, we know that every project starts with a plan – a clear and consensus-driven vision for the future that can be realistically implemented. Our Planning and Design Studio is 29 strong consisting of:

- 12 American Institute of Certified Planners (AICP)
- 3 Professional Landscape Architects (PLA)
- 2 Landscape designers
- 2 Housing Specialists
- 10 Planning & Economic Development Specialists

Members of our studio regularly give presentations on various planning topics at state and national conferences. The professional planners that comprise the Studio have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek. And, because our planners are part of a multi-disciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.

CORE SERVICES

Below is a sample of the services that MSA's Planning and Design Studio can offer.

- Capital Improvement and Strategic Plans
- Comprehensive Plans
- Zoning: Ordinance Creation, Code Rewrites, Development Regulations and Zoning Administration
- Community Blight Studies
- Cooperative Boundary Agreements
- Economic Development: Market Analysis, Tax Increment Financing, Feasibility Studies
- Funding: Grant Writing, Grant Administration, Fundraising
- Housing Studies: Analysis of Impediments to Fair Housing, Market Analysis
- Impact Fee Studies
- Landscape Architecture
- Park and Recreation Planning: Park Master Plans, Comprehensive Outdoor Recreation Plans, ADA Studies
- Public Engagement
- Redevelopment Studies: Downtown, Neighborhood, Corridor, and Site Planning
- Transportation Planning: Bicycle + Pedestrian Plans, Safe Routes to Schools Plans, Access Management Studies
- Urban Design: Wayfinding, Streetscaping, and Design Standards

FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. It's more than a project. It's a commitment.

MSA's roots reach back to 1919. Once a rural land survey company, our firm now consists of 400+ engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

WE'RE PROUD TO BE 100%
EMPLOYEE-OWNED

400+
TEAM MEMBERS

17
OFFICE LOCATIONS

ENABLING PEOPLE TO POSITIVELY IMPACT
THE LIVES OF OTHERS SINCE 1919

33
INDUSTRY AWARDS EARNED SINCE 2017

$625+ MILLION
GRANTS & LOW-INTEREST LOANS
We've helped our clients secure to help offset the cost of infrastructure projects

CLIENT EXPERIENCE

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

To the right, you'll find the percentage of clients who say MSA met or exceeded their expectations based on the following categories.

98% ACCURACY

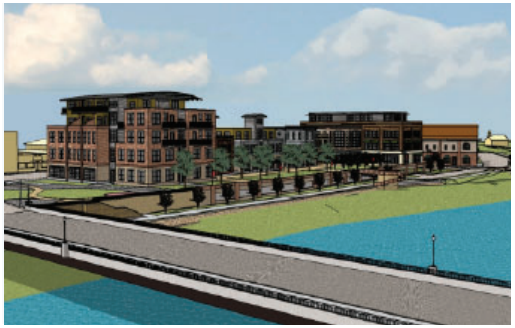
96% HELPFULNESS

99% QUALITY

98% RESPONSIVENESS

98% SCHEDULE

97% SCOPE & FEES



PLANNING EXPERIENCE

URBAN DESIGN | NEIGHBORHOOD PLANNING

MSA's Planning and Design Studio is an award-winning team with expertise in market analysis, stakeholder engagement and urban design. We help our clients identify opportunities and resolve barriers to positive change - this includes large to small communities and private developers.

RECENT PROJECT EXPERIENCE

NEIGHBORHOOD/CORRIDOR PLANNING

- City of Baraboo, WI
- City of Des Moines, IA
- City of Fitchburg, WI
- City of River Falls, WI
- City of Sun Prairie, WI
- City of Wilton, IA

AREA PLANS/CONCEPTS

- City of Abbotsford, WI
- Village of Pardeeville, WI
- Village of Somerset, WI

DOWNTOWN PLANNING

- City of Clinton, IA
- City of La Crescent, MN
- City of Solon, IA
- City of Tomah, WI
- City of Tuscola, IL
- City of Verona, WI

HOUSING STUDIES AND PLANS

- City of Marshfield, WI
- City of Stevens Point, WI
- City of Sheboygan, WI

PRIVATE CLIENT NEIGHBORHOOD DEVELOPMENT

- Highlands of Ridgestone (Lodi, WI)
- Fieldstone Subdivision (Prairie du Sac, WI)
- Western Sunset Estates (Sun Prairie, WI)
- Stoneridge Commons (Sun Prairie, WI)
- 51 West Mixed Use District (Stoughton, WI)
- Pumpkin Patch Shopping District (Sun Prairie, WI)
- Mixed Use Subdivision Concept (Rice Lake, WI)
- City of Fitchburg, WI
- City of Park Falls, WI

DOWNTOWN PLAN

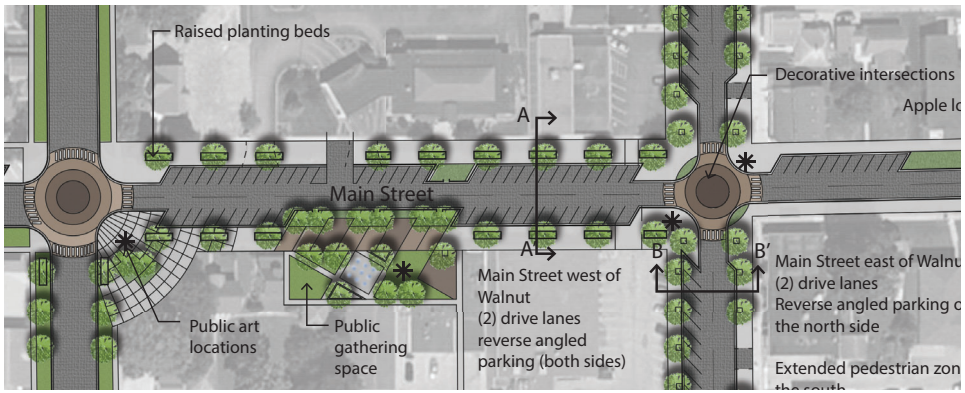
LA CRESCENT, MN

Small town, big opportunities

The City of La Crescent has big opportunities. Nestled between the bluffs and the marsh along the west shore of the Mississippi River, La Crescent has little land into which it can grow outward. But with just a five-minute drive to downtown La Crosse, Wisc., this city of 5,000 residents has the potential to add new housing and commercial space to its downtown that could attract a variety of new residents and visitors, as acknowledged in its 2016 Comprehensive Plan. The challenge? Accepting and encouraging narrower streets and multi-story redevelopment in a place where residents are accustomed to the way things are today.

City's downtown planning encourages economic development

The City retained MSA to continue the work begun in the comprehensive planning process, which encouraged downtown reinvestment. Our Planning and Design Studio worked with local stakeholders to explore the details of redevelopment so that everyone could see and understand the potential. Beginning with walking tours and proceeding through a series of site illustrations, we helped residents see how three- and four-story buildings can fit in Downtown La Crescent. We designed streetscapes for primary downtown streets with more green space, including a new pocket park to facilitate public gathering and outdoor dining along Main Street. And we spent time to work out parking, to show that parking can remain convenient through a combination of public and below-grade parking lots without giving up valuable sites along Main Street. The resulting plan is guiding efforts to encourage the redevelopment of key sites, including the planned replacement of City Hall as a catalyst downtown project.



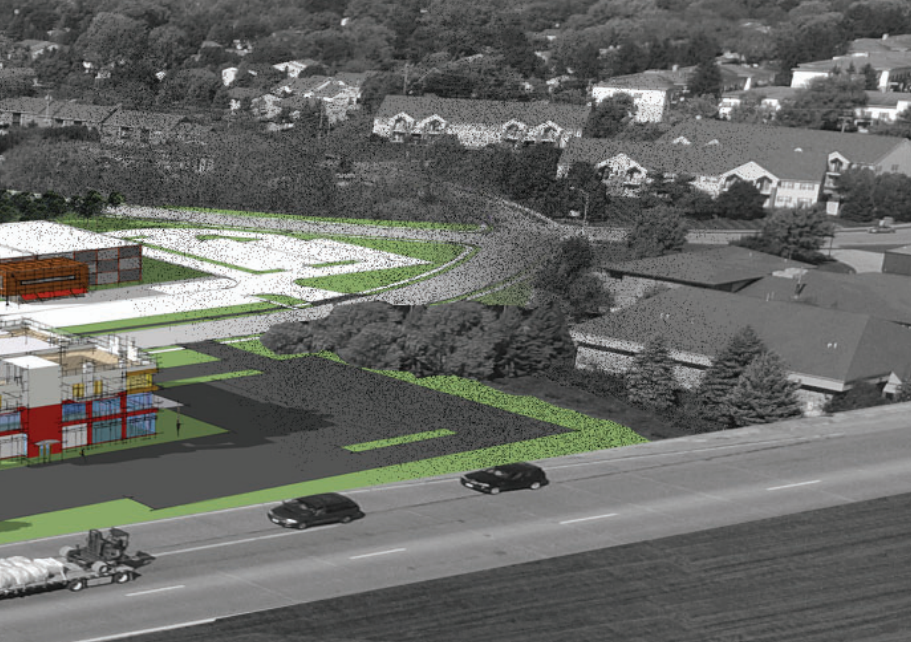
FITCHBURG, WI

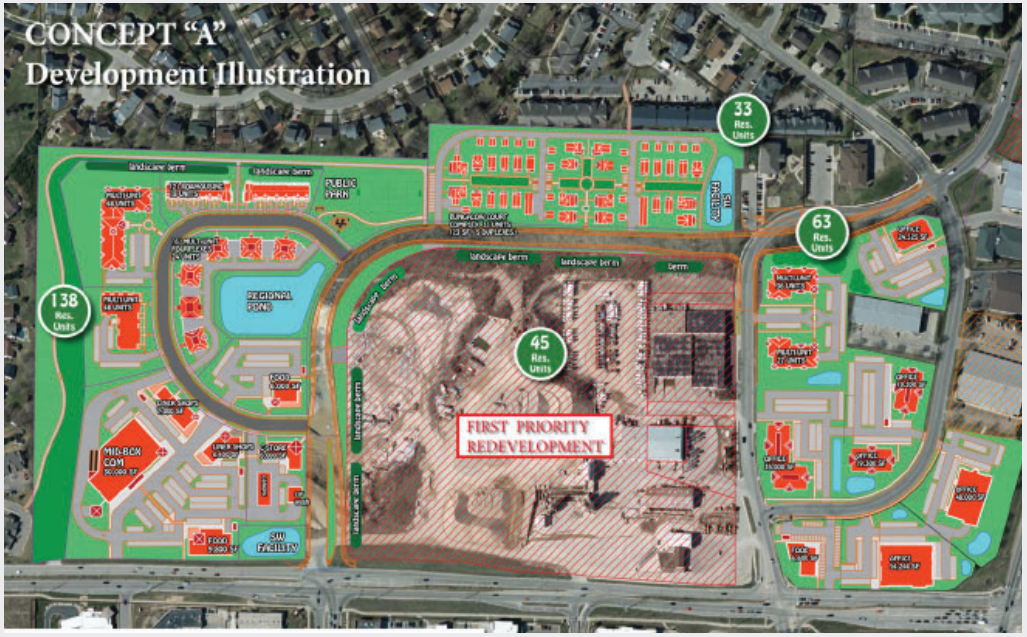
ANTON DRIVE REDEVELOPMENT PLAN

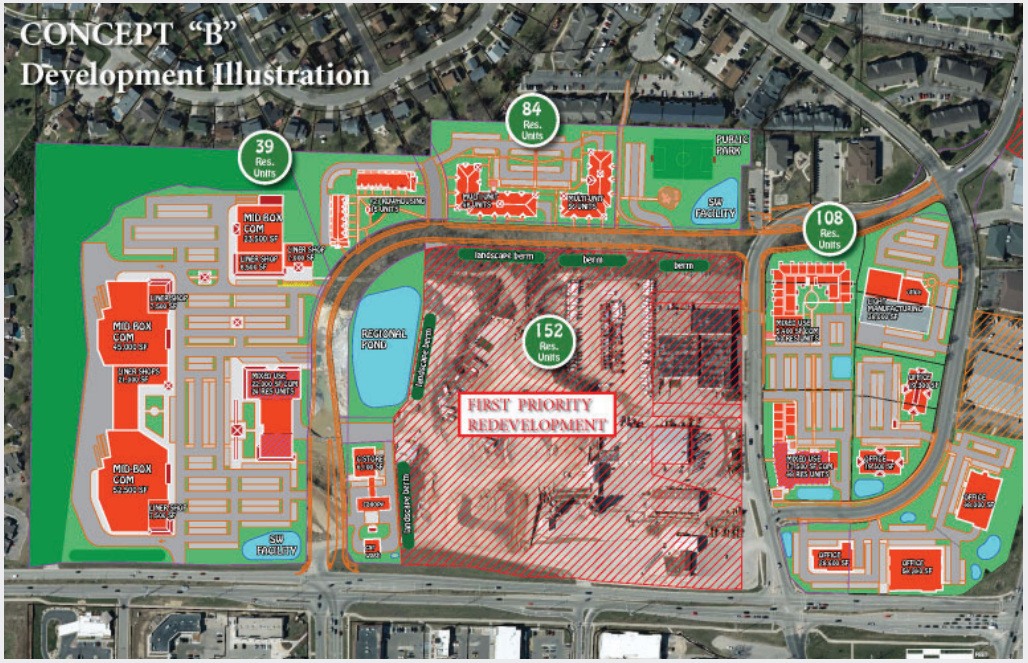
The purpose of this study was to create a redevelopment plan and implementation strategy for lands in the northwest quadrant of the US 18/151 and CTH PD intersection. The impetus for this study is a Wisconsin Department of Transportation's (WisDOT) major reconstruction project of US 18/151 (Verona Road), which started near the end of the planning process. The primary improvements planned with impacts on the planning area include two new grade-separated interchanges, a roundabout intersection conversion, and the extension of a major collector street through a large undeveloped portion of the study area (i.e., Wingra Stone Quarry). These changes will improve the overall regional transportation network, but will reduce the visibility of some Anton Drive parcels (from US 18/151) and change access routes to and from the planning area. The plan's overall vision will help guide land use, urban design, transportation, utilities and stormwater decisions during and after the US 18/151 reconstruction project and it was finished in 2020.

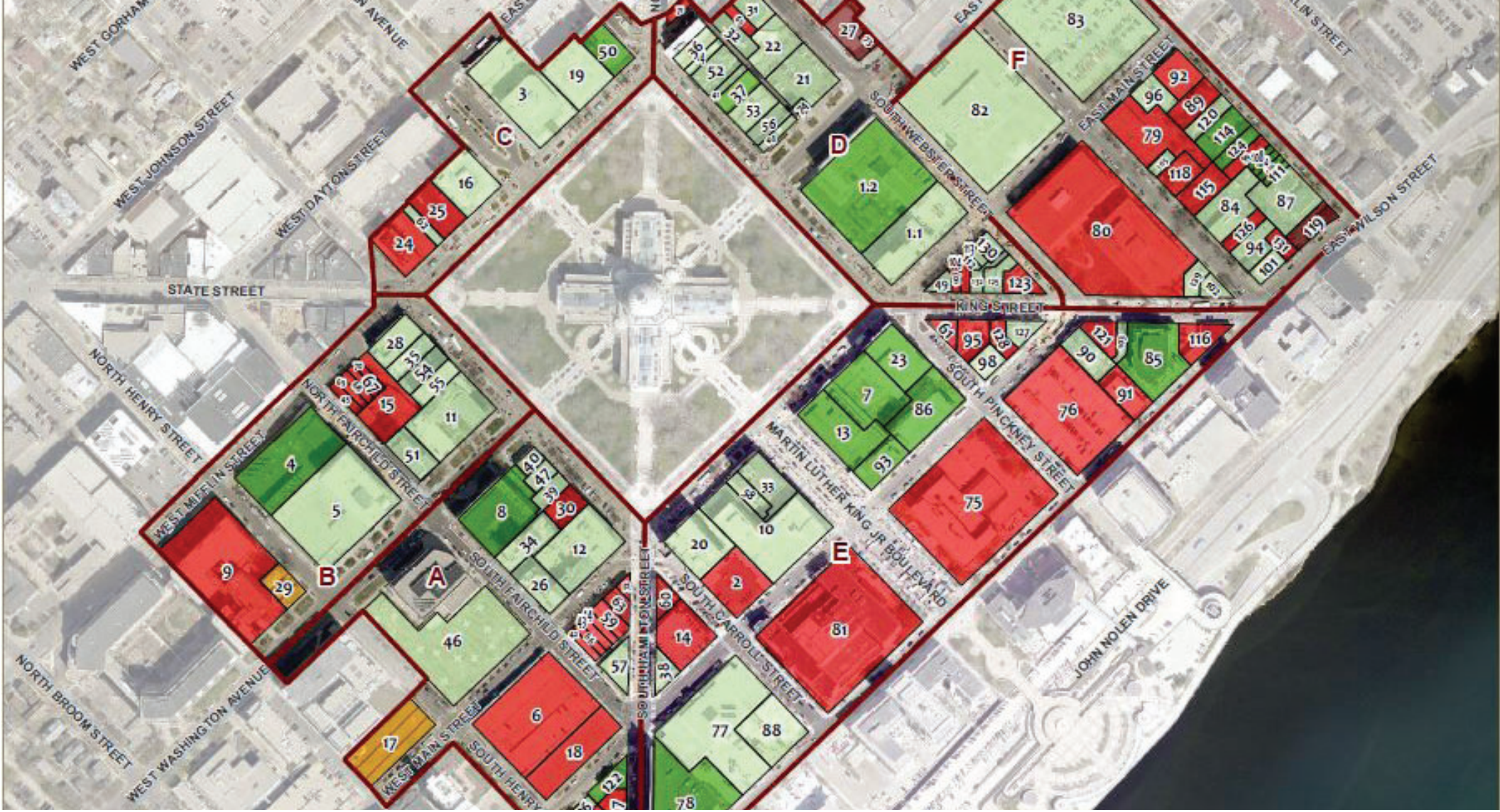
The objectives of this study included:

1. Identify development and redevelopment opportunities in the planning area, including planning for any sites where a change in use is likely or desirable.
2. Identify market opportunities and trends likely to influence redevelopment decisions and outcomes.
3. Identify any infrastructure improvements (water, wastewater, stormwater, etc.) needed to accommodate new development.
4. Project future traffic patterns and volumes to identify any traffic-related constraints on new uses in the planning area.
5. Enhance bike, pedestrian and transit accessibility throughout the planning area.
6. Identify opportunities to support and improve the adjacent Jamestown neighborhood.
7. Establish a plan for new development, including uses, intensity of use and urban design guidance, within the constraints of public infrastructure systems.
8. Create an action plan for things the City can do to implement the plan.



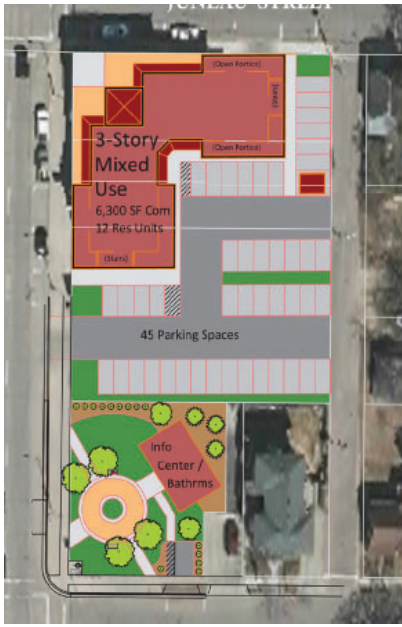

CONCEPT "A"
Development Illustration
33 Res. Units
63 Res. Units
138 Res. Units
45 Res. Units
FIRST PRIORITY REDEVELOPMENT
REGIONAL POND
PUBLIC PARK
MID-BOX COM
SW FACILITY


CONCEPT "B"
Development Illustration
84 Res. Units
39 Res. Units
108 Res. Units
152 Res. Units
FIRST PRIORITY REDEVELOPMENT
REGIONAL POND
PUBLIC PARK
MID-BOX COM
SW FACILITY



MADISON, WI
BLIGHT STUDIES

The MSA Planning and Design Studio is under contract with the City of Madison to provide blight evaluation services on an as-needed basis. The City requires independent evaluations of blight status for certain projects involving eminent domain, redevelopment districts and tax incremental districts. MSA planners visit, photograph and evaluate each parcel for blighting conditions as defined by Wisconsin statutes. Each project includes 1 to 300+ parcels and is completed in one to eight weeks. MSA evaluates each parcel using a detailed spreadsheet to note the condition of various building and site elements. The City receives an overall blight score for the entire study area and for blocks or sub-areas within the study area, indicating the percentage of land area deemed blighted. Photos and evaluation forms are provided for every parcel. With these evaluations the City can decide if and how to proceed with property acquisition or TID creation.



DOWNTOWN MASTER PLAN

TOMAH, WI

In 2013, MSA assisted the City of Tomah with adoption of a new comprehensive plan, which identified through a series of community surveys a strong desire to revitalize Downtown Tomah as one of 10 community enhancement projects. In 2015, MSA assisted the City with creation of a new Tax Increment Finance District within the downtown to provide a funding mechanism to support future public and private enhancement projects. Having established a community desire to revitalize the downtown and a funding mechanism, the City retained MSA to assist with the development of a detail-oriented master plan for the area.

Through a series of community surveys, downtown walkabouts, public involvement meetings and steering committee meetings, MSA developed a Downtown Master Plan Manual. The manual includes three volumes.

- Volume One includes a summary of the extensive public feedback obtained during the planning process and an analysis and summary of key study area conditions including a parking study and retail market analysis completed by MSA.
- Volume Two includes the overall vision, strategies and actions to guide public and private improvements within the Downtown. This manual includes detailed recommendations on the style of new streetlights; streetscaping furniture; decorative crosswalk and terrace improvements; wayfinding signs; and conceptual site plans and renderings illustrating how a number of underutilized properties can be redevelopment to meet the vision of the plan.
- Volume Three includes detailed site and building design guidelines and standards, presented in a highly illustrative format, for the purpose of regulating future public and private building construction in a manner that reflects the historic look and feel of the downtown.

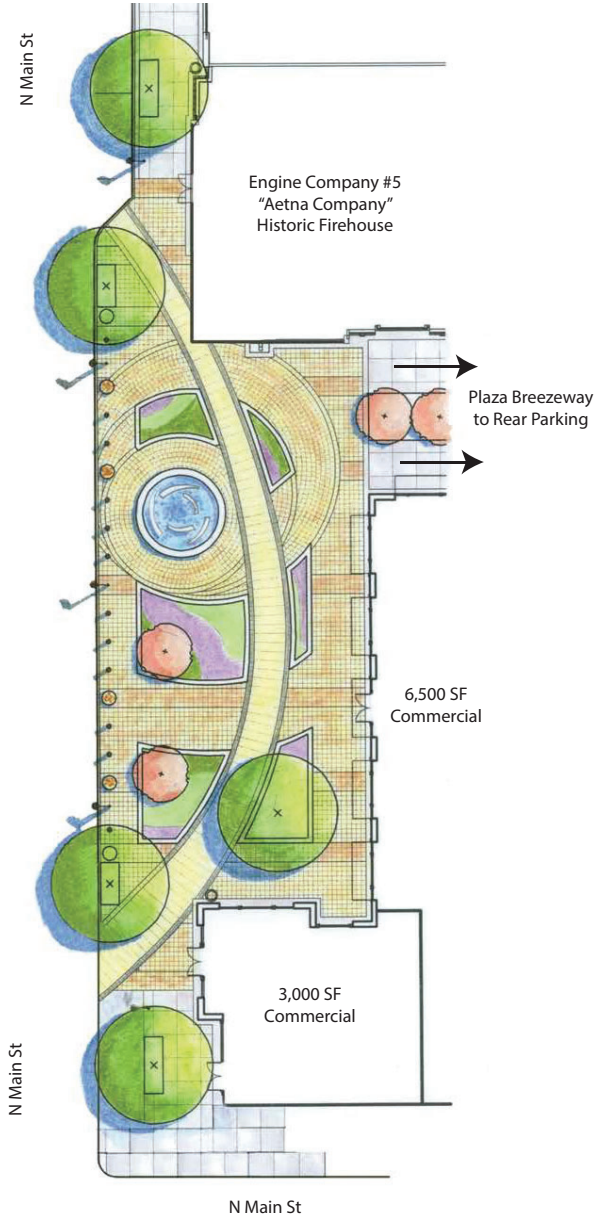
NORTH MAIN STREET CORRIDOR PLAN

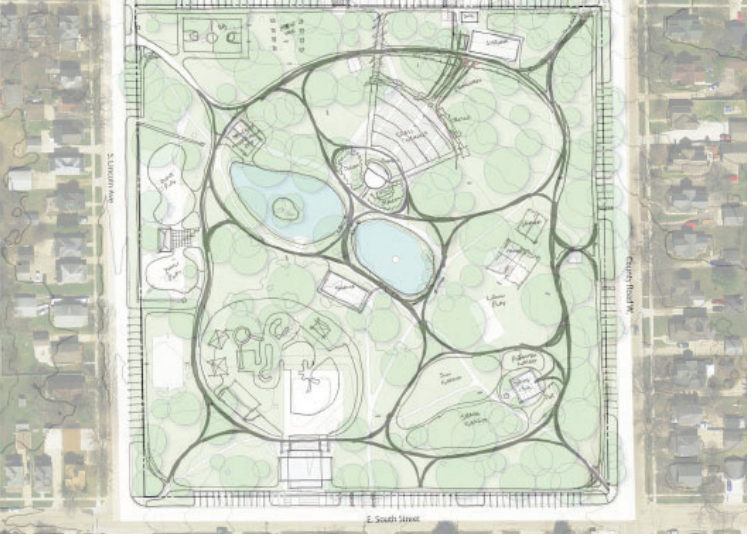
FOND DU LAC, WI

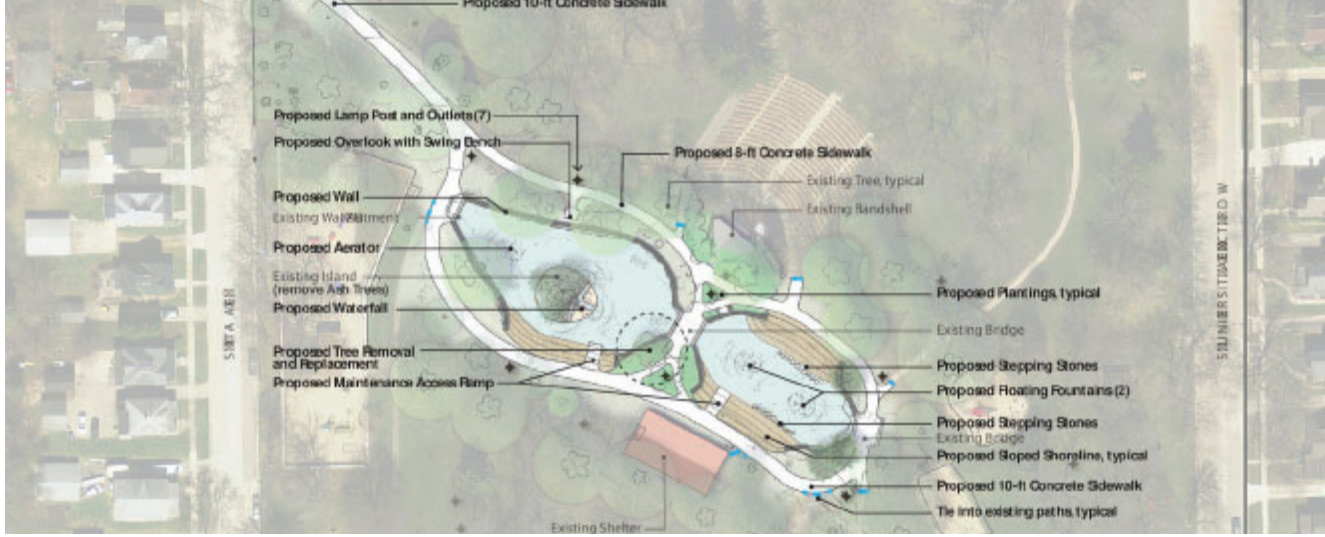
The City has recently undertaken a number of initiatives in the Downtown and Lakeside Park areas to enhance the quality of life for residents, employees and visitors. North Main Street corridor connects both assets, but lacks streetscape character and an overall sense of place. During development of the 2040 Comprehensive Plan, the public reinforced the need to improve this corridor as identified in a community survey.

One of the major focal points of this plan will be the redevelopment of a former cheese factory which was recently demolished by the City. The use, density and scale of this site can set the stage for future redevelopment along the corridor. A major concern is that larger sites identified for redevelopment opportunities are immediately adjacent to one- and two-unit homes, requiring careful consideration of design strategies to effectively blend new infill development into the existing neighborhood fabric.

MSA evaluated the urban environment and identified overarching goals and policies to create a corridor reinvestment guidebook, including recommendations on land use, infill development, streetscaping and other placemaking strategies. Stakeholders, City residents and the general public were actively involved through interviews, an online survey and a public open house.







SWAN PARK MASTER PLAN

BEAVER DAM, WI

Swan Park in the City of Beaver Dam, Wisconsin, is the community's most heavily used park. Encompassing 10.5 acres and containing a play area, amphitheater/bandshell, wading pool, picnic shelters, lagoons, sport courts and the beautiful 1880s-era Vita Spring Park Pavilion, it is a favorite destination for summer concerts, fairs and recreation.

Swan Park was beginning to show its age, however, and the City hired MSA to lead a master planning effort to assess infrastructure and use, and create a vision to revitalize this beloved community gathering place. The master plan will allow the City to plan, budget and implement park improvements in a thoughtful and phased manner.

Next, we initiated a robust public and stakeholder engagement effort to collect information about Swan Park from the vantage of the people who use it most. Utilizing public information meetings, interviews, and an online survey, MSA collected opinions on park use, needs and wants to inform and define conceptual designs for the Master Plan. 1,269 people participated in the online survey.

The Comprehensive Master Plan for Swan Park outlines a variety of exciting park enhancements and upgrades that will carry it confidently into the future. A new walking path will wind through the property past the park's original stone light posts and columns. The amphitheater will continue to be a focal point, with grass terraces added for increased seating, picnicking and play areas during events. The deteriorating wading pool will be replaced with a vibrant new splash pad to provide safe, accessible aquatic play for visitors of all ages and abilities. A new garden will be added near the historic Vita Spring Park Pavilion, and repairs will be made to existing lagoons and retaining walls to bring the fountains back to life — a central theme of this property which is home to a renowned ancient spring and former resort and spa. The playground areas will also be upgraded, adding a second basketball court, improved horseshoe court, new sand volleyball court and shade structures. Access and ramps to park amenities and parking areas will all be ADA compliant. Site landscaping will include native gardens and strategic plantings of sun, shade and perennial plant varieties that will be resilient and low maintenance.

When complete, Swan Park will continue to shine as a beloved gathering place — one that retains its historic character while celebrating the next phase of its evolution, with water and community camaraderie remaining at the heart of its legacy.

WHAT OUR CLIENTS ARE SAYING

CITY OF FITCHBURG
PROJECT: ANTON DRIVE NEIGHBORHOOD PLAN
Mike Zimmerman, Economic Development Director
(608) 270-4245
michael.zimmerman@fitchburgwi.gov

CITY OF MADISON
PROJECT: BLIGHT STUDIES
Dan Rolfs, Community Development Project Manager; Office of Real Estate Services - Economic Development Division
(608) 267-8722
drolfs@cityofmadison.com

CITY OF LA CRESCENT, MN
PROJECT: DOWNTOWN VISION PLAN
Bill Waller, Administrator
(507) 895-4668
bwaller@cityoflacrescent-mn.gov

CITY OF FOND DU LAC, WI
PROJECT: NORTH MAIN STREET CORRIDOR PLAN
Dyann Benson, AICP, Community Development Director
(920) 322-3440
dbenson@fdl.wi.gov

SCOPE OF WORK | APPROACH

MSA will work with the Village to craft a final scope, work plan and budget; however, based on our experience, we recommend the following approach per the RFP scope of work.

PLAN ITEM #1: BACKGROUND ANALYSIS + DEFINE THE PLANNING AREA

Task 1.1: Review Relevant Studies/Plans

MSA will review the existing Redevelopment Districts plans to verify what has been accomplished and highlight elements/recommendations that should be included in the updated plans. We will also review relevant documents and studies noted in the RFP, summarizing issues, concerns, policies, and recommendations that should be shared and considered in developing a long-term vision and policies for McFarland's Redevelopment Districts #1 and #2.

Task 1.2: Inventory Existing Conditions

MSA will inventory the two study areas, documenting the existing conditions through photo logs and digital GIS data sources.

Task 1.3: Planning Area Identification

Based on Tasks 1.1–1.2, MSA will work with the Village staff to identify the full extents of the planning area. The boundary will be verified by the Plan Commission. The legal description will be updated to the agreed-upon redevelopment district boundaries.

PLAN ITEM #2: EXISTING CONDITIONS ANALYSIS + BLIGHT EVALUATIONS

Task 2.1: Demographic Profile, Economic Assessment+ Housing Assessment

MSA will utilize the recently completed Housing Needs Assessment Study and Economic Strategic Plan to inform the process, including pulling pertinent data to support proposed policies, recommendations, and concepts. We will review materials available from the County's regional housing strategy. It's unknown if draft/final recommendations will be available during this planning process, but we will incorporate pertinent findings if information is available.

Plan Item 2.2: Physical Assessment

MSA will review existing land uses and assess the physical environment to identify opportunities for reinvestment and redevelopment. Below is a list of questions that will be asked and answered during this assessment. These questions will be summarized in a series of existing conditions maps. The result will be a reinvestment opportunities map.

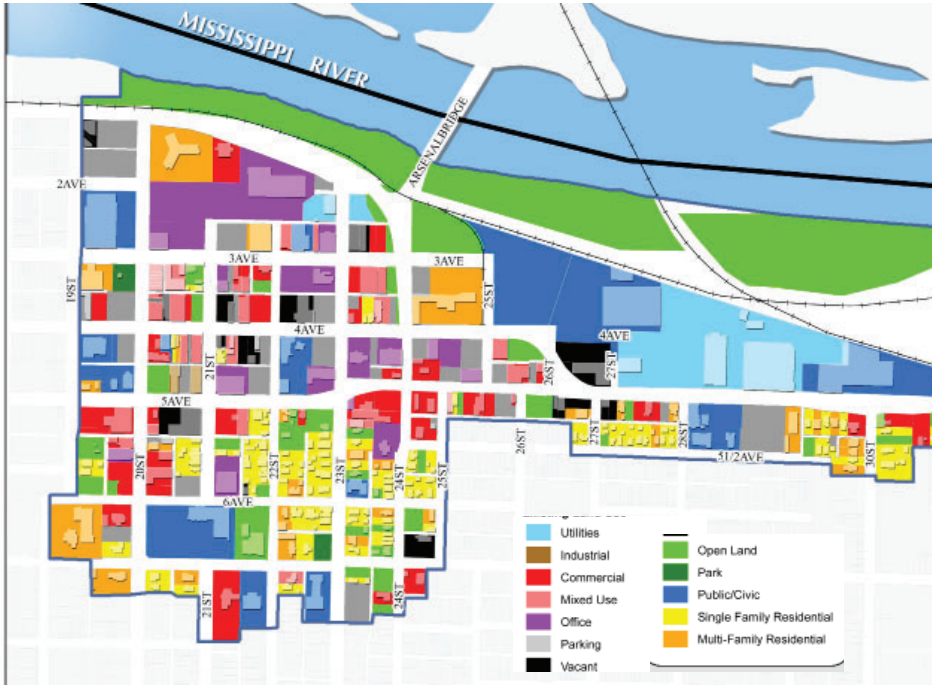
1. **Building Conditions:** Is the exterior of the building in poor repair?
2. **Historic Quality:** Is the building historically significant?
3. **Design and Scale:** Is the building appropriate for its setting?
4. **Current Use Viability:** Are the current uses appropriate to the corridor? Is the property currently for sale or vacant? Is the property contributing positively to the Village's tax base (i.e. is the (assessed) land value worth more than the (assessed) improvement value)? Are the existing lot and/or building suited to the uses identified in the market assessment (see Work Plan #3)?

5. **Current Zoning:** Is the parcel current zoning district a hindrance to redevelopment?

Plan Item 2.3: Blight Evaluation

While there is not a defined expiration date on blight evaluations, we generally suggest an evaluation is good for 3-4 years before a new evaluation is necessary. Also a new evaluation is recommended if eminent domain is being considered for a property. For these reasons, we propose reviewing a subset of the properties in the proposed district areas based on those designated as “blighted” in the current Redevelopment District Plans, as well as other properties we determine could be blighted based on a windsheild survey. This list of potential (or previously identified) blighted parcels will be vetted by staff to determine all properties that should be evaluated for blight. This selection process will efficiently use project funds (vs. evaluating all properties in the districts), especially if a future evaluation will be required per our comments above.

Using the photo inventory from Task 1.2, we evaluate the conditions of each parcel and score the site using an excel spreadsheet evaluation tool. The parcel evaluation tool was developed to standardize the parcel evaluation process and to ensure that the evaluation focuses on conditions consistent with the statutory definition of blight. The law indicates that the presence of any of a variety of conditions that impair the growth of the Village, or are an economic or social liability, allows for the “blighted” designation. Our approach with all parcels is to begin with an assumption of satisfactory conditions and a full 100-point rating, and then to deduct points as blighting conditions are observed. There are four categories reviewed with several elements within each category, as shown below. Elements not visible from the public right of way will be excluded from the calculation, as we would not be able to evaluate that item. If any of the sections (i.e., Utilization, Primary Structure Exterior Condition, Accessory Structure & Site Improvements Condition, Other Blighting Influences) result in a score below 50, the property will be determined to be blighted in accordance with the statutory definition.



Existing Land Use Map | Rock Island, IL
(Arsenal Gateway Neighborhood Plan)

Redevelopment District:					Evaluator:		
Blight Study #:					Date:		
Parcel #:					Preferred Land Use:		
Address:					Zoning:		
Property Owner:					Improvement Value:		
Total Assessed Value					Land Value:		
A. UTILIZATION	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Lot Utilization (compared to Land Use Plan)	25	100%			100%	25	
Occupancy (percent of building used)	25	100%			100%	25	
Lot Size/Layout (suitability for preferred land use)	25	100%			100%	25	
Zoning/Platting Issue	25				100%	25	
Total	**100**					**100**	
B. PRIMARY STRUCTURE EXTERIOR CONDITION	Factor		Minor 50%	Major 0%	Condition	Points	Comments
Foundation, Walls & Cladding	40				100%	40	
Roof, Gutters & Downspouts	25				100%	25	
Windows & Awnings	15				100%	15	
Porches & Overhangs	5				100%	5	
Chimneys & Vents	5				100%	5	
Exterior Stairs/Stoops/Ramps	5				100%	5	
Exterior Doors & Entranceways	5				100%	5	
Total	**100**					**100**	
C. ACCESSORY STRUCTURE & SITE IMPROVEMENTS CONDITION	Factor		Minor 50%	Major 0%	Condition	Points	Comments
Accessory Structures	40				100%	40	
Storage & Screening	20				100%	20	
Signage & Lighting	20				100%	20	
Drives/Parking/Walks	20				100%	20	
Total	**100**					**100**	
D. OTHER BLIGHTING INFLUENCES	Factor		Minor 50%	Major 0%	Condition	Points	Comments
Minor Maintenance Issues (weeds, overgrown landscape, etc.)	20				100%	20	
Major Maintenance Issues (piles of trash, dead landscaping, graffiti, etc.)	40				100%	40	
Use Incompatible with Adjacent Use	20				100%	20	
Building Bulk Incompatible with Neighborhood	10				100%	10	
Safety Hazards, Erosion Issues	10				100%	10	
Total	**100**					**100**	

Potential Blight Evaluation Form (simplified Madison Blight Evaluations)

PLAN ITEM #3: LAND USE + CONCEPTS

Plan Item 3.1: Redevelopment Map

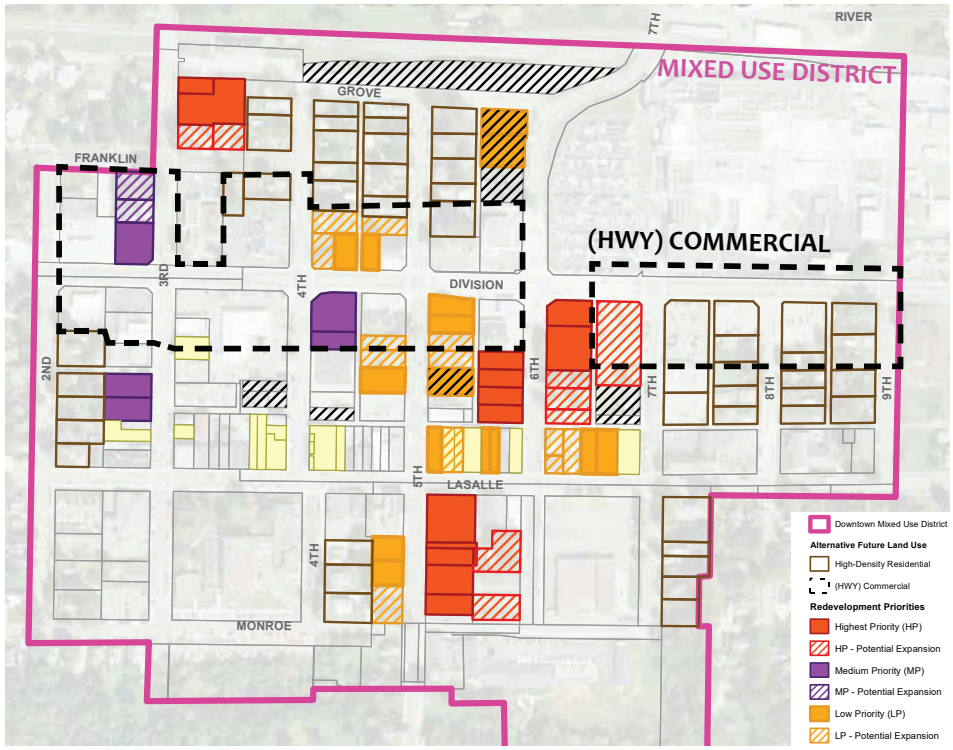
Based on the physical and market assessments, MSA will develop a Redevelopment Opportunities Map that prioritizes potential redevelopment sites based on their marketability (location, visibility, size, etc.), relationship to other reinvestment sites (with the potential to be combined for more intensive development), and assumed effort/cost to ready the site for new development.

Task 3.2: Land Use Scenario Planning

The land use scenario planning is broken into three parts, as outlined below, and further detailed in the Master Plan (see Plan Item #5). Concepts will cover all areas identified in the RFP.

1. **Initial Development + Park Scenarios.** Based on the analysis in Plan Items #1 and #2, MSA will prepare three (3) "generalized" land use concept alternatives. Based on feedback from the staff and Plan Commission / CDA (see Plan Item #8), two (2) concepts will be further analyzed.
2. **Detailed Development + Park Concepts.** The two (2) detailed development concept alternatives will identify uses inclusive of building footprints, open spaces, parking areas with representative images defining typical development character and scale. These concepts will be vetted by the Village staff, Plan Commission/CDA and the general public through an online preference survey (see Task 8.2 A).
3. **Preferred (or Further Refined) Concepts**. We can either further refine the initial concepts to provide two alternative development scenarios, or provide a preferred concept. These concepts will be developed per stakeholder and Village feedback (see Plan Item #6) inclusive of building footprints, walkways, parking stalls, etc. This concept will receive edits per feedback from Working Meeting #4.

Generalized Concet | Rock Island, IL



Redevelopment Opportunities Map | Barron, WI

Redevelopment Concept | Fond du Lac, WI

Task 3.3: Design Policies

Design policies and standards for all elements of the development will be established based on this preferred concept (e.g., location of preferred land uses, suggested development density and intensity, preferred building materials or styles, recommended building heights, floor area ratios, principal building setbacks, minimum or maximum parking requirements, and typical implementing zoning districts).

Task 3.4: Vision Graphic + Typical Sections

Vision graphics can be provided through Sketchup and/or Lumion to support the vision statement and policies. This likely will be several images from one area of the district establishing the general character and/or highlighting a primary node. We will also provide typical sections for roadway improvements to support final recommendations within the plan.

PLAN ITEM #4: DESIGN STANDARDS

Task 4.1 - Design Guidelines & Standards

Through discussions with steering committee (CDA and Plan Commission) and input obtained through the survey MSA will assist the Village in establish an identified design theme or vision for the study area. This vision will be illustrated through representative photos in the final master plan and implemented through design standards. The design standards will be a stand-alone document and will be available in the appendix of the plan. It will be provided in the form of a color handbook that will be referenced in the Village's zoning code ordinance. Results from the Vision Preference Survey will serve to inform decisions regarding design guidelines and standards. The handbook will include the following sections:

- Administration
- Site Design *(setbacks, building orientation, parking, service areas, stormwater and rear frontages adjacent to public parking)*
- Building Design *(height, massing, roof, projection features, colors and materials)*
- Historic Preservation (Redevelopment District #2 only)
- Checklist (to be filled out by the applicant and reviewed by the Village)

The handbook will include both guidelines and standards for each aspect of site and building design. Guidelines will be considered best practice but generally not enforceable by ordinance. Standards will be requirements that must be adhered to by ordinance. The distinction allows the Village to provide flexibility to the property owner for certain aspects of construction projects while provide a mechanism to ensure that some design elements

Typical Section | Juneau, WI

Village-Wide Design Standards (multiple design districts) | Holmen, WI

are specifically adhered to. The Village may choose to make some or all guidelines requirements if the applicant is seeking tax increment financing assistance (potentially through a Village-sponsored façade improvement program).

Plan Item 4.2: Placemaking Strategies

Placemaking is the process of creating quality places that attract people. MSA will identify opportunities to create unique public spaces or elements to enhance the design of the corridor, considering accessibility, comfortability, and engagement/activity opportunities. This will be provided through conceptual streetscape plans and specific strategies and actions in the final documents.

PLAN ITEM #5: REDEVELOPMENT DISTRICT PLAN + IMPLEMENTATION STRATEGY

Task 5.1: Redevelopment District Plans

MSA will complete final and separate Redevelopment District Plan No. 1 and No. 2 plan documents that contain the background information, analyses, concepts, tables and maps produced through this planning process. The final plan documents will be user friendly, incorporating graphics and minimizing text to present clear and concise planning documents. We will develop the plans per the principles outlined in the RFP, as follows:

1. Build on what has been accomplished or worked well and revisit planning assumptions, concepts and strategies that have not worked well or have yet to come to fruition in the 2010 Redevelopment Plans.
2. Strengthen opportunities to diversify the Village's housing stock, including affordable rental and homeowner units, accessory dwelling units, and mixed-use developments.
3. Identify locations that are most desirable and feasible for the (re)development of new recreation, residential, mixed-use, retail, commercial, office, and light industrial businesses.
4. Identify specific strategies to implement the vision and recommendations within the plan and to ensure land use development occurs in a sustainable manner.
5. Identify the type and location of future transportation infrastructure, including streetscaping enhancements applicable to the desired design character of each redevelopment area, including subareas. Identify what type of land use and zoning design considerations would support future opportunities to provide transit services within these areas.
6. Obtain input from a broad set of community stakeholders. Provide innovative approaches to educate and obtain input from stakeholders on desired urban planning principles.

Task 5.2: Implementation Strategy

The reward of completing a planning project is watching it become a reality. Creating a detailed Implementation Plan is a critical step towards that reality, including identifying key activities to implement the short-term and long-term goals. We will provide implementation strategies and actions addressing housing, marketing commercial/industrial development, sustainability, transportation, and open space/parks. Tools to be reviewed include Village ordinances (i.e., zoning, subdivision, etc.), capital improvement plan, and outdoor recreation plan.

PLAN ITEM #6: MAPPING

Task 6.1: Existing Conditions Maps

We will provide the following maps to aid in the plan development:

1. *Planning Area*
2. *Existing Land Use*
3. *Existing Zoning*
4. *Natural Resources*
5. *Existing Infrastructure*
6. *Blight Conditions*

Task 6.2: Implementation Maps

We will provide the following maps to aid in the plan development:

1. *Proposed Infrastructure*
2. *Park Concepts*
3. *Future Land Use / Redevelopment Concepts*
4. *Updated Comp Plan Future Land Use Maps*

PLAN ITEM #7: TID #6 OVERLAY DISTRICT PROJECT PLAN

Task 7.1: TID Project Plan

Prepare Tax Incremental District (TID) Project Plan, including preliminary cost estimates for proposed projects, economic feasibility analysis, and projected tax increment shares for inclusion in the TIF Project Plans as required. This work does not assume creating the base packet or attending any adoption or JRB meetings.

PLAN ITEM #8: ENGAGEMENT + OUTREACH

We view this project as a conversation and collaboration with many stakeholders, including Village staff, elected and appointed officials, business and property owners, and the general public (especially nearby residents). We have designed a process that will enable an effective exchange of ideas on a variety of topics. While we know we cannot satisfy all interests and preferences, we are committed to honest, open discussion about future changes in the district areas. Public participation is critical to the success of this plan. The Village should understand the interests and intentions of business and property owners in the corridor, and also the interests of nearby residents most likely to be affected by changes to the corridor. The purpose of this plan is to facilitate infill development, by seeking input and vetting alternatives now so that the Village can make the path to redevelopment more predictable for everyone involved.

We have budgeted for meetings and public participation and we will work with you to optimize the use of that budget. Our cost proposal is based on the following specific activities.

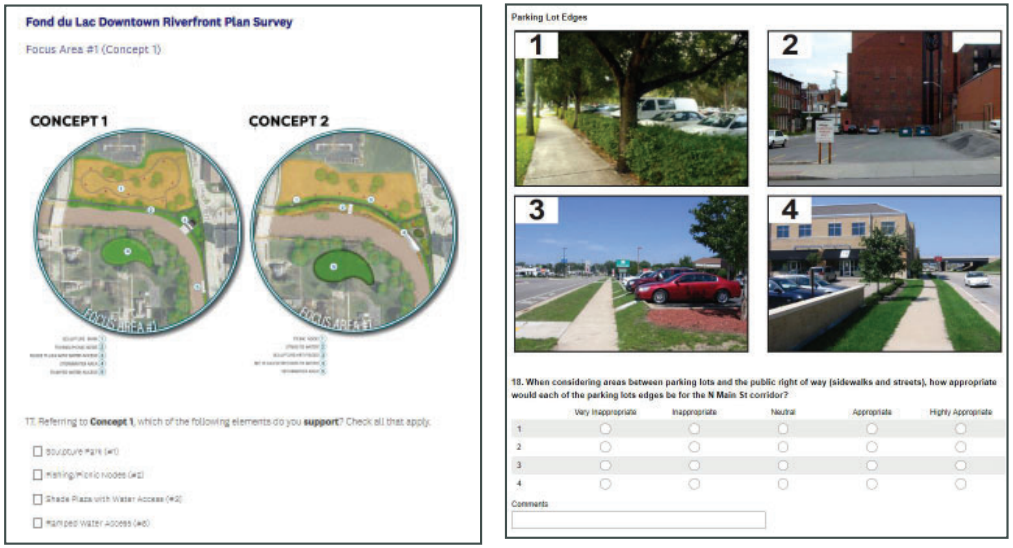
Plan Item 8.1: Engagement Plan

We understand the need for quality and frequent communication to make the process run smoothly. As such, we propose the following procedure for communication between MSA and the Village regarding materials, draft documents, and meetings:

Typical Schedule

- ***3 weeks*** prior to the working meeting: MSA to provide draft materials to Village staff.
- ***2 weeks*** prior to the working meeting:Teams/Zoom call with staff to review revisions and comments.
- ***1 week*** prior to the working meeting: Provide meeting materials.

1. **Working Meetings (Plan Commission with CDA)**: MSA will attend five (5) interactive working meetings, utilizing breakout tables based on defined objectives or discussing specific issues. The topics of each meeting is described below. Steve (project manager) will attend in person with support staff attending remotely.
    - *Meeting #1:* Review existing conditions findings, discuss issues and opportunities, and market assessments.
    - *Meeting #2:* Priority redevelopment site identifications and initial concepts. A public input summary will be provided to support this discussion.
    - *Meeting #3:* Review preferred/refined concepts and placemaking recommendations/strategies.
    - *Meeting #4:* Review full draft plan, including draft implementation plan.
    - *Meeting #5:* Review stakeholder feedback and consider recommendation for adoption by the Village Board.
2. **Village Committees/Commissions.** We will attend a two (2) Parks and Recreation Committee meetings to discuss initial and preferred/refined concepts for the parks and a Landmarks Commission meeting once initial recommendations and concepts have been created.
3. **Public Hearing:** MSA will present the Final Plan at a public hearing.
4. **Village Board:** Adoption by the Village Board will be done without MSA attendance. It is encouraged to have Board members invited to some of the public outreach activities and Working Meetings (especially meeting #4 and #5).



Preference Surveys | Fond du Lac, WI

Plan Item 8.2: Outreach Plan

Providing opportunities for elected officials, property owners and other stakeholders will offer valuable input and increase support of the final plan. Based on our past successful public outreach projects, we are recommending the following process to involve a diverse population with varying interests.

1. **Online Preference Survey**. We propose administering two (2) online surveys (using surveymonkey.com) covering both district areas with the first identifying public preferences on redevelopment massing, heights and general character to support crafting concepts and design guidelines/standards. The second survey will request preferences on the design concept alternatives both as an overall concept, as well as specific elements within each planned project area.
2. **Stakeholder Focus Groups.** MSA will conduct a total of (4) stakeholder focus groups meetings (i.e., two rounds for each district - reviewing initial concepts and then preferred/refined concepts).
3. **(Remote) Developer Focus Groups.** We will facilitate two (2) remote focus group meetings with local developers and real estate brokers, community leaders and business leaders. MSA has some contacts with local real estate brokers and developers but would welcome Village contacts as well. The first focus group will verify our market conditions analysis, as well as review previous concepts in the current Redevelopment District Plans. The second focus group will review the initial concepts, offering an opportunity to suggest potential modifications to the concepts. Remote meetings utilizing Zoom and/or Microsoft Teams allows greater flexibility for the participants to identify a time that works into their daily lives (vs. in-person interviews designated to time slots over one or couple days).
4. **Public Open Houses.** MSA will facilitate two (2) public open houses with one to kick-off the project and another after Working Meeting #5 to garner feedback and review the draft document and implementation strategy. Both district plans will be discussed in the same room, but divided to allow for feedback on specific areas. This can bring additional voices to the fold, as participants can choose to discuss/ review one or both areas on the same night. A MSA staff person will be stationed around each of the district area tables with assistance from Village staff.

ORGANIZATIONAL CHART

The team we have organized includes experienced planners and technical service leads who bring an efficient blend of skills that will assist the Village of McFarland with the upcoming projects. What you may not see, however, is that this team is backed by 400+ engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. **Rest assured, you will always have the support necessary to achieve a successful project.**

PROJECT MANAGEMENT: At MSA, our client service approach is simple: We strive to be our clients' trusted partner. We proactively communicate opportunities and identify potential issues early on so small concerns do not grow into big problems. To do this, you need a trusted planner who is well versed in managing a full range of projects and can effectively communicate back to all vested stakeholders. ***Steve Tremlett is just that.*** *He believes that effective, efficient communication is critical to project success. Steve will serve at the Village's main point of contact throughout the project.*

AVAILABILITY: Based on our honest commitment to our clients, we immediately establish accountability of all personnel involved in a project's completion. When our team starts a project, we analyze the proposed schedule and compare it to each team member's potential workload. We then obtain commitments from all individuals on the project team to complete the work as identified within the proposed schedule. This approach helps to foster a team mentality and results in personal accountability of all team members involved.

QUALITY CONTROL: We assign a senior staff member to provide QA/QC review at identified milestones in the project. Jason Valerius will serve in this role. Steve Tremlett, as project manager, will utilize our project management software to review hours and budget based on regular basis to verify individual tasks are staying on budget.

Steve Tremlett, AICP, CNU-A
Project Manager

Brad Vowels-Katter
Urban Designer | Associate Planner

Jason Valerius, AICP
Principal In Charge

Yusuf Tayo
Project Planner

VILLAGE OF McFarland
Naturally Connected

The planning and urban design staff above will be the primary team members working with the Village on this project with the three technical senior staff below providing a wealth of knowledge and support the planning process. Redevelopment Resources staff will support economic development tasks.

Dan Schmitt, PLA, ASLA, CPSI, CPO
Landscape Architect II

Sarah Morrison
GIS Analyst

Jeff Thelen
Associate Planner

Stephen Tremlett, AICP, CNU-A

PROJECT MANAGER | URBAN DESIGNER

Steve will be responsible for the planning, coordinating and conducting the majority of the work, including meeting attendance with Village Staff, Plan Commission and CDA.

With more than 15 years of consulting experience, Steve has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in site planning, urban redevelopment, zoning administration and urban design using a variety of applications, including AutoCAD, Photoshop, InDesign, Illustrator, GIS, SketchUp, Lumion and Microsoft Office applications.

EDUCATION

M.S., Architecture & Urban Planning
University of Wisconsin-Milwaukee

B.S., Architecture
University of Wisconsin-Milwaukee

CERTIFICATIONS

American Institute of Certified Planners

AFFILIATIONS

Congress of New Urbanism – Accredited American Planning Association

AREAS OF EXPERTISE

- Urban Design and Redevelopment
- Comprehensive Planning
- Park Planning
- Streetscape Planning
- 3-D Modeling

SELECTED PROJECT EXPERTISE

East Side Neighborhood Economic Development and Land Use Plan, McFarland, WI

Project manager for an ambitious community-oriented guidebook that is economically practical, environmentally focused and locally sustainable. Provided a full range of planning services from background analysis to neighborhood master plan and design standards and implementation strategy.

Anton Drive Redevelopment Plan, Fitchburg, WI

The purpose of this study was to create a redevelopment plan and implementation strategy for lands in the northwest quadrant of the US 18/151 and CTH PD intersection. The primary improvements impacted the planning area include two new grade-separated interchanges, a roundabout intersection conversion, and the extension of major collector street through a large undeveloped portion of the study area (i.e., Wingra Stone Quarry). The changes improved the overall regional transportation network, and change access routes to and from the planning area. The Plan's overall vision guided land use, urban design, transportation, utilities and stormwater decisions during and after the US 18/151 reconstruction project in 2020.

Westside Neighborhood Plan Update, Sun Prairie, WI

From the initial 2003 neighborhood plan to MSA-led 2015 amendment, the west side of Sun Prairie is thriving with a mix of uses supporting housing diversity, economic development, and workforce opportunities. The approved amendment to the neighborhood plan paved the way for a well-planned mixed-use neighborhood with 600+ residential units already approved and planned, ample open space and thriving commercial district – adding to the ever growing west side of Sun Prairie.

Additional Neighborhood/Corridor Plans:

Cross Plains, WI; Holmen, WI; Middleton, WI; Fitchburg, WI; Rothschild, WI; Sun Prairie, WI; Verona, WI; Rock Island, IL

Downtown Plans:

Over 20 communities across the Upper Midwest

Economic Development Strategies:

Black River Falls, WI; LeRoy, IL; Casey, IL

Industrial/Business Park:

Alliant Energy (Beaver Dam | Sheboygan properties); Fitchburg, WI; Prairie du Sac, WI; River Falls, WI; Sparta, WI; Whitewater, WI

Private Development:

Cambridge, WI; DeForest, WI; Lodi, WI; Madison, WI; Merrimac, WI; Richfield, WI; Stoughton, WI; Sun Prairie, WI; Sussex, WI

Brad Vowels-Katter

Urban Designer | Associate Planner

Brad specializes in spatial analysis, community planning, and landscape design with experience across a variety of project types and scales. Brad combines his experience of landscape architecture, planning, and social science into an interdisciplinary approach toward planning, design, and research projects. Brad has worked as a landscape designer at small private design firms, coordinated community grant programs, and managed park development for a rural municipality.

Education

M.S., Water Resources Management, University of Wisconsin-Madison
M.S., Landscape Architecture, University of Wisconsin-Madison
B.S., Landscape Architecture, University of Kentucky

Selected Project Experience

- Zoning Administration and Planning Services, Lodi, WI
- North Main Street Redevelopment Plan, Fond du Lac, WI
- Downtown Master Planning and Street Reconstruction Preliminary Engineering 2021, Ely, IA
- LaFollette Street Area Development, Pardeeville, WI
- Stockbridge Munsee Community Civil Engineering for New Subdivision, Red Springs, WI
- 2023 Comprehensive Plan Update, Somerset, WI
- East Neighborhood Plan, McFarland, WI
- Junction Road Conceptual Design, Jefferson, WI
- Zoning Administration, Fulton, WI
- Rock River Thresheree Master Plan, Fulton, WI
- Community Outreach Coordinator/Landscape Designer, Mazomanie, WI*
- Transportation Master Plan, Somerset, WI
- Comprehensive, Bike, and Ped/Parks Plans, Waverly, IA
- Moffit Lake Park Restoration and Redevelopment, Morganfield, KY*
- Community Outreach Coordinator/Landscape Designer, Mazomanie, WI*
- Restoration and Recreational Enhancement of Lake Marion and the Black Earth Creek Corridor, Mazomanie, WI*

**Denotes experience prior to MSA.*

Jason Valerius, AICP

Principal In Charge | QA/QC

Jason has more than 20 years of community planning and design experience across the Midwest. He has led the development of housing plans and studies, comprehensive plans, neighborhood plans, redevelopment plans, and zoning ordinances. As team leader for the Madison-based Planning and Design Studio team, Jason manages a talented staff with expertise ranging from comprehensive planning and transportation planning to park and recreation plans, landscape architecture, and urban design. Jason has presented at many state chapter American Planning Association conferences across the Midwest, most recently in 2022 on the topic of the Lean Comprehensive Plan.

Education

M.S., Architecture and Urban Planning, University of Wisconsin-Milwaukee
B.A., Government/Psychology, Lawrence University

Certifications

American Institute of Certified Planners

Selected Project Experience

- East Side Neighborhood Plan (*Principal in Charge*), McFarland, WI
- Sustainability Plan (*Project Manager*), McFarland, WI
- **Economic Development Planning:** Black River Falls, WI; Casey, IL; Le Roy, IL; Lyndon Station, WI
- **TIF Creation, Amendment And Management:** 51 West Development, Stoughton, WI; City of Waupun; Village of Cross Plains; Village of New Glarus; City of Sparta; City of Lodi; Village of Pardeeville
- **Neighborhood/Corridor Plans:** Balsam Lake, WI; Clinton, IA; Cross Plains, WI; Gilbert, MN; Guthrie Center, IA; Holmen, WI; La Crescent, MN; Mauston, WI; Middleton, WI; Platteville, WI; Port Byron, IL; Richland Center, WI; River Falls, WI; Rothschild, WI; Sauk City, WI; Sun Prairie, WI; Tomah, WI; Verona, WI
- **Downtown Plans:** Over 10 communities
- **Private Development:** Madison, WI; Merrimac, WI; Prairie du Sac, WI; Roxbury, WI; Stoughton, WI; Sun Prairie, WI
- **Housing Studies:** More than 12 communities

Yusuf Tayo

Project Planner

Yusuf recently joined MSA and has more than eight years of experience developing and planning various development projects worth over $500 million in Lagos, Nigeria. He also has experience working at an intern at the Iowa State University GIS Facility where he worked on Agricultural Conservation Planning Framework (ACPF) using ArcGIS toolbox that leverages high-resolution geo-spatial data to help local farming communities better address their soil and water conservation needs.

Education

M.S., Community and Regional Planning; Iowa State University
B.S., Urban and Regional Planning Obafemi Awolowo University Ile-Ife, Osun State, Nigeria

Selected Project Experience

- **Neighborhood/Corridor Plans:** East Side Plan, McFarland, WI; North Main Street Redevelopment Plan, Fond du lac, WI
- **Private Development:** Magnolia Springs Subdivision, Stoughton, WI; Junction Road Development, Jefferson, WI; Mixed Residential Subdivision, Nekoosa, WI
- **Other Plans/Studies**: Blight Studies - Planning and Community and Economic Development, Madison, WI

Dan Schmitt, PLA, ASLA, CPSI, CPO

Landscape Architect II

Dan is a professional landscape architect and plays a key role in each of our recreation-based projects. His academic focus was to design enriching outdoor spaces for children and he enjoys working on playground projects and exploring techniques for implementing Natural Play. His experiences provide a comprehensive knowledge of site inventory, concept development, landscape plans, planting design and construction details.

Education

M.S., Landscape Architecture, University of Wisconsin-Madison
B.S., Landscape Architecture, University of Wisconsin-Madison

Registration | Certifications

Professional Engineer Landscape Architect, WI, MN, IL
Certified Playground Safety Inspector (CPSI)
Certified Pool & Spa Operator (CPO)
American Society of Landscape Architects (ASLA)
NCI Charrette System™ Certificate

Selected Project Experience

- **Housing Development Landscape Plans:** Wales, WI**;** Hales Corners, WI**;** Abbotsford, WI
- **Park (Master) Plans:** More than 10 communities
- Elm Street Downtown Plaza, Wisconsin Dells, WI
- Downtown Plaza Master Plan, Shawano, WI
- Vilas Park Master Plan, Madison, WI
- Greenspace Improvements, Sun Prairie, WI
- Indianhead Park Master Plan, Mukwonago, WI

Sarah Morrison

GIS Analyst | Mapping

Sarah is a GIS Analyst on MSA's Stormwater team, but her work expands to many disciplines at MSA. Sarah has more than six years of GIS experience, varying from planning corridor studies, to housing studies, to stormwater modeling, to producing applications in ArcGIS Online. She is familiar with creating maps and exhibits for both internal and external clients, and has experience coordinating with utilities and municipalities, assisting with public involvement meetings, and discussing projects with project staff, officials, and members of the public. Sarah also is proficient in creating online maps for field surveys with Survey123 and ArcGIS Field Maps, and using completed field collected data and translating it for use in ArcGIS and AutoCAD.

Education

B.S., Geography, University of Wisconsin-La Crosse

Selected Project Experience

Comprehensive Plans – *including multiple maps showing varied levels of data analysis for various aspects of developing urban areas and planned development. Focused on creating deliverables that were efficient data displays while also being visually appealing.*

- Fond du Lac, WI
- Shorewood Hills, WI
- Belleville, WI
- Cambridge, WI
- Dane, WI

Housing Affordability Studies and Plans – *where we analyzed and displayed city, county, and assessor's data highlighting key issues on housing market conditions to supplement and inform municipal strategy and plans.*

- Verona, WI
- Lake Delton, WI
- Monticello, MN

Jeff Thelen

Associate Planner

Jeff is a planner and funding specialist with a broad range of experience in the fields of economic development, land use planning and community finance. He has more than 12 years of experience administering federal grant programs including Community Development Block Grant and Economic Development Administration grant programs. Jeff is also a successful grant writer – he has attained more than $25 million in CDBG funding for public infrastructure improvements and housing rehabilitation. In addition to Jeff's grant expertise, he has also assisted numerous communities in creating and amending tax increment finance (TIF) districts, and has prepared comprehensive plans, park and recreation plans and redevelopment plans.

Education

Master of Science in Planning (MSP), Urban and Regional Planning, Florida State University

B.S., Geography and Public Administration, University of Wisconsin-LaCrosse

Selected Project Experience

- 2022 Comprehensive Plan UpdateTID Amendment, Westby, WI
- Comprehensive Plan Update, Belleville, WI
- Comprehensive Plan Update, Pardeeville, WI
- Comprehensive Plans-Smart Growth Plan, Friesland, WI and Plainfield, WI
- CDBG-Public Facilities Administration: Necedah, WI; Merrillan, WI; Elroy, WI; Richland Center, WI; Alma Center, WI; Westfield, WI; Kendall, WI; Fall River, WI; Pittsville WI
- TIF District Amendment/Creation, CDBG-CV Administration, and Haskins Park Stewardship Grant Admin., West Baraboo, WI
- 2017-2020 General Engineering Services, West Baraboo, WI

VILLAGE STAFF COMMITMENTS

We value local perspective, knowledge, and leadership, and we see staff as critical stakeholders. Working knowledge of current conditions and other stakeholder needs is your daily work – and we see your input as vital to project success. MSA asks the following of McFarland Village staff during this process:

- All coordination and arrangement for engagement and outreach efforts, including the location, publishing and posting of public meeting notices, printing and distribution of draft meeting materials to committee members.
- A list of interview candidates with contact information and space to meet, if needed.
- Copies of all relevant studies that have been completed prior to this project.
- Assistance with obtaining existing relevant building permit, GIS and CADD data (e.g. land use, zoning, utilities, etc.) for the project.

PROPOSED TIMELINE

MSA anticipates the following estimated project schedule.

KEY
Public Engagement Activity

START

SEPTEMBER 2023

Project Preparation

- Staff/Consultant Meeting Kick-off Meeting
- Online Survey (1)
- Stakeholder Focus Groups *(Round 1)*

OCTOBER

Existing Conditions

- Developer Focus Group *(Round 1)*
- Staff/Consultant Meeting
- Public Open House (1)
- Working Meeting #1

NOVEMBER

Initial Concepts

- Staff/Consultant Meeting
- Working Meeting #2
- Stakeholder Focus Groups *(Round 2)*

DECEMBER

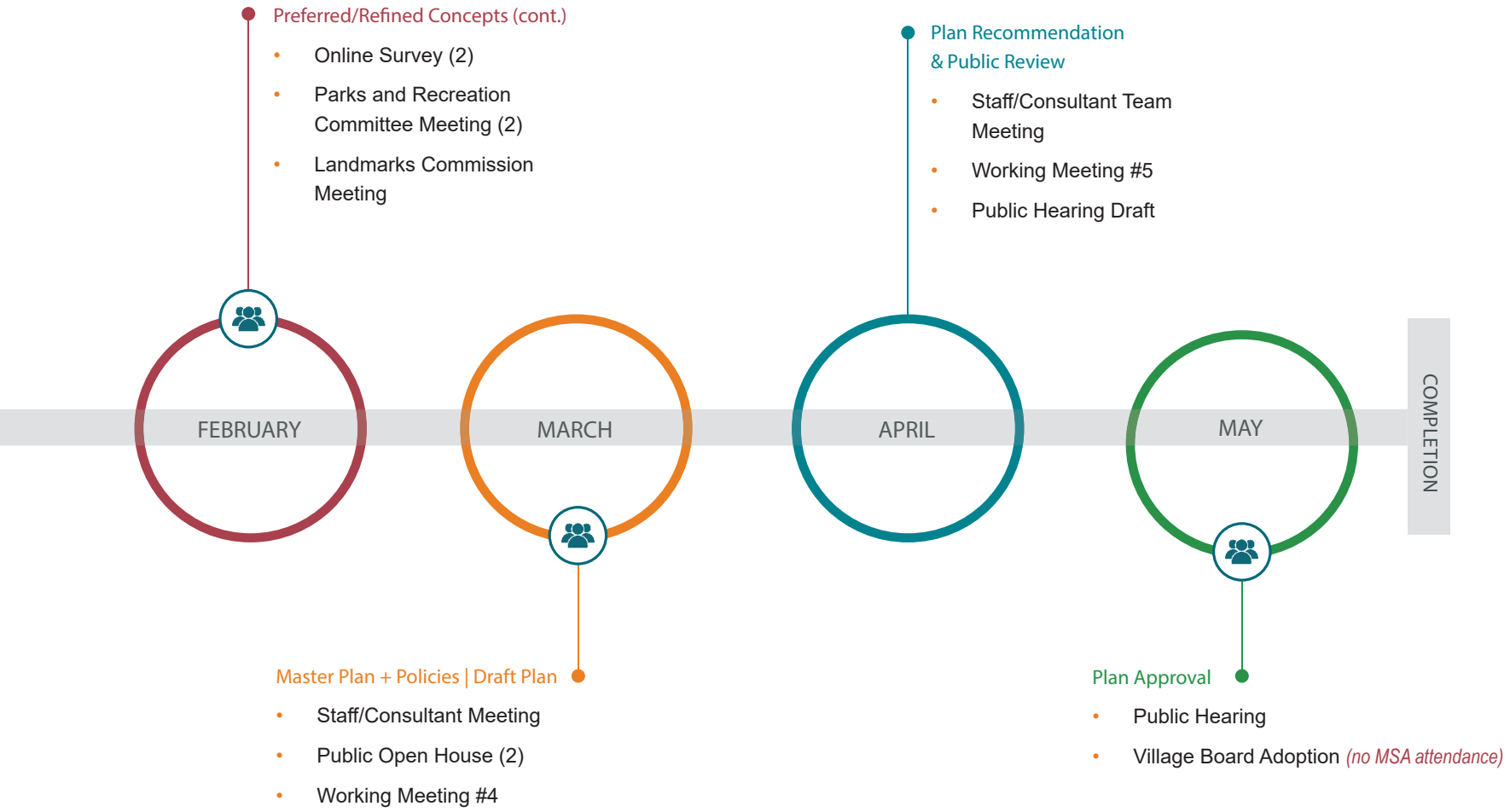
Initial Concepts (cont.)

- Parks and Recreation Committee Meeting (1)
- Developer Focus Group *(Round 2)*

JANUARY 2024

Preferred/Refined Concepts

- Staff/Consultant Meeting
- Working Meeting #3


Preferred/Refined Concepts (cont.)
Online Survey (2)
Parks and Recreation Committee Meeting (2)
Landmarks Commission Meeting
Plan Recommendation & Public Review
Staff/Consultant Team Meeting
Working Meeting #5
Public Hearing Draft
FEBRUARY
MARCH
APRIL
MAY
COMPLETION
Master Plan + Policies | Draft Plan
Staff/Consultant Meeting
Public Open House (2)
Working Meeting #4
Plan Approval
Public Hearing
Village Board Adoption (no MSA attendance)

COST DETAIL

Based on the scope provided, the base cost of the project is $143,470.

STAFF AVAILABILITY

TASK	RATE/HR	HOURS
Jason Valerius, AICP	$200.00	14
Stephen Tremlett, AICP, CNU-A	$145.00	388
Brad Vowels-Katter	$120.00	262
Jeff Thelen	$120.00	40
Yusuf Tayo	$95.00	394
Dan Schmitt, PLA, ASLA, CPSI, CPO	$140.00	26
Sarah Morrison	$90.00	75
TOTAL HOURS		1,199

COST DETAIL

SCOPE ITEM	HOURS	COST
Plan Item 1 - Background Analysis + Photo Inventory		
Stephen Tremlett, AICP, CNU-A	10	$1,450
Brad Vowels-Katter	8	$ 960
Yusuf Tao	30	$2,850
TOTAL	48	$5,260
Plan Item 2 - Existing Conditions + Blight Evaluation		
Stephen Tremlett, AICP, CNU-A	25	$3,625
Brad Vowels-Katter	14	$1,680
Yusuf Tao	90	$8,550
TOTAL	129	$13,855

SCOPE ITEM	HOURS	COST
Plan Item 3 - Land Use + Concepts		
Stephen Tremlett, AICP, CNU-A	50	$7,250
Brad Vowels-Katter	65	$ 7,800
Yusuf Tayo	150	$14,250
Jason Valerius, AICP	4	$ 800
Dan Schmitt, PLA, ASLA, CPSI, CPO	26	$ 3,640
TOTAL	295	$33,740

COST DETAIL (CONT.)

SCOPE ITEM	HOURS	COST
Plan Item 4 - Design Standards		
Stephen Tremlett, AICP, CNU-A	20	$2,900
Brad Vowels-Katter	8	$ 960
Yusuf Tao	60	$5,700
TOTAL	88	$9,560

SCOPE ITEM	HOURS	COST
Plan Item 5 - Redevelopment District Plan		
Stephen Tremlett, AICP, CNU-A	44	$6,380
Brad Vowels-Katter	66	$7,920
Yusuf Tayo	40	$3,800
Jason Valerius, AICP	2	$400
TOTAL	152	$18,500

SCOPE ITEM	HOURS	COST
Plan Item 6 - Mapping		
Stephen Tremlett, AICP, CNU-A	16	$2,320
Sarah Morrison	75	$6,750
TOTAL	91	$9,070

SCOPE ITEM	HOURS	COST
Plan Item 7 - TID #6 Overlay		
Stephen Tremlett, AICP, CNU-A	8	$1,160
Brad Vowels-Katter	16	$1,920
Jeff Thelen	40	$4,800
Jason Valerius, AICP	8	$1,600
TOTAL	72	$9,480

SCOPE ITEM	HOURS	COST
Plan Item 8 - Engagement + Outreach		
Stephen Tremlett, AICP, CNU-A	215	$31,175
Brad Vowels-Katter	85	$10,200
Yusuf Tao	24	$ 2,280
TOTAL	324	$43,655

SCOPE ITEM	HOURS	COST
Reimbursables		$350

IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.

LAND USE PLANNING FOR REDEVELOPMENT DISTRICTS 1 & 2

MCFARLAND, WI | JULY 6, 2023

MSA | planning + design studio

www.msa-ps.com

VILLAGE OF
McFarland

Request For Proposals

Land Use Planning for Redevelopment Districts 1 & 2

RFP Issuance Date: May 23, 2023

RFP Due Date: By 4:00 PM on July 6, 2023

Please Submit to:

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

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SECTION 1 Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified consultants who are interested in completing updated land use plans for Redevelopment District Plan No. 1 and No. 2 for the Village of McFarland. The creation of these separate plans is meant to provide detailed recommendations regarding the development character of the Village's Redevelopment District No. 1 (aka Terminal & Triangle District) and Redevelopment District No. 2 (aka Downtown District), including the specific future locations, types, densities, and intensities of a variety of land uses and future public infrastructure improvements. The updates to Redevelopment District No. 1 are also anticipated to include the creation of a new overlay Tax Increment Finance District. The inclusion of redevelopment concepts, site and building design guidelines, affordable housing, sustainable land use and transportation planning strategies will be vital to the final deliverables of both plans. The planning process will require input from various Village committees/commissions/board, Village staff, residents, property, and business owners.

The selected consultant will need to demonstrate experience in the development of neighborhood, district, and downtown master plans and the creation of Tax Increment Finance District Project Plans under Wis. Stat. 66.1105, including performing blight analysis. A preferred consultant likely consists of a multidisciplinary team including urban planners, landscape architects, civil engineers, housing professionals, economic development professionals, commercial broker and real estate professionals. The Village prefers to work with one consultant to complete both Redevelopment Plans; however, consultants may submit a proposal for completion of just one of the Redevelopment Plans and the Village reserves the right to select separate consultants for each project if deemed in the best interests of the Village.

SECTION 2 History and Background

The Village of McFarland is located adjacent to the southeast side of the City of Madison in Dane County. The January 1, 2023 population of McFarland is estimated at 9,537 residents. US Highway 51 serves as the main connection point between the cities of Madison and Stoughton. The Village of McFarland has 75 permanent employees supplemented by seasonal, temporary, and part-time employees when necessary. The Village's primary departments include Administration, Community & Economic Development, Communications/Technology, Fire and Rescue, Library, Public Works (including Parks and Utilities), Police, and Senior Outreach. More information about the Village is available at www.mcfarland.wi.us.

Redevelopment District No. 1 (Terminal & Triangle District)

On August 9, 2004, the Village adopted the Project Plan for Tax Increment District #3 (TID #3). TID #3 is located along US 51 between Siggelow Road and Vogus Road. TID #3 was created as an Industrial post-95 TID. The expenditure period for TID #3 ended on August 9, 2022, and the TID is anticipated to close in 2027. The TID #3 Project Plan was amendment in 2007 to add additional territory and again in 2015 to establish TID #3 as a Donor to TID #4.

In 2005, the Village adopted the Terminal & Triangle District Plan to guide future public and private investments within and adjacent to TID #3, including areas within the City of Madison north of Terminal Drive. In 2010, the Village adopted Redevelopment District No. 1. The study area for Redevelopment District No. 1 matches the current TID #3 boundary. The 2010 plan carried forward many of the land use recommendations from the 2005 Terminal & Triangle District Plan, with the addition of a property blight analysis.

Several public and private redevelopment projects have occurred in Redevelopment District No. 1 since the inception of TID #3. Significant private redevelopment projects include the development of Lineage Logistics (4704 Terminal Drive), Lincoln Contractors Supply (4414 Terminal Drive), development of the Badger Business Park (McFarland Court), various fuel terminal improvements including the addition of 4110 Terminal Drive, Waubesa Village a mixed-use development at 4604-4608 Siggelkow Road & 4908 Terminal Drive, Humble Oaks Apartment at 4703 Terminal Drive (phase 1 of a four phase office and multi-family development site), and development of a new office and warehouse facility at 4313 Triangle Street. In 2021, Kwik Trip received approval of a conditional use permit to develop a new gas station and convenience store at 4015 Terminal Drive. Construction is anticipated to occur in 2025 or sooner based on existing property leases. In 2023, structures at 4008 and 4012 Terminal Drive were razed by the property owner in anticipation of future redevelopment. Despite these improvements, many properties within and adjacent to Redevelopment District No. 1 remain under-utilized including industrial, commercial, and residential areas. The Village desires to continue to improve these areas.

Recent and upcoming public infrastructure improvement projects include the 2022 reconstruction of Terminal Drive from Siggelkow Road to 4703 Terminal Drive. The Village's Capital Improvement Plan identifies reconstruction of the remaining portion of Siggelkow Road from 4703 Terminal Drive to US Highway 51 in 2027. There is also a segment of Triangle Street planned for reconstruction from a rural to urban cross-section in 2028. Future pavement rehabilitation projects include Ivywood Trail in 2024 and McFarland Court in 2025. The study area also includes two Village Parks (Brandt and McDaniel), adjacent to the Lower Yahara River Trail connecting McFarland to Madison. Several park improvement projects have occurred over the past two decades. In 2023, the Village may improve the beach at McDaniel Park with the installation of a water filtration system in collaboration with Dane County Parks Department. The Village desires to continue to improve these two parks, including potential expansion opportunities.

The WisDOT is also currently working on two USH 51 projects and studies that are included within the Redevelopment District No. 1 area. The first project is in the design phase and extends from Stoughton to Meinders Road (US 51 Stoughton to McFarland). The second project is in the study phase and extends from Vogus Road/Terminal Drive to WIS 30 (US 51 Stoughton Road South Study).

Redevelopment District No. 2 (Downtown District)

A desire to improve the Downtown area of McFarland has been a consistent theme within Village planning projects for many decades. In 1999, the Village adopted a Village Center Master Plan. The most significant outcome of this planning project was the development of the E.D. Locke Public Library. On January 14, 2008 the Village adopted the Project Plan for Tax Increment District #4 (TID #4). TID #4 was created as a Blighted post-95 TID. Due to the Great Recession, the financial performance of TID #4 underperformed until 2015 when the Village approved a Base-Value Redetermination and identified TID #4 as a Receipt to TID #3. Due to the Base-Value Redetermination, the expenditure period for TID #4 was revised to January 14, 2028 and the TID is anticipated to close in 2033. In 2010, the Village completed a Downtown Strategic Market Analysis Opportunities Assessment. This project included a retail market analysis to identify niche market opportunities. Concurrent with the Market Analysis, in 2010 the Village adopted Redevelopment District No. 2. The study area for Redevelopment District No. 2 matches the current TID #4 boundary. The 2010 plan carried forward many of the land use recommendations from the Market Analysis, with the addition of a property blight analysis.

Several public and private redevelopment projects have occurred in Redevelopment District No. 2 since the inception of TID #4. Significant private redevelopment projects include the development of the Farwell Place Apartments (5020 Farwell Street, phase 1 of a planned 2 or 3 phase development site), a new mixed-use building at 5411 Bashford Street opened in 2023, rehabilitation of 5910 Main Street a locally designated historical property, rehabilitation of 5923 Exchange Street (McFarland Café) a local and nationally designated historical property and the oldest building within McFarland. Despite these improvements, many properties within and adjacent to Redevelopment District No. 2 remain under-utilized including industrial, commercial, and residential areas. The Village desires to continue to improve these areas.

In 2017, Exchange Street was reconstructed from Bashford/Farwell Street to Broadhead Street. This project included new decorative terraces, benches, cross walks, trash receptacles, and bike lanes. In addition, a new public parking lot was added at 6001 Exchange Street. More recently the Village has purchased two residential properties (5802/04 Main Street and 5817 Milwaukee Street) with an eye toward future redevelopment opportunities. In 2022, the Village began construction of a new Public Safety Center at 6001 Broadhead Street. This building is nearing completion and the Village's Police, Fire/EMS, and Municipal Court services will relocate from the Municipal Center. The Village is also nearing completion of a Municipal Campus Plan. The purpose of this study is to identify a plan for the adaptive reuse of the Municipal Building into a Community Center, including relocation of the existing Youth Center (5114 Farwell Street) within the building, adding a new Senior Center, space for additional Library programming, and growth for the remaining Village Departments and services (Administration, Community & Economic Development, Communications & Technology, Senior Outreach). The study area also includes Arnold Larson Park and the Lower Yahara River Trail. The Village desires to continue to build on these past and current public improvement projects. In 2020, the Village developed a draft Enhancement Plan for Arnold Larson Park and the Village desires to build-off this initial concept. This park is part of a closed WDNR BRRTS site (#03-13-000811) with a soil cover barrier maintenance plan.

The Village most recently updated its Comprehensive Plan in 2017, Land Use Initiatives #4 and #5 directly speak to this planning RFP:

- 2017 Comprehensive Plan, Initiative #4. Implement and Update Plans for Downtown Revitalization.
- 2017 Comprehensive Plan, Initiative #5. Implement and Review the Terminal and Triangle District Plan.

Other relevant previous studies include:

- 2023 Municipal Center Campus Master Plan
- 2023 Economic Strategic Plan
- 2023 Housing Needs Assessment Study
- 2021 Sustainability Plan
- 2020 Larson Park Enhancement Plan
- 2019 Outdoor Recreation & Open Space Plan
- 2019 Hotel Feasibility Study
- 2017 McDaniel Park Master Plan
- 2015 TIF #3 Amended Project Plan
- 2015 TIF #4 Amended Project Plan
- 2010 Redevelopment District No 1
- 2010 Redevelopment District No. 2
- 2010 Downtown Strategic Market Analysis and Opportunities Assessment
- 2008 TIF District #4 Project Plan
- 2007 TIF District #3 Amended Project Plan
- 2007 Larson Park Clay Cap Cover Barrier Maintenance Plan
- 2006 Brandt Park Master Plan
- 2005 Terminal & Triangle District Plan
- 2005 Highway 51 Corridor Concept Plan
- 2004 TIF District #3 Project Plan
- 1999 Village Center Master Plan

Copies of these plans are available on the Community & Economic Development website under the Community Development Plans tab.

The planning area for the updated redevelopment plans will be finalized with input from the selected consultant but is anticipated to include those areas within the 2010 plans along with expansion to adjacent properties. Preliminary study area maps are provided in Exhibit A and B of this RFP.

This planning process will be guided under the Direction of the Community & Economic Development Director and the Village's Plan Commission and Community Development Authority. The Plan Commission holds its regular meeting on the Third Tuesday of the month at 7:00pm. The Community Development Authority holds its regular meeting on the Second Wednesday of the month at 7:00pm. For this project, the Plan Commission and CDA may consider holding joint meetings on either of these two nights. Consultants should anticipate project meetings with the Plan Commission and CDA on either of these dates throughout the project as needed. Additional input from other Village committees and boards is anticipated through the planning process including the Parks & Recreation Committee (park concepts), Public Works and Utilities Committee, Landmarks Commission, and the Village Board. The Village is

currently utilizing a hybrid of in-person and Zoom public meetings. The Consultant should anticipate a combination of in-person, remote, or hybrid meetings throughout the planning process.

SECTION 3 Plan Objectives

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

1. Reassess the land use plans, concepts, and strategies identified in the 2010 Redevelopment Plans No. 1 & 2. Build on what has been accomplished or worked well and revisit planning assumptions, concepts and strategies that have not worked well or have yet to come to fruition. Build-off the work completed as part of the 2023 Municipal Center Master Plan, 2023 Housing Needs Assessment, 2023 Economic Strategic Plan, and the other prior plans identified in Section 2, including past park master plans.

2. Strengthen opportunities to diversify the Village's housing stock, including affordable rental and homeowner units, accessory dwelling units, and mixed-use developments.

3. Identifying locations that are most desirable and feasible for the (re)development of new recreation, residential, mixed-use, retail, commercial, office, and light industrial businesses. Based on market research, identify the types of retail, commercial, office, and light industrial businesses that are desired and likely to succeed within each redevelopment area. Identify how the Village's existing Zoning Map and list of permitted or conditional uses may need to be revised to implement the plan recommendations.

4. Identify specific strategies (e.g. plan policies, zoning and subdivision ordinance revisions, public and private infrastructure improvements, land acquisition, funding sources, etc.) to implement the vision and recommendations within the plan and to ensure land use development occurs in a sustainable manner.

5. Identify the type and location of future transportation infrastructure, including streetscaping enhancements (e.g. lighting, sidewalks, terraces, crosswalks, benches, receptacles, bike racks, etc.) applicable to the desired design character of each redevelopment area, including subareas. This includes the location and design characteristics of future new or reconstructed roadways, as well as the location of future on- and off-road recreational trails. Identify what type of land use and zoning design considerations would support future opportunities to provide transit services within these areas.

6. Obtain input from a broad set of community stakeholders including various Village committees/commissions/board, Village staff, residents, property, business owners, real estate and development professionals. Provide innovative approaches to educate and obtain input from stakeholders on desired urban planning principles, including reaching and obtaining input from typically unrepresented stakeholders and silent supporters.

Upon adoption, the plans will replace the Village's existing 2010 Redevelopment District No. 1 and No. 2, as well as replace the Village's 2005 Terminal & Triangle District Plan, 2010 Downtown Strategic Market Analysis and Opportunities Assessment, 2005 Terminal and Triangle District Plan, and 1999 Village Center Master Plan.

SECTION 4 Scope of Work

The selected Consultant will provide a full range of municipal planning services required to create new Redevelopment District No 1 & 2 Plans. While it is anticipated that the new plans will build off the prior 2010 plans, neither the planning process nor the final deliverable need to prescriptively follow those used in the creation of the 2010 plans. The desired services include, but are not specifically limited to the following:

1. Planning Area Identification & Background Analysis. Identification of the final planning area boundary. A description of the planning area, including a summary of prior planning activities, relevant planning documents and studies identified in Section 2, existing natural resources and infrastructure, issues & opportunities within the redevelopment districts, etc. This includes both Village plans, and those relevant plans adopted by regional entities such as the Capital Area Regional Planning Commission (e.g. Regional Development Framework), Dane County Housing Initiative (e.g. Dane County Housing Needs Assessment, Dane County Regional Housing Strategy), Greater Madison Metropolitan Planning Organization (e.g. Connect Greater Madison 2050), Madison Region Economic Partnership (e.g Advance Now 2.0 Strategy), and City of Madison Comprehensive Plan and neighborhood plans (as related to Redevelopment District No. 1 only). Incorporate WisDOT US 51 design plans and studies as applicable (as related to Redevelopment District No. 1 only).

2. Existing Conditions Analysis & Blight Evaluations. The consultant shall perform a combination of land use, zoning, demographic, housing, and economic development market profiles and assessments in order to evaluate the planning areas and inform creation of concepts and recommendations within each redevelopment plan. This task shall also include a blight analysis of properties within the two studies areas following best practices and applicable Wis. Stat. (e.g. Wis. Stat. 66.1105, 66.1301 to 66.1329, 66.1331, 66.1333, and 66.1337).

3. Preferred Land Use Plan, Conceptual Renderings and Site Plans. The consultant shall develop a preferred land use map for each redevelopment area. The Preferred Land Use Plan for both redevelopment plans are expected to include more detailed subdistrict land use categories, maps, concepts, policies, and recommendations. This includes recommendations regarding the location of preferred land uses, suggested development density and intensity, preferred building materials or styles, recommended building heights, floor area ratios, principal building setbacks, minimum or maximum parking requirements, and typical implementing zoning districts. The use of representative images and more detailed conceptual renderings and scaled site plans for specific

strategic properties or land use categories is anticipated, including both public and private properties. The creation of roadway conceptual cross sections is also anticipated. The level of detail should match or exceed what was provided in the 2010 redevelopment plans. It is anticipated that the consultant will likely need to produce several alternative development scenarios, preferred land use maps, and conceptual renderings and site plans for review and consideration by the Village as part of an iterative planning process. Areas for more specific conceptual renderings and site plans may include, but are not limited to:

Redevelopment District No. 1:

a. McDaniel Park. Potential future expansion south to include 4912 and 4914 McDaniel Lane.
b. Brandt Park. Potential future expansion west to include 4519 Siggelkow Road, primarily for additional off-street parking and opportunities to add parking along the Terminal Drive side of the park.
c. Areas adjacent to the intersection of Siggelkow Road and Terminal Drive, including the area by Ivywood Trail, Terminal Drive, Siggelkow Road, and US 51.
d. Areas north of McFarland Court along Terminal Drive north to the Village limits.
e. Properties in the vicinity of Meinders Road north to Vogus Road.
f. Properties along Erling Avenue, including 5100 Erling Avenue.

Redevelopment District No. 2:

a. McFarland Centre (5210 Farwell Street), including the existing Youth Center (5114 Farewell Street).
b. Farwell Street, from Merrill Street to Exchange Street.
c. Chase Lumber (5417 Long Street).
d. 5800 block of Main, Milwaukee and Wisconsin Street.
e. 5300 block of Long Street.
f. Arnold Larson Park.

4. Design Guidelines. The consultant shall prepare detailed site and building design guidelines for each redevelopment area and applicable subdistricts. This shall include representative photos and illustrations to convey design principles. Site and building design guidelines shall be tailored to the context of each redevelopment area and applicable to McFarland, including recommendations specific to historically designated properties within the project areas. This task shall also include the development of a checklist that developers, Village staff and Plan Commission can utilize in the future when reviewing actual development proposals. The consultant shall also identify recommended street and streetscaping enhancements within each redevelopment area including preliminary cost estimates.

5. Implementation Recommendations & Strategies. Describe implementation strategies including amendments to the Village's existing zoning, subdivision, capital improvement plan, outdoor recreation plan which will be necessary in order to implement the

recommendations of the plan. Identify strategies for addressing affordable housing, sustainability, or transportation related recommendations. Identify potential implementation, timelines, and marketing strategies to redevelop the planning areas, including potential land acquisition needs. Provide preliminary cost estimates for proposed recommendations and where applicable estimated impacts to future property values and tax increment generation. Identify specific funding programs or partners, including public or private, that would be applicable to McFarland.

6. Mapping. The planning project is anticipated to result in several planning maps for each redevelopment plan which may include, but are not limited to, the following:

    a. Planning Area
    b. Existing Land Use
    c. Existing Zoning
    d. Natural Resources, including WDNR wetlands, FEMA Floodplains, steep slopes, hydric soils, surface water, woodlands, existing Capital Area Regional Planning Commission (CARPC) mapped Environmental Corridors and Future Potential Environmental Corridors, etc.
    e. Infrastructure & Project Locations Map. Locations of existing and future public utilities (e.g. sewer, water, etc.), stormwater management areas, transportation, landscaping and streetscaping improvements.
    f. Blight Determination Parcels. A map of properties determined to be blighted based on the work completed within Task 2.
    g. Park Concept Plans & Preliminary Cost Estimates. Park improvement concept plans for McDaniel Park, Brandt Park, and Arnold Larson Park including preliminary cost estimates.
    h. Future Land Use. A map illustrating the locations of those future land uses described within Task 3, including conceptual locations for road improvements, bike and pedestrian facilities, park expansions, drainage areas and stormwater management facilities, etc.
    i. Comprehensive Plan Future Land Use Map. The consultant will provide the Village with an updated Comprehensive Plan Future Land Use Map that incorporates the final Future Land Use Plan for both redevelopment areas.

7. TID #6 Overlay District Project Plan. Based on the analysis completed in Task 1-6, the consultant shall prepare a TID #6 Overlay District Project Plan meeting the requirements of Wis. Stat. 66.1105. The Village does not assume that all areas within the existing TID #3 and Redevelopment District No. 1 will be included in the new TID #6 Overlay District. Note, this task does not assume assistance with adoption of the TID #6 Project Plan. Adoption of the Project Plan will be coordinated by Village staff.

8. Community Input. The consultant shall develop and execute a public engagement plan to inform and gather input from stakeholders regarding this planning project. The plan must identify a representative group of stakeholders, including underserved

communities, in addition to those who live or work within the study areas, and apply the principles of environmental justice, if applicable. The plan also must include key messages and messages tailored to each stakeholder group. Consultants are expected to work with Village Staff to inform and gather input from these stakeholders on an ongoing basis through a variety of methods including but not limited to listening sessions, surveys, interviews, focus groups, open houses, virtual meetings, or other means to be suggested and determined. Given the distinct nature of each planning area, the consultant may need to consider separate public involvement meetings for each redevelopment plan. The consultant should also budget for an appropriate number of meetings with Village Staff, the Plan Commission/CDA, and other various Village committees and stakeholders, to develop the plan based on the experience of the Consultant and the needs of this project. A final presentation of the plans will be required once the document is complete to both the Plan Commission/CDA and Village Board. This includes public hearings on the final draft documents. Proposals shall specifically describe the public engagement tools and meetings the consultant proposes as part of their cost estimate.

These are the general requirements for the creation of a new Redevelopment District No. 1 and No. 2 Plans and are not intended to be an all-inclusive list of every task necessary to complete the project. It is expected that consultants will submit proposals that provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their expertise from past work on similar projects. Innovative approaches that meet the intent of the Plan Objectives and Scope of Work are welcomed, these could be presented as additional services or additional approaches in the consultant response if desired.

SECTION 5 Deliverables

The selected consultant shall complete a final and separate Redevelopment District Plan No. 1 and No. 2 plan documents that contain at a minimum those items described in the final Scope of Services. The final plan documents shall be user friendly, incorporating graphics and minimizing text to present clear and concise planning documents.

The final plans put forth for acceptance shall be completed in such a way that they can be fully integrated with other plans and initiatives adopted by the Village. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including all maps, GIS data and GIS map packages, graphics, or tables used to create the plans. The selected Consultant shall provide the Village with one (1) hard copy of the final plans and an electronic PDF copy of the final plans. Draft deliverables may be provided in PDF format.

SECTION 6 RFP Submittal Requirements

1) **Qualification Details consisting of:**

    a. Cover Letter – Including, but not limited to a statement of understanding and approach to this project. Consultants shall clearly identify whether they are

submitting a proposal for completion of only one specific individual Redevelopment District Plan or both Redevelopment District Plans.

b. Experience – A summary of five to seven similar or relevant projects that the consultant has executed within the last seven years. Electronic links to full copies of similar or relevant plans are encouraged. Hard copies of similar or relevant plans are not desired and can be provided electronically.

c. References – Provide three to five municipal client references for which the consultant has provided similar planning services within the last seven years. Include the name, email, and telephone number of the contact person and a description of services provided to that contact.

2) Technical Proposal consisting of:

a. Scope of Work – A description of the approach to be taken toward completion of each item listed under Section 4 of this RFP, including any draft and final deliverables. An explanation of any variances to the proposed Scope of Work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal or from past project experiences.

3) Project Management Plan Proposal consisting of:

a. Key Personnel – A list or organization chart of personnel directly assigned to the project, along with responsibilities on this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. Describe your plan to interface with Village staff. The Consultant's Project Manager, who will be responsible for planning, coordinating, and conducting the majority of the work, including meeting attendance with Village Staff, Plan Commission and CDA, must be identified and committed to the project. The Village reserves the right to approve Consultant's Project Manager and any requested personnel and subcontractor changes during the course of the project.

b. Quality Control – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget and schedule.

c. Village Staff Commitments – Identification of those items within the Scope of Work for which the consultant anticipates assistance by Village Staff. Village Staff will serve as the point of contact for public inquires during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters. Village Staff can also assist in providing

parking occupancy counts within the study areas as needed and providing existing GIS data as available.

d. Project Schedule – A proposed schedule that indicates project milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the Redevelopment Plans. Identification of meetings with Village Staff, Village committees, and the public, including summary of targeted discusses and meeting outcomes.

e. Supplemental Information – Any other information deemed necessary to address the requests of this RFP.

4) Cost and Labor Hours Proposal consisting of:

a. Cost – Lump Sum price to complete the plan as proposed in the Consultant's base Scope of Work.

b. Estimated Labor Hours – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.

c. Additional Scope/Fees – Total fee, hours per employee, and hourly rates by employees, for any additional services not identified as included in the Consultant's base Scope of Work.

5) General requirements consisting of:

a. Due Date – **Responses to the RFP must be received by 4:00 PM CST on Thursday July 6, 2023.** Proposals received late, for any reason, shall not be accepted.

b. Format & Location – Prospective consultants shall provide one (1) electronic PDF copy. RFP submittals shall be emailed to the Community & Economic Development Director at andrew.bremer@mcfarland.wi.us, subject: Proposal for Redevelopment Districts 1 & 2. Note, an email more than 30 MB won't be accepted by the Village's email server. Alternatively, consultants may submit an electronic PDF copy via a USB flash drive to the McFarland Department of Community & Economic Development:

Attn: Andrew Bremer, AICP
Community & Economic Development Director
Proposal for Redevelopment Districts 1 & 2
5915 Milwaukee Street, PO Box 110,
McFarland, WI 53558.

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

SECTION 7 Evaluation Criteria

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

- Key Personnel (15 points). Experience and qualifications relevant to key personnel and their associated project roles and estimated labor hours.

- Project Experience (15 points). Level of experience completing similar projects with local government entities of similar size, structure, and complexity.

- Scope of Work (25 points). Level of responsiveness and technical approaches to the scope of work outlined within the RFP. Demonstration of knowledge and innovative approaches particular to the desired Scope of Work and Plan Objectives.

- Cost Effectiveness (25 points). Ability to meet budget/value as related to proposed and additional costs. Hourly rates of key personnel. Estimated total labor hours. Total project budget.

- Project Schedule (10 points). Ability to be responsive in meeting schedule required to complete the plan and deliverables. Quality, clarity and creativity of proposed planning process and public engagement, including specific proposed engagement tools and project meetings.

- Quality of Submittal (10 points). Quality, clarity and completeness of submittal package, including identification of draft and final deliverables. Consultants shall not submit verbatim sections of this RFP as their proposal.

SECTION 8 Method & Timeline of Selection

The Village Administrator; Community and Economic Development Director; Chairperson and Vice-Chairperson for the Planning Commission, and the Chairperson and Vice-Chairperson of the Community Development Authority will conduct the evaluation of proposals submitted. This will comprise the RFP Evaluation Team. They will make a recommendation to the Planning Commission & Community Development Authority who will make the final joint recommendation to the Village Board for action. The following method and timeline will be utilized in order to select the desired proposal:

- **May 23rd – RFP Issuance Date.**

- **June 14th – Deadline for submittal of written questions.** Questions regarding this RFP shall be emailed to the Community & Economic Development Director at andrew.bremer@mcfarland.wi.us.

- **June 16th – Responses to written questions.** Responses to all submitted written questions will be posted to the Village website.

- **July 6th – RFP Due Date.** RFP's shall be submitted no later than 4:00 PM on Thursday, July 6th.

- **July 10-21 – Evaluation.** The Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person or virtual interview.

- **July 24th – August 2nd – Interviews.** At its discretion, the Evaluation Team may host interviews of perspective consultants in order to make a selection.

- **August 3rd – Evaluation Team Recommendation.** The Evaluation Team will make its recommendation to the Plan Commission & Community Development Authority for further consideration following completion of their work to evaluate the proposals. The Village prefers to work with one consultant to complete both Redevelopment Plans; however, the Village reserves the right to select separate consultants for each project if deemed in the best interests of the Village.

- **August 9th – Community Development Authority Recommendation.** The CDA will consider the recommendation of the Evaluation Team in order to make their own recommendation to the Village Board.

- **August 15th – Plan Commission Recommendation.** The Plan Commission will consider the recommendation of the Evaluation Team in order to make their own recommendation to the Village Board.

- **August 22nd – Village Board.** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.

- **August 23rd – September 1st – Final Contract.** The Village Attorney will draft the final contract for signatures utilizing the approved proposal and the Village's Standard Contract.

- **September 5th – Estimated project commencement date.**

- **March 26th, 2024 – Estimated project completion date.** Village Board acceptance of final plans.

SECTION 9 Terms and Conditions

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

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template can be provided for review upon request and will be updated to adapt to the proposal ultimately selected.

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

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

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

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

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

SECTION 10 RFP Exhibits

Exhibit A: Draft Redevelopment District No. 1 Study Area
Exhibit B: Draft Redevelopment District No. 2 Study Area
Exhibit C: Standard Contract Template

Exhibit A

Preliminary Redevelopment District No. 1 Study Area

4/14/2023, 2:42:00 PM

1:17,639

0 0.1 0.2 0.4 mi

0 0.17 0.35 0.7 km

Exhibit B

Preliminary Redevelopment District No. 2 Study Area

4/14/2023, 2:52:49 PM

1:8,820

0 0.05 0.1 0.2 mi

0 0.07 0.15 0.3 km

Parcels

VILLAGE OF MCFARLAND CONTRACT

Expiration Date: _____

Maximum Cost: _____

Registered Agent: _____

Street Address of Registered Agent: _____

City, State, Zip: _____

THIS CONTRACT, made and entered into, by and between the Village of McFarland (hereinafter referred to as "VILLAGE") and _____(hereinafter referred to as "PROVIDER"),

WHEREAS VILLAGE, whose address is 5915 Milwaukee St., P.O. Box 110, McFarland, WI 53558, desires to purchase services from PROVIDER for the purpose of _____; and

WHEREAS PROVIDER, whose business address is _____, is able and willing to provide such services;

NOW, THEREFORE, in consideration of the above premises and the mutual covenants of the parties hereinafter set forth, the receipt and sufficiency of which are acknowledged by each party, VILLAGE and PROVIDER agree as follows:

I. TERM. The term of this Contract shall commence as of the date on which all parties have executed this Contract and shall end as of the EXPIRATION DATE set forth on page 1 hereof, unless sooner agreed to in writing by the parties or as provided in Section IV. VILLAGE may, in its sole discretion, extend the completion date of PROVIDER's services, under the same terms and conditions. PROVIDER shall complete its obligations under this Contract not later than the EXPIRATION DATE, and by the date set by the VILLAGE and agreed to by PROVIDER if this Contract is extended.

II. SERVICES.

A. PROVIDER agrees to provide the services detailed in the attached Schedule A, which is fully incorporated herein by reference.

B. PROVIDER shall commence, carry on and complete its obligations under this Contract with all deliberate speed and in a sound, economical and efficient manner, in accordance with this Contract and all applicable laws. In providing services under this Contract, PROVIDER agrees to cooperate with the various departments, agencies, employees and officers of VILLAGE. Time is of the essence with regard to all dates for completion of any services under this Contract unless expressly provided otherwise.

C. PROVIDER agrees to secure at PROVIDER's own expense all personnel necessary to carry out PROVIDER's obligations under this Contract. Such personnel shall not be deemed to be

employees of VILLAGE nor shall they or any of them have or be deemed to have any direct contractual relationship with VILLAGE.

III. ASSIGNMENT/TRANSFER. PROVIDER shall neither assign nor transfer any interest or obligation in this Contract, without the prior written consent of VILLAGE unless otherwise provided herein, provided that claims for money due or to become due to PROVIDER from VILLAGE under this Contract may be assigned to a bank, trust company or other financial institution without such approval if and only if the instrument of assignment contains a provision substantially to the effect that the right of the assignee in and to any moneys due or to become due to PROVIDER shall be subject to prior claims of all persons, firms and corporations for services rendered or materials supplied for the performance of the work called for in this Contract. PROVIDER shall promptly provide notice of any such assignment or transfer to VILLAGE.

IV. TERMINATION.

A. VILLAGE may terminate this Contract for any reason upon thirty (30) day written notice to PROVIDER.

B. The following shall constitute grounds for immediate termination:

1. violation by PROVIDER of applicable State, Federal or local law, or failure by PROVIDER to comply with applicable State and Federal service standards, as expressed by applicable statutes, rules and regulations.

2. failure by PROVIDER to carry applicable licenses or certifications as required by law in order to complete the services to be provided under this Contract.

3. failure of PROVIDER to comply with reporting requirements contained herein.

4. inability of PROVIDER to perform the work provided for herein.

C. Failure of the Village Board to appropriate sufficient funds to carry out VILLAGE's obligations hereunder shall result in automatic termination of this Contract as of the date funds are no longer available, without notice.

D. Failure by VILLAGE to make payment to PROVIDER as required under the terms of this Contract, after PROVIDER has provided written notice to VILLAGE of non-payment and the failure continues unremedied for twenty-one (21) days.

E. Upon the expiration or any termination of this Contract, all finished and unfinished documents, services, papers, data, products, and the like prepared, produced or made by PROVIDER under this Contract shall at the option of VILLAGE become the property of VILLAGE, and PROVIDER shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents, services, papers, data, and/or products. Notwithstanding the above, PROVIDER shall not be relieved of liability to VILLAGE for damages sustained by VILLAGE by virtue of any breach of this Contract by PROVIDER, and VILLAGE may withhold any payments to PROVIDER for the purpose of offset.

V. PAYMENT. VILLAGE agrees to make such payments for services rendered under this Contract as and in the manner specified herein and in the attached Schedule B, which is fully incorporated herein by reference. Notwithstanding any language to the contrary in this Contract or its attachments, VILLAGE shall never be required to pay more than the sum set forth on page 1 of this Contract under the heading MAXIMUM COST, for all services rendered by PROVIDER under this Contract for the contracted services, unless otherwise agreed to by the parties by written agreement.

VI. REPORTS. PROVIDER agrees to make reports on the status of its services upon reasonable request by VILLAGE.

VII. DELIVERY OF NOTICE. Notices, bills, invoices and reports required by this Contract shall be deemed delivered as of the date of postmark if deposited in a United States mailbox, first class postage attached, addressed to a party's business address as set forth above. Either party may change the address to which notices should be sent by written notice to the other party.

VIII. INSURANCE.

A. PROVIDER shall indemnify, hold harmless and defend VILLAGE, its boards, committees, agencies, officers, employees and representatives against any and all liability, loss (including, but not limited to, property damage, bodily injury and loss of life), damages, costs or expenses which VILLAGE, its officers, employees, agencies, boards, commissions and representatives may sustain, incur or be required to pay by reason of PROVIDER's acts or omissions in the course of furnishing the services or goods required to be provided under this Contract, provided, however, that the provisions of this paragraph shall not apply to liabilities, losses, charges, costs, or expenses to the extent caused by or resulting from the acts or omissions of VILLAGE, its agencies, boards, commissions, officers, employees or representatives. The obligations of PROVIDER under this paragraph shall survive the expiration or termination of this Contract.

B. In order to protect itself and VILLAGE, its officers, boards, committees, agencies, agents, volunteers, employees and representatives under the indemnity provisions of the subparagraph above, PROVIDER shall, at PROVIDER's own expense, obtain and at all times during the term of this Contract keep in full force and effect the insurance coverages, limits, and endorsements listed below. When obtaining required insurance under this Contract and otherwise, PROVIDER agrees to preserve VILLAGE's subrogation rights in all such matters that may arise that are covered by PROVIDER's insurance. Neither these requirements nor the VILLAGE's review or acceptance of PROVIDER's certificates of insurance is intended to limit or qualify the liabilities or obligations assumed by the PROVIDER under this Contract.

Commercial General Liability.
PROVIDER agrees to maintain Commercial General Liability insurance at a limit of not less than $1,000,000 per occurrence. Coverage shall include, but not be limited to, Bodily Injury and Property Damage to Third Parties, Contractual Liability, Personal Injury and Advertising Injury Liability, Premises-Operations, Independent Providers and Subcontractors, and Fire Legal Liability. The policy shall not exclude Explosion, Collapse, and Underground Property Damage Liability Coverage unless the VILLAGE waives such requirement in writing. The policy shall list the VILLAGE as an Additional Insured.

Professional Liability.
PROVIDER agrees to maintain Professional Liability insurance at a limit of not less than $1,000,000 per occurrence. The policy shall list VILLAGE as an Additional Insured.

Commercial/Business Automobile Liability.
PROVIDER agrees to maintain Commercial/Business Automobile Liability insurance at a limit of not less than $1,000,000 Each Occurrence. PROVIDER further agrees coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event PROVIDER does not own automobiles, PROVIDER agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

Workers' Compensation.
PROVIDER agrees to maintain Workers' Compensation insurance to the extent required by law.

Umbrella or Excess Liability.
PROVIDER may satisfy the minimum liability limits required above for Commercial General

Liability and Business Auto Liability through an Umbrella or Excess Liability policy provided that the Annual Aggregate limit shall not be less than the highest “Each Occurrence” limit for the Commercial General Liability and Business Auto Liability. PROVIDER agrees to list the VILLAGE as an “Additional Insured” on its Umbrella or Excess Liability policy.

C. Upon execution of this Contract, PROVIDER shall furnish VILLAGE with a Certificate of Insurance listing VILLAGE as an additional insured and, upon request, certified copies of the required insurance policies. If PROVIDER's insurance is underwritten on a Claims-Made basis, the Retroactive Date shall be prior to or coincide with the date of this Contract. The Certificate of Insurance shall state that professional malpractice or errors and omissions coverage, if the services being provided are professional services, is Claims- Made and indicate the Retroactive Date, and PROVIDER shall maintain coverage for the duration of this Contract and for six (6) years following the completion of this Contract. PROVIDER shall furnish VILLAGE, annually on the policy renewal date, a Certificate of Insurance as evidence of coverage. It is further agreed that PROVIDER shall furnish the VILLAGE with a 30-day notice of aggregate erosion, in advance of the Retroactive Date, cancellation, or renewal. It is also agreed that on Claims-Made policies, either PROVIDER or VILLAGE may invoke the tail option on behalf of the other party and that the Extended Reporting Period premium shall be paid by PROVIDER. In the event any action, suit or other proceeding is brought against VILLAGE upon any matter herein indemnified against, VILLAGE shall give reasonable notice thereof to PROVIDER and shall cooperate with PROVIDER's attorneys in the defense of the action, suit or other proceeding. PROVIDER shall furnish evidence of adequate Workers’ Compensation Insurance, if required. In case of any sublet of work under this Contract, PROVIDER shall furnish evidence that each and every subcontractor has in force and effect insurance policies providing coverage identical to that required of PROVIDER.

D. The VILLAGE, acting at its sole option and through its Village Board, may waive any and all requirements contained in this Contract, such waiver to be in writing only. Such waiver may include or be limited to a reduction in the amount of coverage required above. The extent of waiver shall be determined solely by Village Board taking into account the nature of the work and other factors relevant to VILLAGE's exposure, if any, under this Contract.

IX. NO WAIVER BY PAYMENT OR ACCEPTANCE. In no event shall the making of any payment or acceptance of any service or product required by this Contract constitute or be construed as a waiver by VILLAGE of any breach of the covenants of this Contract or a waiver of any default of PROVIDER and the making of any such payment or acceptance of any such service or product by VILLAGE while any such default or breach shall exist shall in no way impair or prejudice the right of VILLAGE with respect to recovery of damages or other remedy as a result of such breach or default.

X. NON-DISCRIMINATION. During the term of this Contract, PROVIDER agrees not to discriminate on the basis of age, race, ethnicity, religion, color, gender, disability, marital status, sexual orientation, national origin, cultural differences, ancestry, physical appearance, arrest record or conviction record, military participation or membership in the national guard, state defense force or any other reserve component of the military forces of the United States, or political beliefs against any person, whether a recipient of services (actual or potential) or an employee or applicant for employment, except to the extent that such factors are substantially related to the qualifications of such person to perform the work or receive the services. Such equal opportunity shall include but not be limited to the following: employment, upgrading, demotion, transfer, recruitment, advertising, layoff, termination, training, rates of pay, and any other form of compensation or level of service(s). PROVIDER agrees to post in conspicuous places, available to all employees, service recipients and applicants for employment and services, notices setting forth the provisions of this paragraph.

XI. PUBLIC RECORDS. The PROVIDER acknowledges and understands that the VILLAGE is a governmental entity. As such, all communications and other documents prepared or received by the PROVIDER in connection with the services provided by PROVIDER under this Contract may

be governed by the Wisconsin Public Records Law and that, in the event of a request for such documents, the VILLAGE may be legally obligated to produce them. The PROVIDER agrees that it will provide all such documents to the VILLAGE if determined by VILLAGE to be necessary to comply with a proper Public Records Law request by either (1) retaining all such documents for a period of not less than seven (7) years after completion of the Work and providing copies to the VILLAGE promptly upon request in exchange for the reasonable cost of copying or (2) providing a copy of each such document to the VILLAGE upon the expiration of the Contract. In the event the PROVIDER fails to make such documents available to the VILLAGE as provided herein, the PROVIDER shall indemnify the VILLAGE for any penalties, costs, expenses (including reasonable attorney fees) incurred due to its inability to comply with the Public Records Law with respect to such documents. The obligations under this paragraph to produce and retain records, including the provisions for indemnity, shall survive the expiration or termination of this Contract.

XII. MISCELLANEOUS.

A. PROVIDER is registered to do business in the State of Wisconsin; the persons executing this Contract on its behalf are authorized to do so, and the name and address of PROVIDER's registered agent is as set forth opposite the heading REGISTERED AGENT on page 1 of this Contract. PROVIDER shall notify VILLAGE immediately, in writing, of any change in its registered agent, his or her address, and PROVIDER's legal status. For a partnership, the term 'registered agent' shall mean a general partner. The person(s) executing this Contract on behalf of PROVIDER individually represent(s) that he, she or they are duly authorized to enter into this Contract and bind the PROVIDER hereto, and that no signatures other than those shown in the signature blocks below are necessary to make this Contract binding on PROVIDER.

B. Controlling Law and Venue. It is expressly agreed that in the event of any disagreement or controversy between the parties, Wisconsin law shall be controlling. Venue for any legal proceedings shall lie solely in the Dane County Circuit Court.

C. Limitation of Contract. This Contract is intended to be an agreement solely between the parties hereto and for their benefit only. No part of this Contract shall be construed to add to, supplement, amend, abridge or repeal existing duties, rights, benefits or privileges of any third party or parties, including but not limited to employees of either of the parties.

D. Entire Contract. The entire agreement of the parties is contained herein and this Contract supersedes any and all oral agreements and negotiations between the parties relating to the subject matter hereof. The parties expressly agree that this Contract shall not be amended in any fashion except in writing, executed by both parties.

E. Counterparts. The parties may evidence their agreement to this contract upon one or several counterparts of this instrument, which together shall constitute a single instrument.

F. Severability. In the event any provision, term or clause contained in this Contract shall be determined unlawful or unenforceable, such determination shall not affect the remaining provisions of this Contract which shall remain in full force and effect. In the event any such provision, term or clause shall be determined unlawful or unenforceable as to any particular person or circumstances, such determination shall not affect the applicability of such provision to any other person or under any other circumstances.

G. Neither Party shall be liable to the other Party for failure or delay in performance of this Contract due to acts of God, acts of governmental authorities other than the VILLAGE, extraordinary weather conditions or other natural catastrophes, or any other cause beyond the reasonable control or contemplation of either Party or as otherwise defined by law (“Force Majeure Event”), provided the delayed Party shall make reasonable efforts to avoid

or mitigate such delay and shall promptly notify the other Party in writing of the cause of the delay and its extent.

IN WITNESS WHEREOF, VILLAGE and PROVIDER, by their respective authorized agents, have caused this Contract and its Schedules to be executed, effective as of the date by which all parties hereto have affixed their respective signatures, as indicated below.

FOR PROVIDER:

Date Signed: _____ _____

FOR VILLAGE:

Date Signed: _____ _____
Carolyn Clow, Village President

Date Signed: _____ _____
Cassandra Suettinger, Deputy Administrator/Clerk

Approved as to form:

_____
Daniel J. Evans
Attorney for the Village

VILLAGE OF MCFARLAND CONTRACT

Schedule A – Scope of Services

Pursuant to Section II(A) of this Contract, the PROVIDER shall provide _____

In accomplishing the scope of services and providing the deliverables as outlined above, the PROVIDER will provide the services in a timely and professional manner.

VILLAGE personnel shall cooperate with the PROVIDER and its agents in the performance of the PROVIDER's obligations hereunder.

VILLAGE OF MCFARLAND CONTRACT

Schedule B – Payment for Services

For and in consideration of the services provided under this Contract, the VILLAGE will pay PROVIDER as follows:

VILLAGE OF MCFARLAND CONTRACT

Schedule C – Project Schedule

Please note the following project schedule:

Task	Time Frame

The term of the Contract shall be in effect within the dates stated unless otherwise provided according to the terms of this contract. The Project Schedule may be amended at any time by mutual agreement between the VILLAGE and PROVIDER.

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Wednesday, August 9, 2023**

SECTION: **Business**

DEPARTMENT: **Community Development**

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

AGENDA ITEM: **Discussion regarding East Side Business Park planning and design.**

PREVIOUS ACTION:

ISSUE SUMMARY:
Interstate Partners LLC has purchased the remaining 60 acres of the former Joseph McFarland Trust property south of Siggelkow Road east of the existing WPL substation and Hope Rod & Gun Club. This property is identified in the 2023 East Side Neighborhood Plan as part of a future east side business park. Interstate Partners was formed in 2000 to acquire, develop, lease, and manage commercial real estate with offices in Milwaukee, Chicago and Minneapolis St. Paul. Interstate Partners has developed a number of business parks in the Milwaukee region. Locally, Interstate Partners worked with the City of Sun Prairie to develop the Park 151 business park. To date, Interstate Partners has completed many site due diligence activities including wetland delineations, property survey, and soil test pits to investigate depth to bedrock. Interstate Partners has hired a civil engineer and is beginning the process to put together concept plans for future road, utility and lot configurations. The Village's 2023-2027 Capital Improvement Plan identifies $50K in funding to support some of the likely work that lies ahead for the Village as we work in partnership to develop the business park including, but not limited to, urban service area amendments, Tax Increment Finance District creation, conceptual road, trail, and utility designs, etc. A lot of additional work lies ahead to bring a new business park to fruition, but these initial activities are an exciting start.

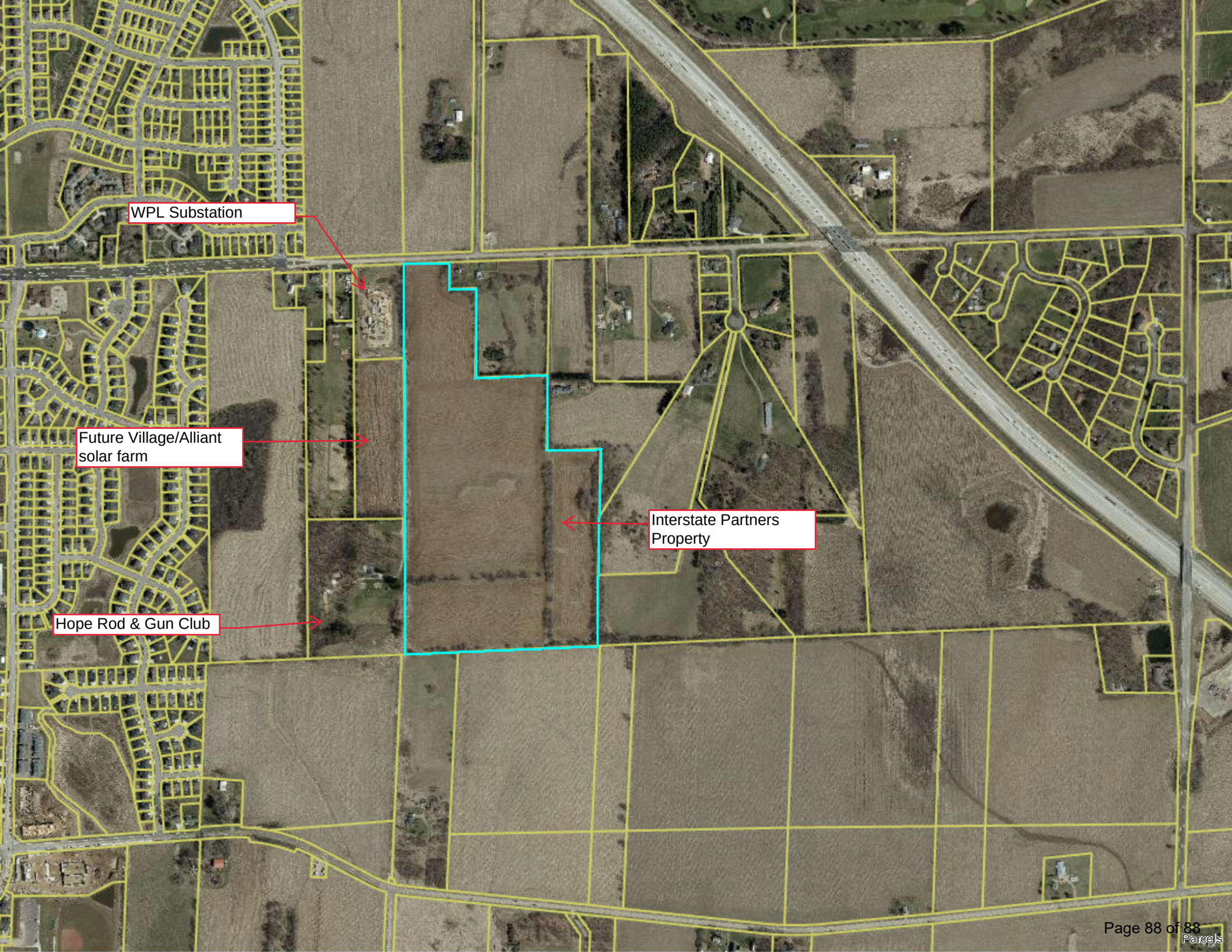
FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:
2023 East Side Neighborhood Plan
2023 Economic Strategic Plan

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
This item is presented for discussion and informational purposes only.

ATTACHMENTS:
1. Interstate Partners Property Map


WPL Substation
Future Village/Alliant solar farm
Interstate Partners Property
Hope Rod & Gun Club

Parcels