

**Joint Plan Commission &
Community Development Authority
Meeting**

Tuesday, March 19, 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/84087260504>

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

Webinar ID: 840 8726 0504

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 Plan Commission and Community Development Authority for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Plan Commission and Community Development Authority about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Plan Commission and Community Development Authority should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the 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 January 10, 2024 joint Plan Commission and Community Development Authority meeting.
4. BUSINESS.
 - a. Discussion regarding updates to Redevelopment District Plans 1 and 2.
5. SCHEDULE NEXT MEETING DATE.
 - a. Community Development Authority - Wednesday, April 10, 2024 at 7:00PM
 - b. Plan Commission - Tuesday, April 16, 2024 at 7:00PM
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 January 10, 2024

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, Chris Reynolds, Scott Peters
PC Members Absent: Peter Bloechl-Anderson, Jill Halverson
Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Clow called the meeting to order at 7:03 PM.

2. PUBLIC APPEARANCES.

None.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the December 6, 2023 joint Plan Commission and Community Development Authority meeting.

Motioned by Clow motioned to approve the minutes of the December 6, 2023 joint Plan Commission and Community Development Authority meeting. Brassington seconded the motion. Motion passes 9-0-1 with an abstention from Reynolds.

4. BUSINESS.

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

Bremer provided the Joint-Body a summary of the agenda item highlighting past discussions and scheduled meetings with third-party stakeholders. The activities included in the project analysis are a community survey, vision boards, and blight analysis. Steve Tremlett, Project Manager from MSA, lead the discussion and presented on the proposed concepts for the subdistricts within each district plan. Tremlett presented an overview of the districts before providing the Joint-Body with definitions for blight, the approach on how the MSA team approached their blight analysis classification, and areas of interest. Tremlett provided two concepts to the Joint-Body then explained discussion points for each of the subdistrict. Bremer provided the Joint-Body clarification on past activities associated with the parcels if available and rationale for some of the subdistrict concepts derived from existing plans. The Joint-Body's discussion included the advantages and disadvantages of the shown concepts, building layouts, feedback on additional desired characteristics, and residential density compared to commercial square footage. Each

subdistrict provided a unique approach to building layouts, opportunities for social activities as well as commercial opportunity, mixed use buildings, and parking. Before moving forward to the next subdistrict, an interactive survey (using digital devices and QR code) asked each Joint-Body member for their preferences based on a scale of 1-5, with 5 being a preferred statement. Other discussion points included the closing of Meinders Road, options to open or close Milwaukee Street across the train tracks, desired building heights, opportunities for mixed use buildings, and off-street parking.

5. SCHEDULE NEXT MEETING DATE.

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

6. ADJOURNMENT.

Brassington motioned to adjourn the meeting. Peters seconded the motion. Motion carried 10-0. Meeting adjourned at 9:29 PM.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, March 19, 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

September, 2023, Public Survey #1

October 2, 2023, Public Information Meeting #1

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

October 30, 2023, Developer/Realtor/Lender Focus Group Meeting #1

November 7, 2023, Chamber Business Summit

January 10, 2024, PC & CDA Joint Working Session #2 - priority redevelopment site analysis and initial concepts

February 8, 2024, Chamber Annual Dinner

February 15, 2024, Developer/Realtor/Lender Focus Group Meeting #2

ISSUE SUMMARY:

Steve Tremlett from MSA Professional Services will present an overview of activities completed since the January joint working session meeting. This includes:

1. Summary of input obtained from the second developer/realtor/lender focus group meeting regarding the preliminary concepts reviewed at the January joint working session.
2. Refined concepts for priority redevelopment sites. The packet includes updated concepts for various subareas within both Districts #1 and #2. These concepts have been refined based on input from the last working session and the focus group meeting. In most cases, there continue to be 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. 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. 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 continue 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.

Next steps for this project include obtaining input on the refined concepts and design guidelines via a public survey and public information meeting. Final dates of these activities have not been determined but are anticipated to be completed in the next two months. Thereafter, a cover to cover draft plan will be assembled for review at two more joint CDA/PC meetings prior to holding a public hearing and final adoption of the plan.

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. District 1 Refined Redevelopment Concepts_03.15.2024
2. District 2 Refined Redevelopment Concepts_03.15.2024

CONCEPT KEY

Sub-District A

- A1** HOTEL
 - 75 Rooms
 - 80 Surface Parking Spaces
- A2** 1.5-STORY COMMERCIAL
 - 10,500 SF
 - 66 Surface Parking Spaces
- A3** 1.5-STORY COMMERCIAL
 - 10,500 SF
 - 73 Surface Parking Spaces
- A4** RESTAURANT
 - 10,000 SF
 - 74 Surface Parking Spaces
- A5** 1.5-STORY MULTI-TENTANT COMMERCIAL
 - 34,000 SF
 - 149 Surface Parking Spaces
- A6** COMMERCIAL/RETAIL
 - 17,500 SF
 - 103 Surface Parking Spaces

Sub-District B

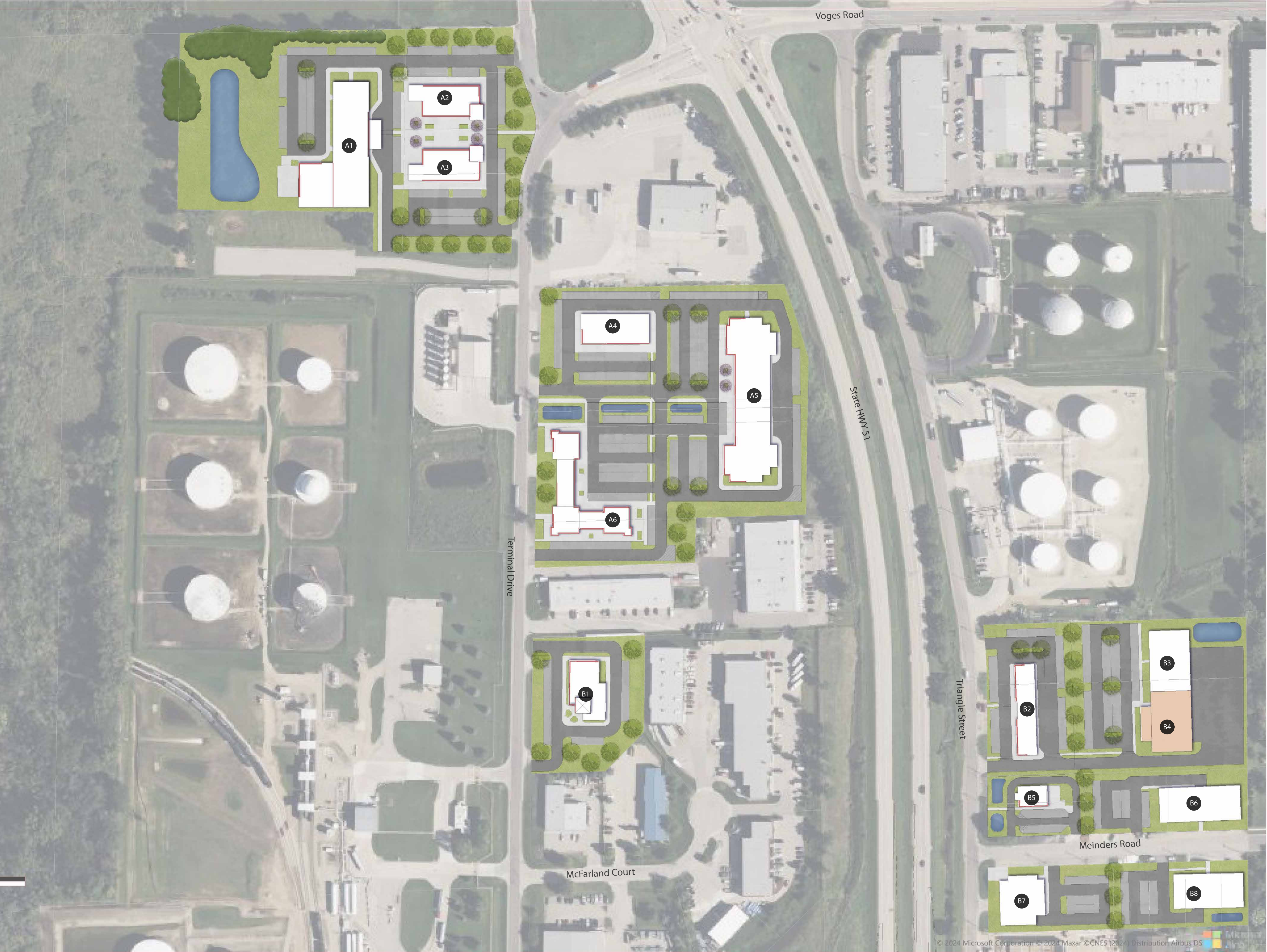
- B1** OFFICE
 - 9,200 SF
 - 43 Surface Parking Spaces
- B2** COMMERICAL
 - 9,000 SF
 - 72 Surface Parking Spaces
- B3** EXISTING BUILDING EXPANSION
 - 12,000 SF
- B4** INDUSTRIAL/OFFICE (EXISTING)
 - 12,000 SF
 - 89 Surface Parking Spaces
- B5** DT COMMERCIAL
 - 3,100 SF
 - 19 Surface Parking Spaces
- B6** 3-STORY MF RESIDENTIAL
 - 36 Residential Units
 - 72 Parking Spaces (37 Underground)
- B7** LIGHT INDUSTRIAL/OFFICE
 - 10,000 SF
 - 27 Surface Parking Spaces
- B6** 3-STORY MF RESIDENTIAL
 - 32 Residential Units
 - 61 Parking Spaces (32 Underground)

Village of McFarland
Development District 1 North
Design Concept 1



0'100'200'300'

SCALEFOOT

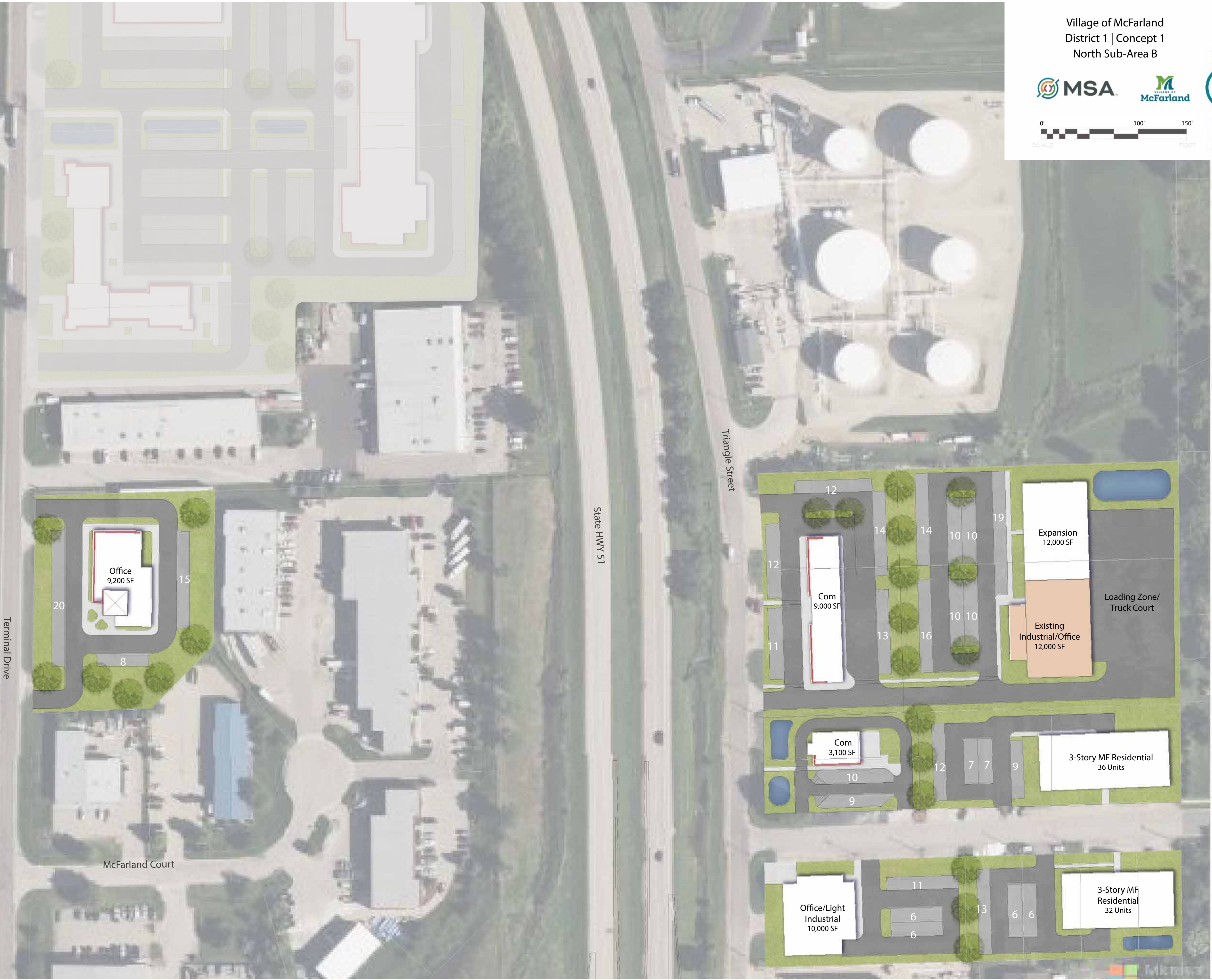




Village of McFarland
District 1 | Concept 1
North Sub-Area A



Village of McFarland
District 1 | Concept 1
North Sub-Area B



CONCEPT KEY

Sub-District C

- C1

2-STORY MF RESIDENTIAL
 - 24 Units
 - 57 Parking Spaces (24 Underground)
- C2

3-STORY MF RESIDENTIAL
 - 42 Units
 - 80 Surface Parking Spaces (42 Underground)
- C3

3-STORY MF RESIDENTIAL
 - 54 Units
 - 108 Parking Spaces (54 Underground)
- C4

3-STORY MF RESIDENTIAL
 - 42 Units
 - 74 Parking Spaces (42 Underground)
- C5

2-STORY TOWNHOMES
 - 4 Units
 - 2 Surface Parking Spaces
- C6

2-STORY TOWNHOMES
 - 4 Units
 - 2 Surface Parking Spaces
- C7

2-STORY TOWNHOMES
 - 4 Units
 - 3 Surface Parking Spaces
- C8

3-STORY MF RESIDENTIAL
 - 36 Units
 - 63 Parking Spaces (36 underground)
- C9

2-STORY TOWNHOMES
 - 4 Units
 - 2 Surface Parking Spaces
- C10

2-STORY TOWNHOMES
 - 4 Units
 - 2 Surface Parking Spaces
- C11

2-STORY TOWNHOMES
 - 4 Units
 - 6 Surface Parking Spaces
- C12

4-STORY MF RESIDENTIAL
 - 52 Units
 - 104 Parking Spaces (36 Underground)
- C13

4-STORY MIXED USE
 - 8,000 SF
 - 48 Units
 - 115 Parking Spaces (36 Underground)
- C14

1.5-STORY COM.
 - 6,000 SF
 - 22 Parking Spaces

Sub-District E

- E1

4-STORY MIXED USE
 - 8,000 SF Commercial
 - 75 Residential Units
 - 134 Parking Spaces (65 Underground)
- E2

MCDANIEL PARK
 - 24 Surface Parking Spaces
- E3

BRANDT PARK
 - 24 Surface Parking Spaces
- E4

BRANDT PARK
 - 27 Surface Parking Spaces
- E3

4-STORY MIXED USE
 - 2,500 SF Com.
 - 30 Residential Units
 - 54 Parking Spaces (30 Underground)
- E4

2-STORY TOWNHOMES
 - 4 Units

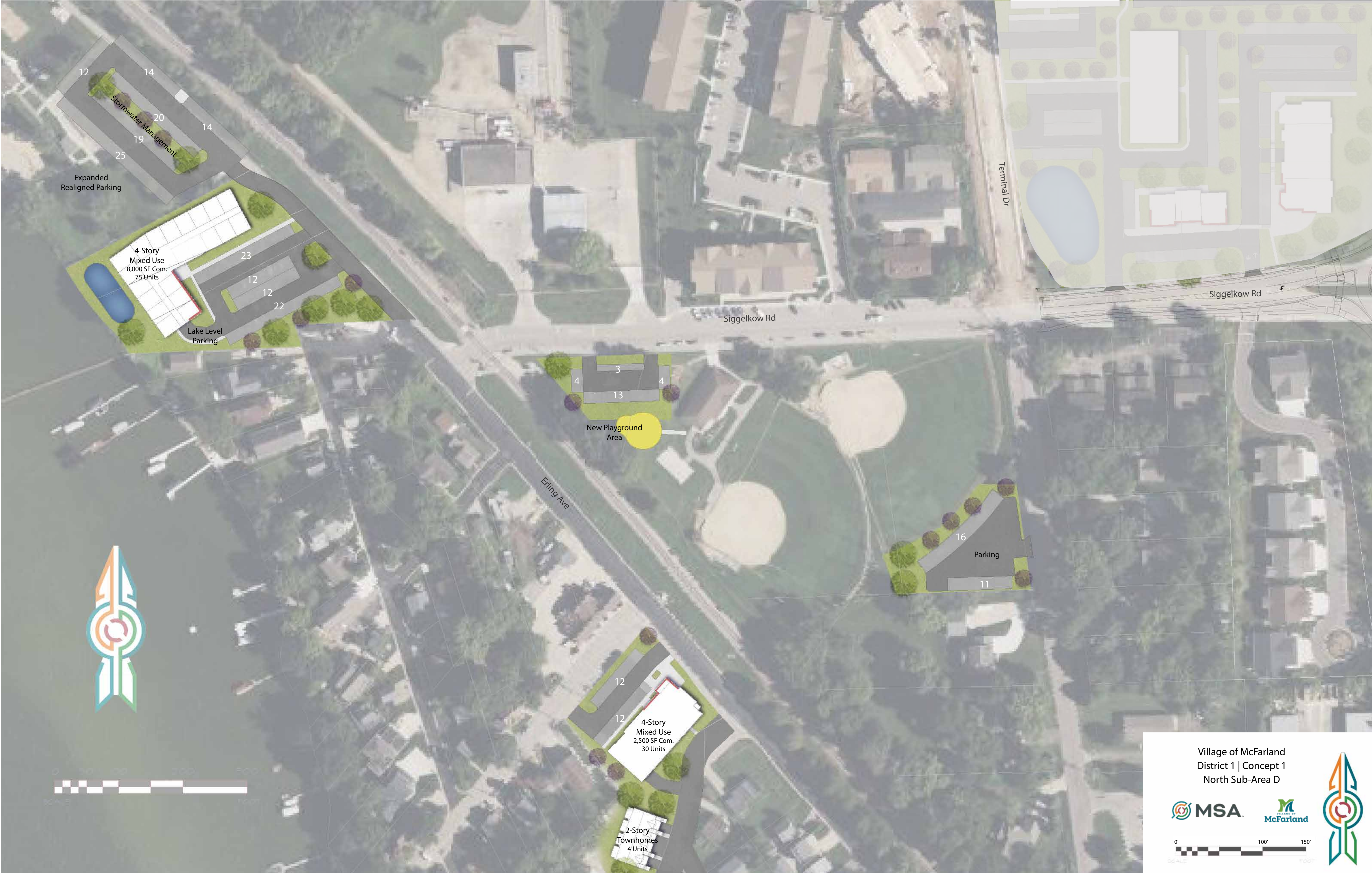
Village of McFarland
Development District 1 South
Design Concept 1





Village of McFarland
District 1 | Concept 1
North Sub-Area C



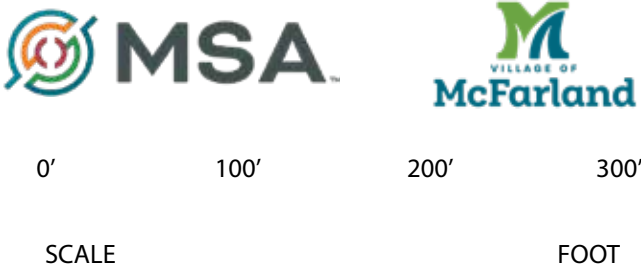


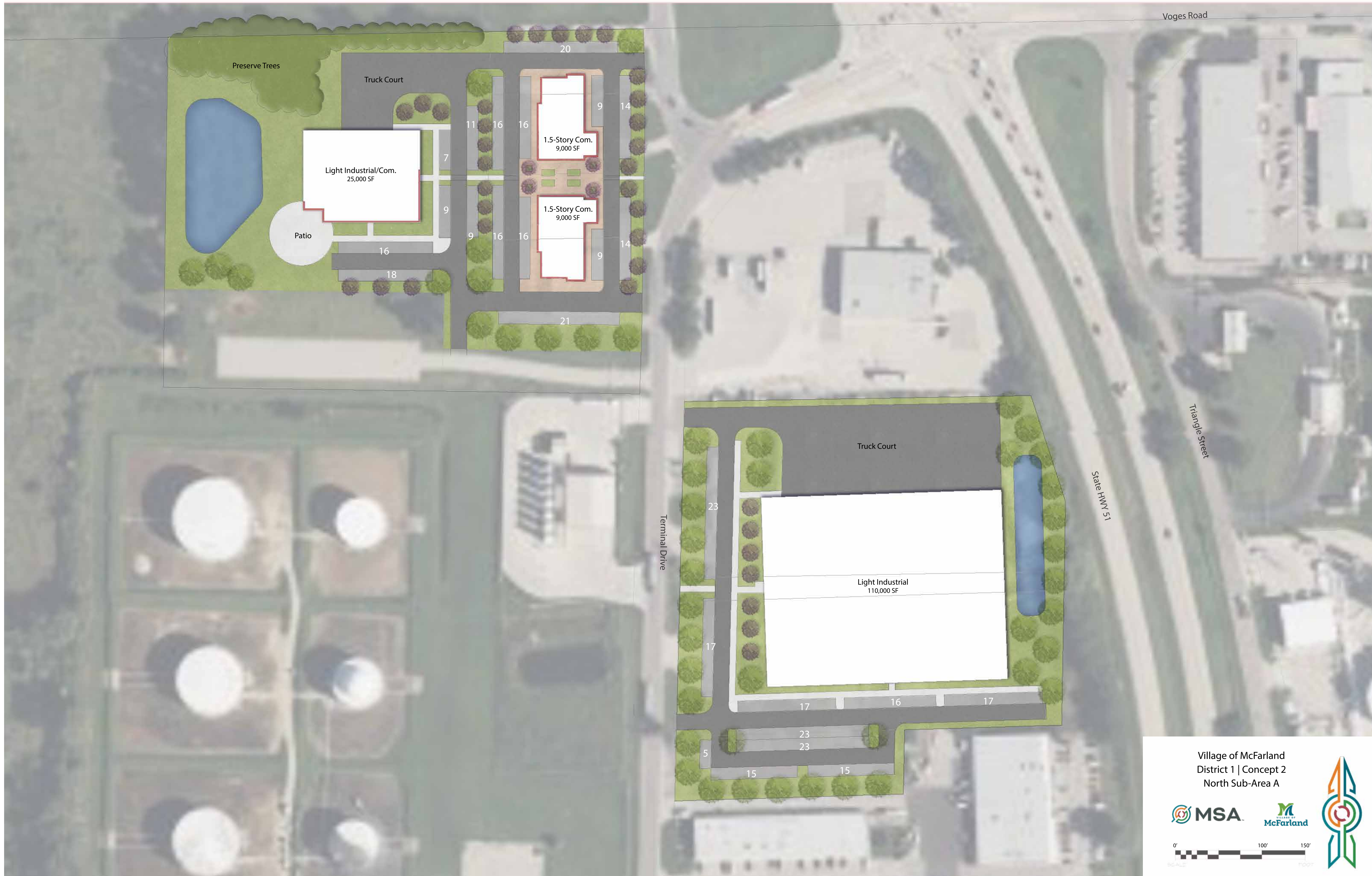
CONCEPT KEY

- Sub-District A
- A1 LIGHT INDUSTRIAL/COMMERCIAL
 - 25,000 SF
 - 68 Surface Parking Spaces
 - A2 1.5-STORY COMMERCIAL
 - 9,000 SF
 - 73 Surface Parking Spaces
 - A3 1.5-STORY COMMERCIAL
 - 9,000 SF
 - 74 Surface Parking Spaces
 - A4 LIGHT INDUSTRIAL
 - 110,000 SF
 - 173 Surface Parking Spaces

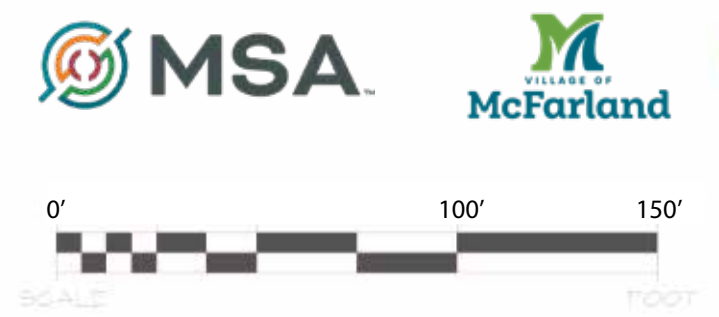
- Sub-District B
- B1 LIGHT INDUSTRIAL
 - 20,000 SF
 - 39 Surface Parking Spaces
 - B2 MULTI-TENANT LIGHT INDUSTRIAL
 - 25,000 SF
 - 107 Surface Parking Spaces
 - B3 INDUSTRIAL/OFFICE (EXISTING)
 - 12,000 SF
 - 131 Surface Parking Spaces
 - B4 EXISTING BUILDING EXPANSION
 - 12,000 SF
 - B5 LIGHT INDUSTRIAL/OFFICE
 - 10,000 SF
 - 27 Surface Parking Spaces
 - B6 COMMERCIAL/OFFICE
 - 6,200 SF
 - 25 Surface Parking Spaces
 - B7 COMMERCIAL/OFFICE
 - 5,000 SF
 - 21 Surface Parking Spaces

Village of McFarland
Development District 1 North
Design Concept 2





Village of McFarland
District 1 | Concept 2
North Sub-Area A





CONCEPT KEY

Sub-District C

- C1** 2-STORY MF RESIDENTIAL
 - 24 Units
 - 58 Parking Spaces (24 Underground)
- C2** 3-STORY MF RESIDENTIAL
 - 42 Units
 - 80 Parking Spaces (42 Underground)
- C3** 3-STORY MF RESIDENTIAL
 - 54 Units
 - 108 Spaces (54 Underground)
- C4** 3-STORY MF RESIDENTIAL
 - 48 Units
 - 92 Parking Spaces (48 Underground)
- C5** 3-STORY MF RESIDENTIAL
 - 48 Units
 - 96 Parking Spaces (42 Underground)
- C6** MF Residential
 - New 6-unit and 8-unit Residential Unit Buildings
 - 2 Existing 8-unit buildings
 - 58 Parking Spaces (36 Garage Spaces)
- C7** 1.5-STORY COM.
 - 6,000 SF
 - 22 Parking Spaces
- C8** 4-STORY MF RESIDENTIAL
 - 48 Residential Units
 - 100 Parking Spaces (36 Underground)

Sub-District D

- D1** MCDANIEL PARK
 - 106 Surface Parking Spaces
- D2** BRANDT PARK
 - 29 Surface Parking Spaces
- D3** 4-STORY MIXED USE
 - 6,500 SF Com.
 - 45 Residential Units
 - 100 Parking Spaces (45 Underground)

Village of McFarland
Development District 1 South
Design Concept 2



0' 100' 200' 300'
SCALE FOOT







Village of McFarland
District 1 | Concept 1
North Sub-Area D

 **MSA**

 **VILLAGE OF McFarland**



0' 100' 150'

SCALE

FOOT



CONCEPT KEY

Sub-District A

- A1** 3-STORY MF RESIDENTIAL
 - 50 Residential Units
 - 75 Parking Spaces (50 Underground)
- A2** 1.5-STORY COMMERCIAL (EXISTING)
 - 27,000 SF
 - 155 Surface Parking Spaces
- A3** 1.5-STORY COMMERCIAL
 - 3,500 SF
 - 19 Surface Parking Spaces
- A4** 3-STORY MF RESIDENTIAL (EXISTING)
 - 38 Residential Units
 - 81 Parking Spaces (37 underground)
- A5** 1.5-STORY COMMERCIAL
 - 4,200 SF
 - 12 Surface Parking Spaces
- A6** 3-STORY MIXED USE
 - 50 Residential Units
 - 7,000 SF Commercial
 - 93 Parking Spaces (46 Underground)
- A7** 1.5-STORY COMMERCIAL
 - 8,800 SF
 - 37 Surface Parking Spaces
- A8** 4-STORY MIXED USE
 - 32 Residential Units
 - 9,000 SF Commercial
 - 45 Surface Parking Spaces

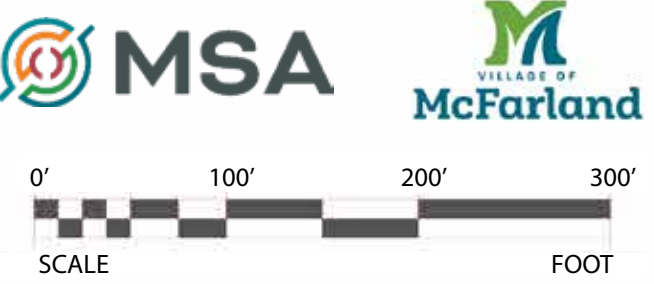
Sub-District B

- B1** 3-STORY MIXED USE
 - 25 Residential Units
 - 5,600 SF Commercial
 - 54 Surface Parking Spaces
- B2** 3-STORY MIXED USE
 - 28 Residential Units
 - 5,600 SF Commercial
 - 69 Parking Spaces (30 Underground)
- B3** 1.5-STORY COMMERCIAL/RESTAURANT
 - 10,000 SF Commercial
 - 25 Surface Parking Spaces
- B4** PUBLIC PARKING LOT
 - 62 Surface Parking Spaces

Sub-District C

- C1** 4-STORY MIXED USE
 - 39 Residential Units
 - 10,000 SF Commercial
 - 97 Parking Spaces (55 Underground)
- C2** 4-STORY MIXED USE
 - 36 Residential Units
 - 7,000 SF Commercial
 - 80 Parking Spaces (38 Underground)
- C3** FLEXIBLE EVENT AREA
 - Raised curbless road design
 - 5 Parallel Parking Spaces

Village of McFarland
Development District 2
Design Concept 1





Village of McFarland
District 2 | Concept 1
Sub-District A



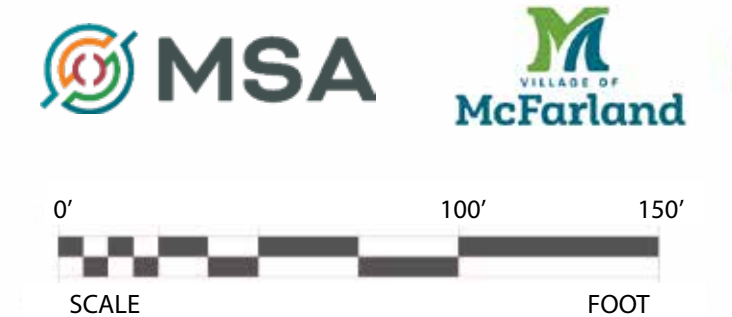


Village of McFarland
District 2 | Concept 1
Sub-District B





Village of McFarland
District 2 | Concept 1
Sub-District C





CONCEPT KEY

Sub-District A

- A1** 3-STORY MF RESIDENTIAL
 - 50 Residential Units
 - 75 Parking Spaces (50 Underground)
- A2** 3-STORY MF RESIDENTIAL
 - 60 Residential Units
 - 129 Parking Spaces (60 Underground)
- A3** 3-STORY MF RESIDENTIAL (EXISTING)
 - 38 Residential Units
 - 81 Parking Spaces (37 underground)
- A4** 1.5-STORY COMMERCIAL
 - 10,000 SF
 - 56 Surface Parking Spaces
- A5** 4-STORY MIXED USE
 - 12 Residential Units
 - 8,500 SF Commercial
 - 59 Parking Spaces (20 Underground)
- A6** 4-STORY MIXED USE
 - 36 Residential Units
 - 6,800 SF Commercial
 - 84 Parking Spaces (50 Underground)
- A7** PUBLIC PARKING LOT
 - 38 Surface Parking Spaces
- A8** 4-STORY MIXED USE
 - 32 Residential Units
 - 9,000 SF Commercial
 - 45 Surface Parking Spaces

Sub-District B

- B1** PUBLIC PARKING LOT
 - 68 Surface Parking Spaces
- B2** 4-STORY MIXED USE
 - 50 Residential Units
 - 12,000 SF Commercial
 - 72 Parking Spaces (52 Underground)
- B3** 3-STORY MIXED USE
 - 32 Residential Units
 - 8,000 SF Commercial
 - 62 Parking Spaces (32 Underground)
- B4** 3-STORY MIXED USE
 - 26 Residential Units
 - 6,200 SF Commercial
 - 42 Parking Spaces (36 Underground)
- B5** PUBLIC PARKING LOT
 - 58 Surface Parking Spaces
- B6** 1.5-STORY COMMERCIAL/RESTAURANT
 - 7,500 SF Commercial
 - 25 Surface Parking Spaces

Sub-District C

- C1** 4-STORY MIXED USE
 - 87 Residential Units
 - 16,800 SF Commercial
 - 202 Parking Spaces (97 Underground)

Village of McFarland
Development District 2
Design Concept 2

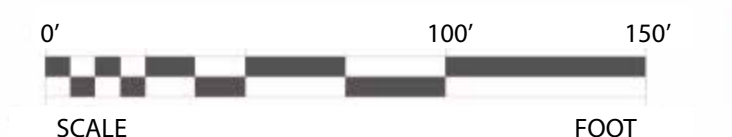


0'100'200'300'

SCALEFOOT

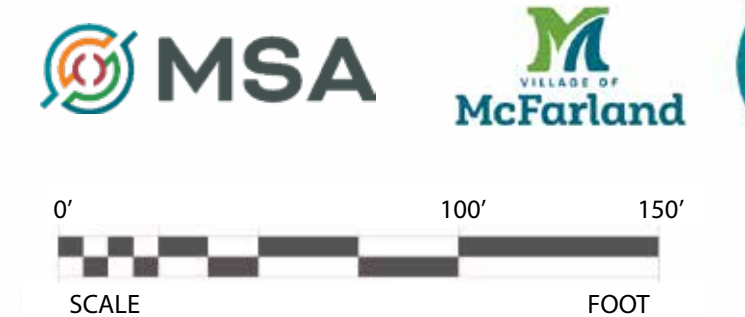


Village of McFarland
District 2 | Concept 2
Sub-District A





Village of McFarland
District 2 | Concept 2
Sub-District B





Village of McFarland
District 2 | Concept 2
Sub-District C

