

Tuesday, May 21, 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 April 8, 2024, Landmarks Commission meeting.

4. BUSINESS.

- a. Discussion regarding Redevelopment District No. 2 site and building design guidelines.
- b. Discussion regarding outdoor community history signs at Arnold Larson Park.

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 April 8, 2024

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

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Fessler called the meeting to order at 5:00 PM.

2. PUBLIC APPEARANCES.

None received virtually and in-person.

3. APPROVAL OF MINUTES.

- a. Fessler motioned to approve the minutes of the October 30, 2023, Landmarks Commission meeting. Seconded by Kinder. During discussion, Fessler commented that the result of the motion to business item 4.a, was missing and should reflect an approved motion, carrying 4-0. No additional comments from the Commission. Motion carried 5-0.

4. BUSINESS.

- a. Discussion and action to make a recommendation to the Village Board to approve a purchase order for outdoor community history signs at Arnold Larson Park.

Fessler opened the item for discussion and provided a summary of the agenda item. Fessler referred to Thao to fill in additional details where needed. Samantha Zeilenga, from the Indigenous Solidarity Collective of McFarland (ISC), was present to provide comments on the texts of the signs. Zeilenga started by recognizing the opportunity to provide comments on the draft signs and their content. Continuing, Zeilenga commented that the word “pioneers” (second sentence of the Early European Settlers sign) should be replaced with “settlers”. Zeilenga explained that the word pioneers did not fit the context of new discovery of the period. The Commission was in general agreement with the reasoning. Zeilenga’s comments on the History of Native Americans in McFarland sign included the following:

- Context of this sign is singularly focused and should expand to include narrative about other topics.
- Sign is missing more information on why/how some mounds were removed and general information about removal of Native American in the area in addition to mounds.
- Unsure of the connection to include a map of Indian Mound Conservancy, not located at the site. Possibly replacing the map or adding photos from the Land Acknowledgement ceremony.
- Including a sentence which connects Native American story to McFarland’s early history.

- Text's reference to the Policy for Preservation and Maintenance of Native American Mounds Plan, 2023 may be outdated by the time the plan is updated. The sign could outdate itself. Remove reference to year of plan acceptance.
- Sign provides an opportunity for Native American education and awareness.

Fessler summarized Zeilenga's comments while asking for clarification on the recommendations provided. Larson concurred about the points Zeilenga made regarding the singular focus and missing narrative about removal. Larson expressed interest in drafting an updated version with the comments from Zeilenga, while also collaborating working with the ISC. Larson indicated he would also review the three other draft signs and provide staff with potential revisions. Zeilenga added that Staff should expect approval by the Ho-Chunk Nation to use their seal may take a long time and advocated for Ho-Chunk review of the final draft sign.

- b. Discussion regarding a preapplication concept plan for potential improvements to 5923 Exchange Street, McFarland House Café.

Bremer provided summary on the agenda item, introducing the item as a preapplication. The property owner wanted to gather feedback on the proposed project before hiring professionals to continue with planning and design. The project would include two phases of improvements to the property. Phase 1 includes removal of the rear yard decking, conversion of the second-floor apartments and third floor Airbnb to a hotel, and adding an addition (bump out) on the north side of the building. The bump out is consistent with a previous use of the property referenced with a historical photo. Phase 2 includes construction for a new 10,000 square foot mixed use building.

Sean O'Hearn, 5205 Linden Parkway, introduced his vision for the use of the property to convert the McFarland House into a hotel. O'Hearn described the benefits Phase 1 will bring to improving the function and operation of his existing business/food service. The Commission's discussion inquired on the existing condition of the decks in the rear yard, ingress and egress points, outdoor electrical, intended use of the bump out, and windows. O'Hearn stated his intent to replicate exterior building materials to match the rest of the house and to add windows to the bump out, particularly the street facing façade but potentially elsewhere too. The Commission was generally supportive of the proposed Phase 1 improvements. The Commission did not have time to discuss potential Phase 2 improvements. Both Phase 1 and Phase 2 improvements will require submittal of a Certificate of Appropriateness for future consideration by the Landmarks Commission in addition to a Site Design Review Permit from the Plan Commission. There is no set timeline for submission of these applications by O'Hearn but he indicated a desire to complete Phase 1 improvements later in the Fall of 2024.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Kinder motioned to adjourn. Seconded by Larson. Motion carried 4-0. Meeting adjourned at 5:48 PM.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, May 21, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding Redevelopment District No. 2 site and building design guidelines.

PREVIOUS ACTION:

ISSUE SUMMARY:

The CDA and Plan Commission have been jointly working on an update to the Village's [2010 Redevelopment District Plans 1 & 2](#). Redevelopment District 1 includes the areas around Terminal Drive and Triangle Street. Redevelopment District 2 includes the Downtown area where there are a couple of local and nationally designated historic properties. The draft redevelopment concepts don't envision redevelopment of these designated historic properties.

Rather the plan, and associated site and building design guidelines, would continue to encourage the ongoing maintenance of these buildings and discourage inappropriate covering/modification of original facades. Where redevelopment may occur on adjacent properties, the Village's planning consultant is developing site and building design guidelines.

These guidelines would be used by the Plan Commission as part of their review of any requests for new construction or exterior remodeling projects that require a Site Design Review Permit.

Staff is seeking to obtain feedback from the Landmarks Commission on these draft design guidelines. For example, how much of a façade should be brick, should there be architectural details that mimic those found in our historic buildings like the Café, Tavern, Spartan Pizza, Lakestone, Dentist, etc. from the late 19th century and early 20th century. The simple answer is likely yes, but within the broader discussion there can certainly be gradations. The Downtown area includes a number of architectural styles from Queen Anne, Colonial Revival, Italianate, and Traditional Storefronts. Blending any future new developments with adjacent historically designated properties will require more proactive and detailed design guidelines than what currently exist under the Village's Zoning Code. Landmark Commission feedback will be provided to the Plan Commission and CDA that are overseeing the plan update. The packet includes a copy of our planning consultants' presentation for discussion.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

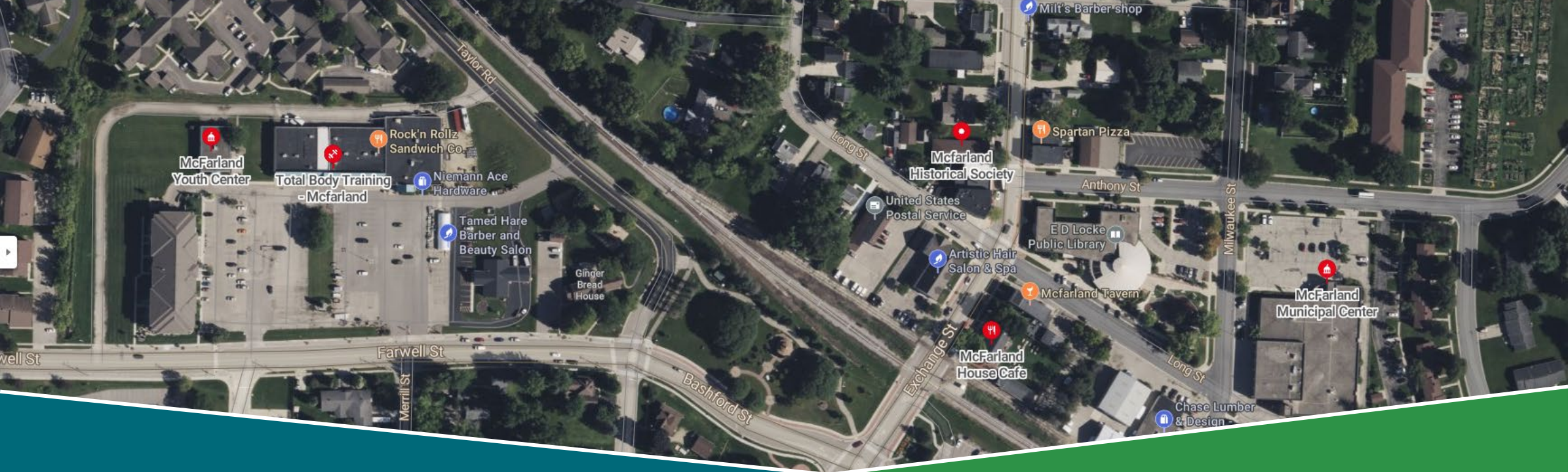
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is presented for discussion only.



ATTACHMENTS:

1. McFarland_LMC Mtg_2024_05_21_Presentation



LAND USE PLANNING FOR REDEVELOPMENT DISTRICT 2

Landmarks Commission Meeting
May 21, 2024



-
- DISTRICT 1**
- DISTRICT 2**
- Legend:**
- Mixed-Use
 - Industrial
 - Communications or Utilities
 - Institutional or Governmental
 - Planned Development
 - Vacant
 - Park and Outdoor Recreation
 - Open Land
 - Transportation & ROW
 - Water
 - Study Area District
 - Village of McFarland
 - Park
 - Existing Land Use
 - Existing Land Use
 - Agriculture
 - Single Family Residential
 - Two Family Residential
 - Multi-Family Residential
 - Commercial

CURRENT CITY REGULATIONS

Zoning Ordinance + TID 4 Standards

Municipal Code

GENERAL DOWNTOWN PROPERTY REVIEW

Plan Commission reviews building permits related to exterior improvements to **all downtown properties** to meet guidelines (TID #4) and standards (62-310).

TID #4 Design Guidelines

- *Site Design*
- *Building Design*
- *Lighting*
- *Parking*
- *Signage*

Ordinance Section 62-310(e) Site/Design Review Standards

- *Grading*
- *Landscaping*
- *Building Relationships*
- *Lighting*
- *Utility Service*
- *Building Design*

Municipal Code

HISTORIC PROPERTY REVIEW

Landmarks Commission reviews building permits related to exterior improvements to designated **historic structures** to meet preservation standards:

1. No adverse impacts to architectural features
2. New improvements will harmonize with existing improvements
3. **Conformity of any construction on historic structures meets design criteria for the historic preservation plan for that district**

Criteria for Review

- *Height*
- *Second exit platform*
- *Solar collectors*
- *Repairs*
- *Restoration*
- *Aluminum/Vinyl Siding*
- *Storm windows*
- *Additions/Alterations*
- *Roof Alterations*

DOWNTOWN (DISTRICT #2) EXISTING CHARACTER

Prominent Building Types & Styles

Queen Anne (Victorian)

- High pitched gabled roofs with elaborate cornice features
- Irregular shapes and footprints
- Many decorative porch elements
- Inspired by half-timbered walls and elaborate masonry work



Colonial Revivial

- Formal symmetrical exterior
- Central entrance with decorative door features
- Double hung windows with decorative features
- Hipped or Gabled roof decorations like singular windows and cornice decor



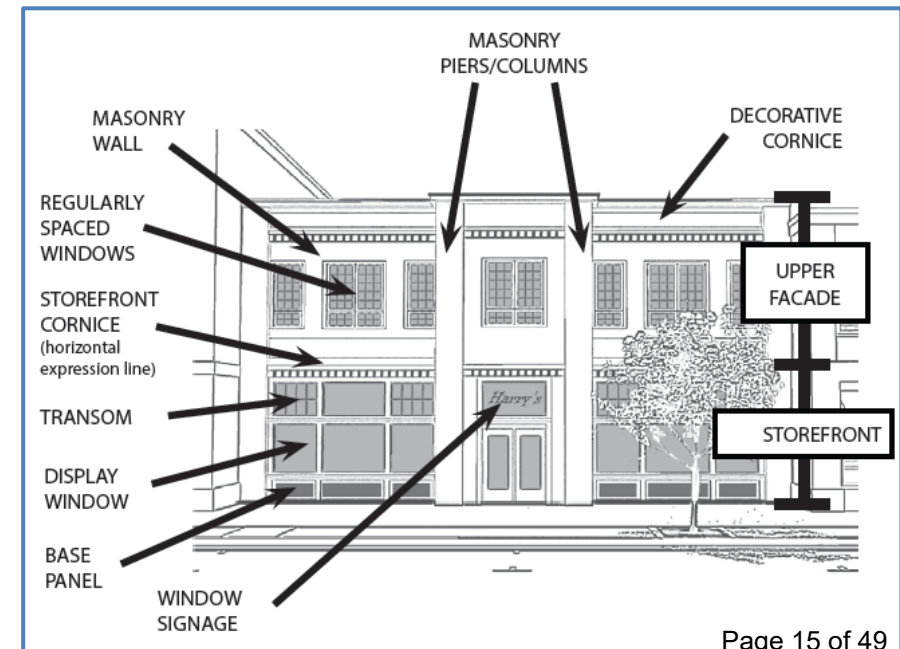
Italianate

- Low pitched roofs with repetitive cornice features
- Flat fronts and façade elements to accentuate vertical orientation
- Doors and windows topped with thick, decorative hoods
- Elaborate examples feature towers, cupolas, projecting porches with low overhanging roofs and decorative eaves



Traditional Storefront

- Brick/Stone façade
- Display windows w/ transom windows above and base panel below
- Storefront cornice, distinguishing the ground-floor commercial space from above floors
- Decorative cornice along the roofline



DEVELOPING DISTRICT STANDARDS

Overview & Key Topics

Design Standards should...



- reflect the community's shared overall design goals.
- reflect the specific needs and concerns of the planning area.
- be practical in nature to encourage compliance by property owners.
- be "user-friendly" and in a format that will facilitate uniform review procedures.

Design Standards Sections

- 1. Administration / Glossary of Terms
- 2. Site Design
- 3. Building Design
- 4. Historic Restoration & Preservation
- 5. Checklist / Certificate of Appropriateness

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Administration

Review Process

Applicants should review this Handbook at the beginning of the design process and are encouraged to meet with the Village Administrator to discuss the project. The following items must be submitted for review, unless the Village Administrator determines that they are not needed because the project is limited in scope:

- Design Standards Checklist (see last pages of Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling containers placement, pedestrian pathways, vehicular parking/circulation, landscaping, stormwater management features, and lighting

Village staff completes an initial review and the Village Administrator is authorized to approve those applications that both meet the standards and require no additional permit approval by the Village. Applications determined by staff to NOT meet the standards, that require a site plan, and/or that require additional zoning or building permit approval will be forwarded to the Plan Commission for their review with any applicable staff notes. The applicant will be informed of the outcome of this initial review within **five (5) business days** of submittal and may decide at that time to withdraw or revise the submittal or to proceed to Plan Commission review.

Submissions must be made **thirty (30) days** before a Plan Commission meeting. Applicants that wish to appeal the decision of Plan Commission may do so to the Village Board. Requests for appeal should be made to the Village Administrator.

ADMINISTRATIVE

APPLICABILITY

The Design Standards apply to **all parcels (excluding single-family uses)** in the **South Holmen Drive Corridor Overlay Design Standards District**, but they **DO NOT** compel unplanned modifications. Property owners or leaseholders that modify property must ensure that such modifications conform to these standards.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

STANDARDS VS. RECOMMENDATIONS

Required standards are located in the lower portion of each page, and these standards will be enforced, unless a waiver is granted.

Recommendations are located in the upper portion of the each page. The property owner/leaseholders are encouraged to conform to the recommendations, but they will not be enforced as part of the Village's Zoning Ordinance.

WAIVERS

Applicants that do not believe they can or should follow a standard must negotiate with the Plan Commission for a waiver of that requirement.

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on the applicant's ability to demonstrate one or more of the following conditions:

- A) the required design feature cannot be met on the site
- B) the requirement would create undue hardship for the applicant as compared to other properties in the district
- C) the intent of the standards can be successfully met with an alternative design

Defining Development Elements

- Signage – types, placement, installation, lighting, etc.
- Site Design – street relationship, exterior lighting, parking areas, storage/service areas, landscaping, etc.
- Building Design – scale/articulation, roofline, projections, windows/doors, garages, materials/colors, etc.
- Murals?

Scale, Articulation & Roofline

INTENT: To reinforce the existing character of downtown area, and to provide variety and visual interest.

Standards

1. New buildings **shall** be at least eighteen (18) feet in height from grade to the top of the parapet or midpoint of a pitched roof.
2. Any building over three (3) stories **shall** set back the upper stories from the lower floors. This technique could be utilized for buildings over two stories as well.
3. New buildings **shall** establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).
4. Any building with a total width equal to or greater than its height **shall** utilize one or more of the following techniques:
 - expression of structural bays,
 - variations in material, and/or
 - variation in the building plane.
5. All new buildings **shall** utilize details or changes in materials to create a discernible base, middle and top. A discernible “base” **shall** be at least two (2) feet in height, but may include the entire first floor.
6. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
7. **Downtown Core Only**, new buildings **shall** utilize a horizontal expression line that projects at least two (2) inches, articulating the transition between the first floor and upper floors.
8. Street-facing building facades over hundred (100) feet in length **shall** have a minimum of twenty-five (25) percent of the facade vary in overall height, with such difference being four (4) feet or more measured eave to eave or parapet to parapet.

(continued on the next page)

BUILDING DESIGN



APPROPRIATE
This buildings using material and building plane variation to produce a vertically-proportioned building that mitigates the length of buildings.



APPROPRIATE
Setting the upper story back from the primary facade helps to mitigate its impact on the District.



APPROPRIATE The above example illustrates the desired historic storefront base with a decorative cornice top with the horizontal expression line defining the middle of the building between the first and upper floors.



APPROPRIATE
This example illustrates techniques used to vary the facade heights along a long facade.

Element Standards (w/ historic context)

1. Cleaning & Treatment Techniques
2. Suitable Material Match Criteria
3. Maintaining Original Brick Finish
4. Preserving Decorative Entrances and Windows
5. Protecting/Recreating historic features such as columns, porches, moldings and cornices

Historic Cleaning & Restoration

INTENT: To promote the appropriate preservation and restoration of existing architectural features in downtown Tomah.

If the property has been designated as a historic site, has a historic structure and/or resides in a historic district, the Historic Preservation Ordinance shall apply and whichever standard is most restrictive shall be met.

Standards

1. Chemical or physical treatments that could damage existing painted brick or stone, such as sandblasting, are **prohibited**.
2. If necessary, surface cleaning **shall** use the gentlest means possible. Surface cleaning tests **shall** be conducted to determine the most appropriate cleaning method.
3. New mortar **shall** match the original brick and mortar joint profile, including width and depth. Mortar **shall** duplicate the original in color, texture and strength.
4. Infilling existing historic **base panels** with **concrete block** is **prohibited** (unless it matches the primary facade material). Brick, if used to infill a historic **base panel**, **shall** match the building as closely as possible in size, color, and texture.
5. Masonry on **historic structures** **shall not** be painted, or stuccoed, if it has not been painted historically.
6. Existing entry openings on **historic structures** **shall** be retained, where feasible. If additional entry openings are needed (i.e., for deliveries) they **shall** be placed at regular intervals and should be of similar proportions as the original entry.
7. Existing window openings on facades facing a public street **shall** be retained.
8. Original or historic features, including columns, bulkheads, **transoms** and moldings, **shall** be retained, if possible.
9. Inappropriate past additions to buildings **shall** be considered for removal. Elements such as siding, signs, wood filler in window openings, stucco, or exterior siding materials are some materials that **shall** be considered for removal in renovation.

RESTORATION & PRESERVATION



NOT PERMITTED
Sandblasting can be very destructive to historic masonry, as shown above.



ALLOWED Chemical / Softblast Cleaning



APPROPRIATE The before and after images show a restoration project that revealed the original brick and architectural details.

DOWNTOWN (DISTRICT #2) REDEVELOPMENT PLAN

Relevant Survey Results

Survey Responses

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

	Important
More Storefronts	88%
Attractive lighting, benches and other streetscape elements	75%
Wide sidewalks	71%
Larger Outdoor Event / Park Space	68%
Mixed use buildings	40%
Buildings Close to the Street	28%
Multi-story buildings	22%

Survey Responses

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

	Important
Greater variety of establishments	83%
More places to eat	80%
Better atmosphere/aesthetics	44%
Improve outdoor community spaces	27%
Improved Parking	22%
More Special Events	17%

Survey Results

- Offer a few words to describe the downtown.



Negative	97	63%
Small, Underwhelming, Lacking	43	
What downtown	30	
Rundown, Old	10	
Lack of Cohesion	6	
Boring	5	
Traffic/Parking issues	3	
Positive	38	25%
Cute, quaint, small town vibes	25	
Has Potential	8	
Walkable, Bikeable	5	
Neutral	18	12%
Location/Place	13	
Ok, good enough	5	

Survey Results

- What is one thing you would like to see change in the downtown?



Survey Results

- What is one thing you would like to protect from change in the downtown.



Survey Results – Development Appropriateness



60% in Downtown Core
51% in Downtown Fringe
46% in Farwell Corridor



22% in Downtown Core
34% in Downtown Fringe
44% in Farwell Corridor



6% in Downtown Core
40% in Downtown Fringe
27% in Farwell Corridor

Survey Results



75% Not Appropriate



73% Not Appropriate

DOWNTOWN (DISTRICT #2) REDEVELOPMENT PLAN

Redevelopment Concepts

Subdistrict B

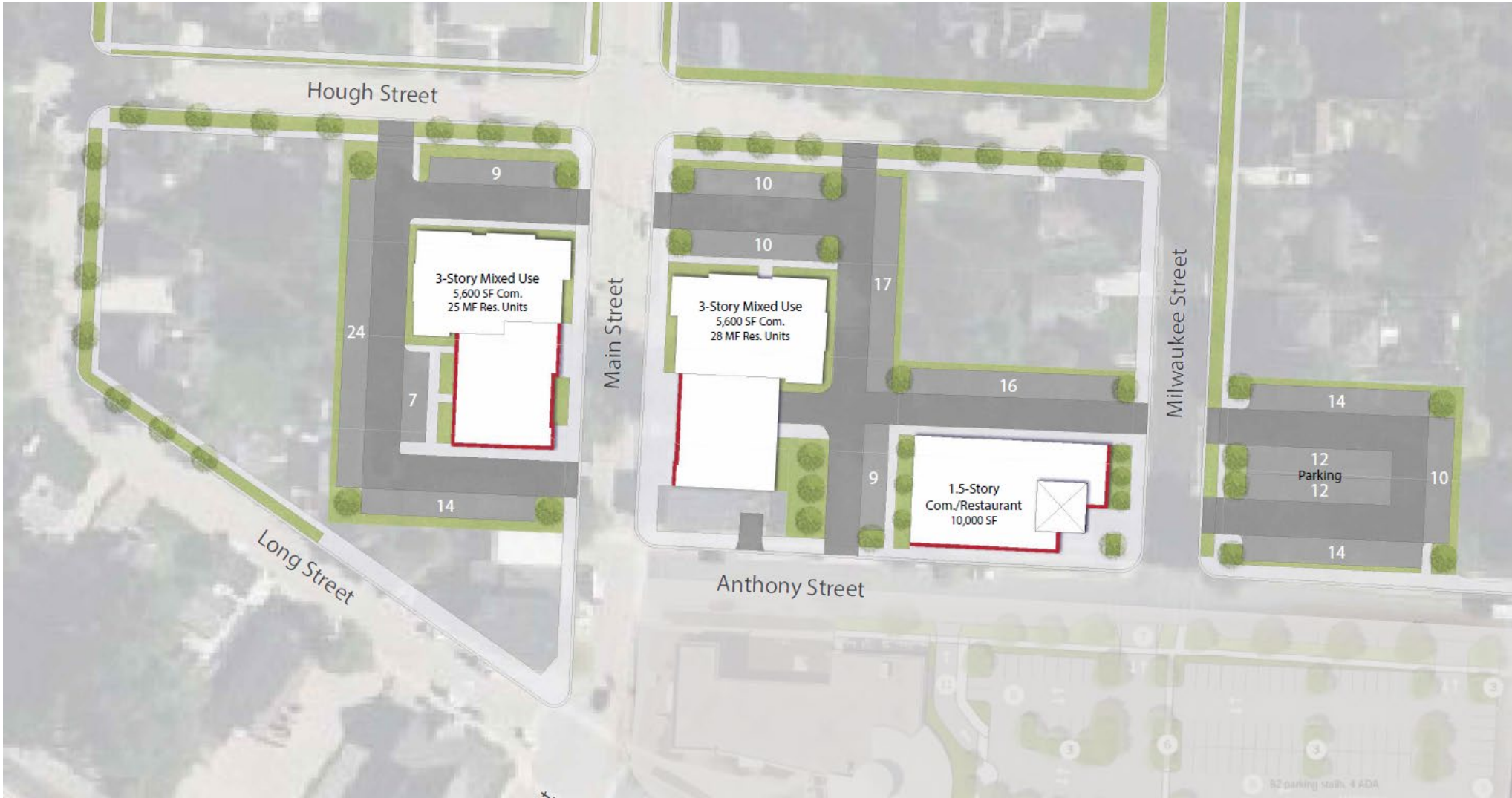
Concept 1

Main St (both sides):

- 11,200 SF Com.
- 53 MF Units

Milwaukee St (both sides):

- 10,000 SF Com.



Subdistrict B

Concept 2

Main St (both sides):

- 20,000 SF Com.
- 82 MF Units

Milwaukee St (both sides):

- 13,700 SF Com.
- 26 MF Units



KEY QUESTIONS & DISCUSSION

Key Questions

- What historical context should inform the design standards?
 - Should design be Context- or Historic-Sensitive?



Key Questions

- **What specific character-defining features important to the district?**
 - Bldg Styles, Bldg materials, facades design/proportions, roofline,, expression lines, windows/doors?



Key Questions

- Should the standards be stricter on preserving existing historic facades than on new construction mimicking the character?
 - Standards vs. Recommendations (Guidelines).

Sign Materials, Colors & Lettering

INTENT: Signage reinforces business brand and identity. It can also strengthen or detract from Tomah's unique downtown character.

Standards

- Sign substrate **shall** be either MDO (exterior grade plywood), Aluminum, or Alupalite. If acrylic material is used, it **shall** simulate metal or wood.
- The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
- Highly reflective material **shall not** be used, as it is often difficult to read.
- The color tones between a sign's lettering/symbols and background **shall** have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.
- The main lettering and predominant background **shall not** use fluorescent colors, but may be used in a secondary role.

Recommendations

- Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.
- Subdued and darker colors are encouraged.
- Lettering that is simple and bold is encouraged.
- Overly-ornate and trendy typefaces that are hard-to-read are discouraged.
- Excessive lettering is discouraged, including listing products/services and slogans.
- Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.
- For multi-tenant buildings**, sign colors of individual tenant signs should be compatible with each other.



NOT PERMITTED
The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.



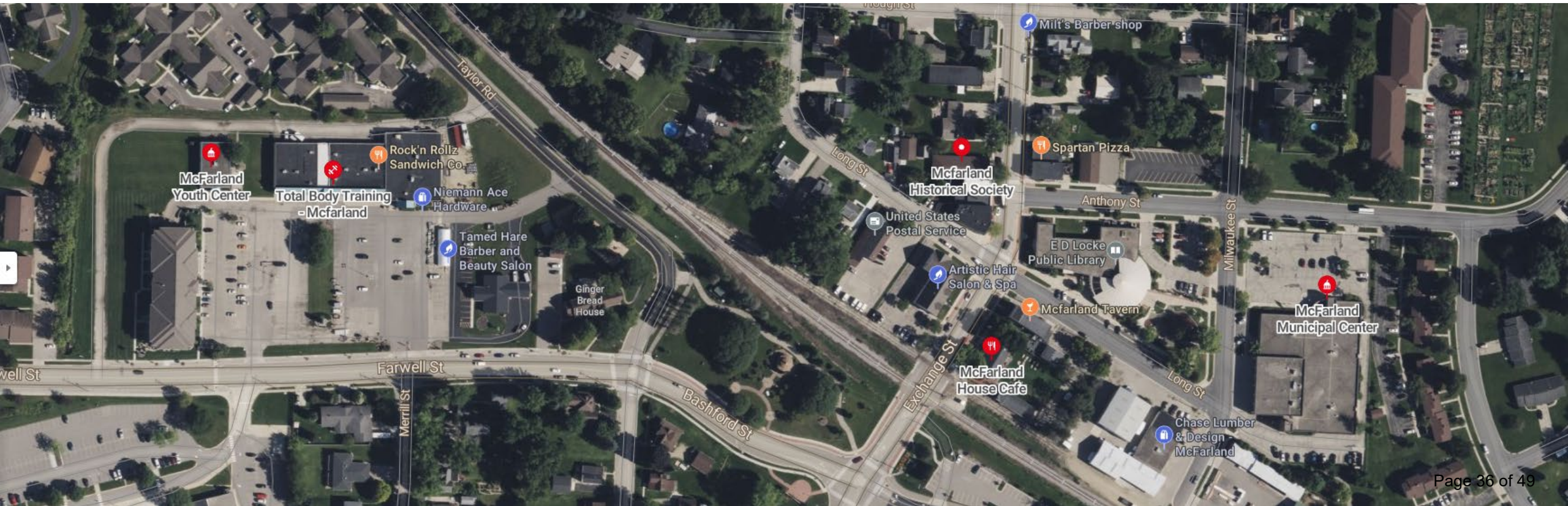
APPROPRIATE The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.



NOT RECOMMENDED The lettering of this window signage makes it difficult to read.

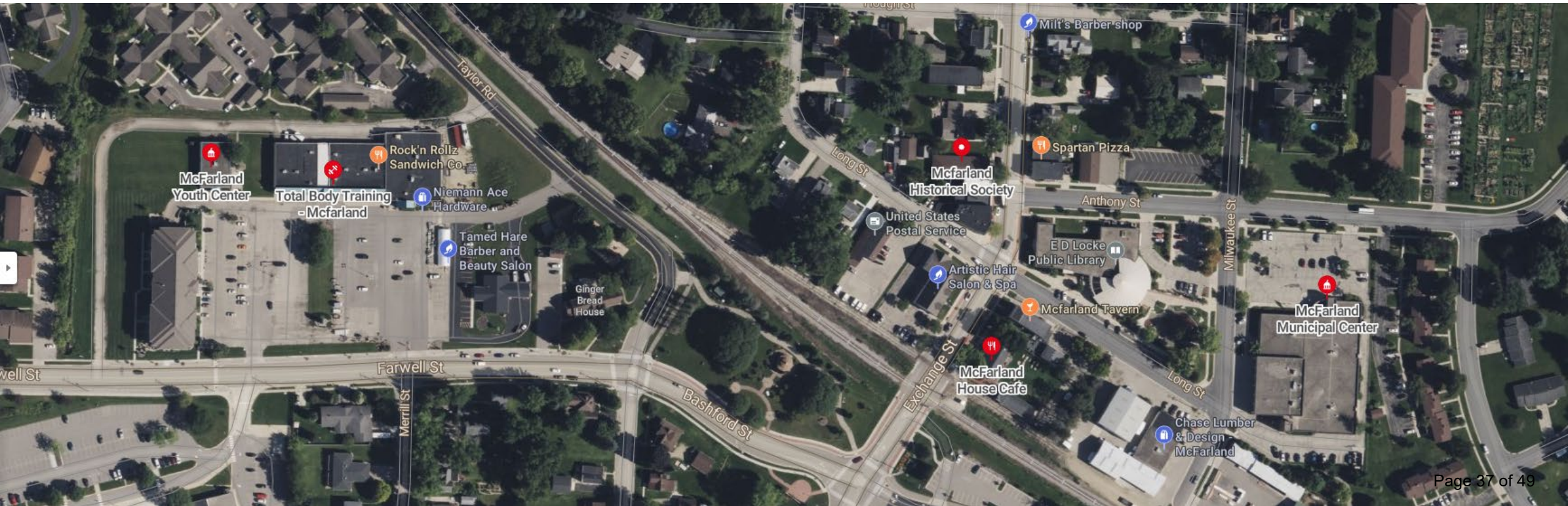
Key Questions

- What areas are important to consider historic design standards?
 - Between Hough and Tracks (excludes Farwell/Bashford Streets?)



Key Questions

- Other Questions or Comments?



Upcoming Activities

- **June 20th** - Steering Committee Meeting #4 (Design Standards included)
- **July 11th** – Public Open House
- **August 14th** - Steering Committee Meeting #5 (Draft Plan)
- **July 11th** - Public Open House
- **August/September** - Approval Process

THANKS FOR YOUR INPUT!



Steve Tremlett, AICP, CNU-A
Project Manager

Project Manager (MSA)
Steve Tremlett | stremlett@msa-ps.com | 608-242-6621



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
- B6** 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





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

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, May 21, 2024

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director, Kong Thao, Associate Planner

AGENDA ITEM: Discussion regarding outdoor community history signs at Arnold Larson Park.

PREVIOUS ACTION:

August 3, 2023 - Landmarks Commission discussed establishment of outdoor community history signs, including review of representative images, potential sign locations and cost estimates.

October 30, 2023 - Staff presented initial drafts of four signs (Natural Resources, Paleo-Indians & Effgy Mounds, Early European Settlers, Early Establishments in McFarland) to the Commission requesting feedback and recommendations.

January 30, 2024 - Staff presented the Commission updates on cost estimate comparison, sign sizes, sign themes and content, and proposed site locations. Staff recommended Vacker Sign as the preferred vendor of choice due to their affordable rates and design features. The Commission's discussion affirmed the location of the four proposed signs in the semicircle area of Arnold Larson Park with the possibility of two future signs. The Commission's comments included verifying sign themes (Ice Age/Paleo-Indians, Mound Builders, Early European, Early Businesses), mockup scaling, appropriate image captions and cited sources, including feedback from the Indigenous Solidarity Collective of McFarland (ISCM) on the Native American content, and consistency of sign formatting among all mockups.

April 8, 2024 - Landmarks Commission tabled action to recommend the Village Board approve the purchase order for sign fabrication to consider additional sign amendments.

ISSUE SUMMARY:

Community History Sign Update

The packet includes updated text and mockup signs for the Ice-Age, Native American, Early Settlers and Early McFarland Businesses. Draft text for the Native American sign is included in the packet but is still awaiting comments back from the ISCM before a final lockup is drafted like the other signs. The Commission member, Ron Larson, provided suggested edits for the sign text with the Village's Communication Manager providing support on the updated sign designs. Staff ask that the Commission provide feedback on the updated sign texts, design, and content.

Next Steps

Following all completed updates to the four signs, Staff will acquire an updated project cost estimate from Vacker since the previous estimate expired. Staff will reach out to representatives



of Ho-Chunk to provide an opportunity to comment on the Native American sign content. At the next scheduled meeting, Staff will plan to have the Commission provide final comments to confirm sign designs, texts, photos, then take action to recommend approval of the purchase order to Village Board. Staff does not anticipate the need to review the final proofs from Vacker with the Landmarks Commission unless desired or if the proofing stage reveals the need for substantial deviations from the staff mockups. Vacker estimates 1-2 weeks before proofs can be shared, dependent on the sign contents and staff communication. The goal of installation is expected to occur before Winter of 2024 based on vendor and Public Works 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 a 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 \$10,320 (\$1,720/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. Vacker provided an estimate for a purchase order for four community history signs (\$6,409), the estimated remaining balance from the 2024 budget is approximately \$4,623.00. The remaining budget will be reserved for installation materials and supplies (e.g. cement and posts, etc.).

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

Sec. 62-399. - 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_05.15.2024
2. Sign 1 - Ice Age
3. Sign 2 - Native Americans_05.17.24
4. Sign 3 - Early European Settlers
5. Sign 4 - Early McFarland Business
6. Table B - CIP Budget_04.08.2024

Arnold Larson Park



March 29, 2023

 Parcels

0 40 80 160 Feet





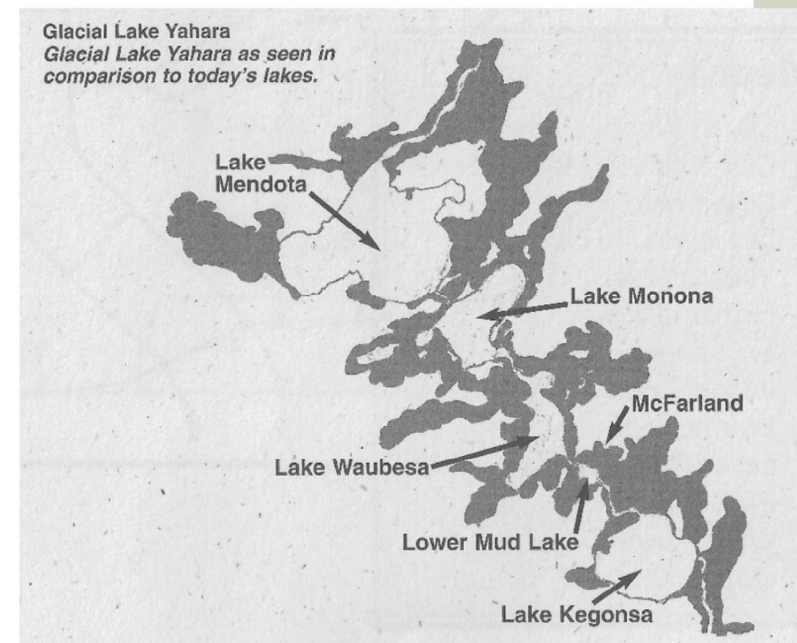
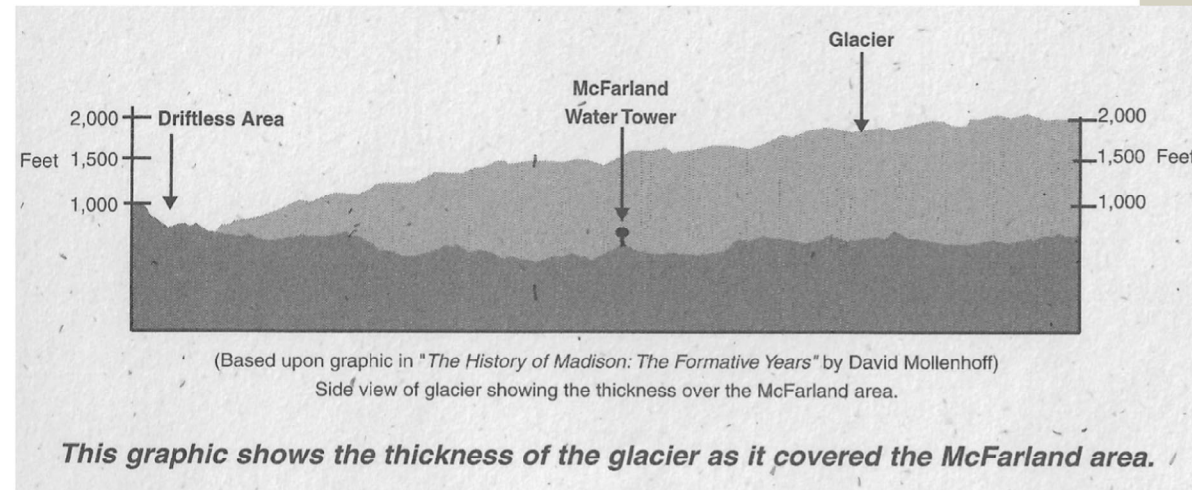
Ice Age

Glaciation has occurred several times during the earth's history. It was during the last Ice Age, which ended approximately 12,000 to 13,000 years ago, that glaciation modified the McFarland landscape as we know it today.

The glacier during the last Ice Age covered the entire McFarland area as it moved in a southwesterly direction at a rate of about one kilometer a year, coming to a stop only ten miles southwest of here. A pocket of southwest Wisconsin, including western Dane County, was not covered by the last glacier. That rugged hilly section of Wisconsin, named the driftless area, offers us a glimpse at what the McFarland area looked like before the glacier reshaped the landscape.

As the climate warmed, the glacier slowly retreated from the McFarland area, scraping and gouging the earth as it slowly moved, creating hills called drumlins. The drumlins were formed either by material directly deposited by glacial ice or by the erosion and scraping of surrounding material leaving the drumlins as remnants.

The process that formed the drumlins took place under fairly thick ice. The ice in this region is believed to have been between 450 and 1,500 feet thick, much higher than the water tower atop the drumlin at the Indian Mound Conservancy.



The Yahara River and the four lakes are additional products of the most recent Ice Age. As the glacier retreated, it not only created the high points such as the drumlins but it also gouged deep depressions in the earth, which eventually became Lake Waubesa, Upper & Lower Mud Lakes, and the surrounding marshes.

The post-glacial Yahara River did not initially fill the depressions to form the idyllic four-lake setting we know today. Rather, an ice dam south of here caused the Yahara River and glacial runoff to back up, forming one large body of water known as Glacial Lake Yahara. This lake extended from south of Lake Kegonsa to north of Lake Mendota, covering an area of over 26 thousand acres.

As the land recovered from the severe brutality of the glacier, vegetation soon began to grow and spread. This area of rich resources soon became a magnet for animals and humans alike.

The first people to inhabit this transformed land after the glacier receded are known as Paleo-Indians. They were nomadic hunters, using finely made stone projectiles or spear points. The Paleo-Indians were skilled in using their tools and weapons while hunting big game, including woolly mammoth and mastodons. These groups of people may not have been permanent inhabitants of this area but kept returning as it provided an abundance of natural resources.

As the centuries progressed, the climate warmed and the vegetation and wildlife gradually changed. Conifer forests gave way to deciduous woods and prairie, while the large mammals disappeared and were replaced by smaller game animals, such as deer. The people in this area at that time, beginning around BCE 700, are known as the Woodland Culture. They began to make pottery and cultivate plants. The growing of crops became an important part of their culture. They also began to settle in permanent villages along rivers and lakes. One can imagine that a village was established along the Yahara River or Lake Waubesa.

This culture is also known as the mound builders. They began burying their dead in small earthen round mounds. As the Woodland Culture evolved, the people began constructing the mounds in other shapes. The effigy mounds were often made in the shapes of animals. One such effigy mound can be seen today in the Indian Mound Conservancy in McFarland. There are a number of mound sites in the McFarland area today, but sadly the majority of mounds were destroyed over the years due to farming and development.

As the Woodland and mound builders era waned around 1,200 CE, other cultures followed. The Ho-Chunk were the descendants of the mound builders. According to their oral history, the Ho-Chunk originated at Moogasuc, or the Red Banks near present-day Green Bay. The Ho-Chunk Nation eventually expanded further south, including into the four lakes region of south-central Wisconsin.

The Ho-Chunk had their first encounter with Europeans when Jean Nicolet, a Frenchman, landed at Red Banks in 1634. Shortly afterwards, other Frenchmen – missionaries and fur traders – arrived in Wisconsin. The arrival of Europeans introduced new diseases, such as smallpox, to the Ho-Chunk.

At the same time, other First Nations from the east were forced west to Wisconsin to escape the warfare that was occurring in the eastern Great Lakes over the monopoly of the beaver trade. The Ho-Chunk battled the migrant Nations to protect their land. The diseases and warfare resulted in a great population decline for the Ho-Chunk from approximately 5,000 people to as little as 600 in Teejop (Ho-Chunk name for the four lakes regions).

By the early 19th century, the weakened Ho-Chunk were facing other encroachments on their land, this time from miners, U.S. military and early settlers. The first land cession between the United States and the Ho-Chunk was signed in 1829. In an 1832 treaty, the Ho-Chunk were forced to cede Teejop. Decades of ethnic cleansing followed when the federal government repeatedly, but unsuccessfully, sought to fully remove all Ho-Chunk people from Wisconsin.

Despite the removal process, many of the Ho-Chunk returned to their home lands and today form the Ho-Chunk Nation of Wisconsin based in Black Rivers Fall, Wisconsin.

From the findings of the archaeological site along the Yahara River south of Lower Mud Lake, to the large number of Indian mounds, to the oral tradition of the Ho-Chunk, the evidence shows how significant this area was to the Native Americans

Source: Partial sourced from Milwaukee Public Museum



Early European Settlers

Once the United States took control of the land in this area, government surveyors began laying out townships. By the early 1840s, Yankees from the east, and immigrants from Europe, mostly Norwegians and Germans, were buying acreages in the towns of Dunn, Pleasant Springs and Blooming Grove from land speculators or from government land offices.

Most of the early settlers in this area were farmers. Life for them was not easy as the land was difficult to clear and cultivate, and markets to purchase items and to sell their agricultural goods, primarily wheat, were far away. A round trip to the Milwaukee wheat market by ox cart took two weeks.

It can be assumed that the settlers made those trips once or twice a year, having more of a subsistent type of life rather than commercial. Despite the hardships, more settlers, mostly Norwegian farmers, were arriving by the early 1850s. At the same time, the railroad began advancing westward from Milwaukee, reaching Stoughton in December of 1853.

During the winter and early spring of 1854, the first railroad tracks were laid through this area, reaching Madison on May 23. Local farmers could now take their wheat directly to Madison, or to a depot that was located approximately two miles east of here, and have it shipped to the port of Milwaukee.



Ingebrigt and Helene Johnson, the first permanent Norwegian settlers in the Town of Dunn



William McFarland

After a couple of years, the Milwaukee & Mississippi Railroad decided the depot in the town of Dunn was poorly located, requiring a replacement. The railroad recruited one of its employees, William H. McFarland, to purchase 160 acres in the northeast quarter of section 3 in the town of Dunn, to erect a depot and to plat a community, naming both after himself.

On July 3, 1856, William H. McFarland purchased the 160 acres, and in the fall, had the land surveyed and had streets and lots platted. The community of McFarland had begun.



McFarland's first train depot



Early McFarland Business

The small, slow-growing hamlet of McFarland in the 1860s included a lumberyard, general stores, blacksmith, livery, grain elevator and, of course, the depot. The first church, the McFarland Norwegian Evangelical Lutheran Church, was organized in 1867.

By the 1870s, local farmers gradually changed their practice of growing wheat to dairy farming. Many of the Norwegian farmers also began growing tobacco. This change in farming habits resulted in the removal of the grain elevator but the addition of tobacco warehouses along the tracks, a feed mill (c. 1900) and a creamery (1891).

A larger depot was built in 1881 directly across the tracks from the McFarland House, replacing the original depot. The first school building was constructed at the corner of Milwaukee and Broadhead streets in 1882. Also in the 1880s, a second religious group was organized, the McFarland Methodist Church, building a church at the corner of Main and Broadhead streets.

The 1890s saw the beginning of a small renaissance in McFarland. Brick commercial buildings were constructed in the downtown. A hardware and farm implement business, harness shop and stockyard were added on Bashford Street along the tracks in 1894. The McFarland State Bank opened its doors on Main Street in 1905, the same year McFarland's population reached 299.

Local entrepreneurs purchased land on the eastern shore of Lake Waubesa in 1899, marking the beginning of the resort era. The McFarland area soon became known as a vacation destination for the first four decades of the 20th century.



Top: McFarland's first church
Center: Train depot and passengers
Bottom: Downtown McFarland, 1908

McFarland was becoming a busy little hub with the main north-south transportation route going through the little downtown on Main Street. In 1920, at the urging of many businessmen, McFarland was incorporated as a village. The power of the new village government, however, was not strong enough to stop the state from constructing Highway 51 west of the tiny village in 1929, removing the traffic away from businesses.

Despite the setback, the village moved forward. In 1929, a new petroleum business had its start as a gas station on the corner of Farwell and Exchange streets, eventually growing into McFarland's largest employer over the course of the next three decades.

The population of McFarland was only 313 in 1930, but it grew to 463 by 1940 and to 593 by 1950. McFarland's first century was one of slow growth but by the mid-1950s, at the start of McFarland's second century, change and growth would become the new normal.

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	\$ (10,320) ¹
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; Reserved for installation materials and supplies as needed (e.g. cement)	\$ 4,623.00

¹ This value reflects the original quote of \$1,720 for each 12x18 historic marker sign. Due to spacing constraints, Sewah Studios will fabricate all non-national historic property plaques as 20x29 with Staff's confirmation. This is completed at no cost change for the purchase order.