

Wednesday, January 10, 2024

7:00 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89500215863>

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

Webinar ID: 895 0021 5863

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 and Plan Commission 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 Commissions 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 Commissions 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 Commissions 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 December 6, 2023 joint Plan Commission and Community Development meeting.

4. BUSINESS.

- a. Discussion regarding updates to Redevelopment District Plans 1 and 2.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday January 16, 2024, 7:00 p.m., Plan Commission - Canceled
- b. Wednesday, February 14, 2024, 7:00 p.m., Community Development Authority

6. ADJOURNMENT.

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

Joint Community Development Authority and Plan Commission Minutes December 6, 2023

CDA Members Present: Stephanie Brassington, TJ Jerke, Ken Brost, Benjamin Tanko, Anthony Hennes, Dan Kolk
CDA Members Absent: Kristen Ellis
PC Members Present: Carolyn Clow, Stephanie Brassington, Austen Conrad, Peter Bloechl-Anderson, Scott Peters
PC Members Absent: Chris Reynolds, Jill Halverson
Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

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

2. PUBLIC APPEARANCES.

None.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the November 21, 2023 joint Plan Commission and Community Development Authority meeting.

Motioned by Clow motioned to approve the minutes of the November 21, 2023 joint Plan Commission and Community Development Authority meeting. Brost seconded the motion. Motion passes 8-0-2 with abstentions from Bloechl-Anderson and Peters.

4. BUSINESS.

- a. Discussion regarding conceptual improvements to proposed WisDOT roundabout at Siggelkow Road and USH-51 ramps.

Bremer provided the Joint-Body a summary of the agenda item highlighting the area of improvements planned by WisDOT, the location of the roundabout project site and the opportunity related to the discussion item. Bremer summarized the conversation Village Staff had with WisDOT and introduced Molly Wager, SEH Project Consultant, to provide further information on the four conceptual designs requesting feedback from the Joint-Body. Wager provided details on each concept and their unique traits. The Joint-Body discussed the rock layout of the McFarland Brand “M”, height of the roundabouts, landscaping, snow removal, maintenance of the plantings and obstruction to driving visibility, cost comparisons between all concepts, composition of the pavement design colors, pedestrian infrastructures, comparative experiences with other memorable roundabouts, signage plan by WisDOT, speed limits, and the extent of jurisdiction between WisDOT and the Village. Bremer summarized the consensus by the Joint-Body for

support of some type of structure in the middle 1/3 of the roundabout as shown in Concept 1.A. The preferred concept includes the Village's "M" on top a short retaining wall with stone veneer. The Joint-Body discussed the concept without the tagline, "Naturally Connected," as the natural landscaping may be an obstruction.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, December 19, 2023, 7:00PM, Plan Commission
- b. Wednesday, January 10, 2024, 7:00PM, Joint Plan Commission and Community Development Authority
- c. Tuesday January 16, 2024, 7:00PM, Plan Commission

6. ADJOURNMENT.

Brost motioned to adjourn meeting. Hennes seconded the motion. Motion carried 10-0. Meeting adjourned at 7:50 PM.

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 10, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding updates to Redevelopment District Plans 1 and 2.

PREVIOUS ACTION:

August 22, 2023, Village Board approval of project contract

October 17, 2023, PC & CDA Joint Working Session #1 - issues and opportunities discussion for Districts 1 & 2.

ISSUE SUMMARY:

Steve Tremlett from MSA Professional Services will present an overview of activities completed since the October Working Session. This includes:

1. Public engagement activities. Included in the packet is a summary of feedback received from the initial Public Information Meeting held on October 2, 2023 and our community survey. Additional engagement activities held last Fall include a developer focus group meeting and McFarland Chamber of Commerce Business Summit.
2. Redevelopment District Analysis Maps. In order to gain a better understanding of the issues and opportunities in each planning district, MSA completed an analysis of a variety of existing building and land use characteristics which are summarized in a series of maps, including:
 - Blighted Parcels. MSA completed an initial windshield survey of parcels in each district to determine those that warranted further investigation to determine whether they meet the standards for a blight determination. The blight review was taken from street view and does not include review of the interior portions of structures or portions of properties not visible from street view. Blighted properties, and sometimes non-blighted properties in proximity to other blighted properties, represent areas that are in need of rehabilitation or redevelopment.
 - Existing Land Use.
 - Property Value Ratio. The map show the ratio of the 2023 Assessment Improvement Value divided by the 2023 Assessment Land Value. Low improvement values relative to land values indicate property that is likely to be in need of rehabilitation or redevelopment.
 - Building Condition. A subset of the blight evaluation considers the condition of the primary structure on the property as seen from the public right-of-way. Properties with structures rated Needs Improvement or Good to Fair are likely to be in need of rehabilitation or redevelopment.
 - Parcel Significance. Evaluates parcels based on several factors that include some



of the previous analysis. This map helps to determine clusters of lots that result in redevelopment opportunities. This map includes identification of historically designated properties and those properties where the existing land use is incompatible with the future land use designation from the Village's Comprehensive Plan. In many instances, a parcel may have more than one designation which is indicated through an overlay hatch.

- Redevelopment Opportunities. This map helps to determine clusters of lots from the previous analysis that result in redevelopment opportunities. Areas are referenced by "Zones". Zone A includes areas typically located along commercial corridors such as Farwell, Main, and Long Street. Zone B & C areas are typically adjacent to Zone A areas and provide potential opportunities for inclusion with Zone A redevelopment areas. The map also identifies existing structures that may be good candidates for facade improvements.
- 3. Preliminary Redevelopment Concepts. MSA has prepared a number of high level redevelopment concepts for each district. In most cases, this includes two alternatives for the same subarea, "Concept A" and "Concept B". These concepts might differ in terms of land uses, building locations, building sizes and parking locations. These concepts are intended to be raw in nature, to spur conversation and don't represent a final product. Concepts A and B do not necessarily represent the only design alternatives for properties. Their purpose is to illustrate what may be possible, but not all possibilities.

Most of the joint meeting will be dedicated to reviewing and discussing the preliminary redevelopment concepts for each district. Committee members should pay particular attention to the overall land uses suggested for each concept. If there are particular land uses or development concepts that don't seem appropriate, then they can be dropped from further consideration as the updated plans for both districts begin to take shape. The committee members also don't necessarily need to pick one concept over another, as it may be perfectly acceptable to include multiple alternatives for the same areas in the final plan if both are deemed acceptable.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

2005 Terminal & Triangle District Plan
2010 Redevelopment District No. 1
2010 Redevelopment District No. 2
2017 Comprehensive Plan

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

1. McFarland_RedevelopmentDistricts_Open House_Summary_10.02.2023



2. Redevelopment District Survey 1 Results
3. District 2 Redevelopment Analysis Maps_01.03.2024
4. District 2 Preliminary Redevelopment Concepts_01.03.2024
5. District 1 Redevelopment Analysis Maps_01.03.2024
6. District 1 Preliminary Redevelopment Concepts_01.03.2024

McFarland Redevelopment Districts 1 & 2

10/2/2023 Public Open House Engagement Summary

Summary:

- Approximately 65 people attended the presentation with an additional 10-15 people attending the open house portion of the meeting.
- Overall, residents expressed a strong desire for more commercial retail development and entertainment opportunities in the Village, with many comments specifically mentioning a desire for more restaurants (in both districts). Many attendees expressed a desire for an entertainment district or more business/places for residents to gather in the evenings. There was less support for additional residential development in District 1 in comparison to District 2, where comments overall supported mixed-use development with ground floor retail and apartments above.
- District 1: multiple attendees suggested a desire for a restaurant or gastropub at the 5100 property, but not new multi-family homes. Other attendees mentioned a desire for more lake-oriented retail and a paddle boat/kayak rental somewhere along the shoreline.
- District 1: multiple attendees expressed concerns about the Sigglekow exit off of Hwy 51 being unsafe for pedestrians to cross, and well as traffic backing up on the ramps during rush hour.
- District 2: Many attendees would like to see the shopping center in the southern portion of the district redeveloped with higher density, mixed-uses that are relevant to existing residents. Many also would like to see the unpaved access road paved or clarified to clear up confusion that is not a thru road.
- District 2: a handful of specific buildings were suggested for redevelopment, and general comments about the district were also strongly in support of more mixed-use commercial development in the Village.

District #1 – Terminal and Triangle Corridors

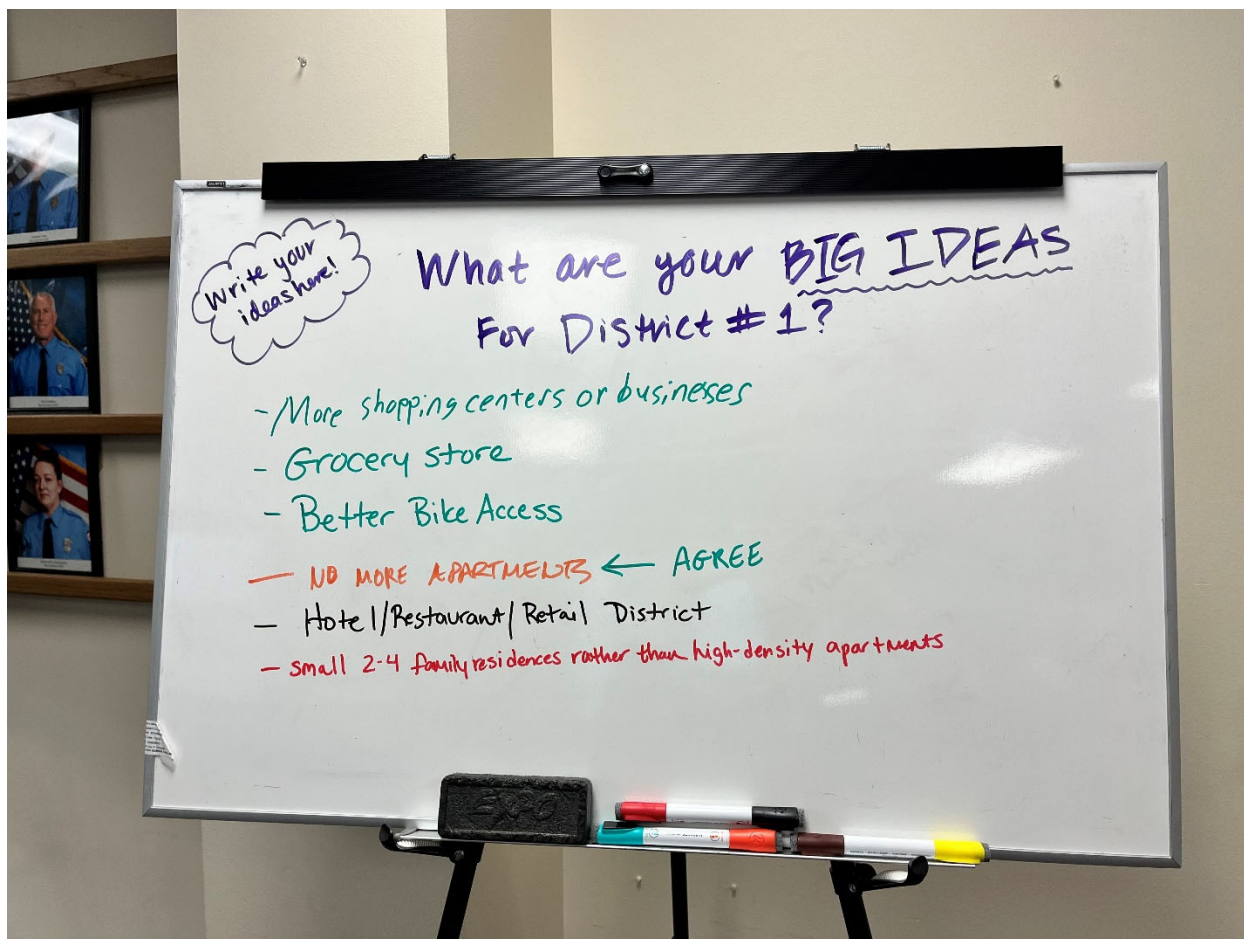
Map Exercise:

- keep/add restaurant- or other community entity- at 5100 location, not multi-family homes. “this is a blighted property. Mixed use would be wonderful. how about a brewpub?” new restaurant or hotel.
 - sticker 1 (B); multiple responses
 - sticker 64 (D)
 - sticker 65 (B)
 - sticker 69 (B)
- add boat/paddle rental to shoreline; could help promote business. Improve beach access. love this park but move parking lot.
 - sticker 7
 - sticker 63 (D)
 - sticker 70 (D,E)

- Sigglekow exit heading north on Hwy 51 unsafe for pedestrians; larger off ramps for Hwy 51 (ramps back up during rush hour). cars don't pay attention to pedestrians.
 - sticker 100 (C)
 - sticker 3 (E)
 - sticker 68 (C)
 - sticker 66 (C,E)
- rezone terminal/refueling station as residential; close to a daycare facility and tons of trucks are moving through on a daily basis. "too much semi-traffic around trails and park."
 - sticker 67
 - sticker 71 (D,E)
- difficult to cross Sigglekow at Valley Rd at certain times of day; please add traffic light or 4-way stop
 - sticker 62 (E& C)
- protect new housing from Hwy 51 noise.
 - sticker 72 (B,A,E)
- General Comments:
 - Need bike paths throughout community with connections to Stoughton.
 - Nice hotel at northside of 51.

Previous Plan Comments:

- What do you think about a commercial subdistrict on the north portion of the planning area?
 - yes; the commercial development the better; would support a large retailer like target. more businesses boost jobs and residential value.
 - area feels disjointed from rest of the Village; hotel, restaurant, or entertainment district would be a tremendous improvement.
 -
- What do you think about industrial and/or business park redevelopment as illustrated in the 2010 plan?
 - yes; the commercial development the better; would support a large retailer like target. more businesses boost jobs and residential value.
 - better bike lanes would be helpful
- What do you think about the mix of land uses illustrated on the 2010 plan?
 - "just build more"
 - support neighborhood/lake-oriented retail. how about boat rentals or a seasonal biergarten? area doesn't need more high-density apartment buildings.



District #2 – Downtown

Map Exercise:

- Even when businesses are open, they are hidden. Redevelop strip mall to sometime relevant to current residents. Area around shopping center appears unfinished and people get confused; pave it and make obvious its an access drive for Ace hardware, not a thru area. Good opportunity for higher density redevelopment but keep ace hardware! either pave the road or develop the area into a park. Add mixed use residential and commercial; redevelop for higher density.
 - sticker 243 (B)
 - sticker 304 (B, C)
 - sticker 246 (B)
 - sticker 186 (B)
- block is ripe to be redeveloped into an entertainment district (between Hough St and Long St)
 - sticker 242 (B)
- Historic homes are original downtown; “they need to stay as the history of McFarland.”
 - sticker 311 & 312
 - sticker 187 (A)

- Hold more community events/encourage community gathering (Arnold Larsen Park)
 - sticker 247 (D)
- Protect the railroad corridor for future needs, like a regional mass transit/passenger rail stop; keep the parking lot for the same reason. redeveloping existing building on site.
 - sticker 241 (e)
 - sticker 244 (B)
- Continue WI St over the railroad or make it a safer pedestrian/walking path
 - sticker 191 (E)
- Add a four-way stop (Milwaukee St and Anthony St intersection)
 - Sticker 190 (C)
 - Sticker 317 (C)
- Dress up downtown with potted flowers and benches (Milwaukee St)
 - sticker 315
- Add a second story to municipal building; look at work facility committee completed 5 years ago
 - sticker 313 (B)
- Keep the community garden/farm
 - sticker 314 (A)
- High traffic area for pedestrians and cyclists of all ages
 - sticker 301 (C)
- One way traffic next to elementary school is problematic with all the stopping
 - sticker 302 (C)
- House here needs work/upkeep (corner of Broadhead and Wisconsin St)
 - sticker 184 (B)
- An after-hours cafe in the downtown core would be useful; a place for residents and visitors to spend a few hours in the evening. rather than real estate offices, we need small businesses and shops that pedestrians can visit. Stoughton has done a lovely job with their downtown—it's pretty and well used.
 - sticker 189 (B)
 - sticker 187 (B)
- Redevelop Chase Bank into a mixed-use commercial/residential/multifamily building.
 - sticker 185 (B)
- Develop corridor from McFarland Coffee House to Farwell St into a coherent downtown with more restaurants, mixed-use high-density w/ shopping on street level.
 - sticker 307 (B)
- Can the empty scheider building be redeveloped?
 - Sticker 181
- Old frontier building needs to be redeveloped
 - sticker 183
- "A small park for all would be wonderful."
 - sticker 303
- Add speed bumps to prevent higher speeds along Osburn Dr,
 - sticker 305
- Move parking to one side of street to ease driving through
 - sticker 308

- General Comments:
 - Create a business district on Main/Exchange from Broadhead to Farwell; purchase residential properties and redeveloping into commercial/residential

Previous Plan Comments:

- What do you think about higher density, mixed-use redevelopment along Farwell St?
 - strongly support; shopping/restaurants on ground level with apartments above.
 - need as much high density, mixed-use redevelopment as possible. McFarland has a ton of potential but needs a lot more commercial development (restaurants, stores, bars, entertainment). “Also more housing has proven to be the only way to lower rent prices.”
 - Old plan seems outdated for senior living so close to town center and the high school. Mixed-use may offer after school jobs to students and places near the home/community to spend time.
 - This needs to be completely revamped. Senior center should be in new municipal building. Senior Care is being addressed north of Broadhead at AB. “Putting all seniors in a ghetto is a bad idea.” More retail is more attractive for all of us.
 - Need business/restaurants! that are well maintained with parking. We have so many young families—smaller children’s museum or activity center?
 -
- What do you think about the previous plan’s proposed redevelopment of Farwell St?
 - Needs more development
 - Too much senior living—we have new senior living off of Holscher. What about low income?
 - Like the idea of closing off Taylor Rd. Also accommodate parking for Larson Park. I also like combining community, youth, and senior center.
- What do you think about higher density, mixed-use redevelopment along Anthony St
 - (Same comment as Farwell St) McFarland has a ton of potential but needs a lot more commercial development (restaurants, stores, bars, entertainment). “Also, more housing has proven to be the only way to lower rent prices.”
 - Higher density residential will offer a walkable solution as McFarland continues to grow.
 - Maybe at Anthony and Milwaukee—keep open spaces or increase garden!

What are your BIG IDEAS for District #2?

write your
thoughts
here!

- A street full of restaurants and shops that you can spend an evening enjoying
- Commercial (grocery, gas, shop, etc.) East side of town (E of Holscher)
- small, boutique hotel
- Wine bar
- Something like a small grocery store / Bodega

YES



McFarland Redevelopment Districts - Visioning Survey

The Village is updating its land use plans for two Redevelopment Districts. The purpose of these plans is to determine redevelopment opportunities and determine future public infrastructure improvements for these districts.

What are the Redevelopment Districts being addressed?

The Downtown District (Redevelopment District No. 2) and the Terminal & Triangle District (Redevelopment District No. 1). See the map below.

Why is it important to get my feedback in this survey?

This survey is an important opportunity for **all individuals living and working in the McFarland area** to contribute their thoughts and opinions related to the growth of the community. Public feedback will help shape community goals, principles and actions within these redevelopment districts.

How long will it take to complete the survey? And will my responses remain anonymous?

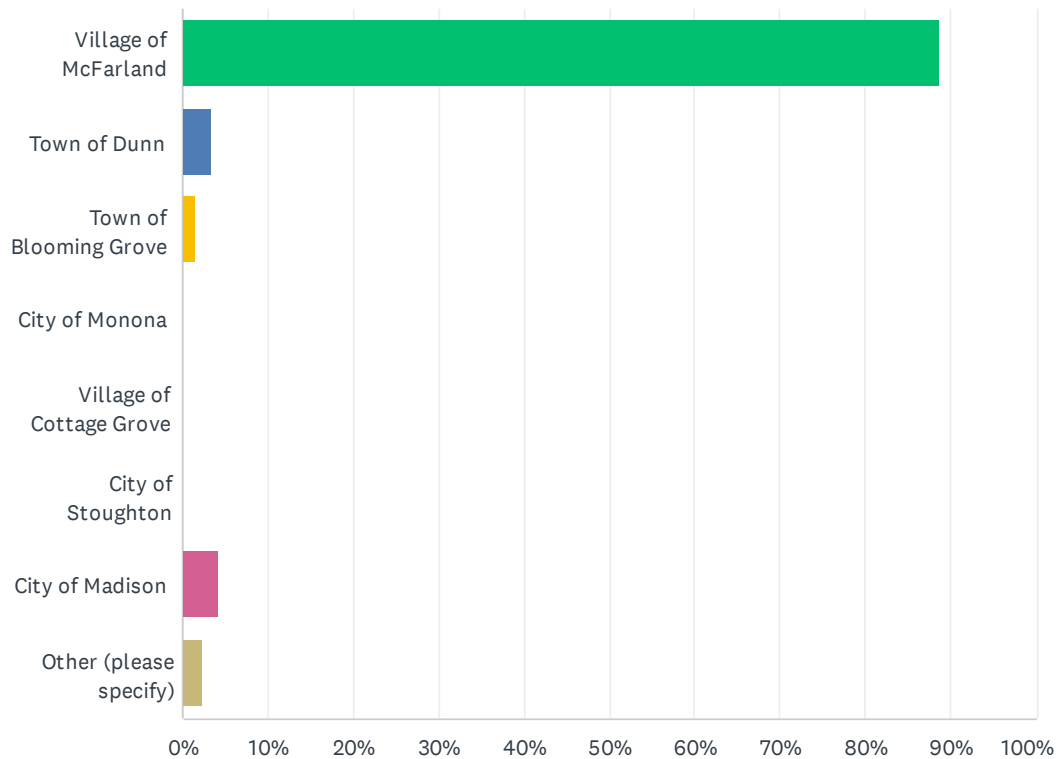
The survey will take **roughly 15 minutes**; and **YES, your responses will remain anonymous**.

Redevelopment Districts



Q1 Where do you live?

Answered: 211 Skipped: 0

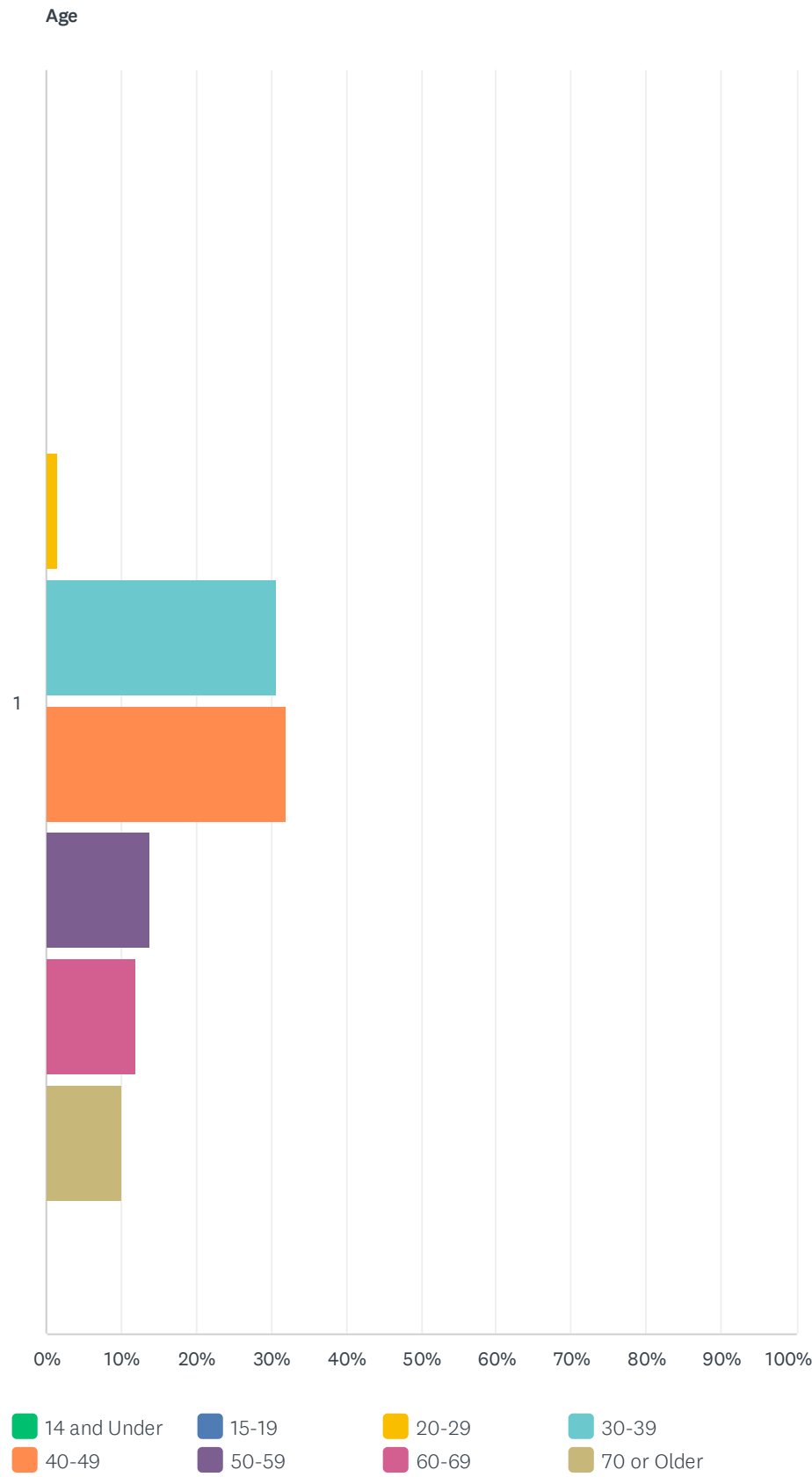


ANSWER CHOICES	RESPONSES	
Village of McFarland	88.63%	187
Town of Dunn	3.32%	7
Town of Blooming Grove	1.42%	3
City of Monona	0.00%	0
Village of Cottage Grove	0.00%	0
City of Stoughton	0.00%	0
City of Madison	4.27%	9
Other (please specify)	2.37%	5
TOTAL		211

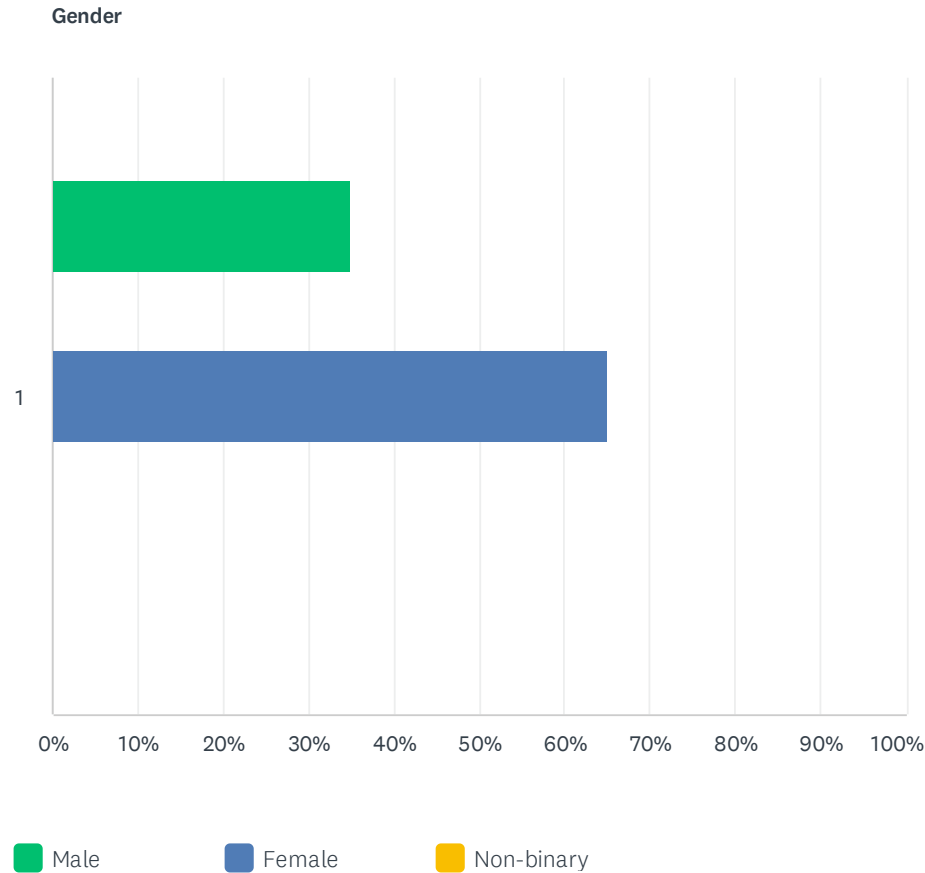
Q2 What is your age and with what gender do you identify?

Answered: 209 Skipped: 2

McFarland Redevelopment Districts Survey



McFarland Redevelopment Districts Survey

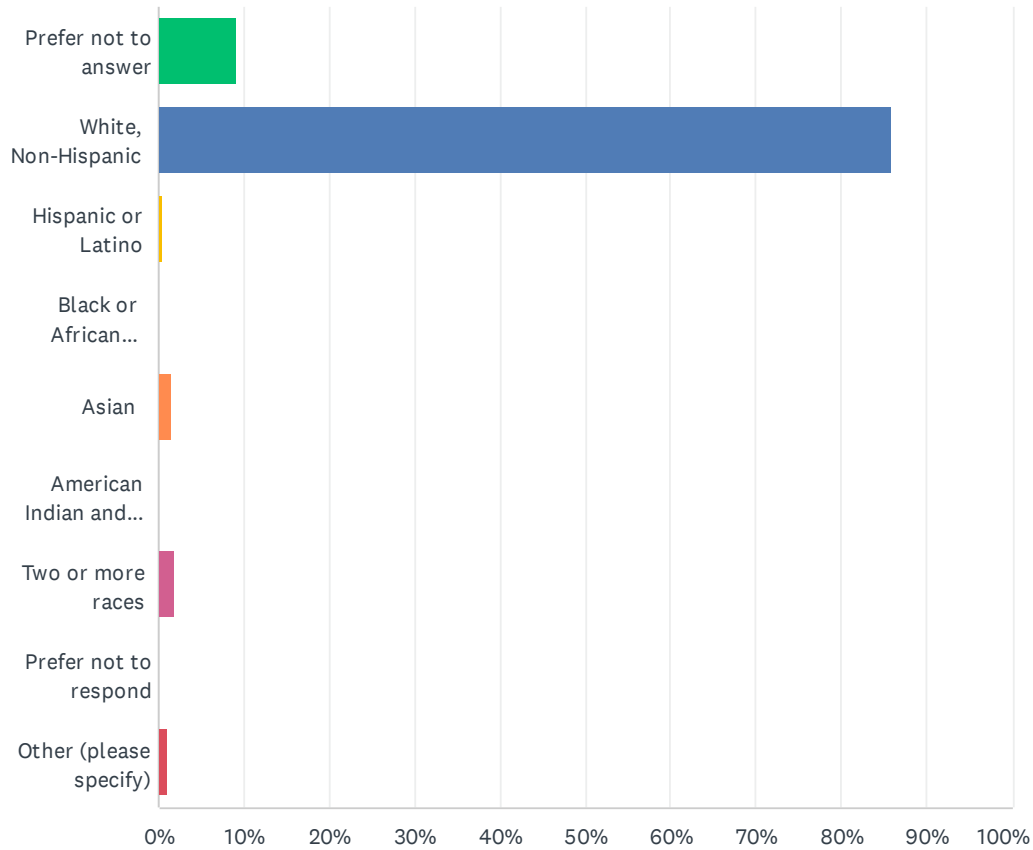


Age									
	14 AND UNDER	15-19	20-29	30-39	40-49	50-59	60-69	70 OR OLDER	TOTAL
1	0.00% 0	0.00% 0	1.44% 3	30.62% 64	32.06% 67	13.88% 29	11.96% 25	10.05% 21	209

Gender				
	MALE	FEMALE	NON-BINARY	TOTAL
1	34.95% 72	65.05% 134	0.00% 0	206

Q3 What is your race?

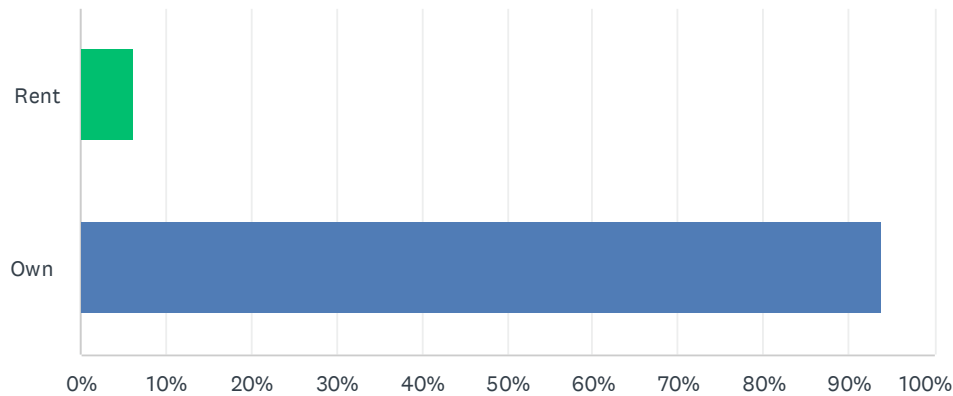
Answered: 207 Skipped: 4



ANSWER CHOICES	RESPONSES	
Prefer not to answer	9.18%	19
White, Non-Hispanic	85.99%	178
Hispanic or Latino	0.48%	1
Black or African American	0.00%	0
Asian	1.45%	3
American Indian and Alaska Native	0.00%	0
Two or more races	1.93%	4
Prefer not to respond	0.00%	0
Other (please specify)	0.97%	2
TOTAL		207

Q4 Do you rent or own your home?

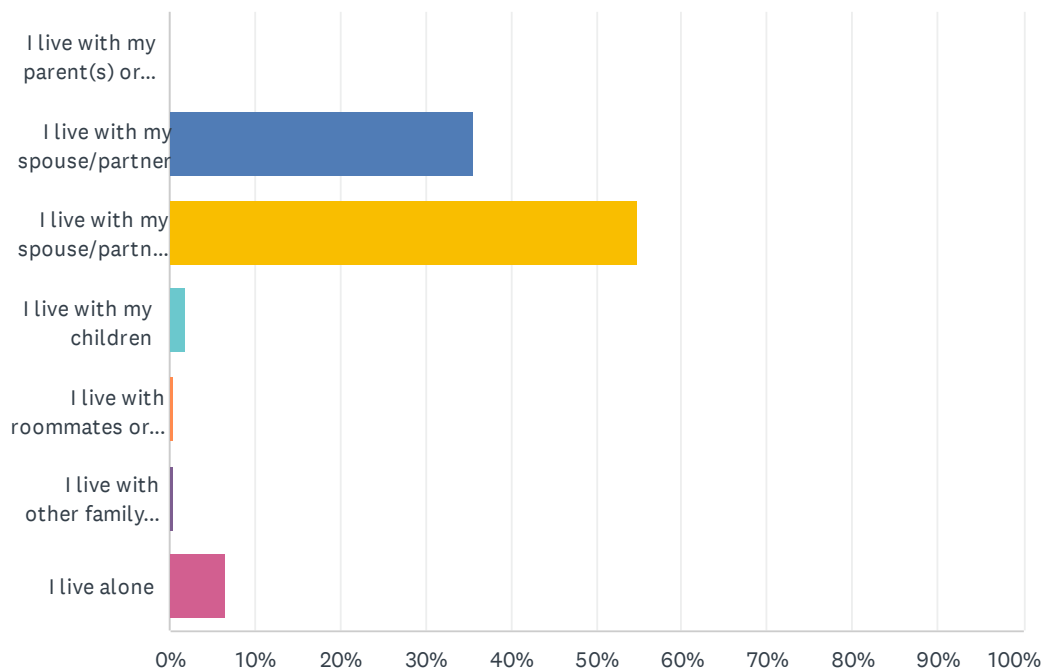
Answered: 211 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rent	6.16%	13
Own	93.84%	198
TOTAL		211

Q5 Which of the following best describes your living situation?

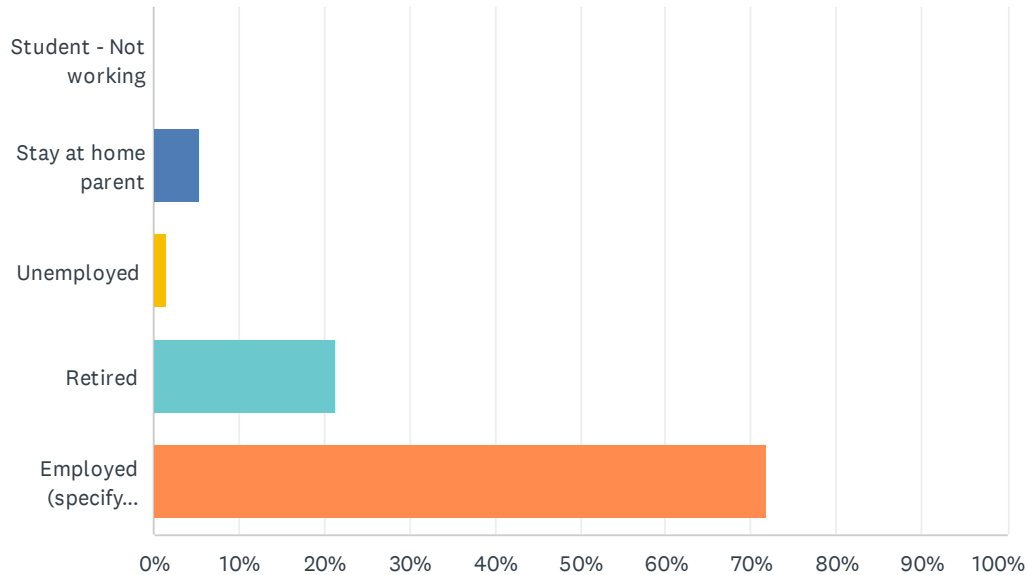
Answered: 210 Skipped: 1



ANSWER CHOICES	RESPONSES	
I live with my parent(s) or my parent(s) and sibling(s)	0.00%	0
I live with my spouse/partner	35.71%	75
I live with my spouse/partner and children	54.76%	115
I live with my children	1.90%	4
I live with roommates or friends	0.48%	1
I live with other family members	0.48%	1
I live alone	6.67%	14
TOTAL		210

Q6 What is your employment status, and what is the zip code of your place of work?

Answered: 210 Skipped: 1

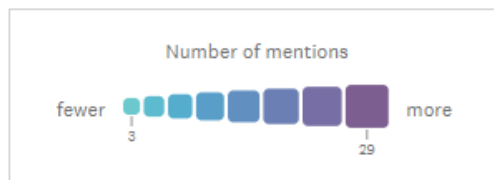


ANSWER CHOICES	RESPONSES	
Student - Not working	0.00%	0
Stay at home parent	5.24%	11
Unemployed	1.43%	3
Retired	21.43%	45
Employed (specify business ZIP CODE of your primary work location)	71.90%	151
TOTAL		210

▼ 53558		36.42%	55
▼ 53703		7.95%	12
▼ 53711		4.64%	7
▼ 53704		4.64%	7
▼ 53719		4.64%	7
▼ 53718		4.64%	7
▼ 53713		4.64%	7
▼ 53716		4.64%	7
▼ 53705		3.97%	6

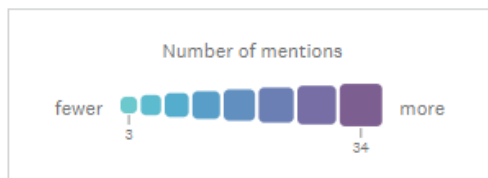
Q7 Please offer a few words or phrases that you use to describe "downtown" McFarland today.

Answered: 153 Skipped: 58



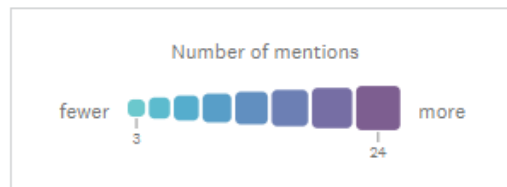
Q8 What is ONE thing you would like to see changed in the downtown area?

Answered: 146 Skipped: 65



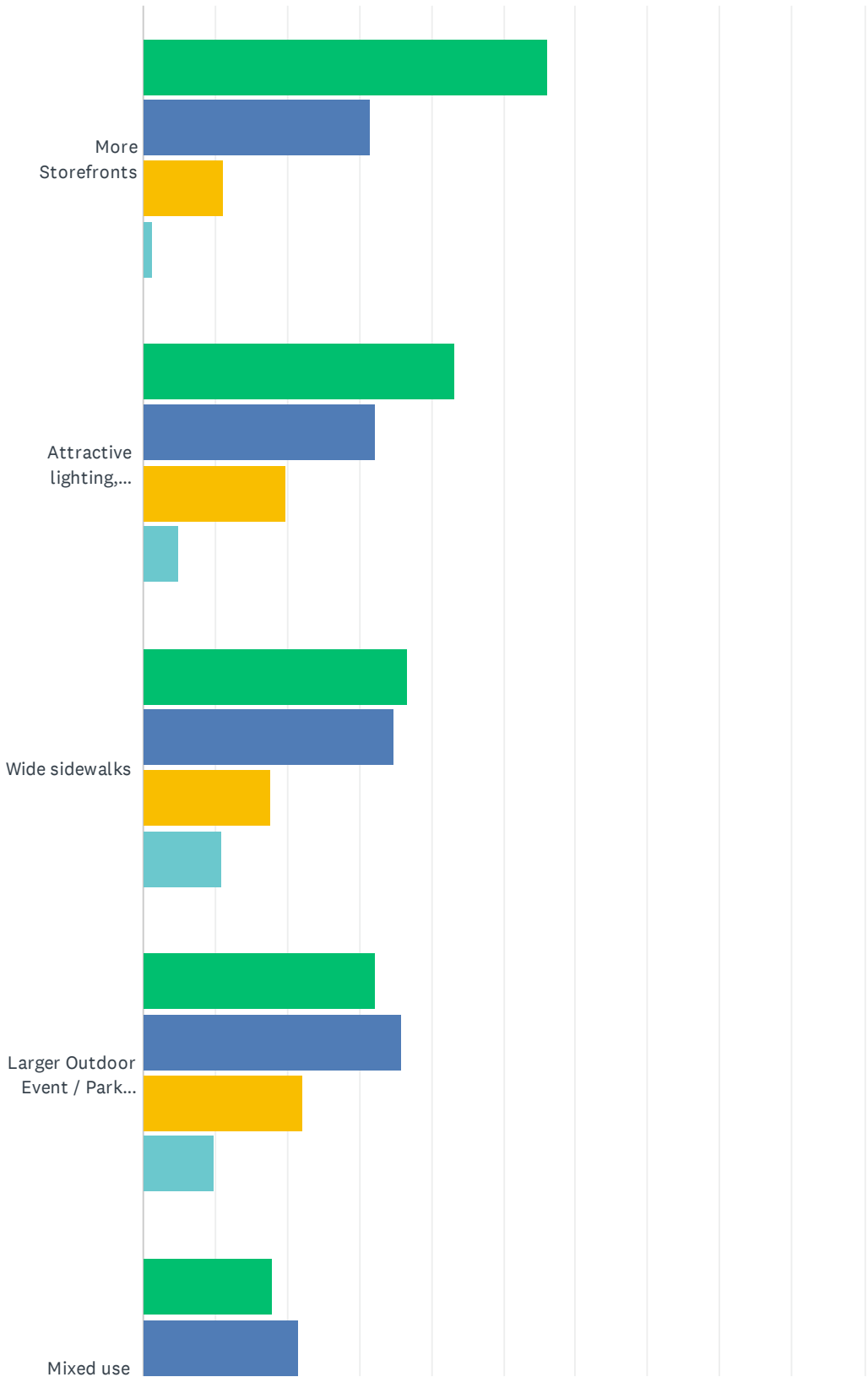
Q9 What is ONE thing you would like to protect from change in the downtown area?

Answered: 147 Skipped: 64

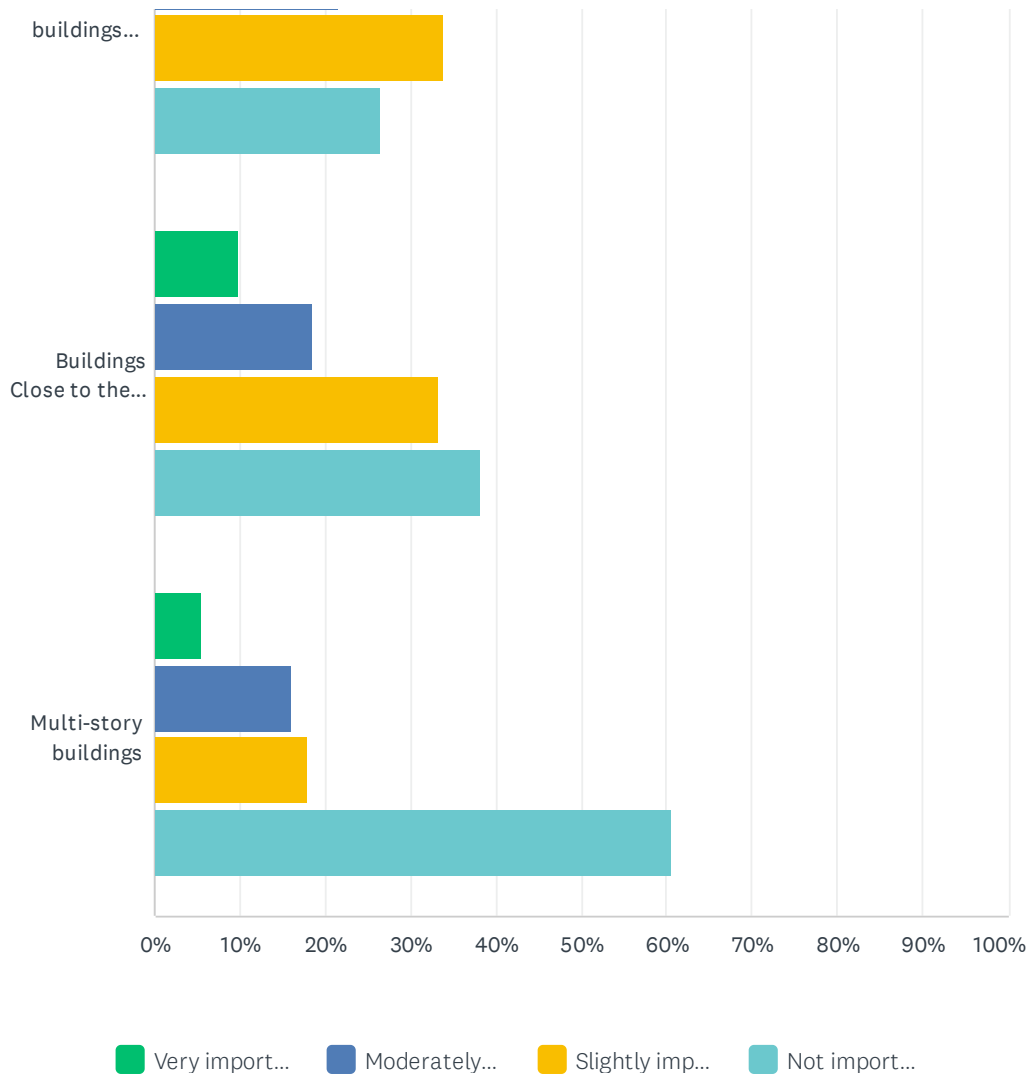


Q10 How important to you are the following characteristics as defining features of "Downtown McFarland" 10 years from now?

Answered: 164 Skipped: 47



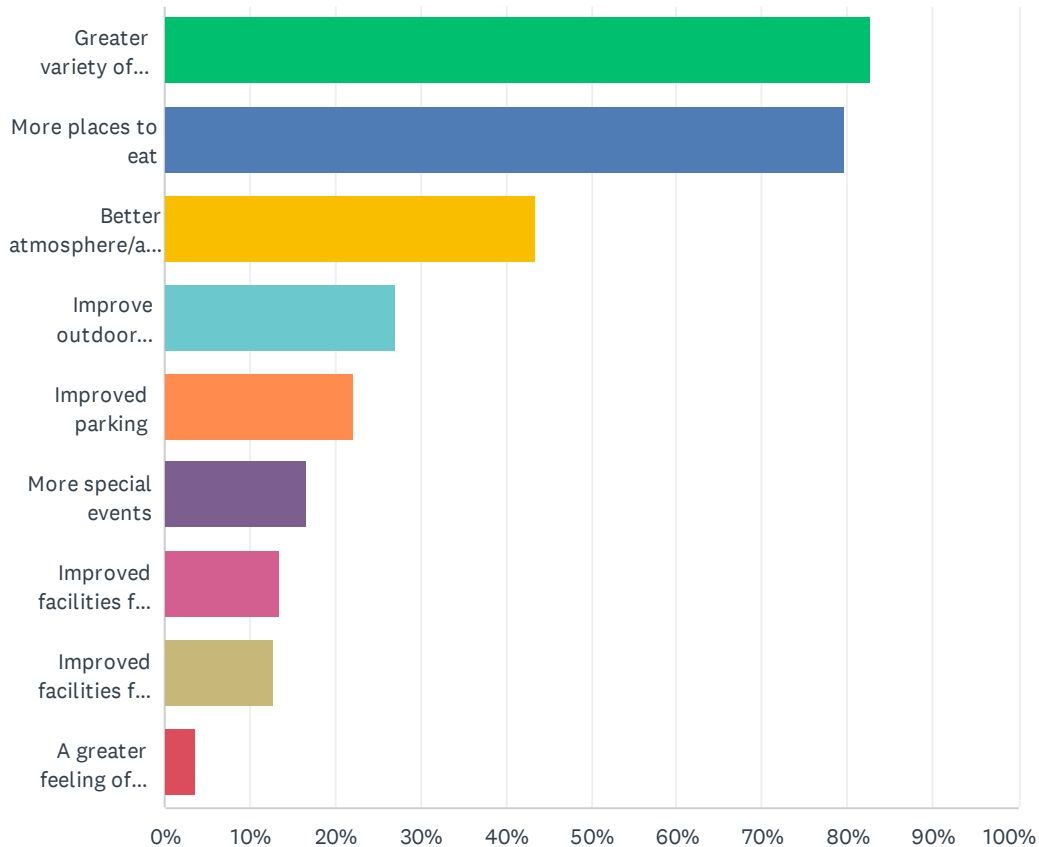
McFarland Redevelopment Districts Survey



	VERY IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	NOT IMPORTANT AT ALL	TOTAL
More Storefronts	56.17% 91	31.48% 51	11.11% 18	1.23% 2	162
Attractive lighting, benches and other streetscape elements	43.21% 70	32.10% 52	19.75% 32	4.94% 8	162
Wide sidewalks	36.59% 60	34.76% 57	17.68% 29	10.98% 18	164
Larger Outdoor Event / Park Space	32.10% 52	35.80% 58	22.22% 36	9.88% 16	162
Mixed use buildings (commercial ground floor with residential above)	17.90% 29	21.60% 35	33.95% 55	26.54% 43	162
Buildings Close to the Street	9.88% 16	18.52% 30	33.33% 54	38.27% 62	162
Multi-story buildings	5.56% 9	16.05% 26	17.90% 29	60.49% 98	162

Q11 Please check up to THREE changes that would make the downtown more attractive.

Answered: 163 Skipped: 48



ANSWER CHOICES	RESPONSES	
Greater variety of stores/establishments	82.82%	135
More places to eat	79.75%	130
Better atmosphere/aesthetics	43.56%	71
Improve outdoor community spaces	26.99%	44
Improved parking	22.09%	36
More special events	16.56%	27
Improved facilities for bikers	13.50%	22
Improved facilities for pedestrians	12.88%	21
A greater feeling of safety	3.68%	6
Total Respondents: 163		

VILLAGE OF McFarland

Naturally Connected

Downtown District - Redevelopment Preference Questions



12. Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

☐ **Farwell Corridor**

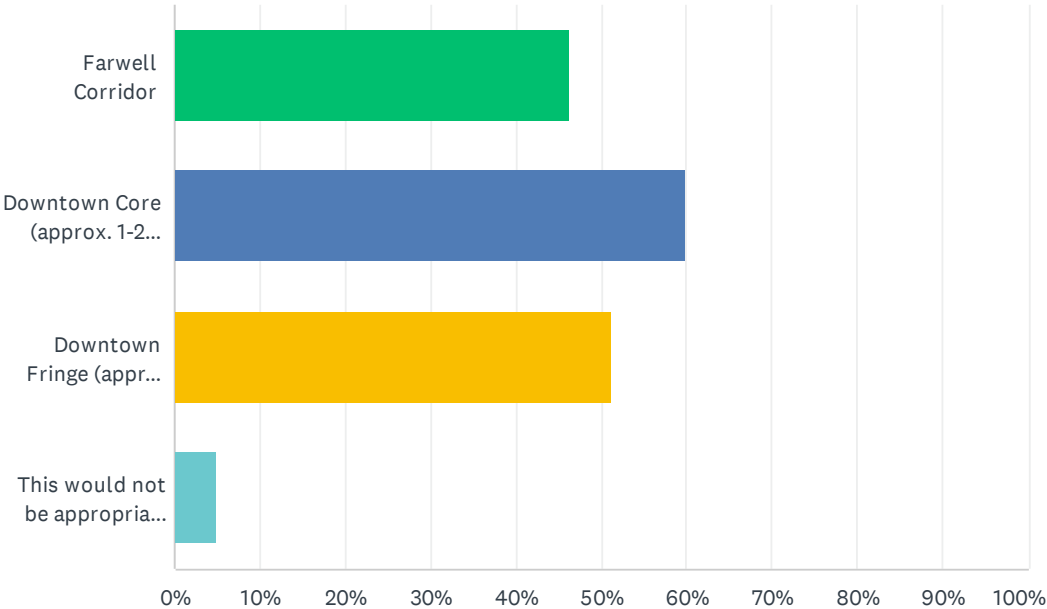
☐ **Downtown Core** (within a block of the library)

☐ **Downtown Fringe** (2-3 blocks away from the library)

☐ **This would not be appropriate in Downtown McFarland**

Q12 Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

Answered: 162 Skipped: 49



ANSWER CHOICES	RESPONSES	
Farwell Corridor	46.30%	75
Downtown Core (approx. 1-2 blocks of the library)	59.88%	97
Downtown Fringe (approx. 2-3 blocks away from the library)	51.23%	83
This would not be appropriate in Downtown McFarland	4.94%	8
Total Respondents: 162		



13. Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

☐ **Farwell Corridor**

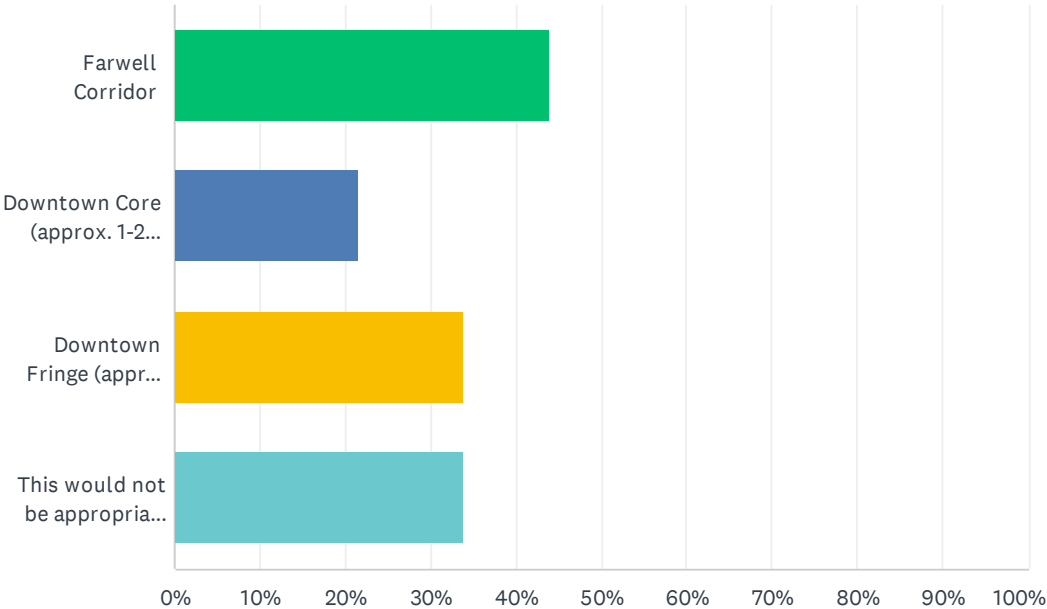
☐ **Downtown Core** (within a block of the library)

☐ **Downtown Fringe** (2-3 blocks away from the library)

☐ **This would not be appropriate in Downtown McFarland**

Q13 Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

Answered: 162 Skipped: 49



ANSWER CHOICES	RESPONSES	
Farwell Corridor	43.83%	71
Downtown Core (approx. 1-2 blocks of the library)	21.60%	35
Downtown Fringe (approx. 2-3 blocks away from the library)	33.95%	55
This would not be appropriate in Downtown McFarland	33.95%	55
Total Respondents: 162		



14. Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

☐ **Farwell Corridor**

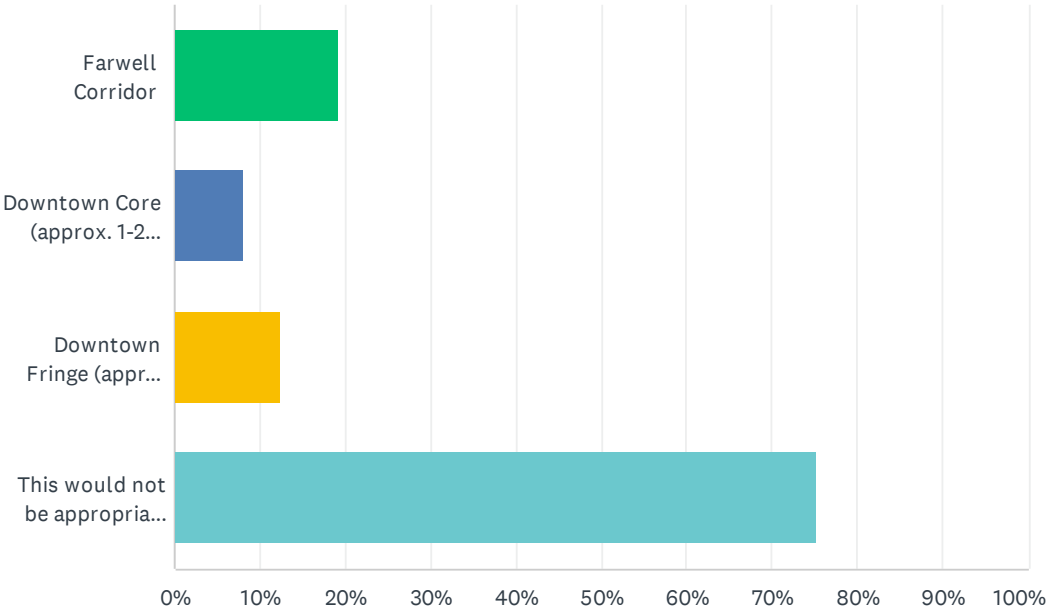
☐ **Downtown Core** (within a block of the library)

☐ **Downtown Fringe** (2-3 blocks away from the library)

☐ **This would not be appropriate in Downtown McFarland**

Q14 Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

Answered: 162 Skipped: 49



ANSWER CHOICES	RESPONSES	
Farwell Corridor	19.14%	31
Downtown Core (approx. 1-2 blocks of the library)	8.02%	13
Downtown Fringe (approx. 2-3 blocks away from the library)	12.35%	20
This would not be appropriate in Downtown McFarland	75.31%	122
Total Respondents: 162		



15. Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

☐ **Farwell Corridor**

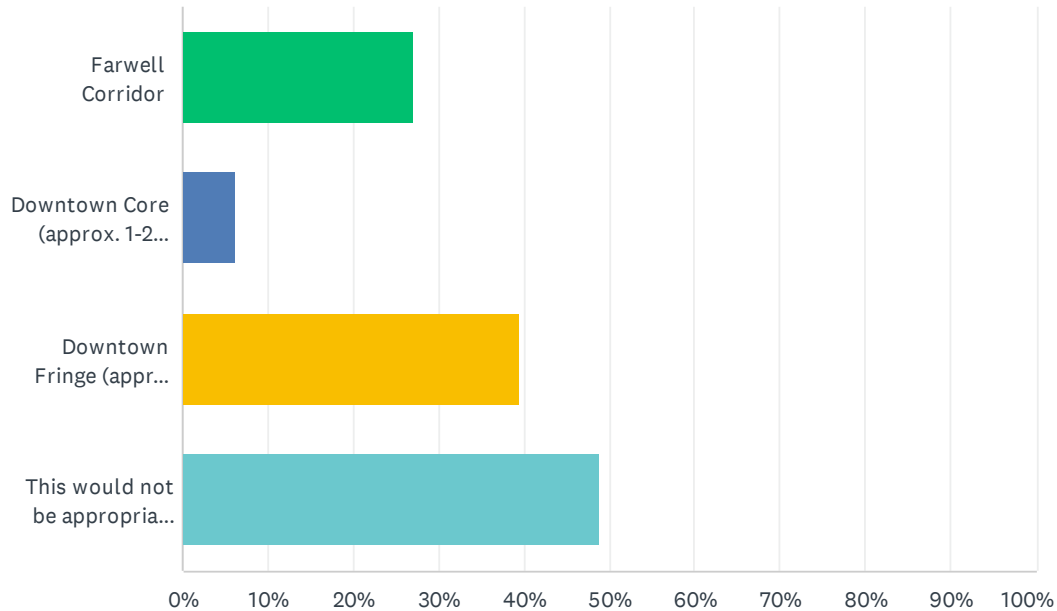
☐ **Downtown Core** (*within a block of the library*)

☐ **Downtown Fringe** (*2-3 blocks away from the library*)

☐ **This would not be appropriate in Downtown McFarland**

Q15 Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

Answered: 162 Skipped: 49



ANSWER CHOICES	RESPONSES	
Farwell Corridor	27.16%	44
Downtown Core (approx. 1-2 blocks of the library)	6.17%	10
Downtown Fringe (approx. 2-3 blocks away from the library)	39.51%	64
This would not be appropriate in Downtown McFarland	48.77%	79
Total Respondents: 162		



16. Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

☐ **Farwell Corridor**

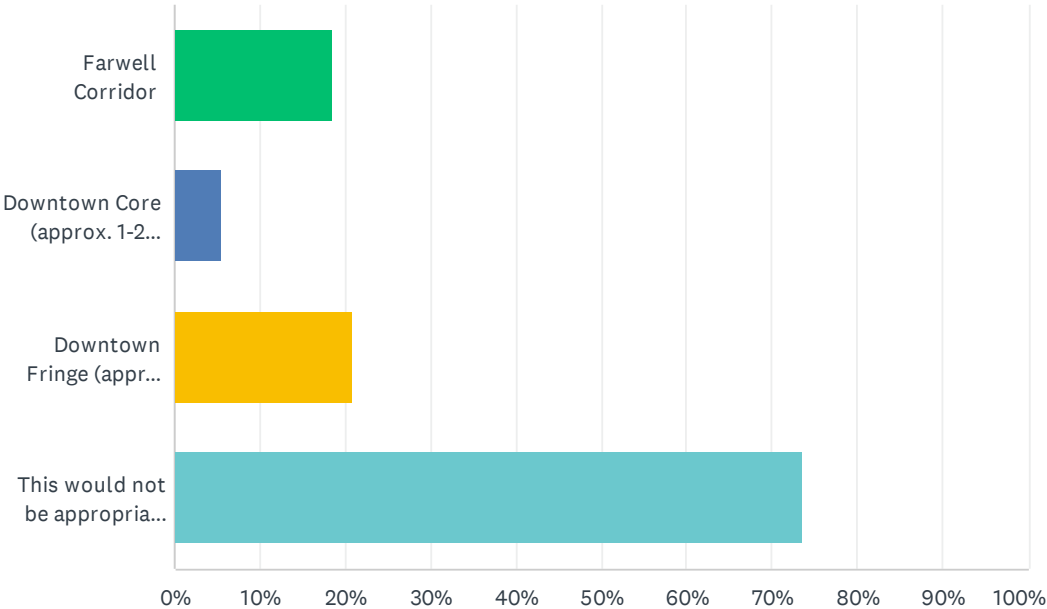
☐ **Downtown Core** (*within a block of the library*)

☐ **Downtown Fringe** (*2-3 blocks away from the library*)

☐ **This would not be appropriate in Downtown McFarland**

Q16 Where would the above development be appropriate if built in the Downtown Study Area? (Check all that apply)

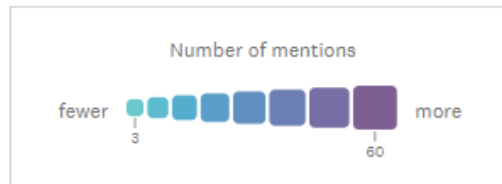
Answered: 162 Skipped: 49



ANSWER CHOICES	RESPONSES	
Farwell Corridor	18.52%	30
Downtown Core (approx. 1-2 blocks of the library)	5.56%	9
Downtown Fringe (approx. 2-3 blocks away from the library)	20.99%	34
This would not be appropriate in Downtown McFarland	73.46%	119
Total Respondents: 162		

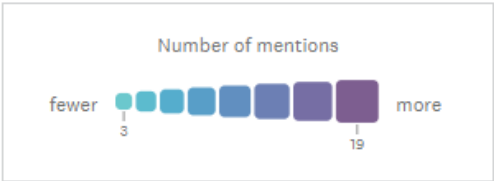
Q17 Please offer a few words or phrases that you use to describe the Terminal & Triangle District today.

Answered: 136 Skipped: 75



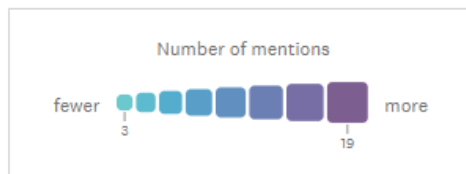
Q18 What is ONE thing you would like to see change in this study area?

Answered: 123 Skipped: 88



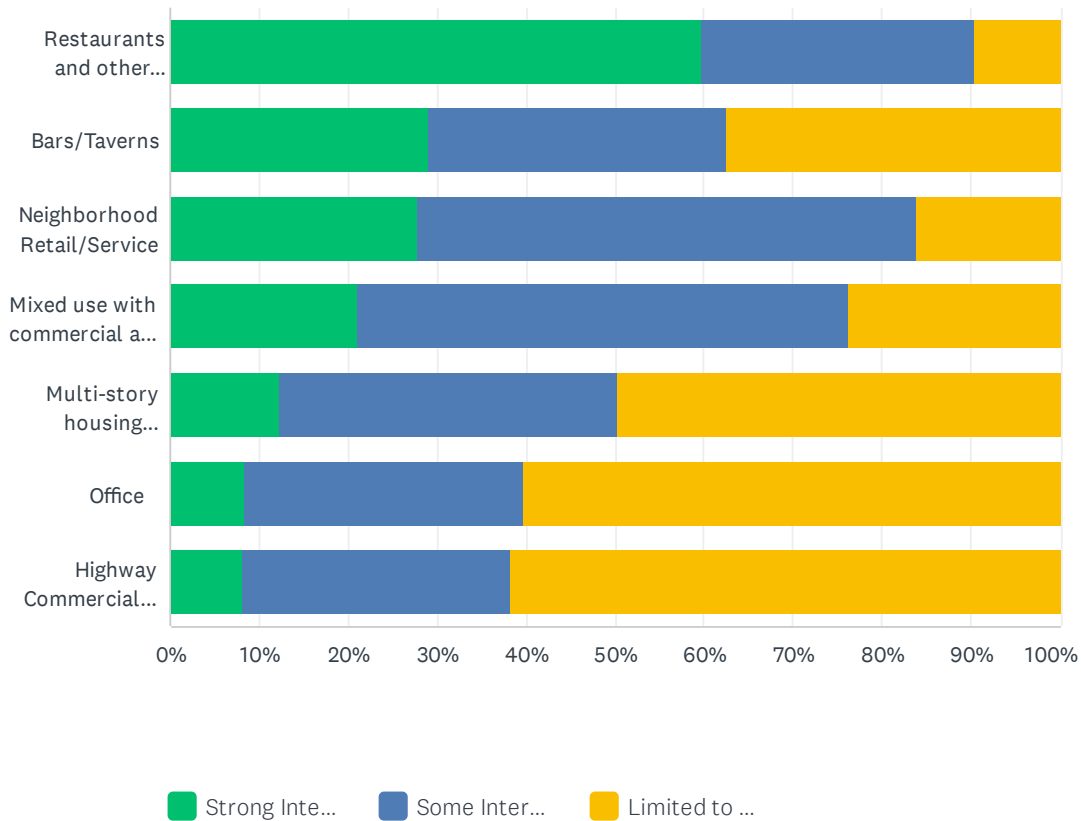
Q19 What is ONE thing you would like to protect from change in this study area?

Answered: 116 Skipped: 95



Q20 In the areas surrounding Brandt Park, as well on Ivywood Trail, what is your interest in the following development types should the properties redevelop?

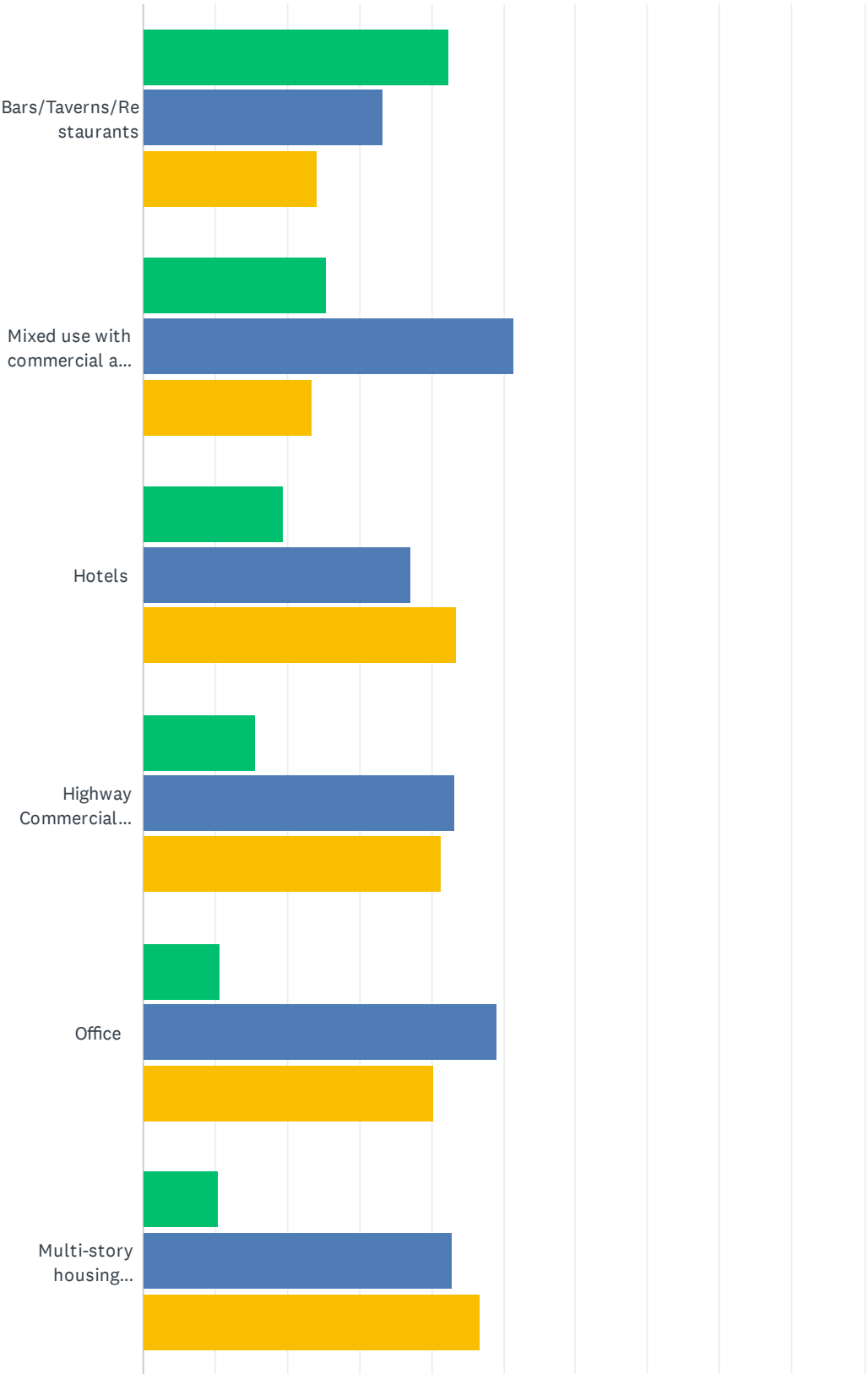
Answered: 157 Skipped: 54



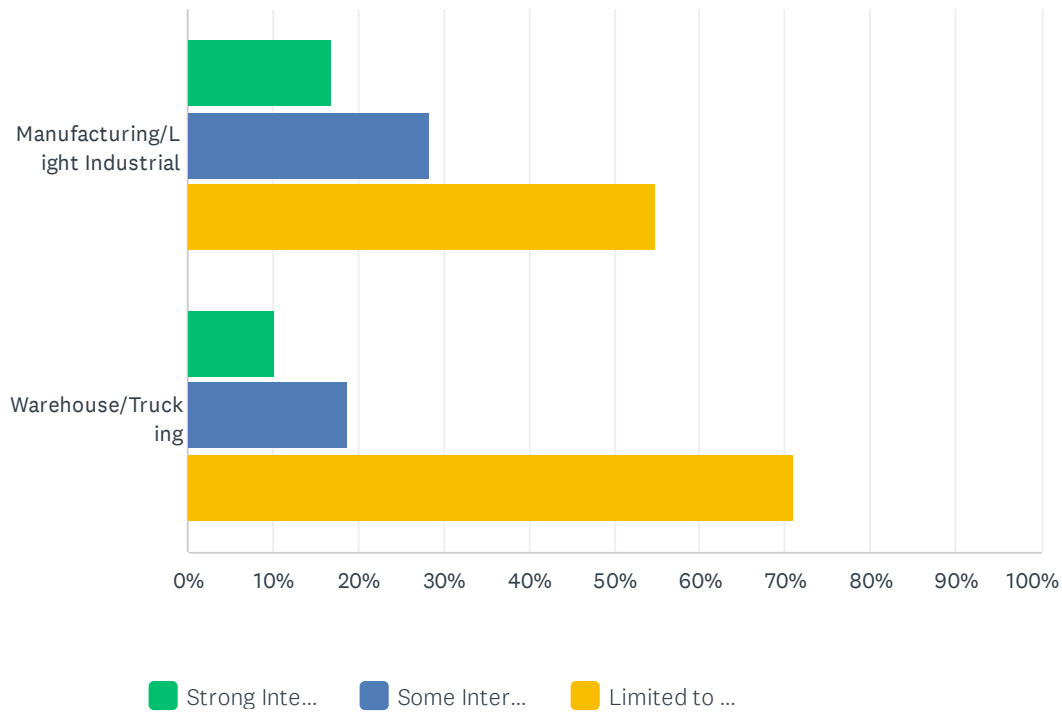
	STRONG INTEREST	SOME INTEREST	LIMITED TO NO INTEREST	TOTAL	WEIGHTED AVERAGE
Restaurants and other eateries	59.62% 93	30.77% 48	9.62% 15	156	1.50
Bars/Taverns	28.95% 44	33.55% 51	37.50% 57	152	2.09
Neighborhood Retail/Service	27.74% 43	56.13% 87	16.13% 25	155	1.88
Mixed use with commercial and residential	21.15% 33	55.13% 86	23.72% 37	156	2.03
Multi-story housing (condos, apartments or senior housing)	12.26% 19	38.06% 59	49.68% 77	155	2.37
Office	8.44% 13	31.17% 48	60.39% 93	154	2.52
Highway Commercial (including drive-thru establishments)	8.28% 13	29.94% 47	61.78% 97	157	2.54

Q21 Along Terminal and Triangle corridors, what is your interest in the following development types should the properties redevelop?

Answered: 156 Skipped: 55



McFarland Redevelopment Districts Survey



	STRONG INTEREST	SOME INTEREST	LIMITED TO NO INTEREST	TOTAL	WEIGHTED AVERAGE
Bars/Taverns/Restaurants	42.48% 65	33.33% 51	24.18% 37	153	1.82
Mixed use with commercial and residential	25.32% 39	51.30% 79	23.38% 36	154	1.98
Hotels	19.48% 30	37.01% 57	43.51% 67	154	2.24
Highway Commercial (including drive-thru establishments)	15.48% 24	43.23% 67	41.29% 64	155	2.26
Office	10.74% 16	48.99% 73	40.27% 60	149	2.30
Multi-story housing (condos, apartments or senior housing)	10.39% 16	42.86% 66	46.75% 72	154	2.36
Manufacturing/Light Industrial	16.77% 26	28.39% 44	54.84% 85	155	2.38
Warehouse/Trucking	10.32% 16	18.71% 29	70.97% 110	155	2.61

Terminal & Triangle District - Redevelopment Preferences



22. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ Triangle St

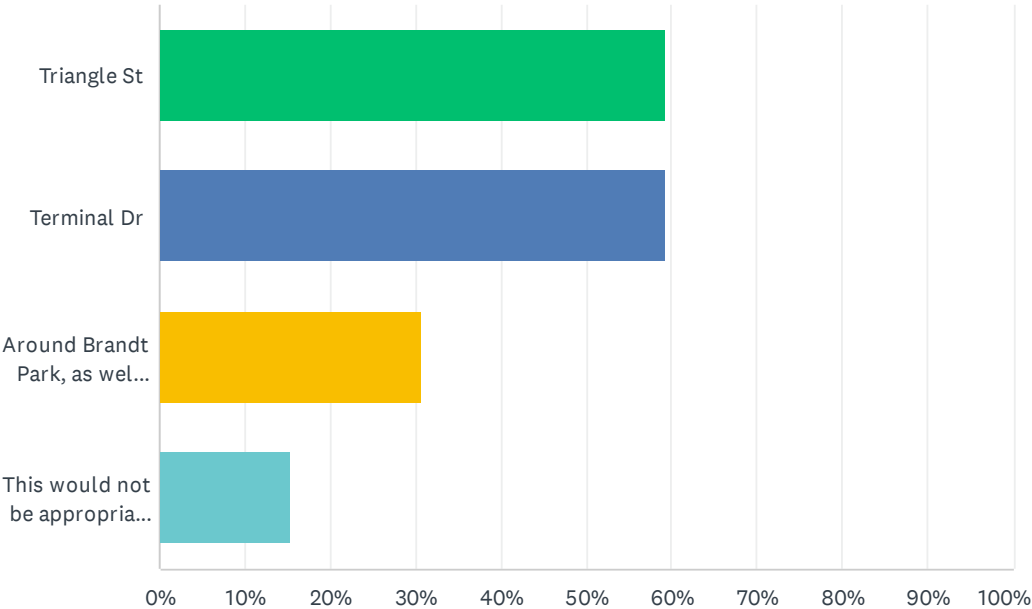
☐ Terminal Dr

☐ Around Brandt Park, as well as Ivywood Trail

☐ This would not be appropriate in the Terminal & Triangle district area of McFarland

Q22 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 150 Skipped: 61



ANSWER CHOICES	RESPONSES	
Triangle St	59.33%	89
Terminal Dr	59.33%	89
Around Brandt Park, as well as Ivywood Trail	30.67%	46
This would not be appropriate in the Terminal & Triangle district area of McFarland	15.33%	23
Total Respondents: 150		



23. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ **Triangle St**

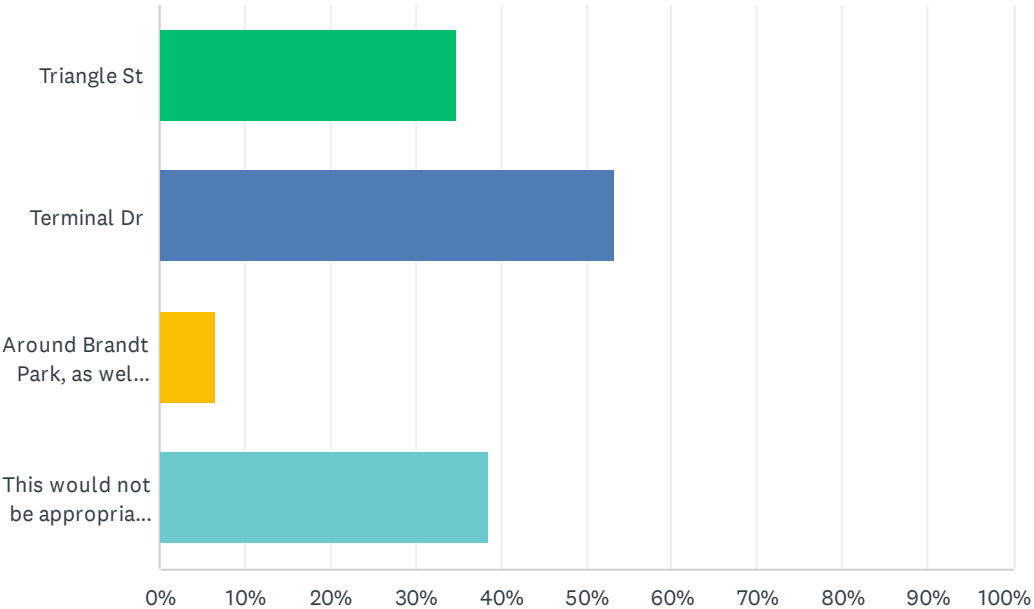
☐ **Terminal Dr**

☐ **Around Brandt Park, as well as Ivywood Trail**

☐ **This would not be appropriate in the Terminal & Triangle district area of McFarland**

Q23 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 150 Skipped: 61



ANSWER CHOICES	RESPONSES	
Triangle St	34.67%	52
Terminal Dr	53.33%	80
Around Brandt Park, as well as Ivywood Trail	6.67%	10
This would not be appropriate in the Terminal & Triangle district area of McFarland	38.67%	58
Total Respondents: 150		



24. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ **Triangle St**

☐ **Terminal Dr**

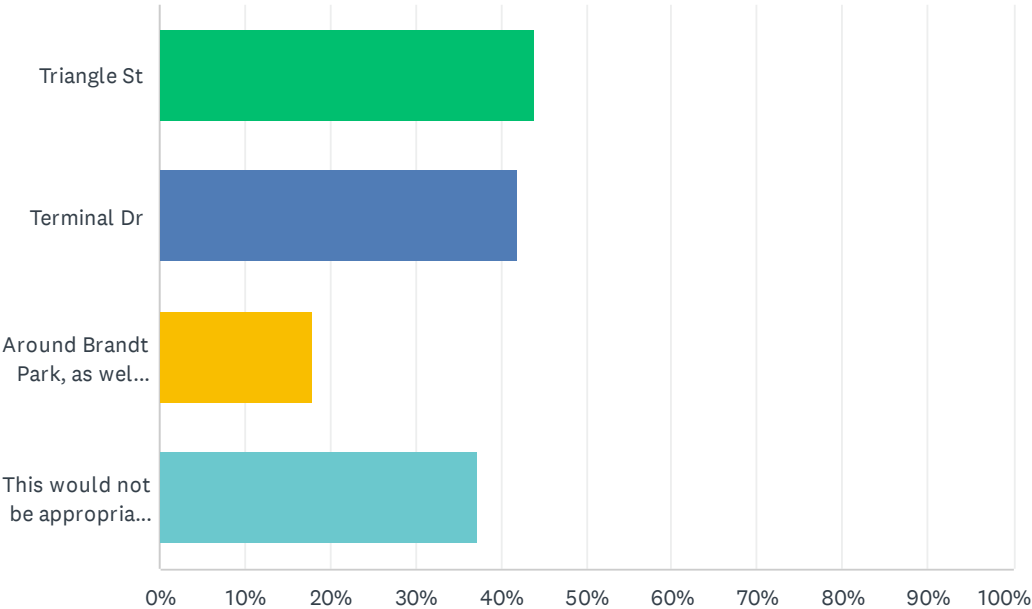
☐ **Around Brandt Park, as well as Ivywood Trail**

☐ **This would not be appropriate in the Terminal & Triangle district area of McFarland**



Q24 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 150 Skipped: 61



ANSWER CHOICES	RESPONSES	
Triangle St	44.00%	66
Terminal Dr	42.00%	63
Around Brandt Park, as well as Ivywood Trail	18.00%	27
This would not be appropriate in the Terminal & Triangle district area of McFarland	37.33%	56
Total Respondents: 150		

25. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ **Triangle St**

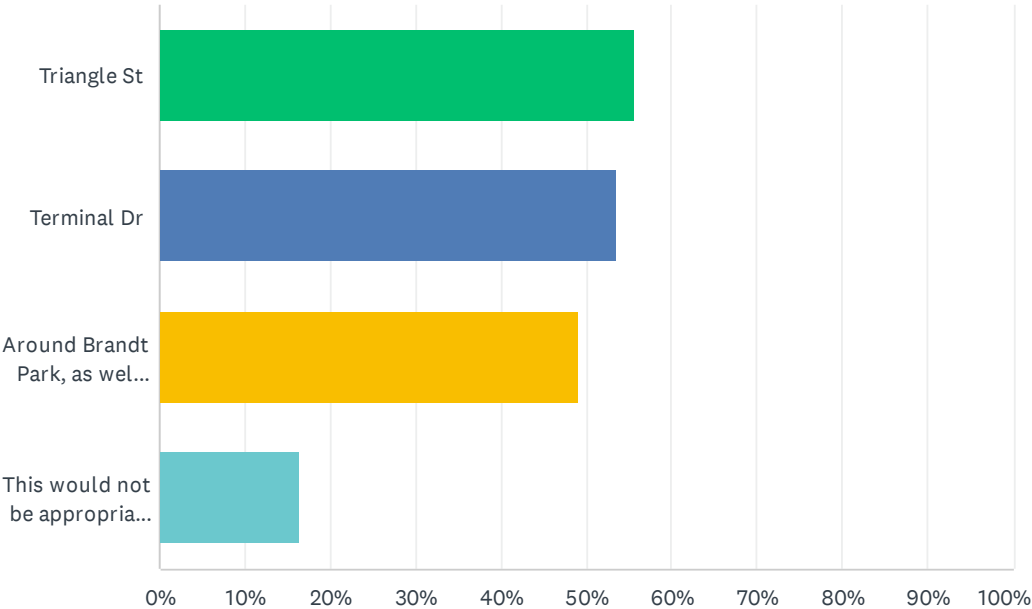
☐ **Terminal Dr**

☐ **Around Brandt Park, as well as Ivywood Trail**

☐ **This would not be appropriate in the Terminal & Triangle district area of McFarland**

Q25 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 153 Skipped: 58



ANSWER CHOICES	RESPONSES	
Triangle St	55.56%	85
Terminal Dr	53.59%	82
Around Brandt Park, as well as Ivywood Trail	49.02%	75
This would not be appropriate in the Terminal & Triangle district area of McFarland	16.34%	25
Total Respondents: 153		

McFarland VILLAGE OF

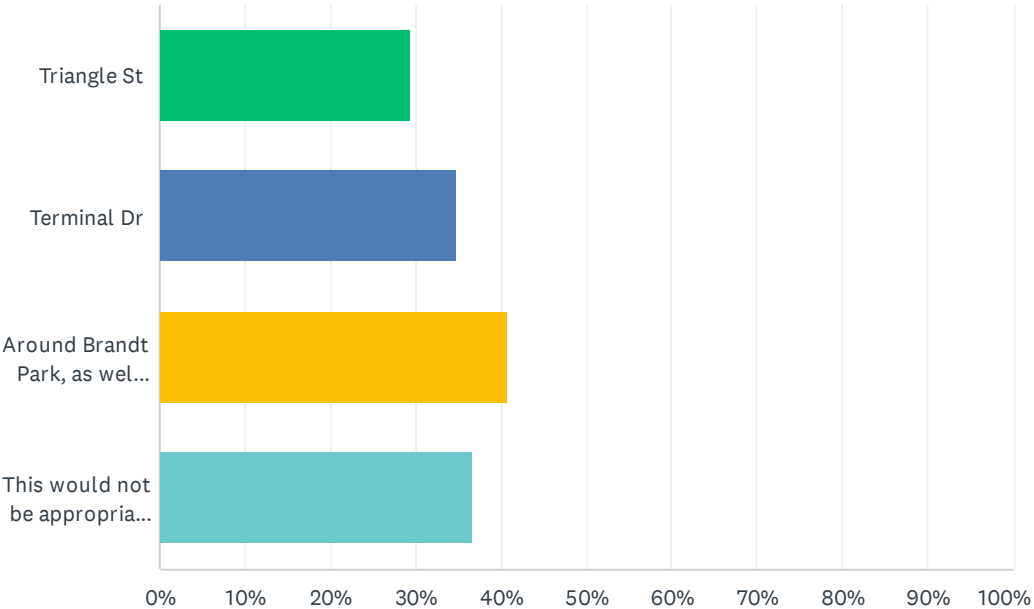
Naturally Connected

Copy of page: **Terminal & Triangle District - Redevelopment Preferences**



Q26 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 150 Skipped: 61



ANSWER CHOICES	RESPONSES	
Triangle St	29.33%	44
Terminal Dr	34.67%	52
Around Brandt Park, as well as Ivywood Trail	40.67%	61
This would not be appropriate in the Terminal & Triangle district area of McFarland	36.67%	55
Total Respondents: 150		

26. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ Triangle St

☐ Terminal Dr

☐ Around Brandt Park, as well as Ivywood Trail

☐ This would not be appropriate in the Terminal & Triangle district area of McFarland



27. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

☐ Triangle St

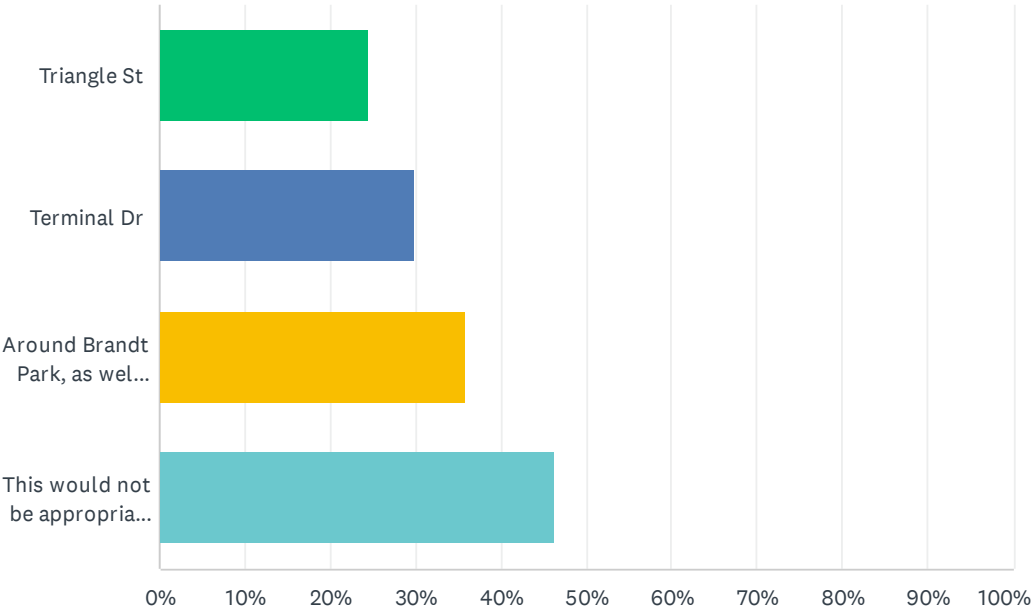
☐ Terminal Dr

☐ Around Brandt Park, as well as Ivywood Trail

☐ This would not be appropriate in the Terminal & Triangle district area of McFarland

Q27 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

Answered: 151 Skipped: 60



ANSWER CHOICES	RESPONSES	
Triangle St	24.50%	37
Terminal Dr	29.80%	45
Around Brandt Park, as well as Ivywood Trail	35.76%	54
This would not be appropriate in the Terminal & Triangle district area of McFarland	46.36%	70
Total Respondents: 151		



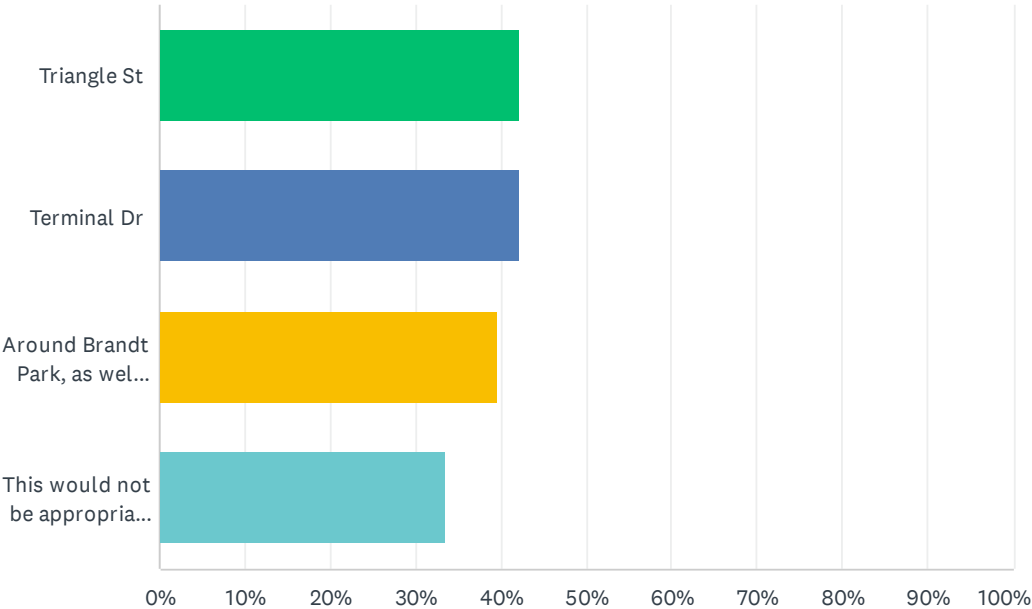
28. Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

- ☐ Triangle St
- ☐ Terminal Dr

- ☐ Around Brandt Park, as well as Ivywood Trail
- ☐ This would not be appropriate in the Terminal & Triangle district area of McFarland

Q28 Where would the above development be appropriate if built in the Terminal & Triangle District? (Check all that apply)

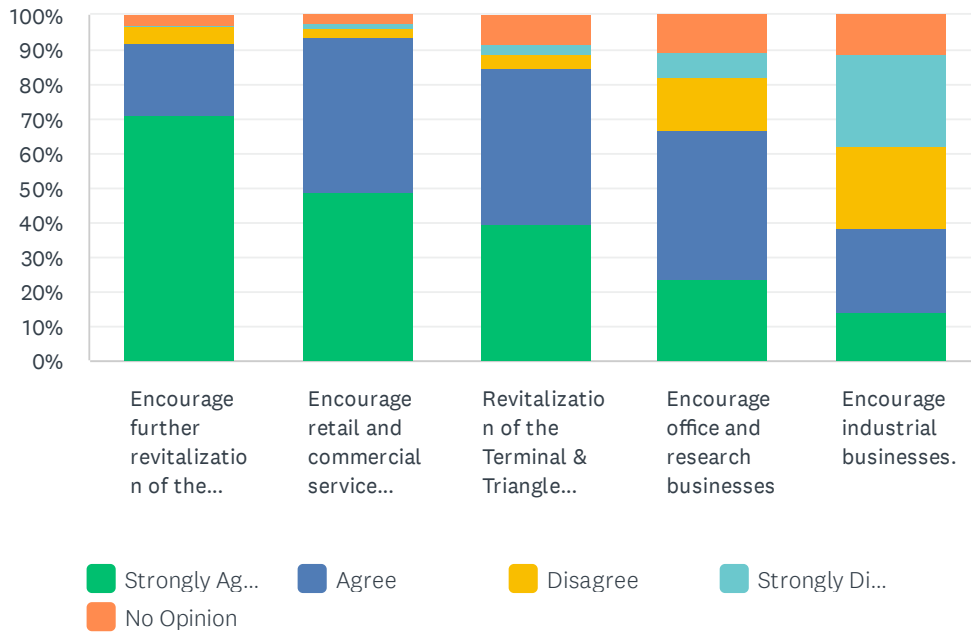
Answered: 149 Skipped: 62



ANSWER CHOICES	RESPONSES	
Triangle St	42.28%	63
Terminal Dr	42.28%	63
Around Brandt Park, as well as Ivywood Trail	39.60%	59
This would not be appropriate in the Terminal & Triangle district area of McFarland	33.56%	50
Total Respondents: 149		

Q29 How much do you agree or disagree with each of the following statements about future non-residential growth in McFarland?

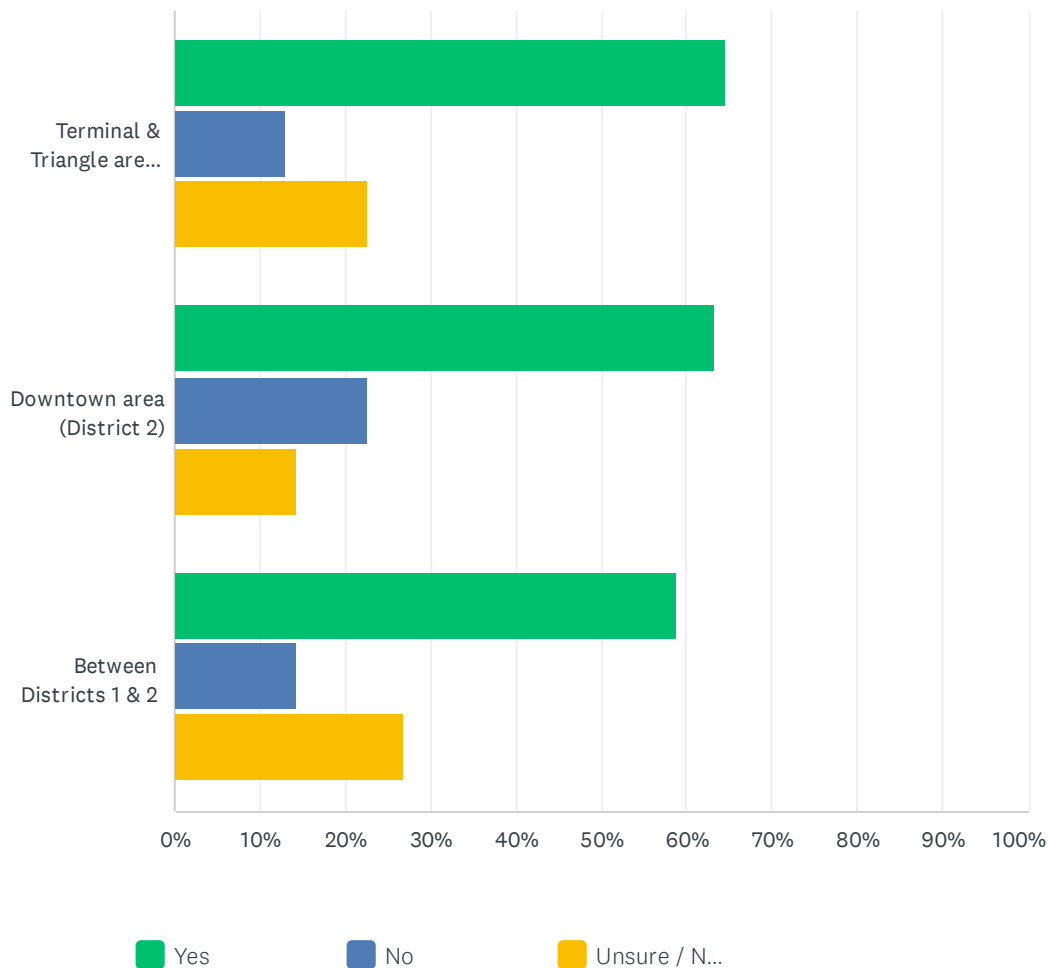
Answered: 156 Skipped: 55



	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	TOTAL
Encourage further revitalization of the downtown.	71.15% 111	21.15% 33	4.49% 7	0.64% 1	2.56% 4	156
Encourage retail and commercial service businesses.	49.03% 76	44.52% 69	2.58% 4	1.94% 3	1.94% 3	155
Revitalization of the Terminal & Triangle District.	39.35% 61	45.16% 70	4.52% 7	2.58% 4	8.39% 13	155
Encourage office and research businesses	23.68% 36	43.42% 66	15.13% 23	7.24% 11	10.53% 16	152
Encourage industrial businesses.	14.10% 22	24.36% 38	23.72% 37	26.92% 42	10.90% 17	156

Q30 Does walkability (sidewalks/path, accessibility, etc.) need to improve in each of these district areas and between the districts?

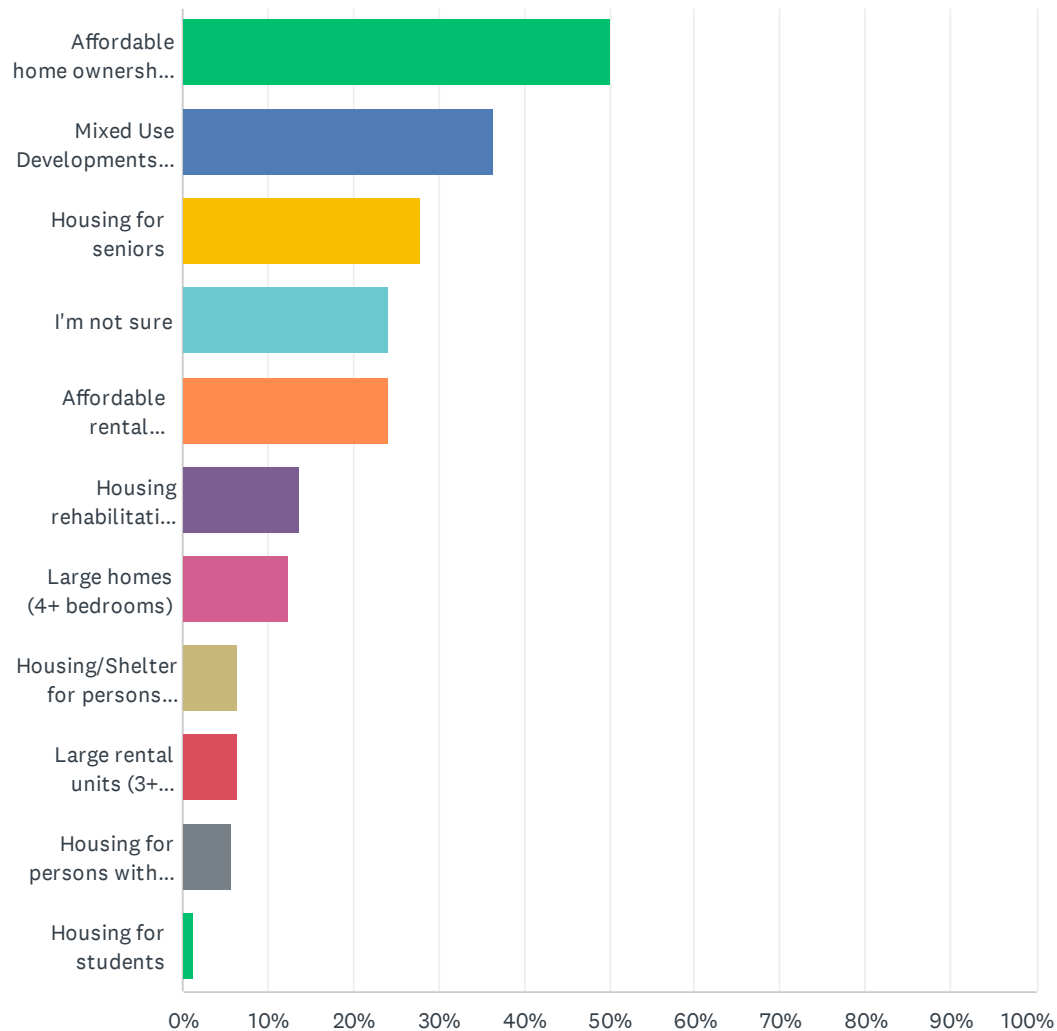
Answered: 155 Skipped: 56



	YES	NO	UNSURE / NO OPINION	TOTAL
Terminal & Triangle area (District 1)	64.52% 100	12.90% 20	22.58% 35	155
Downtown area (District 2)	63.23% 98	22.58% 35	14.19% 22	155
Between Districts 1 & 2	58.82% 90	14.38% 22	26.80% 41	153

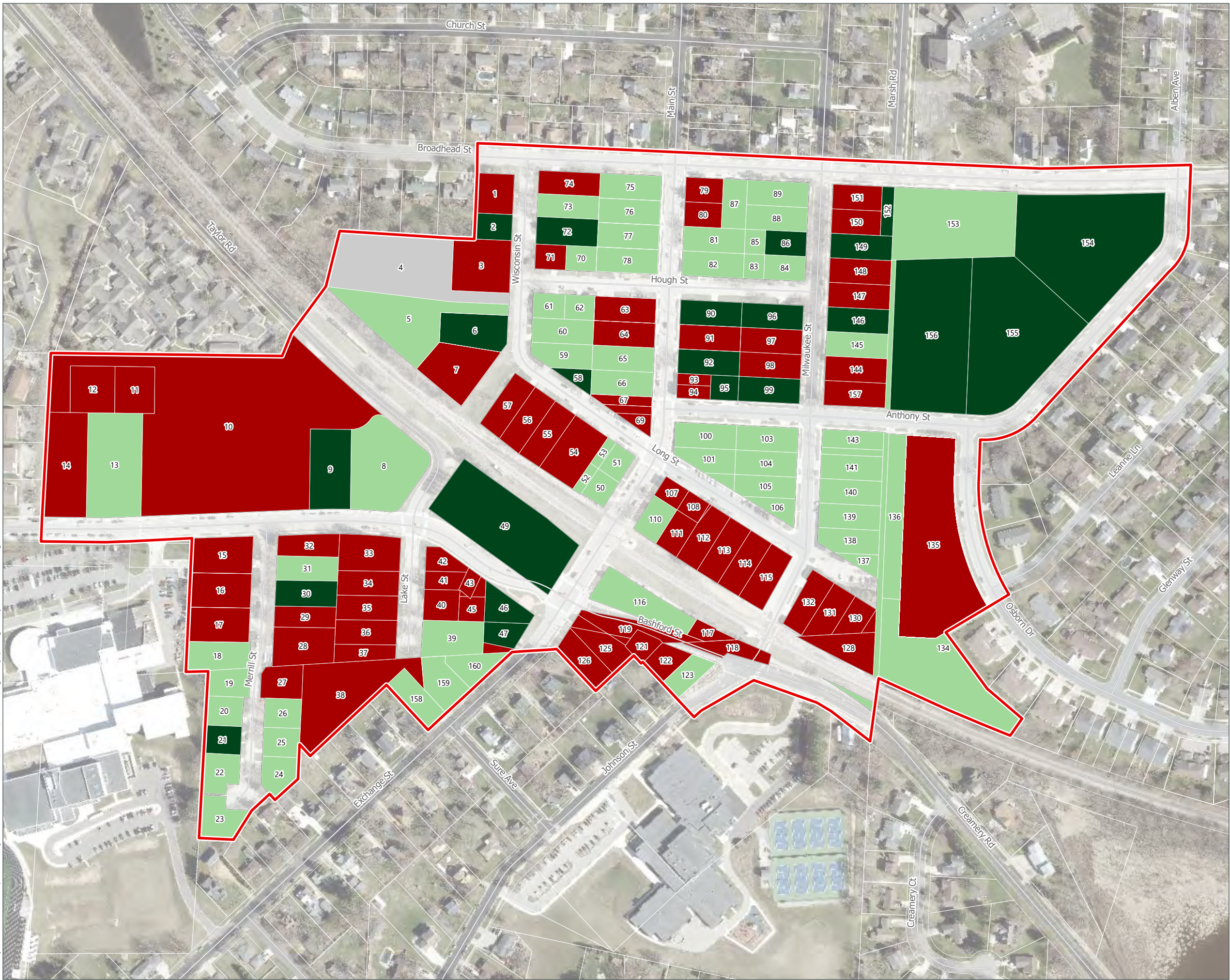
Q31 In your opinion, what are the greatest unmet housing needs in McFarland right now? (select up to 3)

Answered: 154 Skipped: 57



McFarland Redevelopment Districts Survey

ANSWER CHOICES	RESPONSES	
Affordable home ownership opportunities	50.00%	77
Mixed Use Developments (residential above ground floor commercial)	36.36%	56
Housing for seniors	27.92%	43
I'm not sure	24.03%	37
Affordable rental opportunities	24.03%	37
Housing rehabilitation (poor quality of housing)	13.64%	21
Large homes (4+ bedrooms)	12.34%	19
Housing/Shelter for persons experiencing homelessness	6.49%	10
Large rental units (3+ bedrooms)	6.49%	10
Housing for persons with disabilities/special needs	5.84%	9
Housing for students	1.30%	2
Total Respondents: 154		



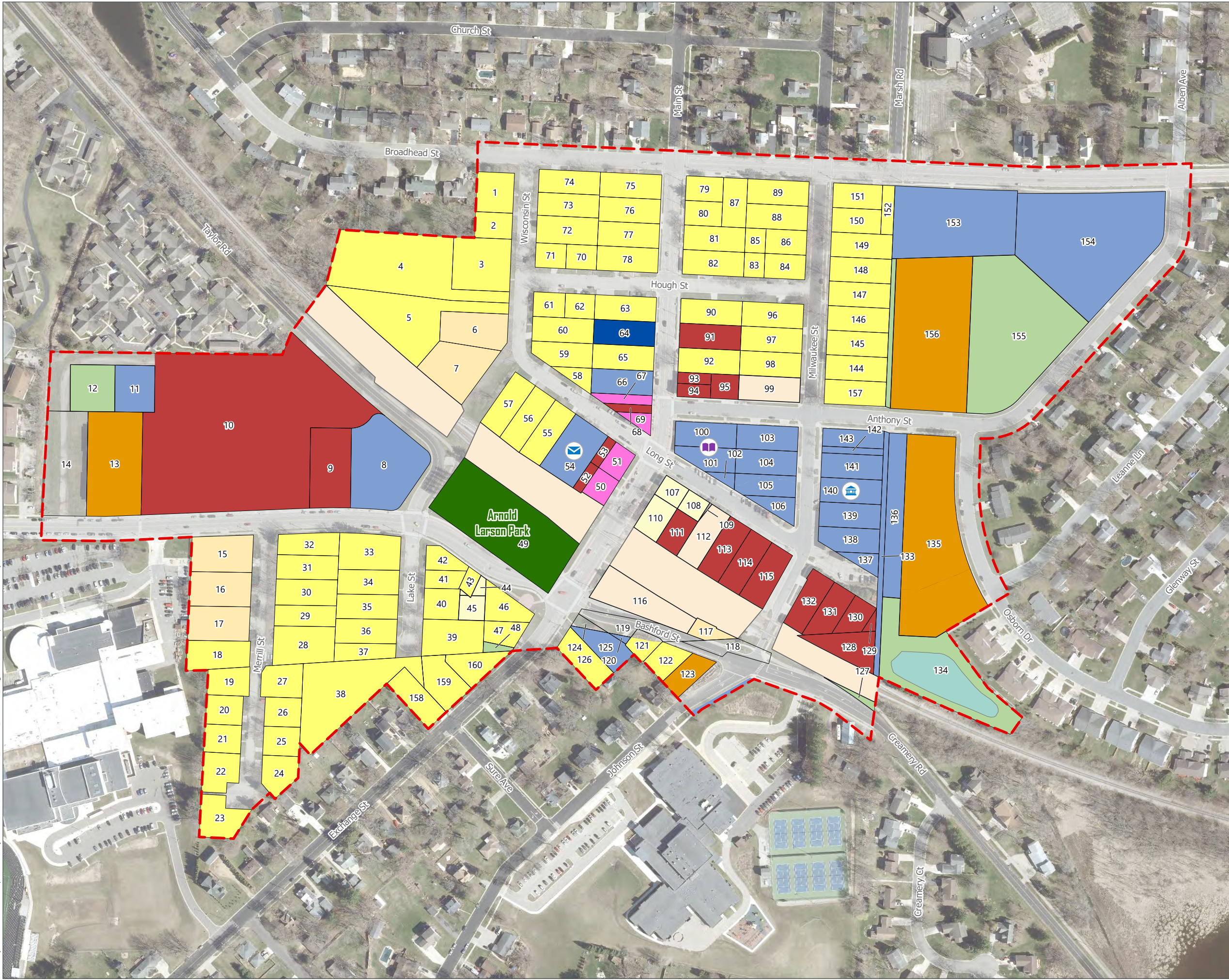
Blighted Parcels

Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

- Study Area
- Village of McFarland
- Municipal Boundary
- Parcel Boundary
- BLIGHTED
- NOT BLIGHTED
- NOT BLIGHTED (Windshield Survey)
- NOT EVALUATED

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



Existing Land Use

Redevelopment District #2

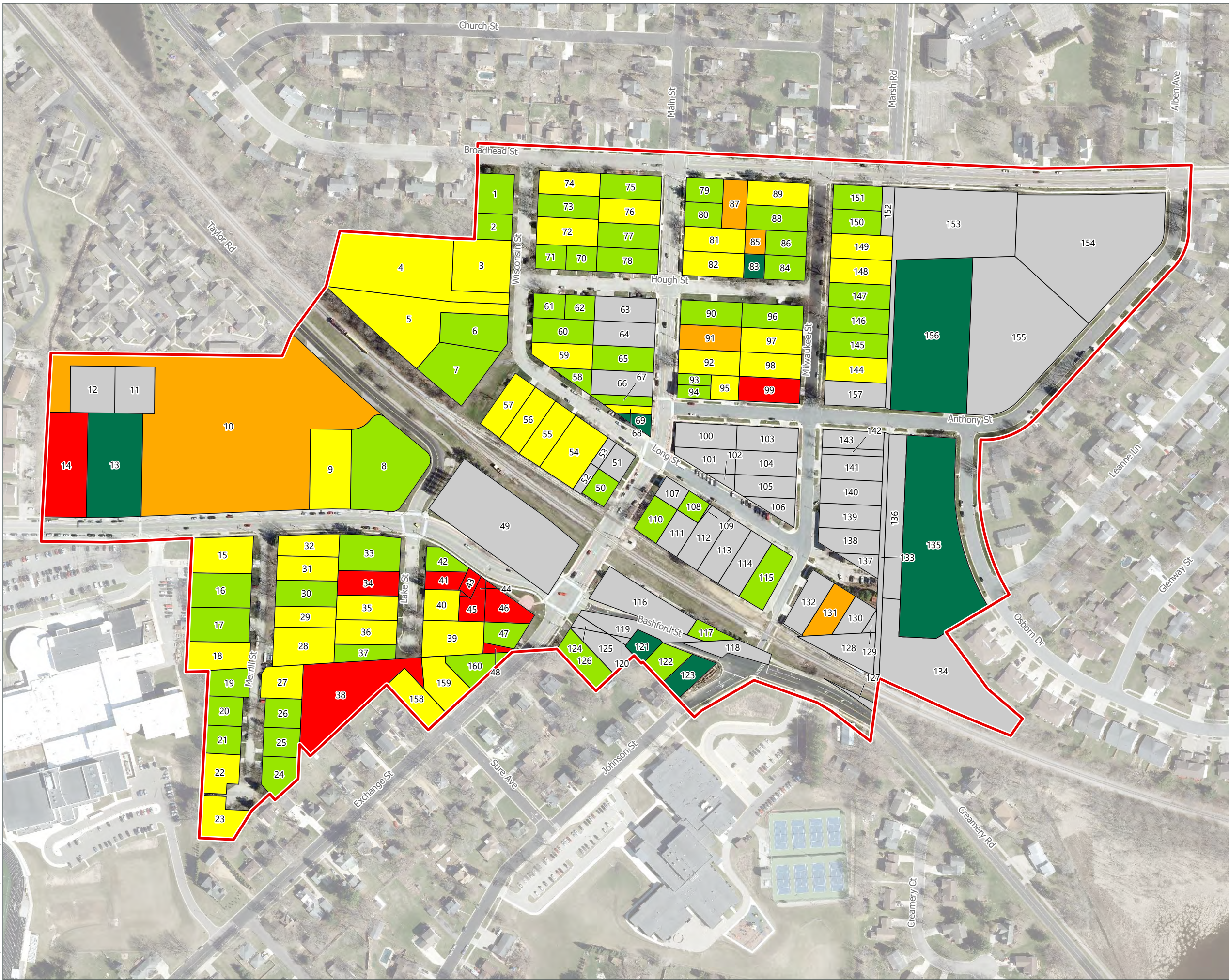
Village of McFarland
Dane County, Wisconsin

- Study Area
- Municipal Building
- Post Office
- Public Library

Existing Land Use

- Single-Family Residential
- Two-Family Residential
- Multi-Family Residential
- Commercial
- Mixed-Use
- Communications / Utilities
- Institutional / Governmental
- Park & Outdoor Recreation
- Open Land
- Transportation & ROW
- Water

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



Property Value Ratio

Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

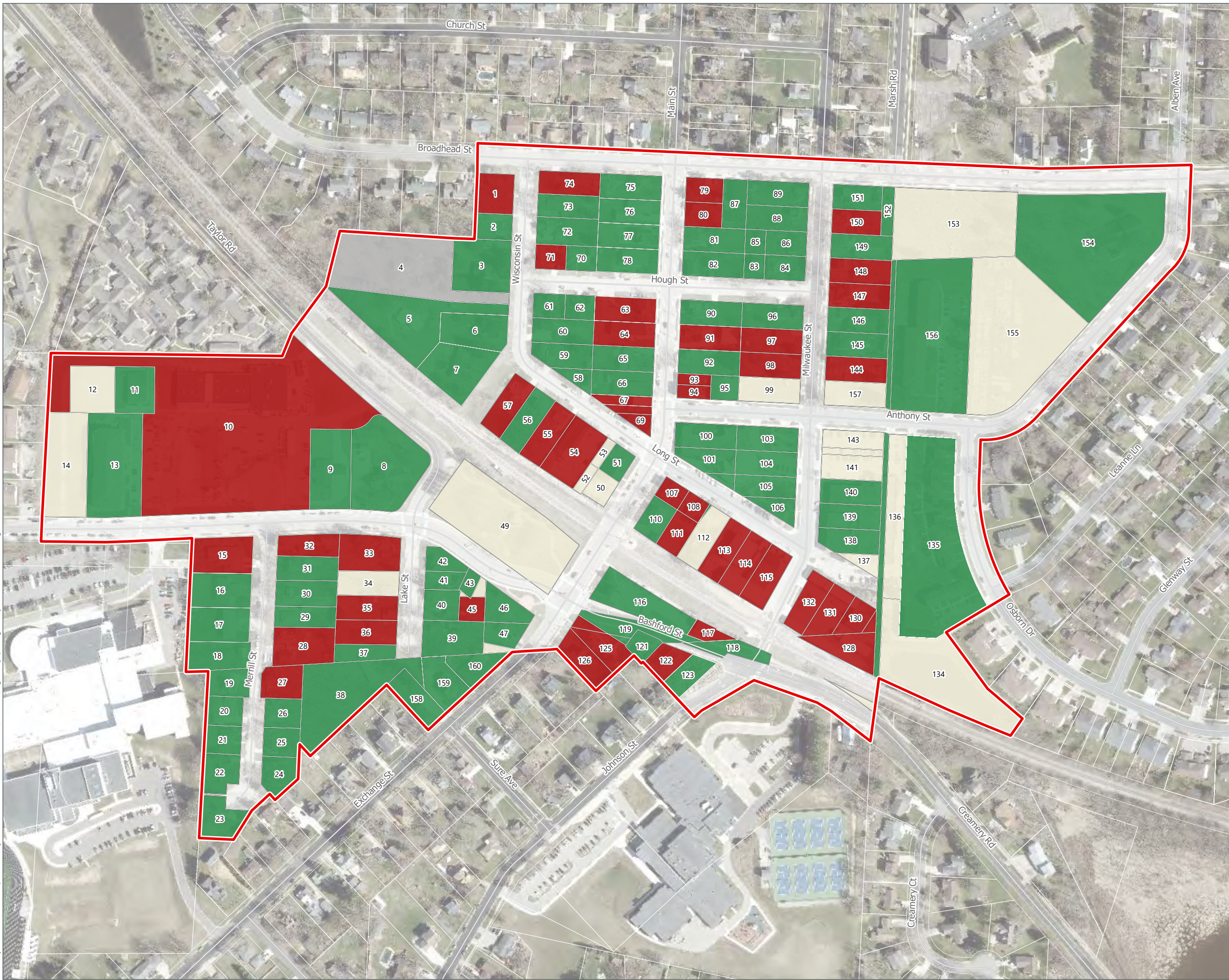
- Study Area
- Property Value Ratio
- 0
 - 0.01-2.00
 - 2.01-4.00
 - 4.01-10.00
 - 10.01 or More
 - Tax Exempt or No Data

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



0 125 250 Feet





Building Condition

Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

- Study Area
- Village of McFarland
- Municipal Boundary
- Parcel Boundary
- Parcel Condition
 - NEEDS IMPROVEMENT
 - GOOD TO FAIR
 - NO BUILDING
 - NOT EVALUATED

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

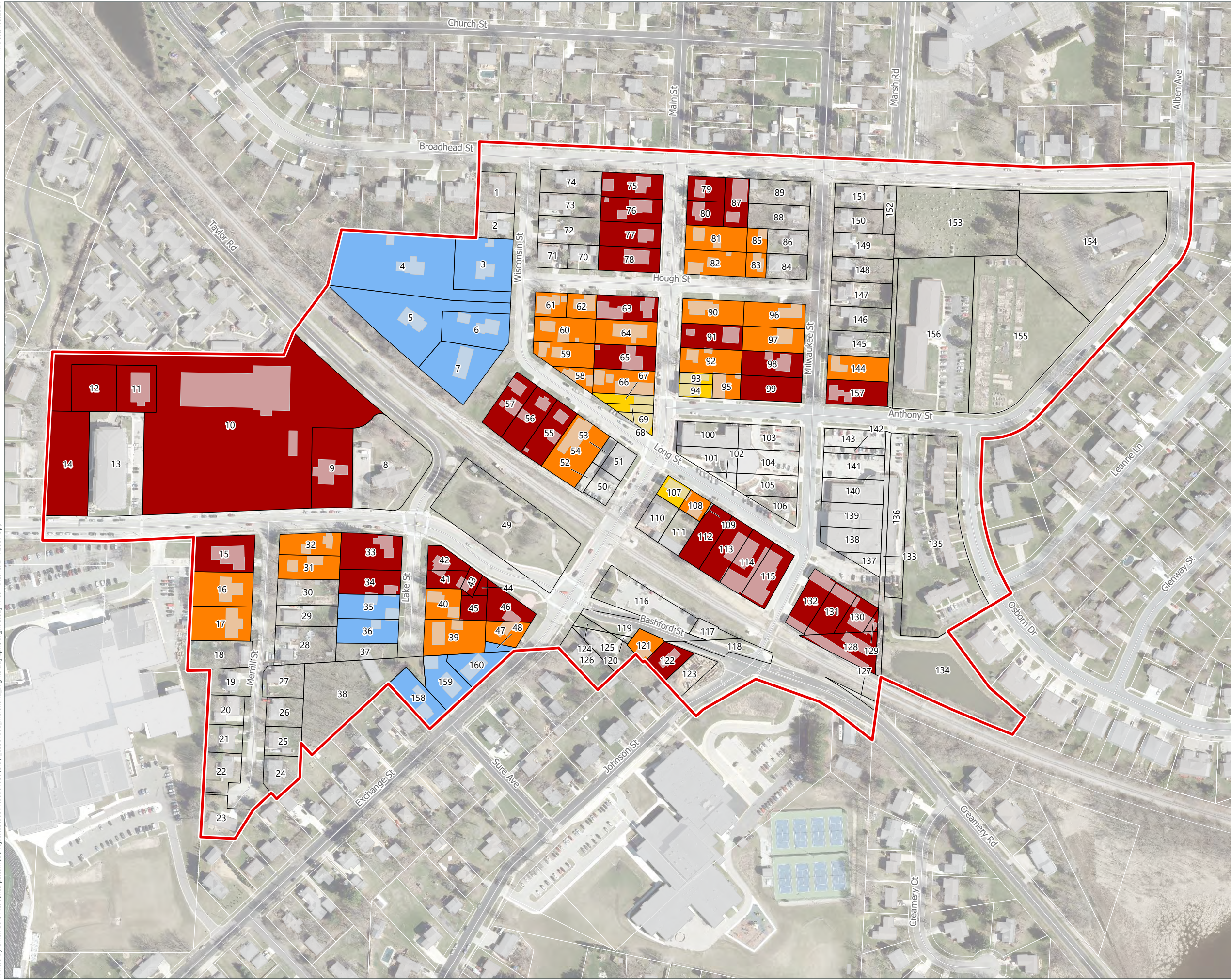
Parcel Significance

Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

-  Study Area
-  Parcel Boundary
-  Poor Building Condition
-  Vacant or For Sale (as of Dec 2023)
-  Low Value
-  Incompatible Use
-  Public/Institutional Use
-  Historical

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



Redevelopment Opportunities

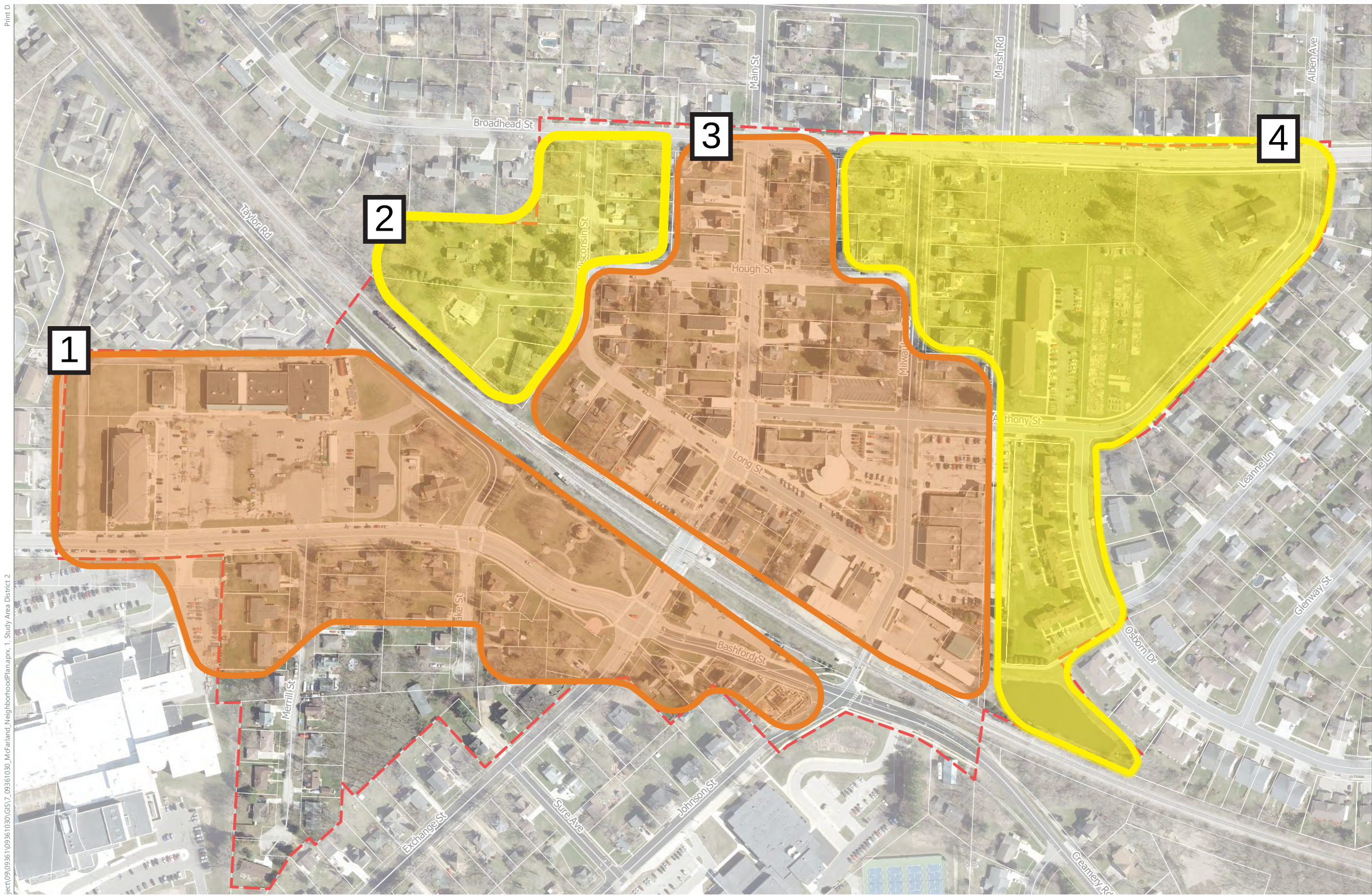
Redevelopment District #2

Village of McFarland
Dane County, Wisconsin

- Study Area
- Parcel Boundary
- Building Footprints
- Poor Building Condition
- Key Redevelopment Opportunity (Zone A)
- Key Redevelopment Expansion (Zone B)
- Potential Redevelopment (Zone C)
- Priority Facade Improvements
- Approved Redevelopment Plans

Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

District 2: Initial Concept “A”



Subdistrict Legend

1

Farwell Mixed Use

2

Downtown Housing West

3

Downtown Mixed Use

4

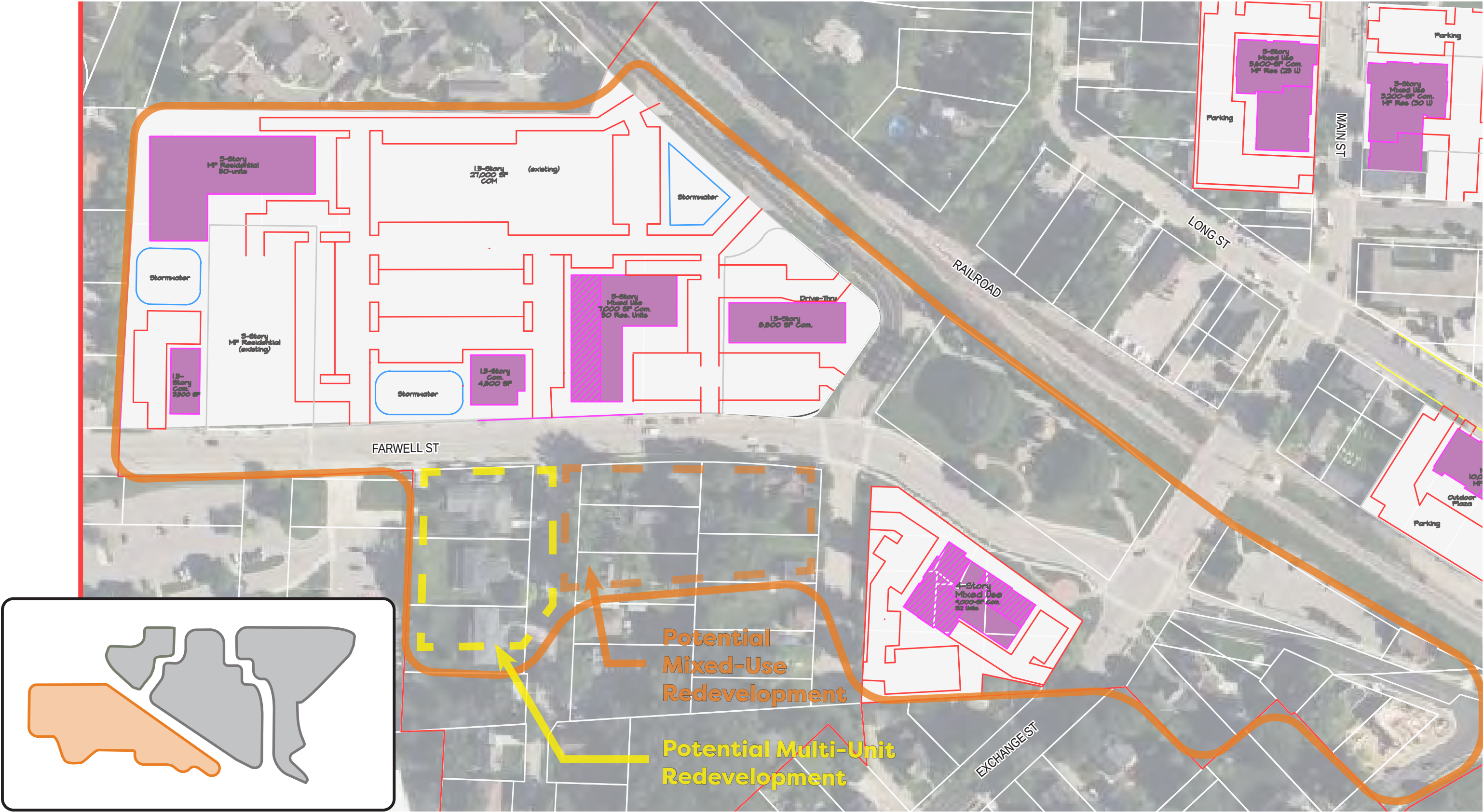
Downtown Housing East

\\net09\09361\09361\030\GIS\7_09361030_McFarland_NeighborhoodPlan.aprx 1: Study Area District 2

District 2 - Concept “A”

Subdistrict 1: Farwell Mixed Use

Revised: 01/02/2023

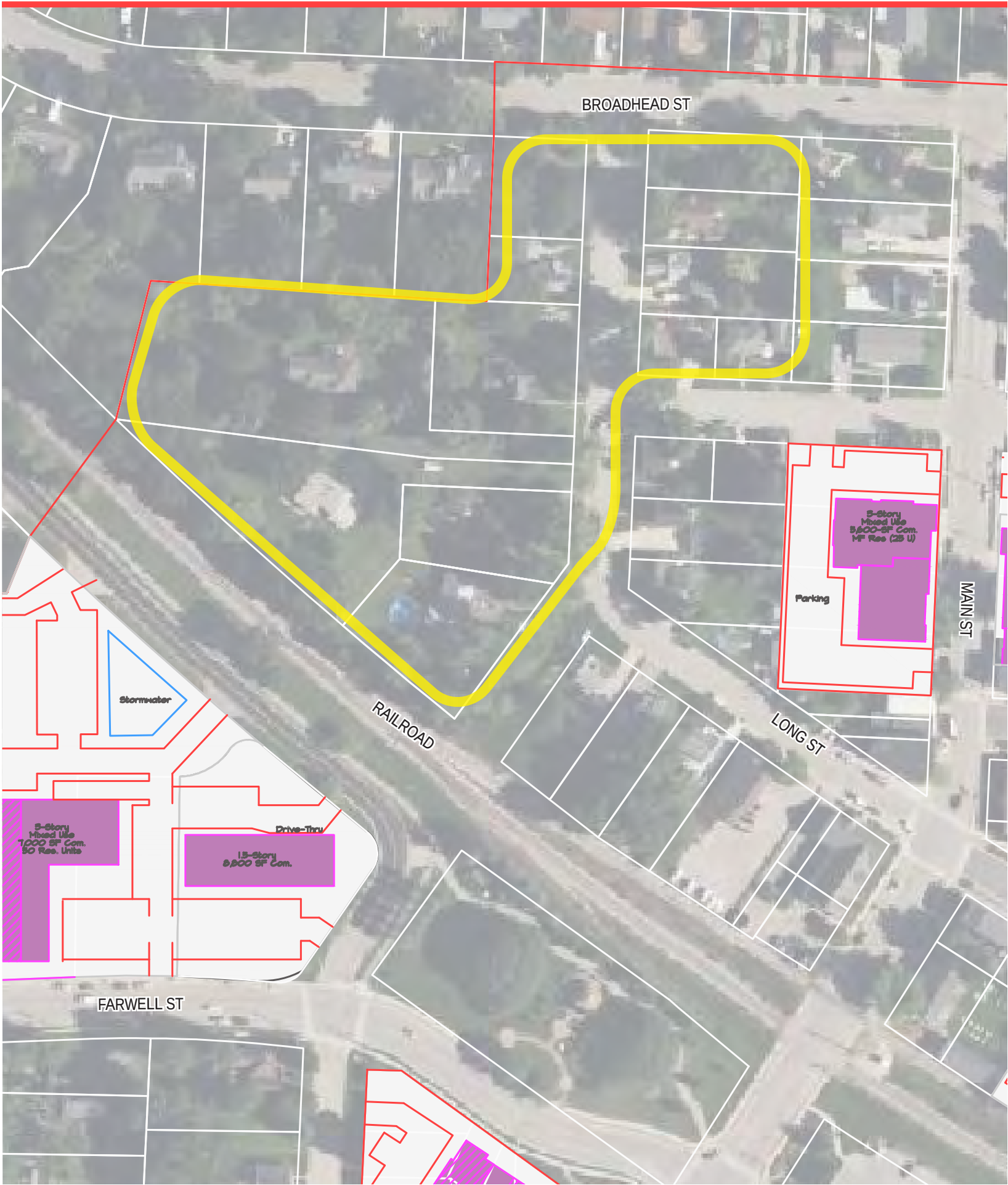
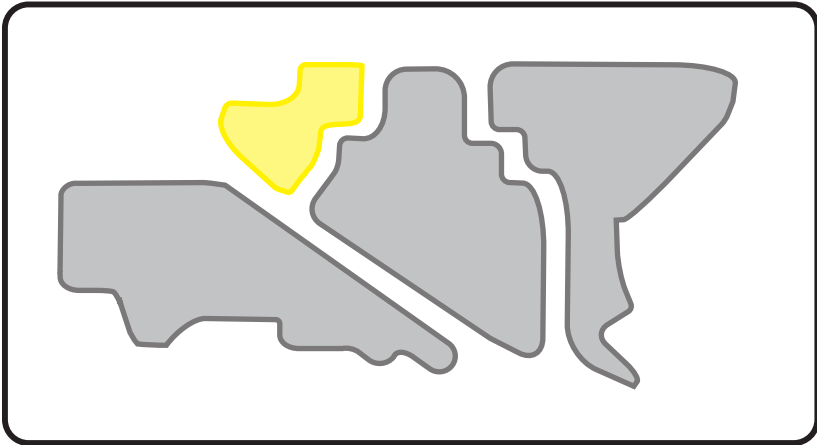


District 2 - Concept “A”

Subdistrict 2: Downtown

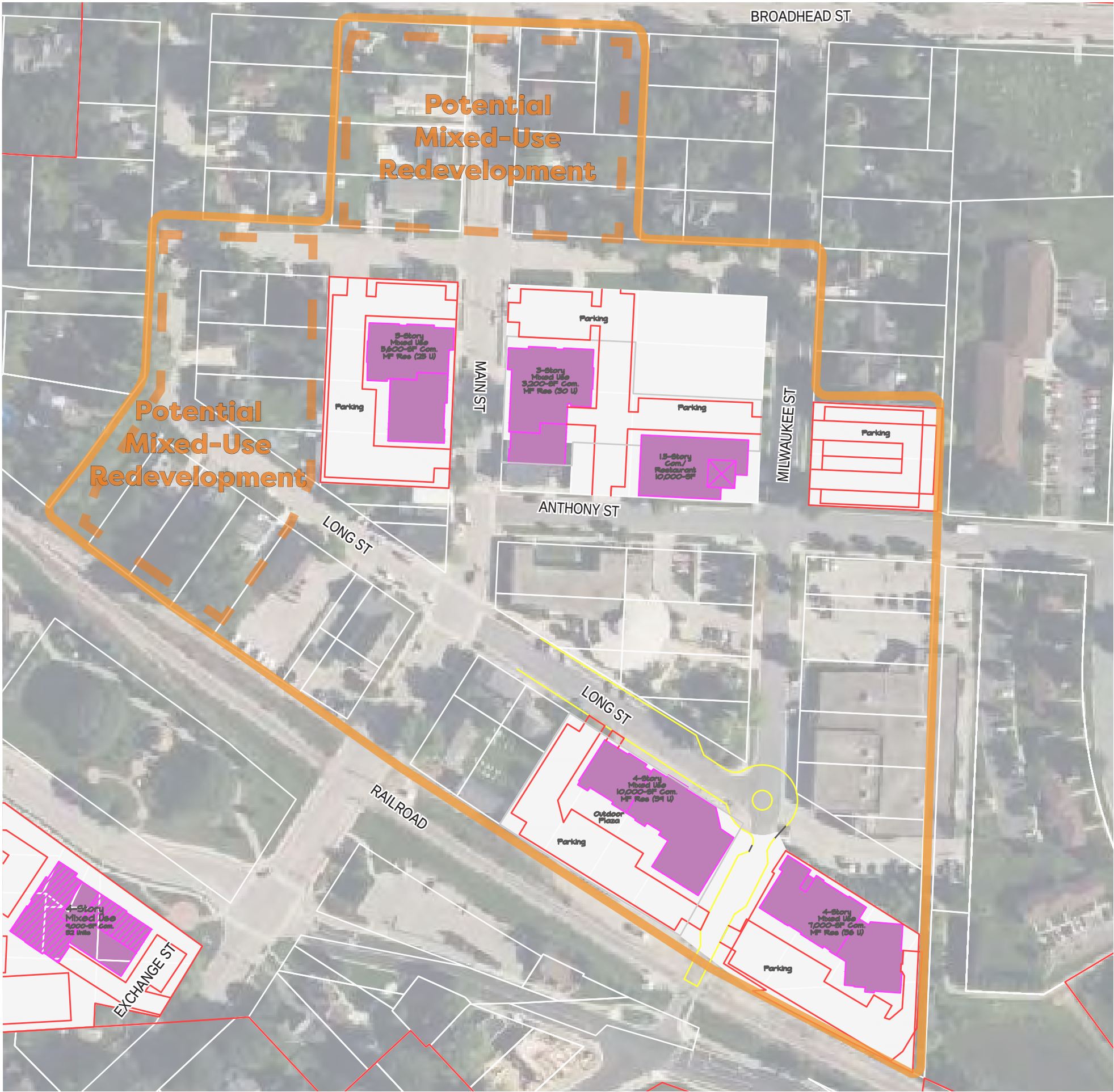
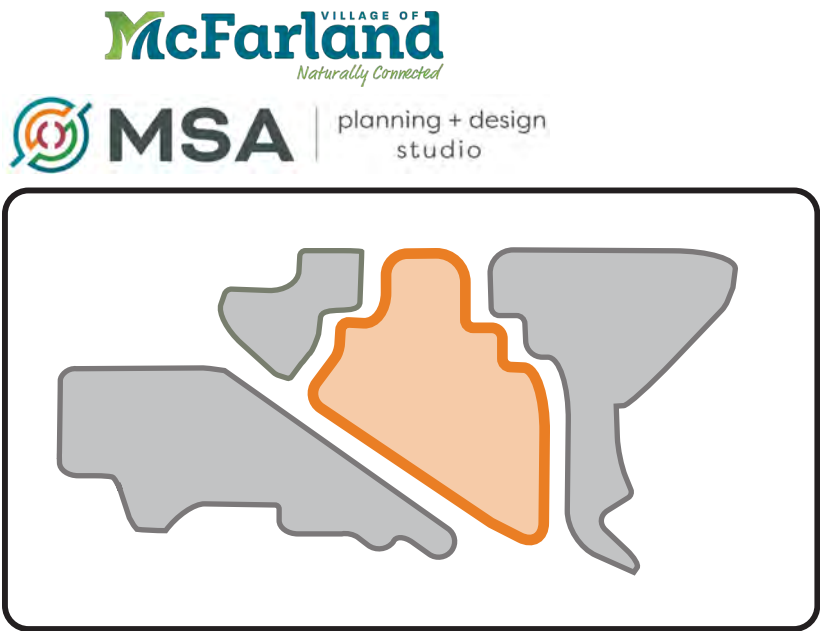
Housing West

Revised: 01/02/2023



District 2 - Concept “A” Subdistrict 3: Downtown Mixed Use

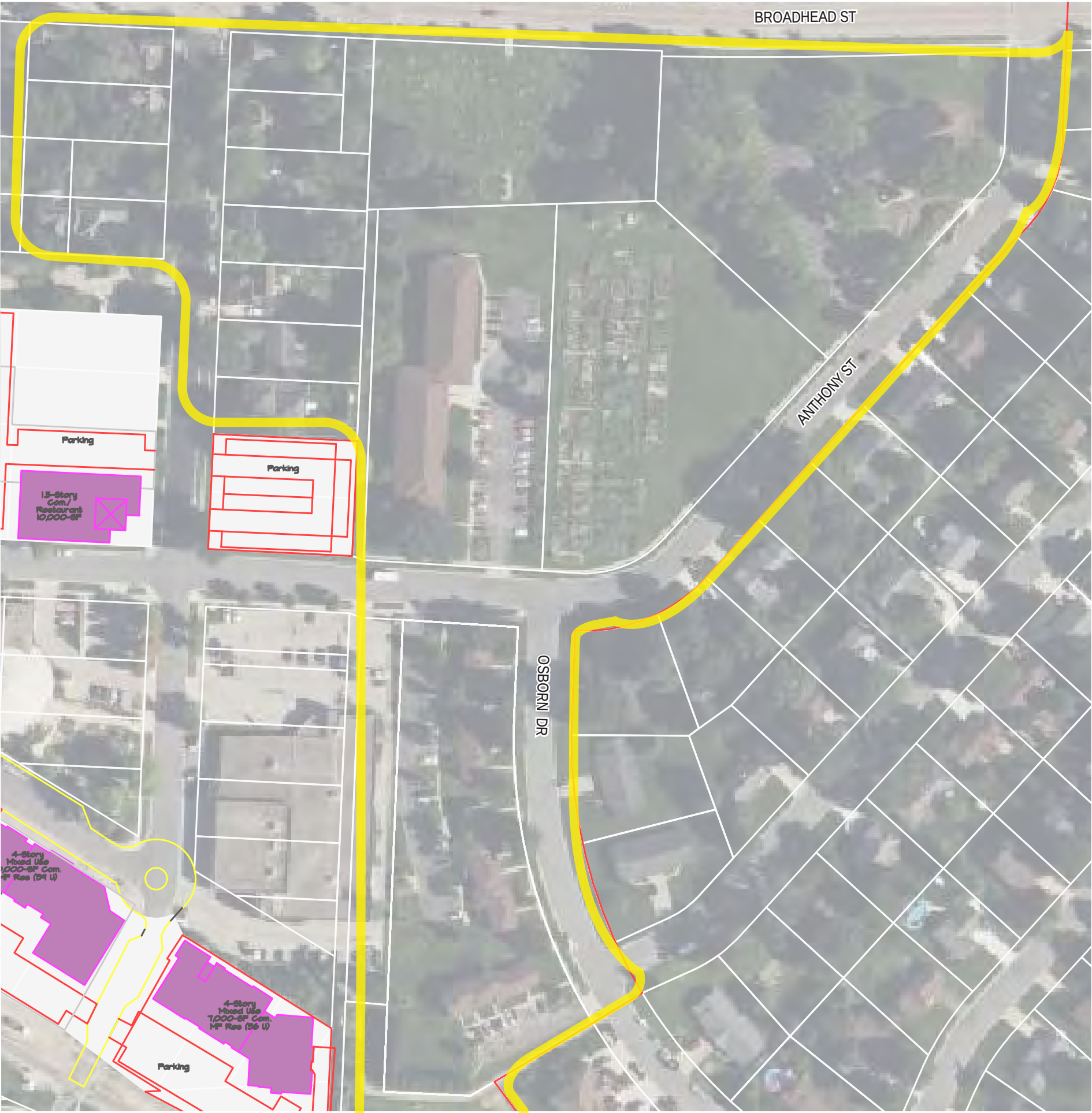
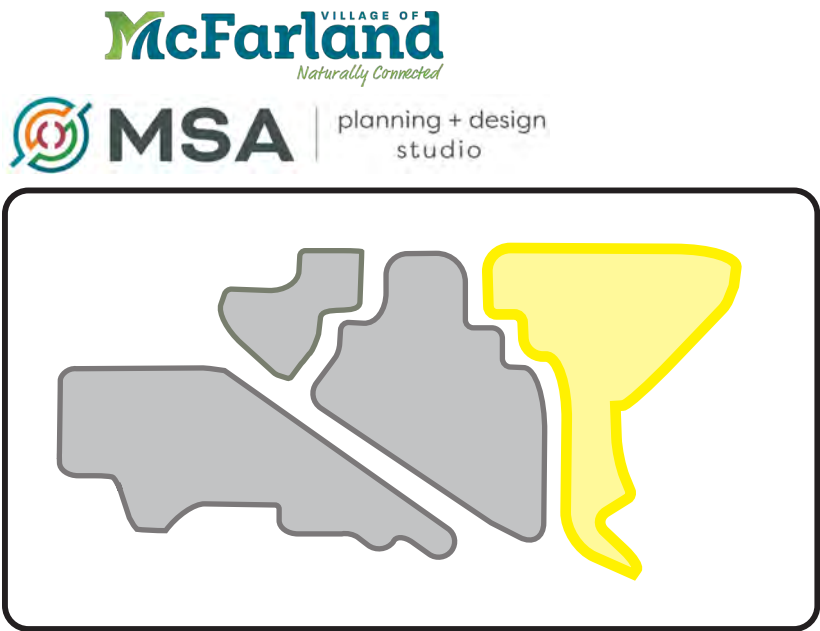
Revised: 01/02/2023



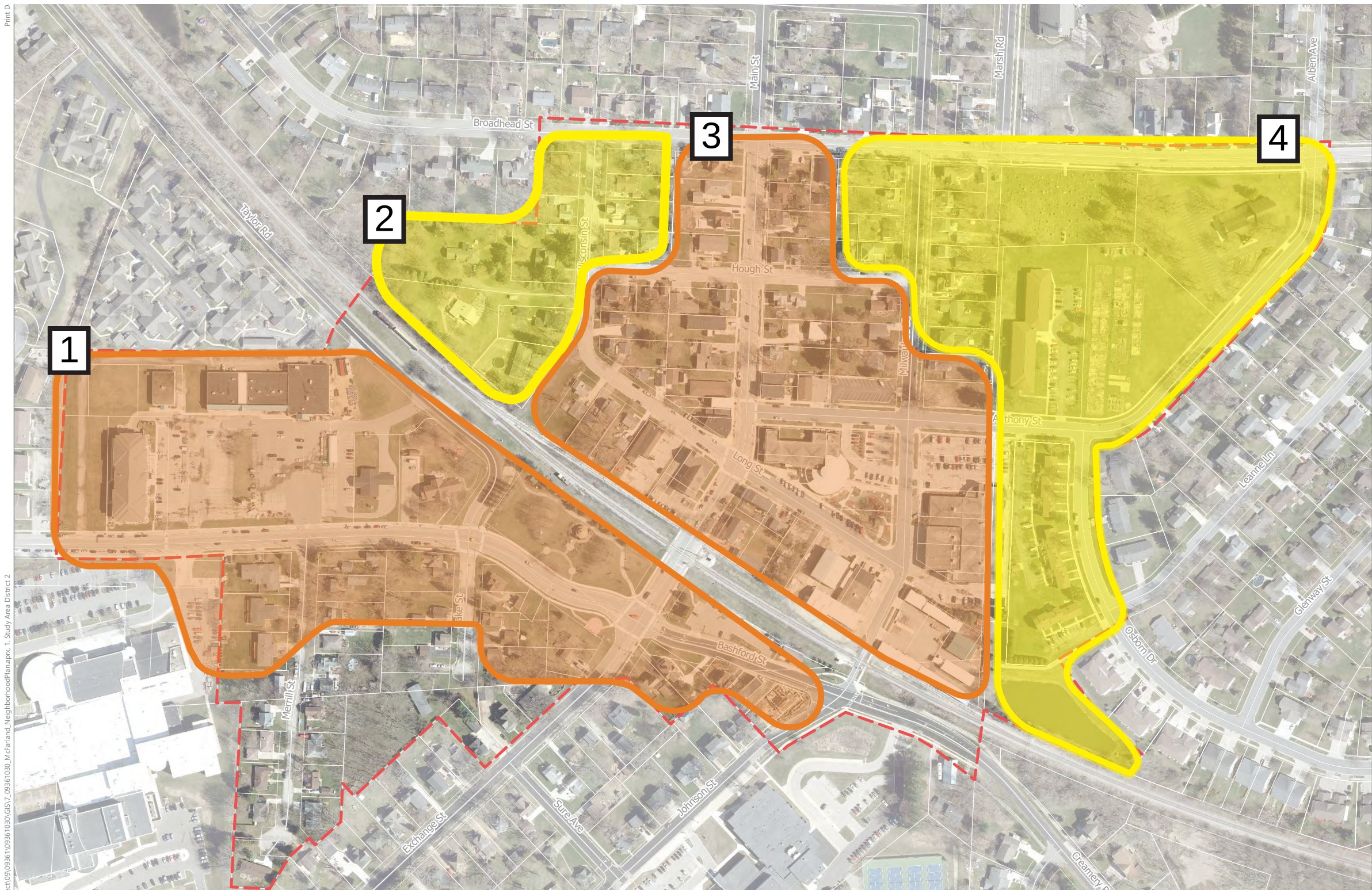
District 2 - Concept “A”

Subdistrict 4: Downtown Housing East

Revised: 01/02/2023



District 2: Initial Concept “B”



Subdistrict Legend

1

Farwell Mixed Use

2

Downtown Housing West

3

Downtown Mixed Use

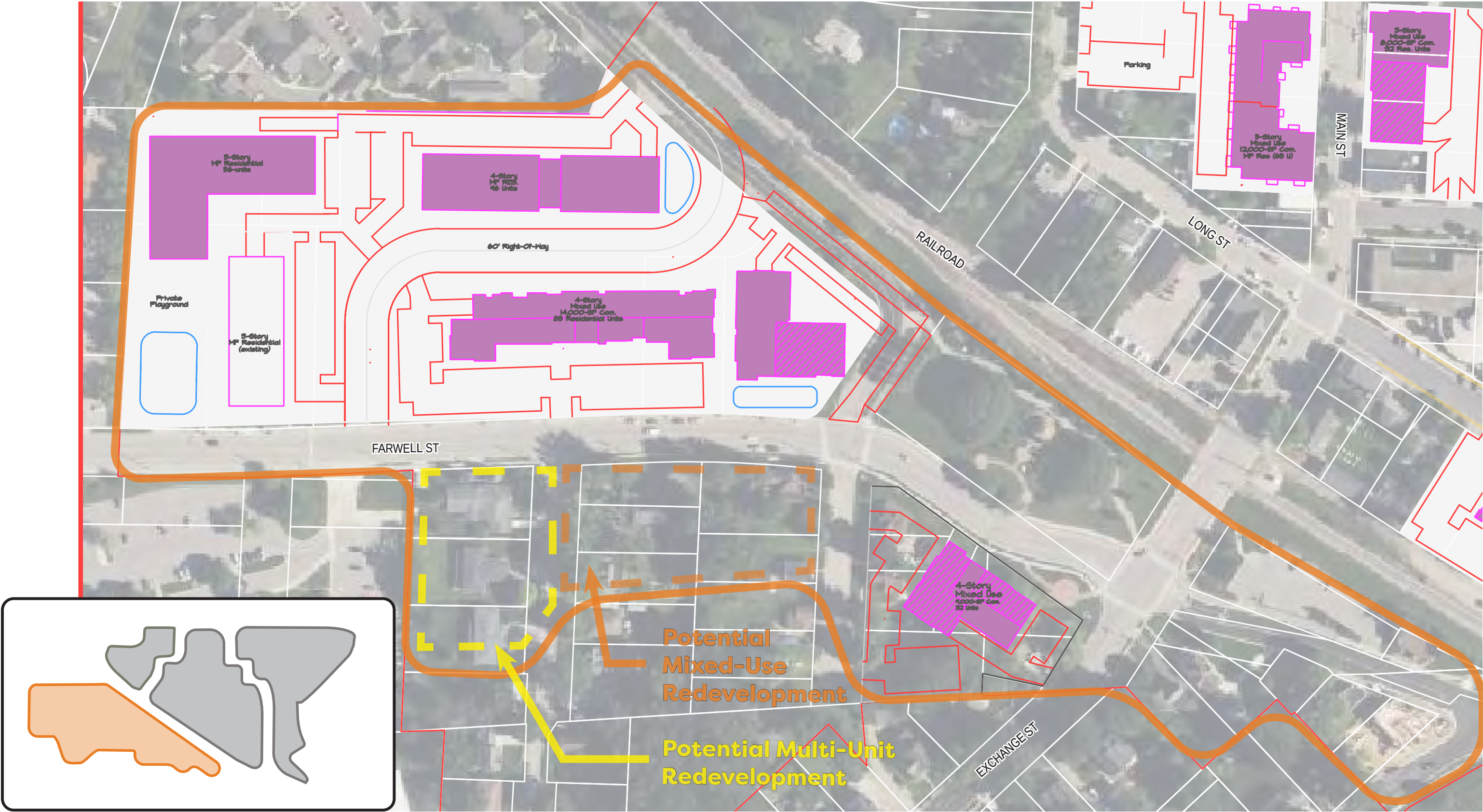
4

Downtown Housing East

District 2 - Concept “B”

Subdistrict 1: Farwell Mixed Use

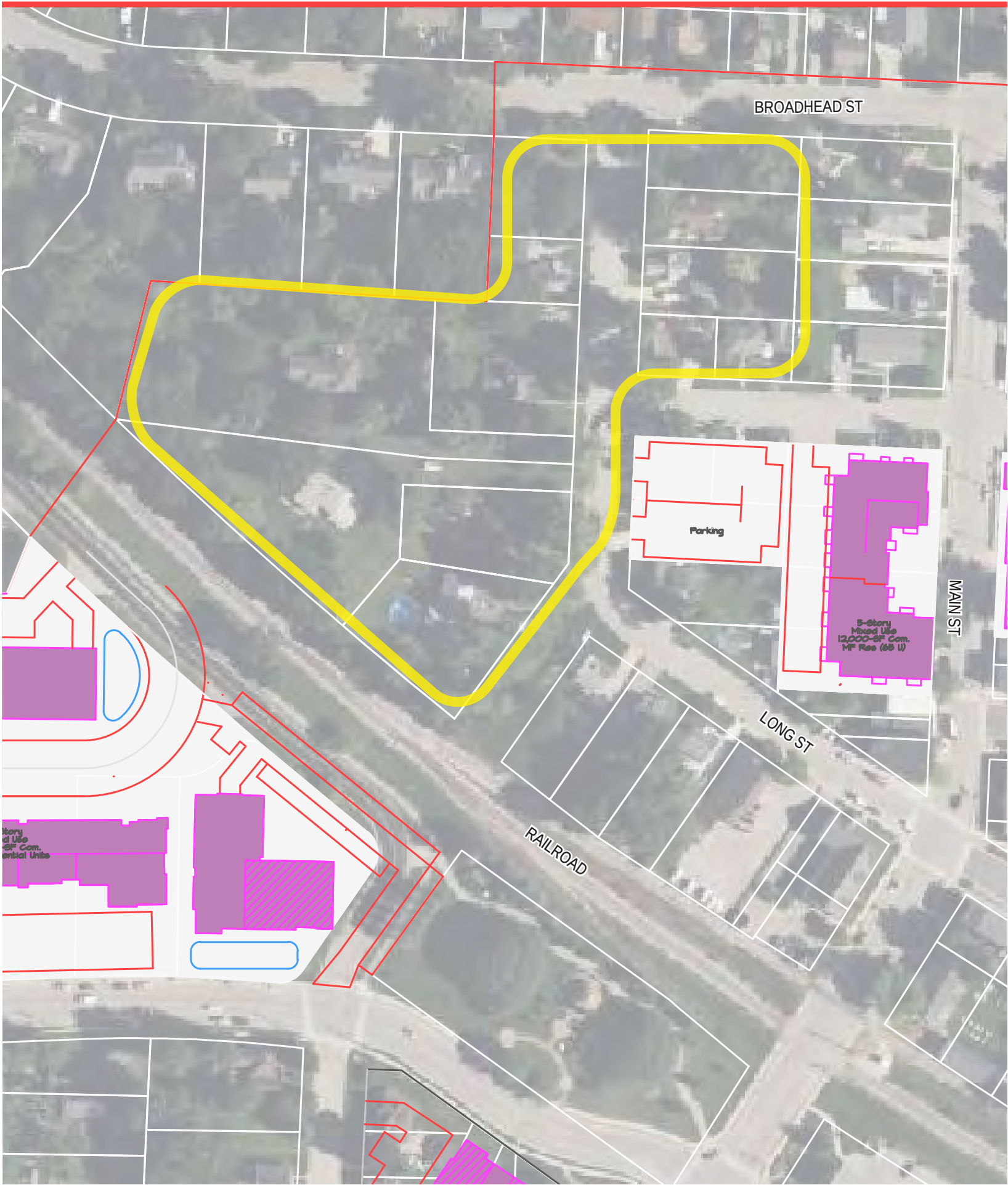
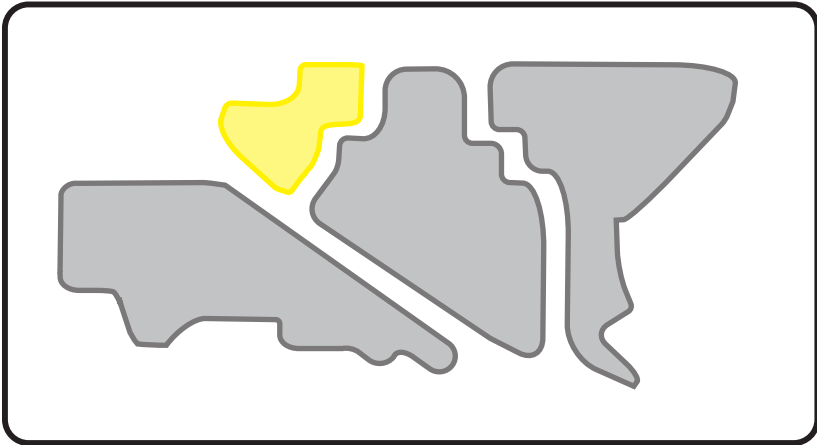
Revised: 01/02/2023



District 2 - Concept “B”

Subdistrict 2: Downtown Housing West

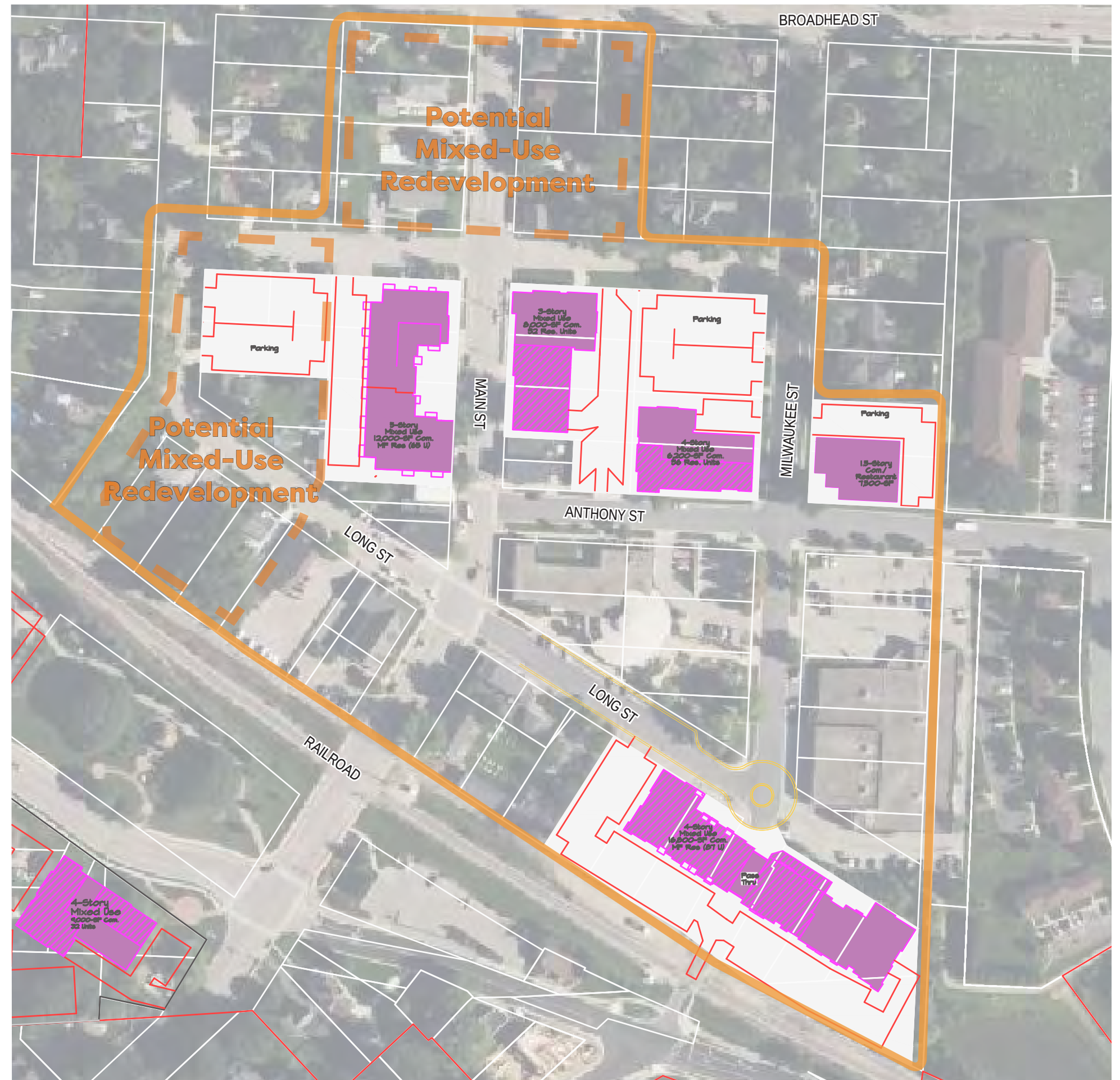
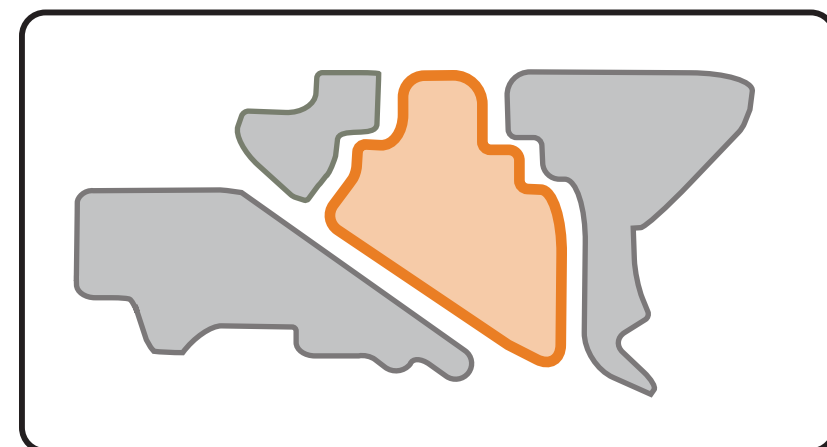
Revised: 01/02/2023



District 2 - Concept "B"

Subdistrict 3: Downtown Mixed Use

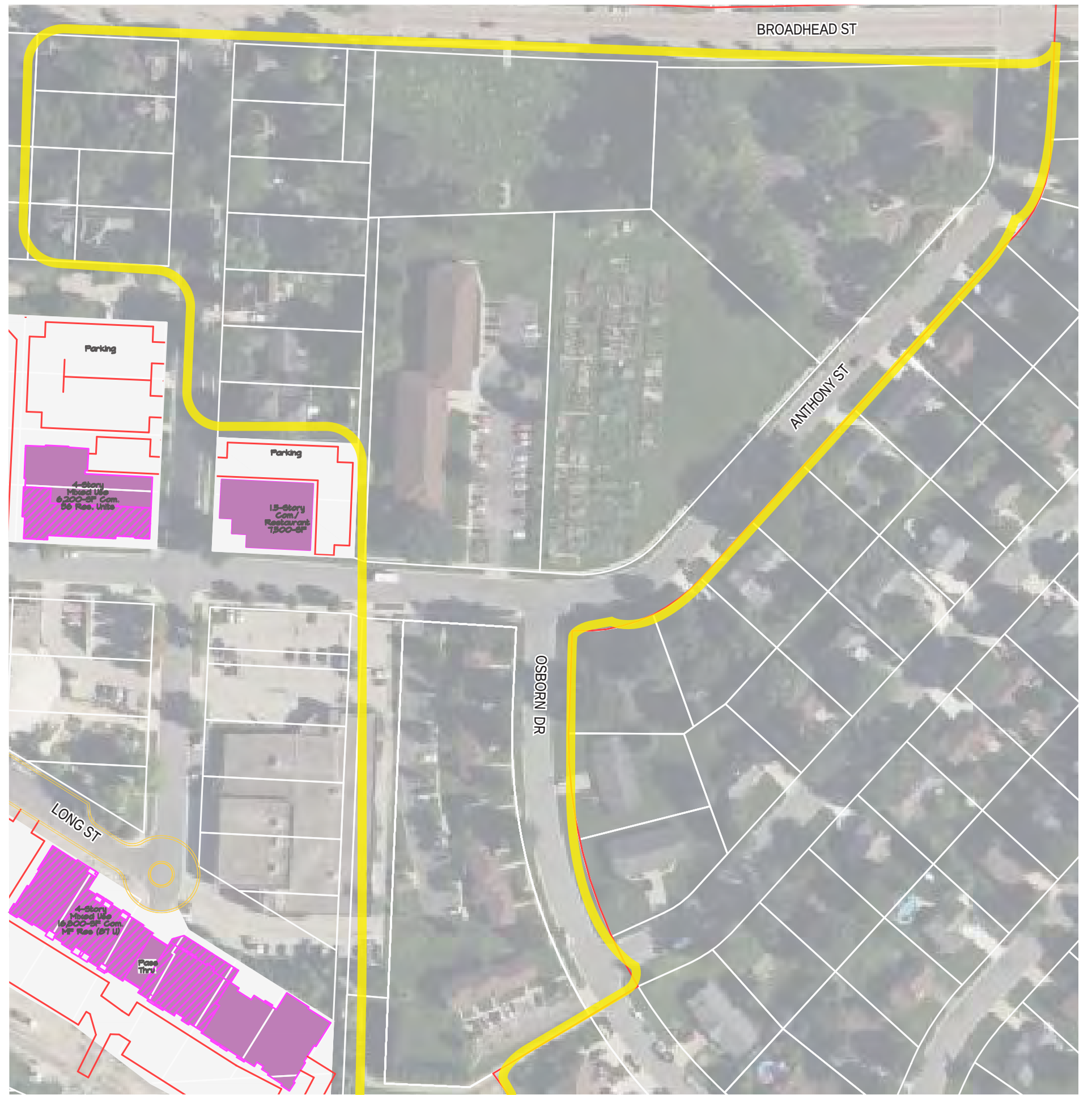
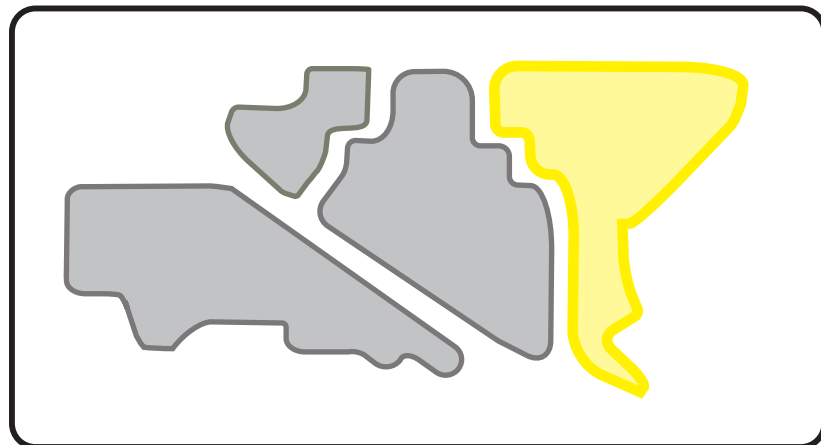
Revised: 01/02/2023



District 2 - Concept “B”

Subdistrict 4: Downtown Housing East

Revised: 01/02/2023





Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



- Study Area
- BLIGHTED
- NOT BLIGHTED
- NOT BLIGHTED (Windshield Survey)
- Village of McFarland
- NOT EVALUATED
- Municipal Boundary
- Parcel Boundary

Blighted Parcels

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin



Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

Study Area

Village of McFarland

Municipal Boundary

Parcel Boundary

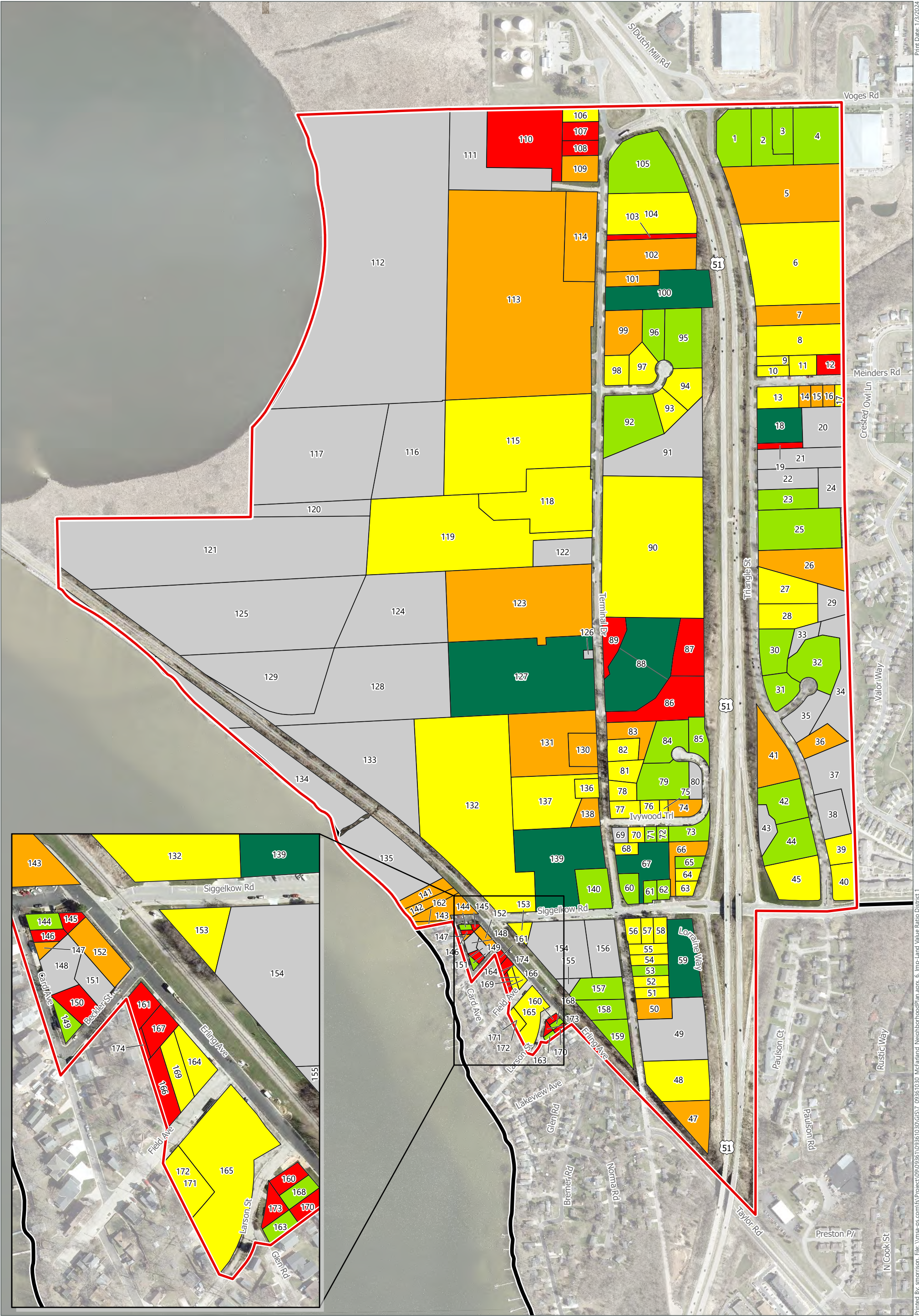
Existing Land Use

Redevelopment District #1

Village of McFarland

Dane County, Wisconsin





Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)



- Study Area
- Village of McFarland

- Property Value Ratio
- 0
 - 0.01-2.00
 - 2.01-4.00
 - 4.01-10.00
 - 10.01 or More
 - Tax Exempt or No Data

Improvement Value Ratio

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin



Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

- Study Area
- Village of McFarland
- Municipal Boundary
- Parcel Boundary

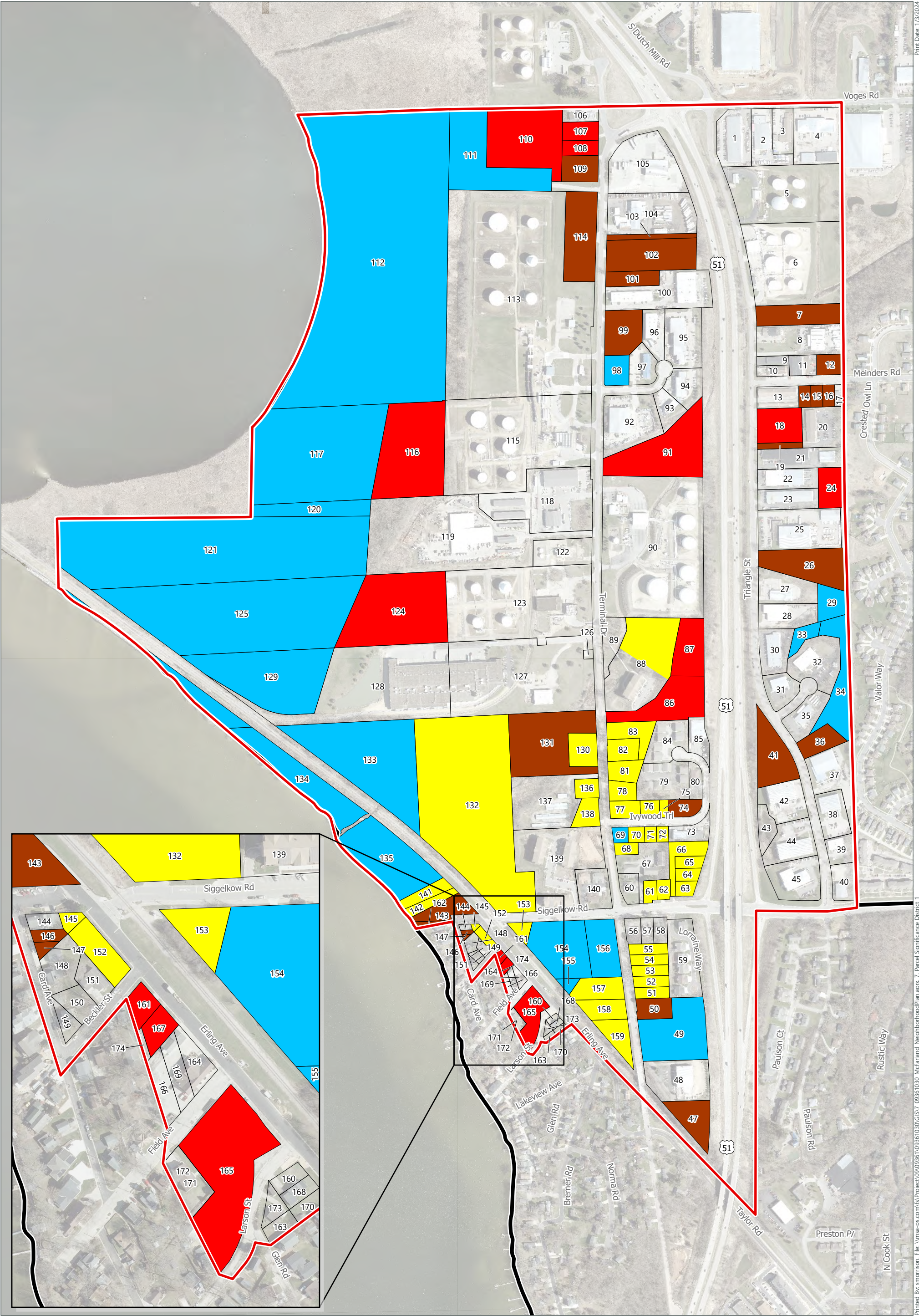
- Building Condition
- NEEDS IMPROVEMENT
 - GOOD TO FAIR
 - NO BUILDING
 - NOT EVALUATED

Building Condition

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin





Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

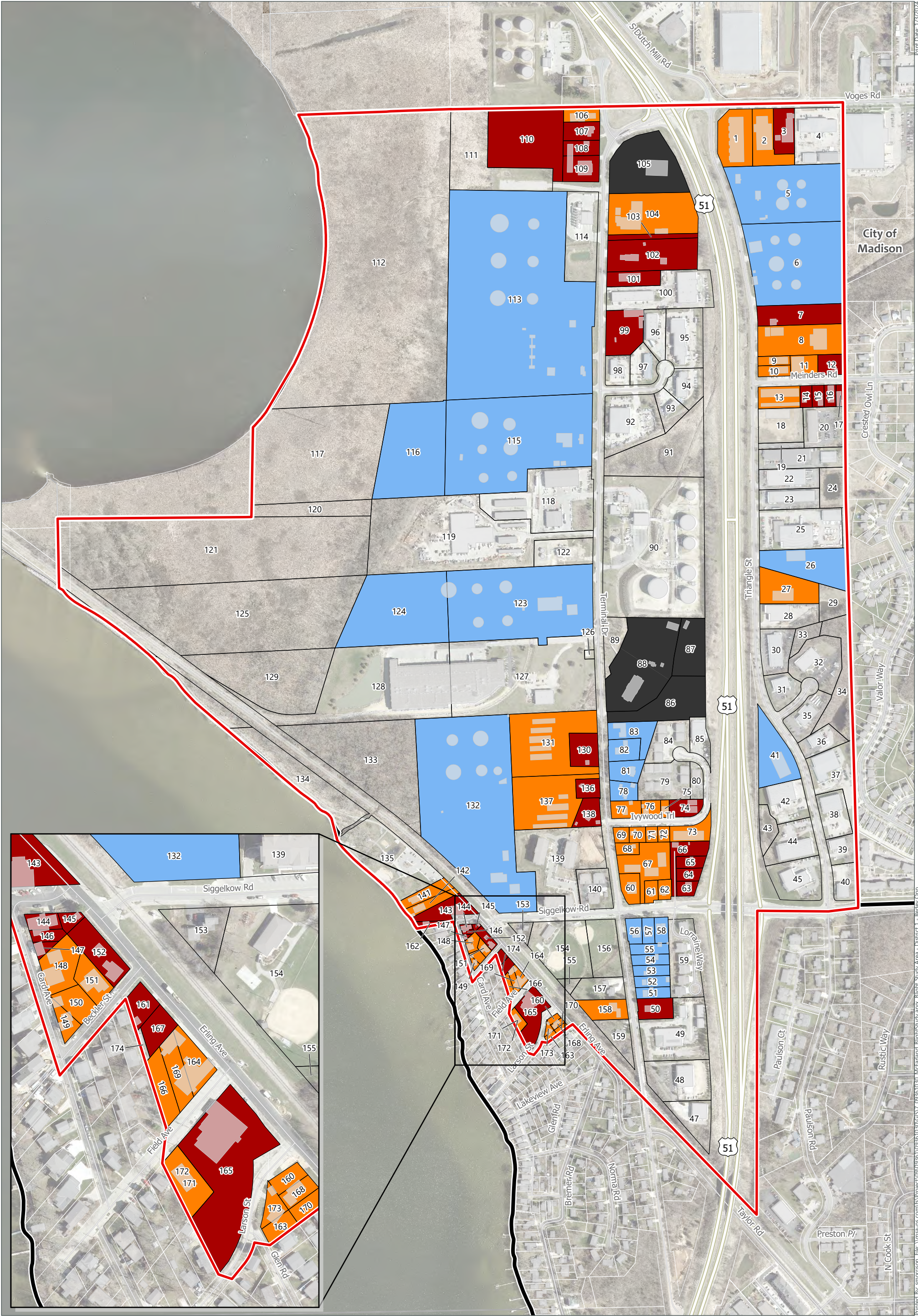
- Study Area
- Village of McFarland
- Parcel Boundary

- Parcel Significance
- Vacant or For Sale (as of Dec 2023)
 - Low Value
 - Incompatible Use
 - Public/Institutional Use

Parcel Significance

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin



Data Sources:
Dane County GIS (2023)
Dane County Aerial (2022)

- Study Area
- Parcel Boundary
- Building Footprints
- Key Redevelopment Opportunity (Zone A)
- Key Redevelopment Expansion (Zone B)
- Potential Redevelopment (Zone C)
- Priority Facade Improvements
- Approved Redevelopment Plans

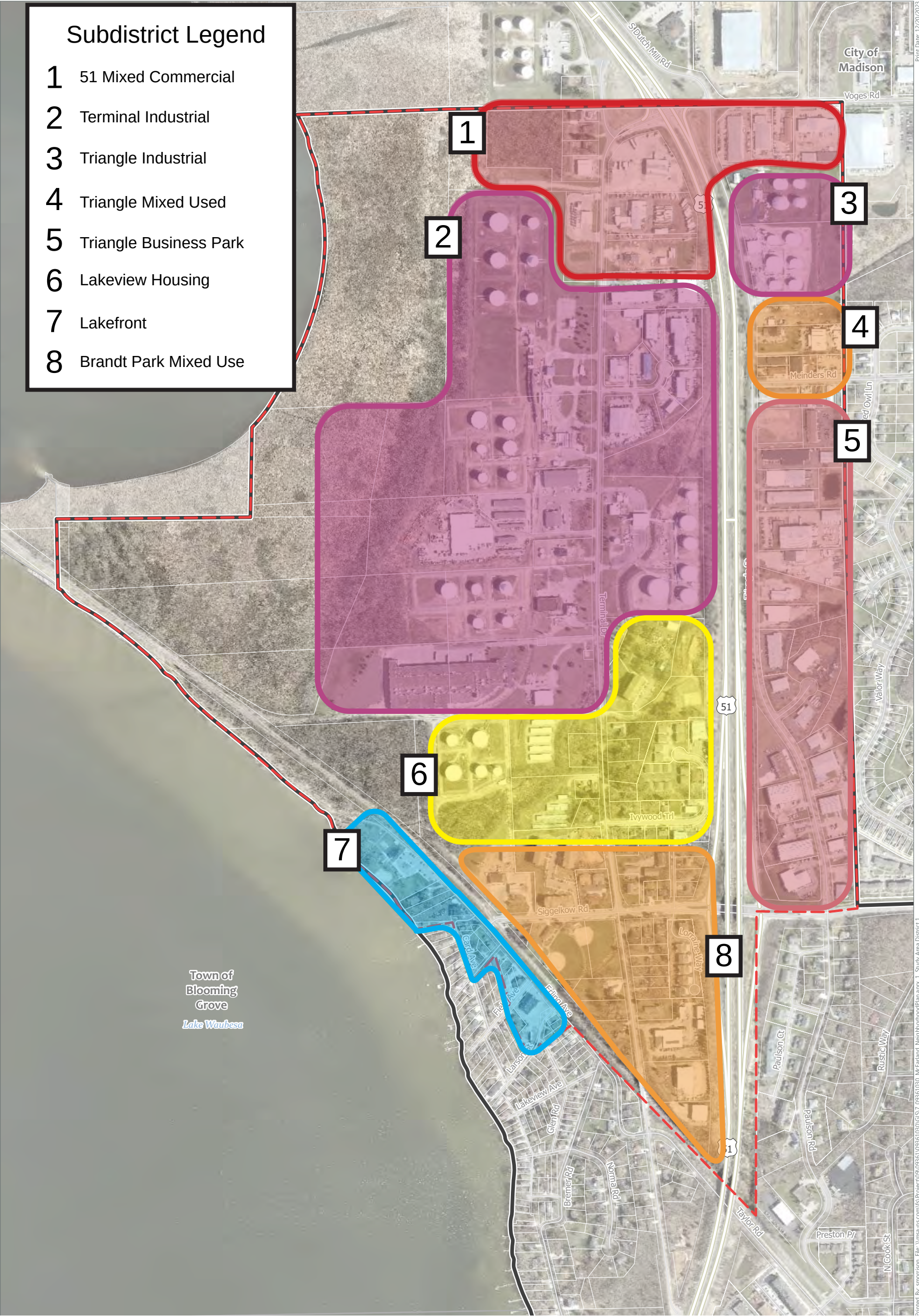


Redevelopment Opportunities

Redevelopment District #1

Village of McFarland
Dane County, Wisconsin

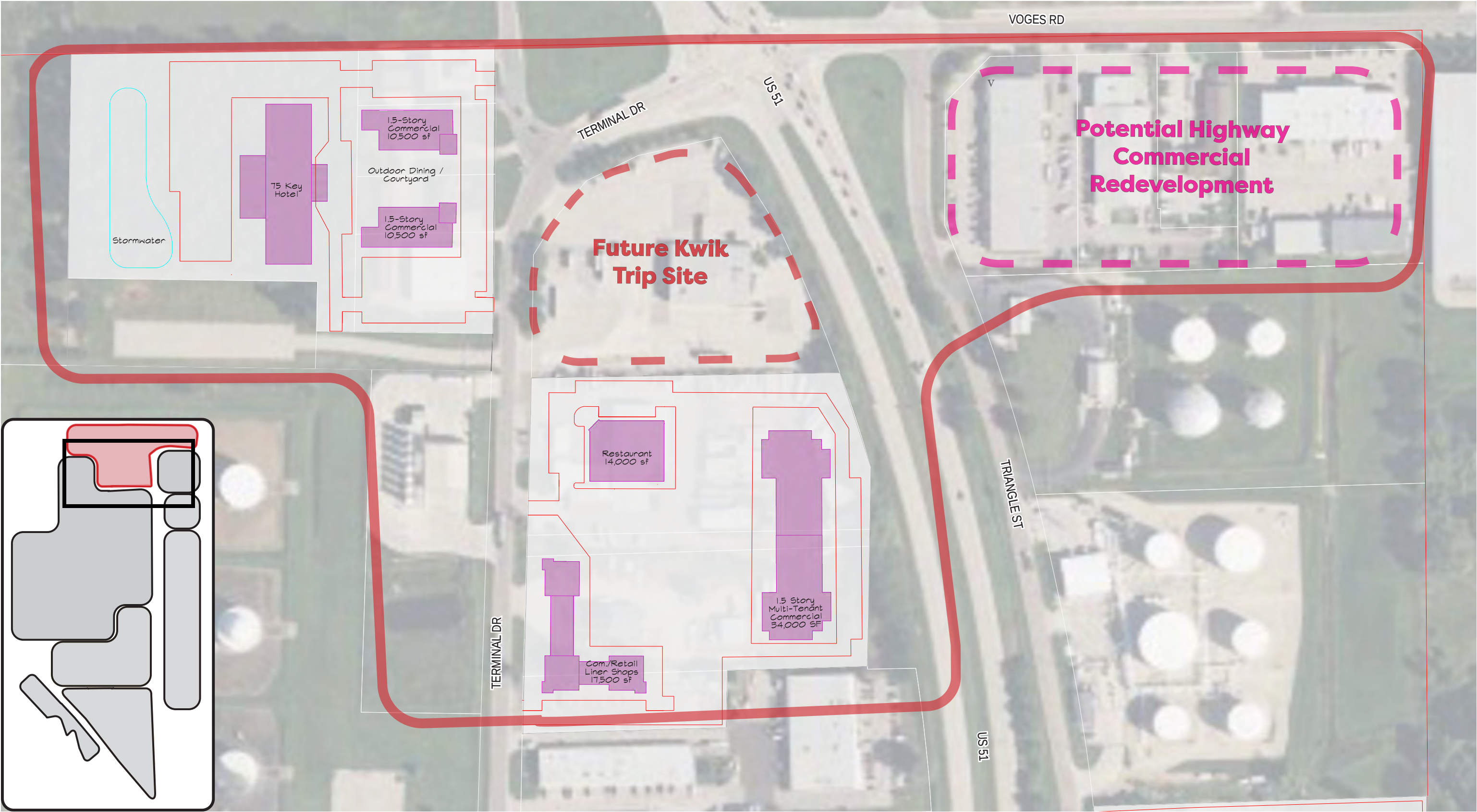
District 1: Initial Concept “A”



District 1 - Concept "A"

Subdistrict 1: 51 Mixed Commercial

Revised: 01/02/2023



District 1 - Concept “A”

Subdistrict 2 (North): Terminal Industrial

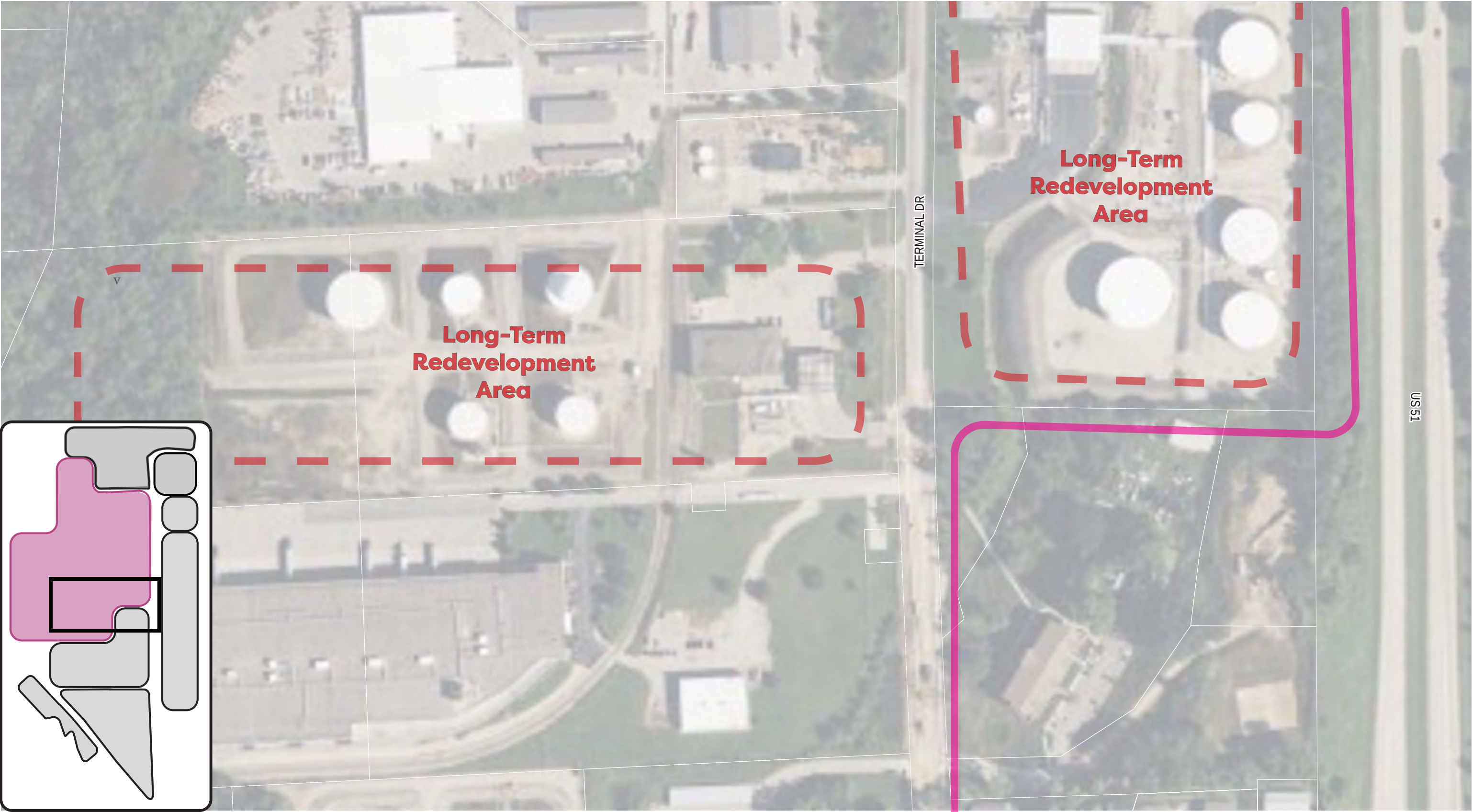
Revised: 01/02/2023



District 1 - Concept “A”

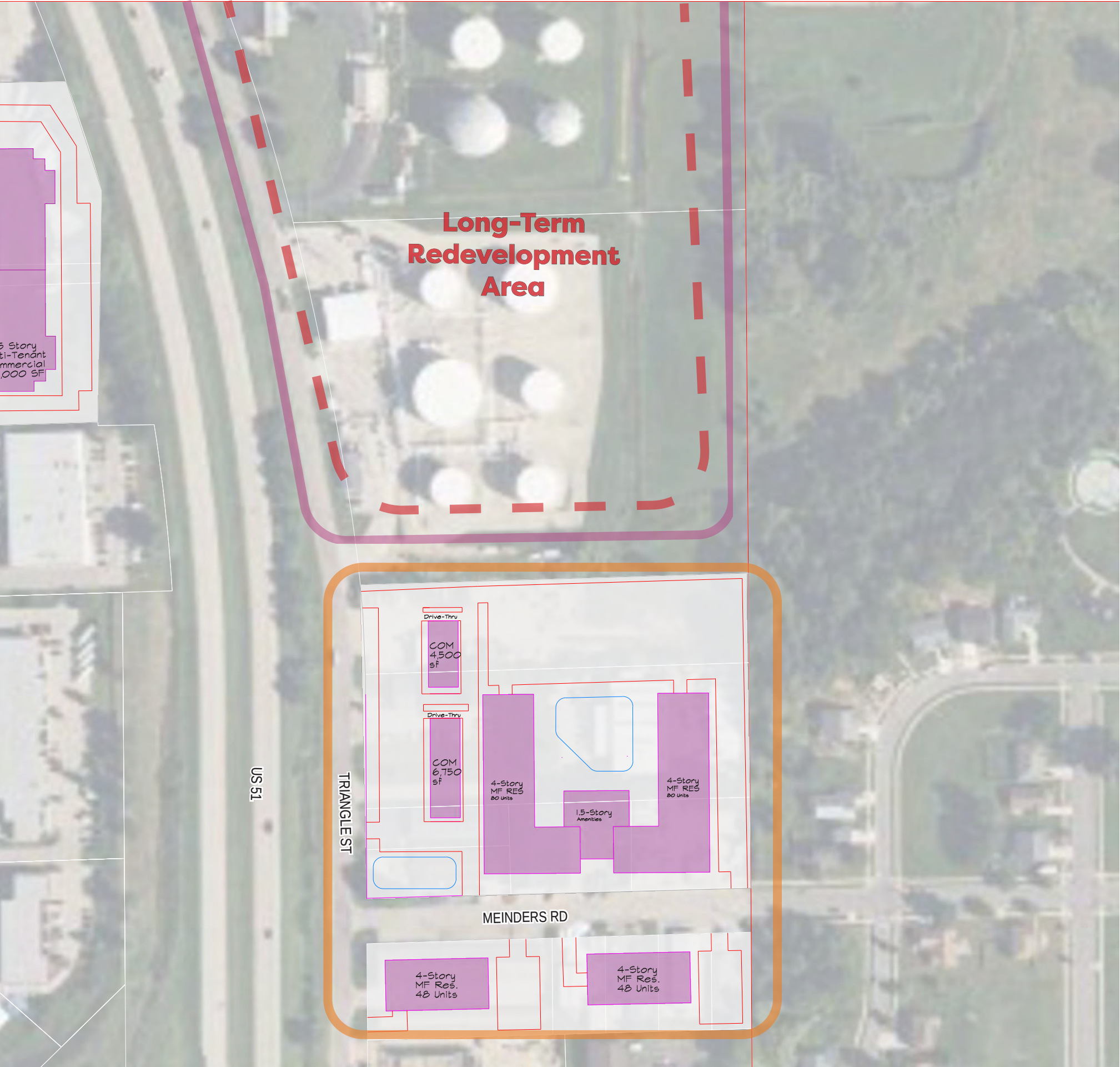
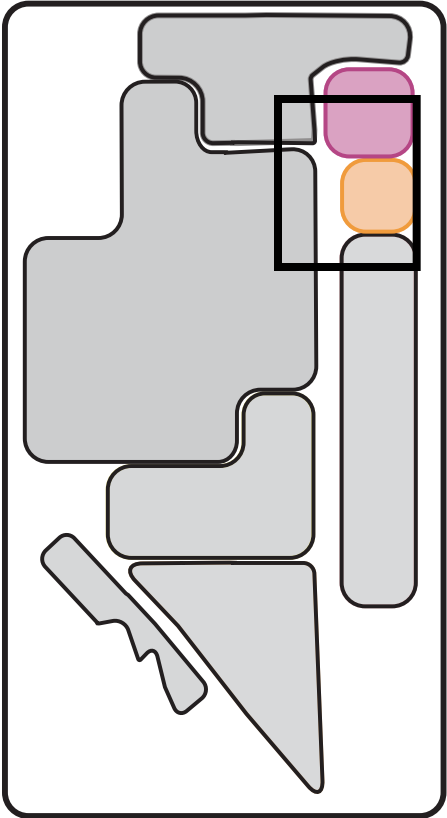
Subdistrict 2 (South): Terminal Industrial

Revised: 01/02/2023



District 1 - Concept “A” Subdistrict 3/4: Triangle Industrial & Triangle Mixed Use

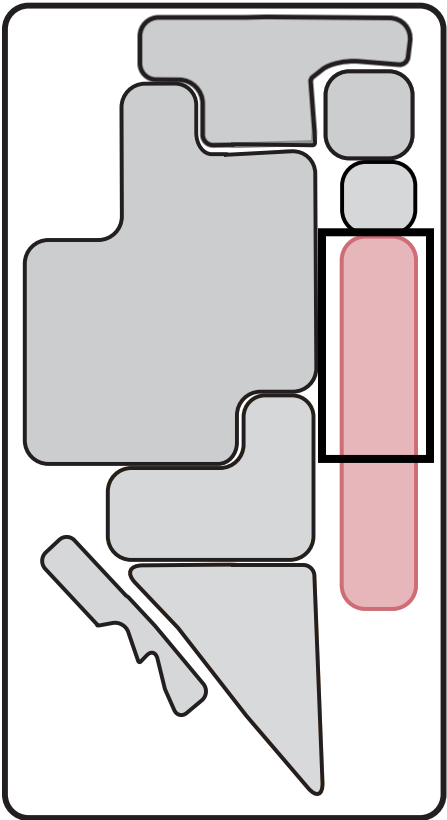
Revised: 01/02/2023



District 1 - Concept “A”

Subdistrict 5 (North): Triangle Business Park

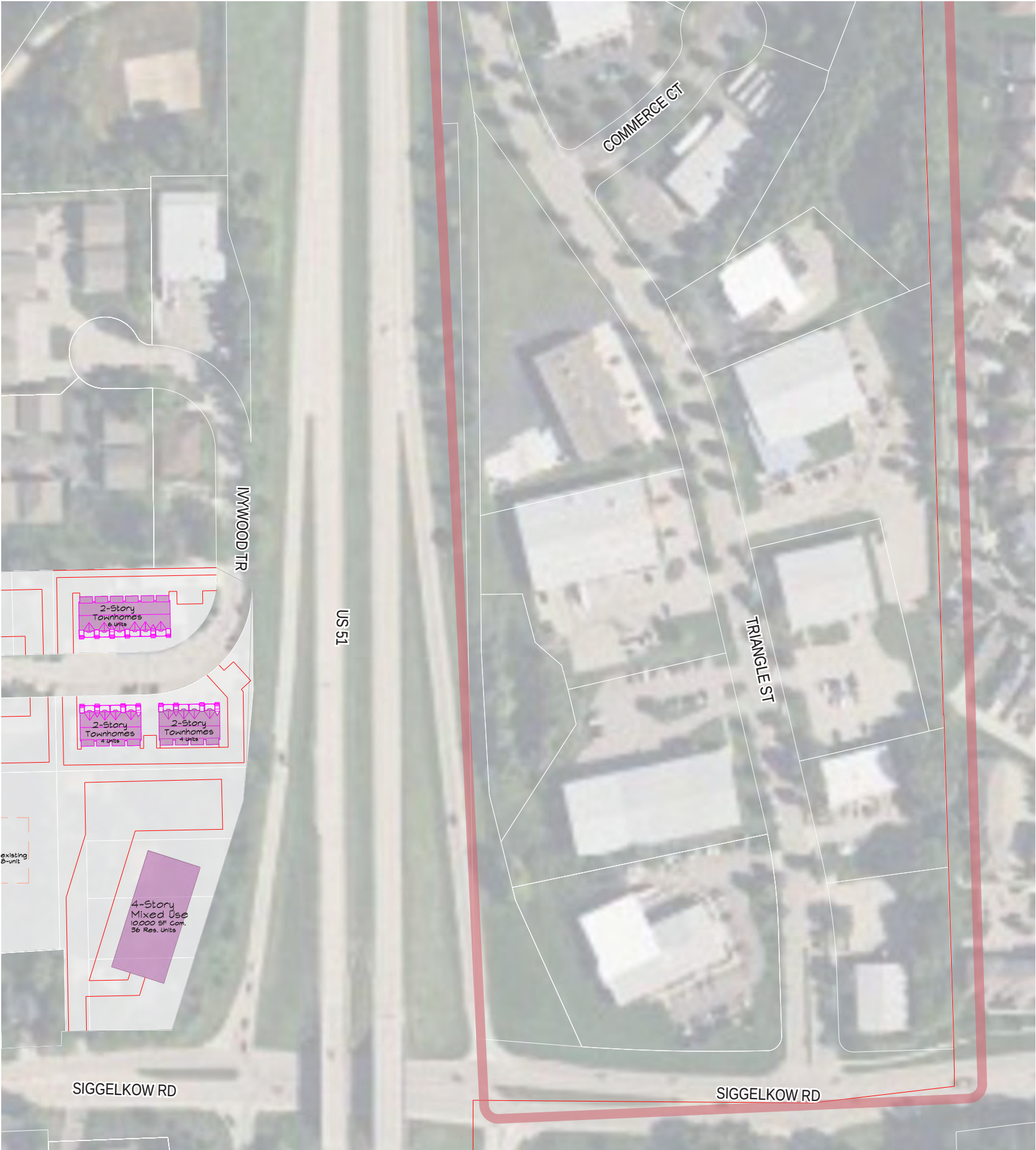
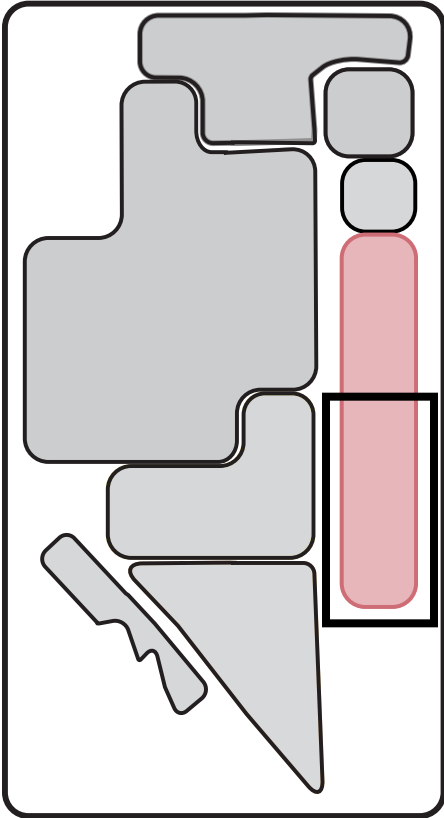
Revised: 01/02/2023



District 1 - Concept “A”

Subdistrict 5 (South): Triangle Business Park

Revised: 01/02/2023

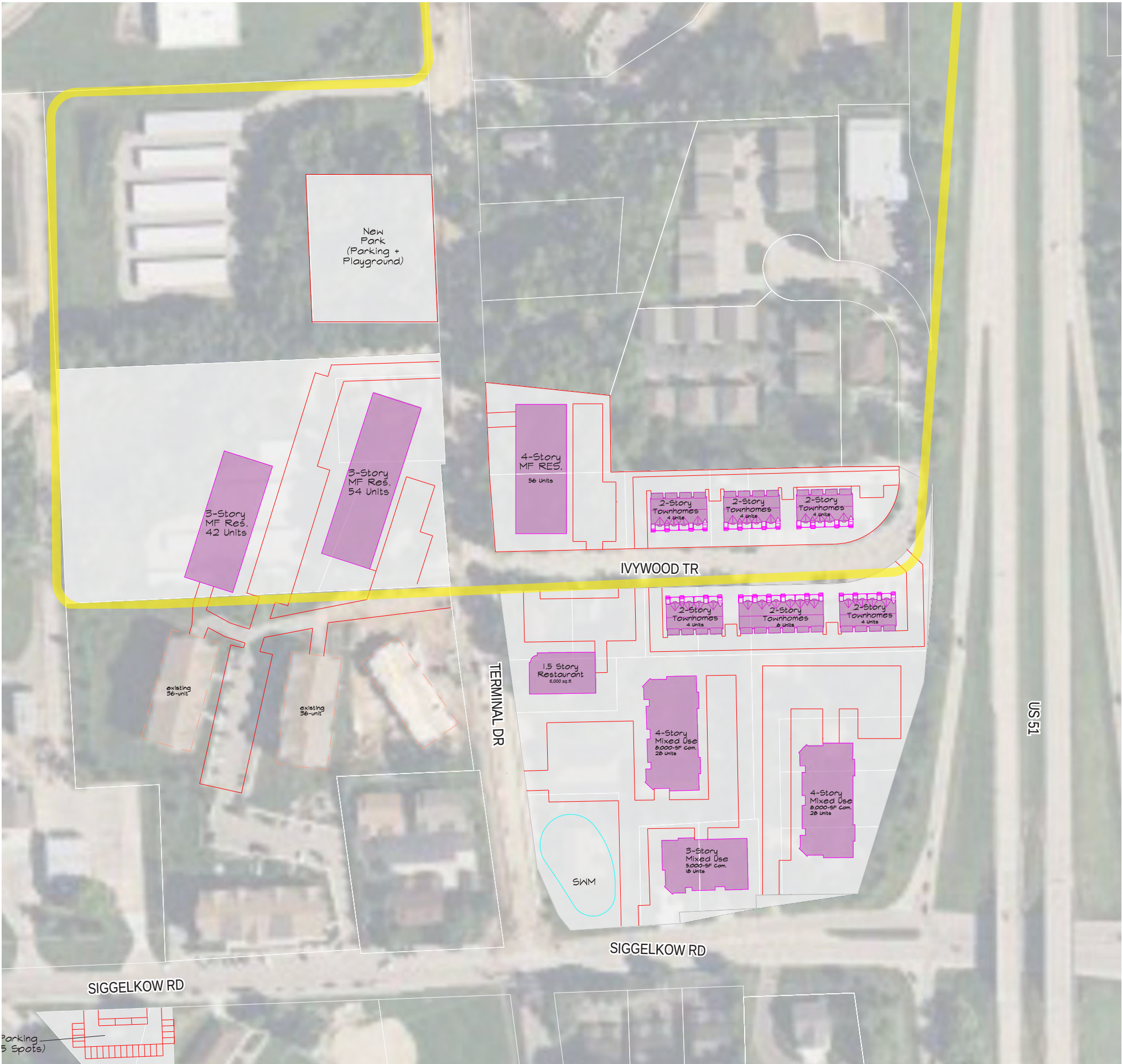
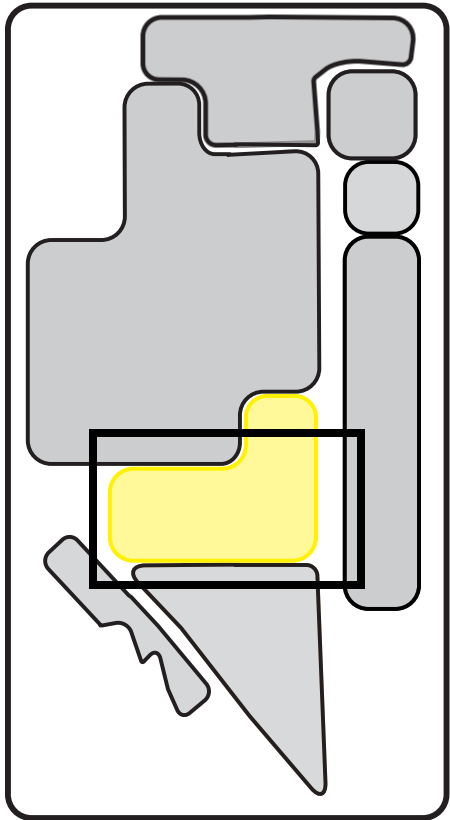


District 1 - Concept "A"

Subdistrict 6:

Lakeview Housing

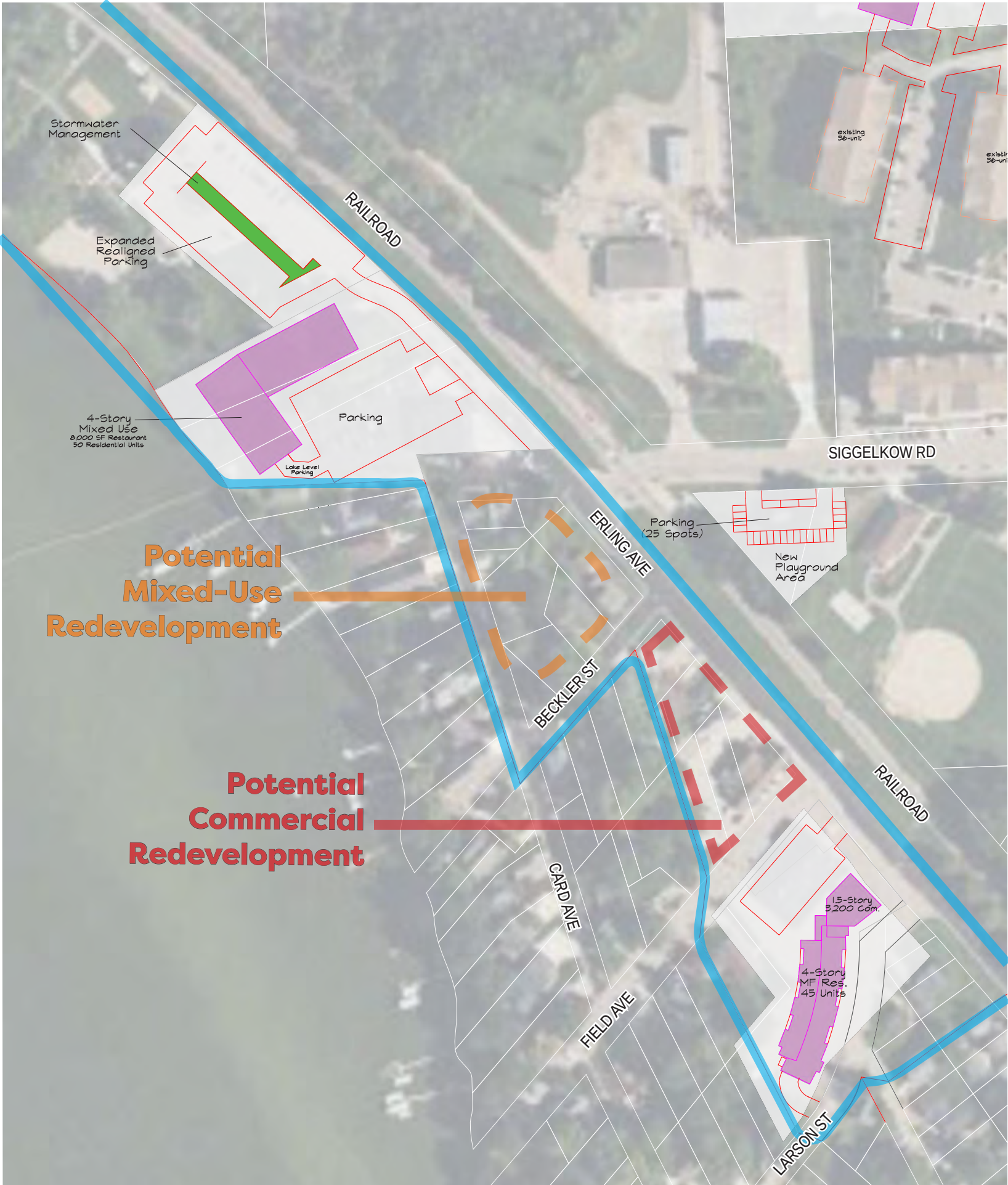
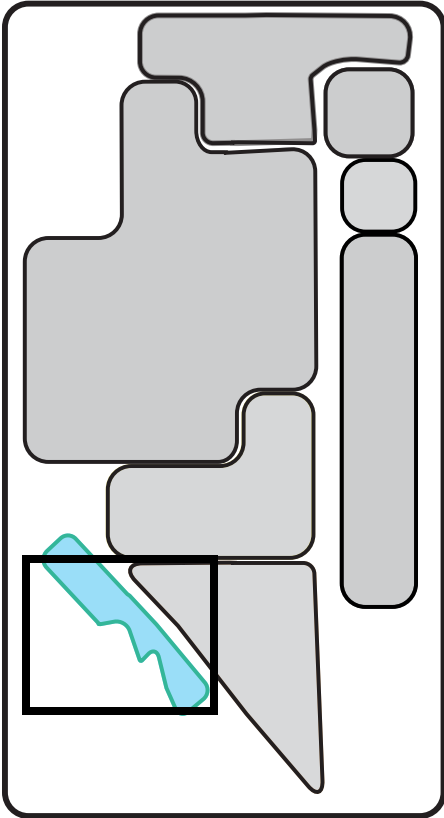
Revised: 01/02/2023



District 1 - Concept "A"

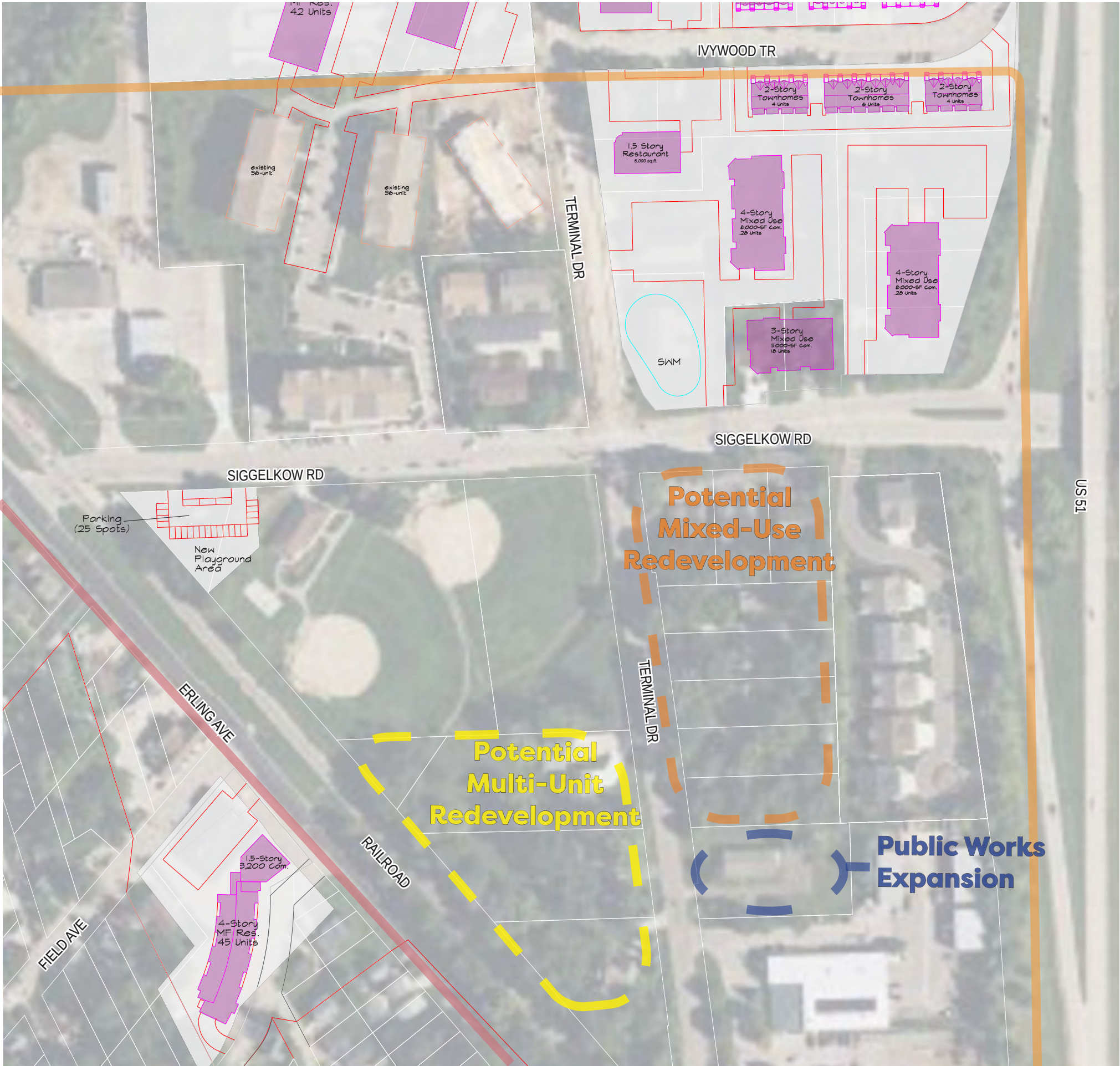
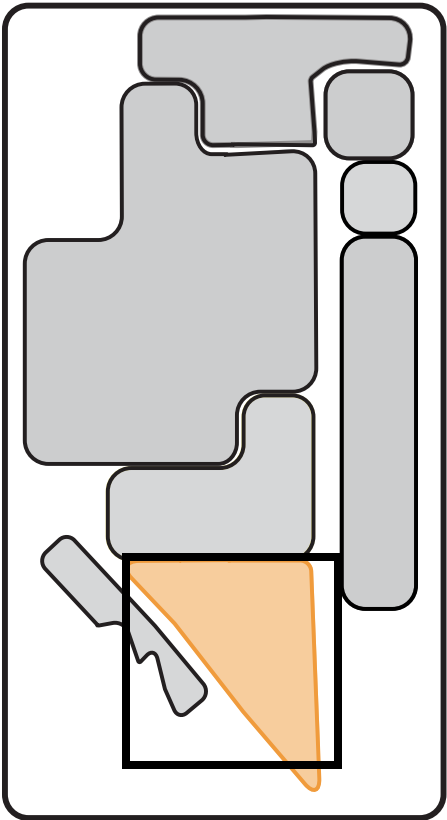
Subdistrict 7: Lakefront

Revised: 01/02/2023

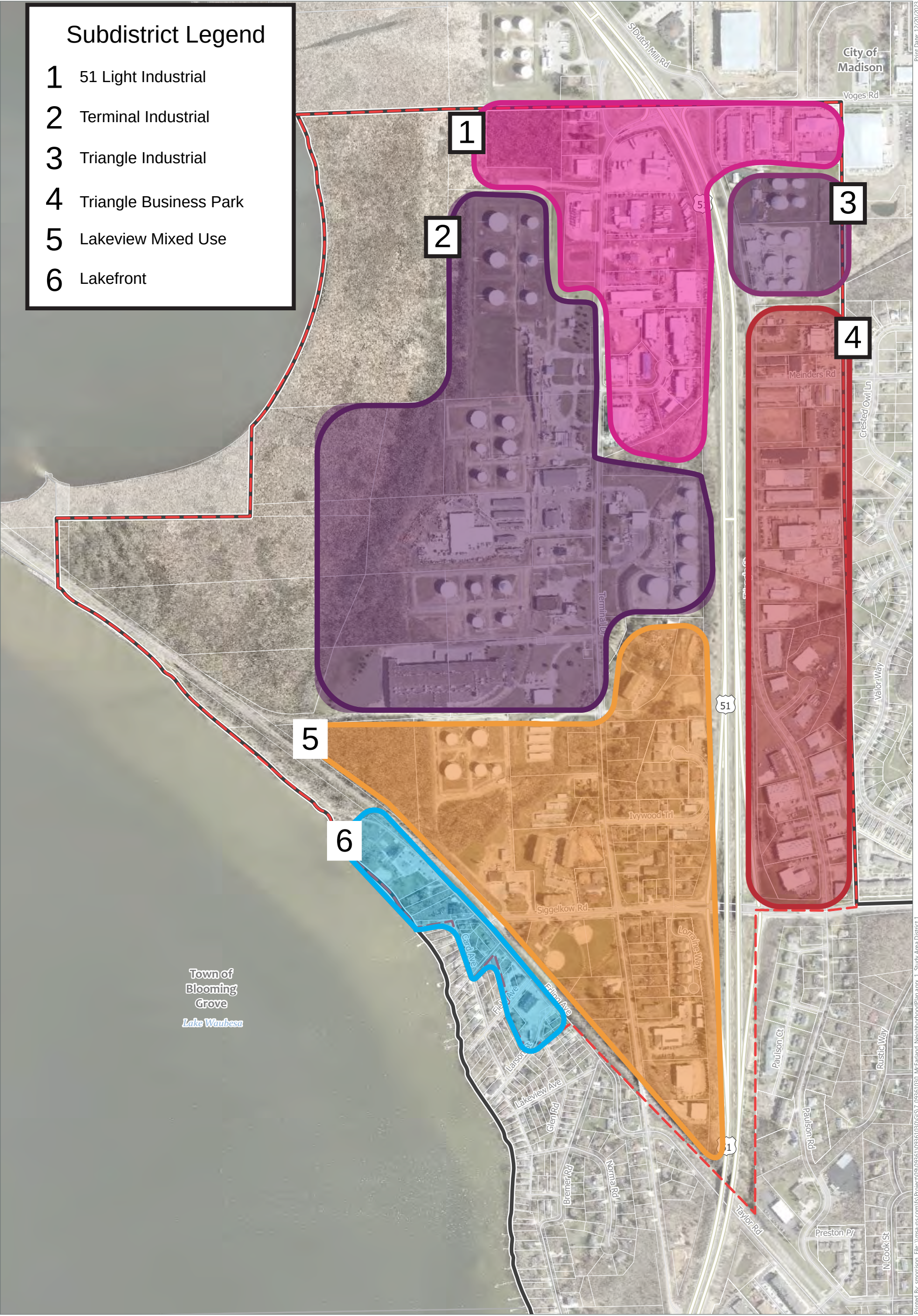


District 1 - Concept “A” Subdistrict 8: Brandt Park Mixed Use

Revised: 01/02/2023



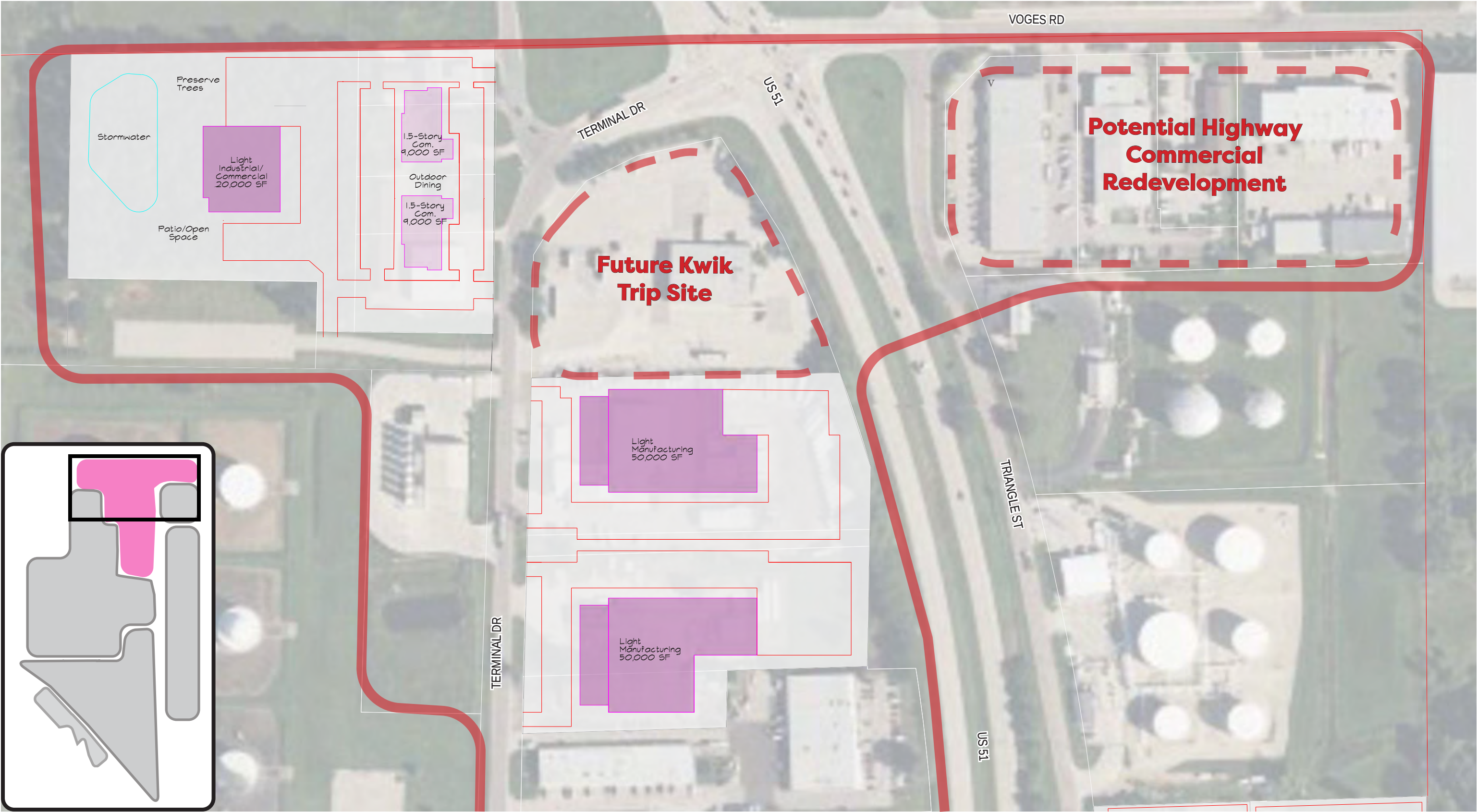
District 1: Initial Concept “B”



District 1 - Concept “B”

Subdistrict 1 (North): 51 Light Industrial

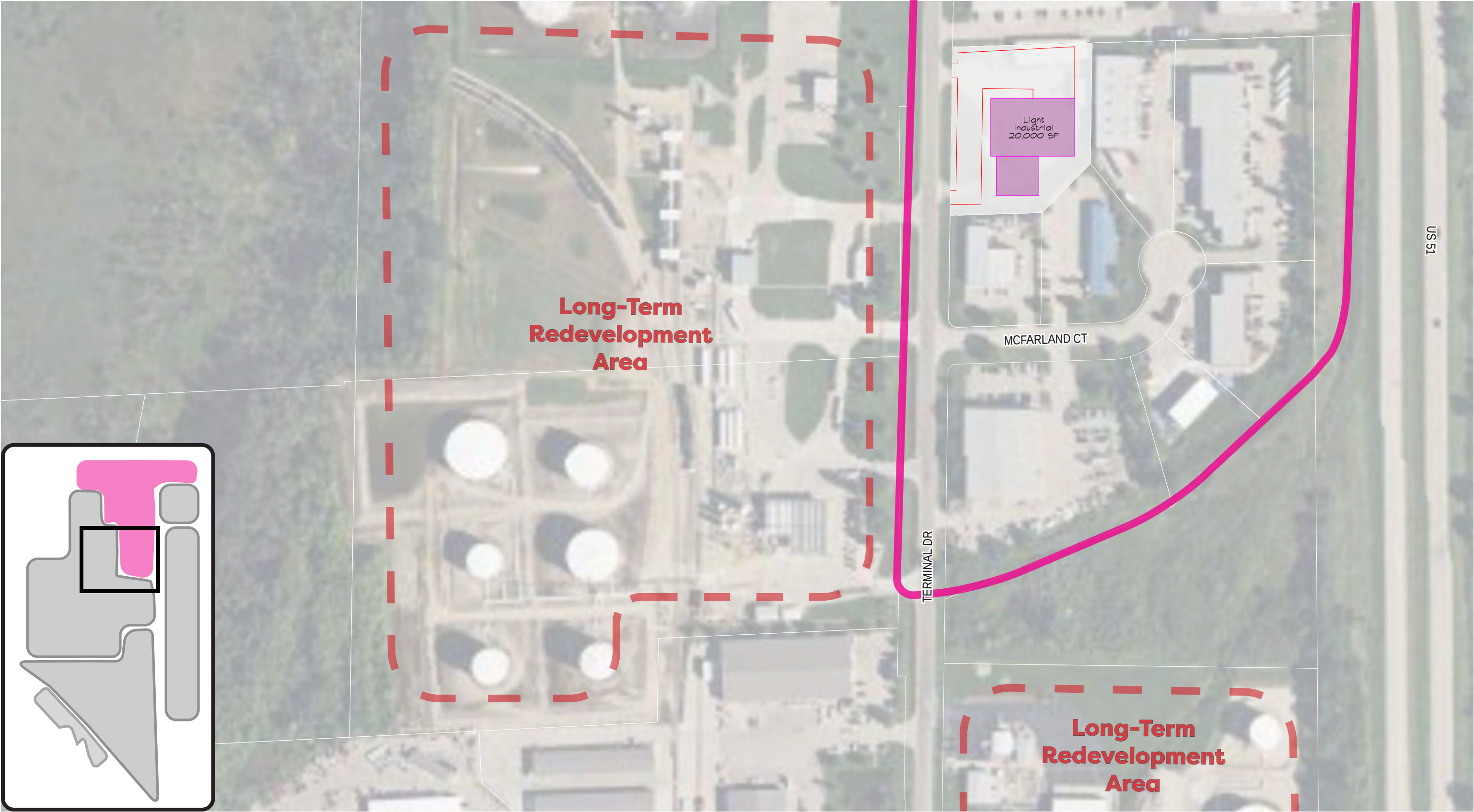
Revised: 01/02/2023



District 1 - Concept “B”

Subdistrict 1 (South): 51 Light Industrial

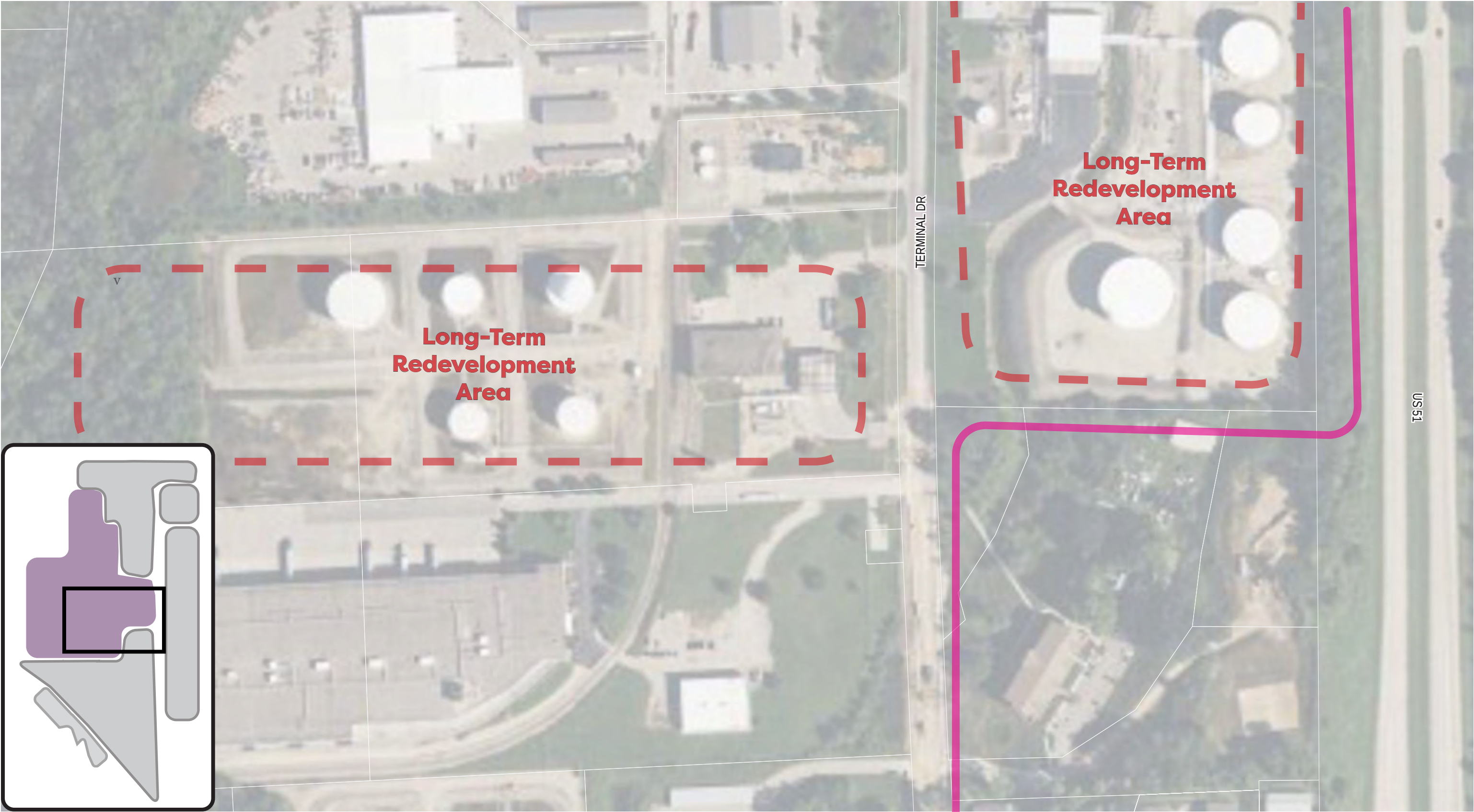
Revised: 01/02/2023



District 1 - Concept “B”

Subdistrict 2: Terminal Industrial

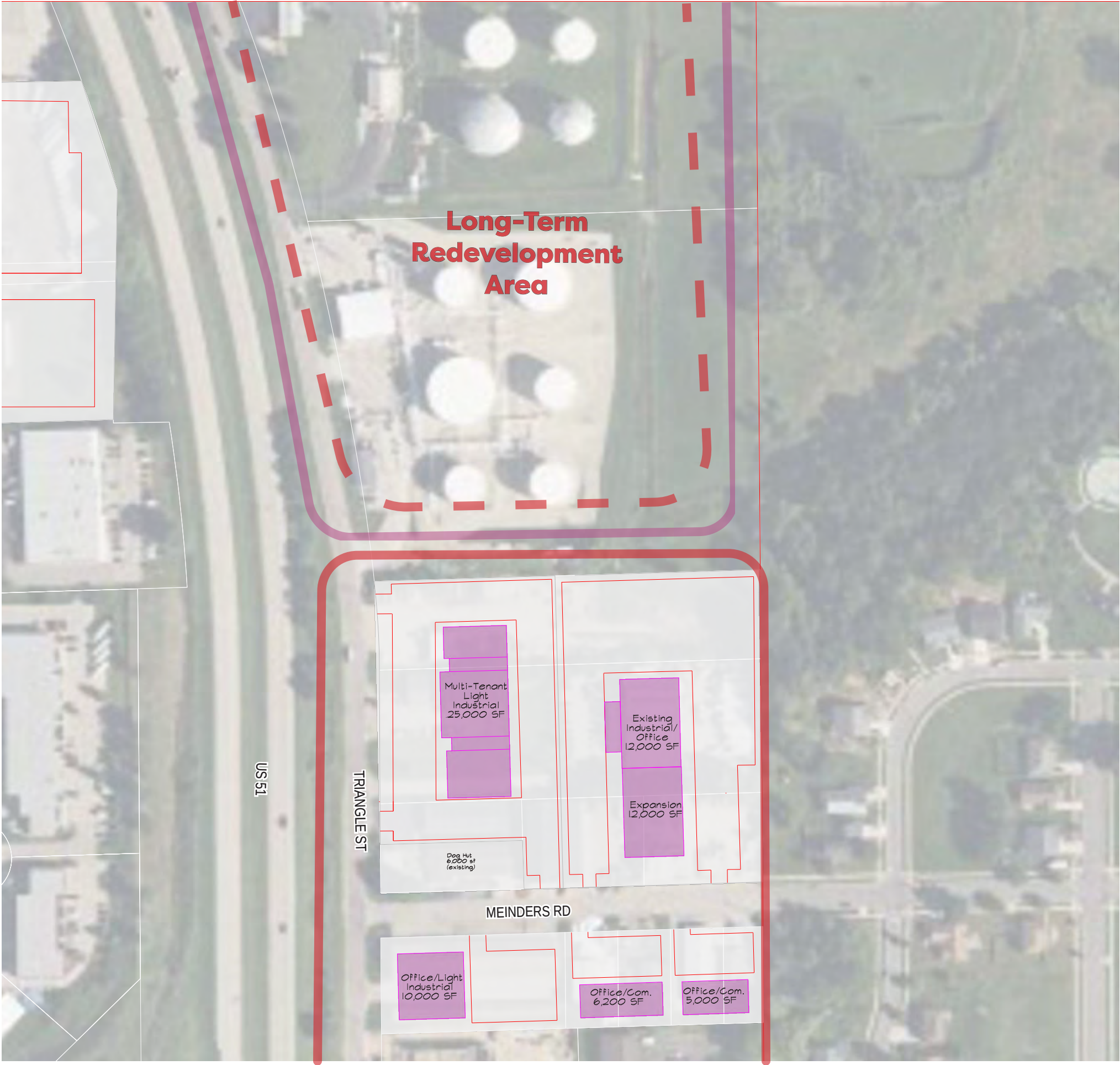
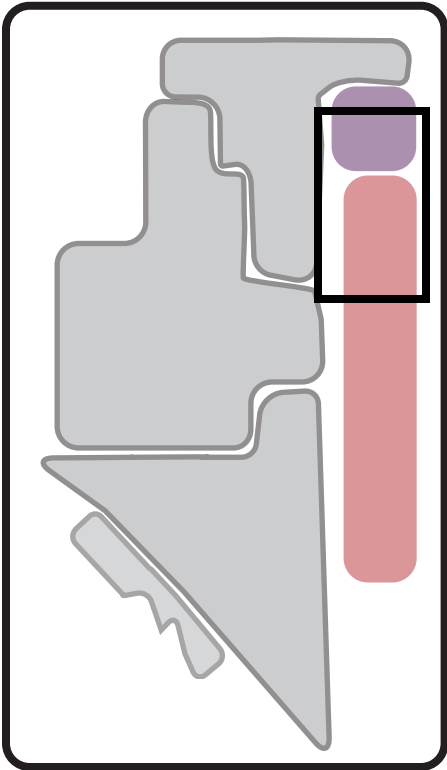
Revised: 01/02/2023



District 1 - Concept “B”

Subdistrict 3/4: Triangle Industrial & Triangle Business Park

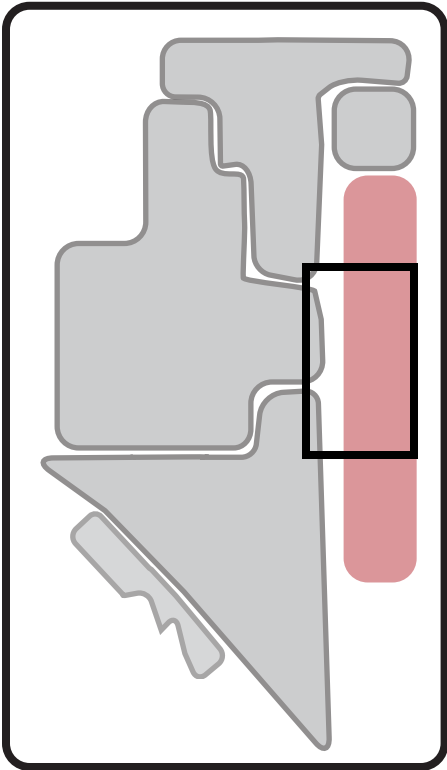
Revised: 01/02/2023



District 1 - Concept “B”

Subdistrict 5 (North): Triangle Business Park

Revised: 01/02/2023

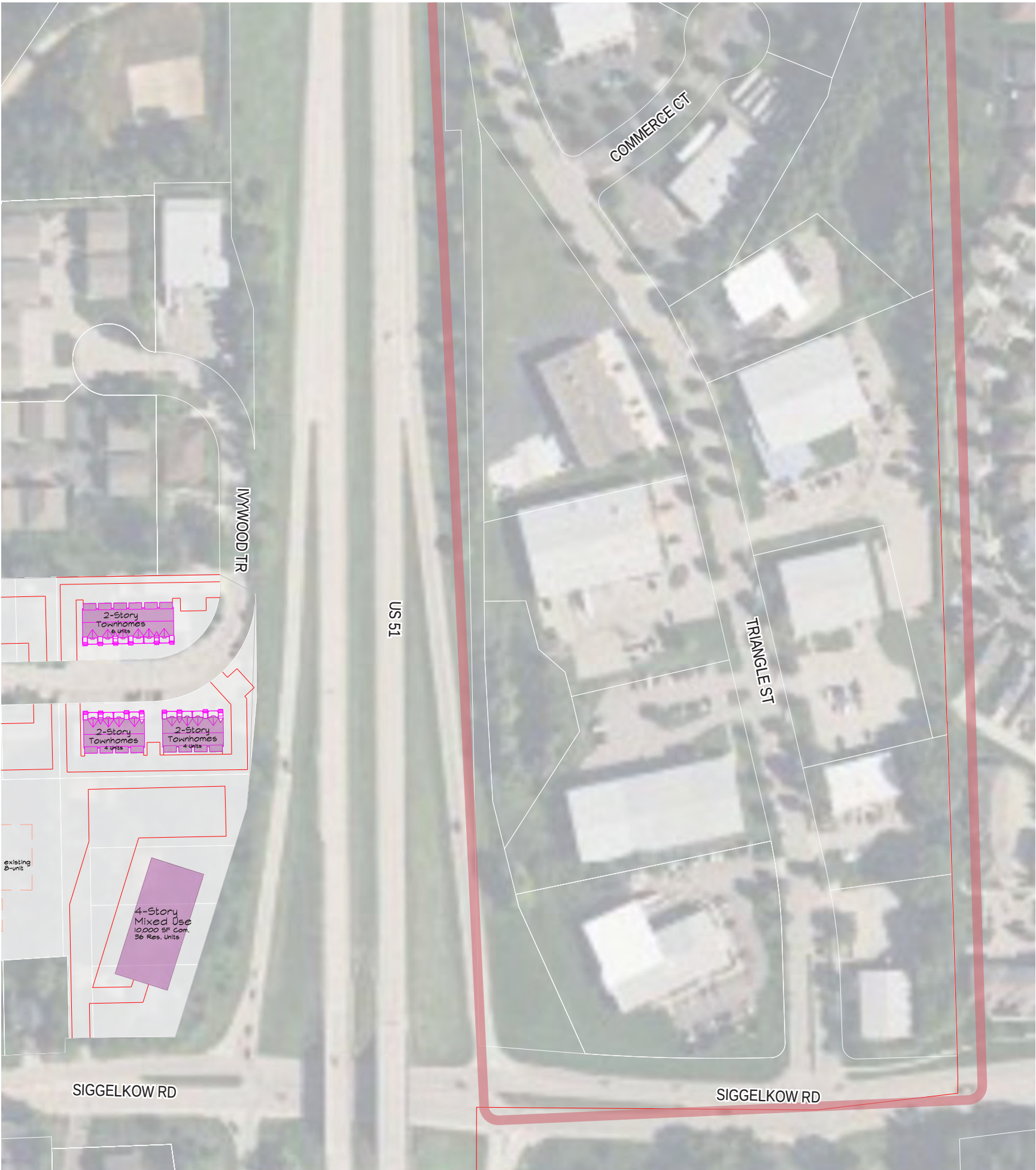
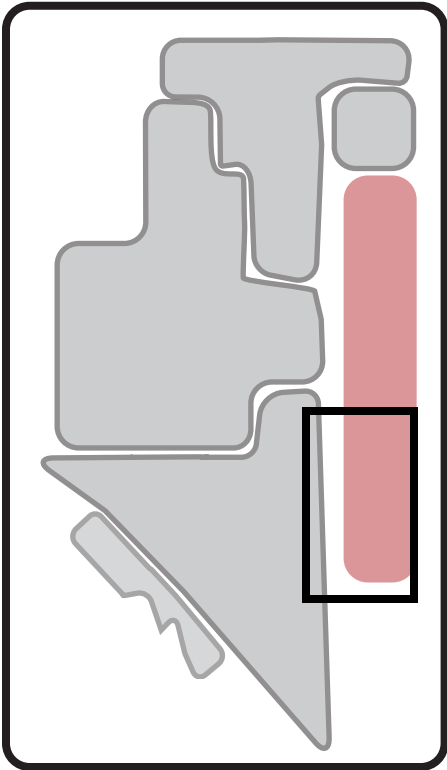


District 1 - Concept “B”

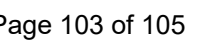
Subdistrict 5 (South):

Triangle Business Park

Revised: 01/02/2023

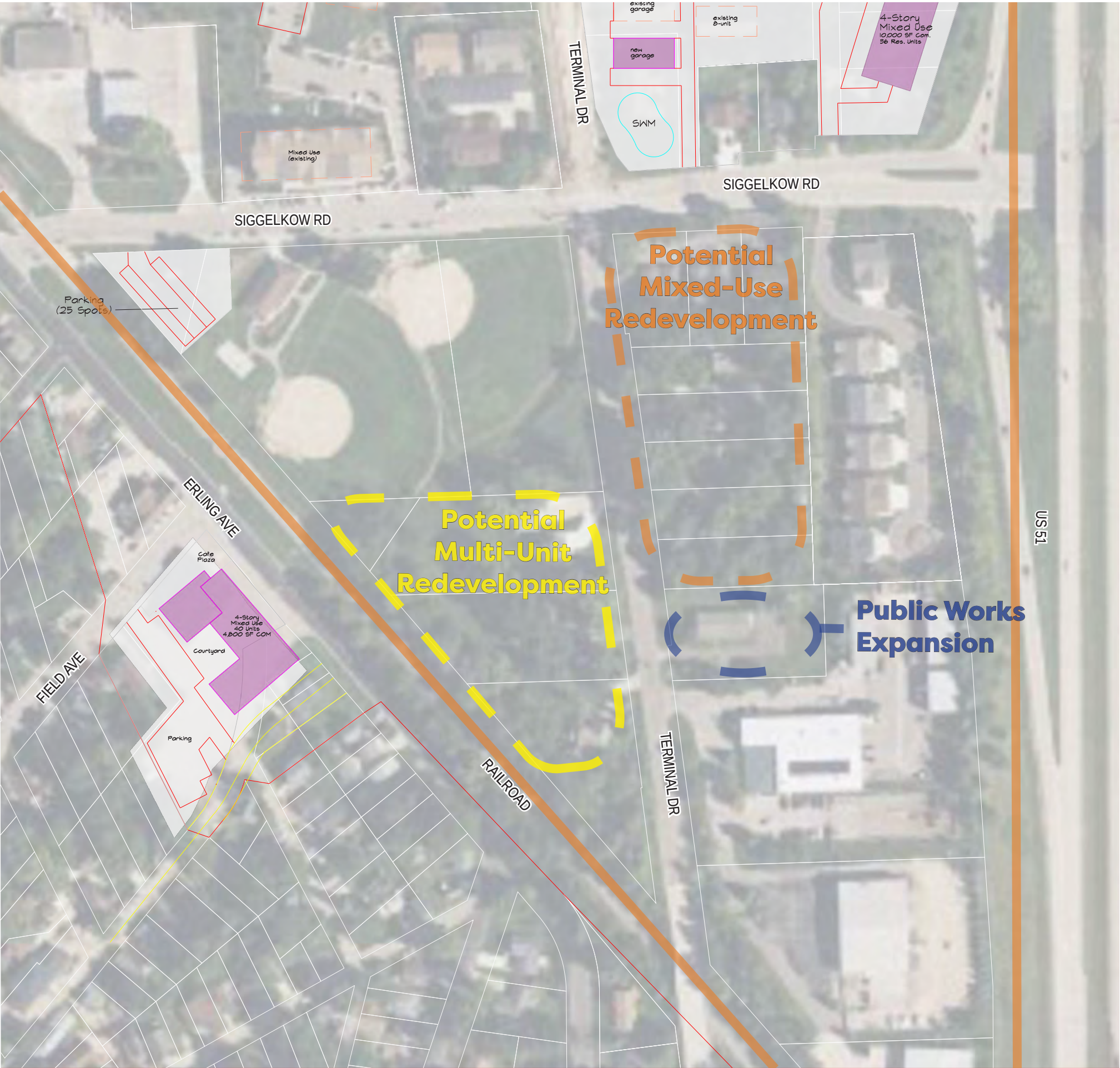
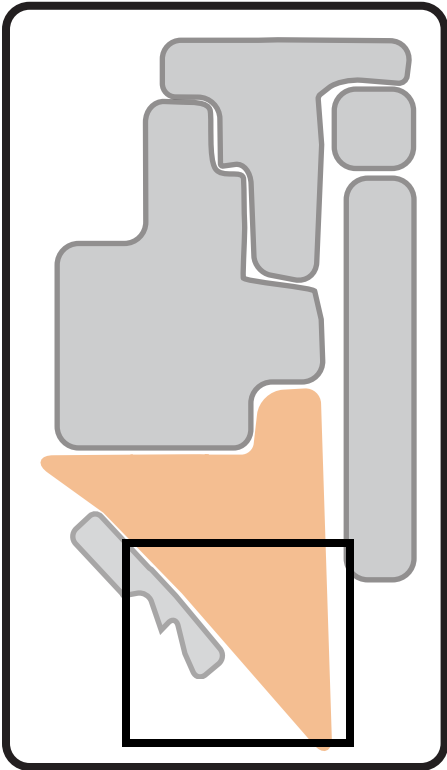


Revised: 01/02/2023



District 1 - Concept “B” Subdistrict 5 (South): Lakeview Mixed Use

Revised: 01/02/2023



District 1 - Concept “B”

Subdistrict 6: Lakefront

Revised: 01/02/2023

