

Tuesday, January 30, 2024

5:00 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/84243853045>

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

Webinar ID: 842 4385 3045

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 Landmarks 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 Commission 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 Commission 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 Commission 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 October 30, 2023 Landmarks Commission meeting.

4. BUSINESS.

- a. Discussion and action on a Certificate of Appropriateness application submitted by Kevin Urso for window replacement at 5979 Siggelkow Road.
- b. Discussion regarding updates on outdoor community history signage.
- c. Discussion regarding update on historical signage.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

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.

Minutes Landmarks Commission Meeting October 30, 2023

Members Present: Luke Fessler, Gordan Kinder, Kathy Krusiec, Ron Larson

Member Absent: John Wells

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Fessler called the meeting to order at 4:31 PM.

2. PUBLIC APPEARANCES.

None received virtually and in-person.

3. APPROVAL OF MINUTES.

- a. Larson motioned to approve the minutes of the August 3, 2023, Landmarks Commission meeting. Seconded by Kinder. Motion carried 4-0.

4. BUSINESS.

- a. Discussion regarding establishment of outdoor community history signage.

Thao provided the Commission an update on the new sign estimates collected from previous vendors reviewed. Thao's summary also included updates for the previously proposed locations, sign placement, design themes and content, and existing signs. Thao commented on the local resources used for the mockups. Staff provided details regarding the next steps for the outdoor community historic signs and feedback needed from the Commission. The Commission discussed the details of the themes presented in the mockups, sign placement in the selected park, options whether to have multiple community signs in one location or one sign specific to that location only, the integration of multiple themes from the mockups, the narrative of the dedicated Native American sign, and other historically relevant activities to include. The consensus of the Commission agreed on a location with high foot traffic with daily users. Likely consisting of placing a series of signs within Arnold Larson Park. Additional topics discussed included post mount material, QR codes, education, layout, future outdoor signage, and the submitted 2024 budget request and the amendment submitted.

- b. Discussion regarding a joint purchase order with McFarland School District for Land Acknowledgement Plaques in the 2024 budget.

Fessler provided summary on the agenda item discussing the background for this initiative, the collaborative effort with the McFarland School District, the desired 24" x 24" Aluminum plaque, and the intended locations where they will all be placed. Bremer added that there will be a sponsor

line as recommended by the Village President. Fessler added that this was the reasoning for the 2024 budget request amendment, to include the expected cost of this purchase. The Commission asked to clarify the type of sign the Village was going to purchase. The Commission agreed with the collaboration and initiative.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Kinder motioned to adjourn. Seconded by Krusiec. Motion carried 4-0. Meeting adjourned at 6:02 PM.


McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, January 30, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action on a Certificate of Appropriateness application submitted by Kevin Urso for window replacement at 5979 Siggelkow Road.

PREVIOUS ACTION:

ISSUE SUMMARY:

Kevin Urso, Applicant, is seeking approval of a Certificate of Appropriateness (COA) application for the replacement of two windows at 5979 Siggelkow Road (former Waubesa School). The selected windows for replacement are located on the building's west-facing wall, towards the parking lot. The new windows will replace the existing windows with the traditional monumental hung style. Currently, the two windows do not incorporate the same design. The application includes mention of installing a new gas fireplace using the existing chimney chase with no exterior building modifications. Since there are no exterior building modifications a COA is not required for this work.

Existing Conditions

The property is 1.3 acres in size and is currently zoned PDD, Planned Development District.

Rezoning for this property was approved by the Village Board on May 24, 2022 from A-1 Exclusive Agricultural (Dane County Zoning) to PDD. The applicant intends to relocate the Urso Builders business on Farwell Street to this location. Adjacent to the west are five condominiums, zoned R-3 General Residential. Adjacent to the South are four single family homes, all zoned R-1A Single Family Residence. Adjacent to the east is Holscher Road and the Lutheran Church, zoned C-G General Commercial. Adjacent the north is Siggelkow Road, separating the Town of Blooming Grove and McFarland.

Staff Comments Regarding COA Application

Per Sec. 62-395(3), upon receiving an application, the Landmarks Commission shall determine whether or not:

- a. The proposed work would destroy, detrimentally change, or adversely affect any existing exterior architectural feature of the improvement upon which said work is to be done; and
- b. The exterior of any proposed new improvement would fail to harmonize with the external appearance of other neighboring improvements on such site; or
- c. As to any property in a designated Historical District, construction, reconstruction, or external alteration fails to conform to the objectives and design criteria of the historic



preservation plan for said district as duly adopted by the Village Board.

In staff's opinion, questions a and b are found to be in the negative, while c does not apply. The proposed window meets the standards in Sec. 62-396(d) of the Zoning Code which states: *Repairs in materials that exactly duplicate the original in composition, texture and appearance are encouraged. Repairs in new materials that duplicate the original in texture and appearance are also permitted. Repairs in materials that do not duplicate the original in appearance will be permitted on an individual basis if the repairs are compatible with the character and materials of the existing building and if repairs that duplicate the original in appearance are prohibitively expensive.* The selected style is consistent with the existing northern window on the west facing facade and the same windows on the east facing facade. The new windows do not appear to create a detriment to the property nor do they significantly alter the appearance of the property negatively. The applicant has indicated the installation of the new windows was completed in December 2023, prior to the Commission's approval, due to a desire to install prior to the cold weather. The applicant is aware that completion of said work prior to a building permit application and COA approval will result in double building permit fees for the application.

Staff has included photos of the new windows in the packet. The applicant still needs to install the window sill/trim and brick facade around the windows. Staff recommends as a condition of approval that those materials are required to duplicate the original materials, texture and appearance of the other windows on the west facade of the original school house.

FINANCIAL/BUDGET IMPACT:

Completion of the window installation prior to the approval of a building permit or Certificate of Appropriateness application results in double the permit fees. The applicant is aware of this and will incur the determined amount by the Village's Building Inspector.

VILLAGE PLAN REFERENCE:

Comprehensive Plan, 2017 - The property is identified as Mixed-Use/Flex Commercial on the Future Land Use Map of the Village's Comprehensive Plan.

ORDINANCE REFERENCE:

Chapter 62, Article II, Division 6 - Historic Preservation

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion, and second, to approve the Certificate of Appropriateness application submitted by Kevin Urso for window replacement at 5979 Siggelkow Road conditioned on the completion of the window sill/trim and brick facade around the windows using materials that duplicate the original materials, texture and appearance of the other windows on the west facade of the original school house.

ATTACHMENTS:

1. 5979 Siggelkow Rd - Landmarks App - 12.18.23
2. 5979 Siggelkow Road_COA App Photos_1.23.2024



Application for Certificate of Appropriateness

Landmarks Commission, Village of McFarland, WI

Per Sec. 62-395 (b) (1), no person in charge of a historic structure, historic site or structure within a Historic District shall reconstruct or alter any part of the exterior of such structure or construct any improvement upon such designated historic site or improvement parcel within an Historic District or cause or permit any such work to be performed upon such property unless a certificate of appropriateness has been granted by the Landmarks Commission.

- 1) **Name of Applicant** Kevin Ursu
Address 4720 Farwell St
McFarland WI 53558
Phone 608-838-2017
Email Kevin@ursobuilders.com
- 2) **Address of Property** 5979 Siggey Row Rd
Parcel No. 071035312511

Present use of property Unoccupied
Zoning classification PDI - Planned Development Infill
Owner's name/address Kevin Ursu
(if other than shown in #1)

1) Work/request proposed on the above property:

- Replace Two windows on west side
with matching style of other windows
- install new gas fireplace using existing
chimney chase - no exterior modifications

Each application must be accompanied by details of improvements proposed thereon and the requested change or addition. Such information may include photos of the proposed structure, site plan for building additions, and specific manufacture details regarding proposed structural materials to be used as part of the project (e.g. brand, material type, material color, etc.).An

approved Certificate of Appropriateness is not a building permit; a separate permit must be applied for with required fees paid, after approval of the Certificate of Appropriateness.

2) Who will be doing the proposed work in respect to this property?

Owner Contactor If "Contractor" state name and contact information of the contractor (s):

Name: WRSO BUILDERS
Address: 4727 Maxwell St
Phone number: 608-838-2017
Email: Kevin@wrsobros.com

3) Do you grant permission for the Landmarks Commission and staff, either individually or as a group, to enter onto the subject property for an exterior site inspection?

Yes No


Sec. 62-395. - Landmarks Commission powers and duties.

(3) Upon receiving an application, the Landmarks Commission shall determine whether or not:

- a. The proposed work would destroy, detrimentally change or adversely affect any existing exterior architectural feature of the improvement upon which said work is to be done; and
- b. The exterior of any proposed new improvement would fail to harmonize with the external appearance of other neighboring improvements on such site; or
- c. As to any property in a designated Historic District, construction, reconstruction or exterior alteration fails to conform to the objectives and design criteria of the historic preservation plan for said district as duly adopted by the Village Board.

The Landmarks Commission shall review the application within 45 days of the filing of a complete application. A decision by the Landmarks Commission to deny a Certificate of Appropriateness may be appealed to the Village Board. The appeal shall be initiated by filing a petition, specifying the grounds therefor, with the Village Clerk-Treasurer within ten days of the date of the decision of the Landmarks Commission is made.

I hereby swear that all of the above statements and the statements contained in any papers or plans submitted herewith are true to the best of my knowledge and belief.


Signature of Applicant (s)

12-18-23
Date

Office Use Only	
Received By	
Date Received	
Meeting Date	
Approved or denied on	



Proposal - Detailed

Madison Experience Center
 2101 W. Beltline Hwy
 Madison, WI 53713
 Phone: (608) 271-6800

Sales Rep Name: Krueger, Kyle
 Sales Rep Phone: 608-271-6800
 Sales Rep E-Mail: kkrueger@pella.com
 Sales Rep Fax: 608-271-7327

Fax: (608) 271-7327

Customer Information

URSO BROS LLC
 4720 FARWELL ST
 MCFARLAND, WI 53558
 Primary Phone: (608) 838-2017
 Mobile Phone: (608) 220-6218
 Fax Number: (608) 8388066
 E-Mail: eileen@ursobros.com
 Contact Name:
 Great Plains #: URSBRW
 Customer Number: 1001968208
 Customer Account: 1000211931

Project/Delivery Address

SCHOOLHOUSE - FUTURE OFFICE
 5979 SIGGELKOW RD
 Lot #
 MCFARLAND, WI 53558
 County: DANE
 Owner Name:
 Owner Phone:

Order Information

Quote Name: 4K_URSO_AS MH_GBG GRILLES
 Order Number: 409
 Quote Number: 14586359
 Order Type: Non-Installed Sales
 Wall Depth:
 Payment Terms: Net 30 Days
 Tax Code: DA
 Cust Delivery Date: None
 Quoted Date: 9/15/2021
 Contracted Date:
 Booked Date:
 Customer PO #:

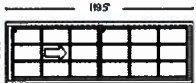
Line # Location:

Attributes

10 LARGE SIDE UNIT

Pella® Reserve, Traditional, Monumental Hung, Single Hung, 35.5 X 119.5, White

Item Price Qty Ext'd Price
 \$3,599.46 1 \$3,599.46



PK #
 2112

Viewed From Exterior
 Rough Opening: 36 - 1/4" X 120 - 1/4"

1: Traditional, 35.5119.5 Single Hung, Equal
 Frame Size: 36 1/2 X 119 1/2
 General Information: Standard, Luxury, Clad, Pine, 5 7/8", 4 9/16"
 Exterior Color / Finish: Painted, Standard Enduracrad, White
 Interior Color / Finish: Unfinished Interior
 Sash / Panel: Ogee, Ogee, Standard, No Sash Lugs
 Glass: Insulated Dual Tempered Low-E Advanced Low-E Insulating Glass Argon Non High Altitude
 Hardware Options: Upgraded Balance, Spoon-Style Lock, Brown, No Window Opening Control Device, No Limited Opening Hardware, Order Sash Lift, No Integrated Sensor
 Screen: Half Screen, Standard EnduraClad, White, Premium, InView™
 Grille: GBG, No Custom Grille, 3/4" Contour, Traditional (3W3H / 3W3H), Harvest, White
 Wrapping Information: No Exterior Trim, 4 9/16", 5 7/8", Factory Applied, Pella Recommended Clearance, Perimeter Length = 310".

kevin

From: Kevin Urso <k.ursobros@gmail.com>
Sent: Monday, December 18, 2023 9:28 AM
To: kevin



Sent from my iPhone

*Replace these
with matching
windows*

Presented at Landmarks Commission 01.30.2024



Photo taken 05.11.2022








McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, January 30, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding updates on outdoor community history signage.

PREVIOUS ACTION:

August 3, 2023 - Landmarks Commission discussed establishments of outdoor community history signs.

October 30, 2023 - Staff presented initial findings to the Commission requesting feedback and recommendations.

ISSUE SUMMARY:

On August 3, 2023, Staff presented the preliminary research for the outdoor community history sign followed by the Commission recommending researching larger signs. Staff updated the previous compiled cost estimates and created mockups of four signs for Commission feedback at its October 30, 2023 meeting.

Community History Signage

1. Sign Sizes. The preferred size from the Commission's discussion was for 24" x 42". The page dimensions for the mockups were created on L12" x W21" and 1/2" margins to minimizing any translation errors with text and images.
2. Sign Themes and Content. The Commission's discussion from the previous October 30 meeting recommended combining several themes together presented at the previous meeting. Additionally, new themes and topics were recommended to Staff. The packet includes updated mockups presenting themes for: Ice Age and Paleo-Indians, Mound Builders and Woodland Indians, Early European Settlers and the Establishment of McFarland, Early McFarland Businesses. Staff met with the Indigenous Solidarity Collective of McFarland (ISCM) at two of their meetings in 2023. Feedback gathered from the ISCM recommended language that was inclusive and nondiscriminatory of the indigenous population. Staff has provided the latest mock-ups to the ISCM for comment but have not received input prior to this meeting.
3. Proposed Site Locations. The Commission's discussion from the previous meeting recommended that the semicircle at Arnold Larson Park along Farwell Street would be an optimal location to install a series of signs. The Parks Superintendent affirmed the location as a possible location for sign installation. The location provides the opportunity to present the signs within a timeline, showcasing all the signs located in one spot, accessible to the readers. The Commission's discussion also included considerations to install community signs in multiple public spaces, such as McDaniel Park or Indian Mound Park, highlighting the significance of that area. The Parks Superintendent commented that sign installation at Indian Mound Park Conservancy would require coordination with the Wisconsin Historical



Society as the parcel is on the National Historic Register. In staff's opinion, the placement of these signs, or other signs, in other Village Parks can be considered at a later point in time, but the primary focus should be on the installation of the signs in Larson Park as this park has greater use and visibility.

4. Sign Estimates. The packet includes Table A, a comparative table showing cost per sign from contacted vendors. Staff notes that two vendors did not provide estimates specifically for sign sizes 24x42. Vacker provides the lowest cost estimate per sign, while also including design services. As noted, some of the cost estimates collected exclude shipping, installation, concrete, and design service costs. Staff recommends proceeding with Vacker as the preferred vendor. Included in the packet is Vacker's cost estimate for the four signs. This comes out to about \$1,602 per sign, which includes the cost of design services and shipping.

Next steps

Staff asked that the Commission consider the content of each sign and

- Commitment to location.
- Commitment to general sign themes/content (recognizing that some changes could occur based on vendor and ISCM input).
- Commitment to sign size and materials.

Once staff has a final mock-up and purchase order from our vendor we will reconvene the Landmarks Commission to provide a recommendation to the Village Board on the final purchase order with the goal of installation during the Summer of 2024 based on vendor fabrication schedules.

FINANCIAL/BUDGET IMPACT:

The 2023 Capital Improvement Budget of \$15,000 provided funding for the first purchase order of 13 historic property plaque signs totaling \$12,280 with six signs funded by TID #4. With approximately \$2,545 remaining in 2023 funding. The 2024 capital budget includes an additional \$25,000 in project funding, for total balance of \$27,545 in project funding. The second purchase order for the remaining six historical property plaque signs on Exchange Street will require \$11,760 (\$1,960/sign). Staff previously discussed at the October 30, 2023 Landmarks Commission meeting about Village collaboration on a purchase order with the School District for eight Land Acknowledgment Plaques. Each party will fund four signs and install them in their respective buildings. For the Village, the signs will be placed at the Public Safety Center, Municipal Center, Public Library, and Public Works. The vendor's latest cost estimate totals \$6,368 per party, or \$1,592 per sign. The School District is continuing to communicate with the Ho-CHunk Nation about the use of their logo on the eight signs before a purchase order is made. Table B summarizes the mentioned costs and approved 2023 and 2024 Capital Improvement Budgets. Assuming a purchase order of four community history signs, the estimated remaining balance from the 2024 budget is \$3,183.

VILLAGE PLAN REFERENCE:



ORDINANCE REFERENCE:

Sec. 62-933. - Recognition of historical structures and historic sites.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is for discussion only.

ATTACHMENTS:

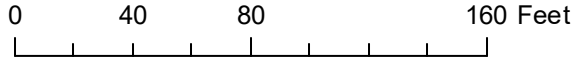
1. Arnold Larson Park - Sign locations_01.24.2024
2. Historical Community Sign Mockups (6-9) - 1.25.2024
3. Tables A & B - Vacker estimate and 2024 CIP Budget_01.23.2024
4. Vacker_Inc_Estimate_1.24.2024

Arnold Larson Park



March 29, 2023

 Parcels



Ice Age and Paleo-Indian

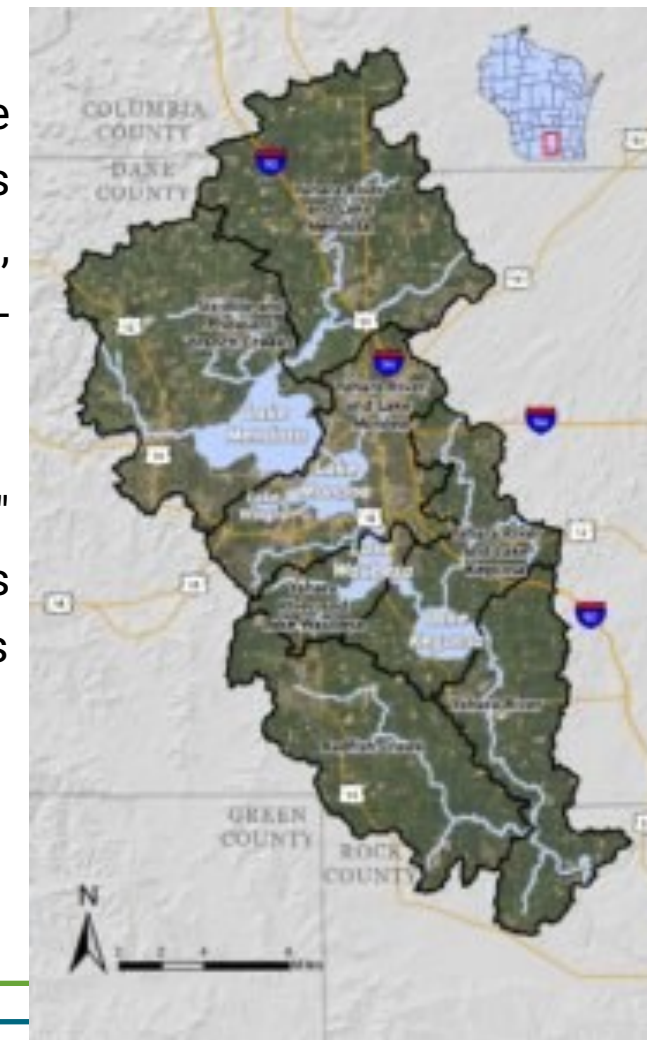


THE ICE AGE

The Laurentide Ice Sheet covered most of modern day Canada and northern Wisconsin between 13,000–31,000 years ago. During those thousands of years, glacier movement accounted for much of the soil and rocks deposits throughout our region. Warming temperatures gave way to glacier ice melt that sculpted many of the hilly areas we call drumlins. Large pieces of glacier separated from the ice sheet, while continuing to melt in the area. Eventually, the washed out drumlins became our rivers and streams, while the chunks of glaciers became our region’s four lakes Mendota, Monona, Waubesa, and Kegonsa.

Today, the four lakes contribute to the region’s natural beauty landmarks. Early inhabitants referred to Lake Kegonsa as "First Lake" because it was the first of the four lakes that they encountered traveling north up the Yahara River, hence why Lake Waubesa is considered the "Second Lake." At approximately 2080 acres and 38 feet deep, Lake Waubesa attracts a variety of businesses and resorts along its shores. The four lakes provide recreational water activities to the public while also providing a home for many wildlife species.

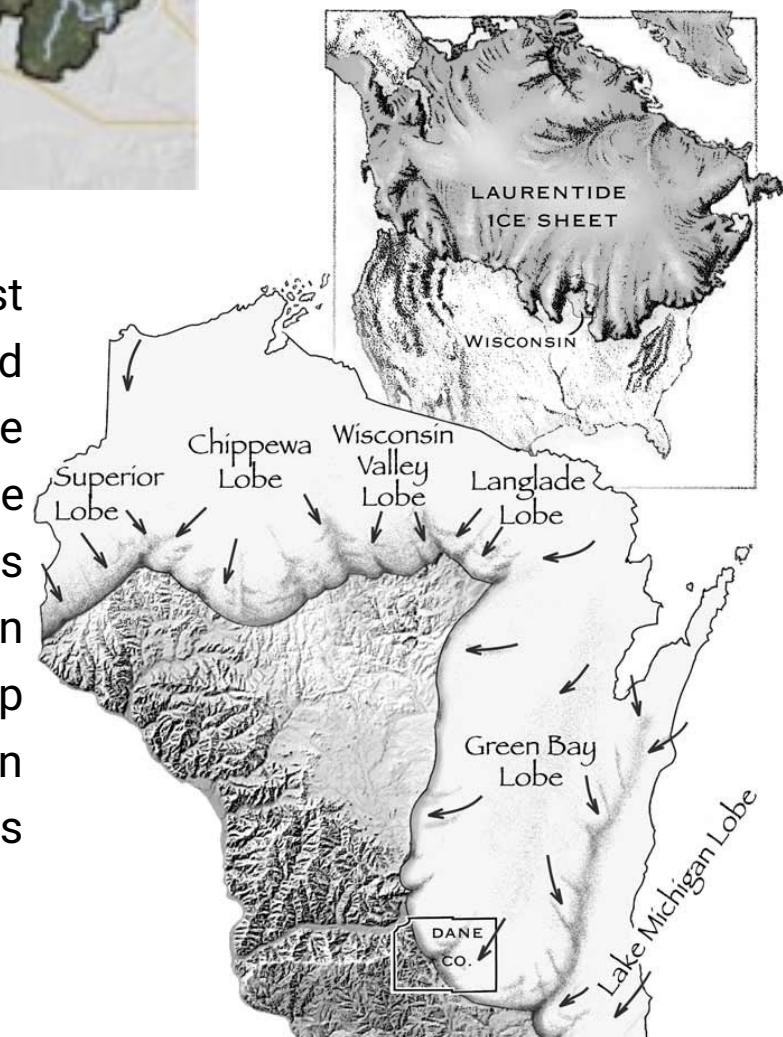
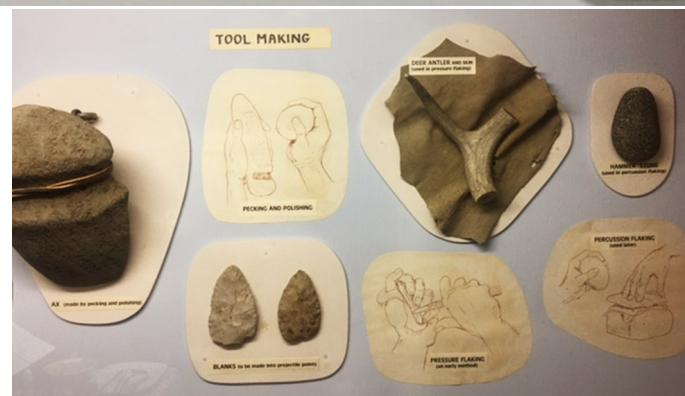
Source: UW-Wisconsin Geological and Natural History Survey; Map from Clean Lakes Alliance



Paleo-Indians, 10,000-6,500 BCE

The Paleo-Indians, or First Americans, were a nomadic group of people considered to be among the first inhabitants in our region. Archeologists uncovered stone tools, arrowheads and spear points dating back around 5,000 B.C.E., later called the Archaic Period. Further evidence found provided experts help on creating a timeline showing cultural lifestyles changes according to each time-period identified. By 700 BCE to 1300 CE, the Woodland Indians, also called the Effigy Mound people, were the occupants throughout most of Wisconsin. This period was categorized into three separate eras, Early, Middle, and Late, as each period reflected a growth in cultural and lifestyle changes, permanent settlements with activities in agriculture, pottery, and crop domestication. Burial practices dedicated to the care of human remains can be found across the southern two-thirds of Wisconsin. Commonly referred to as effigy mounds, these are arranged in their own unique shapes and sizes, often resembling animals or mammals.

Source: WI Department of Natural Resources and McFarland Historical Society



A History of Native Americans In McFarland

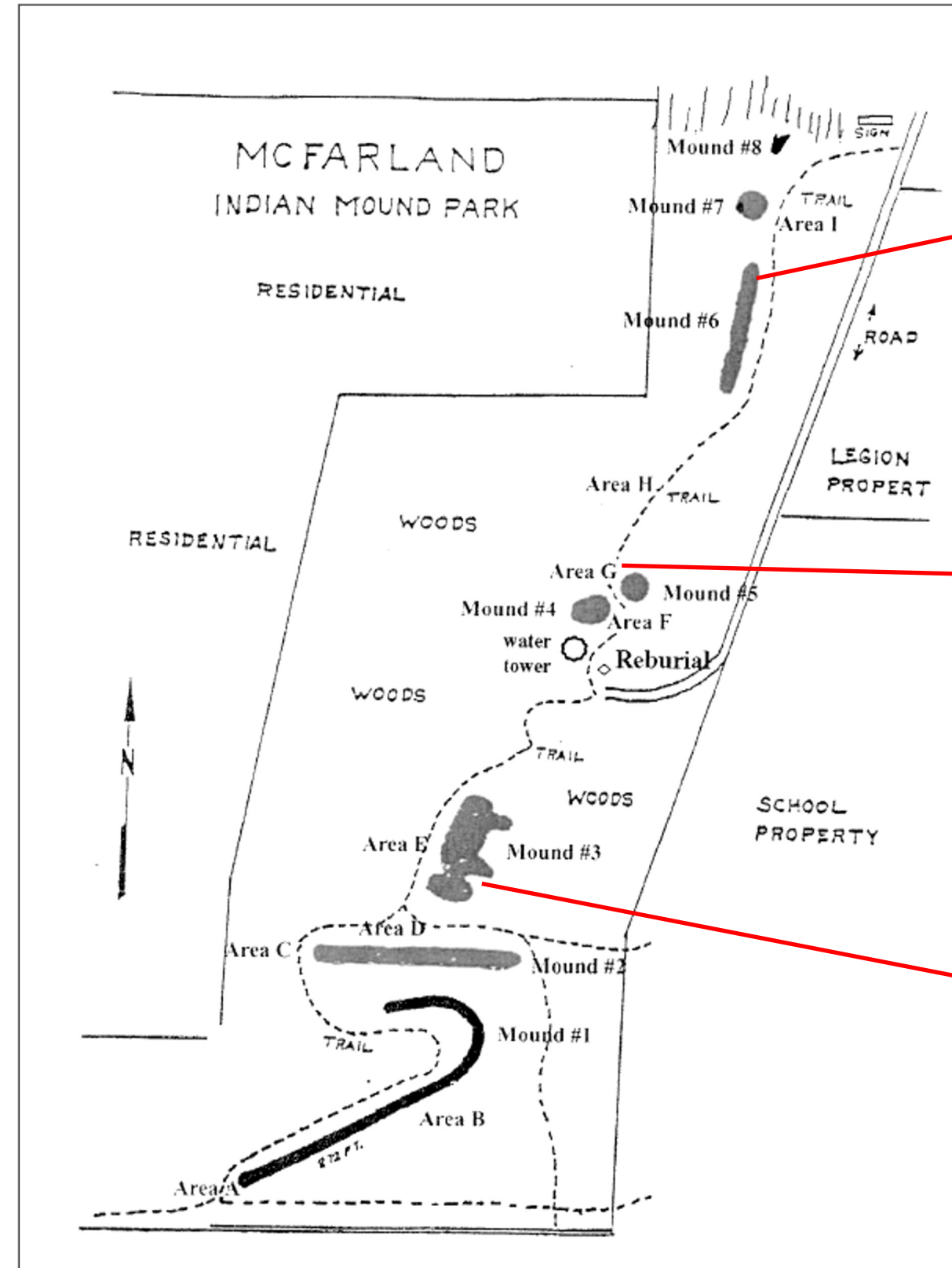
Mound Builders

The term “Mound Builders” is associated with the early inhabitants in the Midwest area who constructed effigy mounds. The mound building practices served as both a spiritual and ceremonial practice of the indigenous people. The gatherings often marked an important social event as well as a sacred endeavor, adding to the connection of the Great Spirit. The earthen mounds were often arranged in the shapes of linear (straight) sections or in stylized animals or other mammals. Through carbon dating, the artifacts unearthed from mound sites estimates to be around AD 700 to AD 1100.

Culture and Traditions

During the mounds period, community lifestyles of the mounds builders experienced a change. Evidence showed increase occurrences of permanent settlements with an estimated higher population. One likely attributing factor were strategies in farming and harvesting, leading to increased food production. Additionally, food storage during the winter months provided an alternative to limited resources. However, permanent settlements required an extensive amount of cooperative effort, while becoming an easier target for conflict.

Source: City of Second Lake and Wisconsin Historical Society



Source: Map from the Village of McFarland's Policy for Preservation & Maintenance of Native American Mounds Plan, 2023



Photos taken January 5, 2024

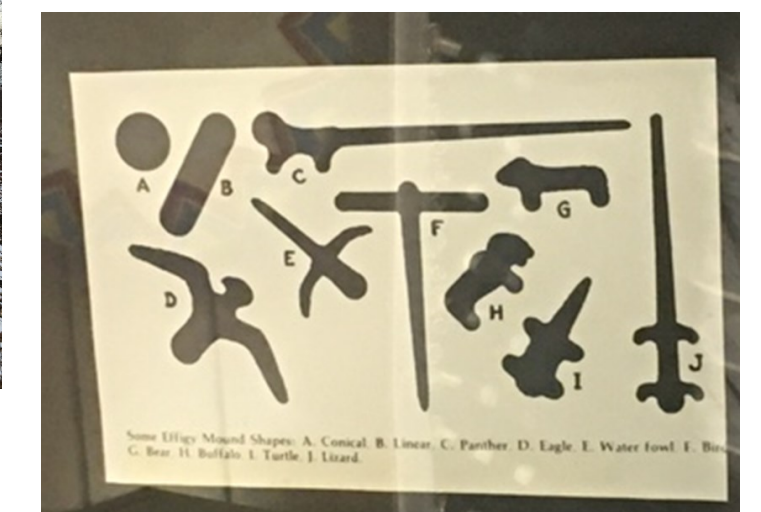
McFarland's Indian Mound Park

The park is a natural conservancy within the Village and is maintained year-round by the Village's Parks Department. The conservancy is on top a drumlin and marks the highest point in the Village, hence why a water tower was optimally placed here. The map shows the known locations and approximate mounds configurations in the mounds located in the park. The dotted links indicate the trail systems as it takes you through the park.

There are four mounds in McFarland:

- Indian Mound Park
- Siggelkow Road Park
- Taylor Road Conservancy
- Woodlands Commons Conservancy

Photos: The top photo shows Mound #6 facing north. The middle photo was taken at Area G. The bottom photo shows the Mound #3.



Early European Settlers and the Establishment of McFarland



Before the first depot was established, early European immigrants with Norwegian and German heritage occupied the areas that spanned across the Town Dunn, Pleasant Springs, and Blooming Grove. These early pioneers used their knowledge in farming and trade skills to carve out their new lives in growing crops such as tobacco and ice and fish harvesting. During that time period, farmsteads were commonly associated with the families that worked on them. Locals often provided directions associated with the farms more than the street names. By the 1840s, Norwegian settlements had extended as far as Koshkonong Creek, ten miles east of McFarland.



Tollef Olson and his family on their farm in the Town of Dunn. In McFarland's early years, Olson was a successful businessman, aiding in the economic growth of the Village.



*Center: William McFarland and his family in front of the McFarland House.
Right: The depot next to the McFarland House and Badger Petroleum.*



On July 3, 1856, William H. McFarland purchased eighty acres of land just southeast of Madison to build a new railroad depot as an agreement with the Milwaukee and Mississippi Railroad Company. This location would later become the Village of McFarland. By October, the same year, the village had been platted and lots were being sold for \$5. In 1857, William McFarland would complete construction of his residential home, the McFarland House. With a dance hall on the third floor, the house hosted a number of social gatherings. Soon, McFarland became a point of connectivity in the region, giving individuals more of reason to stop. New businesses began popping up, solidify McFarland's growing economy. The McFarland House is listed on the National Register of Historic Places.

Photos and texts sourced from McFarland Historical Society

Sponsored by the McFarland Landmarks Commission, est. 2024

Early McFarland Business & Industry



Between the 1860s to 1930s, McFarland experienced waves of economic and community growth. Early industries included wheat and tobacco farming, ice and fish harvesting from Lake Waubesa for rail transportation to Chicago markets. The establishment of the depot gave businesses better access to rail transportation previously not available. Suddenly, shipping goods to Chicago markets became less of a risk for farmers. During this time, notable early establishments included lakeside resorts (Larson Beach Resort shown below) along the Waubesa shores and petroleum manufacturing. New businesses included furniture stores, a bank, blacksmiths, general stores, and taverns. Some businesses operated in many capacities. One example is the Tollef Lewis Building, located at 5902 Main Street. This locally designated historic property was operated, at one point, as a furniture business, a barber shop and an undertaking business.

Source: McFarland and Wisconsin Historical Society; and Historic McFarland : A Walking Tour



History of Petroleum Businesses in McFarland

Badger Petroleum was established in 1929 by Arnold and Ruby Larson and later sold in 1965. The business was located on the corner of Farwell and Exchange Street. Its success was largely contributed by its immediate access to the rail system, enabling distribution of petroleum products. At its peak, the business included 11 bulk plants, 35 gas stations, five restaurants in five counties and a workforce of about 150 employees. In December 1990, the Village Board voted to name the property the “Arnold Larson Park” in recognition of Larson’s economic and civic contributions to the community. Growth of petroleum businesses in the area continued and by the late 1950s, the Village annexed the newly-built petroleum “tanks farms” near the USH 12&18 (Beltline), bolstering its tax base and enabling the McFarland School District to finance a new high school.

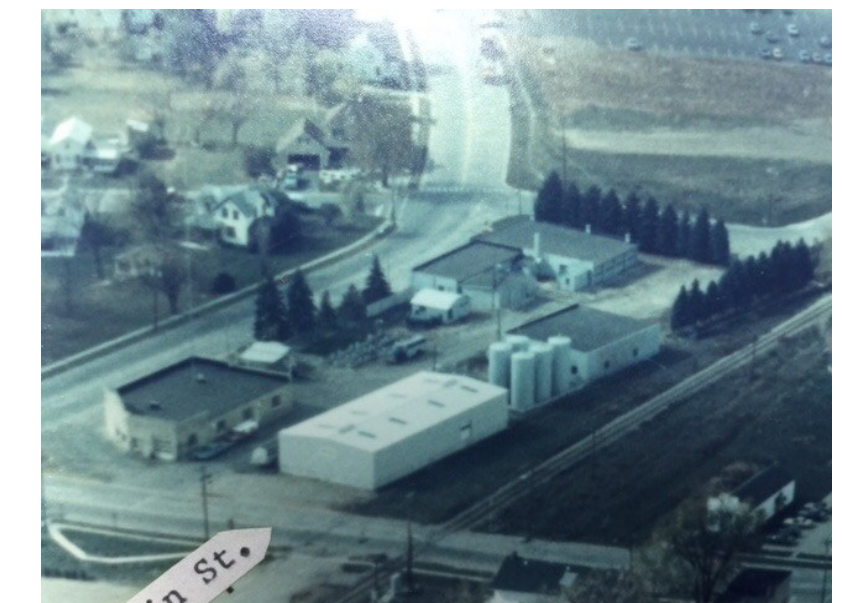


Table A – Comparison of Estimates

The given vendors provided estimates for 24”x42” signs, on a single or dual pedestal with 45-degree mount. Installation costs may be differed to Village Public Works Staff if necessary.

Vendor	Size (inches)	Estimate per sign	Comments
Westphal	24x42	\$4,325 ¹	Includes only sign
Fast Signs	24x36	\$1,972 ²	An updated 24x42 estimate was not provided. The following includes the previous estimate.
La Crosse Sign Group	24x48	\$2,915	Includes only design costs
Signs by Tomorrow	24x42	\$2,986 ¹	Includes only sign
Vacker Sign	24x42	\$1,602	Excludes installation

Note: Unknown costs for some estimates may include: installation costs, shipping costs, new concrete, and some design services.

¹ Excludes design, installation and shipping costs

² Includes design, installation and shipping costs

Table B – 2024 Capital Improvement Budget

	Budget
2023 Capital Improvement Budget	\$ 15,000
First purchase order for 13 signs	\$ (12,280)
Second purchase order remaining 6 signs (pending)	\$ (11,760) ³
2024 Capital Improvement Budget	\$ 25,000
Land Acknowledgement Plaques for 4 signs	\$ (6,368)
Historic Community Signs for 4 signs	\$ (6,409)
Remaining balance for 2024	\$ 3,183.00

³This value reflects 20x29 historic place sign costs. Due to spacing constraints, Sewah Studios updated all non-national historic property plaques from 12x18 to 20x29 with Staff’s confirmation. This was completed at no additional cost for the first purchase order. The previous quoted National Historic Signs were \$1,960/sign.

Vacker Inc.
 948 Sherren St. W.
 Roseville, MN 55113-4420 US
 ckriegler@vackersign.com
 www.vackersign.com



Estimate

ADDRESS

Kong Thao
 McFarland, Village of
 5915 Milwaukee Street
 McFarland, WI 53558

SHIP TO

Kong Thao
 McFarland, Village of
 5915 Milwaukee Street
 McFarland, WI 53558

ESTIMATE # 5537

DATE 01/23/2024

EXPIRATION DATE 02/23/2024

SALES REP

Dina Cyrus

DATE	DESCRIPTION	QTY	RATE	AMOUNT
	Basic Sign Design - Custom Dimensions	4	385.00	1,540.00
	Basic sign design and file preparation services. Prepare custom 24"x 42" interpretive sign panel layout with client-provided text (pre-edited), high resolution images, illustrations and logos.			
	HPL .5-2442	4	699.00	2,796.00
	24"Hx42"Wx.5" High Pressure Laminate panel with 8 threaded holes (and fasteners) , output from, client prepared, print-ready file.			
	Ship Izone UPS or FedEX	1	535.00	535.00
	HPL Packing packing and shipping costs via UPS or FedEx			
	Plate with Sleeve 1620	8	156.00	1,248.00
	Angled 16"x20" mount plate with sleeve for self-supporting panel and use with 4"x4" wood post, 45 degree angle, black texture powder coat. Two piece aluminum construction. Lumber not included.			
	Ship BD UPS	1	290.00	290.00
	Aluminum mount packing packing and shipping costs via UPS			

Thank you for the opportunity to provide you with a proposal!

TOTAL

\$6,409.00

Feel free to get back to me with any questions, or to request a revision.

To proceed with this project, please sign and return this estimate to Dcyrus@vackersign.com for our records as both your commitment to the project and final confirmation of your shipping address.

Thanks again,
Vacker Sign

Accepted By

Accepted Date


McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, January 30, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding update on historical signage.

PREVIOUS ACTION:

January 11, 2023 - Discussion on the 2023 historical signage project

April 25, 2023 - Staff update on the 2023 historical signage project

May 22, 2023 - Landmarks Commission recommended to the Village Board approval of a purchase order of 13 historical plaque signs from Sewah Studios.

ISSUE SUMMARY:

Sewah Studios is still in the process of fabricating the Village's first purchase order of 13 signs.

To date, three signs have been fabricated and shipped to the Village. Sewah Studios contacted staff during the fabrication process to inform us that the text submitted exceeded the sign content of the 12x18 plaque size selected, even though the Village followed Sewah's recommended word count for 12x18 signs. At no additional cost, Sewah Studios upgraded the signs to the 20x29 size.

Previously, the 12x18 were designated for non-national registered signs, and the 20x29 were the National Registered properties. The second purchase order for the remaining 6 signs on Exchange Street will also have to be 20x29. Staff will be ordering those signs soon for delivery in 2024 and erection after Exchange Street reconstruction is completed. Staff is planning to bring in one of the signs to the meeting for viewing by the Landmarks Commission.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

Comprehensive Plan, 2017 - The project's goals are consistent with Chapter 3-Culture and Community Character, Initiative 3. with conducting a building inventory and McFarland's efforts for historic preservation.

Reinvigorate McFarland's Historic Preservation Efforts. A range of efforts, like updating a historic building inventory or becoming a Certified Local Government, could further distinguish McFarland as a village with history.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is for discussion only.

ATTACHMENTS:

None

