

Wednesday, January 8, 2025

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 Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84997212044>

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

Webinar ID: 849 9721 2044

Press \*9 to raise/lower hand. Press \*6 to mute/unmute.

## 1. CALL TO ORDER, ROLL CALL.

## 2. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Community Development Authority and Planning 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 Authority and 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 Authority and 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 Authority and 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](mailto: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 September 11, 2024, Joint Community Development Authority and Plan Commission meeting.

## 4. PUBLIC HEARING

- a. Public hearing regarding Ordinance 2025-01 An Ordinance Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2025 Redevelopment District Plans No. 1 and No. 2, Including Amendment of the Comprehensive Plan Future Land Use Map.

## 5. BUSINESS.

- a. Discussion regarding Ordinance 2025-01 An Ordinance Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2025 Redevelopment District Plans No. 1 and No. 2, Including Amendment of the Comprehensive Plan Future Land Use Map.

6. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, January 21, 2025 at 7PM - Plan Commission
- b. Wednesday, February 12, 2025 at 7PM - Community Development Authority

7. 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](mailto: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 September 11, 2024**

**CDA Members Present:** Stephanie Brassington, Luke Fessler, Anthony Hennes, Ben Tanko, Elizabeth Yszenga

**CDA Members Absent:** Krystalynn Sabol, Kurt Zimmerman

**PC Members Present:** Carolyn Clow, Stephanie Brassington, Scott Peters (7:06 PM), Jill Halverson, Chris Reynolds, Peter Bloechl-Anderson

**PC Members Absent:** Austen Conrad

**Staff Present:** Andrew Bremer, Kong Thao, Karen Knoll, Matt Schuenke

### 1. CALL TO ORDER

Clow called the meeting to order at 7:00.

### 2. PUBLIC APPEARANCES

The following people were present and spoke in opposition to the creation of TID #7.

- Monica Nauta, 4639 Catalina Pkwy
- Ryan Headly, 5012 Falling Leaves Ln
- John Kosobucki, 4414 Catalina Pkwy
- Meredith Hughey, 5003 Wild Rye Ct
- Matt Wiswell, 6302 Pennock Ln
- Gurmail Mangat, 4702 Dustin Ln
- Kelsey Annen, 4509 Red Barn Run
- Nicky Symons, 5125 Leanne Ln
- Kathy Annen, 5011 Falling Leaves Ln
- Ken Boyd, 3457 Siggelkow Rd
- Garret Nauta, 4639 Catalina Pkwy
- Melanie Robak, 3607 Johnson St

From those who spoke, the following items of concerns include:

- Change to current traffic
- Increasing danger to Siggelkow Rd
- Safety related to: children and shared uses of the road
- Incompatible uses adjacent to neighborhood
- Noise pollution, light pollution, and smell

- Concern on low-income households related to introduction of crime and drug activity
- Concern with future growth of the land, erosion control measures, and “post-landfill”
- Impacts on school referendum

The following people registered in opposition to the creation of TID #7 but did not wish to speak. The list of people includes online responses in the Q&A and submitted comment forms.

- Ann Brink, 5706 Ambrosia Ter
- Steve Annen, 5011 Falling Leaves Ln
- John Domack, 3280 Lee South Ct
- Vicki Domack, 3280 Lee South Ct
- Steven Wiesner, 4509 Red Barn Run (Madison)
- Alyssa Buss, 6060 E Red Oak Trl
- Kavita Deckard, 6213 Canyon Parkway (Madison)
- Nick Deckard, 6213 Canyon Parkway (Madison)
- Maldonados , 4523 Red Barn Run (Madison)
- Erin Decker, 4724 Catalina Pkwy (Madison)
- Jason Kopp, 3471 Siggelkow Rd
- Anna Kopp, 3471 Siggelkow Rd
- Tim Louderback, 4728 Catalina Pkwy (Madison)
- Mandy Louderback, 4728 Catalina Pkwy (Madison)
- Alison Eng, 6126 Arrowpoint Way (Madison)
- Susan Dietzel, 5605 Chestnut Ln
- Deanna Regel, 4732 Catalina Pkwy (Madison)
- Angie Kunze, 5315 Valley Drive
- Rob Kunze, 5315 Valley Drive
- Brad Wedan, 6207 Canyon Pkwy (Madison)
- Heather Wedan, 6207 Canyon Pkwy (Madison)
- Pecks, 5163 Wild Rye Ct
- Angie Curtis, 6118 Eagle Cave Drive (Madison)
- Lucas Sivertson, 4519 Red Barn Run (Madison)
- Bryant Household, 4735 Ice Pond Drive (Madison)
- Ian Catterall, 6225 Canyon Pkwy (Madison)
- Jolene Catterall, 6225 Canyon Pkwy (Madison)
- Jesil Pujara, 6010 Eagle Cave Dr (Madison)
- Christy Pujara, 6010 Eagle Cave Dr (Madison)
- Laurie Downs, 6021 Exchange St
- Tom Downs, 6021 Exchange St
- Kelsey Ryan, 4515 Red Barn Run (Madison)
- Kim Nansel, 5212 Valley Dr

- Andy Nansel, 5212 Valley Dr
- Kim Garrett, 4806 Catalina Pkwy (Madison)
- Brad Schumacher, 4806 Catalina Pkwy (Madison)
- Derek Jensen, 6419 Exchange St
- Mikaila Jensen, 6419 Exchange St
- Janet Doll, 5700 Ambrosia Ter
- Phil Doll, 5700 Ambrosia Ter
- Emily Luedtke, 6457 Bautista Dr (Madison)
- Brad Luedtke, 6457 Bautista Dr (Madison)
- Robin Crist, 4516 Bellingrath St (Madison)
- Laurie Morris, 6070 Shooting Star Ct
- Benjamin Foster, 5807 Smith Ridge Rd
- Lyle Morris, 6070 Shooting Star Ct
- Sheryl Otto, 6232 Canyon Pkwy (Madison)
- Brooke Zimmerman, 4505 Red Barn Run (Madison)
- Lowell Prill, 5535 Prairie Place Dr
- Jack Bernfeld, 5007 Falling Leaves Ln
- Marino Verdsco, 5009 Black Walnut Dr
- Linda Olson, 5009 Black Walnut Dr
- Dale Sankey, 5906 E Open Meadow
- Bob Pominville, 5612 Osborn Dr
- Rob Zietlow, 4824 Catalina Pkwy (Madison)
- Karen Pominville, 5612 Osborn Dr
- Terri Bosobucki, 4414 Catalina Pkwy (Madison)
- Brad Theisen, 4705 Catalina Pkwy (Madison)
- Lindsay Lamb, 5112 Linden Pkwy
- Sandra Skubal, 6202 Eagle Cave Dr (Madison)
- Tom Wagner, 5405 Dennis Dr
- Daniel Disckson, 6231 Canyon Pkwy (Madison)
- Barbara Boyd, 3463 Siggelkow Rd
- Travis Grover, 6301 Canyon Pkwy (Madison)
- James McLimans, 5010 Falling Leaves Ln
- Beth McLimans, 5010 Falling Leaves Ln
- Mike Curtis, 6118 Eagle Cave Dr (Madison)
- Aaron Goecks, 4802 Catalina Pkwy (Madison)
- Laurie Morris, 6070 Shooting Star Ct

In summary, there were 81 recorded people in person and online statements who expressed opposition to the establishment of TIF District #7 in agenda item 4a.

Jeff Whipple, Interstate Partners, provide comments in-person on agenda item 4a. Whipple comments included summary of private conversations of land

acquisition, public comments related to lands north of Siggelkow Road, clarification on timeline, and adjacent property uses.

### 3. APPROVAL OF THE MINUTES

- a. Motion to approve the minutes of the June 20<sup>th</sup>, 2024, Joint Plan Commission and Community Development Authority Meeting.

Clow asked the Joint body if action on the approval of the minutes could be taken second instead of third, as stated in the agenda. The Joint Body affirmed this was okay. Clow motioned to approve the minutes of the June 20<sup>th</sup>, 2024, Joint Plan Commission and Community Development Authority Meeting. Brassington seconded the motion. Motion passes 10-0.

### 4. BUSINESS.

- a. Discussion and action to deny creation of the Tax Increment Finance District #7 Project Plan as proposed.

Clow provided proceedings to the Joint Body members and how the voting process would work, as this is a Plan Commission action item with the CDA providing recommendation to the Plan Commission only.

Bremer provide summary on the agenda item, the clarification on the recommended motion, and discussion on the three actions to follow prior to reconsidering a new TID #7 Project Plan, with duties delegated to other Committees for review and approval. These include:

1. Complete a traffic study of Siggelkow Rd
2. Complete 30% of engineering design plans for Siggelkow Rd from Holscher Road to CTH AB.
3. Creation of a new zoning district for the proposed East Side Business Park.

Schuenke provided additional comments on the agenda item.

The Joint body discussed the types of studies needed, updating the East Side Plan, zoning, gaps in zoning code, the Economic Strategic Plan, scope of engagement, defining the scope of the project, and communication between Madison and McFarland as municipalities and residents.

Members of CDA only – Brassington motioned to recommend denial of TID #7 as proposed to the Plan Commission. Motion was seconded by Fessler. Motion carried 5-0.

Members of PC only – Clow motioned to deny creation of Tax Increment District #7 Project Plan as proposed and proceed with the completion of the following items:

1. *A traffic study of Siggelkow Road from Erling Ave. to CTH AB. with a refresh of the traffic study following the installation of the roundabouts by the DOT at end of the off-ramps.*
2. *Creation of 30% of engineering design plan for Siggelkow Road from Holscher Road to CTH AB.*
3. *Creation of a policy for communication with the City of Madison.*

Peters seconded the motion. In discussion of the motion, Brassington asked for clarification of item 3. Reynolds discussed possible reevaluation of East Side Plan and Economic Strategic Plan.

Clow amended her motion to include item 4. *Discussion of the East Side Plan reevaluation and Economic Development Plan at a future meeting.* Brassington seconded the amendment. No further discussion on the amendment. Motion to amend Clow's original motion to include item 4 passes, 6-0. No further discussion on the amended motion by Clow. Motion passes 6-0.

Clow provided closing statements with opportunities to connect to the Community & Economic Development's monthly announcements. Bremer provided additional comments on the communication announcements.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday September 17, 2024 at 7:00PM (Plan Commission)
- b. Wednesday, October 9, 2024 at 7:00PM, (CDA, possible joint meeting with Plan Commission)

6. ADJOURNMENT.

Brassington motioned to adjourn the meeting. Fessler seconded the motion. Motion carried 10-0. Meeting adjourned at 9:57 PM.

  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Wednesday, January 8, 2025

**SECTION:** Business

**DEPARTMENT:** Community Development

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

**AGENDA ITEM:** Public hearing regarding Ordinance 2025-01 An Ordinance Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2025 Redevelopment District Plans No. 1 and No. 2, Including Amendment of the Comprehensive Plan Future Land Use Map.

**PREVIOUS ACTION:**

August 22, 2023, Village Board approval of project contract with MSA  
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 6, 2024, Park & Recreation Committee Meeting #1  
February 8, 2024, Chamber Annual Dinner pop-up table  
February 15, 2024, Developer/Realtor/Lender Focus Group Meeting #2  
March 19, 2024, PC & CDA Joint Working Session #3 - review of revised redevelopment concepts  
April 3, 2024, Park & Recreation Committee Meeting #2  
April, 2024, Public Survey #2  
May 21, 2024, Landmarks Commission Meeting  
June 20, 2024, PC & CDA Joint Working Session #4 - review of Survey #2 responses, revised redevelopment concepts, draft future land use map, draft site and building design standards and guidelines  
July 11, 2024, Public Information Meeting #2  
October 9, 2024, PC & CDA Joint Working Session #5 - draft plan review

**ISSUE SUMMARY:**

Steve Tremlett from MSA Professional Services will present an overview of the planning project and draft plans prior to opening the public hearing. After conclusion of the public hearing there is a business item for discussion only on the draft plans. The purpose of this is to provide the committee members an opportunity to jointly discuss any additional questions or edits they may want to have MSA address in the plans before they are brought forward for



recommendation to the Village Board next month.

Included in the packet is a copy of Ordinance 2025-01 and copies of the updated draft Redevelopment District Plans 1 & 2, including updates of previously prepared draft documents and redevelopment concepts from the last project meeting on October 9, 2024. Copies of the plans are also available on the [project website](#). Each redevelopment area includes two files:

- Draft Plan Chapters 1-5 (Background, Process & Public Input, Existing Conditions, Land Use & Redevelopment, Implementation Plan) and Appendices A-C (Parcel Index, Survey Summaries, Concept Planning Summary)
- Appendix D, Design Standards Handbook

The remaining project schedule, subject to change, includes:

- February 12, 2025, CDA recommendation regarding Ordinance 2025-01
- February 18, 2025, Plan Commission recommendation regarding Ordinance 2025-01
- February 25, 2025, Village Board action on Ordinance 2025-01

**Public Comments**

A copy of the public hearing notice and a project summary letter were mailed to every property owner in Redevelopment District #1 and #2 as provided in the packet. Prior to publication of the meeting packet, the Department did not receive any written comments in support or objection to adoption of the plans.

**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 public hearing only.

**ATTACHMENTS:**

1. 2025-01 Comp Plan Ordinance
2. McFarland\_D1 Redevelopment Plan\_Final Draft\_2024.12.04
3. McFarland\_D1 Standards Handbook\_Final Draft\_2024.12.04
4. McFarland\_D2 Redevelopment Plan\_Final Draft\_2024.12.04
5. McFarland\_D2 Standards Handbook\_Final Draft\_2024.12.04
6. Redevelopment District 1 & 2 Public Hearing Ltr\_12.10.24 - Final

## ORDINANCE 2025-01

### AN ORDINANCE AMENDING THE VILLAGE OF MCFARLAND COMPREHENSIVE PLAN TO ADOPT AND INCORPORATE THE 2025 REDEVELOPMENT DISTRICT PLANS NO. 1 AND NO. 2, INCLUDING AMENDMENT OF THE COMPREHENSIVE PLAN FUTURE LAND USE MAP

Purpose: An ordinance amending the Village of McFarland Comprehensive Plan to adopt and incorporate the 2025 Redevelopment District Plans No. 1 and No. 2, including amendment of the Comprehensive Plan Future Land Use Map.

Sponsor: Andrew Bremer, Community & Economic Development Director

Recommended Referral: Plan Commission & Community Development Authority (Required)

Public Hearing: Required; Preceded by a Class 1 Notice under Wis. Stat. 66.1001 and Class 2 Notice under Wis. Stat. 66.1333.

**WHEREAS**, on July 12, 2010 the Village Board adopted A Planning Document For Redevelopment District No. 1 (Resolution 08-2010) and No. 2 (Resolution 09-2010 prepared and adopted under the provisions of Wis. Stat. 66.1333; and

**WHEREAS**, the Village Board adopted the Village of McFarland Comprehensive Plan on August 28, 2017, by Ordinance 2017-19, pursuant to Wis. Stat. 66.1001(4)(c); and

**WHEREAS**, the Comprehensive Plan incorporates by reference the policies, maps, and recommendations of the 2010 Redevelopment District Plans No. 1 and No. 2; and

**WHEREAS**, the Village Board has identified a need to update the 2010 Redevelopment District Plans No. 1 and No. 2, including the boundaries of properties included in each area, in order to facilitate planned and orderly development within the Village; and

**WHEREAS**, the purpose of Redevelopment District Plans No. 1 and No. 2 is to provide recommendations regarding the development character of each district, identify specific opportunities for redevelopment including potential land uses, densities and intensities of uses, identify public infrastructure projects to budget for and implement, establish criteria with which the Village can evaluate future development proposals, and to provide the Village with a resource to allow the Community Development Authority and Village Board to participate in redevelopment and urban renewal projects; and

**WHEREAS**, portions of Redevelopment District No. 1 include properties within existing Tax Increment Finance Districts No. 3 and No. 6 and portions of Redevelopment District No. 2 include properties within existing Tax Increment Finance District No. 4; and

**WHEREAS**, creation of the updated Redevelopment District Plans No. 1 and No. 2 was jointly completed by the Community Development Authority and Plan Commission of the Village of McFarland;

**WHEREAS**, the process to develop the updated Redevelopment District Plans No. 1 and No. 2 included opportunities to foster public participation in every stage of the preparation of the plans including, but not limited to, two community surveys, stakeholder meetings, two focus group meetings, two public information meetings, and six joint meetings of the Community Development Authority and Plan Commission; and

**WHEREAS**, Redevelopment District Plans No. 1 and No. 2 was presented and explained at a public hearing jointly held by the Community Development Authority and Plan Commission on January 8, 2025; and,

**WHEREAS**, notice of the public hearing was preceded by a Class 1 Notice under Wis. Stat. 66.1001 and Class 2 Notice under Wis. Stat. 66.1333; and

**WHEREAS**, a copy of the notice of the public hearing and a letter explaining the purpose of Redevelopment District Plans No. 1 and No. 2 was mailed to each property owner within the districts; and

**WHEREAS**, the Village Board finds that this Ordinance is consistent with the Village's Comprehensive Plan; and,

**WHEREAS**, the Village Board finds approval of this Ordinance is in the public interest;

**NOW, THEREFORE**, the Village Board of the Village of McFarland, does ordain as follows:

1. The 2025 Redevelopment District Plan No. 1, attached to this Ordinance as Exhibit A, and 2025 Redevelopment District Plan No. 2, attached to this Ordinance as Exhibit B, are hereby approved including the district boundaries as shown in each plan.
2. The 2010 Redevelopment District Plans No. 1 and No. 2 shall be terminated and no longer in effect for the Village of McFarland.
3. The 2025 Redevelopment District Plans No. 1 and No. 2, attached hereto as Exhibit A and B, are adopted as an amendment to the Village of McFarland Comprehensive Plan, pursuant to Wis. Stat. 66.1001(4)(c).

4. The Future Land Use Map 6 of the Village’s Comprehensive Plan shall be modified to reflect those future land use changes identified in Exhibit A and Exhibit B.

The above and foregoing Ordinance was duly adopted at a regular meeting of the Village Board of the Village of McFarland held on the \_\_\_\_\_ of \_\_\_\_\_, 2025.

APPROVED:

\_\_\_\_\_  
 Carolyn Clow, Village President

ATTEST:

\_\_\_\_\_  
 Cassandra Suettinger, Deputy  
 Administrator/Clerk

<b>ORDINANCE 2025 – 01</b>	
<b>MOTION</b>	<b>SECOND</b>
<b>ACTION</b>	<b>DATE</b>
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
<b>INDIVIDUAL VOTING RECORD</b>	
Brandt –	Leamy –
Brassington –	Pena –
Clow –	Prill –
Fessler –	
<b>VOTING RESULTS</b>	
Motion Carried	
Motion Defeated:	

Village of McFarland

# REDEVELOPMENT PLAN UPDATE DISTRICT 1



Final Draft: December 2024



planning + design  
studio

# ACKNOWLEDGEMENTS

## VILLAGE BOARD

**Carolyn Clow**, *Village President*  
**Hilary Brandt**, *Trustee*  
**Stephanie Brassington**, *Trustee*  
**Luke Fessler**, *Trustee*  
**Alisa Leamy**, *Trustee*  
**Miguel Peña**, *Trustee*  
**Lowell Prill**, *Trustee*

## STEERING COMMITTEE

### Plan Commission

**Village President Carolyn Clow**, *Chairperson*  
**Stephanie Brassington**, *Village Trustee*  
**Peter Bloechl-Anderson**, *Citizen Member*  
**Austen Conrad**, *Citizen Member*  
**Jill Halverson**, *Citizen Member*  
**Scott Peters**, *Citizen Member*  
**Christopher Reynolds**, *Citizen Member*

### Community Development Authority

**Stephanie Brassington**, *Chairperson - Village Trustee*  
**Luke Fessler**, *Village Trustee*  
**Elizabeth Yszenga**, *Commissioner*  
**Krystalynn Sabol**, *Commissioner*  
**Kurt Zimmerman**, *Commissioner*  
**Anthony Hennes**, *Commissioner*  
**Benjamin Tanko**, *Commissioner*

## VILLAGE STAFF

**Andrew Bremer**, *AICP, Community & Economic Development Director*  
**Kong Thao**, *Associate Planner*

## MSA PROFESSIONAL SERVICES, INC

**Stephen Tremlett**, *AICP, CNU-A, Project Manager*  
**Brad Vowels-Katter**, *Associate Planner*  
**Olivia Bolton**, *Assistant Planner*

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- B Survey Summaries
- C Concept Planning Summary
- D Design Standards Handbook

# BACKGROUND

## CHAPTER ONE

This chapter introduces the District 1 redevelopment planning area, summarizes the Village's previous planning efforts, and contextualizes the community's demographics and needs.

### ABOUT THE PLAN

This plan is an update to the 2010 Redevelopment Plan for District 1 and the 2005 Terminal and Triangle District Plan with considerations for current opportunities, market conditions, and relevant approved plans. The plan proposes ideas for future development in that are grounded in public engagement. Detailed conceptual images and policies are intended to facilitate community discussion and scrutiny as specific project proposals are introduced.

Redevelopment District 1, located within McFarland's Tax Increment Finance District (TID) #3, is known to residents as the Terminal and Triangle District. This area acts as the "gateway" into McFarland due to Highway 51, which runs through the district and connects the village to the greater Madison Metropolitan Area.

This district is historically industrial in character, with several parcels utilized as gas tank "farms." Land uses of this nature have an adverse impact on redevelopment potential for the district.

### COMMUNITY GOALS

This plan supports the goals and policies outlined in the Village's 2017 Comprehensive Plan Update, 2023 Housing Needs Assessment, and 2023 Economic Strategic Plan. Relevant goals from the Comprehensive Plan are highlighted in the box on page 5. Considering District 1, the Comprehensive Plan encourages "commercial, business, or office park uses." Policies from the plan are carried forward and cited as appropriate throughout this redevelopment plan.

A Redevelopment Plan is a subarea plan within a specific geographic area (adopted as a component of the Comprehensive Plan), in order to provide more detailed land use analysis, goals, redevelopment concepts, and design requirements.

## STATEMENT OF PURPOSE

The purpose of this redevelopment plan is to:

- provide recommendations regarding the development character of the District 1 area;
- identify specific opportunities for redevelopment, including potential land uses, densities and intensities of use;
- identify public infrastructure projects to budget for and implement;
- establish criteria with which the Village can evaluate future development proposals; and,
- provide the Village with a vehicle to allow the Community Development Authority to participate in redevelopment projects.

## OBJECTIVES

Plan objectives include, but are not limited to:

1. Assess existing conditions and concepts identified in the 2010 Redevelopment Plan and 2005 Terminal and Triangle District Plan; build on what was previously accomplished in the 2023 Housing Needs Assessment, 2023 Economic Strategic Plan, and other relevant plans.
2. Obtain input from a broad set of community stakeholders.
3. Identify desirable locations for redevelopment with recreation, residential, mixed-use, retail, office and commercial, and light industrial uses.
4. Create opportunities to diversify the Village's housing stock.
5. Identify future transportation infrastructure, including streetscape enhancements, future roadways, and zoning to support transit services.
6. Identify specific strategies for implementing the plan's vision and recommendations.

## STATUTORY AUTHORITY

This plan has been prepared and adopted under the provisions of §66.1001 and §66.1333, Wis. Stats.

## GOALS FROM THE COMPREHENSIVE PLAN UPDATE (2017)

### Culture & Community

Enhance an image of McFarland organized around its waterfront village setting, historic resources, community events, and involved citizenry.

### Land Use

Promote a sustainable, flexible land use pattern that maintains the desired village and residential character... and balances economic and neighborhood expansion with redevelopment, infill, and resource preservation.

### Economy

Increase and opportunities for businesses to start, locate, and grow; expand local jobs, shopping, and dining; and build connections to commercial areas.

### Housing

Promote quality, affordable housing within neighborhoods and mixed use settings that are organized around safety, conservation, recreation, and connections to community.

## CONSISTENCY WITH LOCAL PLANS

This redevelopment plan is consistent with the recommendations contained in the Village of McFarland Comprehensive Plan. It is also consistent with the Tax Increment Finance District #3 Project Plan and the Tax Increment Finance District #6 Project Plan. These plans may be amended from time to time. This Redevelopment Plan is intended to be consistent with any changes or modifications in the Village's plans as amended and adopted.

# REDEVELOPMENT AREA

## STATEMENT OF THE BOUNDARIES OF THE PROJECT AREA

The scope of the planning area extends beyond the boundary established in the 2010 Redevelopment Plan and TID #3 Project Plan. The TID #3 boundary is outlined in black on the map.

The study area, indicated by the red dashed line in the map on the right, now includes the park lands bordering Lake Waubesa, properties east of US Highway 51 and Triangle Street, and the mixed-use neighborhood south of Siggelkow Road, referred within this plan as the Lakeview Village.

The Lakeview Village area has grown exponentially since 2010, with potential opportunities for additional redevelopment in the neighborhood and around the lakefront. Improvements in this area would complement the infrastructure improvements planned by the Wisconsin Department of Transportation (WisDOT) to add roundabouts to the highway interchange at Siggelkow Road.

## District 1 Boundary & Parcels

Dane County GIS, 2023

Dane County Aerial, 2022



- Study Area
- Parcel Boundary
- TID #3 Boundary

# RELEVANT PLANS & STUDIES

The Village of McFarland has been actively engaged in the process of guiding the growth of the Village in an orderly fashion through the use of tax increment financing, comprehensive and neighborhood master plans and careful implementation of sound planning and engineering. This section outlines the relevant, concerns, opportunities, policies, and recommendations which were considered in this planning process.

## 2023 ECONOMIC STRATEGIC PLAN

This economic development strategy was developed to provide information and tools for guiding economic development and activity over the next five years and beyond. The plan emphasizes existing business retention and recommends housing development to increase demand for retail and commercial activity.

Considering the future of various commercial and retail spaces in McFarland, the Village’s Economic Strategic Plan provides the following insight into District 1:

### Sigglekow (west of Hwy. 51)

“The mixed-use lakeside neighborhood includes several iconic restaurants including two restaurant/banquet (one currently closed) and another bar and grill. This neighborhood also includes several recreational amenities that draw residents and visitors including the Lower Yahara River Trail, Brandt Park, and the lakeside McDaniel Park. Recent redevelopment projects include a new mixed-use development (Waubesa Village) consisting of over 100 new residential apartments, a daycare, engineering office, and investment firm. Due to the proximity of this neighborhood to USH 51, the existing restaurants, lake access, and recreational amenities, there are more redevelopment opportunities for higher density residential, mixed-use and commercial development, as identified in the Village’s 2005 Terminal & Triangle Plan.”

### Strategy: Expand Commercial / Industrial Land Base

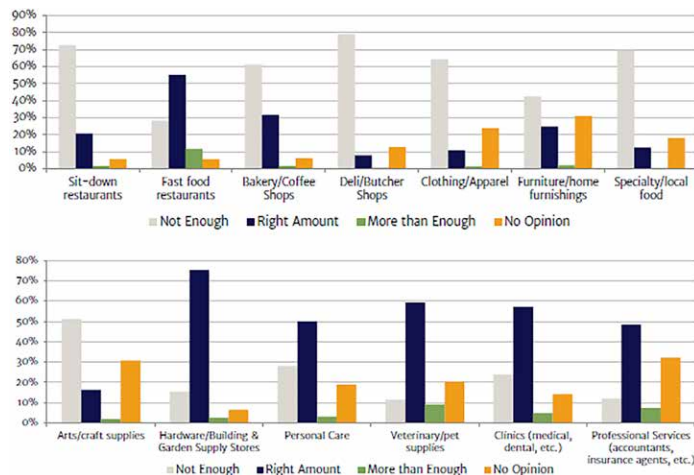
“Expanding the land available for commercial and industrial development is an invitation for investment which facilitates wage and income growth, growth in the tax base, and quality of life for residents. Expanding the land base allows for existing businesses to grow locally - retaining the relationships between themselves and their labor force as well as the communities that have nurtured them. Additionally, land availability can be a competitive advantage to attract outside investment into the community.”

Relevant strategies for land base expansion include:

1. Prep for creation of a new TID or TIDs on east side and Terminal/Triangle district.
2. Inventory opportunities for redevelopment by starting with properties already designated as blighted in the existing redevelopment district plans.

The graphic below depicts public impressions of the variety of businesses and industries in McFarland. Additional information from the Economic Strategic Plan is included in this Plan’s community profile on page 11.

Economic Strategic Plan Survey Results for “Are there enough options in in McFarland in these categories?” (MSA, 2023).



**2023 HOUSING NEEDS ASSESSMENT STUDY**

This assessment provides a better understanding of McFarland’s housing market— supply and demand, gaps in price and location, and resident experiences— as well as market conditions in peer communities. The study determines that McFarland will need 77-123 additional housing units per year to meet projected 2030 demand and recommends strategies in communication (an established housing committee to build relationships with developers and neighborhood associations), regulation (reduced development fees and parking requirements, zoning policy changes), and funding (TIF Districts, LIHTC, Dane County ADHF). Additional housing information is included in this Plan’s community profile on page 10.

The Village’s primary housing goal is to build healthy neighborhoods, which are characterized by:

- Varied housing types
- Safe, walkable urban design/sidewalks
- Convenient access to public transit
- Quality parks and open space
- Public gathering spaces within neighborhoods

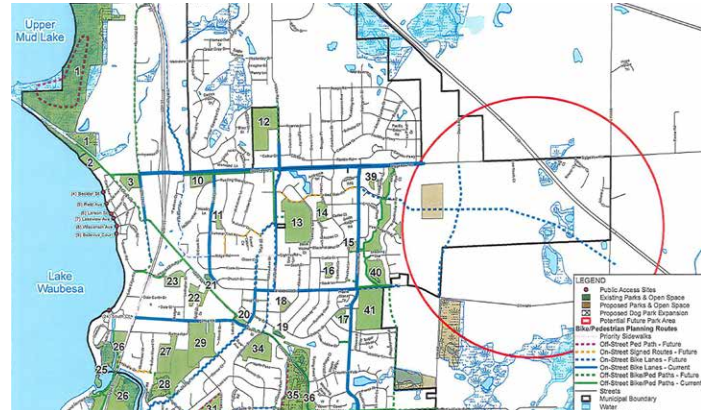
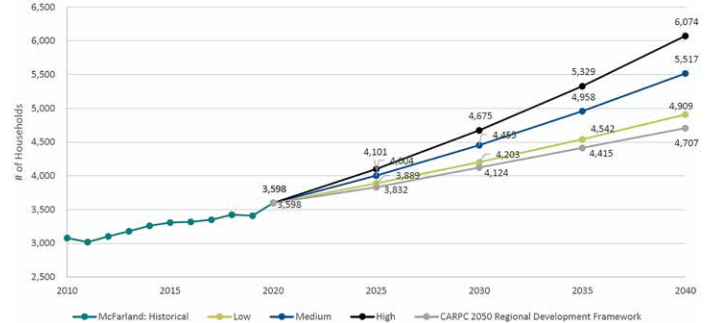
**2019-2023 OUTDOOR RECREATION & OPEN SPACE PLAN**

This recreation and open space plan establishes goals, objectives, and policies for recreation and conservation planning efforts in McFarland. The plan is updated every five years to maintain eligibility for federal, state, and county recreation/conservation programs.

Recommendations include:

- Continued implementation of the McDaniel Park Master Plan to add picnic areas with grills and trash cans, increase woodland buffers and tree plantings, and construct a second public pier with boat racks.
- Expansion of routes and child-safe access points to parks and playgrounds.

Housing Needs Assessment Study, “Household Projections Trends for McFarland” (MSA, 2023).



Proposed Parks & Open Space (McFarland Outdoor Recreation & Open Space Plan, 2019). At the time of writing this plan the Village was updating this plan.

- Accessible paths in parks and conservancy areas.
- Street improvement programs for better parking, interconnected sidewalks and bicycle trails, and crossing facilities.
- Continued improvements in Brandt Park to update ball field fencing, supply internet access, and add trees for shading.

**2021 SUSTAINABILITY PLAN**

McFarland’s Sustainability Plan is a systems approach to making the Village efficient, sustainable, and resilient through incremental, long-term improvements and consistent performance review. Considering land uses and development, the plan envisions “diversity in the

built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types.” This Redevelopment Plan supports this vision by encouraging infill development and efficient use of infrastructure resources.

**2019 COMPREHENSIVE LODGING FEASIBILITY STUDY**

This study was prepared by Core Distinction Group (CDG) to evaluate the feasibility of developing a hotel in McFarland near the intersection of Terminal Drive and USH 51. The report recommends hotel developments with 60-70 guestrooms with upper midscale hotel rates to achieve occupancy projections. Proposed hotels in the area should provide amenities such as complimentary breakfast, Wi-Fi, a pool and fitness center, meeting rooms, and bar/dining spaces. A property of this scale would create 15-25 full and part-time jobs and positively impact the local economy in property taxes and business revenue.

**2017 MCDANIEL PARK MASTER PLAN**

The image on page 10 illustrates key components of the 2017 McDaniel Park Master Plan. Most of these recommendations have been implemented in some fashion at the time of writing this plan:

- Parking lot expansion from 28 to 54 spaces
- A second open-air pavilion to match the existing structure and provide more gathering space
- Park paths connecting to the Lower Yahara River Trail, parking lot, and pier
- Park entrance and pier wayfinding signage  
Community gateway to welcome visitors entering the park from the Lower Yahara River Trail
- Bicycle trailhead with maintenance area to provide a pump, tools, and water refill station
- Additional amenities such as grills, bicycle racks, flexible seating, and shading devices



McDaniel Park Master Plan (Vandewall & Associates, 2017).



Brandt Park Master Plan (Ken Saiki Design Inc., 2006).

**2006 BRANDT PARK MASTER PLAN**

The Brandt Park Master Plan proposes a number of improvements, illustrated in the image above:

- A multi-use trail connection to McDaniel Park (implemented as of 2024)
- Consolidated restroom, concessions, storage, and shelter facility (implemented)
- Acquisition of adjacent corner lot to expand parking
- Trees between concessions and ball diamonds
- New basketball court (implemented)
- Updated playground equipment (implemented)
- Entryway enhancement for Brandt Memorial and flag with paved area walk (implemented)

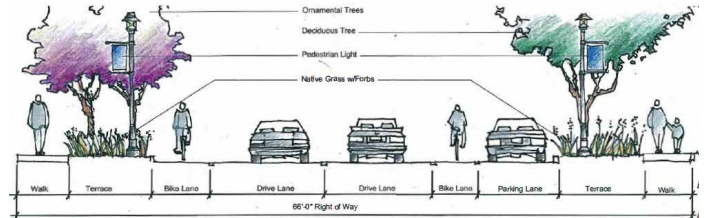
### 2005 HIGHWAY 51 CORRIDOR CONCEPT PLAN

This concept plan lays out aesthetic improvements for the Highway 51 Corridor, encompassing 2.5 miles between Voges Road, the Yahara River Bridge, Terminal Drive, and Triangle Street. The project proposal is separated into two phases: the first phase adds a sidewalk and lighting to both sides of the highway, and the second guides the planting of grasses, perennials, and trees throughout the corridor. Terminal Drive should become a major pedestrian connection from McFarland to Voges Road; this can be achieved through a paved path with buffer plantings and lighting. Triangle Street is scheduled for improvements; a crosswalk will be added, as well as plantings and lighting similar to that which is recommended for Terminal Drive.

### 2005 TERMINAL & TRIANGLE DISTRICT PLAN

This district plan assesses the Triangle and Terminal District as the Village's primary area for large-scale economic development. Development throughout the district should be of quality design, with building facades and landscaping as the dominant visual from public streets. The north end of the district will focus on commercial services with highway access; the south end of the district will include a mix of office, residential, and lake-oriented uses; and central parts of Terminal Drive should house high-value industrial uses. The plan provides recommendations for development design, transportation (emphasizing bicycle and pedestrian access), and annually assessed tax increments for each subdistrict.

*Highway 51 Corridor Plan - Concept Sketch for Triangle Street (Schreiber/Anderson Associates, Inc., 2005).*



# COMMUNITY PROFILE

The Village of McFarland is located in Dane County, in south-central Wisconsin. It is directly southeast of Madison, Wisconsin's capital, and shares borders with the City of Madison, the Town of Blooming Grove to the north, and the Town of Dunn to the southwest. Spurred by a strong regional economy and educational opportunities, housing demand is strong across the entire region.

The Village is located along U.S. Highway 51 and Interstate 90, with connections to Madison, Janesville, and Chicago. Its proximity to Lake Waubesa, Upper and Lower Mud Lakes, and the Yahara River provides access to recreational and wildlife amenities, contributing to McFarland's tagline, *Naturally Connected*.

## HOUSING NEEDS

### Dane County Regional Housing Study

The county's housing report and 2024-2028 Strategic Action Plan provides some insight into McFarland's housing needs:

- McFarland residents spend an average of 48% of their annual income on housing and transportation (this is above the 45% guideline recommended by the Center for Neighborhood Technology).
- Between 2010-2022, McFarland has built 97 legally-restricted affordable housing (LRAH) units.
- This report estimates that the Village will need 125 new housing units per year to meet 2040 demand.

The Regional Housing Strategic Action Plan identifies five housing priorities to guide future efforts:

1. Increase the number of housing units attainable to low-income and moderate-income households.
2. Increase the overall number of housing units.
3. Provide housing, resources and protections for the most vulnerable populations.

### Key Facts, 2020 Census Data

<p><b>8,991</b> Total Population</p>	<p><b>1,889.1</b> Population Density</p>
<p><b>3,711</b> Housing Units</p>	<p><b>2.49</b> Avg. Household Size</p>
<p><b>24.1</b> Diversity Index</p>	<p><b>40.5</b> Median Age</p>

4. Rehabilitate and preserve affordability of existing housing.
5. Provide more pathways to homeownership

### Housing Needs Assessment Study - Rental Market

- 30% of McFarland residents live in rental units; most renters are younger than 35 years old
- 29.5% of rental units are found in buildings with 3-4 units; 77% of rental units have 2-3 bedrooms
- McFarland's rental vacancy rate of 0.0% is low (healthy rates range between 5-7%)
- Median rent in McFarland (\$1,185 in 2020) is higher than comparable communities and Dane County
- \$1,432 is considered an affordable rent
- There is an undersupply of 335 units at 80% AMI and an oversupply of 260 units for those between 51-80% AMI

**Housing Needs Assessment Study - Home Ownership**

- 70% of McFarland residents live in owner-occupied units; most homeowners are 45-64 years old
- 85% of owner households live in single-family, detached homes; 65% of units have 2-3 bedrooms
- McFarland’s homeowner vacancy rate of 0.0% is low (healthy rate is 2%)
- \$375,000 is considered an affordable home for McFarland’s median owner-occupied income
- Higher income homeowners are currently competing with lower-income households more affordable units

**Projections: Additional Units Needed by 2030**

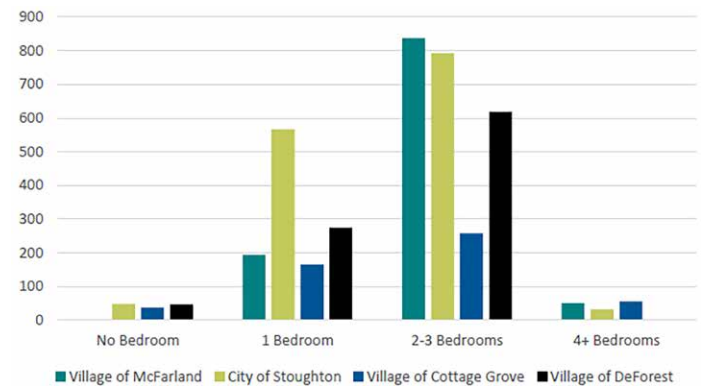
- Rentals: 117-293 units (15-37 per year)
- Ownership 497-691 units (62-86 per year)
- Senior Housing
  - » Assisted Living: 28 units
  - » Nursing Care: 46 beds

**RETAIL & SERVICE NEEDS**

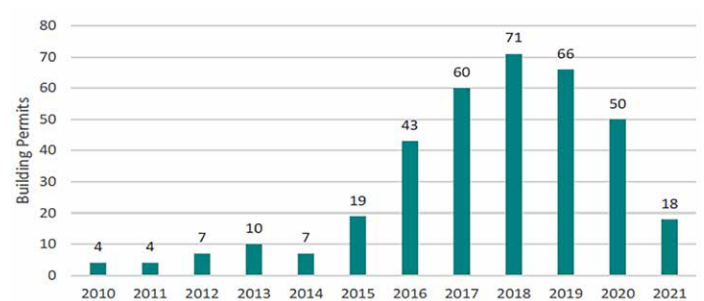
McFarland is a full-service Village in the midst of a larger metropolitan area. Many retail and service needs of residents can be met in the vicinity of the Village; 60% of survey respondents reported sourcing non-grocery purchases to Madison. It is more likely that the specific non-grocery items shoppers buy in Madison are not available in McFarland. While 57% of survey respondents work in Madison, workers would be more inclined to shop near their place of employment or in route to and from their homes in McFarland.

When asked if there are enough options in various industries, residents expressed a need for restaurants, bakeries/coffee shops, deli/butcher shops, clothing stores, specialty food stores, and art supply stores.

Rental Units by Bedroom in Peer Communities (Village of McFarland).



Building Permits for Owner-Occupied Units (Village of McFarland).



Retail Demand, Supply, and Gap Analysis (ESRI).



**TOP INDUSTRIES IN THE REGION**

1. Advanced Manufacturing
2. Agriculture, Food, and Beverage
3. Healthcare
4. Information Communications Technology
5. Bioscience

# PROCESS & PUBLIC INPUT

## CHAPTER TWO

This Plan was discussed and developed through a series of steering committee meetings between October 2023 and October 2024 (see the Project Milestones on the right). There were several meetings held during this planning process for the express purpose of gathering public input. Additional input and feedback was provided through two surveys, key stakeholder interviews, and focus groups. Draft materials were presented to several committees and posted on the Village’s website during the planning process.

### PROJECT MILESTONES

Sep 2023	Visioning Survey
Oct 2023	Public Open House Steering Committee Meeting #1 Developer Focus Groups
Nov 2023	Chamber Focus Group
Jan 2024	Steering Committee Meeting #2
Feb 2024	Parks & Rec Committee Chamber of Commerce Developer Focus Group
Mar 2024	Steering Committee Meeting #3
Apr 2024	Parks & Rec Committee Design Preference Survey
Jun 2024	Steering Committee Meeting #4
Jul 2024	Public Open House #2
Oct 2024	Steering Committee Meeting #5
Jan 2025	Plan Commission Public Hearing
Feb 2025	CDA Recommendation Plan Commission Recommendation Village Board Plan Adoption

# PUBLIC INPUT

The planning process included a series of steering committee meetings, focus groups, public events, and surveys between Fall 2023 and Spring 2024.

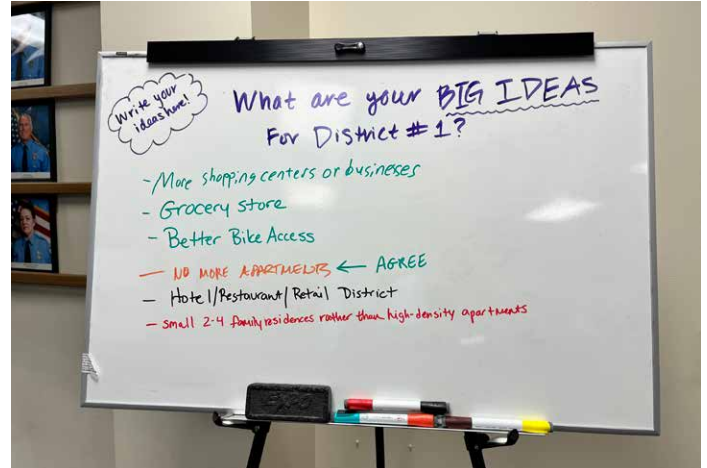
## PUBLIC OPEN HOUSE NO. 1

Approximately 80 people attended the public open house on October 2nd, 2023. The public had the opportunity to provide essential feedback regarding types of development they would like to see in their community (an example of the types of questions asked is included in the image on the right).

Key takeaways from this event included:

- Overall, residents expressed a strong desire for more commercial retail development and entertainment opportunities in the Village, with many comments specifically mentioning a desire for more restaurants.
- Many attendees expressed a desire for an entertainment district or more business/places for residents to gather in the evenings.
- There was less support for additional residential development in District 1, where comments overall supported mixed-use development with ground floor retail and housing above.
- Multiple attendees suggested a restaurant or gastropub specifically located at the 5100 property, but were not open to new multi-family homes. Other attendees suggested more lake-oriented retail and a paddle boat/kayak rental along the shoreline.
- Multiple attendees expressed concerns about the Siggelkow exit off of Highway 51 being unsafe for pedestrians to cross, and well as traffic backing up on the ramps during rush hour.

Image of whiteboard from Public Open House, titled "What are your Big Ideas for District 1?"



## STEERING COMMITTEE MEETINGS

The planning team met with the Steering Committee at every stage of the planning process to review and discuss draft materials. These meetings served as forums for collaborative decision-making, where committee members engaged in thoughtful discussions, shared insights, and provided valuable feedback. Active engagement with the steering committee ensured that community perspectives factored into the redevelopment process.

## FOCUS GROUPS

MSA met with focus groups including the McFarland Chamber of Commerce and local developers. Developers were open to the idea of a hotel in the northern region of the district but concerned about the proximity of a hospitality business adjacent to the gas terminals. The developers' group also addressed the viability of mixed-use buildings, commenting that a higher density of housing units would be necessary. The focus groups emphasized that future development in District 1 needs to fill current gaps in the market and provide flexibility for the tax base.

## PARKS & RECREATION COMMITTEE

MSA attended the Village's Parks and Recreation Committee meeting on February 2nd, 2024 to present initial development concepts around McDaniel Park and Brandt Park in District 1. MSA presented updates based on the committee's feedback at the April 3rd meeting.

Comments from the committee included:

- Design concepts for both parks should keep as much green space as possible.
- Open space in McDaniel Park could be evaluated for additional watercraft storage racks.
- The committee expressed interest in upgrading the playground at Brandt Park and suggested a sidewalk/pathway and bike lane along Erling Avenue.
- An increase in public parking around Brandt Park would benefit both parks and adjacent commercial businesses.

## SURVEYS

Two survey were distributed to the public as part of the engagement process— in September 2023, a visioning survey allowed the public to express their thoughts and desires for future development in the district, and in April 2024, a design preference survey provided an opportunity for respondents to give their feedback on initial design concepts. The visioning survey collected feedback from 211 individuals, 89% of whom identified as current McFarland residents. The majority of participants were between the ages of 30-39 (31%) and 40-49 (32%), and women contributed 65% of responses. 95% of those surveyed identified as White, Non-Hispanic, and 94% are homeowners. Most respondents (72%) are employed; 21% are retired, and 7% are not in the workforce.

When considering future growth in McFarland, 94% of survey respondents stated that they would encourage retail and commercial services to locate within the Village. 92% support further revitalization of the

*Introduction page to the Design Preference Survey.*



McFarland Redevelopment Districts Design Preference Survey

### Redevelopment Plan Updates

**The Village is updating its land use plans for two Redevelopment Districts. The purpose of these plans is to guide future redevelopment and public infrastructure improvements over the next 10-20 years. At this stage in the process, feedback is now being solicited for the design concepts that have been prepared for each district, as well as building and development design preferences. Each concept will display information about the development type and use.**

#### What are the Redevelopment Districts being addressed?

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

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

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

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

The survey will take roughly **20-25 minutes**; and **YES**, your responses will remain anonymous.

downtown area, and 85% support revitalization in the Triangle & Terminal District. Respondents showed less interest in bringing industrial businesses (38%) or office research facilities (67%) to the redevelopment areas. Many of those surveyed indicated support for improved walkability within both districts and on major roadways connecting them. 50% of respondents expressed need for affordable home ownership opportunities in McFarland; other unmet housing needs included mixed-use developments (36%), senior housing facilities (28%), and affordable rental opportunities (24%).

The following section provides key results from both surveys which influenced the proposed land use concepts and design standards. The images on the following page illustrate the public's opinions regarding the appropriateness of various design aesthetics within the context of the study area.

**KEY SURVEY FINDINGS**

**Areas for Improvement**

- More Shopping & Restaurants (29%)
  - » Grocery Store
  - » Hotel
  - » Restaurants with Lake View
- Improve Lakefront (18%)
- Traffic/Pedestrian Safety (15%)
  - » Terminal Drive Intersection
  - » Walkability
  - » Bike Paths & Sidewalks
- Overall appearance (14%)
  - » Murals
- Parks & Recreation (11%)
- Public Space (11%)
  - » Event Facilities
  - » Family-Friendly Activities (Splash Pad)



**Ideal Development Types (Brandt Park)**

- Restaurants/Eateries (90%)
- Neighborhood Retail/Service (84%)
- Mixed-Use (76%)
- Bars/Taverns (63%)
- Multi-story housing (50%)



**Ideal Development Types (Triangle & Terminal)**

- Mixed-Use (77%)
- Bars/Taverns/Restaurants (76%)
- Office (60%)
- Highway Commercial (59%)
- Hotels (56%)
- Multi-story Housing (53%)



*“I want to give my family a reason to go [to this area]– businesses, places to eat, establishments with kids activities, that kind of thing.”*

*-Survey Respondent*

## PUBLIC OPEN HOUSE NO. 2

The project team hosted a second open house on July 11th, 2024 to share formalized design concepts and initial design standards with the public. Forty-one (41) members of the community, the Village’s steering committee, and project staff attended the presentation and open house. Attendees were encouraged to respond to the proposed development patterns through comment forms.

Key takeaways from the Open House include:

- Desire to maintain the small-town feel and historic character of McFarland, rather than implementing new development that looks like anywhere else. Preference for lower building heights.
- Potential conflict around land uses, especially around the gas terminals in District 1.
- Desire to increase pedestrian and cyclist infrastructure, with protected bike lanes and connections between parks, downtown, and other amenities.
- Support for Erling Ave parking improvements, but some concerns regarding setbacks and space limitations.

*Photos from second public open house. Top: Open house attendees gathered for the presentation and Q&A with the planning team. Bottom: Attendees gathered to review the proposed design concepts and provide feedback.*



# EXISTING CONDITIONS

## CHAPTER THREE

This chapter reviews the existing land uses and assesses the physical environment to identify opportunities for reinvestment and redevelopment.

Below is a list of questions which guided the assessment process.

1. **Building Conditions:** Is the exterior of the building in poor repair as viewed from the street?
2. **Historic Quality:** Is the building historically significant?
3. **Design and Scale:** Is the building appropriate for its setting?
4. **Current Use Viability:** Are the current uses appropriate to the corridor? Is the property currently for sale or vacant? Is the property contributing positively to the Village's tax base? Are the existing lot and/or building suited to the uses identified in the market assessment?
5. **Current Zoning:** Is the parcel current zoning district a hindrance to redevelopment?

The data compiled to answer these questions can be found in this chapter's district maps. This information provides a clear and detailed picture of the district's current state and establishes a baseline from which the proposed redevelopment areas will improve.

# BLIGHT EVALUATION

To evaluate the condition of each parcel in the Redevelopment District, we viewed and photographed each parcel from the public right-of-way, and we scored each one using a parcel evaluation tool. This evaluation sheet (shown on the next page) was developed to standardize the evaluation process and to ensure that the evaluation focuses on conditions consistent with the statutory definition of blight. State statute indicates that the presence of any of a variety of conditions that impair the growth of the city, or are an economic or social liability, allows for the “blighted” designation.

## METHODOLOGY

MSA took pictures of all the properties from the public right-of-way, and identified those that were clearly in good condition without completing an evaluation form. These properties are noted as “Not Blighted (Windshield Survey)”. All remaining properties were evaluated as explained below.

There are four areas evaluated per parcel, including Utilization, Primary Structure Exterior Conditions, Accessory Structure and Site Improvement Conditions, and Other Blighting Influences.

**1. Utilization.** In this category we consider the extent to which the parcel is utilized in a manner consistent with the comprehensive plan (0-100%), including type of use, intensity of use (building size) and building design. For parcels with structures we consider the occupancy of those structures (0-100%), not including accessory structures. Most parcels receive full credit for occupancy unless there is clear indication of vacancy such as visible empty spaces and/or “For Lease” signs in the yard. For parcels without structures we consider the size and configuration of the lot and rate its suitability for the preferred land use as indicated in the comprehensive plan (0-100%).

Statute 66.1105(2)(ae)1. defines a blighted area as such:

“Blighted area” means any of the following:

a. An area, including a slum area, in which the structures, buildings or improvements, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of these factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime, and is detrimental to the public health, safety, morals or welfare.

**2. Primary Structure Exterior Conditions.** In this category we consider the basic building components: foundation, walls and cladding, roof, windows, canopy/porch, chimneys and vents, exterior stairs, and exterior doors.

We look at each of these components and ask the following questions:

- Is this component part of the building design, but missing, either partially or entirely?
- Are there visible structural deficiencies indicated by crumbling, leaning, bulging, or sagging?
- Are there non-structural components missing such as window panes, flashing, etc.?
- Are there cosmetic deficiencies such as discoloring, dents or peeling paint?

If the answer to any of these questions is “yes”, the evaluator decides if the deficiency is major or minor, and checks the appropriate box. The form deducts

Redevelopment District:		Evaluator:	
Blight Study #:		Date:	
Parcel #:		Preferred Land Use:	
Address:		Zoning:	
Property Owner:		Improvement Value:	
Total Assessed Value		Land Value:	

A. UTILIZATION	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Lot Utilization (compared to Land Use Plan)	25	100%			100%	25	
Occupancy (percent of building used)	25	100%			100%	25	
Lot Size/Layout (suitability for preferred land use)	25	100%			100%	25	
Zoning/Platting Issue	25				100%	25	
<b>Total</b>	<b>100</b>					<b>100</b>	

B. PRIMARY STRUCTURE EXTERIOR CONDITION	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Foundation, Walls & Cladding	40				100%	40	
Roof, Gutters & Downspouts	25				100%	25	
Windows & Awnings	15				100%	15	
Porches & Overhangs	5				100%	5	
Chimneys & Vents	5				100%	5	
Exterior Stairs/Stoops/Ramps	5				100%	5	
Exterior Doors & Entranceways	5				100%	5	
<b>Total</b>	<b>100</b>					<b>100</b>	

C. ACCESSORY STRUCTURE & SITE IMPROVEMENTS CONDITION	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Accessory Structures	40				100%	40	
Storage & Screening	20				100%	20	
Signage & Lighting	20				100%	20	
Drives/Parking/Walks	20				100%	20	
<b>Total</b>	<b>100</b>					<b>100</b>	

D. OTHER BLIGHTING INFLUENCES	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Minor Maintenance Issues (weeds, overgrown landscape, etc.)	20				100%	20	
Major Maintenance Issues (piles of trash, dead landscaping, graffiti, etc.)	40				100%	40	
Use Incompatible with Adjacent Use	20				100%	20	
Building Bulk Incompatible with Neighborhood	10				100%	10	
Safety Hazards, Erosion Issues	10				100%	10	
<b>Total</b>	<b>100</b>					<b>100</b>	

Example form for McFarland blight evaluations by individual parcel.

a portion of the points allotted to that component corresponding to the severity of the deficiency. A brief comment is inserted to explain the deficiency observed. If a building was designed without an element (e.g. no exterior stairs), or if the evaluator cannot see an element to evaluate is (e.g. a flat roof), that element is removed from consideration and its points removed from the calculation.

**3. Site Improvement Conditions.** In this category we consider the condition of accessory structures such as sheds or garages, storage and screening, signage, drives, parking, and walkways. Each is evaluated using the same question and scoring method as for the primary use structure.

**4. Other Blighting Influences.** In this category we consider an assortment of conditions that are unsafe or unsightly and may impede the sound growth of the community, including minor maintenance issues (e.g. overgrown landscaping), major maintenance issues (e.g. piles of trash), compatibility of use or building bulk as compared to other parcels, safety hazards, and erosion and stormwater management issues. If the evaluator notes the presence of one of these conditions or issues, he or she decides the severity and marks the appropriate box, thereby eliminating some or all of the points associated with that issue.

**SCORING**

Our approach with all parcels is to begin with an assumption of satisfactory conditions and a full 100-point rating, and then to deduct points as blighting conditions are observed. The rating scale for section of the evaluation form is divided into four levels:

- 80-100 – SATISFACTORY
- 60-79.9 – DETERIORATING
- 30-59.9 – POOR
- 0-29.9 – VERY POOR

Parcels scored as **POOR** or **VERY POOR** in any of the four areas described above are considered blighted in accordance with the statutory definition.

**BLIGHT DETERMINATION**

The map and table included (see right) depict the results for the District 1 Blight Evaluation Study. Of the 174 parcels included within District 1’s boundary, 71 parcels which occupy 31% of the district’s total area (138.6 out of 442.7 acres) scored low enough in their evaluation to be designated as “blighted.” Forty-four parcels (26% of the district by area) scored high enough in their evaluation to be designated as “not blighted.” Fifty-five parcels in District 1 (43% by area) were not evaluated during the blight study process, as they passed the windshield survey.

**Blighted Parcels Map**

Dane County GIS, 2023  
Dane County Aerial, 2022



Blighted Parcels	Parcels		Acreage	
	#	%	#	%
Blighted	71	41%	138.6	31%
Not Blighted	44	25%	114.8	26%
Not Evaluated	59	34%	189.3	43%
<b>Total</b>	<b>174</b>		<b>442.7</b>	

# PHYSICAL ASSESSMENT

## ZONING

The study area includes a variety of residential, commercial, and industrial zoning districts. Large portions of the district are zoned as Manufactured-Intensive (M-IC); parcels closer to Highway 51 are zoned as Highway Commercial (C-H) and Commercial Park (C-P). Parcels bordering Lake Waubesa are protected as part of the Conservancy (CO) district.

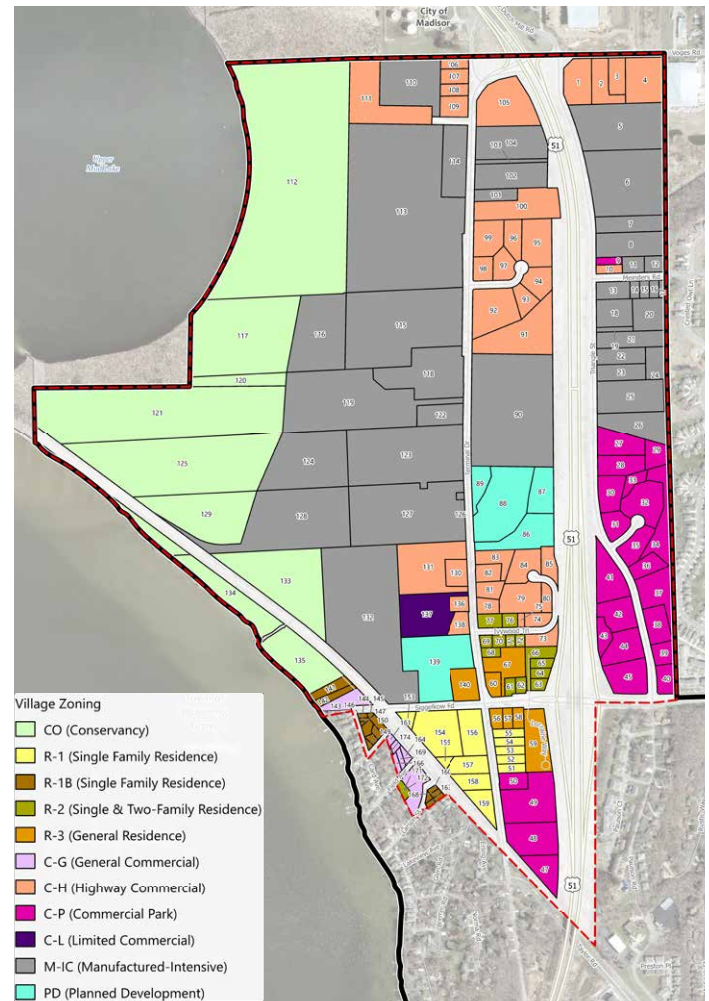
**Manufactured Intensive (M-IC)** supports manufacturing and industrial activities that may warrant large facilities or create public nuisance. The minimum lot area is 20,000 square feet with a 35-foot front yard setback, and building heights are restricted to 35 feet.

**Highway Commercial (C-H)** provides an area for commercial activities located near a major thoroughfare or highway. The minimum lot area is 12,000 square feet with a 35-foot front yard setback, and building heights are restricted to 35 feet.

**Commercial Park (C-P)** encourages an attractive working environment for offices, non-nuisance manufacturing, and research institutions. The minimum lot area is 34,000 square feet with a 25-foot front yard setback, and building heights are restricted to 35 feet.

## Zoning Map

Village of McFarland GIS, 2023  
Dane County Aerial, 2022



### EXISTING LAND USE

Large parcels of land bordering Lake Waubesa in the west subarea of District 1 are predominately used for parks and natural resource protection; total open space within the study area occupies one-third of the total land area in the district. The northeast, east, and central subareas following Highway 51 house a variety of industrial and commercial uses, which occupy a total of over half (55%) of the district’s total land area. The south/southwest subareas near the lakefront contains smaller parcels with eclectic uses; parcels surrounding the intersection of Terminal Drive and Siggelkow Road

### Existing Land Use Map

Dane County GIS, 2023  
 Dane County Aerial, 2022



range from single-family, two-family, and multi-family residential to commercial, institutional, mixed-use, and park spaces.

Several gas farms located along the highway limit the district’s aesthetic value; redevelopment around these sites would create opportunities for growth throughout the district. Most of the petroleum tanks were developed in the 1950’s and 1960s. The area also includes many light industrial buildings that are over 50 years old. These properties typically include smaller lots and have buildings that detract from the aesthetic quality of the district. “Newer” commercial and light industrial developments include Commerce Park (south Triangle Street) platted in 1991, and the Badger Business Park (McFarland Court), platted in 2000.

Many parcels are within McFarland’s newly designated Tax Incremental Financing District (TID #6), which will encourage infrastructure/streetscaping improvements and environmental remediation funding.

Existing Land Use	Parcels		Acreage	
	#	%	#	%
Commercial	50	29%	78.8	18%
Single Family	40	23%	15.4	3%
Industrial	30	17%	163.3	37%
Parks/Outdoor Recreation	15	9%	132.4	30%
Two Family	10	6%	6.2	1%
Open Land	9	5%	10.7	2%
Multi-Family	6	3%	9.7	2%
Institutional/Governmental	5	3%	6.7	2%
Vacant	4	2%	10.3	2%
Communications/Utilities	2	1%	3.0	1%
Mixed-Use	1	1%	5.2	1%
Right of Way	1	1%	0.3	0%
Water	1	1%	0.7	0%
Railroad	0	0%	0.0	0%
Residential	0	0%	0.0	0%
<b>Total</b>	<b>174</b>		<b>442.7</b>	

### TRANSPORTATION NETWORK

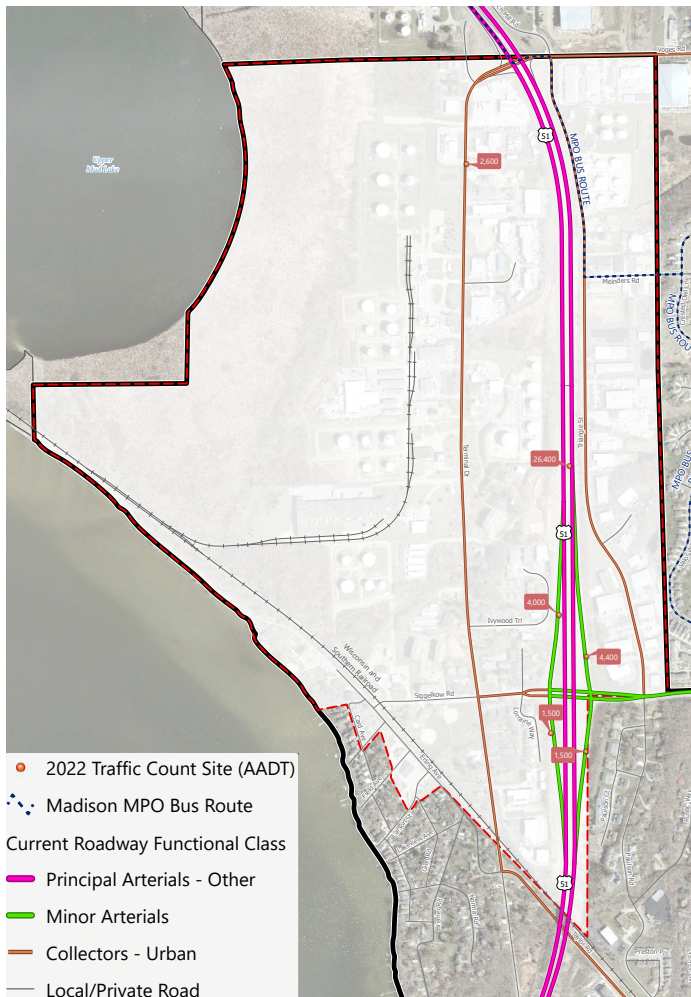
US Highway 51 is the principal arterial road through District 1, averaging 26,400 trips per day. The highway runs north-south through the eastern portion of the district, with one major exit into McFarland at the Siggelkow Road intersection. The Madison MPO Bus Route follows Triangle Street and Meinders Road through the district’s northeast corner; priority sidewalks are designated along this route. Due to the lack of exits on USH 51, Terminal Drive is a significant urban collector road with an average of 2,600 users per day. Siggelkow Road and Erling Ave provide local access

to the district’s southwest corner. Bike lanes follow major collector roads.

The Wisconsin and Southern Railroad runs through the southwest edge of the district. The Lower Yahara River Trail runs alongside this railroad corridor, with boardwalk and paved trails beginning in the City of Madison, traveling through McDaniel Park, and terminating at Urso Park. This trail provides a major bicycle/pedestrian connection into the Village.

### Roads and Transit Map

Dane County GIS, 2023  
WisDOT and Dane County Aerial, 2022



### Bicycle and Pedestrian Map

Dane County GIS, 2023  
Dane County Aerial, 2022



## NATURAL RESOURCES

Redevelopment in District 1 will be impacted by the location of important natural resources and other environmental limitations which are indicated in the map below. The district boundary contains land which is included in the Capital Area Regional Planning Commission (CARPC) Environmental Corridor. Bordering Lake Waubesa in the west portion of the parcel, the Capital Springs State Recreation Area is located within the existing WDNR wetlands region and the 1% annual flood plain.

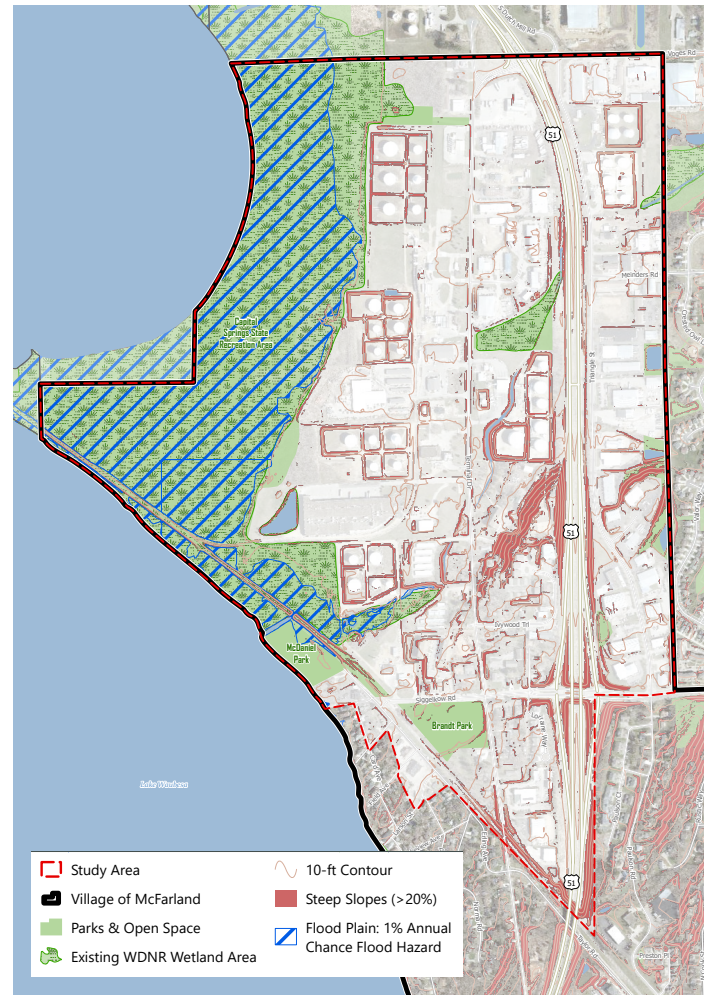
A majority of this open space is zoned as part of the Village's Conservancy District (CO), which is described in the local ordinances as a means to "preserve and perpetuate in an open and natural state certain areas such as lakeshores and waterways, wetlands and marshes, floodplains and stream beds, woods, slopes, Indian antiquity areas and other areas of aesthetic or historic value which, because of their unique physical and topographical features, are deemed desirable and functional as natural drainageways and water retention areas, natural habitat for plant and animal life, green belts and other multi-purpose uses beneficial to the community." In the CO district, no structures beyond small-scale gardening sheds or off-street parking facilities are permitted. Acquisition, management, and improvements to conservancy areas must have oversight from the Village's Sustainability and Natural Resources Committee.

Steep slopes, which may create natural boundaries for design concepts, exist on both sides of Highway 51 in the center of the district north of Ivywood Trail, and around at the southernmost corner of the district at the intersection of Highway 51 and Taylor Road.

## Natural Resources Map

Dane County GIS, 2023

Dane County Aerial, 2022



### BUILDING CONDITIONS

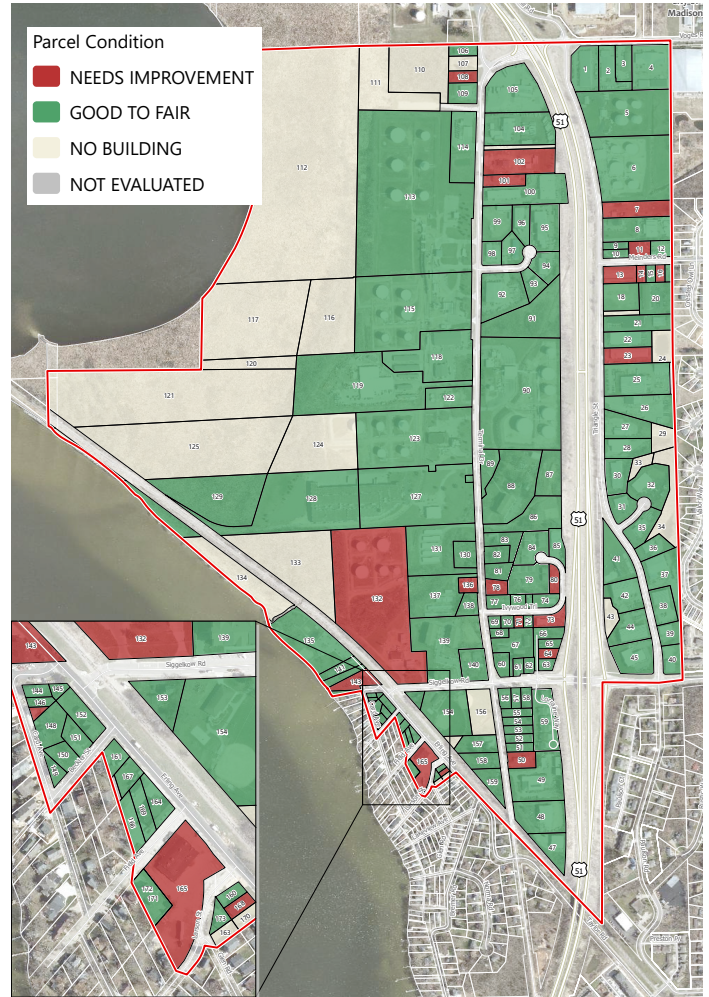
The map on the right illustrates building conditions within the study area. Conditions are assessed subjectively based on a building’s exterior appearance as viewed from the street and do not formally evaluate structural integrity or architectural qualities. Buildings in poor condition can negatively impact the value of surrounding properties and potentially lead to blight. Parcels in need of improvement are opportunities for redevelopment in the district.

The classification scheme utilized is as follows:

- Needs Improvement, indicated in red, highlights properties which require major or minor improvements scaling from general maintenance issues to major structural repairs and replacements. 21 parcels totaling 31.7 acres (7% of the study area) are in need of such attention. Most of these parcels are concentrated to both sides of Highway 51 and the immediate proximity surrounding the Wisconsin-Southern Railroad.
- Good to Fair, indicated in green, denotes properties which have not been identified as in need of any improvements. 128 parcels totaling 274.6 acres in the study area are in good to fair condition.
- No Building or Not Evaluated, indicated in beige and gray, includes parcels without on-site structures or those that have not yet been assessed. 25 parcels totaling 136.4 acres (31% of the study area) do not have buildings or evaluations.

### Building Conditions Map

Dane County GIS, 2023  
Dane County Aerial, 2022



Building Condition	Parcels		Acreage	
	#	%	#	%
Good/Fair	128	74%	274.6	62%
Needs Improvement	21	12%	31.7	7%
No Building/No Rating	25	14%	136.4	31%
<b>Total</b>	<b>174</b>		<b>442.7</b>	

### PROPERTY VALUES

Land and improvement (building) values are assessed annually for tax purposes. The map on the right illustrates the calculated ratio of each site's improvement value to its land value within the study area. This Land-Improvement (I/L) Ratio is an openly available, objective source to identify strong candidates for redevelopment. Parcels with a ratio value greater than 4.0 contribute significantly to the local tax base; properties with ratio lower than 4.0 are low in improvement value compared to land value. Optimal conditions for redevelopment are indicated by an I/L Ratio valued under 2.0.

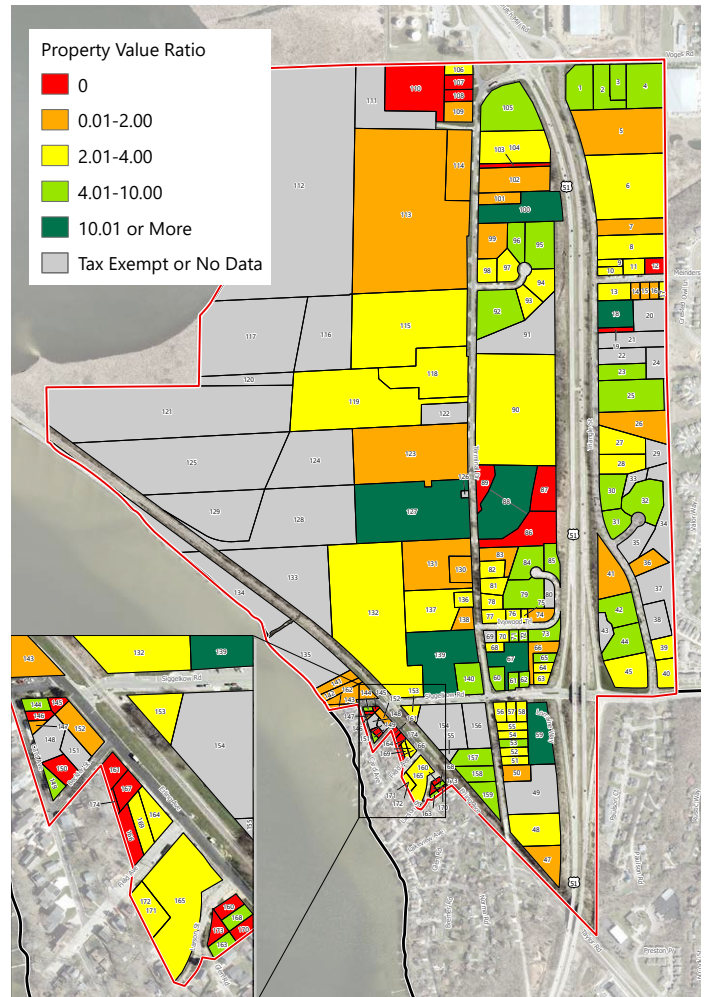
- **Strong Contribution:** 24% of parcels (16% by area) in District 1 are rated with an I/L Ratio above 4.0, indicating that under one-quarter of the study area contributes significantly to the local tax base.
- **Non-Taxable Development:** 35 parcels (40% by area) did not receive improvement values or are considered tax exempt; this category includes the large undeveloped parcels of parks and outdoor space adjacent to the lake.
- **Potential Reinvestment:** 97 parcels (44% by area) with a ratio less than 4.0 are not effectively contributing to the tax base and therefore considered ideal locations for redevelopment. Many of these sites are located along Terminal Drive, Meinders Road, and north Triangle Street.

The 2023 Total Equalized Value of properties in District 1 is \$138,058,200. Based on the TID #6 Project Plan's assessment, the total present equalized value of all TID 6 parcels is approximately \$80,115,600; redevelopment through TIF plan projects could potentially add \$75,985,000 of new value to the district.

### Improvement Value Ratio Map

Dane County GIS, 2023

Dane County Aerial, 2022



Improvement Value Ratio	Parcels		Acreage	
	#	%	#	%
Greater than 10	8	5%	30.7	7%
Between 4 and 10	33	19%	40.7	9%
Between 2 and 4	49	28%	104.7	24%
Less than 2	48	28%	89.6	20%
No Data	35	20%	174.7	40%
<b>Total</b>	<b>173</b>		<b>440.4</b>	

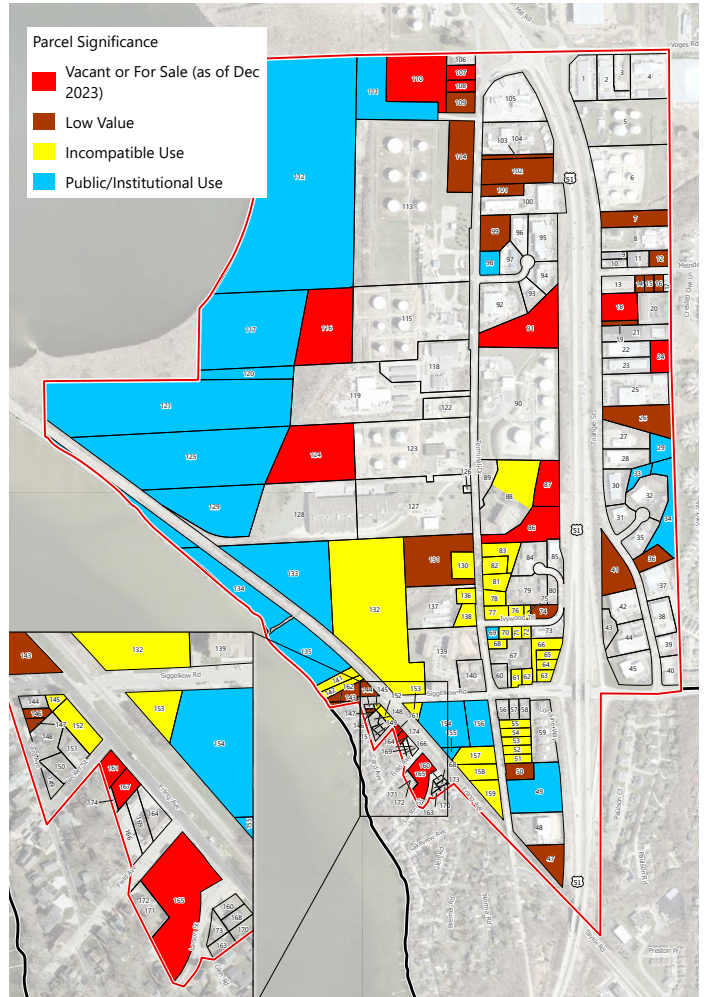
**SITE SIGNIFICANCE**

The map on the right illustrates the strengths and weaknesses of sites in District 1. Key sights are classified as follows:

- *Historical:* Sites which are recognized for their historic value on local, state, and national registers.
- *Incompatible Uses:* Sites where current land uses do not reflect the area’s overall character or align with future land uses as described in the 2017 Comprehensive Plan. While these locations are not immediate priorities for reinvestment, they should be considered for redevelopment if future compatibility is possible.
- *Low Value:* Parcels which received a low improvement to land ratio; structures on these parcels do not reflect the value of the land itself and should also be considered for redevelopment.
- *Public/Institutional Use:* Sites which are currently utilized for public or institutional uses, including parks and municipal buildings.
- *Vacant or for Sale:* Properties which are either temporarily vacant (listed for sale) or have experienced prolonged vacancy. Many of these parcels are ideal locations for redevelopment.

**Parcel Significance Map**

Dane County GIS, 2023  
Dane County Aerial, 2022



Site Significance	Parcels		Acreage	
	#	%	#	%
Historical	0	0%	0.0	0%
Incompatible Use	34	20%	34.3	8%
Low Value	23	13%	27.3	6%
Public/Institutional Use	19	11%	133.5	30%
Vacant/Open	13	8%	32.1	7%
Not Notably Significant	84	49%	213.1	48%
<b>Total</b>	<b>173</b>		<b>440.4</b>	

# LAND USE & REDEVELOPMENT

## CHAPTER FOUR

This section provides a vision for the revitalization of District 1. This vision looks to enhance existing assets and identify opportunities for redevelopment sites that detract from the district's character; it presents the framework to guide future efforts to grow Terminal and Triangle as a place to work, live, shop, eat, and play.

### REDEVELOPMENT AREAS

Proposed redevelopment areas are interspersed with already improved parcels containing businesses that align with the Village's goals for this region. Future development should successfully coexist within the district's industrial character and high volume of traffic created by Highway 51. Some marked parcels contain businesses that are not anticipated to be redeveloped. Situations where a portion of the property is vacant (and consequently, underutilized) form the basis for indicating an entire parcel for redevelopment. It should be understood that the Village is identifying potential sites and anticipates working with existing property owners to best serve businesses, the property owner, and the redevelopment area.

Private sector activities will include, but not be limited to, assemblage of property, site preparation and construction of new development. In some cases, the Village may need to assist in these efforts either

directly through property acquisition and assemblage, or through development incentives.

The map on page 30 highlights parcels that are ideal locations for redevelopment. Opportunity areas are divided into high priority, low priority, and long-term categories which are designated as follows:

#### High Priority

These areas have been identified as key locations for redevelopment. During the planning process, these parcels were grouped into four subdistricts and used as the basis for design concept development.

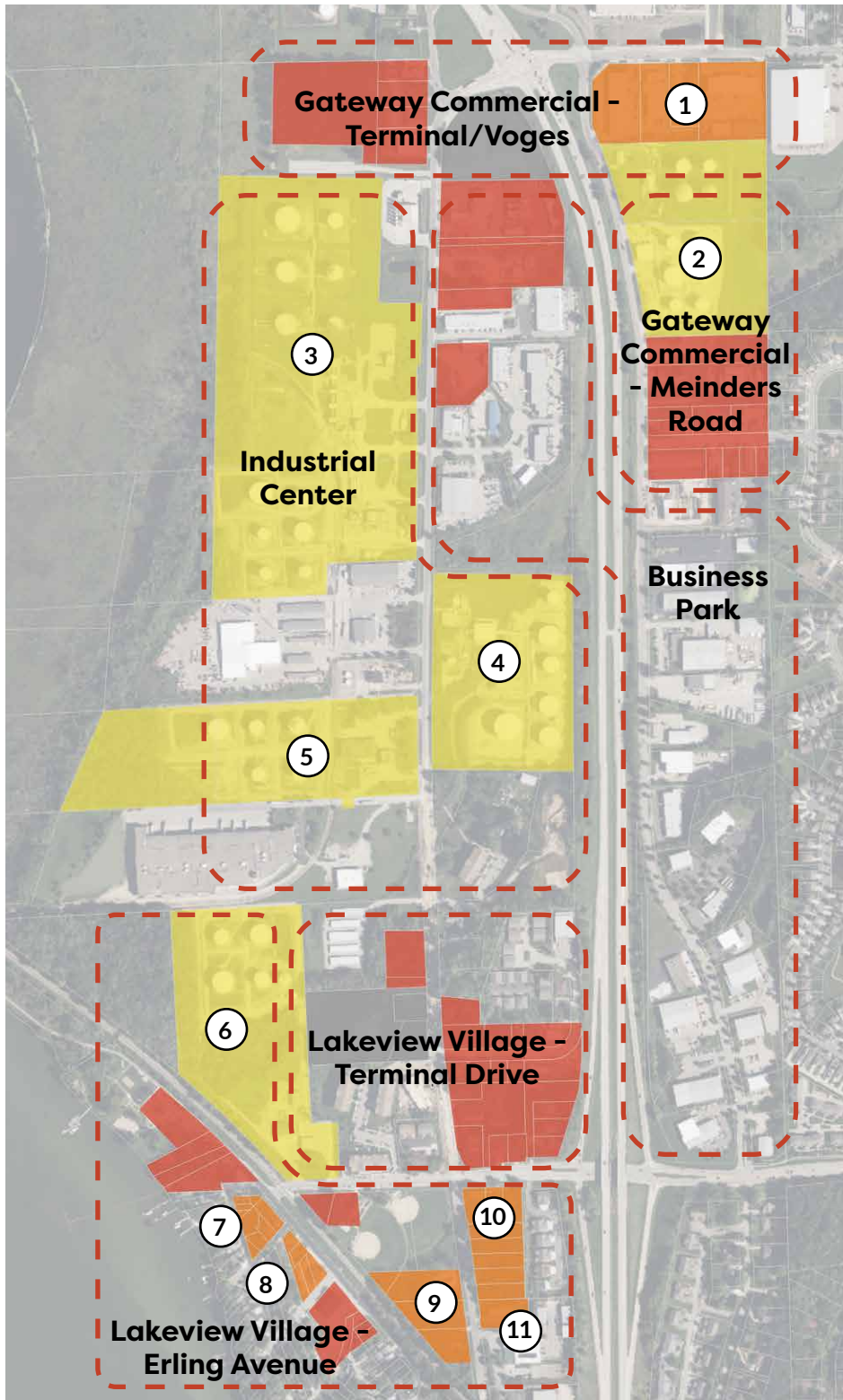
#### Low Priority

While not included in the design concept development process, parcels designated as "Low Priority" are ideal locations for future development to naturally expand beyond the high-priority areas.

#### Long-Term Future Development

These parcels are currently occupied by gas terminals; if sold, the properties would create opportunities for long-term redevelopment. According to McFarland's future land use map, these areas should continue to serve industrial uses and could become clean industrial sites; however, these areas would also be ideal locations for business parks or office/research institutions.

Redevelopment Opportunities Map



- Planned Development Projects
  - High-Priority Redevelopment Areas
  - Low-Priority Redevelopment Areas
  - Long-Term Future Development Areas
- 1 Potential site for highway-commercial development
  - 2 Long-term expansion of highway-commercial development at Site 1
  - 3 Long-term industrial
  - 4 Long-term industrial
  - 5 Long-term industrial development
  - 6 Long-term residential or mixed-use development
  - 7 Mixed-use
  - 8 Commercial
  - 9 Multi-unit residential
  - 10 Mixed-use
  - 11 Potential expansion of public works building

## OPPORTUNITY AREAS - GATEWAY COMMERCIAL

The Gateway-Commercial subdistrict is divided into two areas around Terminal Drive and Meinders Road.

*Area Intent:* This area is ideal for a commercial center acting as a gateway into McFarland; it should contain uses related to its prominent interchange location and connections to US 51 and the Beltline.

### Gateway Commercial - Terminal/Voges

This area (referred to in the 2010 Redevelopment Plan as the “Beltline-Oriented Commercial Subdistrict”) is highly visible from Highway 51. Parcels in this area are currently occupied by vacant land, highway commercial, and industrial uses. Redevelopment should incorporate hospitality, commercial, office, and light industrial uses.

- 1 The properties northeast of Highway 51 along Voges Road are a potential site for future highway commercial development to fully establish the “gateway” into McFarland.

### Gateway Commercial - Meinders Road

This area encompasses both sides of Meinders Road from the “Triangle-Meinders Subdistrict” and “Industrial Center” areas in the 2010 Redevelopment Plan. This area is severely blighted and underutilized. This area is ideal for a commercial center with connections to transit. Recommendations for this subdistrict include commercial, light industrial/office, and multi-family residential uses.

- 2 The long-term site east of Highway 51 could be redeveloped similarly to the industrial center long-term sites, or alternatively become an extension of future highway-commercial “gateway” development on the low-priority site to the north.

## OPPORTUNITY AREAS - BUSINESS PARK

This subdistrict includes portions of Terminal Drive and Triangle Street where redevelopment within the lifetime of this plan will likely include small building additions, facade improvements, or redevelopment of low valued or underutilized sites.

*Area Intent:* This area will provide smaller-scale buildings compared to those in the Industrial Center to transition into residential areas farther east. Recommended land uses are office, light manufacturing, and similar uses.

## OPPORTUNITY AREAS - INDUSTRIAL CENTER

The Industrial Center subdistrict houses many ideal locations for long-term development.

*Area Intent:* In the near future, new development opportunities will focus on uses that are compatible with the existing gas terminals. Recommended land uses include manufacturing, distribution, office and compatible commercial businesses.

- 3 Large parcels west of Highway 51 currently occupied by terminals are opportunities for redevelopment if the land were to sell.
- 4 The Village’s future land use map dictates that these properties could continue to serve industrial uses when redeveloped, but the sites would also be well-suited for research and development infill projects.

## OPPORTUNITY AREAS - LAKEVIEW VILLAGE

The Lakeview Village subdistrict is also divided into two subdistricts: one centered around the south end of Terminal Drive and another around Erling Ave and properties adjacent to the lakefront.

*Area Intent:* This area is ideal for pedestrian oriented, mixed-use development, especially for uses that are compatible with the Terminal Drive residential neighborhood and lakefront access along Erling Avenue.

### Lakeview Village - Terminal Drive

This area (referred to in the 2010 Redevelopment Plan as “Mixed-Use Lakeview Village”) is located west of Highway 51 and north of Siggelkow Road. Recommendations include a variety of housing options east of Terminal Drive: multi-family buildings, townhomes, and mixed-use buildings with ground-floor retail suites; the plan also allows for light commercial uses and the retention of existing businesses north and south of Ivywood Trail.

### Lakeview Village - Erling Avenue

This area encompasses McDaniel Park to the northwest, following the Lake Waubesa shoreline and Erling Avenue south to Larson Street, and the eastern edge of Brandt Park. Recommendations include mixed-use with lake-oriented commercial suites, residential, and outdoor/recreational uses.

- 6 This terminal is unlikely to redevelop within the lifetime of this plan; in the long-term, this site could redevelop with residential uses to expand on the neighborhood pattern of Lakeview Village.
- 7 Several properties along Erling Avenue are considered ideal locations for future phases of redevelopment.
- 8 These sites would complement the mixed-use character of this plan’s design concepts.
- 9 Sites adjacent to Brandt Park are also noted as potential options for redevelopment as mixed-use or multi-unit residential buildings; the Village’s future land use map dictates that these parcels are well-suited for mixed-use projects.
- 10
- 11 This site adjacent to the existing public works building can be purchased by the Village to accommodate a future building expansion.

## DEVELOPMENT STANDARDS

**Population Density, Land Coverage, Building Intensity**  
Properties in the redevelopment area will be developed in accord with applicable municipal zoning, subdivision and other land use regulations.

The Village promotes the creation of an atmosphere where sustainability, use of “green” building materials, and high density is encouraged. With the demands on natural resources and impacts on the environment, there is an expectation that future growth will be sustainable— not just from a construction standpoint, but also impact on the environment, complementary transportation support, and other important factors which will continue to keep McFarland ahead in the development arena. The designation of high-density, mixed-use areas will be pursued by the Village when meeting with potential developers within the district. Meeting these goals and objectives will further justify the basis for the Redevelopment District and TID.

### Statement of Proposed Changes in Zoning

Redevelopment will be implemented according to the 2017 Comprehensive Plan, the TID #3 and #6 Project Plans, and this plan.

In order to achieve the proposed vision for the neighborhood, this plan notes specific conflicts in the current zoning ordinance and proposes the following changes that go hand in hand with the concept plans:

- **R-3:** This District Plan recommends residential/mixed use developments that range from 25-40 units per acre. Residential in this zoning district permits up to 8 units per acre and conditionally approves up to 15 units per acre. This requires planned development district to achieve the vision in the plan, resulting in added costs, process and administration. Density allowances should be reconsidered.
- **C-G:** Residential (R-2 & R-3) are conditional approved uses, and the maximum density allowed

by right is 8 units per acre up to 15 units per acre through conditional use permit. This Plan presents residential densities in the range of 25-40 units per acre. Residential should be allowed by right on upper floors per densities that are appropriate to the specific areas.

When different zoning is required to complete a project as outlined in this plan, necessary steps will be taken to change the zoning to the appropriate classification.

### **Building Codes and Ordinances**

This redevelopment plan anticipates no changes to Village of McFarland building codes or other ordinances. Should a development proposal come forward that is worthy of code or ordinance consideration, the Village Commissions, Boards and staff will carefully review the request and act in the best interest of the community.

### **Official Map**

This redevelopment plan anticipates no significant changes to the Village of McFarland's official map. Annexation may occur and will be reflected accordingly.

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# DESIGN CONCEPTS

The following section contains design concepts for the high priority redevelopment areas defined in each subdistrict. The design concepts for each area are speculative and are used as a guide for what is possible based on Village codes and potential changes per the recommendations of this Plan.

The proposed designs are not intended to limit the district's options for future development, or recommend any business should be displaced. Development in these high-priority areas typically will move forward when the current property owner's interests to sell or build on the property. Village acquisition of property may be required in order to implement variations of these concepts.

*The provided design concepts are:*

- A long-term vision for what's possible
- Support for identifying character and design parameters should sites be redeveloped
- Collaboration opportunities for existing property owners to best serve local businesses, residents, and the redevelopment area.

*The provided design concepts are not:*

- Suggesting removal of any existing businesses
- Restricting the current property owners to continue operating and owning their property
- Limiting local businesses' options or adding barriers to their operation

The Village acknowledges that these concepts are not the only potential redevelopment outcomes; the Village may consider other alternatives— including building heights, units numbers/densities, and total commercial square footage— as individual development proposals are presented, particularly in instances where other

## KEY GOALS FOR REDEVELOPMENT

1. Follow initiatives set in the 2023 Economic Strategic Plan, including increasing small/ niche retail and service businesses in the Downtown area, expanding employment opportunities, and increasing the tax base.
2. Follow initiatives set in the 2023 Housing Needs Assessment, including increasing housing units, choices, and affordability.
3. Work together with local owners to support existing businesses, especially to enhance the public and private use of the lakefront.
4. Enhance the character and pedestrian experience of buildings and public spaces, especially to create outdoor dining and event spaces.
5. Improve gateway character leading into the Village with redevelopment around the Triangle and Terminal neighborhood and WisDOT improvements to Siggelkow Road.

alternatives conform with the plan's general intent but add benefits such as addressing affordable housing, sustainability, or decreasing TIF assistance needed for financial viability.

**GATEWAY COMMERCIAL - TERMINAL DRIVE**

This subdistrict area is comprised of parcels west of Highway 51 on both sides of Terminal Drive. The area is industrial in character, with several gas terminals and manufacturing facilities. The property on the corner of Terminal Drive and Highway 51 is anticipated to become a Kwik Trip gas station. Both provided concepts for this area recommend infill redevelopment projects that will complement the surrounding context.

The preferred concept for development around Terminal Drive proposes:

- A light industrial/commercial building west of Terminal Drive with a truck court
- Two 1.5-story commercial buildings with a central plaza space

This concept will increase local commercial activity and encourage non-residents traveling on Highway 51 to stop in McFarland. The 1.5 story commercial spaces could also cater to highway-commercial restaurant or retail businesses, including drive-thru operations.

**SITE ADVANTAGES**

- Visual and physical access to Highway 51
- Ample space for trees and parking
- Terminal Drive’s access to local neighborhoods
- Visual access to Upper Mud Lake

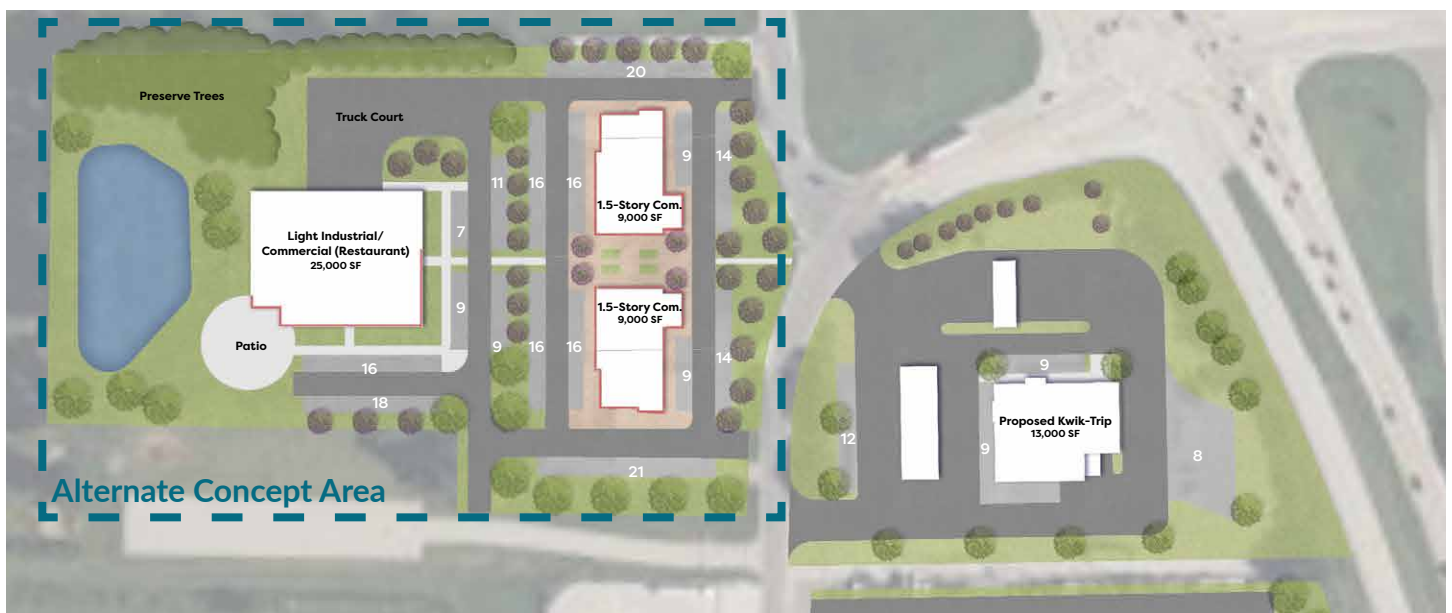
**CHALLENGES TO CONSIDER**

- Proximity to gas terminals
- Niche businesses to fit industrial character

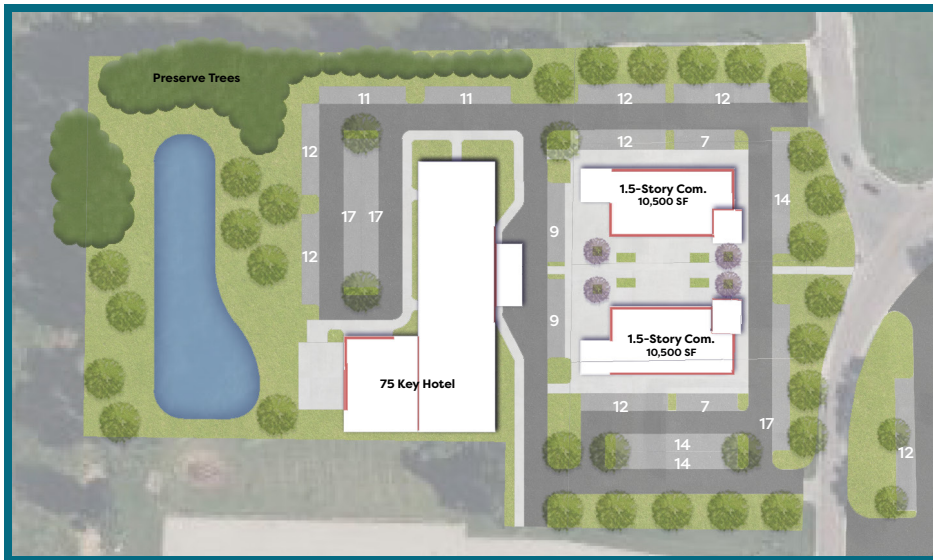
Example - Brewery



*Preferred Concept*



### Gateway Commercial Terminal Drive - Alternate Concept



Examples - Hotel, Commercial



A light industrial/commercial building to the west would be open to a variety of uses, including a restaurant or brewery based on local responses to the visioning survey. The image on the previous page illustrates a possible aesthetic design for this development type. The light industrial building east of Terminal Drive would provide a 110,000 square-foot facility to attract a new business. Commercial uses could also include a combination of office and retail uses.

#### Alternate Concept

The alternate concept replaces the light industrial building west of Terminal Drive with:

- A hotel with 75 rooms (surface parking)
- Commercial buildings increased to 10,500 SF each

A hotel (which received similar public support based on the preference survey) would also appeal to non-residents traveling on Highway 51, especially considering the site's proximity to the future Kwik Trip location and proposed new highway commercial uses. The hotel would be oriented on the site so that the rooms face east-west, avoiding views of the terminals to the south. The images above provide an idea of how

the hotel and commercial buildings could look in this development.

In 2019, the Village completed a Hotel Feasibility Study for this location which concluded that a hotel would be feasible on the property. If a private developer proposes a hotel on this property, the Village should consider updating the 2019 hotel study as part of considering approval of the hotel. This updated study could be completed by the Village or the developer in order to verify project feasibility, especially if development incentives are requested.

## GATEWAY COMMERCIAL - MEINDERS ROAD

This subdistrict includes several properties on Triangle Street and Meinders Road. The provided concepts for development on Meinders Road are differentiated by their expansion of the existing GBR Corporation office— the preferred option extends the office to the south, leaving space south of Meinders Road for small commercial suites. The alternate design option extends the office northward, creating space for multi-family residential buildings adjacent to the existing residential areas east of the study area. Either concept could tie-in with any future industrial or highway-commercial developments on the long-term site to the north.

The preferred concept for this site proposes:

- A light industrial building on Terminal Drive
- A multi-tenant light industrial building facing Triangle Street
- Southern expansion of the GBR Building (or smaller office/commercial project similar to concepts proposed for the south side of Meinders Road)
- A light industrial/office space facing Triangle Street
- Two commercial/office spaces on Meinders Road

This concept creates a “stepped” approach with large buildings closer to the highway and smaller commercial suites adjacent to the residential neighborhood to the east. The example images on the following page present design ideas for the multi-tenant industrial and light industrial buildings facing Triangle Street.

### Alternate Concept

The alternate concept for this site proposes:

- Office building on Terminal Drive
- Commercial suite facing Triangle Street
- North expansion of the GBR building
- Drive-through commercial building
- Two 3-story multi-family residential buildings on Meinders Road

### SITE ADVANTAGES

- Visibility to Highway 51 from Triangle Street
- Opportunity to expand local business' building (GBR Corporation located at 4227 Triangle St.)
- Located on Madison Metro L Route

### CHALLENGES TO CONSIDER

- Proximity to single-family residential neighborhood east of the site

This concept reduces the amount of industrial space and creates more housing options for the neighborhood. Proximity to local businesses and access to the Madison MPO Bus L Line would create an ideal location for affordable housing. The example images on the following page present design ideas for the 9,000 square-foot commercial space facing Triangle Street and the 3-story multi family buildings on Meinders Road. These multi-family buildings could be built to a more traditionally residential aesthetic (gabled roofs, siding materials, etc) to ease the transition eastward into the low-density neighborhood.

The Village should consider the future land uses of the properties on Meinders Road (office/commercial or multi-family residential) after the properties on Triangle Street have been developed.

**Gateway Commercial Meinders Road - Preferred Concept**



Examples - Mixed-Use, Light Industrial



**Alternate Concept**



Examples - Commercial, MF Residential



## BUSINESS PARK

This subdistrict is comprised of parcels west of US Highway 51 directly south of the Gateway Commercial Terminal Drive Area and properties south of Meinders Road on Triangle Street. The property on the corner of Terminal Drive and Highway 51 is anticipated to become a Kwik Trip gas station.

The preferred concept for the site south of Kwik Trip proposes:

- A light industrial building with 110,000 SF of space
- A truck court for loading/unloading

### Alternate Concept

While larger industrial development sites are currently in high demand in the Madison area, there is also potential to develop two smaller buildings at this location should the properties remain under different ownerships. The alternate design concept proposes:

- Two 50,000 SF light industrial buildings

The images on the left provide examples of the type of character either of these designs could exemplify. Either development concept would require screening between the parking areas and US Highway 51.

## SITE ADVANTAGES

- Access to Terminal Drive and US Highway 51
- Proximity to future Kwik Trip location
- Large site can meet industry demand for larger manufacturing/industrial sites

## CHALLENGES TO CONSIDER

- Surrounding gas terminals
- Character of these sites will be different from the surrounding subdistricts.

*Examples - Light Industrial*



### Business Park - Preferred Concept



### Alternate Concept



**LAKEVIEW VILLAGE - TERMINAL DRIVE**

This subdistrict includes properties between Highway 51 and Terminal Drive north of Siggelkow Road. This area is predominantly residential in character with some commercial businesses located on Ivywood Trail. Both concepts are intended to complement the existing Waubesa Village residential development west of Terminal Drive.

**SITE ADVANTAGES**

- Existing high-density residential developments
- Access to Siggelkow Road, cutting east-west through McFarland to USH 51

**CHALLENGES TO CONSIDER**

- Underutilized strip of commercial businesses
- Number of blighted parcels on Ivywood Trail

*Preferred Concept*



The preferred concept for this site proposes:

- A 2-story multi-family residential building north of the Waubesa Village housing development (surface/underground parking)
- A 3-story multi-family residential building on the corner of Ivywood Trail and Terminal Drive (surface/underground parking)
- Six 2-story townhomes on Ivywood Trail and a 2.5-story townhome facing Terminal Drive, with pedestrian front access (rear surface parking)
- A 4-story multi-family residential building (surface/underground parking)
- A 4-story mixed-use building with access to Siggelkow Road (surface/underground parking)
- A 1.5-story commercial space facing Siggelkow Road

This concept would reduce blight and provide opportunities for new commercial developments to serve the neighborhood. The existing multi-family developments create opportunities to provide housing options at varying densities and price points to meet McFarland's increasing demand for rental units. Building at a higher density (when and where appropriate) will facilitate affordable housing for McFarland residents.

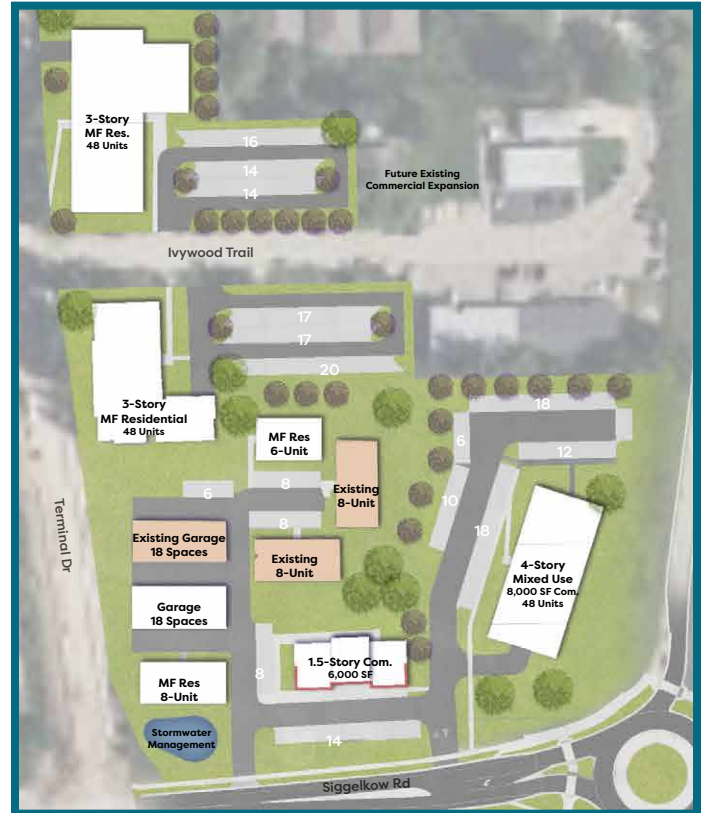
### Alternate Concept

The alternate concept for the site removes the townhomes to maintain commercial uses on Ivywood Trail and existing multi-family units:

- Three smaller multi-family buildings (garage parking)
- A 4-story multi-family building with access to Siggelkow Road (surface/underground parking)

The alternate concept maintains the eclectic character of the neighborhood with smaller infill projects. The images on the right represent the scale and character of both concepts. Larger multi-family buildings can be designed similarly to the surrounding neighborhood, and townhomes can facilitate the transition between large multi-unit structures and single family homes.

### Lakeview Village Terminal Drive - Alternate Concept



Examples - MF Residential, Townhomes



**LAKEVIEW VILLAGE - ERLING AVENUE**

This subdistrict encompasses the southern portion of District 1 from McDaniel Park along the Lake Waubesa shoreline, following Erling Avenue to Glen Road and Terminal Drive to the east. Development in this area should maximize access to the lakefront and park space.

The image below provides an overall map of proposed development projects in the subdistrict. Individual sites are highlighted in the following pages.

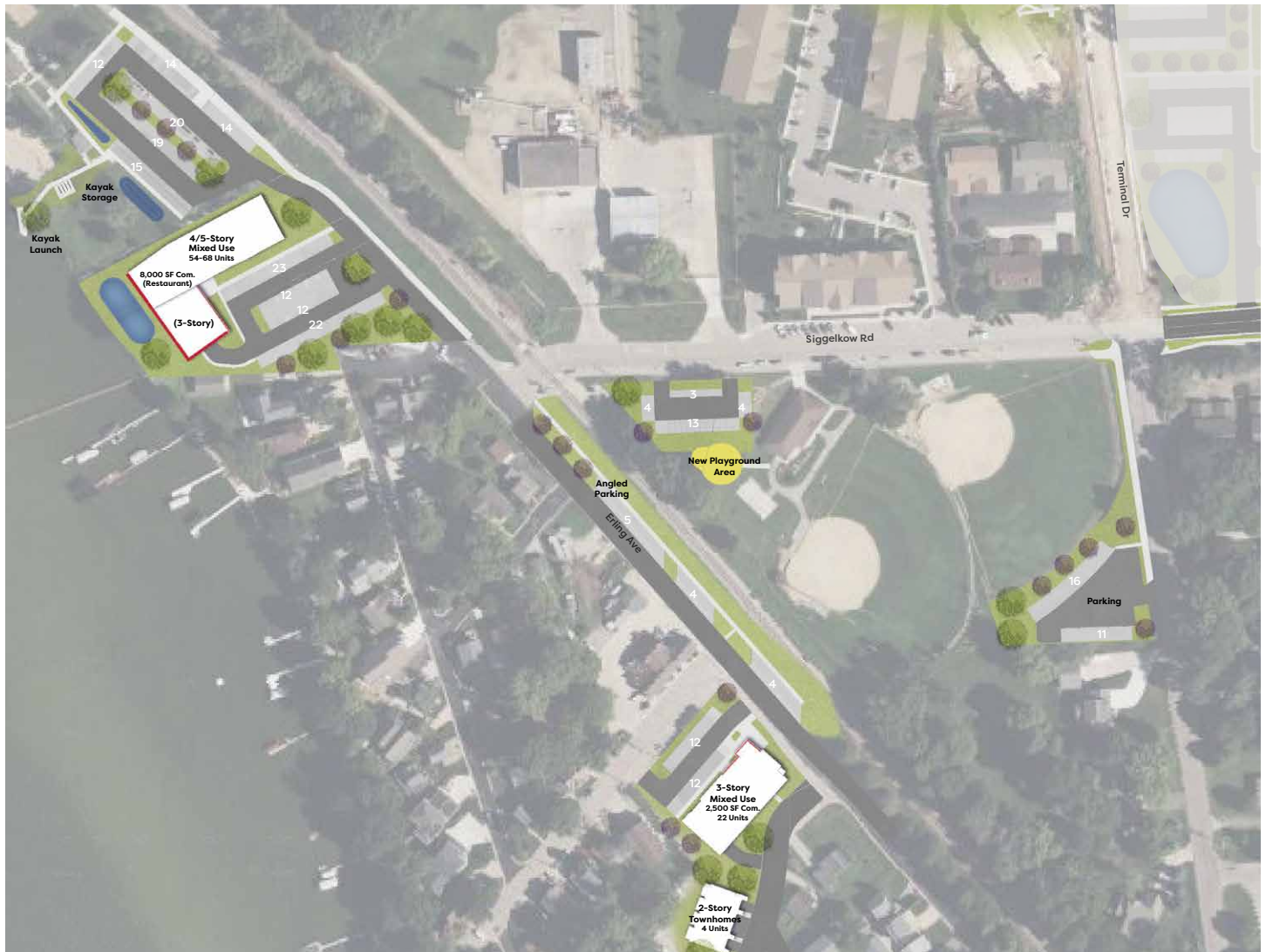
**SITE ADVANTAGES**

- Proximity to Lake Waubesa shoreline and opportunities for lake-oriented retail
- Eclectic variety of land uses
- Access to McDaniel and Brandt Parks

**CHALLENGES TO CONSIDER**

- Site adjacency to single-family residences
- Parking availability

*Overall Concept Map for Lakeview Village Erling Avenue Subdistrict*



**Lakefront Site & McDaniel Park**

Considering the lakefront site adjacent to McDaniel Park, the design concept proposes:

- A split-story mixed use building, to include 75 housing units, a commercial suite (including a restaurant) with views overlooking Lake Waubesa, and (surface/underground parking)
- Expansion of McDaniel Park’s existing surface parking area and added kayak launch

incorporated into the ground floor of the mixed-use building with improved facilities and lake views.

The proposed parking expansion incorporates recommendations from the 2017 Master Plan for McDaniel Park, shown below; however, this plan recommends that any future parking lot expansions continue to the southeast rather than toward the shoreline as shown in the 2017 park master plan.

The image below illustrates an idea for the materials and composition of the proposed mixed-use building. In the design preference survey, many respondents expressed desire to preserve the existing Green Lantern establishment located on this site as a fixture in the McFarland community. It is the Village’s intention to work with local owners to retain businesses; in this proposal, a restaurant such as Green Lantern could be

McDaniel Park Master Plan (2017).



Lakefront Site & McDaniel Park Concept



Example- Mixed-Use



**Brandt Park**

Another opportunity for redevelopment includes the expansion of parking around Brandt Park to serve park and commercial uses. The preferred concept proposes:

- Parking lot added to Brandt Park on Siggelkow Road with relocated playground
- Angled parking on Erling Avenue (details on page 45)
- Parking lot added to Brandt Park on Terminal Drive adjacent to existing ball fields
- A multi-use path outside the ball fields fence of the east side of the park.

This portion of Terminal Drive serves as the on-street route for the Lower Yahara River Trail (LYRT). While the proposed off-street path would primarily serve the proposed outfield parking lot, it could also provide an off-road improvement of the LYRT and be extended south with redevelopment of the single family homes.

The alternative concept proposes additional parking adjacent to the existing playground site and does not

*Brandt Park Master Plan (2006).*



include the parking attached to the ball fields. All three parking additions may not be necessary; the Village's Park & Recreation Committee indicated a preference for the first two projects, given that those areas can also serve McDaniel Park and adjacent commercial businesses.

**Brandt Park Preferred Concept**



**Alternative Concept**



**Erling Avenue**

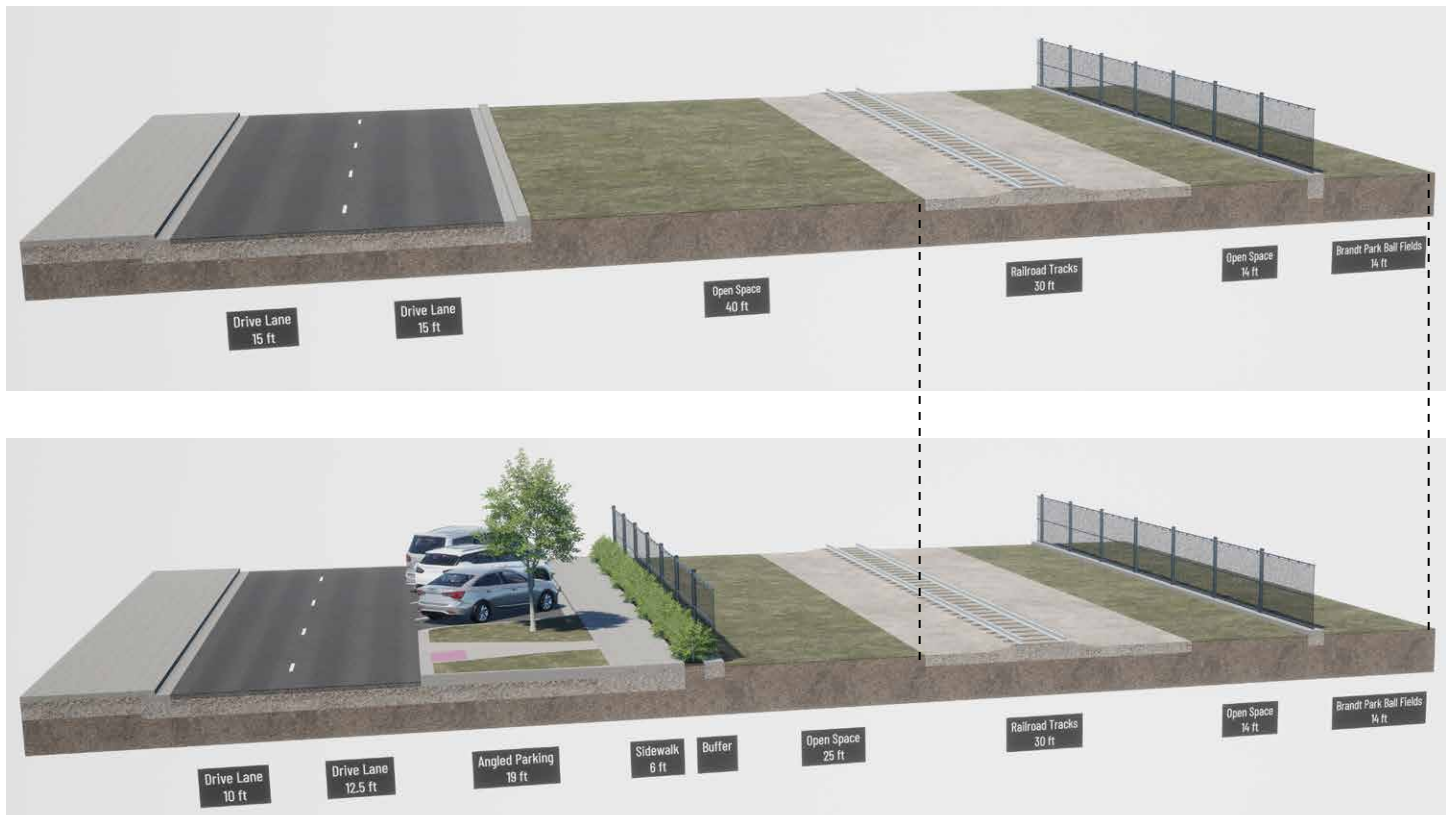
The proposed concepts for the Lakeview Village area include a recommendation to redevelop Erling Avenue to add angled parking and a sidewalk on the north side of the street. This addition of parking between Siggelkow Road and Glen Road will benefit the surrounding businesses and visitors to Brandt Park.

The rendered images below visualize this road redevelopment. Erling Avenue's current conditions include wider-than-necessary drive lanes and a large buffer zone next to the railroad tracks. The proposed concept reduces the width of the drive lanes and grass buffer to create a 19-foot lane width for parking, a 6-foot wide sidewalk, and curb cutouts to improve pedestrian safety and plant trees for shading. This concept would add approximately 25 parking spaces.

**Erling Avenue Concept**



**Rendered View of Proposed Erling Avenue Improvements**



**5100 Erling Avenue Development Site**

The design process for the site located at 5100 Erling Avenue culminated in two concepts which are differentiated by the proposed reconfiguration of Glen Road. Concept 1 depicts a scenario where Glen Road remains unchanged; this development would include:

- A 3-story mixed-use building with residential units and 2,500 SF of commercial space (surface/ underground parking)
- Two-story townhomes on Larson Street

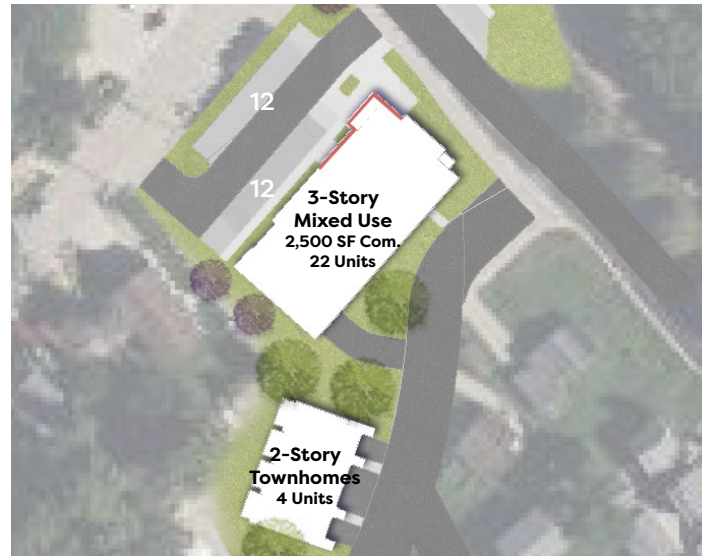
The images on the right provide design ideas for the mixed-use building and townhomes. This concept can be developed without additional land acquisition.

Concept 2 presents a reconfigured Glen Road, which would allow space for:

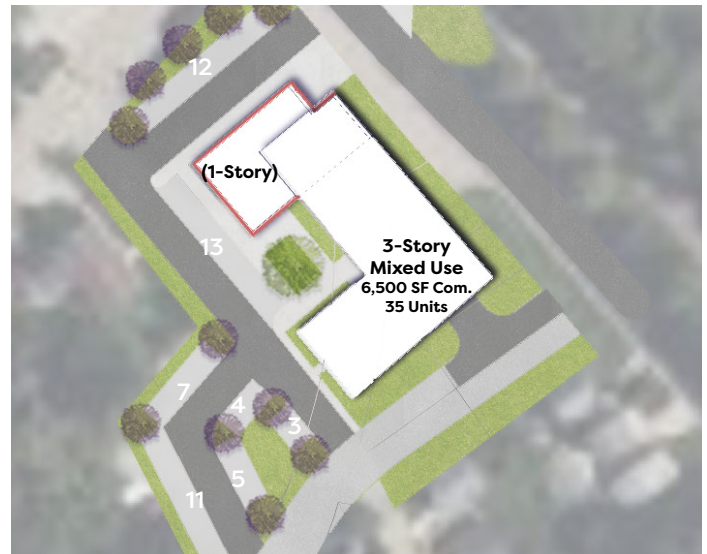
- A 3-story mixed-use building with residential units, 6,500 SF of commercial space (surface/ underground parking)

This redesigned Glen Road would provide additional units and commercial space, but also require the acquisition of parcels on the southeast side of the road.

**5100 Erling Avenue - Concept 1**



**5100 Erling Avenue - Concept 2**



*Examples- Mixed-Use, Townhomes*



# FUTURE LAND USES

The map on the right indicates proposed changes to McFarland's Future Land Use Map. Parcels to be changed are highlighted with a white outline.

## RECOMMENDED CHANGES IN LAND USE

### Industrial

Industrial areas allow for “manufacturing, warehousing, distribution, office, storage, utility, and other compatible businesses (daycares, health clubs, banks, etc.) and may include screened outdoor storage or more intensive uses than in other future land use categories.”

Parcels on Terminal Drive are redesignated as Industrial to allow for the building scale and uses proposed in this plan's redevelopment concepts.

### Highway and General Commercial

Areas along Highway 51 are designated as Highway and General Commercial to accommodate a “range of retail, commercial service, office, restaurant, lodging, health care, outdoor sales, and institutional uses with limited outdoor display and storage.”

Parcels with access from Terminal Drive are redesignated to encourage cohesive redevelopment.

### Mixed-Use / Flex Commercial

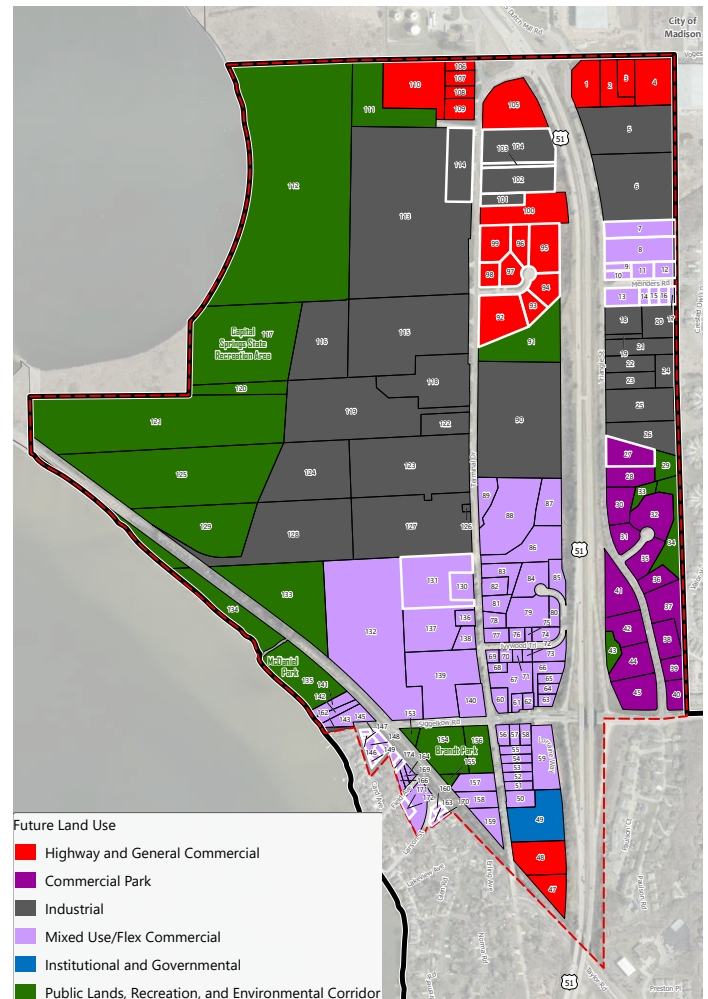
These areas are appropriate for a “blend or option of commercial, multiple family residential, institutional, and/or open space uses.”

The parcels included in two subdistricts— the Gateway Commercial Meinders Road Subdistrict in the north and Lakeview Village Erling Avenue Subdistrict to the south— are redesignated as Mixed-Use / Flex Commercial land uses to allow for the proposed building types and densities included in this chapter's redevelopment concepts.

## Updated Future Land Use Map

Dane County GIS, 2023

Dane County Aerial, 2022



### Commercial Park

Parcel 27 on the map above is redesignated to Commercial Park to fit within adjacent future land uses to the south. The Commercial Park area east of US Highway 51 is suitable for “light industrial, office, research, healthcare, and other activities with low levels of environmental impact, noise, odor, or emissions.”

# IMPLEMENTATION

## CHAPTER FIVE

The Village intends to pursue public/private sector cooperative activities to comprehensively implement this Redevelopment Plan. Developer agreements and the Village of McFarland's applicable plans will be used in order to ensure quality of development and fulfillment of the public purpose of this Redevelopment Plan and TID #3 and #6 Project Plans.

### TID PROJECT PLANS

The 2010 Redevelopment Plan was created to be used in conjunction with the TID #3 Project Plan, which acted as the Redevelopment Plan's financial enabling tool and planning document for public improvement projects. TID #3 will close in 2027 and can no longer be used to fund projects at the time of creating this plan.

In July 2024, the Village created the TID #6 Project Plan overlaying portions of TID #3. The Village of McFarland intends to implement a number of public works projects that will positively impact business, residential, and conservancy use in TID #6. These projects will be undertaken within the first 22 years of the TID's existence (i.e. through 2046), subject to change based upon the relative needs of the Village and the ability of the District to recoup expenses through the generation of tax increment.

Eligible TID project types include, but are not limited to:

- Infrastructure (street construction, bicycle/pedestrian paths, storm water management, etc.)
- Streetscaping Improvements (wayfinding signage, public art installations, landscaping, lighting, etc.)
- Site Improvements (access drives, parking, parks and recreation facilities, etc.)
- Environmental Studies and Remediation
- Development Funds/Incentives
- Planning, Promotion & Economic Development

A comprehensive list of eligible projects can be found in the TID #6 Project Plan.

### PROJECT FINANCING

Financing can be accomplished in different ways. One potential method of financing includes CDA bonding (e.g., Lease Revenue Bonds) as provided in Sec. 66.1333(5), Wis. Stats. Principal and interest on the CDA bonds can be paid through the following three methods:

1. Revenues generated from the sale or lease of the property;
2. Payments made to the CDA from tax increment revenues from the Village received from increased taxes on new development within TID #3;

### 3. Receipt of revenues from the TID Economic Development Fund expenditure.

However, the Village may choose to bond separately for improvements through their normal borrowing channels.

Developer Financed bonds may also be used to pay for improvements. Simply stated, a development agreement between the Village and the Developer is first negotiated and entered into. The development agreement specifies the share of the tax revenue that the Village will reimburse the Developer once the Developer pays the taxes as billed by the Village. The Developer then borrows the funds. The improvements (buildings, etc.) are constructed and a tax bill stating the amount of property tax owed is sent to the Developer/property owner. The Developer pays the taxes and the Village reimburses the previously-agreed upon amount to the Developer. This reimbursement continues until the agreement has been fulfilled or the TID is retired, whichever occurs first.

### PERFORMANCE STANDARDS

Throughout the project, developers and contractors will adhere to the provisions of applicable municipal ordinances and codes including, but not limited to, the zoning ordinance, subdivision and platting ordinance, building and construction codes, traffic ordinances, site plan review regulations and deed restrictions. In addition, the Terminal/Triangle Zoning Overlay District more comprehensively addresses land use, site planning, design guidelines, architectural and landscaping requirements, etc. This overlay district should be amended following adoption of this plan to reference the Design Standards in Appendix D.

### PLAN AMENDMENTS

The plan may be amended at any time in accordance with the provisions of Sections 66.1001 and 66.1333(11), Wis. Stats. If the plan is modified, a public

hearing will be conducted by the Plan Commission. All modifications must be recommended by the Community Development Authority, Plan Commission, and approved by the Village Board by a two-thirds majority.

### RELOCATION OF DISPLACED PERSONS AND BUSINESSES

No persons are expected to be displaced or relocated as a result of adoption of the Redevelopment Plan; however, if relocation were to become necessary in the future, the following is the method proposed by the Village or Community Development Authority for displacement or relocation:

*Before negotiations begin for the acquisition of property or easements, all property owners will be contacted to determine if there will be displaced persons as defined by Wisconsin Statutes and Administrative Rules. If it appears there will be displaced persons, all property owners and prospective displaced persons will be provided an informational pamphlet prepared by the Wisconsin Department of Administration (DOA). The Village will file a relocation plan with the DOA and shall keep records as required in Wisconsin Statutes 32.27. The Village will provide each owner a full narrative appraisal, a map showing the owners of all property affected by the proposed project and a list of neighboring landowners to whom offers are being made as required by law.*

### LAND DISPOSITION

It is possible that either the Village or the CDA will acquire land as a result of implementation of this plan. All negotiations will follow the legal requirements imposed on the Village and CDA for land acquisition.

### TERMINATION

This redevelopment plan and district area will terminate when the Village Board determines that the goals as set by the Redevelopment District #1 Plan have been met.

# PLACEMAKING

Placemaking is the process of creating quality places that attract people. Quality places can and should be unique and memorable, but there is a set of general physical characteristics that all good places share.

Project for Public Spaces (PPS) has found that Quality Places share four qualities:

1. They are *accessible*.
2. People are engaged in *activities* there.
3. The space is *comfortable* and has a good image.
4. It is a *sociable* place - one where people meet each other and take people when they come to visit.

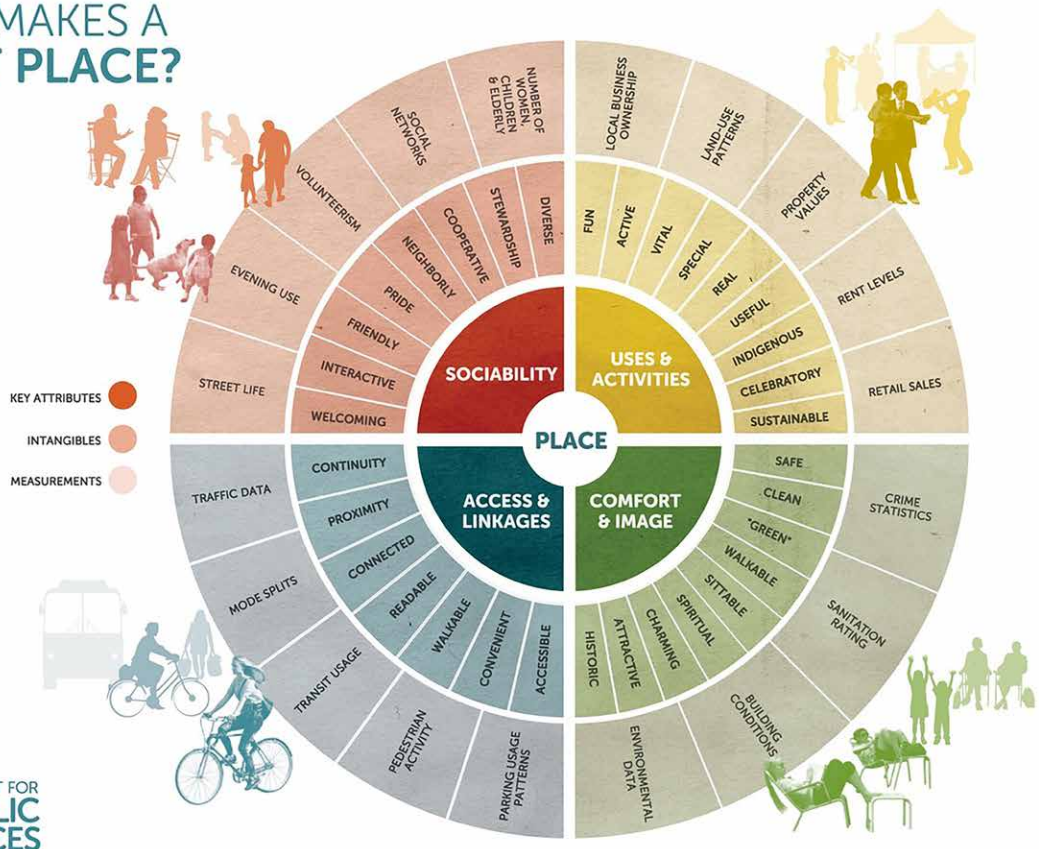
The Place Diagram (created by PPS) shown below describes the many facets that make a place “great”.

The vision for this Plan is to make the redevelopment district planning area a distinctive place. This section describes guidelines to work towards this goal. The guidelines are not intended as strict requirements.

## PLACEMAKING STRATEGIES

The following section describes some placemaking strategies to enhance the district’s capacity to attract people and businesses while fostering a positive physical and emotional environment.

### WHAT MAKES A GREAT PLACE?



**Street Improvements & Social Spaces**

- Provide consistent street lighting that enhances the neighborhood and supports safe, pedestrian-friendly walkways. Decorative/architectural lighting is encouraged.
- Include artistic works/features in the planning area (e.g., sculptures, murals, crosswalk/sidewalk treatments, etc.).
- Connect social spaces to the pedestrian/bike network within the planning area and community.

**Buildings**

- Use major intersections as an opportunity to create a unique place and “hold the corner.” The design and programming of these buildings can reinforce the importance of these places, including unique architectural features and highly visible social gathering places.
- There are sites within the district that are “terminal vistas”, meaning they are highly visible at the end of a segment of street right-of-way. These sites are opportunities to anchor the view with an architectural feature.
- Build high-quality buildings that have strong relationships to the public street, meeting the recommendations in the design guidelines handbook found in the Plan’s appendix.

**DESIGN PREFERENCES**

Feedback provided at the second open house indicated public support for streetscape enhancements and beautifying the neighborhood. Respondents were satisfied with the amount of signage and banners in the area but would like to see more bike racks, street trees and landscaping, and lighting. Efforts to implement plantings and amenities will promote walking, shopping, and gathering in a safe, pedestrian-friendly environment.

Considering neighborhood character, the images below scored favorably on the design preferences survey:

**Building Setbacks**



**Building Facade**



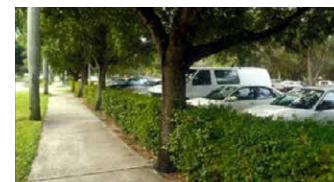
**Building Signage**



**Site Signage**



**Parking Lot Edges**



**Service Areas**



## PUBLIC IMPROVEMENTS AND UTILITIES

Potential project public sector activities include, but are not limited to:

- Stormwater quality management improvements
- Public rights-of-way and utilities
- Bike/pedestrian improvements
- Economic development funding, property acquisition
- General administration, legal, planning, engineering
- Relocation of displaced individuals and businesses

Central to this redevelopment plan are public improvements for stormwater quality management, the redevelopment of vacant or underutilized properties, business stimulation and support, traffic circulation and safety, way finding and streetscape, landscaping and private development. Aesthetics of the area are a high priority for improvement as this Redevelopment District includes properties fronting on Hwy 51.

This section offers a set of ideas for how the Triangle and Terminal neighborhood can become a more unique, attractive, and desirable place to spend time. The Public Improvement Opportunities map on the following page illustrates key areas for the Village to prioritize improvements to the existing streetscape. Enhancements could include widened sidewalks, narrowed intersections, decorative street lights, added greenery in planters or landscaping beds (also beneficial to stormwater management), and public art installations.

The widened sidewalks include adequate space for “street furniture” amenities, including lighting, benches and bike racks. These should be installed in alignment with proposed street trees between the main walking zone and the curb. If implemented, these changes will make the Triangle and Terminal neighborhood more attractive and compelling as a place to explore on foot and enjoy a meal or a drink out on the sidewalk.

The Village should look for opportunities to strengthen

community branding through street furnishings that incorporate the Village’s logo and primary colors; page 53 provides examples of these branded amenities.

Key areas for public improvement projects include:

- Adding a multi-use path to the east side of Brandt Park outside of the ball field fencing
- Adding or expanding existing parking lots adjacent to McDaniel Park and Brandt Park
- Reconfiguration of Erling Avenue to add angled parking and a paved pathway
- Reconfiguration of Glen Road to allow more flexibility for redevelopment
- Anticipated plans to add traffic circles at the Siggelkow-Highway interchange (see images below)
- Reconstruction of Terminal Drive from Lift Station #4 to USH 51, including recreational trails and sidewalk.
- Reconstruction of Triangle Street from Voges Road to 4505 Triangle Street, including recreation trails and sidewalks to Siggelkow Road.
- New community gateway signage (see map)

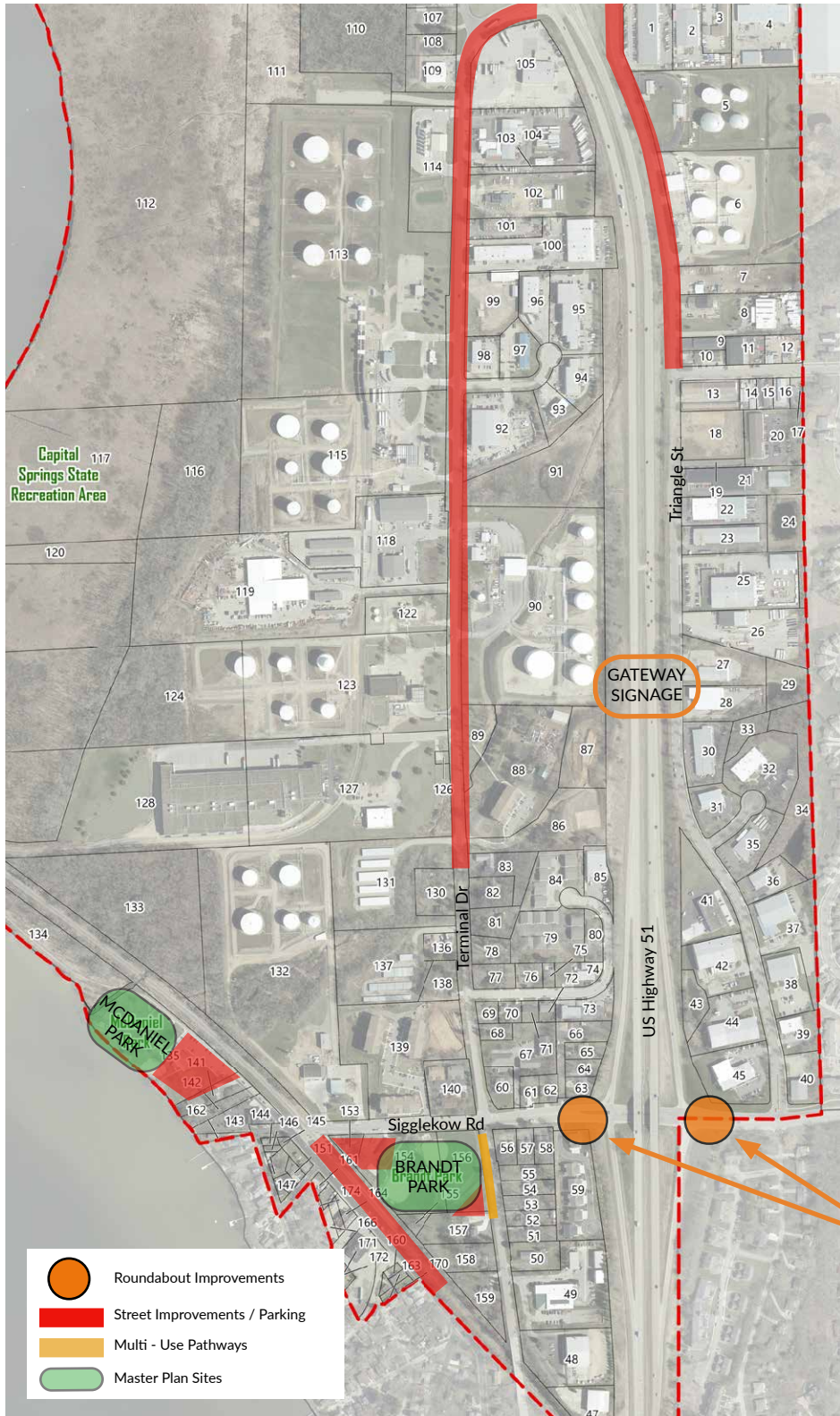
Refer to Village’s TID #6 Project Plan and Capital Improvement Plan for additional information on proposed public improvements and utilities which will be required to support the new land uses in the area after redevelopment.

*Preferred Concept for Roundabouts at Siggelkow*



*Birds Eye Perspective*

Public Improvement Opportunities Map



Street Enhancement - Pedestrian Amenities / Character Images



# ACTION PLAN

This section identifies the various actions necessary to translate the plan's vision into reality. The actions are organized by type and include recommended time frames for completion (as noted below). Timing and sequence may shift due to changes in available funding, landowner needs, or real estate market demand.

## Anticipated Time Frames

Immediate: 2025

Short Term: 2025-2028

Mid Term: 2029-2035

Long Term: 2036+

## ADMINISTRATIVE (A)

**A.1. Adopt this plan as an amendment to the Village of McFarland Comprehensive Plan. Through this adoption, the Village's Future Land Use (FLU) map will be updated.**

*Time frame: Immediate (2025)*

*Responsible Parties: Community & Economic Development staff, Planning Commission, Village Board*

**A.2. Appendix D of this Plan provides a design standards handbook that can inform, guide and regulate development per the vision of the district. The Village's Terminal and Triangle Design Overlay (TTDO) Zoning District should be amended to include a design overlay district that encompasses the entire study area, referring to the application and review process within the administrative section of the Design Standards Handbook. If/when the Village completes a full Village-wide Zoning rewrite these standards could be codified into the zoning ordinance.**

*Time frame: Immediate (2025)*

*Responsible Parties: Community & Economic Development Staff, Plan Commission, Village Board*

**A.3. This plan outlines zoning amendments that should be considered as part of the anticipated 2025 Village-wide zoning code rewrite.**

*Time frame: Short term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, Plan Commission, Village Board*

## MOBILITY & PARKING (MP)

**A.4. Review action plan on an annual basis as part of the Village's budgeting and strategic planning processes.** To provide lasting value and influence, this plan should be used and referenced regularly, especially during budgeting processes, to support implementation of this Plan's actions. This review should discuss items completed over the prior year, re-evaluate the actions based on funding and existing opportunities, and adjust action timeline based on the evaluation.

*Time frame: Ongoing, Annually*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**A.5. Plan Amendments & Updates.** While this plan may be amended at any time in accordance with the provisions of Sections 66.1001 and 66.1333(11), Wis. Stats, two specific future instances where plan amendments may be warranted include after the WisDOT has completed their US 51 (Stoughton Road) South Study from WIS 30 to Terminal Drive/ Voges Road and when the Village completes its next 10-year update to its Comprehensive Plan in 2026-2027. The WisDOT study is anticipated to be completed in 2025 and may include recommended alternatives to the design of the US 51/Terminal/ Voges intersection. This is a WisDOT planning study only with no scheduled construction activity; however, the results of this study as implemented may warrant reconsideration of Village land use plans. This could be addressed within the Village's scheduled 10-year Comprehensive Plan update.

*Time frame: Short Term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, CDA, Plan Commission, and Village Board.*

**MP.1. Reconstruct the east side of Erling Avenue from Siggelkow Road to Larson Street** (i.e., add additional paving for parking and move curbing to the east with multi-use trail – see Erling Avenue concept). Work with the railroad to establish an easement allowing for perpendicular parking on the east side of Erling Avenue between existing utility poles.

*Time frame: Mid term (2029-2035)*

*Responsible Parties: Village Engineer, Village Board*

**MP.2. Complete Phase 2 reconstruction of Terminal Drive to USH 51 with multi-use path on the west side and sidewalk on the east side.** Updates to underground utilities is likely needed with consideration to bury electrical.

*Time frame: Short term (2025-2028)*

*Responsible Parties: Village Engineer, Village Board*

**MP.3. Fully reconstruct Terminal Drive from Siggelkow Road to the bridge to the south** with considerations of multi-use path on the west side (if overflow parking lot is built) and sidewalk on the east side of the street. Updates to underground utilities is likely needed.

*Time frame: Mid term (2029-2035)*

*Responsible Parties: Village Engineer, Village Board*

**MP.4. Fully reconstruct Triangle Street from Voges Road to 4505 Triangle Street** with considerations of multi-use path on the west side to Siggelkow Road. Updates to underground utilities is likely needed.

*Time frame: Short Term (2025-2028)*

*Responsible Parties: Village Engineer, Village Board*

## ECONOMIC DEVELOPMENT & HOUSING (EDH)

**EDH.1. Meet with property/business owners of designated redevelopment opportunity sites as needed to understand their future intentions for their site.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff*

**EDH.2. Assist existing businesses that are considering moving by finding other suitable sites within the Village.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff*

**EDH.3. Encourage the use of incentives, with Tax Increment District financing being one, where the Village determines that the benefits provided by land use, economic development, and/or public goals and objectives weigh in favor of a contribution. Other forms of incentives could include low interest loans, land write-downs or waiving impact fees for affordable housing projects.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**EDH.4. Consider purchasing key redevelopment sites to advance projects envisioned in this plan.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, CDA, Village Board*

*Murals painted on oil tanks, as suggested in Action UDP.2.*



## PARKS & OPEN SPACE (POS)

**POS.1. Approach property owner of 4519 Siggelkow Road about potential acquisition and develop a preliminary design for a parking lot.**

*Time frame: Short term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff*

**POS.2. Consider constructing outfield parking lot if the Erling Avenue parking and adjacent property acquisition are not able to move forward or parking continues to be an issue.**

*Time frame: Long term (2036+)*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**POS.3. Consider expanding and reconstructing the parking lot in McDaniel Park per the concept provided in this Plan.**

*Time frame: Short term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, Village Board*

## URBAN DESIGN & PLACEMAKING (UDP)

**UDP.1. Continue to finance a facade improvement program that would offer low interest loans or grants for building improvement projects that would enhance the appearance and function of the local street facade.** The application selection should be prioritized for those properties that have not been considered as “redevelopment opportunities” in this Plan. The design guidelines within the handbook (included in the appendix) should be followed to be considered for the facade improvement program.

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**UDP.2. Discuss with existing owners of the gas terminals about potentially painting murals on the most visible tanks** (see images on page 56). Identify any hurdles and work towards an agreement that would allow for improving the overall aesthetic of these tanks. If an agreement is reached, consider working with the school district to develop a design competition to award a final design by a student. Likely working with a local artist to refine the winning student design.

*Time frame: Long term (2036+)*

*Responsible Parties: Community & Economic Development Staff, Village Board, School District (potentially)*

# APPENDIX A: PARCELS & VALUE

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
1	071027380420	G CALLAHAN & CO LLC	4001 TRIANGLE ST	1.93	\$319,800	\$1,661,700	\$1,981,500	\$332,592	\$1,728,168	\$2,060,760
1	071027380420	G CALLAHAN & CO LLC	4801 VOGES RD	1.93	\$319,800	\$1,661,700	\$1,981,500	\$332,592	\$1,728,168	\$2,060,760
2	071027380751	G CALLAHAN & COMPANY LLC	4805 VOGES RD	1.47	\$285,000	\$1,218,000	\$1,503,000	\$296,400	\$1,266,720	\$1,563,120
3	071027380501	SQUARE DEAL PROPERTIES LLC	4811 VOGES RD	0.98	\$148,700	\$799,400	\$948,100	\$154,648	\$831,376	\$986,024
4	071027380101	SPARTAN PROPERTIES OF MCFARLAND LLC	4915 VOGES RD UNIT C	2.81	\$375,000	\$3,696,600	\$4,071,600	\$390,000	\$3,844,464	\$4,234,464
4	071027380101	SPARTAN PROPERTIES OF MCFARLAND LLC	4915 VOGES RD UNIT D	2.81	\$375,000	\$3,696,600	\$4,071,600	\$390,000	\$3,844,464	\$4,234,464
4	071027380101	SPARTAN PROPERTIES OF MCFARLAND LLC	4915 VOGES RD UNIT E	2.81	\$375,000	\$3,696,600	\$4,071,600	\$390,000	\$3,844,464	\$4,234,464
4	071027380101	SPARTAN PROPERTIES OF MCFARLAND LLC	4915 VOGES RD UNIT B	2.81	\$375,000	\$3,696,600	\$4,071,600	\$390,000	\$3,844,464	\$4,234,464
4	071027380101	SPARTAN PROPERTIES OF MCFARLAND LLC	4915 VOGES RD UNIT A	2.81	\$375,000	\$3,696,600	\$4,071,600	\$390,000	\$3,844,464	\$4,234,464
5	071027384300	SUNOCO MIDSTREAM LLC	4009 TRIANGLE ST	7.10	\$471,000	\$713,600	\$1,184,600	\$489,840	\$742,144	\$1,231,984
6	071027383203	FARMERS UNION CENTRAL EXCHANGE INC	4103 TRIANGLE ST	8.10	\$408,900	\$874,600	\$1,283,500	\$425,256	\$909,584	\$1,334,840
7	071027395003	CHS INC	4215 TRIANGLE ST	2.00	\$240,100	\$259,900	\$500,000	\$249,704	\$270,296	\$520,000
8	071027399803	VANSTRUM LLC	4219 TRIANGLE ST	3.00	\$350,000	\$1,189,700	\$1,539,700	\$364,000	\$1,237,288	\$1,601,288
8	071027399803	VANSTRUM LLC	4227 TRIANGLE ST	3.00	\$350,000	\$1,189,700	\$1,539,700	\$364,000	\$1,237,288	\$1,601,288
9	071027399961	DMG HOLDINGS LLC	4307 TRIANGLE ST	0.33	\$90,300	\$281,600	\$371,900	\$93,912	\$292,864	\$386,776
10	071027399861	CEBK INVESTMENTS LLC	4311 TRIANGLE ST	0.37	\$91,500	\$298,400	\$389,900	\$95,160	\$310,336	\$405,496
11	071027399761	UNIVERSITY PROPERTIES OF WISCONSIN LLC	4910 MEINDERS RD	0.59	\$162,000	\$497,100	\$659,100	\$168,480	\$516,984	\$685,464
12	071027399705	Current Owner	4922 MEINDERS RD	0.59	\$67,800	\$0	\$67,800	\$70,512	\$0	\$70,512
13	071027398859	DUREN TR	4901 MEINDERS RD	0.91	\$203,900	\$510,300	\$714,200	\$212,056	\$530,712	\$742,768
14	071027399054	BRIAN D ROGERS	4919 MEINDERS RD	0.26	\$71,300	\$73,300	\$144,600	\$74,152	\$76,232	\$150,384
15	071027399152	HARVEY W ALEXANDER	4921 MEINDERS RD	0.26	\$71,300	\$109,600	\$180,900	\$74,152	\$113,984	\$188,136
16	071027399250	DUREN TR	4927 MEINDERS RD	0.46	\$124,800	\$103,800	\$228,600	\$129,792	\$107,952	\$237,744
17	071027399205	Current Owner	4931 MEINDERS RD	0.20	\$53,500	\$131,700	\$185,200	\$55,640	\$136,968	\$192,608

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
18	071027399411	4313 LLC	4313 TRIANGLE ST	1.59	\$64,600	\$1,619,200	\$1,683,800	\$67,184	\$1,683,968	\$1,751,152
19	071027399451	HLO LLC	4405 TRIANGLE ST	0.28	\$45,600	\$0	\$45,600	\$47,424	\$0	\$47,424
20	071027399551	HLO LLC	4405 TRIANGLE ST	1.73	\$0	\$0	\$0	\$0	\$0	\$0
21	071027398902	KRISTEN B BEASLEY	4411 TRIANGLE ST	1.80	\$0	\$0	\$0	\$0	\$0	\$0
22	071027398359	MADISON FORMS CORPORATION	4423 TRIANGLE ST	1.25	\$0	\$0	\$0	\$0	\$0	\$0
23	071027398108	TRIANGLE CENTRE LLC	4501 TRIANGLE ST	1.34	\$266,800	\$1,232,100	\$1,498,900	\$277,472	\$1,281,384	\$1,558,856
24	071027398500	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
25	071034280202	FERGUSON ENTERPRISES INC	4505 TRIANGLE ST	3.41	\$370,500	\$2,758,000	\$3,128,500	\$385,320	\$2,868,320	\$3,253,640
26	071034284502	KAK ENTERPRISES LLC	4517 TRIANGLE ST	2.86	\$257,100	\$300,000	\$557,100	\$267,384	\$312,000	\$579,384
27	071034209950	CJK PROPERTIES MCFARLAND LLC	4603 TRIANGLE ST	1.74	\$287,000	\$863,000	\$1,150,000	\$298,480	\$897,520	\$1,196,000
28	071034210055	4609 TRIANGLE STREET LLC	4609 TRIANGLE ST	1.44	\$272,000	\$790,800	\$1,062,800	\$282,880	\$822,432	\$1,105,312
29	071034210153	MCFARLAND, VILLAGE OF		0.93	\$0	\$0	\$0	\$0	\$0	\$0
30	071034210279	TWIN BRO LLC	4707 TRIANGLE ST	1.39	\$269,200	\$1,147,000	\$1,416,200	\$279,968	\$1,192,880	\$1,472,848
30	071034210279	TWIN BRO LLC	4709 TRIANGLE ST	1.39	\$269,200	\$1,147,000	\$1,416,200	\$279,968	\$1,192,880	\$1,472,848
30	071034210279	TWIN BRO LLC	4703 TRIANGLE ST	1.39	\$269,200	\$1,147,000	\$1,416,200	\$279,968	\$1,192,880	\$1,472,848
30	071034210279	TWIN BRO LLC	4705 TRIANGLE ST	1.39	\$269,200	\$1,147,000	\$1,416,200	\$279,968	\$1,192,880	\$1,472,848
30	071034210279	TWIN BRO LLC	4701 TRIANGLE ST	1.39	\$269,200	\$1,147,000	\$1,416,200	\$279,968	\$1,192,880	\$1,472,848
31	071034210451	CRULL INVESTMENTS LLC	4904 COMMERCE CT	1.00	\$152,400	\$631,700	\$784,100	\$158,496	\$656,968	\$815,464
32	071034210501	MAD CITY STORAGE LLC	4911 COMMERCE CT	2.22	\$250,000	\$1,210,000	\$1,460,000	\$260,000	\$1,258,400	\$1,518,400
33	071034210635	MCFARLAND, VILLAGE OF		0.52	\$0	\$0	\$0	\$0	\$0	\$0
34	071034210984	MCFARLAND, VILLAGE OF		1.37	\$0	\$0	\$0	\$0	\$0	\$0
35	071034210788	COCOON REAL ESTATE HOLDINGS LLC	4903 COMMERCE CT	1.26	\$0	\$0	\$0	\$0	\$0	\$0
36	071034210886	ZORNOCO LLC	4803 TRIANGLE ST	0.90	\$226,000	\$444,000	\$670,000	\$235,040	\$461,760	\$696,800
37	071034260251	4815 TRIANGLE STREET LLC	4815 TRIANGLE ST	1.90	\$0	\$0	\$0	\$0	\$0	\$0
38	071034260451	4909 TRIANGLE STREET LLC	4909 TRIANGLE ST	1.30	\$0	\$0	\$0	\$0	\$0	\$0
39	071034260742	GERALD HELMER	4915 TRIANGLE ST	0.80	\$199,800	\$510,800	\$710,600	\$207,792	\$531,232	\$739,024

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
40	071034260859	Current Owner	4921 TRIANGLE ST	0.91	\$228,000	\$538,700	\$766,700	\$237,120	\$560,248	\$797,368
41	071034261296	WM PROPERTIES WI LLC	4810 TRIANGLE ST	2.05	\$302,600	\$524,900	\$827,500	\$314,704	\$545,896	\$860,600
42	071034261045	E&D REAL ESTATE LLC	4904 TRIANGLE ST	1.65	\$282,300	\$1,589,800	\$1,872,100	\$293,592	\$1,653,392	\$1,946,984
43	071034261205	MCFARLAND, VILLAGE OF		0.65	\$0	\$0	\$0	\$0	\$0	\$0
44	071034261125	GREY DUCK LLC	4910 TRIANGLE ST	1.77	\$288,600	\$1,717,500	\$2,006,100	\$300,144	\$1,786,200	\$2,086,344
45	071034260966	ACNE PROPERTIES LLC	4920 TRIANGLE ST	1.50	\$275,000	\$1,064,900	\$1,339,900	\$286,000	\$1,107,496	\$1,393,496
45	071034260966	ACNE PROPERTIES LLC	4916 TRIANGLE ST	1.50	\$275,000	\$1,064,900	\$1,339,900	\$286,000	\$1,107,496	\$1,393,496
45	071034260966	ACNE PROPERTIES LLC	4918 TRIANGLE ST	1.50	\$275,000	\$1,064,900	\$1,339,900	\$286,000	\$1,107,496	\$1,393,496
47	071034382085	MCELROY PROPERTIES WIS LLC	5123 TERMINAL DR	1.40	\$220,000	\$427,800	\$647,800	\$228,800	\$444,912	\$673,712
48	071034382012	EVANS ALLSOP & LEHMAN LLC	5119 TERMINAL DR	2.50	\$315,700	\$687,800	\$1,003,500	\$328,328	\$715,312	\$1,043,640
49	071034381942	MCFARLAND, VILLAGE OF	5115 TERMINAL DR	3.54	\$0	\$0	\$0	\$0	\$0	\$0
50	071034382156	SCHMOCK LIVING TR	5109 TERMINAL DR	0.75	\$128,300	\$133,800	\$262,100	\$133,432	\$139,152	\$272,584
51	071034320123	MICHAEL R DOYLE	5021 TERMINAL DR	0.40	\$69,700	\$228,600	\$298,300	\$72,488	\$237,744	\$310,232
52	071034320221	MANNING TR, MICHAEL	5019 TERMINAL DR	0.41	\$70,300	\$227,200	\$297,500	\$73,112	\$236,288	\$309,400
53	071034320338	MARY C LINGK	5015 TERMINAL DR	0.42	\$70,600	\$303,200	\$373,800	\$73,424	\$315,328	\$388,752
54	071034320445	DEBRA A PERKL	5011 TERMINAL DR	0.43	\$71,100	\$229,300	\$300,400	\$73,944	\$238,472	\$312,416
55	071034320552	DONALD N KRANZ	5007 TERMINAL DR	0.44	\$71,700	\$216,900	\$288,600	\$74,568	\$225,576	\$300,144
56	071034320678	Current Owner	4705 SIGGELKOW RD	0.41	\$127,600	\$448,100	\$575,700	\$132,704	\$466,024	\$598,728
57	071034320829	Current Owner	4709 SIGGELKOW RD	0.33	\$124,300	\$448,400	\$572,700	\$129,272	\$466,336	\$595,608
58	071034320972	Current Owner	4711 SIGGELKOW RD	0.37	\$126,100	\$448,400	\$574,500	\$131,144	\$466,336	\$597,480
59	071034306071	BECKY DRAPER	4743 LORRAINE WAY	0.00	\$9,100	\$364,900	\$374,000	\$9,464	\$379,496	\$388,960
59	071034306221	DARRELL HOWARD	4731 LORRAINE WAY	0.00	\$9,100	\$359,400	\$368,500	\$9,464	\$373,776	\$383,240
59	071034306191	EUGENE A JOHNSON	4733 LORRAINE WAY	0.00	\$9,100	\$359,400	\$368,500	\$9,464	\$373,776	\$383,240
59	071034306041	CURTIS HEDMAN	4747 LORRAINE WAY	0.00	\$9,100	\$365,900	\$375,000	\$9,464	\$380,536	\$390,000
59	071034306251	LOUIS J CHERAMY	4727 LORRAINE WAY	0.00	\$9,100	\$367,100	\$376,200	\$9,464	\$381,784	\$391,248
59	071034306311	KERI AUSTIN	4719 LORRAINE WAY	0.00	\$9,100	\$340,900	\$350,000	\$9,464	\$354,536	\$364,000

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59	071034306011	Current Owner	4749 LORRAINE WAY	0.00	\$9,100	\$376,900	\$386,000	\$9,464	\$391,976	\$401,440
59	071034306341	ROSANNA CAROLLO-FRENCH	4749 LORRAINE WAY	0.00	\$9,100	\$359,400	\$368,500	\$9,464	\$373,776	\$383,240
59	071034306341	ROSANNA CAROLLO-FRENCH	4721 LORRAINE WAY	0.00	\$9,100	\$359,400	\$368,500	\$9,464	\$373,776	\$383,240
59	071034306281	JERE FOLEY	4725 LORRAINE WAY	0.00	\$9,100	\$365,900	\$375,000	\$9,464	\$380,536	\$390,000
59	071034306131	DAVID J FRANCKEK	4739 LORRAINE WAY	0.00	\$9,100	\$377,400	\$386,500	\$9,464	\$392,496	\$401,960
59	071034306131	DAVID J FRANCKEK	4749 LORRAINE WAY	0.00	\$9,100	\$367,100	\$376,200	\$9,464	\$381,784	\$391,248
59	071034306161	KEVIN SINK	4737 LORRAINE WAY	0.00	\$9,100	\$359,400	\$368,500	\$9,464	\$373,776	\$383,240
59	071034306101	KAREN BRUCKERT	4741 LORRAINE WAY	0.00	\$9,100	\$367,100	\$376,200	\$9,464	\$381,784	\$391,248
60	071034274264	ROBERT W EVANS	4690 SIGGELKOW RD	0.56	\$134,500	\$617,100	\$751,600	\$139,880	\$641,784	\$781,664
61	071034274782	GURMAIL S MANGAT	4706 SIGGELKOW RD	0.30	\$65,500	\$305,300	\$370,800	\$68,120	\$317,512	\$385,632
61	071034274782	GURMAIL S MANGAT	4704 SIGGELKOW RD	0.30	\$65,500	\$305,300	\$370,800	\$68,120	\$317,512	\$385,632
62	071034274586	VICTORY LAP PROPERTIES LLC	4710 SIGGELKOW RD	0.28	\$64,600	\$289,600	\$354,200	\$67,184	\$301,184	\$368,368
62	071034274586	VICTORY LAP PROPERTIES LLC	4708 SIGGELKOW RD	0.28	\$64,600	\$289,600	\$354,200	\$67,184	\$301,184	\$368,368
63	071034274851	WHITEHORSE REV TR	4915 WHITEHORSE PL	0.30	\$65,700	\$256,800	\$322,500	\$68,328	\$267,072	\$335,400
63	071034274851	WHITEHORSE REV TR	4913 WHITEHORSE PL	0.30	\$65,700	\$256,800	\$322,500	\$68,328	\$267,072	\$335,400
64	071034275001	DANIEL R WHITEHORSE	4911 WHITEHORSE PL	0.32	\$66,300	\$170,300	\$236,600	\$68,952	\$177,112	\$246,064
65	071034275151	WHITEHORSE REV TR	4907 WHITEHORSE PL	0.35	\$67,700	\$283,900	\$351,600	\$70,408	\$295,256	\$365,664
66	071034275301	WHITEHORSE REV TR		0.81	\$87,700	\$23,300	\$111,000	\$91,208	\$24,232	\$115,440
67	071034274013	ROBERT W EVANS	4700 SIGGELKOW RD	1.71	\$167,800	\$1,874,800	\$2,042,600	\$174,512	\$1,949,792	\$2,124,304
67	071034274013	ROBERT W EVANS	4702 SIGGELKOW RD	1.71	\$167,800	\$1,874,800	\$2,042,600	\$174,512	\$1,949,792	\$2,124,304
68	071034273792	MICHAEL A DECKER	4903 TERMINAL DR	0.29	\$65,100	\$182,700	\$247,800	\$67,704	\$190,008	\$257,712
69	071034273569	MCFARLAND, VILLAGE OF	4901 TERMINAL DR	0.24	\$0	\$0	\$0	\$0	\$0	\$0
70	071034273363	FREDRIC J HOLMES	4705 IVYWOOD TRL	0.26	\$64,000	\$184,500	\$248,500	\$66,560	\$191,880	\$258,440
71	071034273081	KKG PROPERTIES 1 LLC	4709 IVYWOOD TRL	0.19	\$52,300	\$228,800	\$281,100	\$54,392	\$237,952	\$292,344
71	071034273081	KKG PROPERTIES 1 LLC	4707 IVYWOOD TRL	0.19	\$52,300	\$228,800	\$281,100	\$54,392	\$237,952	\$292,344
72	071034273101	KKG PROPERTIES 1 LLC	4713 IVYWOOD TRL	0.19	\$52,300	\$225,700	\$278,000	\$54,392	\$234,728	\$289,120

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72	071034273101	KKG PROPERTIES 1 LLC	4711 IVYWOOD TRL	0.19	\$52,300	\$225,700	\$278,000	\$54,392	\$234,728	\$289,120
73	071034272781	IVYWOOD PROPERTIES LLC	4719 IVYWOOD TRL	0.00	\$51,600	\$293,400	\$345,000	\$53,664	\$305,136	\$358,800
73	071034272801	TALBERT PROPERTIES LLC	4721 IVYWOOD TRL	0.00	\$51,600	\$310,000	\$361,600	\$53,664	\$322,400	\$376,064
74	071034272631	TERRA L LEE	4808 IVYWOOD TRL	0.56	\$134,500	\$247,800	\$382,300	\$139,880	\$257,712	\$397,592
75	071034271767	JASON BRINKMEIER	4718 IVYWOOD TRL	0.19	\$51,500	\$174,500	\$226,000	\$53,560	\$181,480	\$235,040
76	071034271561	Current Owner	4714 IVYWOOD TRL	0.34	\$67,200	\$219,000	\$286,200	\$69,888	\$227,760	\$297,648
77	071034271365	JOSEPH H BURBACH	4706 IVYWOOD TRL	0.52	\$75,200	\$242,800	\$318,000	\$78,208	\$252,512	\$330,720
78	071034270791	PATRICIA A BECKER	4809 TERMINAL DR	0.53	\$75,500	\$254,400	\$329,900	\$78,520	\$264,576	\$343,096
78	071034270791	PATRICIA A BECKER	4813 TERMINAL DR	0.53	\$75,500	\$254,400	\$329,900	\$78,520	\$264,576	\$343,096
79	071034269081	MCCAUGHEY PROPERTIES LLC	4820 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269021	Current Owner	4806 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269201	WEST SHORE TR	4844 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269161	KNIGHT REV LIVING TR, JAMES & RENEE	4836 IVYWOOD TRL UNIT 9	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269101	JAMES A KRUECK	4824 IVYWOOD TRL	0.00	\$1,000	\$0	\$1,000	\$1,040	\$0	\$1,040
79	071034269181	JP MADSON INC	4840 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269241	Current Owner	4852 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269141	C2KA PROPERTIES LLC	4832 IVYWOOD TRL UNIT 8	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269041	MCCAUGHEY PROPERTIES LLC	4812 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269121	RICARDO R PAOLI	4828 IVYWOOD TRL UNIT 7	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269281	MARK A HERMANSON	4864 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269221	WEST SHORE TR	4848 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269301	MARK A HERMANSON	4864 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269001	PETAL PATCH LTD	4804 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269261	HOUND DOG GARAGE LLC	4856 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269061	RICHARD L KING	4816 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
79	071034269281	MARK A HERMANSON	4860 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408

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79	071034269321	Current Owner COMMON THREADS FAMILY RESOURCE CENTER		0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
80	071034272328	LTD	4800 IVYWOOD TRL	0.47	\$0	\$0	\$0	\$0	\$0	\$0
81	071034270642	DALE A HEINEMEIER	4805 TERMINAL DR	0.71	\$83,500	\$321,600	\$405,100	\$86,840	\$334,464	\$421,304
82	071034270437	DAVID G MCGUIRE	4719 TERMINAL DR	0.69	\$82,700	\$293,100	\$375,800	\$86,008	\$304,824	\$390,832
83	071034270231	FAUST REV TR, MATTHEW & DAWN JENNEKE & MRTINELLI INCOME TR, DAVID &	4715 TERMINAL DR	1.03	\$48,100	\$81,200	\$129,300	\$50,024	\$84,448	\$134,472
84	071034262311	SANDY JENNEKE & MRTINELLI INCOME TR, DAVID &	4927 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262281	SANDY	4923 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262251	JOHN M ROIDT	4919 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262161	Current Owner	4907 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262401	GORDEE LIVING TR	4939 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262221	MICHAEL R MCGRANE	4915 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262431	GORDEE LIVING TR	4943 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262101	CRAIG OTHMAR PROPERTIES LLC	4901 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262131	LAURA VIRGINIA PAGE	4905 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262371	ROEMING PROPERTIES LLC	4935 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262191	MARK TRAINO	4911 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
84	071034262341	ROEMING PROPERTIES LLC	4931 IVYWOOD TRL	0.00	\$25,000	\$130,200	\$155,200	\$26,000	\$135,408	\$161,408
85	071034272021	IT PARTNERS LLC	4900 IVYWOOD TRL	0.75	\$140,100	\$782,900	\$923,000	\$145,704	\$814,216	\$959,920
86	071034282151	EZRA PROPERTIES LLC		2.60	\$186,700	\$0	\$186,700	\$194,168	\$0	\$194,168
87	071034282451	EZRA PROPERTIES LLC		1.72	\$123,400	\$0	\$123,400	\$128,336	\$0	\$128,336
88	071034282751	EZRA PROPERTIES LLC		5.28	\$379,300	\$3,902,000	\$4,281,300	\$394,472	\$4,058,080	\$4,452,552
89	071034283051	EZRA PROPERTIES LLC		0.96	\$68,900	\$0	\$68,900	\$71,656	\$0	\$71,656
90	071027393505	FLINT HILLS RESOURCES PINE BEND LLC	4405 TERMINAL DR	15.32	\$488,200	\$1,610,600	\$2,098,800	\$507,728	\$1,675,024	\$2,182,752
91	071027342501	MCFARLAND, VILLAGE OF		4.32	\$0	\$0	\$0	\$0	\$0	\$0

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
92	071027342061	10705 SOUTH 147TH STREET LLC	4701 MCFARLAND CT	2.95	\$224,000	\$1,467,400	\$1,691,400	\$232,960	\$1,526,096	\$1,759,056
93	071027341681	BADGER TERMINAL LLC	4761 MCFARLAND CT	0.78	\$155,200	\$314,600	\$469,800	\$161,408	\$327,184	\$488,592
94	071027341311	BADGER TERMINAL LLC	4767 MCFARLAND CT	1.21	\$189,100	\$736,600	\$925,700	\$196,664	\$766,064	\$962,728
94	071027341311	BADGER TERMINAL LLC	4773 MCFARLAND CT	1.21	\$189,100	\$736,600	\$925,700	\$196,664	\$766,064	\$962,728
94	071027341311	BADGER TERMINAL LLC	4791 MCFARLAND CT	1.21	\$189,100	\$736,600	\$925,700	\$196,664	\$766,064	\$962,728
94	071027341311	BADGER TERMINAL LLC	4785 MCFARLAND CT	1.21	\$189,100	\$736,600	\$925,700	\$196,664	\$766,064	\$962,728
94	071027341311	BADGER TERMINAL LLC	4779 MCFARLAND CT	1.21	\$189,100	\$736,600	\$925,700	\$196,664	\$766,064	\$962,728
95	071027340941	BADGER TERMINAL LLC	4772 MCFARLAND CT	2.24	\$209,800	\$1,519,700	\$1,729,500	\$218,192	\$1,580,488	\$1,798,680
95	071027340941	BADGER TERMINAL LLC	4788 MCFARLAND CT	2.24	\$209,800	\$1,519,700	\$1,729,500	\$218,192	\$1,580,488	\$1,798,680
95	071027340941	BADGER TERMINAL LLC	4786 MCFARLAND CT	2.24	\$209,800	\$1,519,700	\$1,729,500	\$218,192	\$1,580,488	\$1,798,680
95	071027340941	BADGER TERMINAL LLC	4780 MCFARLAND CT	2.24	\$209,800	\$1,519,700	\$1,729,500	\$218,192	\$1,580,488	\$1,798,680
96	071027340631	BADGER TERMINAL LLC	4760 MCFARLAND CT	1.03	\$185,500	\$1,096,500	\$1,282,000	\$192,920	\$1,140,360	\$1,333,280
97	071027340321	4740 MCFARLAND COURT LLC	4740 MCFARLAND CT	0.96	\$184,900	\$690,100	\$875,000	\$192,296	\$717,704	\$910,000
98	071027340011	IGLESIA PENTECOSTAL JEHOVA RAFA INC	4700 MCFARLAND CT	0.76	\$140,000	\$445,000	\$585,000	\$145,600	\$462,800	\$608,400
98	071027340011	IGLESIA PENTECOSTAL JEHOVA RAFA INC	4720 MCFARLAND CT	0.76	\$140,000	\$445,000	\$585,000	\$145,600	\$462,800	\$608,400
98	071027340011	IGLESIA PENTECOSTAL JEHOVA RAFA INC	4710 MCFARLAND CT	0.76	\$140,000	\$445,000	\$585,000	\$145,600	\$462,800	\$608,400
99	071027390008	VENTURE FUELS LLC	4215 TERMINAL DR	1.54	\$212,000	\$183,600	\$395,600	\$220,480	\$190,944	\$411,424
100	071027388600	Current Owner	4125 TERMINAL DR	3.34	\$243,500	\$2,962,600	\$3,206,100	\$253,240	\$3,081,104	\$3,334,344
100	071027388600	Current Owner	4123 TERMINAL DR	3.34	\$243,500	\$2,962,600	\$3,206,100	\$253,240	\$3,081,104	\$3,334,344
101	071027388913	TERMINAL DRIVE LLC	4121 TERMINAL DR	0.82	\$181,000	\$284,700	\$465,700	\$188,240	\$296,088	\$484,328
102	071027389001	NATIONAL PROPANE LP	4117 TERMINAL DR	3.57	\$313,500	\$236,500	\$550,000	\$326,040	\$245,960	\$572,000
103	071027389109	INNOVATIVE WISCONSIN ENTERPRISES LLC		0.50	\$25,100	\$0	\$25,100	\$26,104	\$0	\$26,104
104	071027389207	INNOVATIVE WISCONSIN ENTERPRISES LLC	4107 TERMINAL DR	4.00	\$335,000	\$1,198,100	\$1,533,100	\$348,400	\$1,246,024	\$1,594,424
105	071027385005	KWIK TRIP INC	4015 TERMINAL DR	4.90	\$380,000	\$2,820,000	\$3,200,000	\$395,200	\$2,932,800	\$3,328,000
106	071027385407	MANGAT ENTERPRISES LLC	4004 TERMINAL DR	0.49	\$151,300	\$478,400	\$629,700	\$157,352	\$497,536	\$654,888
107	071027385158	Current Owner	4008 TERMINAL DR	0.62	\$166,800	\$0	\$166,800	\$173,472	\$0	\$173,472

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
108	071027386401	Current Owner	4012 TERMINAL DR	0.56	\$172,900	\$0	\$172,900	\$179,816	\$0	\$179,816
109	071027386651	TNTB PROPERTIES LLC		0.97	\$299,500	\$475,400	\$774,900	\$311,480	\$494,416	\$805,896
110	071027386201	Current Owner		4.77	\$110,200	\$0	\$110,200	\$114,608	\$0	\$114,608
111	071027386051	DANE COUNTY	4020 TERMINAL DR	4.64	\$0	\$0	\$0	\$0	\$0	\$0
112	071028480007	WI DNR		43.30	\$0	\$0	\$0	\$0	\$0	\$0
113	071027385851	US OIL CO INC	4306 TERMINAL DR	28.25	\$694,500	\$852,200	\$1,546,700	\$722,280	\$886,288	\$1,608,568
114	071027385751	KWIK TRIP INC	4110 TERMINAL DR	2.89	\$575,000	\$273,300	\$848,300	\$598,000	\$284,232	\$882,232
115	071027391801	US OIL CO INC	4402 TERMINAL DR	17.16	\$506,600	\$1,015,100	\$1,521,700	\$526,864	\$1,055,704	\$1,582,568
116	071028498909	US OIL CO INC					\$0	\$0	\$0	\$0
117	071028496901	WI DNR		12.59	\$0	\$0	\$0	\$0	\$0	\$0
118	071027393101	FOUNDATION BUILDING MATERIALS LLC	4412 TERMINAL DR	5.48	\$274,000	\$870,800	\$1,144,800	\$284,960	\$905,632	\$1,190,592
119	071034286201	LINCOLN CONTRACTORS SUPPLY INC	4414 TERMINAL DR	11.69	\$584,500	\$1,966,400	\$2,550,900	\$607,880	\$2,045,056	\$2,652,936
120	071028497400	WI DNR		1.50	\$0	\$0	\$0	\$0	\$0	\$0
121	071033180509	WI DNR		20.50	\$0	\$0	\$0	\$0	\$0	\$0
122	071034285350	BADGER PIPE LINE CO	4508 TERMINAL DR	0.00	\$0	\$0	\$0	\$0	\$0	\$0
123	071034286500	CITGO PETROLEUM CORPORATION	4606 TERMINAL DR	18.03	\$515,300	\$936,700	\$1,452,000	\$535,912	\$974,168	\$1,510,080
124	071033184201	CITGO PETROLEUM CORPORATION					\$0	\$0	\$0	\$0
125	071033182703	WI DNR		0.00	\$0	\$0	\$0	\$0	\$0	\$0
126	071034289101	MCFARLAND, VILLAGE OF		0.09	\$0	\$0	\$0	\$0	\$0	\$0
127	071034287111	LINEAGE LOGISTICS LLC	4704 TERMINAL DR	19.81	\$533,100	\$17,770,900	\$18,304,000	\$554,424	\$18,481,736	\$19,036,160
128	071033182507	LINEAGE LOGISTICS LLC					\$0	\$0	\$0	\$0
129	071033182203	WI DNR		7.94	\$0	\$0	\$0	\$0	\$0	\$0
130	071034243636	KAREN A HINCKLEY	4814 TERMINAL DR	0.97	\$94,900	\$111,600	\$206,500	\$98,696	\$116,064	\$214,760
131	071034242922	Current Owner	4712 TERMINAL DR	4.58	\$345,800	\$567,200	\$913,000	\$359,632	\$589,888	\$949,520
132	071034244046	BUCKEYE TERMINALS LLC	4516 SIGGELKOW RD	16.78	\$502,800	\$1,094,200	\$1,597,000	\$522,912	\$1,137,968	\$1,660,880
133	071033162047	WI DNR		8.20	\$0	\$0	\$0	\$0	\$0	\$0

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
134	071033165571	MCFARLAND, VILLAGE OF	4800 MCDANIEL LN	0.00	\$0	\$0	\$0	\$0	\$0	\$0
135	071033164661	MCFARLAND, VILLAGE OF	4806 MCDANIEL LN	0.00	\$0	\$0	\$0	\$0	\$0	\$0
136	071034242253	Current Owner	4810 TERMINAL DR	0.47	\$67,500	\$189,600	\$257,100	\$70,200	\$197,184	\$267,384
137	071034242404	Current Owner	4800 TERMINAL DR	3.54	\$150,600	\$483,100	\$633,700	\$156,624	\$502,424	\$659,048
138	071034242011	Current Owner	4818 TERMINAL DR	0.72	\$83,700	\$166,000	\$249,700	\$87,048	\$172,640	\$259,688
139	071034241301	WAUBESA VILLAGE LLC	4606 SIGGELKOW RD	5.53	\$793,600	\$13,015,700	\$13,809,300	\$825,344	\$13,536,328	\$14,361,672
139	071034241301	WAUBESA VILLAGE LLC	4608 SIGGELKOW RD	5.53	\$793,600	\$13,015,700	\$13,809,300	\$825,344	\$13,536,328	\$14,361,672
139	071034241301	WAUBESA VILLAGE LLC	4604 SIGGELKOW RD	5.53	\$793,600	\$13,015,700	\$13,809,300	\$825,344	\$13,536,328	\$14,361,672
140	071034240120	PV LLC	4618 SIGGELKOW RD	1.34	\$134,000	\$1,241,500	\$1,375,500	\$139,360	\$1,291,160	\$1,430,520
140	071034240120	PV LLC	4616 SIGGELKOW RD	1.34	\$134,000	\$1,241,500	\$1,375,500	\$139,360	\$1,291,160	\$1,430,520
140	071034240120	PV LLC	4620 SIGGELKOW RD	1.34	\$134,000	\$1,241,500	\$1,375,500	\$139,360	\$1,291,160	\$1,430,520
141	071033164456	STEPHEN M EDDINGTON	4912 MCDANIEL LN	0.53	\$589,200	\$268,900	\$858,100	\$612,768	\$279,656	\$892,424
142	071033164250	LUETKE REV TR, ARTHUR F	4914 MCDANIEL LN	0.45	\$567,000	\$207,700	\$774,700	\$589,680	\$216,008	\$805,688
143	071033164054	ALBERT L WHEELER	4412 SIGGELKOW RD	0.55	\$245,800	\$409,300	\$655,100	\$255,632	\$425,672	\$681,304
144	071034334565	ROBERT C BLANCHAR	5005 CARD AVE	0.07	\$31,800	\$259,800	\$291,600	\$33,072	\$270,192	\$303,264
145	071034334672	ROBERT C BLANCHAR		0.05	\$20,000	\$0	\$20,000	\$20,800	\$0	\$20,800
146	071034334458	ROBERT C BLANCHAR		0.03	\$12,200	\$0	\$12,200	\$12,688	\$0	\$12,688
147	071034334350	JAMES BOXRUD	5007 CARD AVE	0.05	\$23,500	\$12,700	\$36,200	\$24,440	\$13,208	\$37,648
148	071034322211	Current Owner	5009 CARD AVE				\$0	\$0	\$0	\$0
149	071034333815	TROY M RICHARDSON	4504 BECKLER ST	0.07	\$30,900	\$297,300	\$328,200	\$32,136	\$309,192	\$341,328
150	071034334038	TROY M RICHARDSON		0.11	\$48,800	\$0	\$48,800	\$50,752	\$0	\$50,752
151	071034322321	Current Owner	4510 BECKLER ST				\$0	\$0	\$0	\$0
152	071034334243	Current Owner	4512 BECKLER ST	0.21	\$89,700	\$105,900	\$195,600	\$93,288	\$110,136	\$203,424
153	071034322881	LUCINDA M MORTENSEN	4519 SIGGELKOW RD	0.55	\$76,500	\$187,600	\$264,100	\$79,560	\$195,104	\$274,664
154	071034322087	MCFARLAND, VILLAGE OF	4601 SIGGELKOW RD	2.80	\$0	\$0	\$0	\$0	\$0	\$0
155	071034321579	MCFARLAND, VILLAGE OF	4601 SIGGELKOW RD	0.50	\$0	\$0	\$0	\$0	\$0	\$0

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
156	071034321686	MCFARLAND, VILLAGE OF	4601 SIGGELKOW RD	2.30	\$0	\$0	\$0	\$0	\$0	\$0
157	071034321177	MATTHEW J RYAN	5016 TERMINAL DR	1.22	\$98,300	\$416,300	\$514,600	\$102,232	\$432,952	\$535,184
158	071034388767	Current Owner	5106 TERMINAL DR	1.01	\$96,200	\$454,700	\$550,900	\$100,048	\$472,888	\$572,936
159	071034388874	Current Owner	5108 TERMINAL DR	1.22	\$98,300	\$436,000	\$534,300	\$102,232	\$453,440	\$555,672
159	071034333593	ALBERT L WHEELER	5002 CARD AVE	0.21	\$475,200	\$95,400	\$570,600	\$494,208	\$99,216	\$593,424
160	071034339426	Current Owner		0.08	\$32,700	\$0	\$32,700	\$34,008	\$0	\$34,008
161	071034326127	TIMOTHY R BLUM	4519 BECKLER ST	0.13	\$54,500	\$0	\$54,500	\$56,680	\$0	\$56,680
163	071034338981	KATHARINE DUNAR	5111 GLEN RD	0.08	\$35,300	\$162,400	\$197,700	\$36,712	\$168,896	\$205,608
164	071034327635	MDB INC	5016 ERLING AVE	0.58	\$46,106	\$176,200	\$222,306	\$47,950	\$183,248	\$231,198
165	071034332401	5100 ERLING LLC		1.17	\$151,000	\$355,900	\$506,900	\$157,040	\$370,136	\$527,176
166	071034327411	MDB INC	5016 ERLING AVE		\$44,494	\$0	\$44,494	\$46,274	\$0	\$46,274
167	071034326010	TIMOTHY R BLUM	5012 ERLING AVE	0.16	\$71,000	\$0	\$71,000	\$73,840	\$0	\$73,840
168	071034339533	Current Owner	5108 ERLING AVE	0.08	\$34,000	\$139,400	\$173,400	\$35,360	\$144,976	\$180,336
169	071034327528	MDB INC	5016 ERLING AVE		\$44,500	\$176,200	\$220,700	\$46,280	\$183,248	\$229,528
170	071034339640	Current Owner	5110 ERLING AVE	0.08	\$35,700	\$0	\$35,700	\$37,128	\$0	\$37,128
171	071034332601	SARA M PHELAN	4521 FIELD AVE	0.23	\$98,000	\$247,200	\$345,200	\$101,920	\$257,088	\$359,008
172	071034332601	SARA M PHELAN	4519 FIELD AVE	0.23	\$98,000	\$247,200	\$345,200	\$101,920	\$257,088	\$359,008
173	071034339097	KATHARINE DUNAR	5113 GLEN RD	0.08	\$33,500	\$0	\$33,500	\$34,840	\$0	\$34,840
174	071034326225	DENNIS T PETERSON		0.03	\$400	\$0	\$400	\$416	\$0	\$416

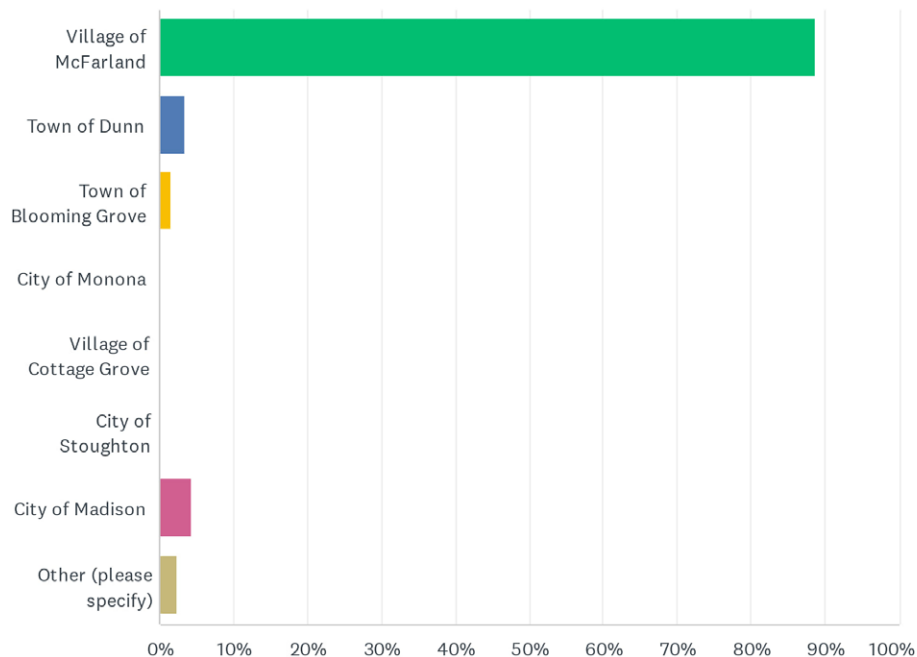
# APPENDIX B: SURVEY SUMMARIES

## VISIONING SURVEY RESULTS (SEPTEMBER 2023)

This survey aims to determine redevelopment opportunities and future public infrastructure improvements.

### Q1 Where do you live?

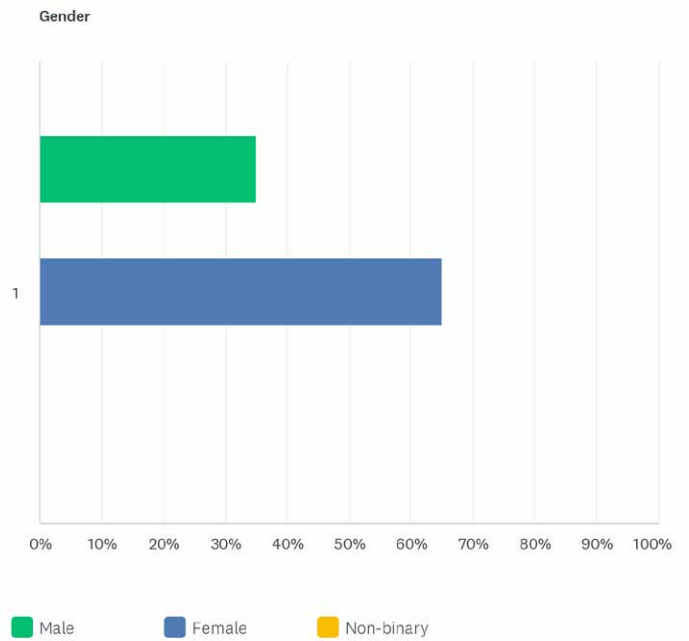
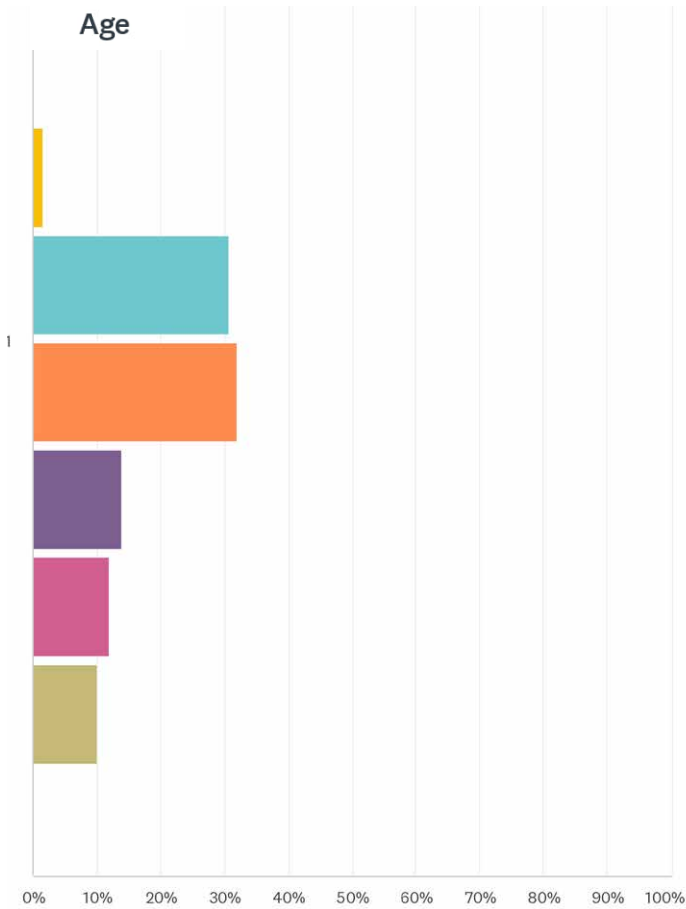
Answered: 211 Skipped: 0



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

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

Answered: 209 Skipped: 2



- 14 and Under
- 15-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 or Older

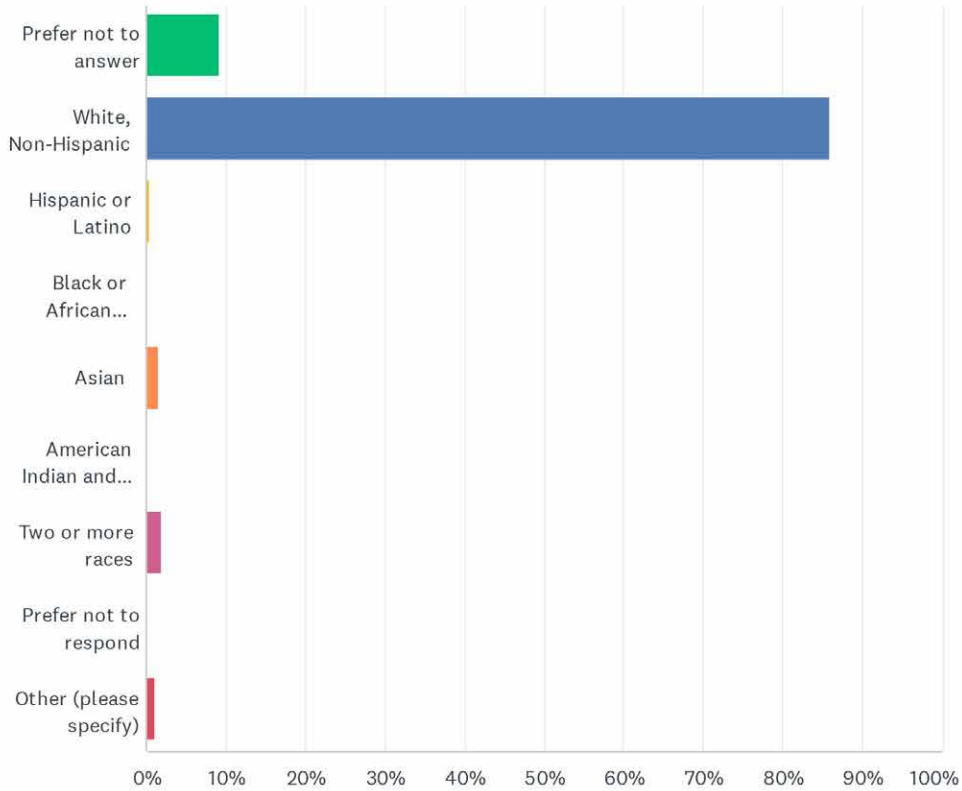
Age									
	14 AND UNDER	15-19	20-29	30-39	40-49	50-59	60-69	70 OR OLDER	TOTAL
1	0.00%	0.00%	1.44%	30.62%	32.06%	13.88%	11.96%	10.05%	
	0	0	3	64	67	29	25	21	209

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

### Q3 What is your race?

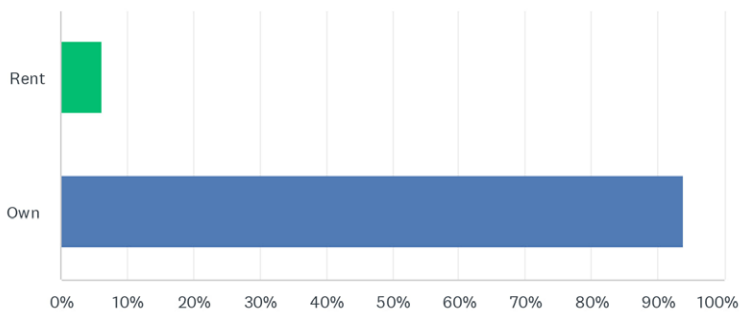
Answered: 207 Skipped: 4



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

### Q4 Do you rent or own your home?

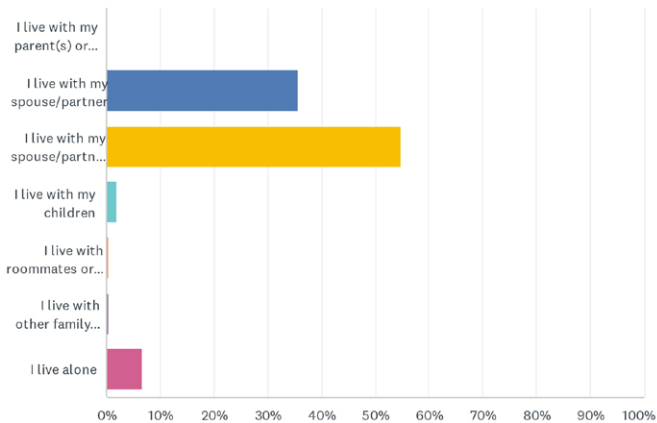
Answered: 211 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rent	6.16%	13
Own	93.84%	198
<b>TOTAL</b>		<b>211</b>

### Q5 Which of the following best describes your living situation?

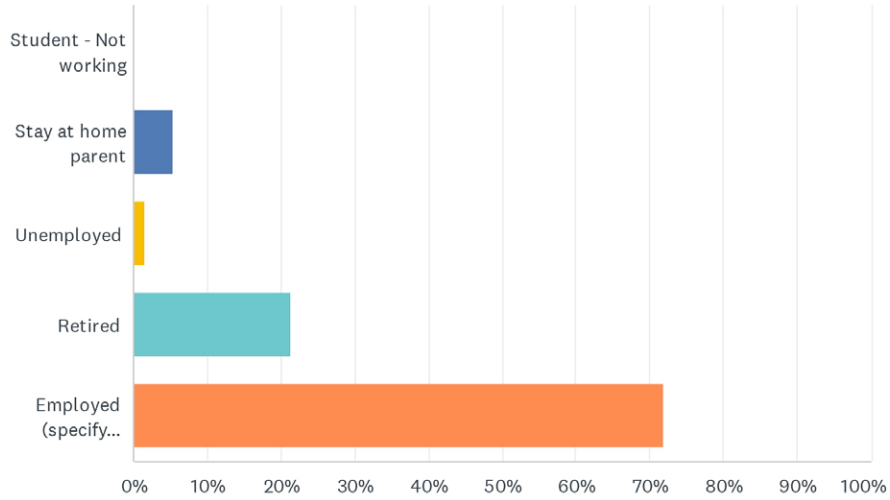
Answered: 210 Skipped: 1



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

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

Answered: 210 Skipped: 1



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

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

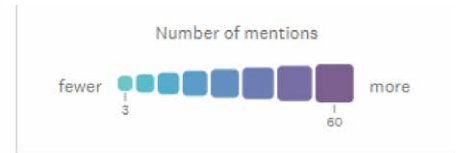
Q17 Please offer a few words or phrases that you use to describe the Terminal & Triangle District today.

Answered: 136 Skipped: 75



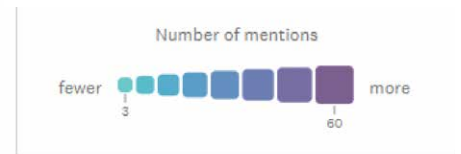
Q18 What is ONE thing you would like to see change in this study area?

Answered: 123 Skipped: 88



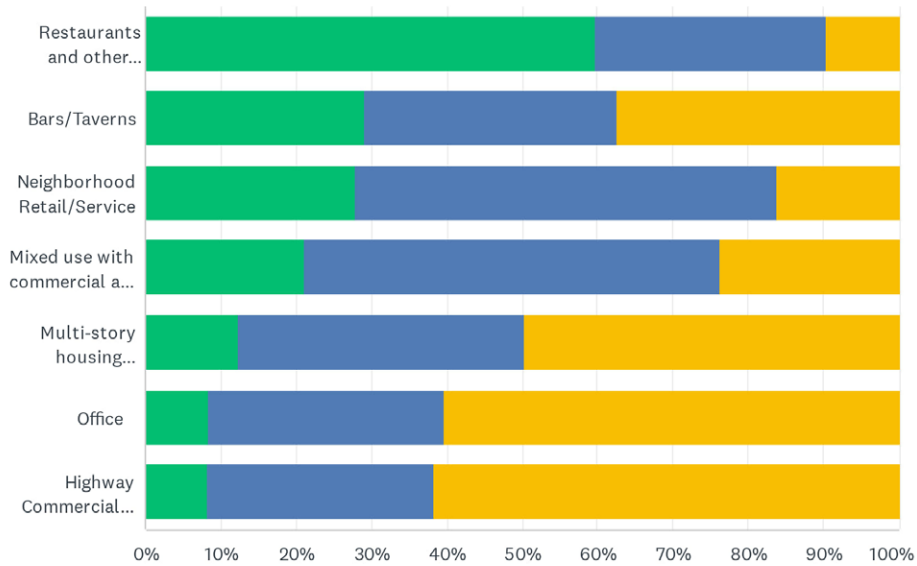
Q19 What is ONE thing you would like to protect from change in this study area?

Answered: 116 Skipped: 95



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

Answered: 157 Skipped: 54

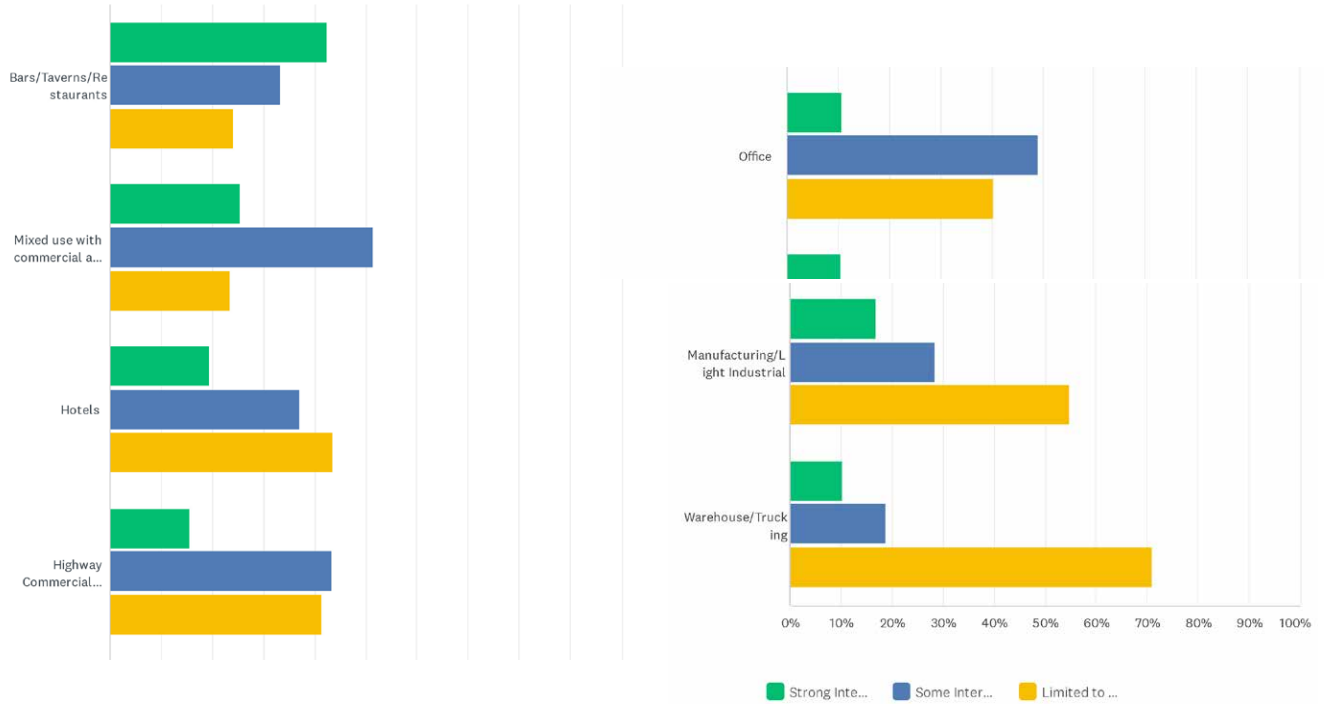


■ Strong Inte... 
 ■ Some Inter... 
 ■ Limited to ...

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

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

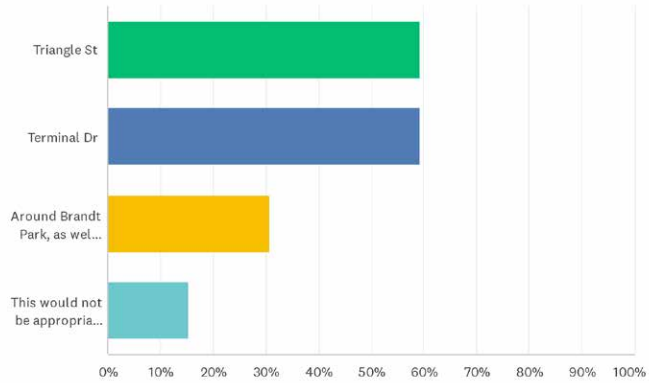
Answered: 156 Skipped: 55



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

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

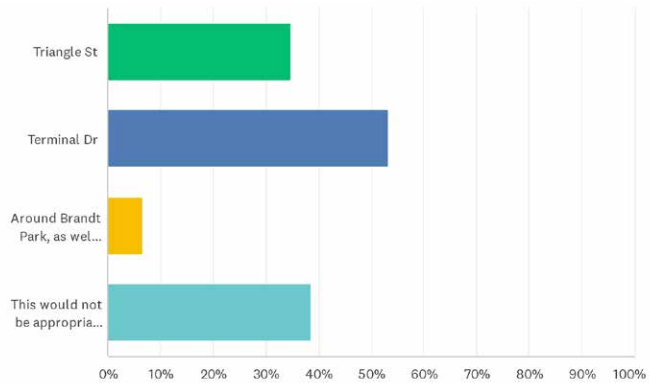
Answered: 150 Skipped: 61



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

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

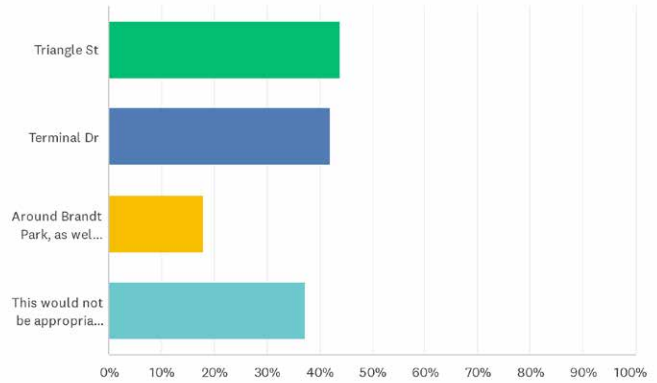
Answered: 150 Skipped: 61



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

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

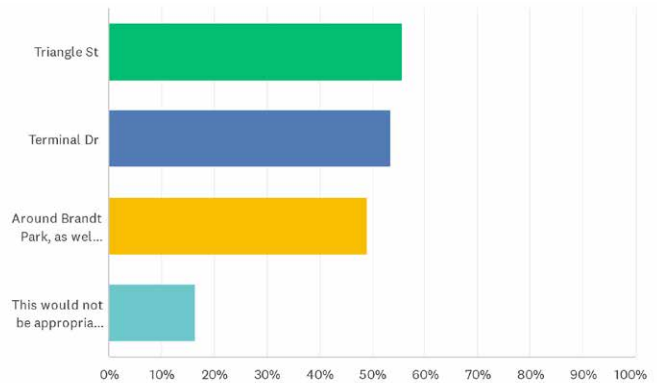
Answered: 150 Skipped: 61



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

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

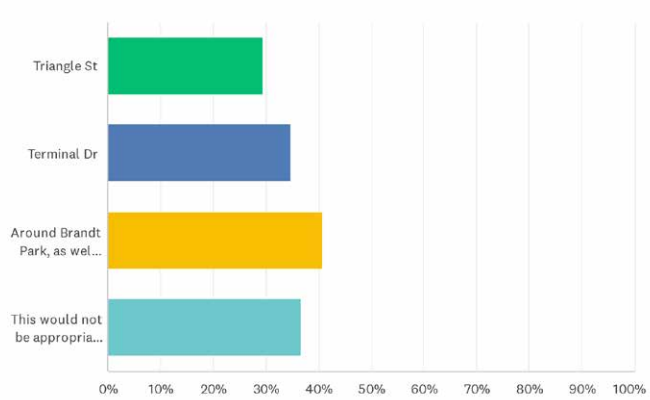
Answered: 153 Skipped: 58



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

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

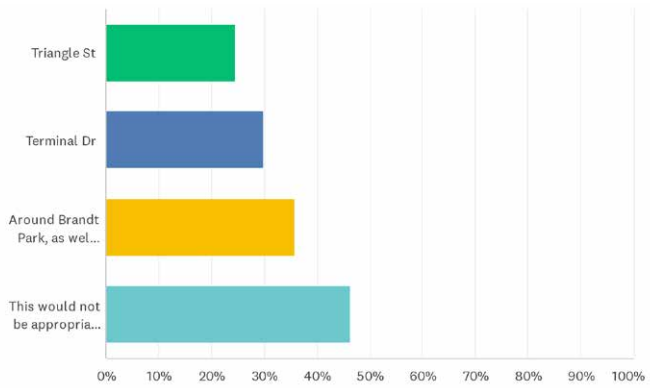
Answered: 150 Skipped: 61



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

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

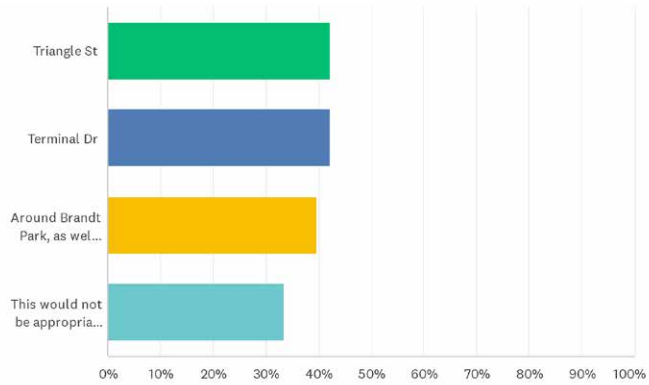
Answered: 151 Skipped: 60



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

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

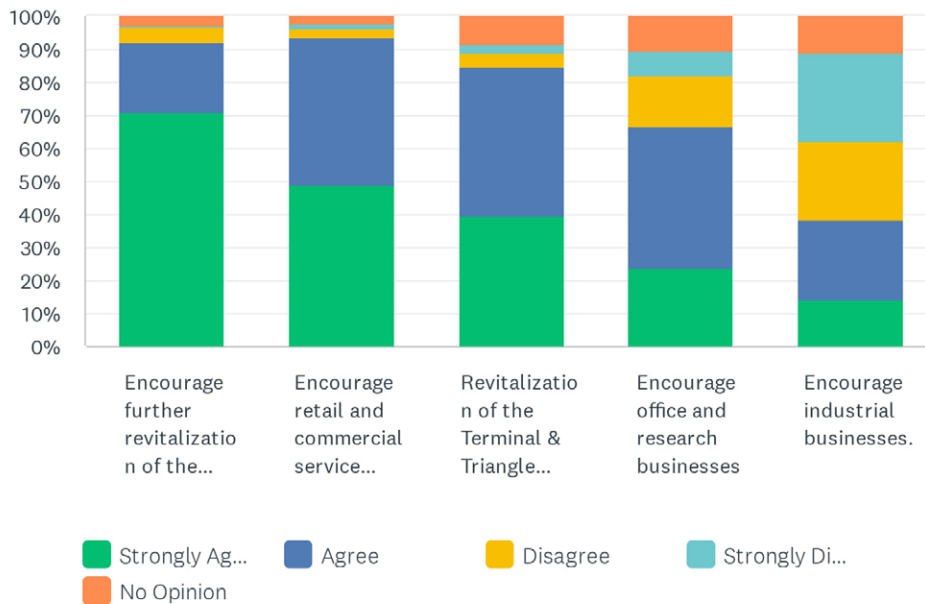
Answered: 149 Skipped: 62



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

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

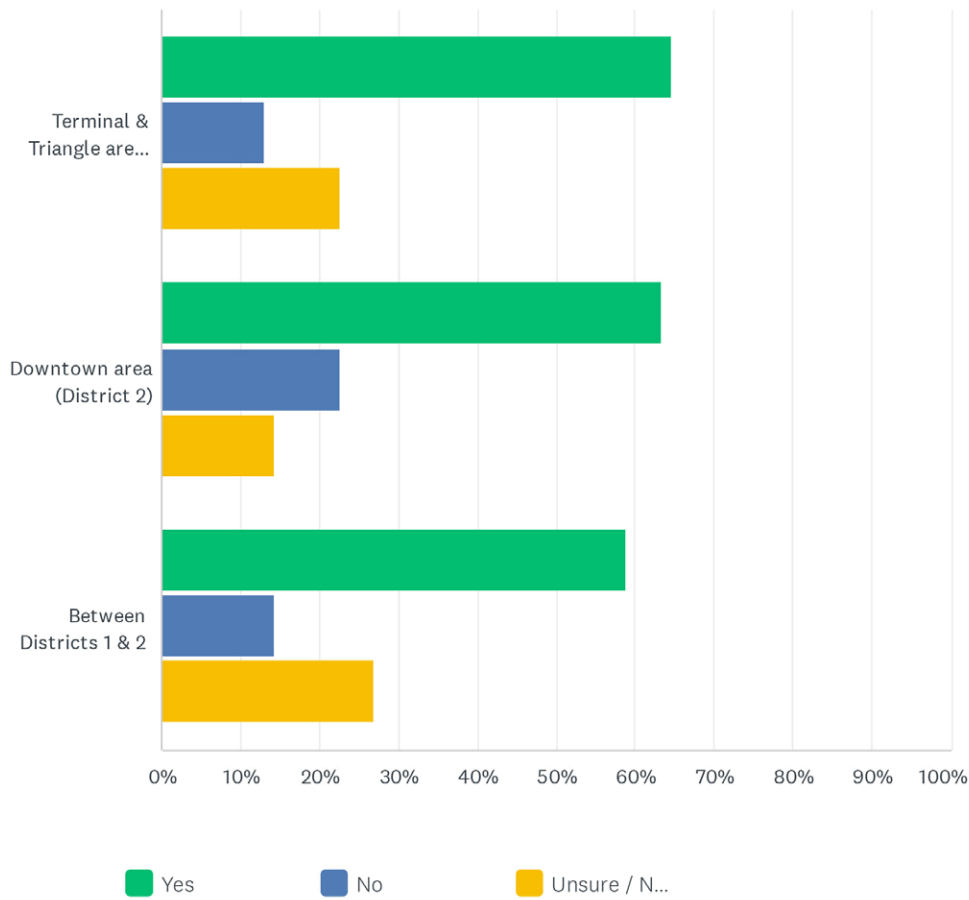
Answered: 156 Skipped: 55



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

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

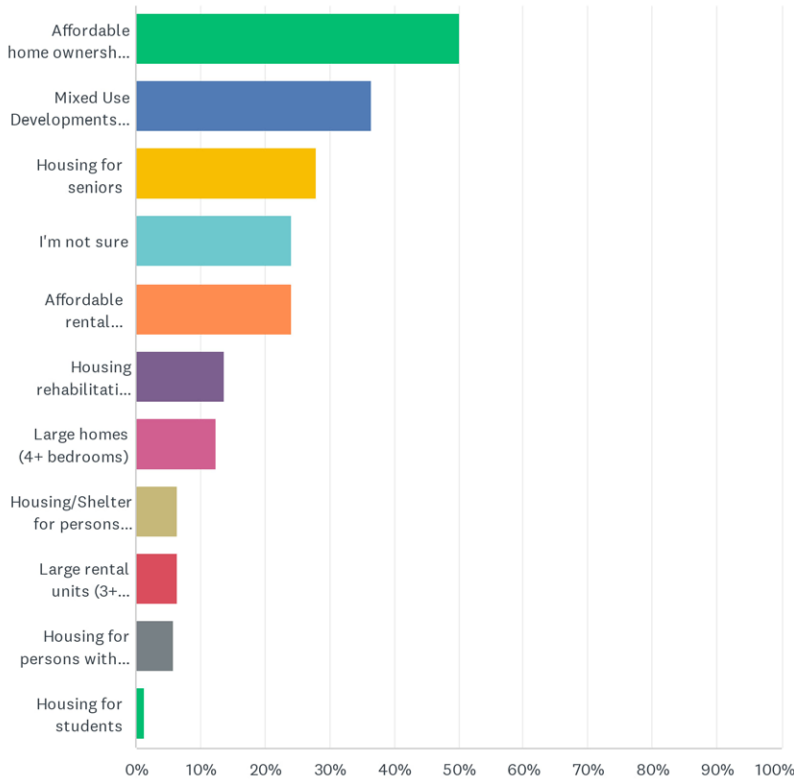
Answered: 155 Skipped: 56



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

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

Answered: 154 Skipped: 57



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

## DESIGN PREFERENCE SURVEY (APRIL 2024)

This survey aims to solicit the public's feedback on future redevelopment and public infrastructure improvements.

### McFarland Redevelopment Districts Design Preference Survey

#### Terminal & Triangle District

**Redevelopment District 1** covers the western portion of the Village that has historically been in industrial use. In 2010, the Village adopted Redevelopment District #1 Plan to guide future public and private investments within and adjacent to the USH 51 corridor. Despite many improvements since 2010, there are several properties within and adjacent to the study area that remain under-utilized. **The following questions help to reimagine the future transformation of the Terminal & Triangle District through an updated Redevelopment District 1 Plan.**

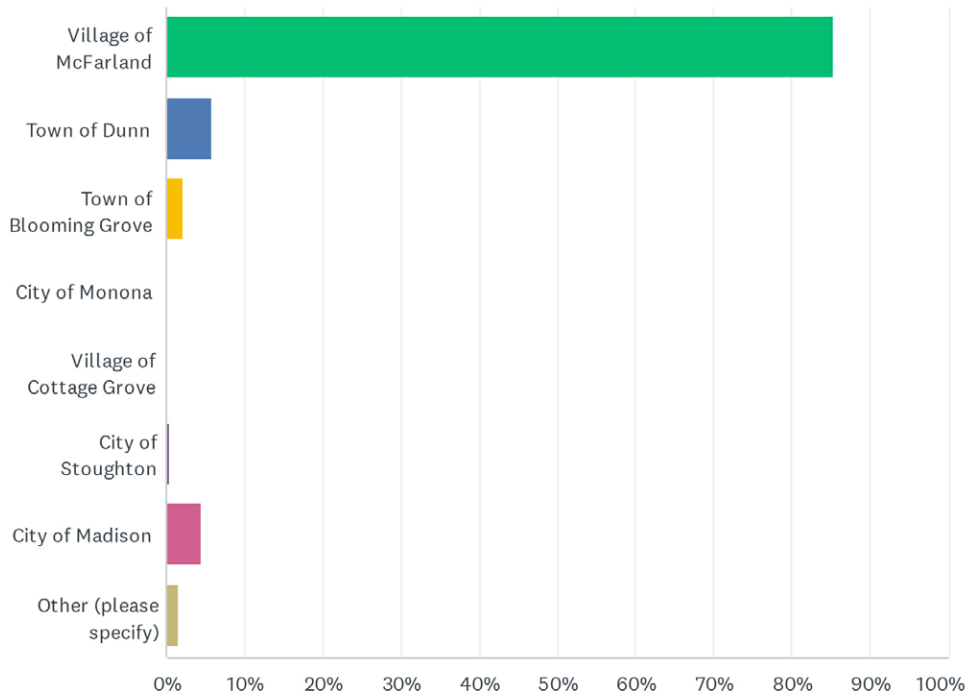
For the purposes of this survey, "Terminal & Triangle District" is defined as Lake Waubesa to the west, Voges Road to the north, Triangle Street to the east, and the intersection of Taylor Road and USH 51 to the south. [also shown in the map below]

### Terminal & Triangle Redevelopment Area (District 1)



### Q1 Where do you live?

Answered: 1,054 Skipped: 10

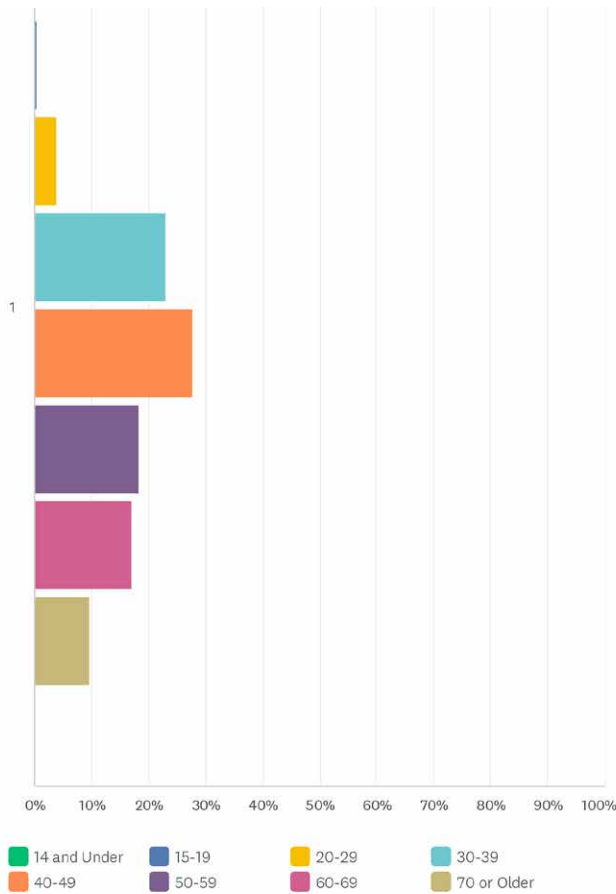


ANSWER CHOICES	RESPONSES	
Village of McFarland	85.29%	899
Town of Dunn	5.69%	60
Town of Blooming Grove	2.18%	23
City of Monona	0.09%	1
Village of Cottage Grove	0.28%	3
City of Stoughton	0.47%	5
City of Madison	4.46%	47
Other (please specify)	1.52%	16
<b>TOTAL</b>		<b>1,054</b>

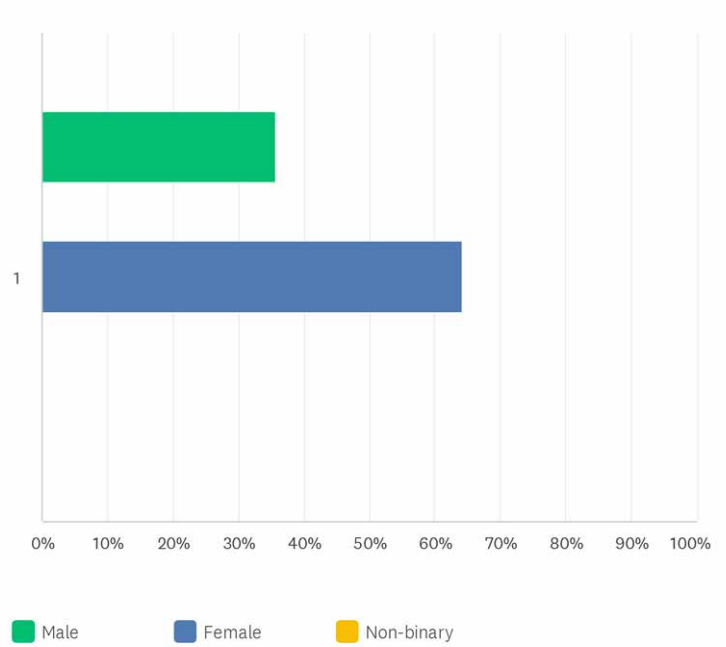
## Q2 What is your age and with what gender do you identify?

Answered: 1,038 Skipped: 26

Age



Gender



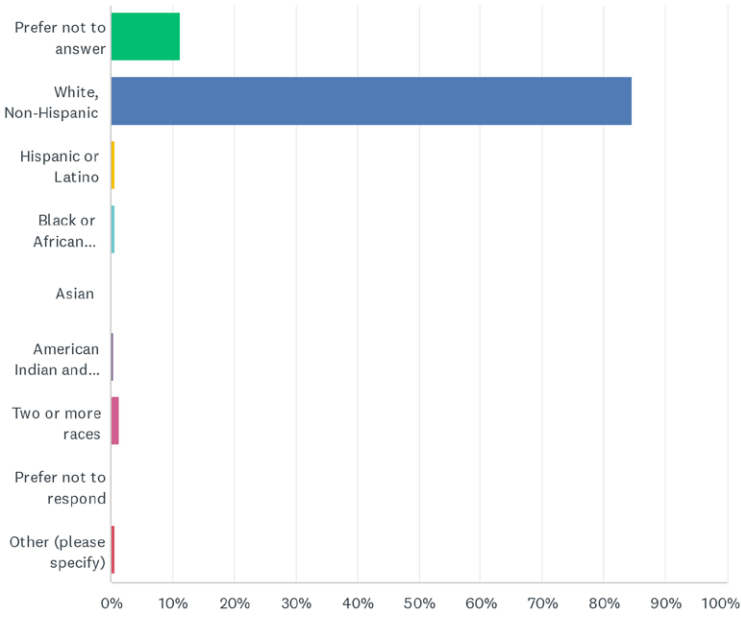
Age									
	14 AND UNDER	15-19	20-29	30-39	40-49	50-59	60-69	70 OR OLDER	TOTAL
1	0.10%	0.48%	3.76%	22.95%	27.77%	18.32%	17.07%	9.55%	1,037
	1	5	39	238	288	190	177	99	

Gender				
	MALE	FEMALE	NON-BINARY	TOTAL
1	35.55%	64.16%	0.29%	1,024
	364	657	3	

### Q3 What is your race?

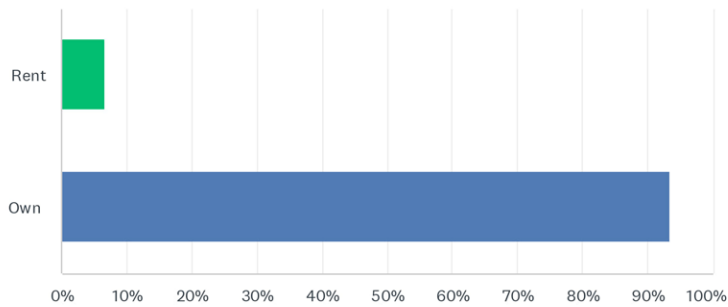
Answered: 1,041 Skipped: 23



ANSWER CHOICES	RESPONSES	
Prefer not to answer	11.34%	118
White, Non-Hispanic	84.73%	882
Hispanic or Latino	0.67%	7
Black or African American	0.67%	7
Asian	0.29%	3
American Indian and Alaska Native	0.38%	4
Two or more races	1.34%	14
Prefer not to respond	0.00%	0
Other (please specify)	0.58%	6
<b>TOTAL</b>		<b>1,041</b>

### Q4 Do you rent or own your home?

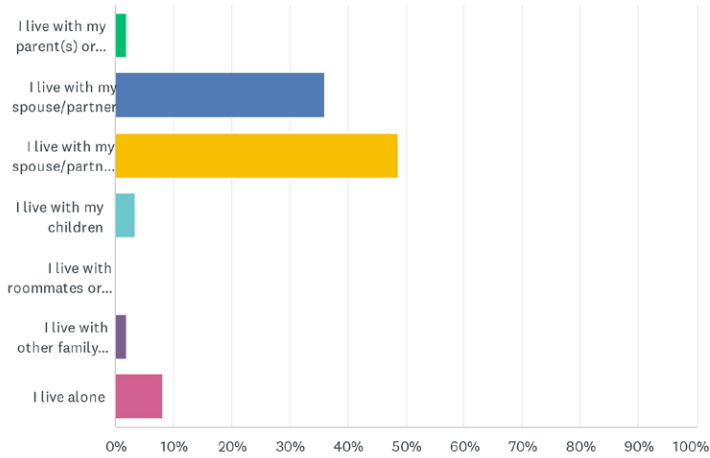
Answered: 1,046 Skipped: 18



ANSWER CHOICES	RESPONSES	
Rent	6.60%	69
Own	93.40%	977
<b>TOTAL</b>		<b>1,046</b>

Q5 Which of the following best describes your living situation?

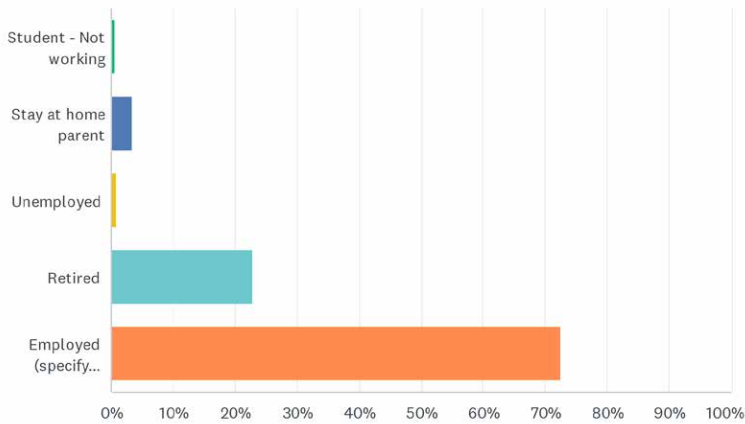
Answered: 1,046 Skipped: 18



ANSWER CHOICES		RESPONSES	
I live with my parent(s) or my parent(s) and sibling(s)			
I live with my spouse/partner			
I live with my spouse/partner and children	2.01%		21
I live with my children	35.95%		376
I live with roommates or friends	48.66%		509
I live with other family members	3.35%		35
I live alone	0.19%		2
TOTAL	1.82%		19
	8.03%		84
			1,046

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

Answered: 1,044 Skipped: 20

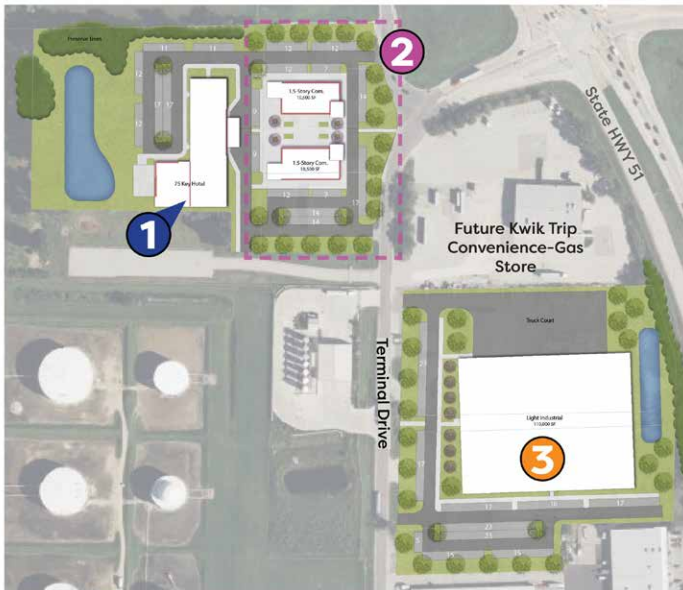


ANSWER CHOICES	RESPONSES
Student - Not working	0.57% 6
Stay at home parent	3.45% 36
Unemployed	0.77% 8
Retired	22.80% 238
Employed (specify business ZIP CODE of your primary work locatio	72.41% 756
TOTAL	1,044

## Terminal & Triangle District - Design Concept Preference

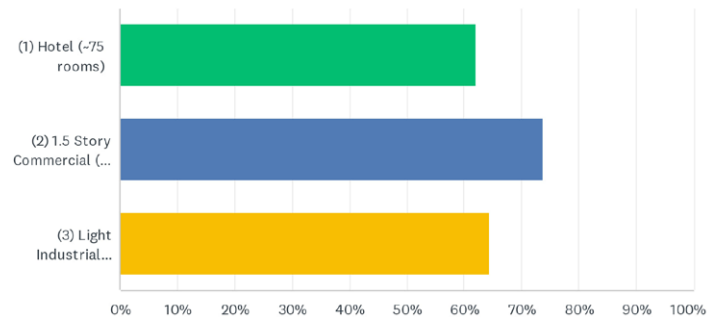
Two initial concepts have been completed for generalized land use and building types and development of the Terminal & Triangle Redevelopment District. Consider the concepts below and indicate your support for portions of each design. Note that the red line on buildings indicate commercial frontage.

Design Concept 1 - Area A



Q7 Which features of the Concept 1 do you support? Check all that apply.

Answered: 802 Skipped: 262



ANSWER CHOICES	RESPONSES	
(1) Hotel (~75 rooms)	62.09%	498
(2) 1.5 Story Commercial (2 Buildings, ~21,000 SF)	73.82%	592
(3) Light Industrial (~110,000 SF)	64.34%	516
Total Respondents: 802		

Q8 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area A.

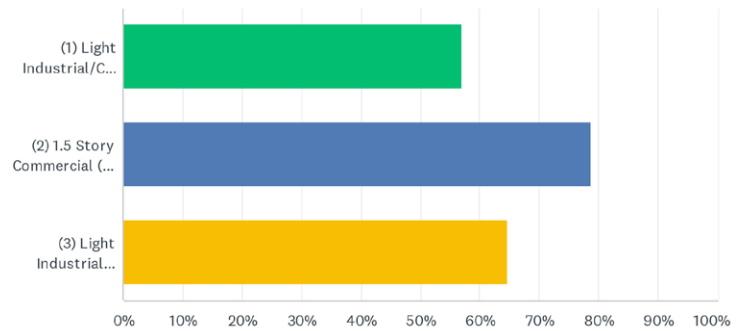
Answered: 255 Skipped: 809

Design Concept 2 - Area A



Q9 Which features of the Concept 2 do you support? Check all that apply.

Answered: 739 Skipped: 325



ANSWER CHOICES	RESPONSES	
(1) Light Industrial/Commercial (~25,000 SF)	56.83%	420
(2) 1.5 Story Commercial (2 Buildings, ~18,000 SF)	78.62%	581
(3) Light Industrial (~110,000 SF)	64.68%	478
Total Respondents: 739		

Q10 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area A.

Answered: 177 Skipped: 887

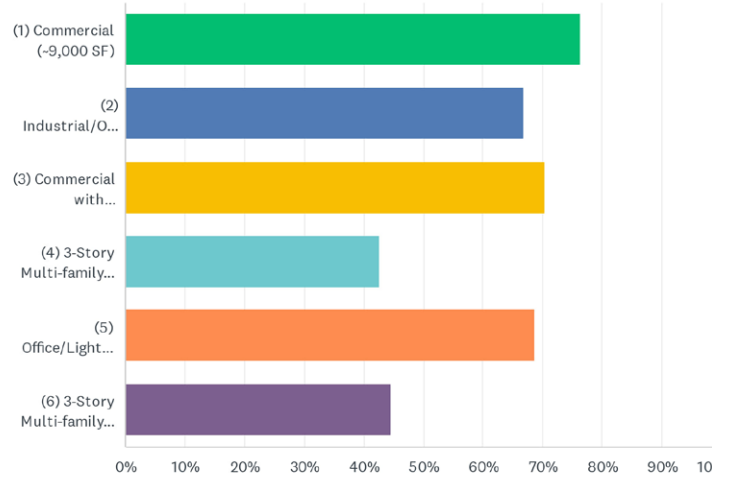
## Terminal & Triangle District - Design Concept Preference

Design Concept 1 - Area B



Q11 Which features of the Concept 1 do you support? Check all that apply.

Answered: 717 Skipped: 347



ANSWER CHOICES	RESPONSES	
(1) Commercial (~9,000 SF)	76.43%	548
(2) Industrial/Office Expansion (~24,000 SF)	66.67%	478
(3) Commercial with Drive-Through (~3,100 SF)	70.43%	505
(4) 3-Story Multi-family Residential (~36 units)	42.54%	305
(5) Office/Light Industrial (~10,000 SF)	68.62%	492
(6) 3-Story Multi-family Residential (~32 units)	44.49%	319
Total Respondents: 717		

Q12 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area B.

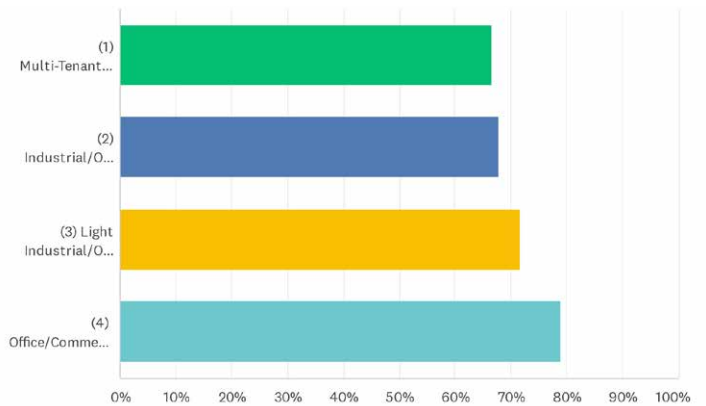
Answered: 224 Skipped: 840

Design Concept 2 - Area B



Q13 Which features of the Concept 2 do you support? Check all that apply.

Answered: 646 Skipped: 418



ANSWER CHOICES	RESPONSES	
(1) Multi-Tenant Light Industrial (~25,000 SF)	66.56%	430
(2) Industrial/Office Expansion (~24,000 SF)	67.80%	438
(3) Light Industrial/Office (~10,000 SF)	71.67%	463
(4) Office/Commercial (~11,200 SF)	78.95%	510
Total Respondents: 646		

Q14 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area B.

Answered: 135 Skipped: 929

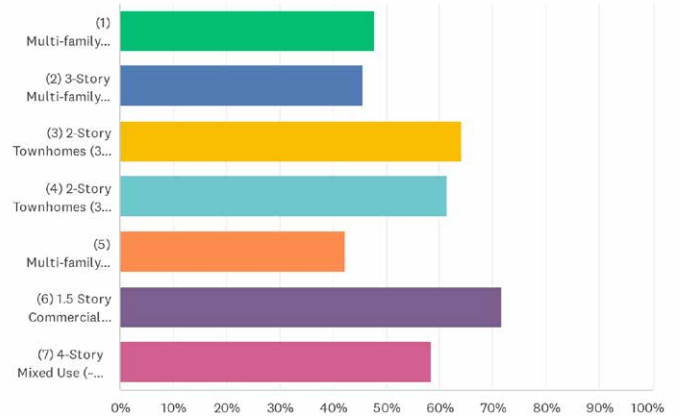
## Terminal & Triangle District - Design Concept Preference

Design Concept 1 - Area C



Q15 Which features of the Concept 2 do you support? Check all that apply.

Answered: 598 Skipped: 466

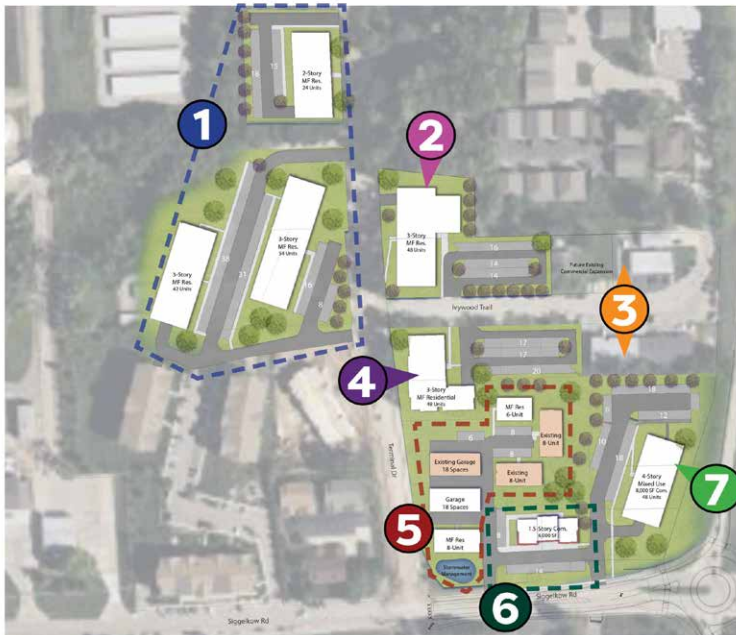


ANSWER CHOICES	RESPONSES
(1) Multi-family Residential (3 buildings, ~120 total units)	47.83% 286
(2) 3-Story Multi-family Residential (~42 units)	45.65% 273
(3) 2-Story Townhomes (3 buildings, ~12 total units)	64.21% 384
(4) 2-Story Townhomes (3 buildings, ~14 total units)	61.37% 367
(5) Multi-family Residential (2 buildings, ~88 total units)	42.14% 252
(6) 1.5 Story Commercial (~6,000 SF)	71.57% 428
(7) 4-Story Mixed Use (~48 units, ~8,000 SF Com.)	58.53% 350
Total Respondents: 598	

Q16 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area C.

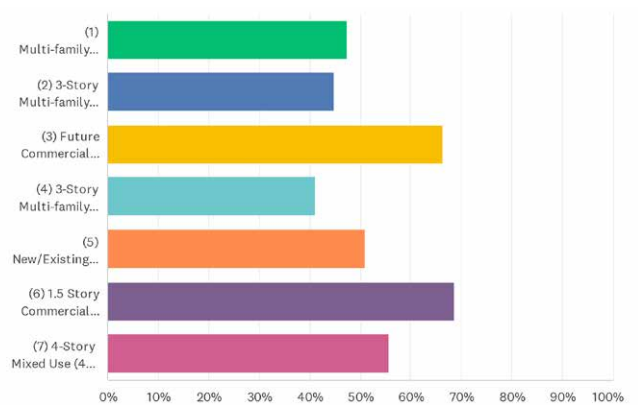
Answered: 206 Skipped: 858

Design Concept 2 - Area C



Q17 Which features of the Concept 2 do you support? Check all that apply.

Answered: 573 Skipped: 491



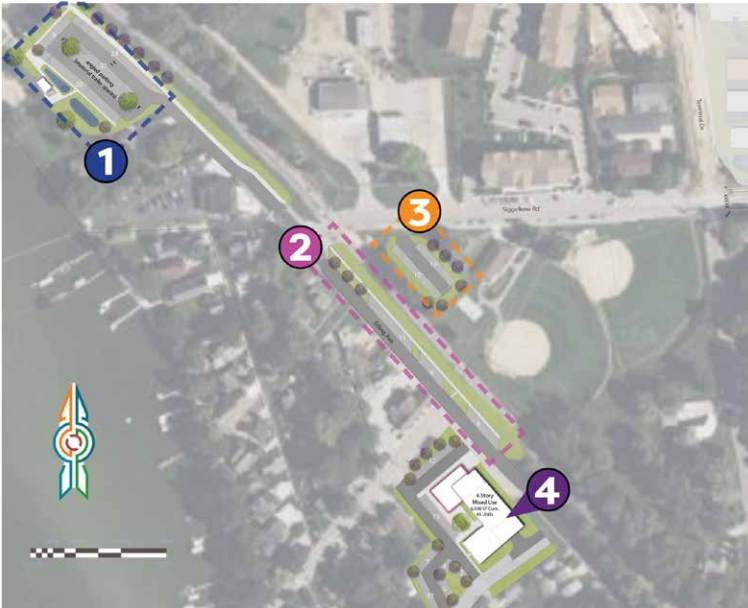
ANSWER CHOICES	RESPONSES	
(1) Multi-family Residential (3 buildings, ~120 total units)	47.29%	271
(2) 3-Story Multi-family Residential (~48 units)	44.85%	257
(3) Future Commercial Expansion/Rehabilitation	66.32%	380
(4) 3-Story Multi-family Residential (~48 units)	41.19%	236
(5) New/Existing Multi-family Residential (4 buildings, ~30 total units)	50.96%	292
(6) 1.5 Story Commercial (~6,000 SF)	68.76%	394
(7) 4-Story Mixed Use (48 units, 8000 SF Com.)	55.67%	319
Total Respondents: 573		

Q18 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area C.

Answered: 162 Skipped: 902

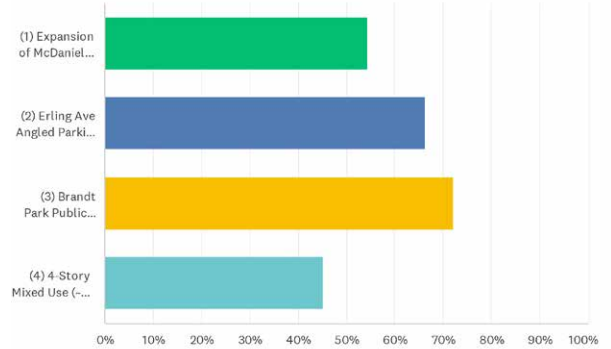
## Terminal & Triangle District - Design Concept Preference

Design Concept 1 - Area D



Q19 Which features of the Concept 1 do you support? Check all that apply.

Answered: 614 Skipped: 450

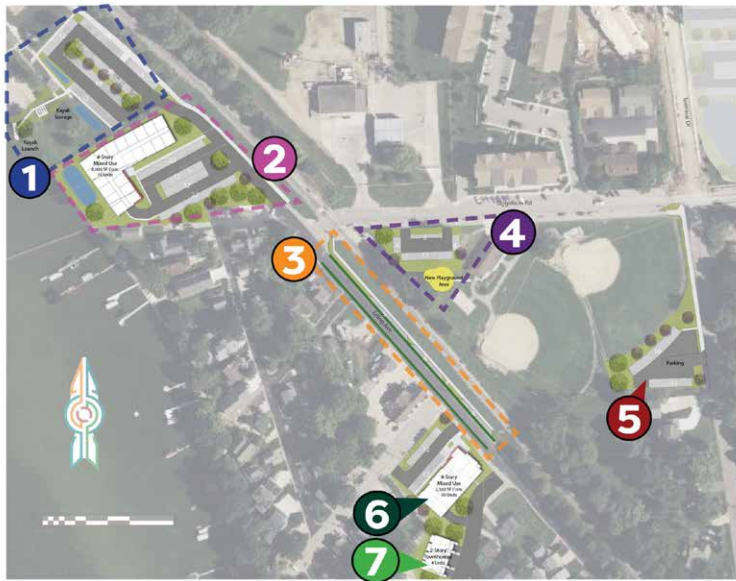


ANSWER CHOICES	RESPONSES	
(1) Expansion of McDaniel Park Parking Lot w/ Trailer Parking (~74 spaces)	54.40%	334
(2) Erling Ave Angled Parking + Sidewalk (Northside Only)	66.29%	407
(3) Brandt Park Public Parking Lot (~29 spaces)	71.99%	442
(4) 4-Story Mixed Use (~45 units, ~6,500 SF Com.)	45.11%	277
Total Respondents: 614		

Q20 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area D.

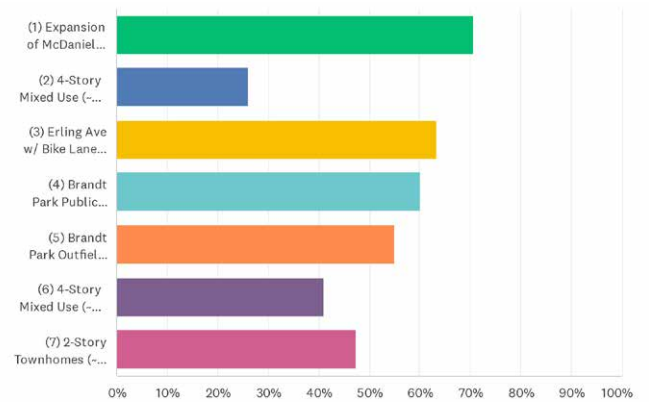
Answered: 179 Skipped: 885

Design Concept 2 - Area D



Q21 Which features of the Concept 2 do you support? Check all that apply.

Answered: 630 Skipped: 434



ANSWER CHOICES	RESPONSES	
(1) Expansion of McDaniel Park Parking lot w/ Kayak Launch (~94 spaces)	70.48%	444
(2) 4-Story Mixed Use (~75 units, ~8,000 SF Com.)	26.03%	164
(3) Erling Ave w/ Bike Lanes + Parallel Parking +Sidewalk (Northside Only)	63.33%	399
(4) Brandt Park Public Parking Lot and Playground Relocation (~24 spaces)	60.16%	379
(5) Brandt Park Outfield Public Parking Lot w/ Sidewalk Connection (~27 spaces)	55.08%	347
(6) 4-Story Mixed Use (~30 units, ~2,500 SF Com.)	40.95%	258
(7) 2-Story Townhomes (~4 units)	47.30%	298
Total Respondents: 630		

Q22 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area D.

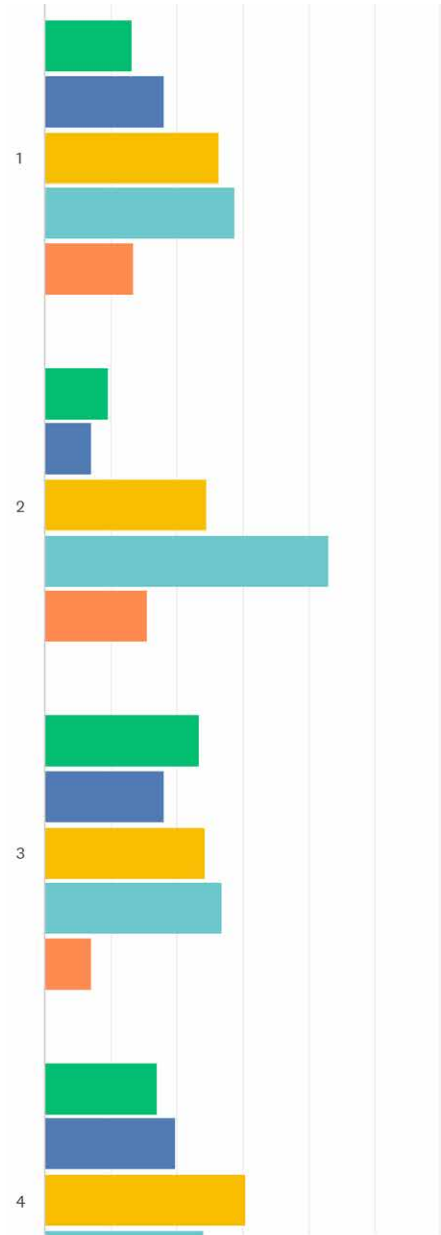
Answered: 175 Skipped: 889

DESIGN PREFERENCES

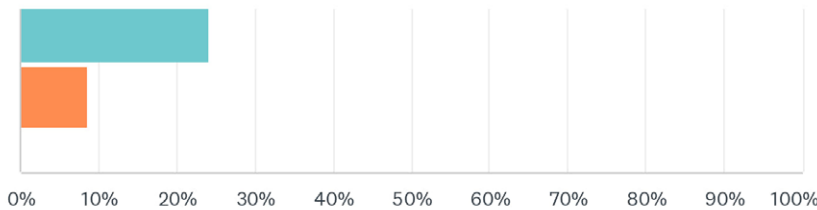
The following are example images reviewing specific design element (e.g., building setback, parking screening, etc.) to understand preferred character in each redevelopment district.

Q37 How appropriate would each setback be for buildings in the TRIANGLE AND TERMINAL AREA (District 1)?

Answered: 596 Skipped: 468



McFarland Redevelopment Districts Design Preference Survey

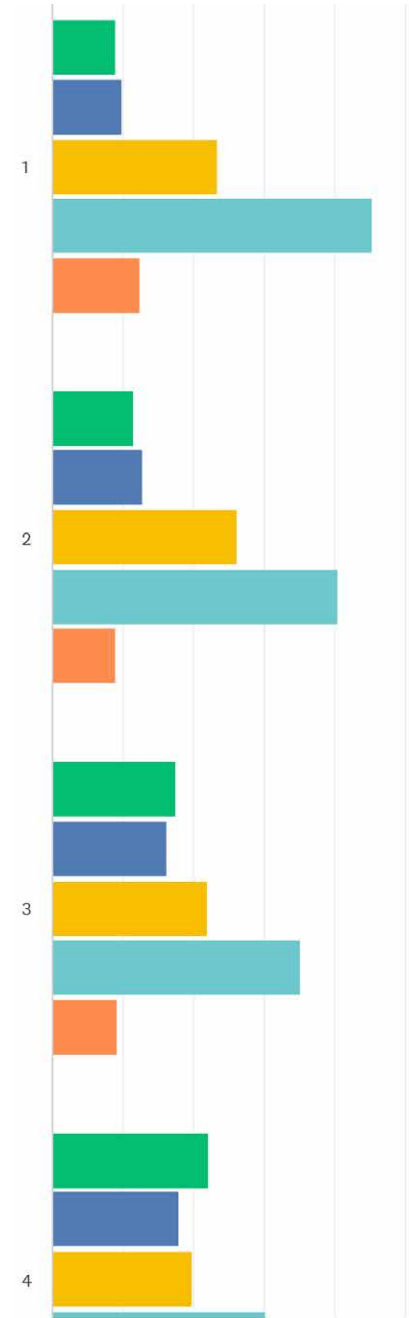


Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

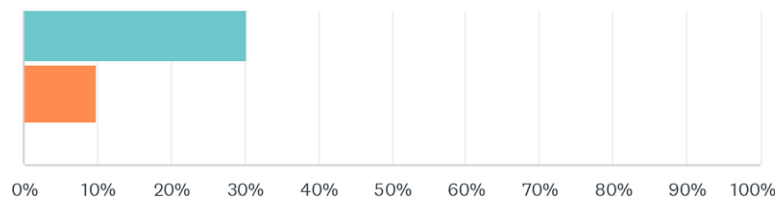
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	13.18% 78	18.07% 107	26.52% 157	28.89% 171	13.34% 79	592
2	9.66% 57	7.12% 42	24.58% 145	43.05% 254	15.59% 92	590
3	23.52% 139	18.10% 107	24.37% 144	26.90% 159	7.11% 42	591
4	17.01% 100	19.90% 117	30.44% 179	24.15% 142	8.50% 50	588

Q39 How appropriate would each building height/massing be for buildings in the TRIANGLE AND TERMINAL AREA (District 1)?

Answered: 592 Skipped: 472



McFarland Redevelopment Districts Design Preference Survey

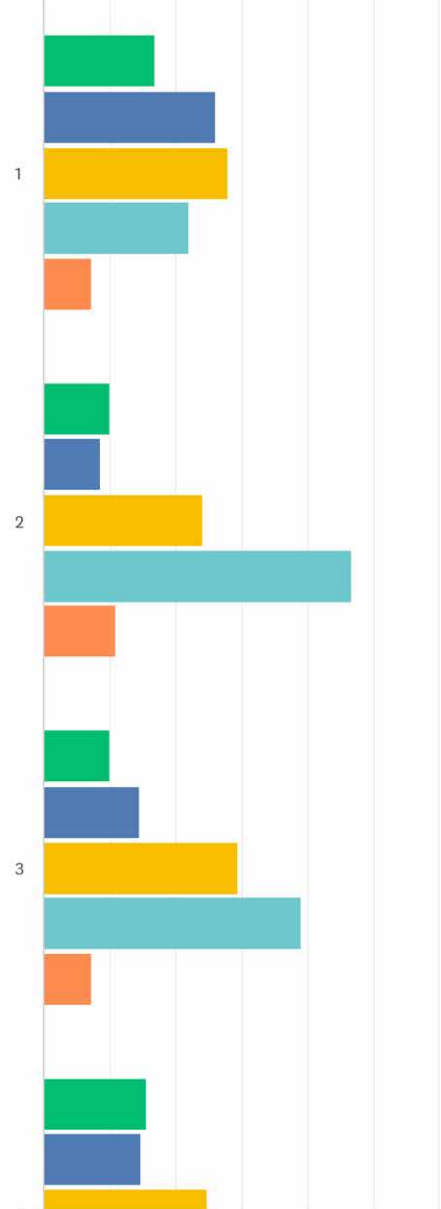


Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

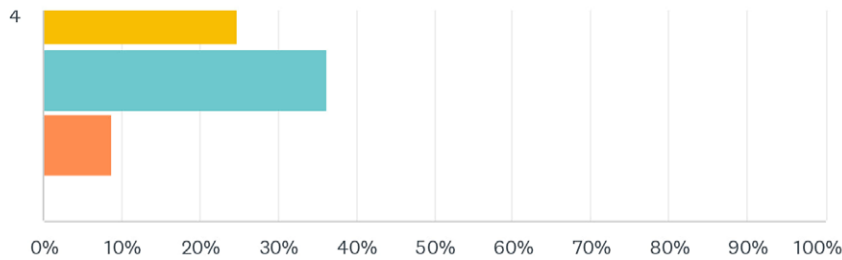
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	9.03% 53	9.71% 57	23.51% 138	45.49% 267	12.27% 72	587
2	11.45% 67	12.82% 75	26.32% 154	40.51% 237	8.89% 52	585
3	17.44% 102	16.24% 95	21.88% 128	35.21% 206	9.23% 54	585
4	22.18% 130	17.92% 105	19.80% 116	30.20% 177	9.90% 58	586

DESIGN PREFERENCES

Q41 How appropriate would each building facade for Mixed Use and Commercial developments in the TRIANGLE AND TERMINAL AREA (District 1)?



McFarland Redevelopment Districts Design Preference Survey

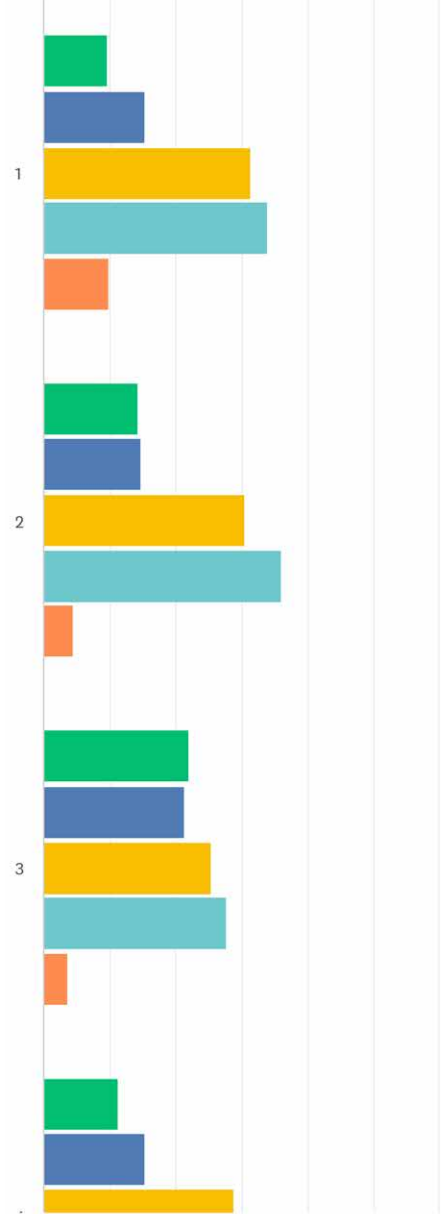


■ Very Inappr... 
 ■ Inappropria... 
 ■ Neutral 
 ■ Appropriate 
 ■ Highly Appr...

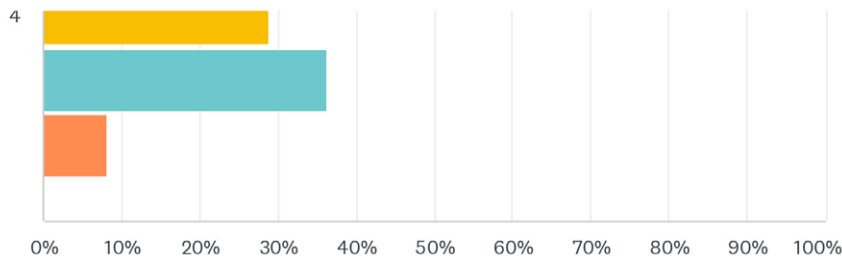
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	16.81% 96	26.09% 149	28.02% 160	21.89% 125	7.18% 41	571
2	9.93% 57	8.54% 49	24.04% 138	46.69% 268	10.80% 62	574
3	9.95% 57	14.49% 83	29.49% 169	38.92% 223	7.16% 41	573
4	15.65% 90	14.61% 84	24.70% 142	36.35% 209	8.70% 50	575

DESIGN PREFERENCES

Q43 How appropriate would each ground floor facade be for buildings in Commercial or Mixed Use areas in the TRIANGLE AND TERMINAL DISTRICT (District 1)?



McFarland Redevelopment Districts Design Preference Survey

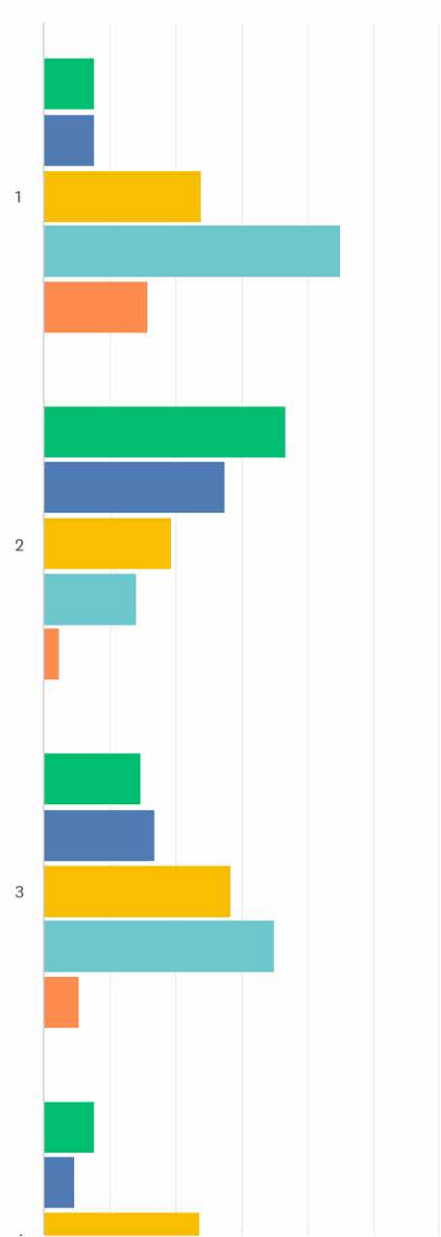
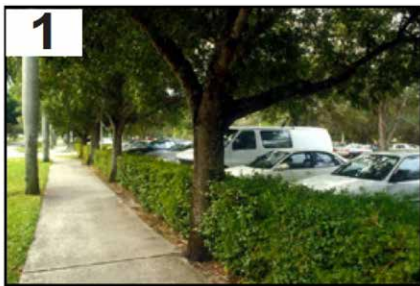


Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

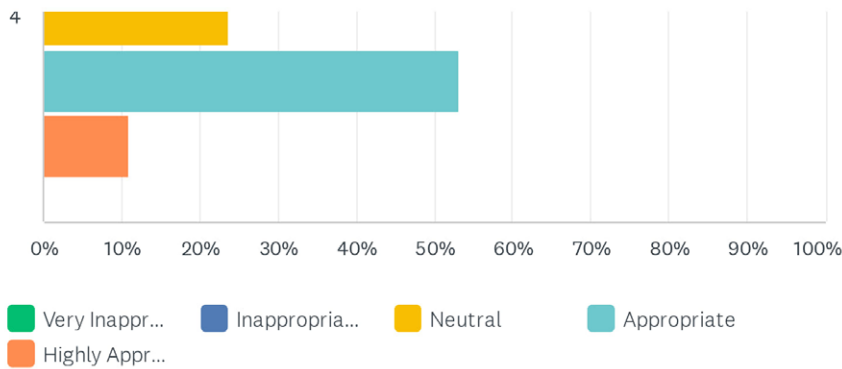
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	9.56% 54	15.40% 87	31.33% 177	33.81% 191	9.91% 56	565
2	14.36% 81	14.72% 83	30.50% 172	35.99% 203	4.43% 25	564
3	21.95% 124	21.24% 120	25.31% 143	27.79% 157	3.72% 21	565
4	11.39% 64	15.30% 86	28.83% 162	36.30% 204	8.19% 46	562

DESIGN PREFERENCES

Q45 When considering areas between parking lots and the public right of way (sidewalks and streets), how appropriate would each of the parking lot edges be for the TRIANGLE AND TERMINAL AREA (District 1)?



McFarland Redevelopment Districts Design Preference Survey

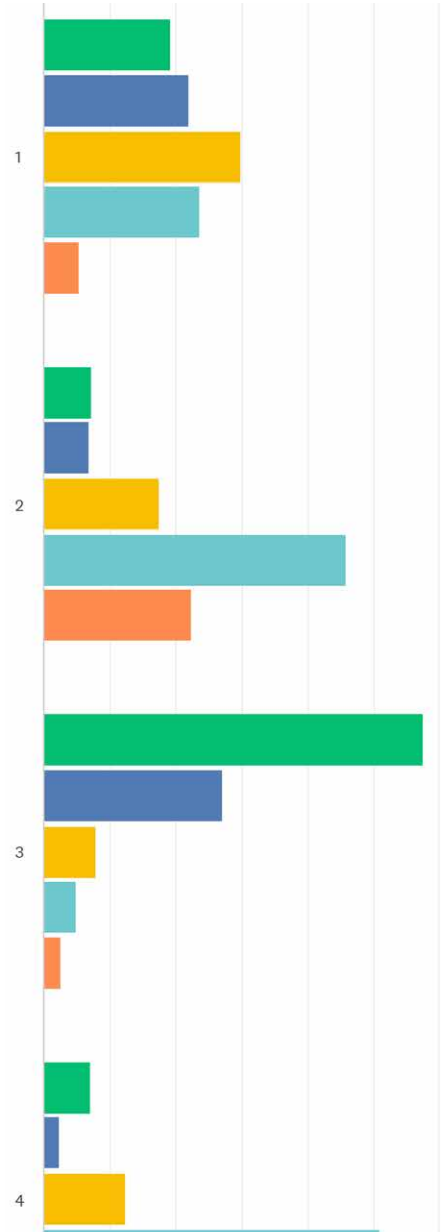


	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	7.62% 43	7.62% 43	23.94% 135	45.04% 254	15.78% 89	564
2	36.67% 205	27.55% 154	19.32% 108	14.13% 79	2.33% 13	559
3	14.62% 81	16.79% 93	28.34% 157	35.02% 194	5.23% 29	554
4	7.61% 43	4.60% 26	23.72% 134	53.10% 300	10.97% 62	565

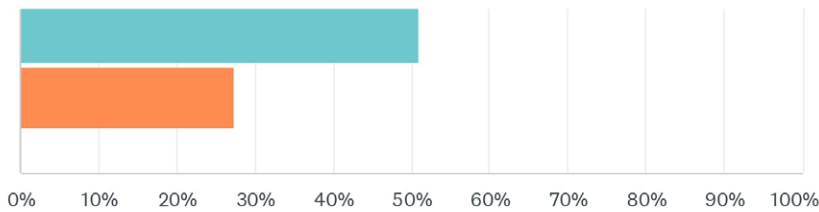
DESIGN PREFERENCES

Q47 How appropriate would each service area design be when considering trash receptacles for development in either district?

Answered: 590 Skipped: 474



McFarland Redevelopment Districts Design Preference Survey



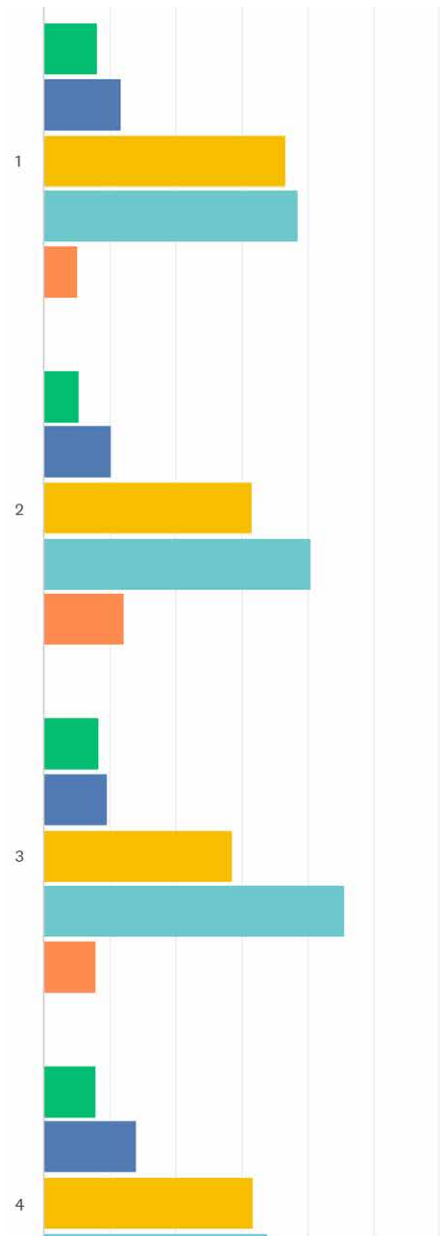
■ Very Inappr... 
 ■ Inappropria... 
 ■ Neutral 
 ■ Appropriate 
 ■ Highly Appr...

	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	19.27% 111	21.88% 126	29.86% 172	23.61% 136	5.38% 31	576
2	7.30% 42	6.78% 39	17.57% 101	45.91% 264	22.43% 129	575
3	57.54% 332	27.04% 156	7.97% 46	4.85% 28	2.60% 15	577
4	7.09% 41	2.25% 13	12.46% 72	50.87% 294	27.34% 158	578

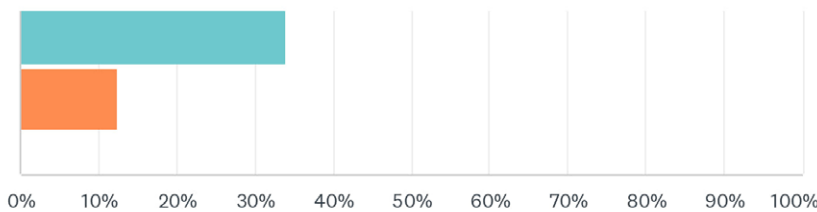
DESIGN PREFERENCES

Q48 How appropriate would each of the lighting options be for buildings and sites within the TRIANGLE AND TERMINAL AREA (District 1)?

Answered: 560 Skipped: 504



McFarland Redevelopment Districts Design Preference Survey



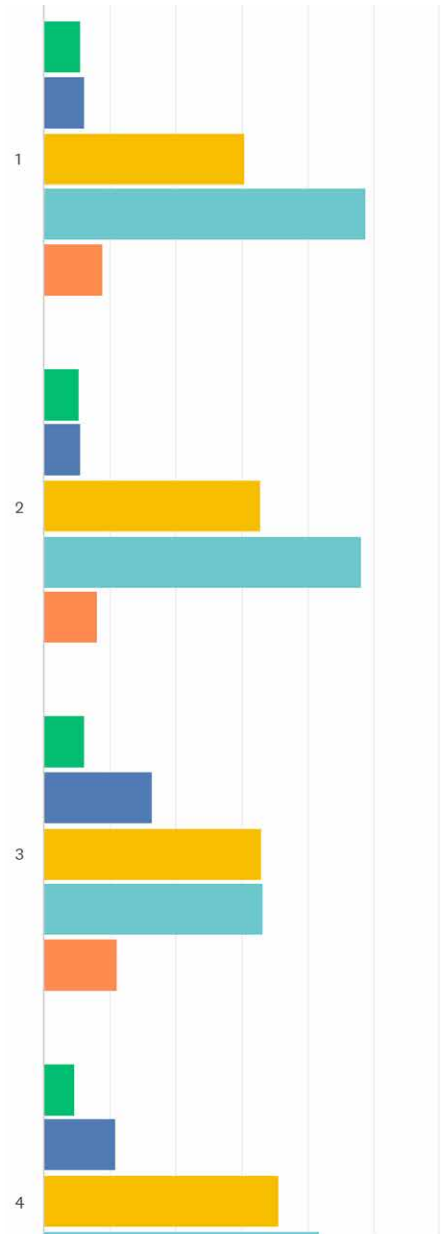
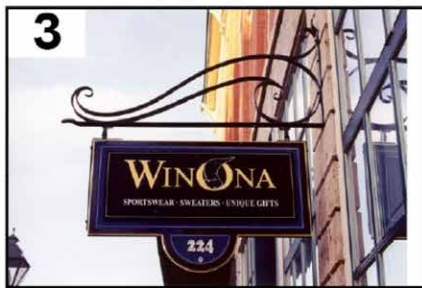
Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	8.01% 44	11.66% 64	36.61% 201	38.62% 212	5.10% 28	549
2	5.43% 30	10.33% 57	31.52% 174	40.58% 224	12.14% 67	552
3	8.30% 46	9.57% 53	28.52% 158	45.67% 253	7.94% 44	554
4	7.82% 43	14.00% 77	31.82% 175	34.00% 187	12.36% 68	550

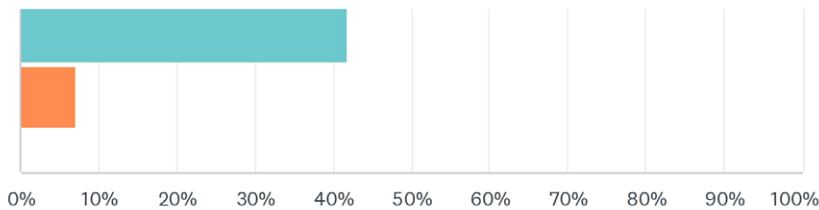
DESIGN PREFERENCES

Q50 How appropriate would each of the signage options be for buildings within the TRIANGLE AND TERMINAL AREA (District 1)?

Answered: 562 Skipped: 502



McFarland Redevelopment Districts Design Preference Survey



Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	5.61% 31	6.15% 34	30.56% 169	48.82% 270	8.86% 49	553
2	5.26% 29	5.63% 31	32.85% 181	48.09% 265	8.17% 45	551
3	6.10% 34	16.52% 92	33.03% 184	33.21% 185	11.13% 62	557
4	4.70% 26	10.85% 60	35.62% 197	41.77% 231	7.05% 39	553

Q52 How appropriate would each of the signage options be for sites within the TRIANGLE AND TERMINAL AREA (District 1)?

Answered: 563 Skipped: 501

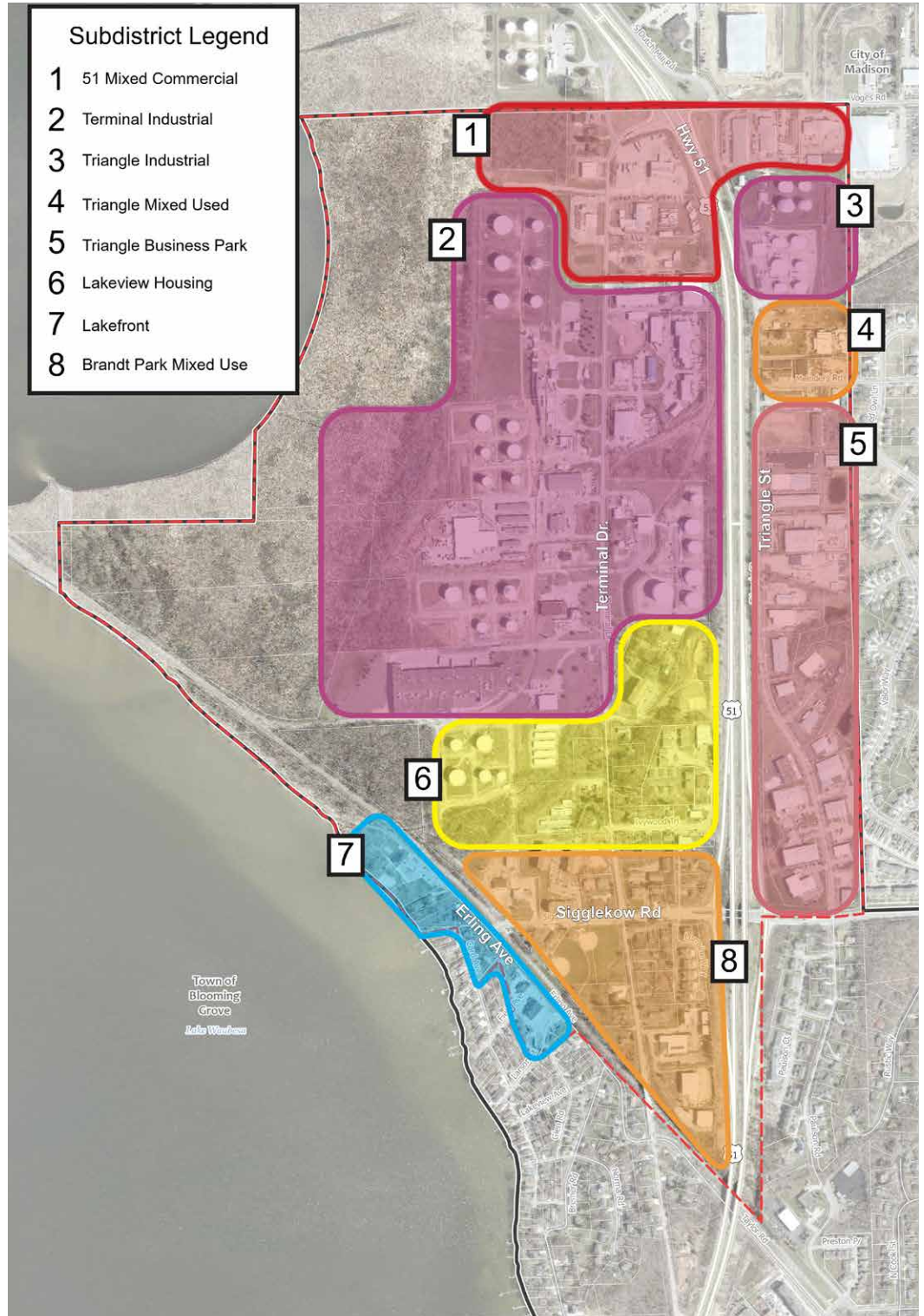
Site Signage



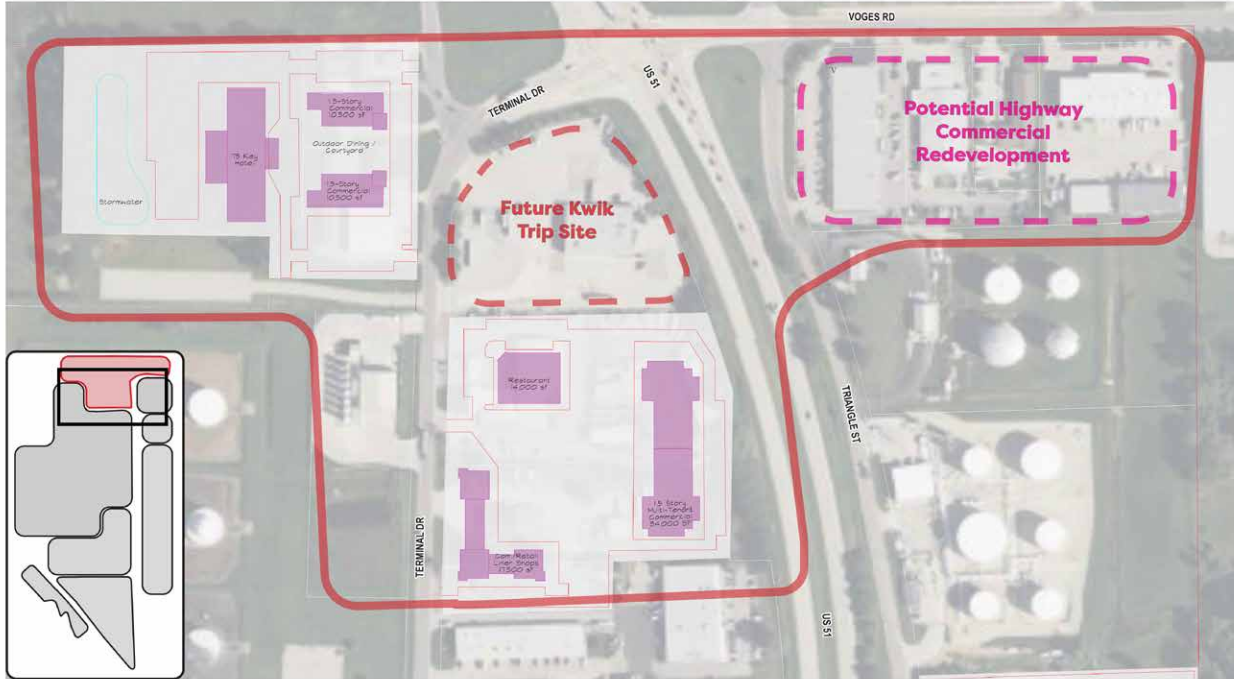
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	16.91% 93	20.00% 110	30.55% 168	27.64% 152	4.91% 27	550
2	5.04% 28	2.70% 15	25.90% 144	55.94% 311	10.43% 58	556
3	12.57% 69	16.94% 93	31.69% 174	33.15% 182	5.65% 31	549
4	6.88% 38	7.43% 41	28.26% 156	49.09% 271	8.33% 46	552

# APPENDIX C: CONCEPT SUMMARIES

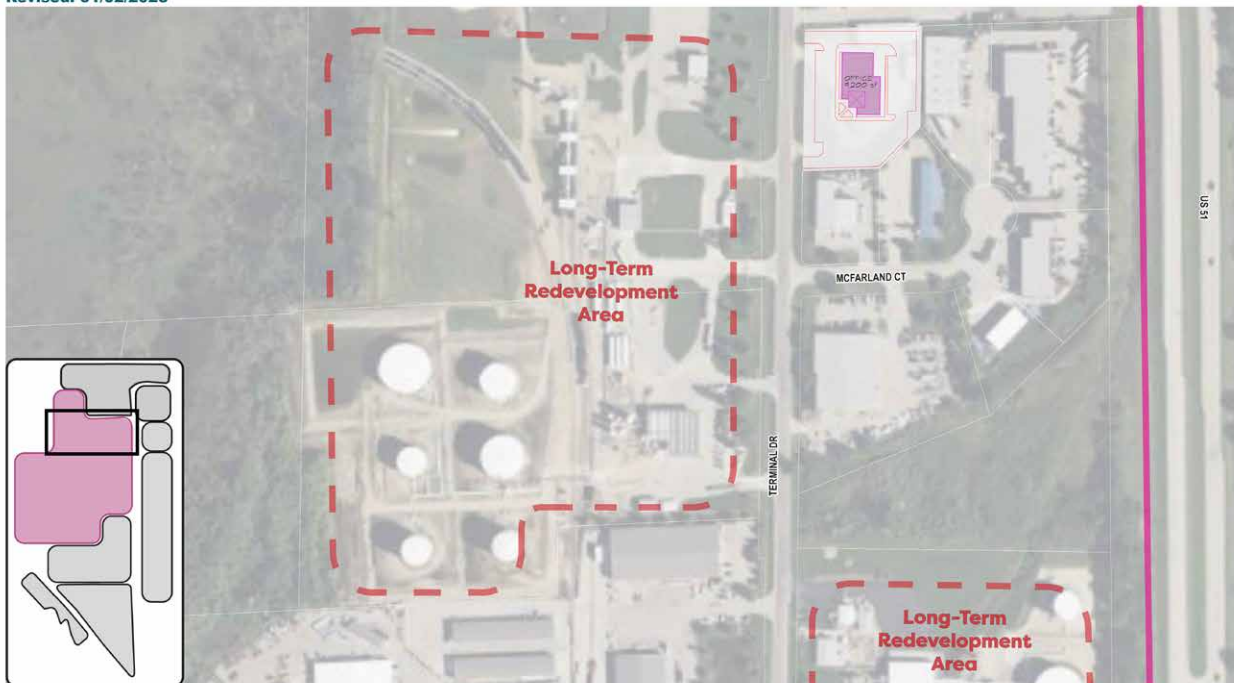
PROCESS:  
INITIAL CONCEPTS:  
CONCEPT A



### District 1 - Concept "A" Subdistrict 1: 51 Mixed Commercial Revised: 01/02/2023

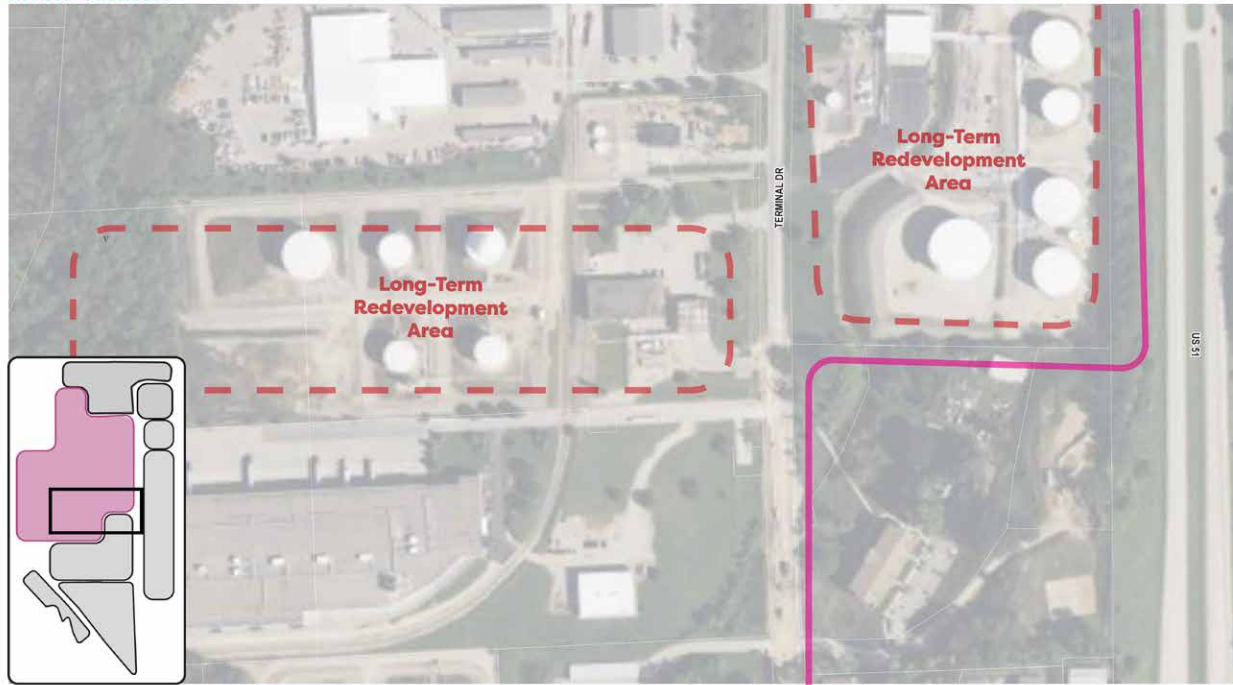


### District 1 - Concept "A" Subdistrict 2 (North): Terminal Industrial Revised: 01/02/2023



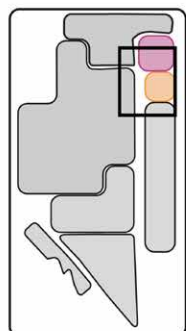
### District 1 - Concept "A" Subdistrict 2 (South): Terminal Industrial

Revised: 01/02/2023



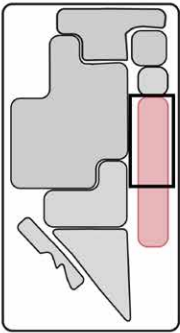
### District 1 - Concept "A" Subdistrict 3/4: Triangle Industrial & Triangle Mixed Use

Revised: 01/02/2023



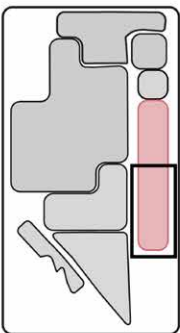
### District 1 - Concept "A" Subdistrict 5 (North): Triangle Business Park

Revised: 01/02/2023



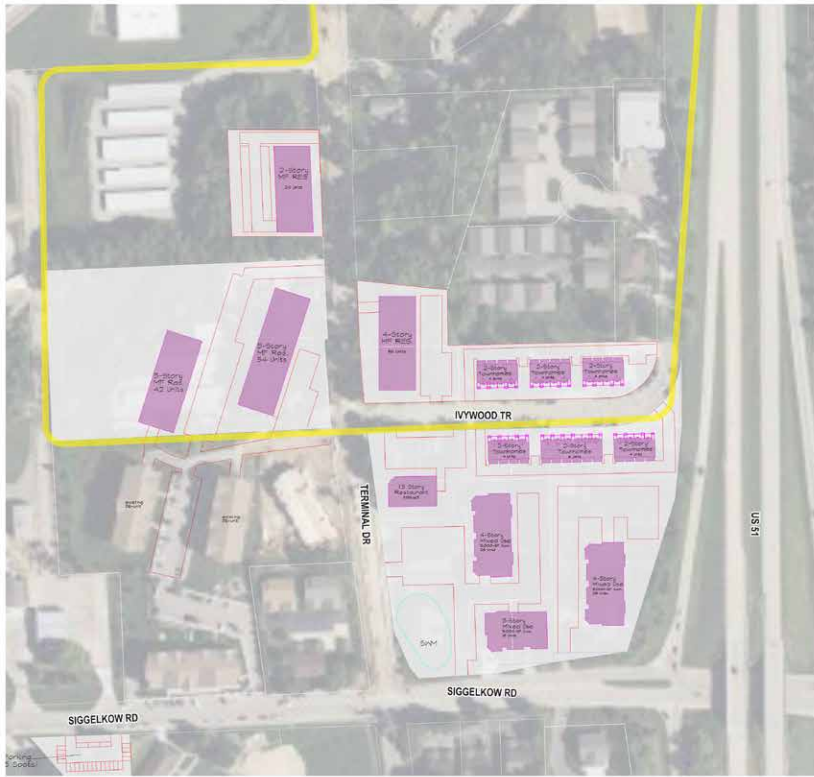
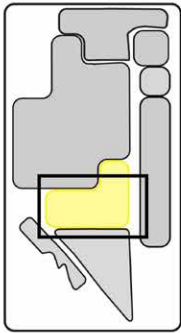
### District 1 - Concept "A" Subdistrict 5 (South): Triangle Business Park

Revised: 01/02/2023



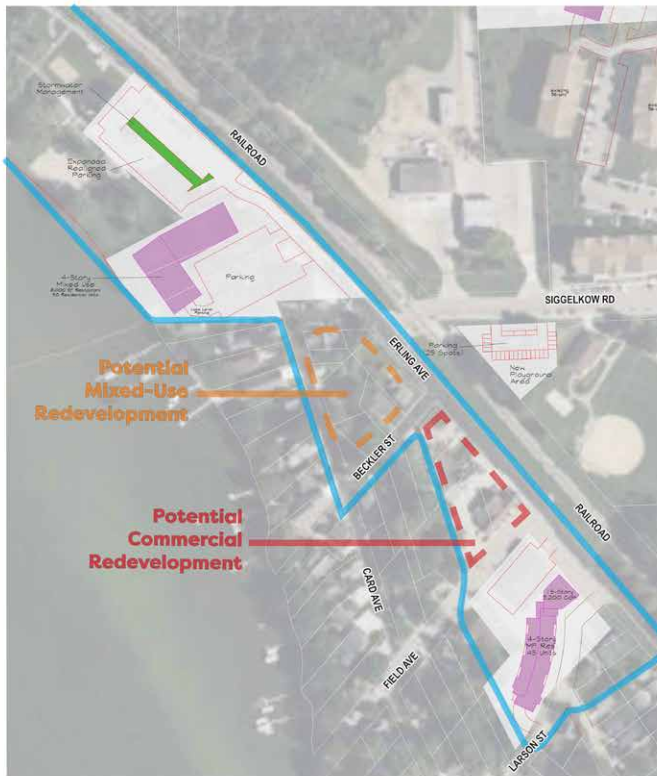
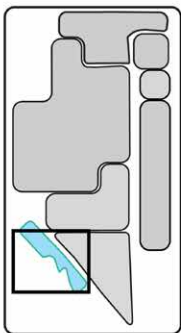
**District 1 - Concept "A"**  
**Subdistrict 6:**  
**Lakeview Housing**

Revised: 01/02/2023



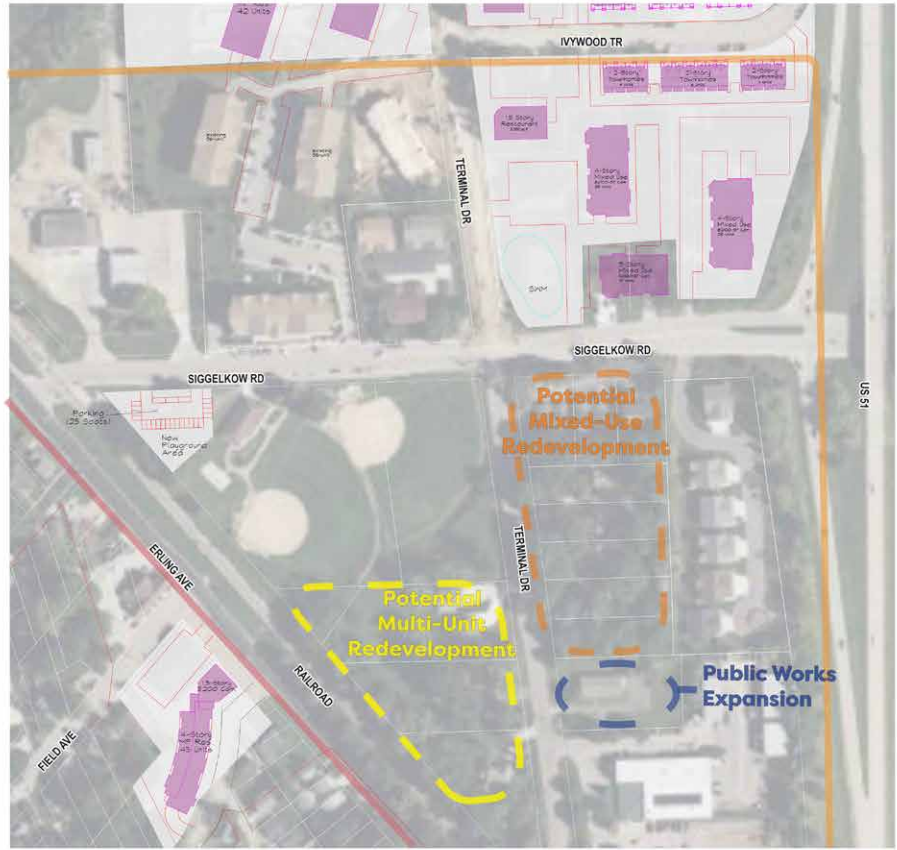
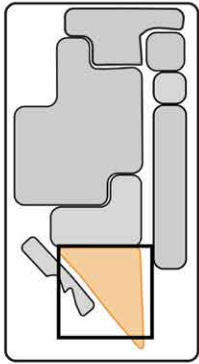
**District 1 - Concept "A"**  
**Subdistrict 7: Lakefront**

Revised: 01/02/2023

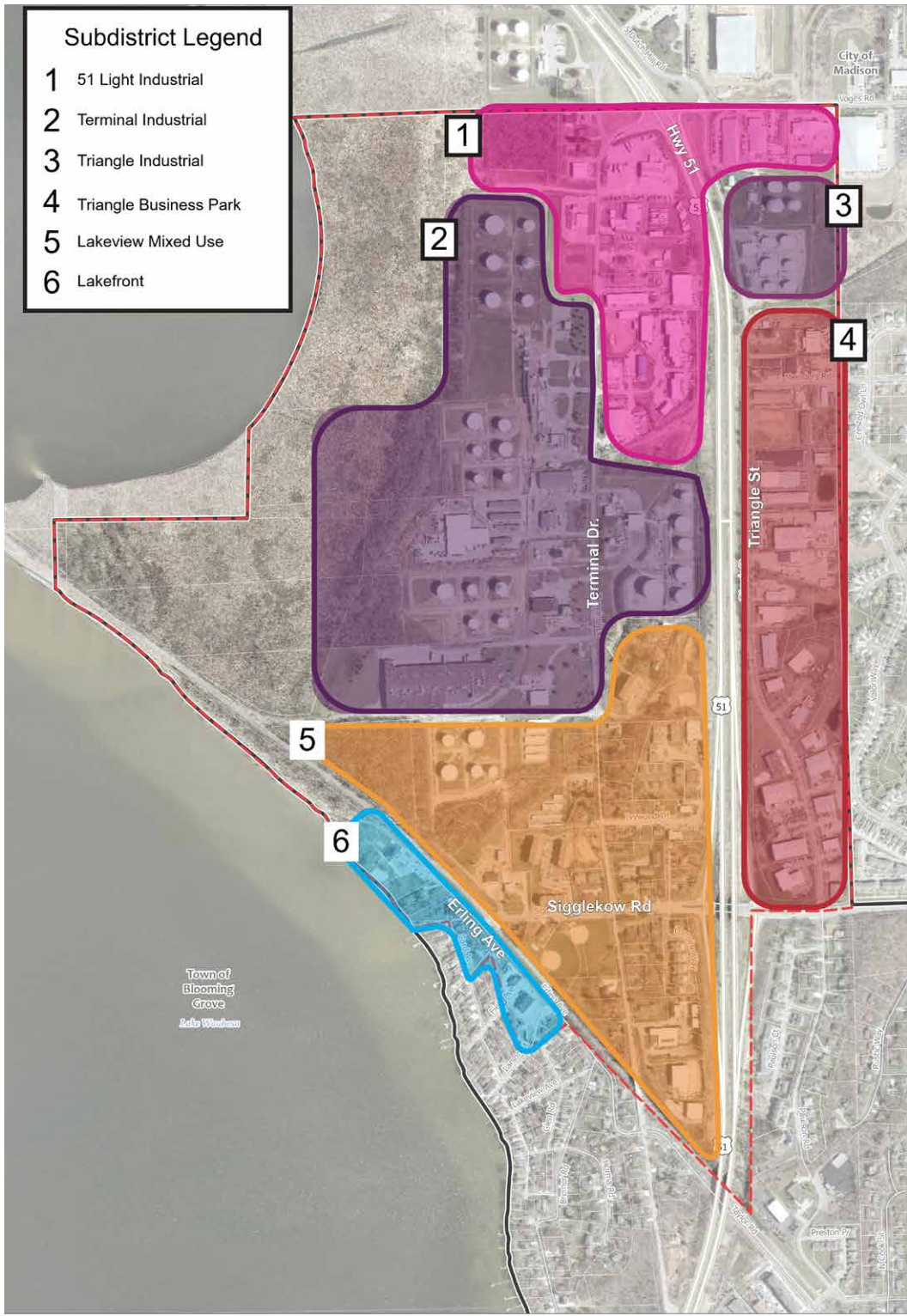


# District 1 - Concept "A" Subdistrict 8: Brandt Park Mixed Use

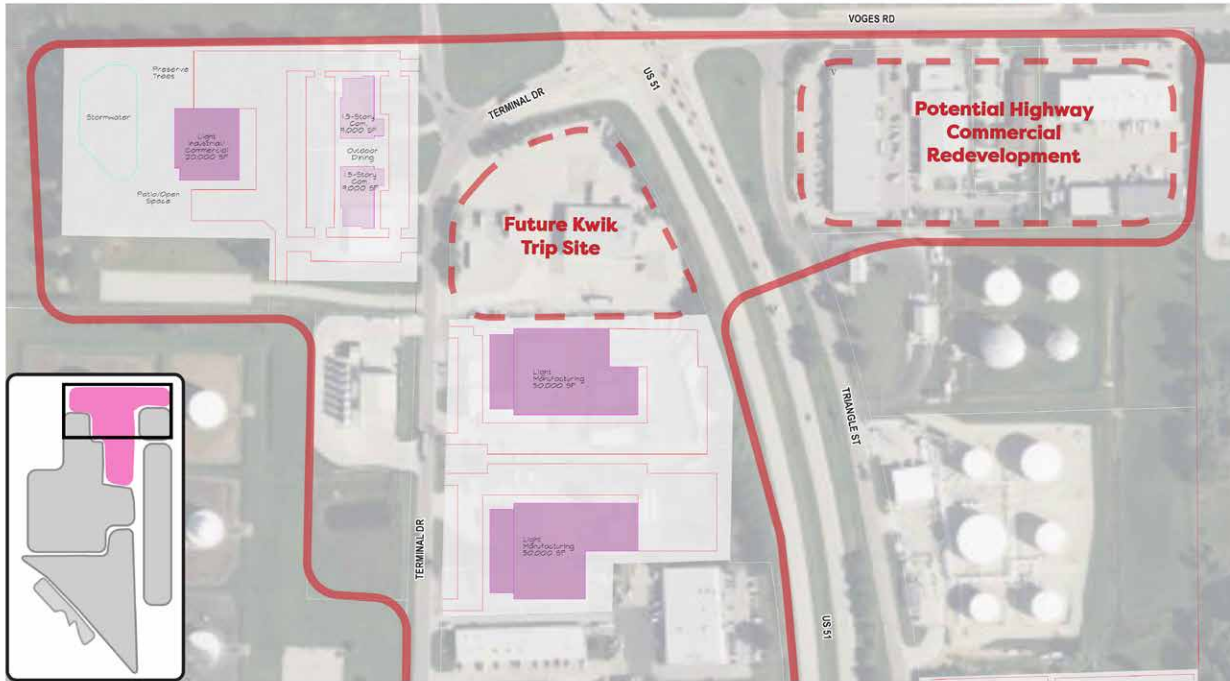
Revised: 01/02/2023



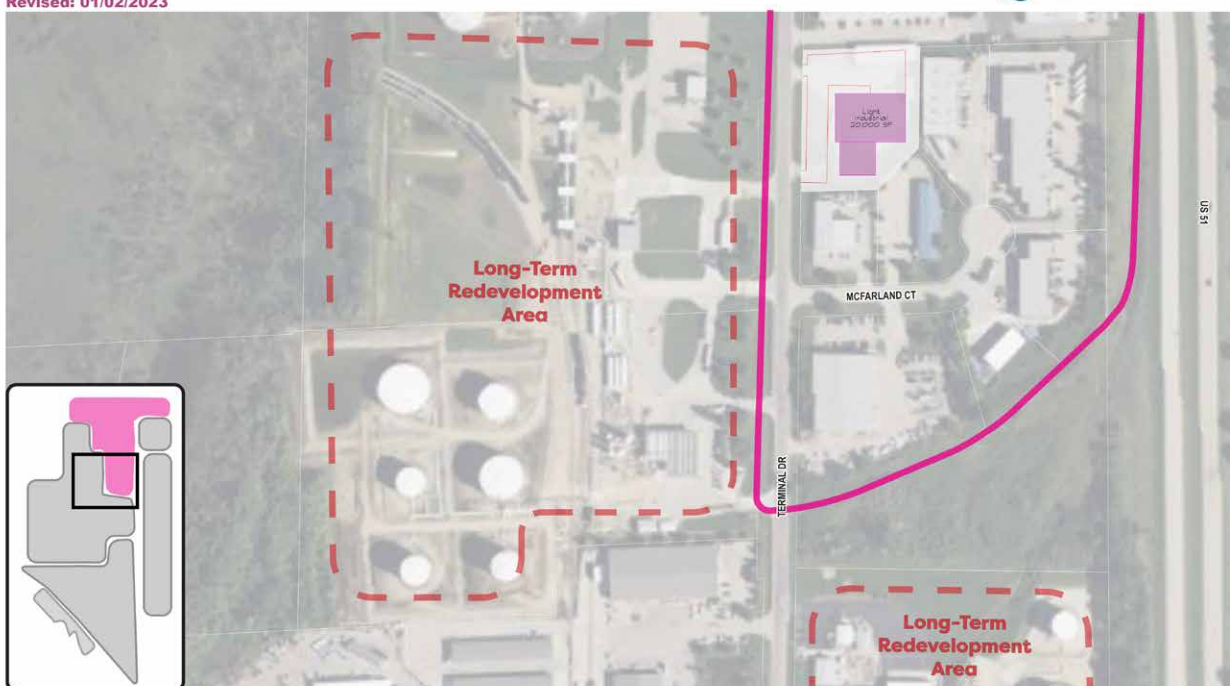
PROCESS:  
INITIAL CONCEPTS: CONCEPT B



### District 1 - Concept "B" Subdistrict 1 (North): 51 Light Industrial Revised: 01/02/2023

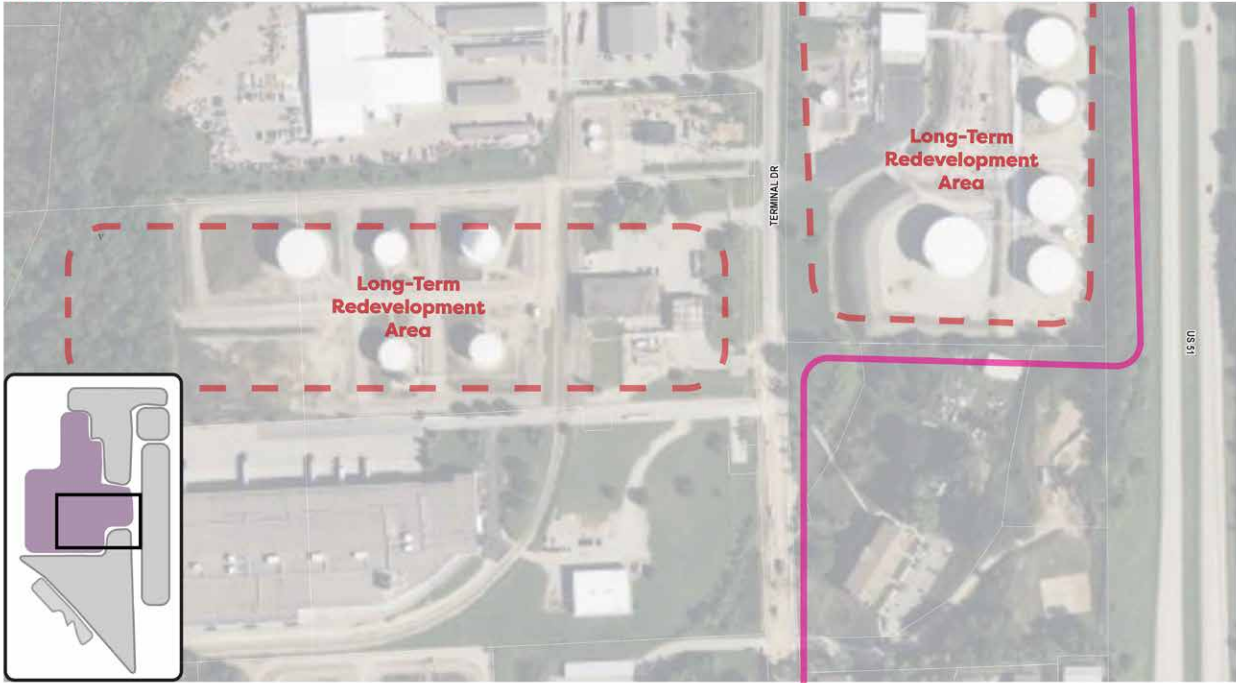


### District 1 - Concept "B" Subdistrict 1 (South): 51 Light Industrial Revised: 01/02/2023



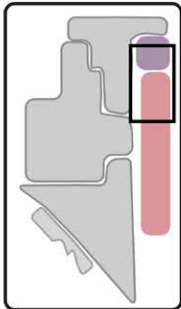
**District 1 - Concept "B"**  
**Subdistrict 2: Terminal Industrial**

Revised: 01/02/2023



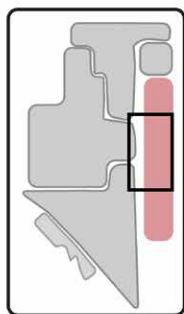
**District 1 - Concept "B"**  
**Subdistrict 3/4:**  
**Triangle Industrial & Triangle Business Park**

Revised: 01/02/2023



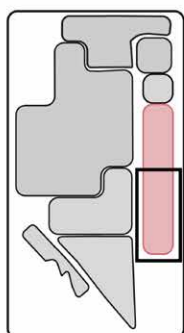
### District 1 - Concept "B" Subdistrict 5 (North): Triangle Business Park

Revised: 01/02/2023



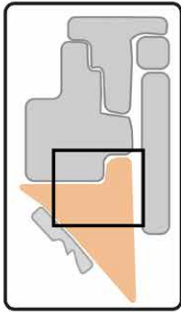
### District 1 - Concept "A" Subdistrict 5 (South): Triangle Business Park

Revised: 01/02/2023



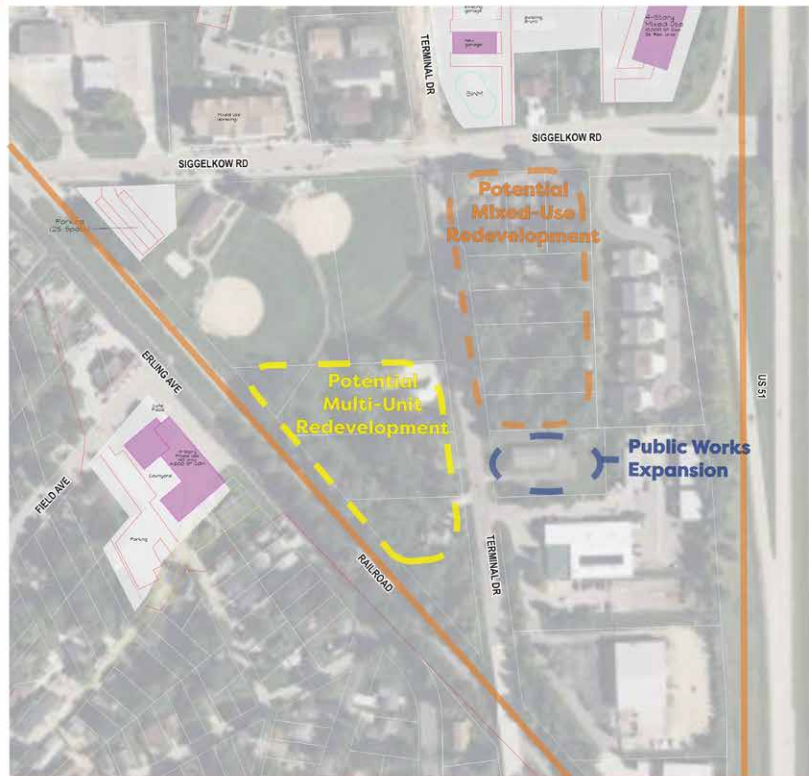
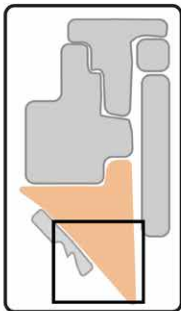
### District 1 - Concept "B" Subdistrict 5 (North): Lakeview Mixed Use

Revised: 01/02/2023



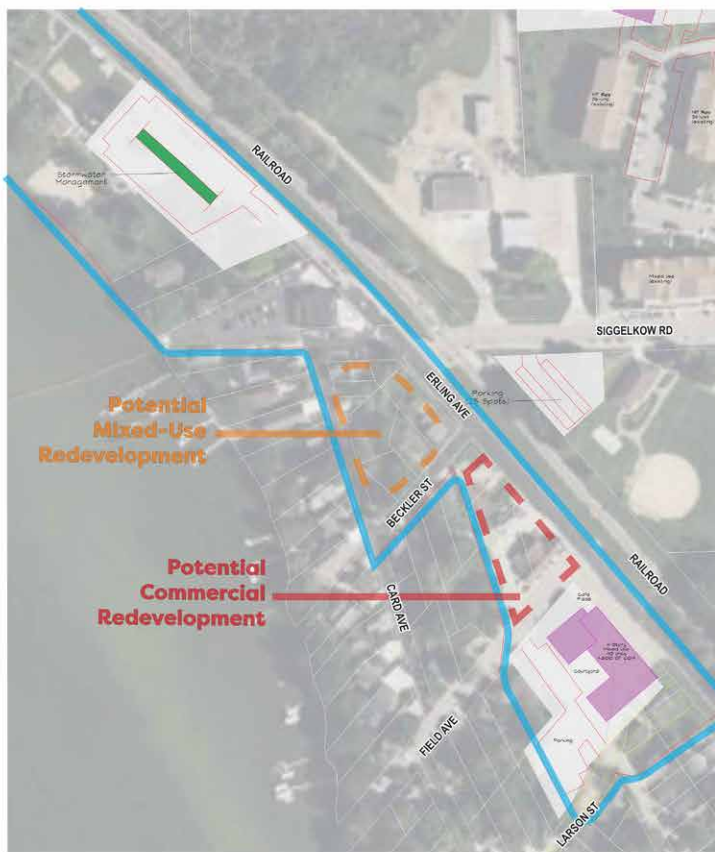
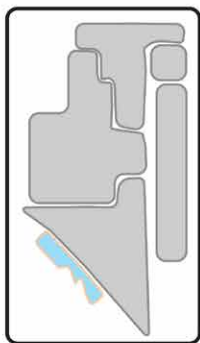
### District 1 - Concept "B" Subdistrict 5 (South): Lakeview Mixed Use

Revised: 01/02/2023



# District 1 - Concept "B" Subdistrict 6: Lakefront

Revised: 01/02/2023



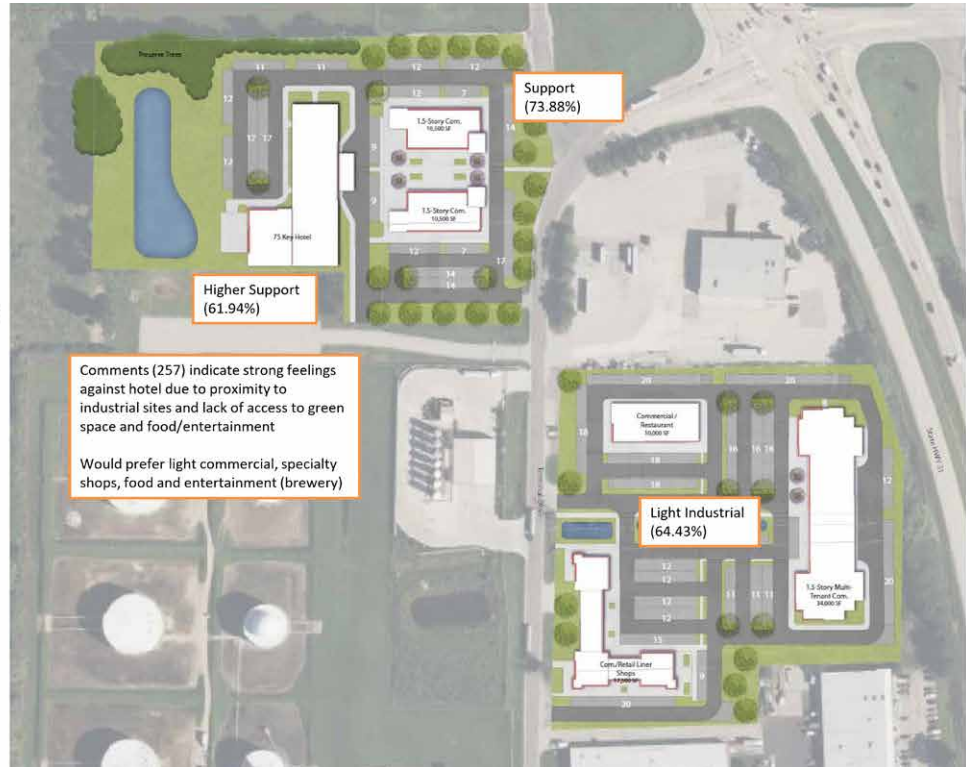
DETAILED CONCEPTS WITH APRIL 2024 DESIGN PREFERENCE SURVEY RESULTS

DISTRICT 1

**Subdistrict A**  
Concept 1

- Terminal Dr (west side):**
- 75 Key Hotel w/ restaurant
  - 21,000 SF Commercial

- Terminal Dr (east side):**
- 61,500 SF Commercial

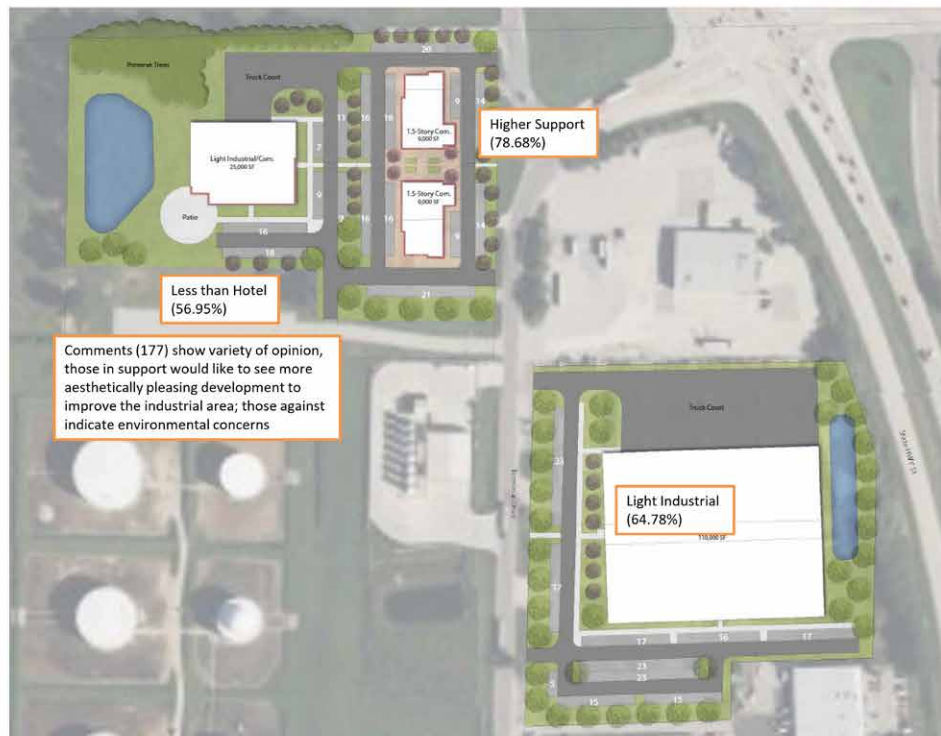


DISTRICT 1

**Subdistrict A**  
Concept 2

- Terminal Dr (west side):**
- 25,000 SF Light Industrial/Commercial
  - 18,000 SF Commercial

- Terminal Dr (east side):**
- 110,000 SF Light Industrial



DISTRICT 1

**Subdistrict B**  
**Concept 1**

**Meinders (north side):**

- 12,000 SF Commercial
- 24,000 SF Light Industrial/Office
- 36 MF Units

**Meinders (south side):**

- 10,000 SF Light Industrial
- 32 MF Units



DISTRICT 1

**Subdistrict B**  
**Concept 2**

**Meinders (north side):**

- 49,000 SF of Light Industrial

**Meinders (south side):**

- 10,000 SF Light Industrial
- 11,200 SF Office/Commercial

Comments (135) indicate mix of opinion—those in favor show slight preference for concept 1 and would like to see a mix of industrial and commercial (office and retail) uses on site; those against express concern for existing businesses on site



DISTRICT 1

**Subdistrict C**  
**Concept 1**

**Terminal (west side):**

- 96 MF Units

**Ivywood Trail (north side):**

- 42 MF Units
- 12 Townhome Units

**Ivywood Trail (south side):**

- 36 MF Units
- 14 Townhome Units

**Terminal/Siggelkow:**

- 100 MF Units
- 14,000 SF Commercial



DISTRICT 1

**Subdistrict C**  
**Concept 2**

**Terminal (west side):**

- 96 MF Units

**Ivywood Trail (north side):**

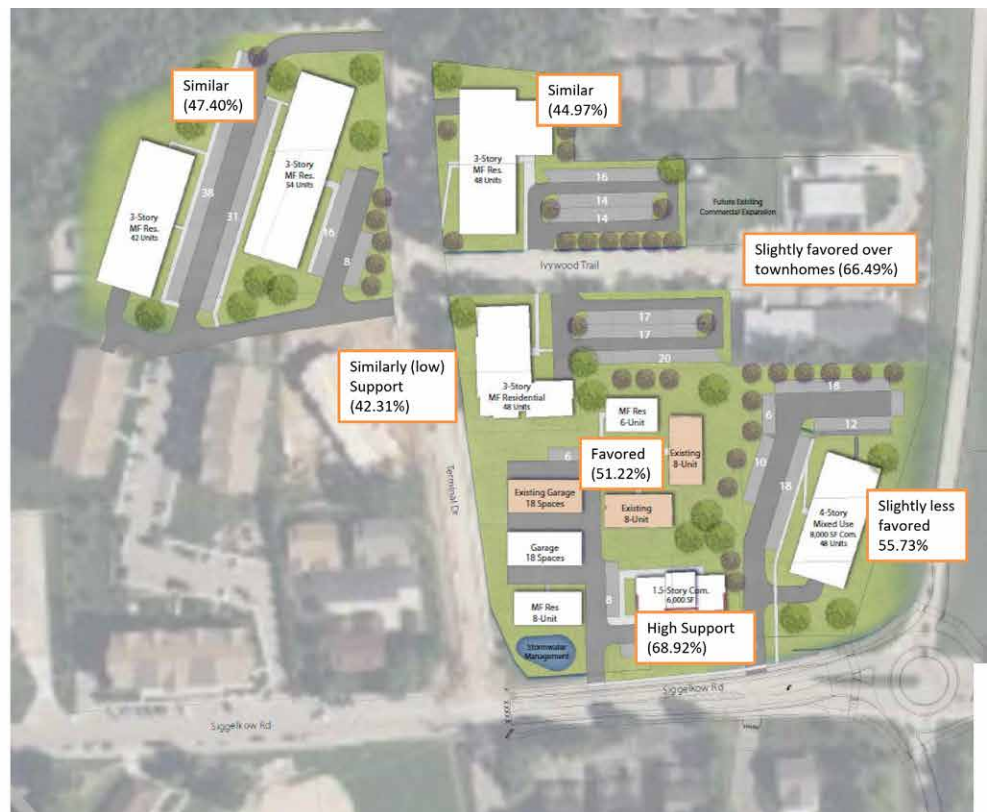
- 48 MF Units
- [no change east of MF]

**Ivywood Trail (south side):**

- 48 MF Units
- [no change east of MF]

**Terminal/Siggelkow:**

- 78 MF Units
- 6,000 SF Commercial



DISTRICT 1

**Subdistrict D**

**Concept 1**

Listed as concept 2 in Survey

**McDaniel Park:**

- 104 Parking Spaces

**McDaniel Ln:**

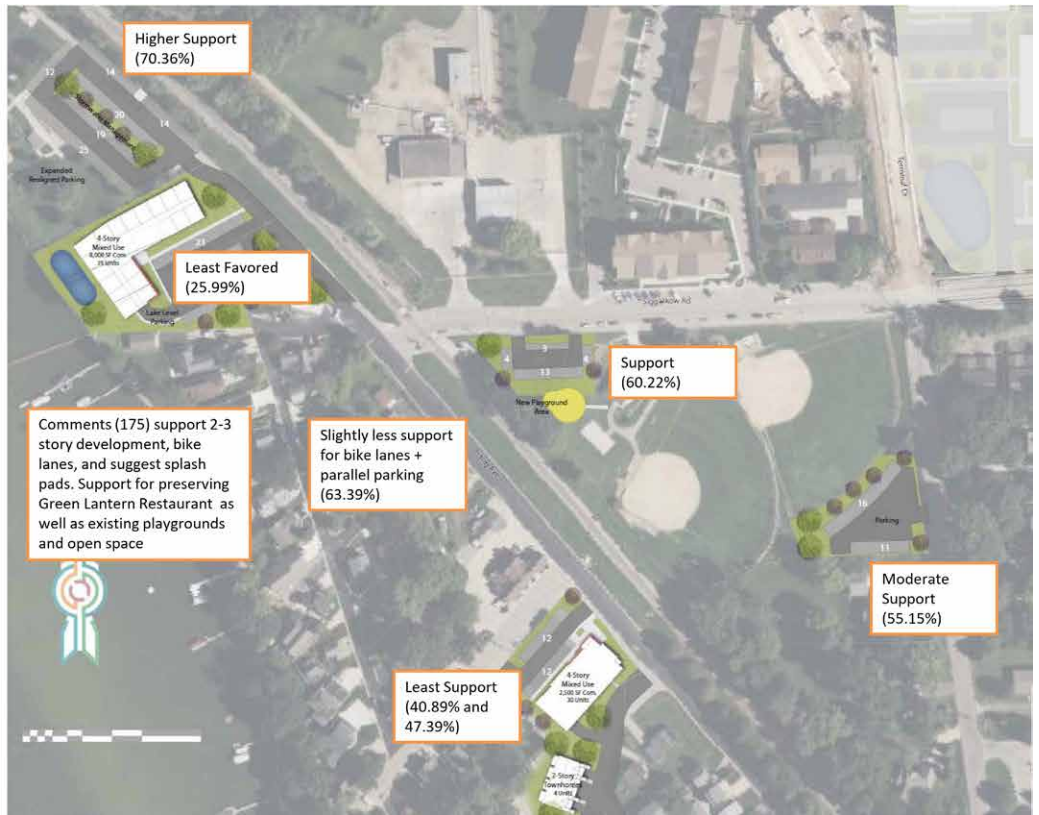
- 75 MF Units
- 8,000 SF

**Brandt Park:**

- 41 Surface Lot Spaces
- New Playground

**Erling Avenue (west side):**

- 2,500 SF Com.
- 30 MF Units
- 4 Townhome Units



DISTRICT 1

**Subdistrict D**

**Concept 2**

Listed as concept 1 in Survey

**McDaniel Park:**

- 106 Parking Spaces

**McDaniel Ln:**

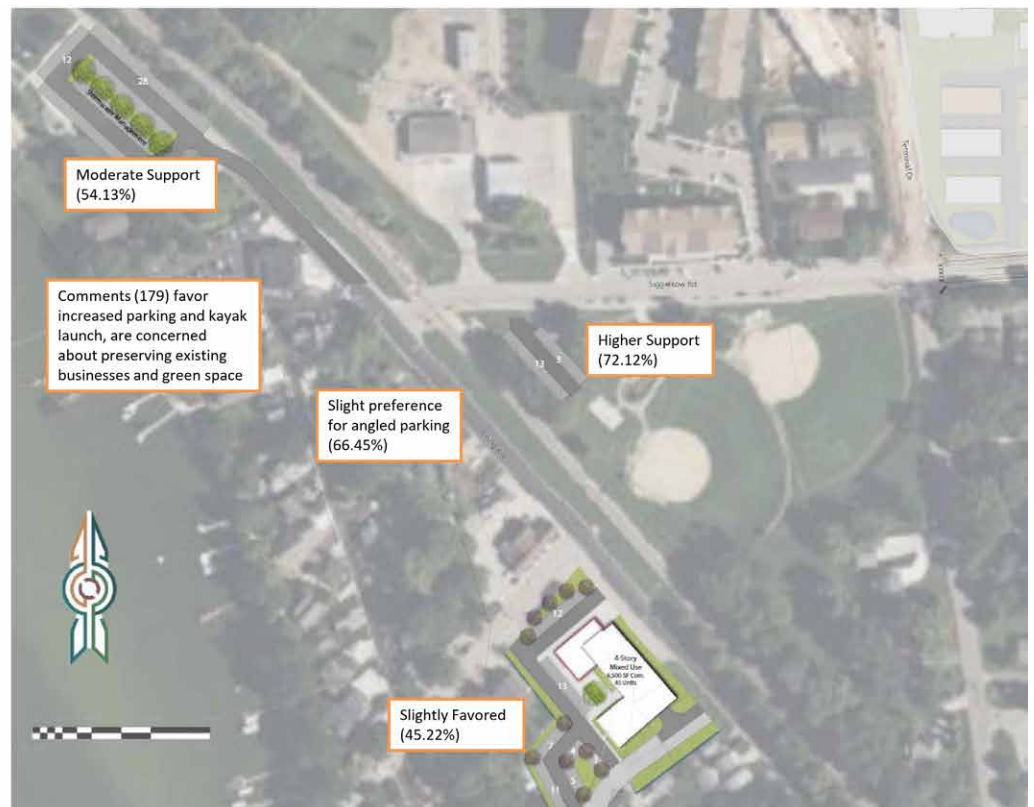
- [no development]

**Brandt Park:**

- 29 Surface Lot Spaces

**Erling Avenue (west side):**

- 6,500 SF Com.
- 45 MF Units



# VILLAGE OF MCFARLAND

## Redevelopment District #1

Design Standards  
Handbook



Final Draft: December 2024

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- 13. Landscaping
- 14. Exterior Lighting
- 15. Storage and Service Area

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- 17. Scale & Articulation
- 18. Roofline
- 19. Street Level & Secondary Facades
- 20. Windows & Doors
- 21. Projections
- 22. Colors & Materials

## 25-31

### DESIGN STANDARDS CHECKLIST

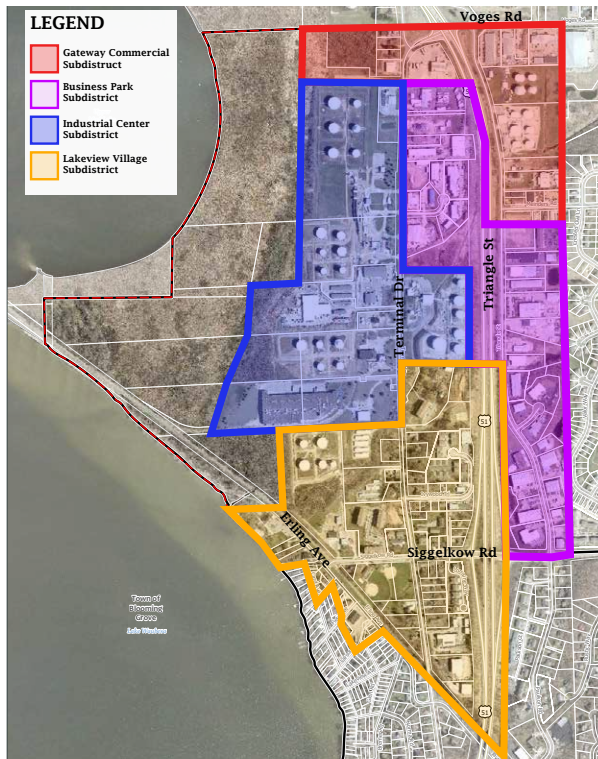
# Administration

## Applicability

These Design Standards apply to all parcels in the Redevelopment District 1 Plan, excluding single-family and duplex lots; however these standards DO NOT require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior requiring a building permit (new siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage areas, etc.) must receive approval from the Plan Commission and/or designee based on 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.



### INTENT

Redevelopment District 1 is intended to encompass industrial, commercial, mixed use, multi-family residential, and civic properties. All building or site improvement activities must conform to the standards defined herein.

## Design District Sub-Areas

The Design District is organized into four distinct sub-area zones: **Gateway Commercial**, **Business Park**, **Industrial Center**, and **Lakeview Village**. The Design Standards will apply to all properties within the District, unless a standard specifically states a sub-area zone (e.g., "Industrial Center Only", or "Lakeview Village Only"). The map at left and descriptions below explain each of these zones:

### Lakeview Village Subdistrict

*This subdistrict includes many of the existing mixed use, commercial and residential areas between the lakefront to US 51 inclusive of residential area north of Ivywood Trail to Taylor Road to the south. While there are a variety of parcel sizes in this area, the current and future character of this area is to develop a complete mixed-use residential neighborhood.*

### Industrial Center Subdistrict

*This subdistrict includes portions of Terminal Drive between the Gateway Commercial and Neighborhood sub-districts. The majority of this land is currently gas terminal properties and other more heavy industrial uses. These are large lot sites that will have a much different character than remaining sub-districts.*

### Business Park Subdistrict

*This subdistrict includes portions of Terminal Drive (inclusive of McFarland Court) and Triangle Street. These properties are existing and planned office, light manufacturing and similar uses that generally include buildings that are much smaller than can be found in the Industrial Center subdistrict. Larger buildings in this sub-area will be required to include design elements that break up the building to be more cohesive with the surrounding developments.*

### Gateway Commercial Subdistrict

*This subdistrict is at the northern "gateway" into the Village and has an opportunity to provide a commercial node with uses that brings activity and interest as one enters the Village.*

# Administration

## WHAT IS THE DIFFERENCE BETWEEN A STANDARD AND RECOMMENDATION?

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

Recommendations are located in the lower portion of the each page. For privately-funded projects, 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. For any project that includes Village funding assistance, the property owner/leaseholders may be required to meet the corresponding recommendations in addition to the standards.

## ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on an applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Community & Economic Development Director or designee.

- 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
- D) The design standard is not also an ordinance requirement included under the Zoning Code, in which case a variance would also be required.

## Presubmittal Information

Applicants should review this **Handbook**, the Village's **Zoning Ordinances** (Municipal Code: Chapter 62, and Village's Historic Preservation Ordinance (if applicable) at the beginning of the design process, and are encouraged to meet with the Community & Economic Development Director or designee to discuss the project.

The following items must be submitted for review, unless the Community & Economic Development Director or designee determines that they are not needed because the project is limited in scope:

- Site Design Review Application (see the next page for more information)
- Design Standards Checklist (see the last section of this Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling, walkways, vehicle parking/circulation, landscaping, and lighting.

## Site Design Process

If you need a Site Design review for your project, you must fill out the checklist within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with digital plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and checklist should be submitted to the Village's Community & Economic Development Department, Village Municipal Center, 5915 Milwaukee St, McFarland, WI 53558.

The process for attaining a Site Design Review permit is described on the next page. Approval of a Site Design Review permit shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

# Administration

## MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator or designee shall respond to the submittal, either by issuing approval of the improvement(s) or providing an explanation of how the submittal does not meet the standards. If the site design review permit is not issued, the applicant may either revise and resubmit the application, or present the proposal in person at a meeting of the Plan Commission. The Plan Commission will evaluate the proposed project per these Design Standards and will either approve, approve with conditions, or deny the application. If the application has been denied by the Plan Commission, the applicant can make an appeal to the Village's Board of Appeals.

## MAJOR PROJECT

Upon the filing of a complete application for a MAJOR project (see side bar for major work items), the Plan Commission will evaluate the proposed project per these Design Standards and will either approve, approve with conditions, or deny the application. If the application has been denied by the Plan Commission, the applicant can make an appeal to the Village's Board of Appeals.

## WHEN DO I NEED A SITE DESIGN REVIEW?

A site design review is not necessary for routine maintenance that does not change the material or form of the building. It is necessary when a change is being made to the exterior of a property in the Redevelopment District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

## WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: new signs or sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning of historic structures, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; small accessory buildings (e.g. sheds); screening of parking lots and dumpsters or other work as designated minor by the Zoning Administrator.

## WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction or additions to principal buildings; roof alterations; alterations to any side or elevation of the building (including addition of a super graphic); alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; building relocation.

Historically designated properties are required to follow the Historical Preservation Ordinance. Owners shall receive a Certificate of Appropriateness (COA) from the Landmarks Commission prior to submitting for Site Design Review or receiving a building permit.

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# Administration

*The TERMS section defines special words or phrases used in this design handbook. These terms are “bolded and italicized” in the handbook.*

<b>Awning</b>	a retractable, roof-like cover, temporary in nature, which projects from the wall of a building.
<b>Awning sign</b>	a sign that is applied to the face of an awning that projects over a window or door opening.
<b>Backlit sign</b>	a sign illuminated from within
<b>CMU, smooth-faced</b>	a concrete masonry unit, commonly referred to as concrete block, having a smooth exterior finish
<b>CMU, split-faced</b>	a concrete masonry unit with a textured exterior finish
<b>Directly Illuminated Sign</b>	any sign designed to give an artificial light directly through any transparent or translucent material from a source of light originating within or on such sign.
<b>EIFS</b> (Exterior Insulation Finishing System)	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
<b>Engineered Wood</b>	building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.
<b>Footcandle</b>	a unit of illumination produced on a surface
<b>Functional public entrance</b>	a building entrance that is unlocked during business hours and is designated for public use
<b>Free-standing sign</b>	any sign which is independent of support from any building
<b>Full-cutoff light fixture</b>	a light fixture that does not allow light to escape above 90 degrees from vertical
<b>Ground floor facade</b>	the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

an improvement that has a special character or historic interest or value in showing the development, heritage or cultural characteristics of the Village, state or nation, which has been designated as an historic structure under Chapter 62 of the Code of Ordinances

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness.

sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.

a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.

a sign mounted or incorporated into a solid base and not attached to a building.

a structure or premises containing five or more parking spaces open to the public

the area designated for a single vehicle to park

any free-standing sign mounted on a pole

a type of on-building sign, which is attached to and projects more than fifteen (15) inches from the building, generally perpendicular from the building face.

any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.

land reserved for public use, including streets and sidewalks

a one-of-a-kind, hand-painted, hand-tiled or digitally printed image on the exterior wall of a building that does not contain any commercial message (i.e., advertises a business conducted, services rendered, or goods produced or sold).

**Historic Structure**

**Manufactured Stone Veneer  
(Artificial Stones, Faux Stone, etc.)**

**Metal Siding/Panel, Corrugated**

**Metal Siding/Panel, Ribbed**

**Monument sign**

**Parking lot**

**Parking stall**

**Pole sign**

**Projecting sign**

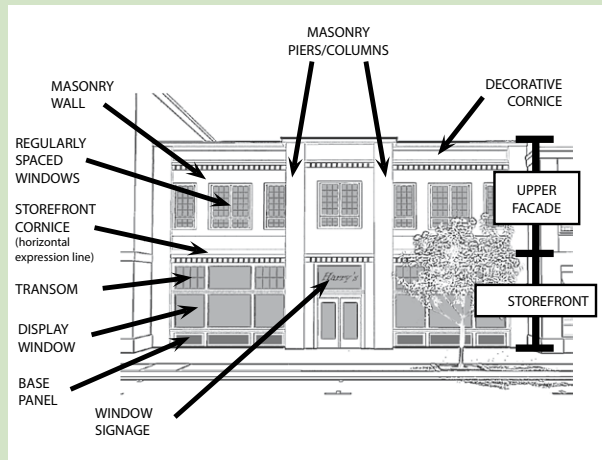
**Roof Sign**

**ROW (Right-of-way)**

**Super Graphic**



**Traditional  
Facade  
Components**



**Wall Sign**

any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than fifteen (15) inches from such wall

**Window sign**

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

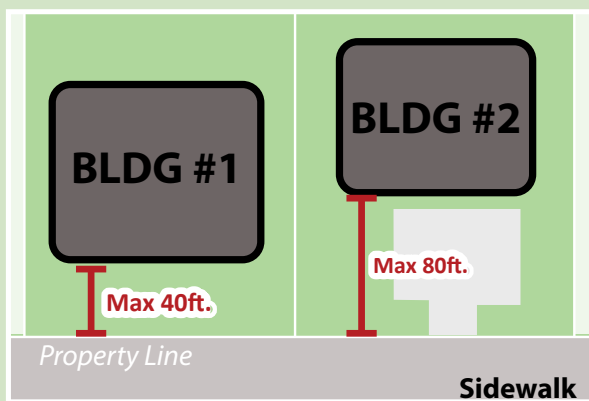
# Street Relationship

**INTENT:** To encourage streetscape enhancements that blend the public and private realms, enhancing the pedestrian experience.



The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

Standards #1- #2: illustrated in image and text below:



**Gateway Commercial Area: Building #2** has some parking in front of the building so it may be set back up to 80 ft.

**Building #1** however, does not have front parking, so it must be set within 40 ft of the front property line.



Example of desired landscaping buffer between parking and street.

## Standards

1. **Gateway Commercial Area and Lakeview Village Only**, primary structures **shall** be built within forty (40) feet of the front property line, unless the front setback allows for a parking area. If the design includes front yard parking, the primary structure **shall** be within eighty (80) feet of the front property line.
2. **Business Park Area Only**, primary structures **shall** be built within eighty (80) feet of the front property line.
3. A minimum of one (1) functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets **shall** provide an entrance facing the more prominent of the two streets.

## Recommendations

- A. Disabled access should be seamlessly incorporated into the building and site design. Facilities should be designed to provide inviting access to all users.
- B. Building placed close to the street and to any street corner is strongly encouraged. If the site has multiple street corners, place the building nearest the most prominent one.

# Parking Areas

**INTENT:** To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

## Standards

1. All parking areas of five (5) or more vehicles **shall** be paved and include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.
3. Parking lot access driveways **shall** have a throat depth of twenty (20) feet and be separated from parking stalls by a planted landscaping dividers protected by a concrete curb.
4. Parking spaces **shall** be separated by an island at the rate of one (1) curbed island or peninsula for each linear row of twenty (20) parking spaces. All curbed islands/medians shall have a minimum width of ten (10) feet.
5. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk, if applicable. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
6. **Gateway Commercial and Business Park Areas Only**, off-street parking in front of the building **shall** be limited to a double-loaded parking aisle.
7. **Industrial Center Area Only**, front yard parking **shall** be limited to a two (2) double-loaded parking aisles.



The above images show a variety of ways to buffer parking areas from the public sidewalk. The image on the right shows a prohibited condition along a parking and sidewalk edge (no buffer).



**NOT PERMITTED**



This illustration meets Standard 4 with medians and parking islands breaking up the parking stalls. Standard 3 is also being met by this illustration, as there is at least a 20-foot throat depth and the parking stalls are separated from the public sidewalk by a landscaping divider.

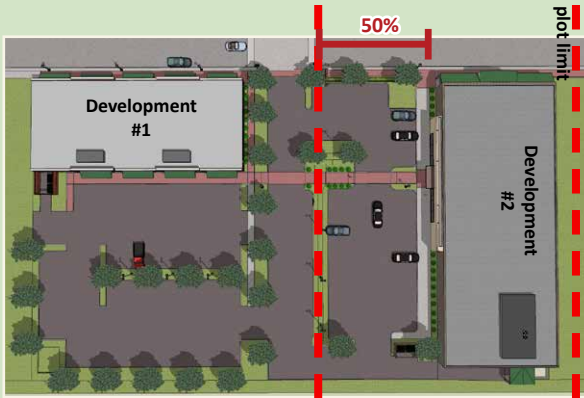


Example of a desired layout in the Gateway Commercial and Business Park Areas. Development #1 parking includes double-loaded parking aisle in the front and rear yards. Development #2 parking includes two double-loaded parking aisles on the side of the building.

**SITE DESIGN**

# Parking Areas (cont.)

## SITE DESIGN

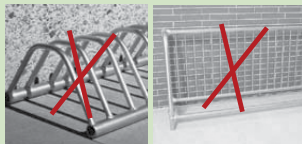


Example of a desired layout in the Lakeview Village Area. Development #1 parking is in the rear yard, and Development #2 parking is one double-loaded aisle on the side of the building. A shared service driveway connects the two developments.



Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.

Right: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.



**NOT PERMITTED**

Left: examples of poor bike racks that do not allow for a lock to secure the bike frame to the rack.

**PERMITTED**



8. *Lakeview Village Area Only*, front yard parking is **prohibited** for properties along Erling Avenue and Ivywood Trail. Properties on other streets **shall** be limited to a single-loaded parking aisle.

9. *Lakeview Village Area Only*, parking **shall not** cover more than fifty (50) percent of the primary street frontage along Erling Avenue and Ivywood Trail. The remainder of this street frontage **shall** be used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.

10. *Lakeview Village Area Only*, parking lots adjacent to residential properties **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with plantings, a fence, a line of conifer trees, or a mix of these options.

## Recommendations

A. Installation of one bike rack within each parking lot is encouraged. Bike racks should be designed to allow the frame to be locked directly to the rack.

B. Wherever feasible, shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.

C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.

D. Whenever possible, parking areas should be placed in the side and rear yards.

E. Installation of one electric vehicle charging station within each parking lot is encouraged.

# Landscaping

**INTENT:** To highlight and protect pedestrian routes, guide the safe flow of vehicular traffic, improve the appearance of the parking area, and reduce the negative ecological impacts created by parking lots.

## Standards

1. All signs **shall** conform to the landscaping design requirements in the Village's Zoning Ordinance (Appendix B).
2. Plantings and low fences located between parking areas and the public street **shall not** obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity **shall not** be used.
3. All parking lot islands **shall** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.

## Recommendations

- A. Yard areas not used for off-street parking are encouraged to be attractively landscaped and screening parking/service areas from adjacent properties.
- B. Indigenous plants with low water and pesticide needs, and salt tolerant are strongly encouraged.
- C. Parking areas, especially in the front yard, should have sufficient landscaping within the parking area or within ten (10) feet of the parking edge.



A 3-foot high buffer along the public sidewalk defines and separates private parking areas from the public street realm. This improves aesthetic appearance and the pedestrian experience.



**APPROPRIATE** The below images show parking areas that are sufficiently landscaped. From top down: landscaping near parking areas, within parking islands, and within parking medians.



SITE DESIGN

# Exterior Lighting

**INTENT:** To promote effective and attractive exterior lighting that does not produce glare or light pollution.

SITE DESIGN



**APPROPRIATE** Examples of full cutoff fixtures that minimize glare and light pollution



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.



**INAPPROPRIATE** Above example illustrates excessive lighting leading to light pollution.

## Standards

1. All exterior building and parking light fixtures **shall** be 90° downcast cutoff light fixtures (without drop lenses). Lights directed towards the sky are **prohibited**.
2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of 0.5 footcandles as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
3. *For all areas except Lakeview Village*, parking and security lighting poles **shall not** be taller than the principal building on the lot, or thirty-five (35) feet, whichever is less. For properties in or abutting a residential zoning district, or a residential use, the maximum allowable height **shall** be twenty-five (25) feet.
4. *Lakeview Village Area only*, parking and security lighting poles **shall not** be taller than twenty-five (25) feet, or twenty (20) feet if in or abutting a residential zoning district.
5. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.

## Recommendations

- A. Exterior lighting should be designed to complement the character of the building.
- B. Parking lots and pedestrian walkways should be illuminated uniformly and to the minimum level necessary to ensure safety. A greater number of lower-watt lights may be necessary to achieve this guideline.
- C. Exterior lighting should be energy efficient and should render colors as accurately as possible (i.e. white light rather than green or yellow light).
- D. Preferred light types include: LED, fluorescent, and high-pressure sodium.
- E. Ground lighting of the building architectural / landscaping elements is discouraged.

# Storage & Service Areas

**INTENT:** To improve the appearance of the district.

## Standards

1. Trash containers, recycling containers, street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or screened so that they are not visible from a public street or adjacent properties. Electrical service boxes are excluded from this requirement (see Standard 2).
2. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
3. Loading dock(s) **shall not** face Terminal Drive, Triangle Street or Siggelkow Road. Any loading dock facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
4. **All areas, except Industrial Center**, permitted outdoor storage, materials or equipment visible from a residential property **shall** screen with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements. Short-term display items or items that are available for purchase by customers are exempt from this standard.
5. Dumpsters **shall** be fully screened, including the dumpster gate, so that they are not visible from a public street or adjacent properties. The screening shall consist of a solid fence constructed of masonry, plastic composite, or commercial-grade wood fencing materials and **shall** be between six (6) and eight (8) feet tall. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.

## Recommendations

- A. Shared garbage and recycling facilities are encouraged, where practical, as a means to meet screening requirements and preserve access needs.
- B. Rear yard loading dock and staging areas are strongly encouraged.



**APPROPRIATE** Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick/concrete wall with landscaping (lower images).

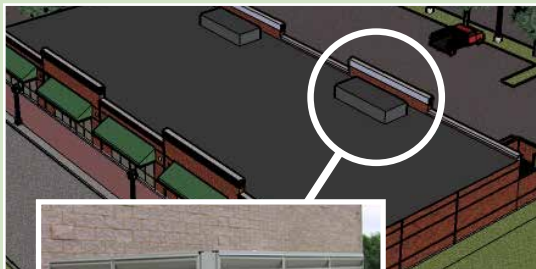


**ALLOWED**



**NOT PERMITTED**

Dumpsters are required to be fully screened on all sides, which includes the gate doors. The images on the left illustrate an allowed condition (above) and a prohibited condition (below).



**APPROPRIATE** The building facade screens the rooftop mechanical from ground view.

SITE DESIGN

# Signage

**INTENT:** To promote effective and attractive signage that complements the building’s architectural character and reflects the pedestrian scale of the district.

SIGNAGE DESIGN



Window Sign



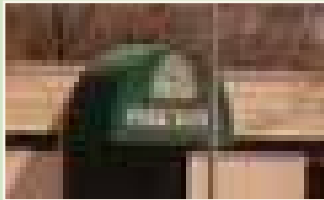
Neon (interior usage) Sign



Wall Sign



Monument Sign



Awning Sign



Projecting Sign

**NOT PERMITTED**



Pole Sign  
Directly Illuminated Sign

**NOT PERMITTED**



Neon Sign  
Roof Sign



**ALLOWED** This sign is an example of reverse “halo” illumination; pushed thru letters w/ opaque background are also allowed.

## Standards

1. All signs **shall** conform to the design and maintenance requirements of the Village’s Sign Ordinance (ARTICLE 8-XI SIGN AND BILLBOARD REGULATIONS) and a sign permit **shall** be acquired.
2. Signage **shall** be integrated with the architectural concept of the development in scale, detailing, use of color and materials, and placement.
3. Roof-mounted, billboard, and neon signs (excludes interior usage) are **prohibited**.
4. *Lakeview Village Area Only*, free-standing signs **shall not** exceed sixteen (16) feet above grade, and the use of pole signs is **prohibited**.
5. Free-standing signs **shall** have landscaping elements (i.e. planting material, boulders, fencing) surrounding the base/post of the sign.
6. *For all areas, except Gateway Commercial*, pole signs are prohibited.

## Recommendations

- A. Preferred sign types include: wall-mounted (facing the street), monument-style freestanding, and awning.
- B. Pole signs are strongly discouraged. Where pole, or dual post signs are proposed, wrapping the base of the pole with masonry material that matches the building design is recommended, with a minimum of 3 feet from the ground.
- C. *Lakeview Village Area Only*, signage height should be minimized to create a pedestrian-friendly environment. Preferred free-standing sign height is between five (5) feet and eight (8) feet.
- D. Exterior lights illuminating a sign should be mounted above the sign and directed downwards.
- E. Reverse illumination (halo effect channel letters) is preferred for internally illuminated signage.

# Scale & Articulation

**INTENT:** To establish a consistent theme along the district that provides visual interest and human scale.

## Standards

1. 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,
- variation in roofline,
- variations in material, and/or
- variation in the building plane.

2. An accurately-measured elevation of each exposed building facade **shall** be submitted with the Design Standards Checklist.

## Recommendations

A. A full two story building is encouraged (wherever feasible), especially in the Lakeview Village Area. Recommended building heights are generally two (2) to five (5) stories based on the context of the area.

B. It is recommended that buildings establish a one-and-a-half story presence. This can be accomplished by increasing the overall height of the building, by raising a cornice above the roofline, or provide a pitched roof.

C. Varying the facade height along extensive blank facades is strongly encouraged.

D. All new buildings are encouraged to utilize details or changes in materials to create a discernible base, middle and top.

E. New buildings should establish vertical proportions for the street facade, and for the elements within that facade (windows, doors, structural expressions, etc).



**APPROPRIATE** Examples above illustrate the Village's desired building scale and articulation.



**APPROPRIATE** The images above illustrate techniques used to vary the facade heights along a long facade.

BUILDING DESIGN

# Roofline

**INTENT:** To establish a consistent theme along the district that provides visual interest.



The example above shows a raised parapet wall and cornice that extends back to give the perception of three-dimensional facade (desirable).

The example on the right shows a “fake” parapet wall and cornice that is not three-dimensional (as it lacks depth).



A low-slope roof, which does not meet Standard 2 requirement for Gateway Commercial Area and Lakeview Village.

## Standards (cont.)

1. A positive visual termination at the top of the building **shall** be established, using either a pitched roof with gable(s) facing the street or a flat roof with a defined cornice.
2. *Gateway Commercial Area and Lakeview Village Only*, pitched roofs **shall** have a slope no less than 5:12.
3. An accurately-measured elevation drawing that illustrates the full rooflines of the proposed buildings **shall** be submitted with the Design

## Recommendations

- A. Parapet walls with cornices are encouraged. Cosmetic “fake” parapets and facades, if used, should be designed three-dimensionally to hide their “fake” characteristics (as they usually lack depth).

# Street-Level & Secondary Facades

**INTENT:** To provide visually pleasing facades that enliven the district.

## Standards

1. A discernible “base” **shall** be established. The base **shall** be at least two (2) feet in height, but may include the entire first floor.
2. Each principle building **shall** have clearly defined, highly visible customer entrances featuring architectural elements such as canopies or porticos, overhangs, arcades, raised parapets, arches or roof forms.
3. An accurately-measured elevation of each exposed building facade **shall** be submitted with the Design Standards Checklist.

## Recommendations

- A. The base of the building should include elements that relate to the human scale. These should include doors, windows, texture, projections, awnings, ornamentation, etc.
- B. All building faces should use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.
- C. Secondary facades facing a public street (corner buildings) are encouraged to incorporate the same materials and design elements (proportions, scale, windows, doors, etc.). If a change of design or material is desired, make the transition at an architectural feature, such as column, structural bay articulation, protruding/receding building plane, etc.



**APPROPRIATE** An example of street-level facade that is scaled to humans and provide visual interest.



**APPROPRIATE** An example of a well-defined base, body, and cap.



**APPROPRIATE** Example of a secondary facade continuing the design quality, material palette, and color palette of the primary facade. Note the change of material at an architectural element (protruding building plane).

# Windows & Doors

INTENT: To enliven and activate the district.

BUILDING DESIGN

DISCOURAGED



Reflective or dark-tinted glass on front facade at the ground-level is discouraged.



An existing building that exceeds the 35% glass on the ground-level threshold in the Lakeview Village area.



The above example represents the requirements for all areas excluding Lakeview Village and Industrial Center areas; it is an example of a building that just meets the 25% glass on the ground-level threshold.

## Standards

1. *All areas, excluding Lakeview Village*, facades within eighty (80) feet of a public street **shall** be comprised of at least twenty-five (25) percent glass measured from two (2) to ten (10) feet above grade.
2. *Lakeview Village Only, commercial and mixed use* facades within eighty (80) feet of a public street **shall** be comprised of at least thirty-five (35) percent glass measured from two (2) to ten (10) feet above grade.
3. *Industrial Center Only*, facades within eighty (80) feet of a public street, and intended for office or commercial use, shall be comprised of at least twenty-five (25) percent glass measured from two (2) to ten (10) feet above grade.
4. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

## Recommendations

- A. The use of reflective or dark-tinted glass on the front facade is discouraged, especially at the ground level.
- B. A minimum of two (2) feet is desired between the glass and any interior dividers to allow for product display.

**INTENT:** To reinforce the existing building character within the district.

## Standards

1. Awnings/Canopies **shall** be at least three (3) feet in depth and the underside of the projection **shall** be at least eight (8) feet above the sidewalk.

## Recommendations

- A. Use of ground floor awnings and canopies are strongly encouraged.
- B. Awning colors should relate to and complement the primary colors of the building facade.
- C. Glowing awnings (backlit, light shows through the material) are discouraged. Preferred lighting methods include lighting fixtures directed down onto the awning or light fixtures beneath the awning directed towards the sidewalk.
- D. Awnings using wood or shingle components are discouraged. Cloth, vinyl, and metal are the preferred awning materials.



**APPROPRIATE** This image demonstrates Standard 1 requirements for awning placement.



**APPROPRIATE** The example above and below shows light fixtures that illuminate the awning from above directed downward.



# Colors & Materials

**INTENT:** To reinforce the existing character, and to provide for variety and visual interest.

BUILDING DESIGN



**APPROPRIATE** This example shows the continuation of the front facade's design and materials to the side street, terminating at a change in the building plane using a complementary stone material.

## Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, rough sawn wood, manufactured stone veneer, and polished stone.
4. **All areas, excluding Business Park and Industrial Center**, metal panel/siding systems and other panelized products **shall not** cover more than twenty-five (25) percent of facades on the public street frontage(s) and **shall not** cover more than forty (40) percent of all other facades.
5. **Business Park Only**, vinyl siding, metal panel/siding systems and other panelized products **shall not** cover more than fifty (50) percent of facades facing a street and **shall not** cover more than seventy-five (75) percent of all other facades.
6. **Industrial Center Only**, vinyl siding, metal panel/siding systems and other panelized products **shall not** cover more than seventy-five (75%) of the street facing façade(s).
7. Colors and materials used on the primary street facing facade shall extend around the corner to an architectural feature or twenty (20) feet, whichever is less.
8. EIFS, metal panel/siding systems and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
9. A picture and a sample of each exterior material and a facade illustration that indicates colors/materials **shall** be submitted with the Checklist.

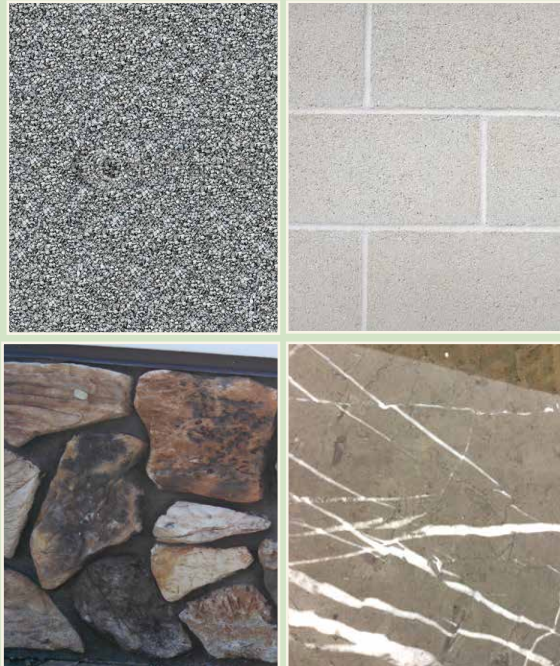
## Recommendations

A. Preferred exterior finish materials include kiln-fired brick, terra-cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.

B. Where allowed, metal siding/panels are encouraged to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.

C. **EIFS** is discouraged as a principle facade material.

**NOT PERMITTED** prohibited materials (from left to right): aggregate material, smooth-faced CMU, manufactured stone veneer, and polished stone.



*(Page Intentionally Left Blank)*

# Checklist

## Instructions

If a section of these standards does not apply to the proposed project (e.g. parking standards for a facade renovation project) the entire section can be skipped by checking the “does not apply” box  NA . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out  for any that do not apply.

In addition to this checklist, a site plan shall be submitted, including (as applicable):

- Trash and recycling containers
- Pedestrian pathways
- Parking and circulation
- Landscaping
- Stormwater management features
- Lighting

Applicant

Staff

PC

Design Standards Checklist

## SIGNAGE DESIGN

### Signage Standards

NA

Comments (office use only):

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Applicant	Staff	PC	Standard
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. All signs conform to Village ordinances for design and maintenance requirements -AND- have applied for/acquired a sign permit.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Signage is integrated with the architectural design in scale, detailing, use of color and materials, and placement.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. There are no roof-mounted, billboard, or neon signs (excludes interior usage).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. <b>Lakeview Village Area Only</b> , free-standing signs do not exceed 16-FT above grade -AND- there are no pole signs.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Free-standing signs have approved landscaping elements surrounding the base/post of the sign.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. <b>All areas except Gateway Commercial</b> , there are no pole signs.

# Checklist

## Design Standards Checklist

	Applicant	Staff	PC	
<b>SITE DESIGN</b>				
<p>1. <b>Gateway Commercial Area and Lakeview Village Only</b>, primary structures will be built within 40-FT of the front property line, unless the front setback allows for a parking area; if design includes front yard parking, the primary structure will be built within 80-FT of the front property line.</p> <p>2. <b>Business Park Area Only</b>, primary structures will be built within 80-FT of the front property line.</p> <p>3. There is at least one functional building entrance provided on the facade facing the (most prominent) street.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Street Relationship Standards</b></p> <p style="text-align: right;">NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/>
				<p><b>Exterior Lighting Standards</b></p> <p style="text-align: right;">NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/>
	<p>1. Exterior building and parking light fixtures are 90° downcast cutoff light (without drop lenses) -AND- not directed towards the sky.</p> <p>2. Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use.</p> <p>3. <b>For all areas except Lakeview Village</b>, parking/ security lighting poles are no taller than the principal building, or 35-FT, whichever is less. If abutting residential, the poles are no taller than 25-FT.</p> <p>4. <b>Lakeview Village Area only</b>, parking and security lighting poles no taller than 25-FT, or 20-FT if in or abutting a residential zoning district.</p> <p>5. Spec sheets for each light fixture are submitted.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Checklist

	Applicant	Staff	PC	
<b>Parking Areas Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Parking (5+ vehicles) are paved and include concrete curbs along all parking/drive areas (excluding gaps to allow stormwater flow to basins).
<div style="border: 1px solid black; padding: 2px; display: inline-block;">NA</div>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Parking stalls & drive aisles are separated from the public ROW & adjacent properties by a planted landscape buffer (at least 5-FT wide).
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Parking lot access driveways have a throat depth of 20-FT and are separated from parking stalls by a planted landscaping dividers with a concrete curb.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Parking rows of more than 20 linear spaces are interrupted by a landscape island/median (at least 10-FT wide).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Walkways are provided connecting the building entrances to the public sidewalk. If walkways cross parking areas or a drive aisle, they are clearly marked by striping or material change.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. <b>Gateway Commercial and Business Park Areas Only</b> , off-street parking in front of the building is limited to a double-loaded parking aisle.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. <b>Industrial Center Area Only</b> , front yard parking is limited to a 2 double-loaded parking aisles.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. <b>Lakeview Village Area Only</b> , there is no front yard parking on properties along Erling Avenue and Ivywood Trail -AND- no more than 1 single-loaded parking aisle on other streets.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9. <b>Lakeview Village Area Only</b> , parking does not cover more than 50% of primary street frontage along Erling Avenue and Ivywood Trail -AND- remaining frontage is used for buildings, patios/decks, landscaping, walkways, stormwater management, and/or signage.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10. <b>Lakeview Village Area Only</b> , parking lots adjacent to residential properties have a semi-opaque buffer (min. 4-FT in height).

Design Standards Checklist

# Checklist

## Design Standards Checklist

	Applicant	Staff	PC	
1. Trash containers, recycling containers, and mechanical equipment are not visible from any public streets (excluding electrical boxes).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Storage &amp; Service Area Standards</b> <div style="text-align: right; border: 1px solid black; padding: 2px;">NA</div> Comments ( <i>office use only</i> ): <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. Service boxes are located away from the pedestrian zone (e.g., side/rear yard).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Loading dock(s) do not face Terminal Drive, Triangle Street or Siggelkow Road. If facing a residential property, docks are screened with landscaping and/or wall > 6-FT in height and integrated with the overall site and building design.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. <b>All areas, except Industrial Center</b> , permitted outdoor storage, materials or equipment visible from a residential property is screened with landscaping and/or wall > 6-FT in height and integrated with the overall site and building design (excluding short-term display items or items available for purchase).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Dumpsters are fully screened, including dumpster gate, to not be visible from a public street -AND- the screening (6-FT to 8F-FT in height) consists of an appropriate material.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1. Signs conform to Village landscaping design requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Landscaping Standards</b> <div style="text-align: right; border: 1px solid black; padding: 2px;">NA</div> Comments ( <i>office use only</i> ): <hr/> <hr/> <hr/>
2. Plantings and low fences located between parking areas and the public sidewalk do not (and naturally will not) obscure vision 3-8-FT above the ground.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Parking lot islands will be planted and maintained with perennials, shrubs, and/or shade trees -AND- designed to allow for vehicle overhangs or wheel stops.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



# Checklist

## Design Standards Checklist

	Applicant	Staff	PC	
1. Awnings/Canopies are at least 3-FT in depth and 8-FT above the sidewalk.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Projections Standards</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/>
1. <b>All areas, excluding Lakeview Village</b> , facades within 80-FT of a public street are comprised of at least 25% glass (2-FT to 10-FT above street grade).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Windows &amp; Doors Standards</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/> <hr/>
2. <b>Lakeview Village Only</b> , commercial and mixed-use facades within 80-FT of a public street are comprised of at least 35% glass (2-FT to 10-FT above street grade).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. <b>Industrial Only</b> , office and commercial facades within 80-FT of a public street are comprised of at least 25% (2-FT to 10-FT above street grade).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Diagram(s) illustrating the percentage of transparent glass on each street-facing facade is submitted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Checklist

	Applicant	Staff	PC	
<b>Colors &amp; Materials Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. There are NO day-glo or fluorescent colors used on the building.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. There are NO bright colors used as the primary facade color.
Comments ( <i>office use only</i> ):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Gravel aggregate materials, rough sawn wood, manufactured stone veneer and polished stone are NOT used on any facade.
_____				4. <b>All areas, excluding Business Park and Industrial Center</b> , metal panel/siding systems and other panelized products do NOT cover more than: <ul style="list-style-type: none"> <li><input type="checkbox"/> 25% of public street-facing facades -AND-</li> <li><input type="checkbox"/> 40% of all other facades.</li> </ul>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____				5. <b>Business Park Only</b> , vinyl siding, metal panel/siding systems and other panelized products do NOT cover more than: <ul style="list-style-type: none"> <li><input type="checkbox"/> 50% of public street-facing facades -AND-</li> <li><input type="checkbox"/> 75% of all other facades.</li> </ul>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____				6. <b>Industrial Center Only</b> , vinyl siding, metal panel/siding systems, and other panelized products do NOT cover more than 75% of public street-facing facades.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____				7. Colors and materials used on the street-facing facade extend around the corner to an architectural feature or 20-FT, whichever is less.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____				8. EIFS, metal panel/siding systems and other panelized products are NOT used at the base of the building (from 3-FT above street grade).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____				9. A picture and a sample of each exterior material -AND- a facade illustration indicating colors/materials is submitted.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Design Standards Checklist

Village of McFarland

# REDEVELOPMENT PLAN UPDATE DISTRICT 2



Final Draft: December 2024



planning + design  
studio

# ACKNOWLEDGEMENTS

## VILLAGE BOARD

**Carolyn Clow**, *Village President*  
**Hilary Brandt**, *Trustee*  
**Stephanie Brassington**, *Trustee*  
**Luke Fessler**, *Trustee*  
**Alisa Leamy**, *Trustee*  
**Miguel Peña**, *Trustee*  
**Lowell Prill**, *Trustee*

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**Austen Conrad**, *Citizen Member*  
**Jill Halverson**, *Citizen Member*  
**Scott Peters**, *Citizen Member*  
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# BACKGROUND

## CHAPTER ONE

This chapter introduces the District 2 redevelopment planning area, summarizes the Village's previous planning efforts, and contextualizes the community's demographics and needs.

### ABOUT THE PLAN

This plan is an update to the 2010 Redevelopment Plan for District 2 with considerations for current opportunities, market conditions, and relevant approved plans. The plan proposes ideas for future development that are grounded in public engagement. Detailed conceptual design and policies are intended to facilitate community discussion and scrutiny as specific project proposals are introduced.

Redevelopment District 2 encompasses McFarland's historic Downtown with growth potential to the east as well as properties to the west along Farwell Street. This area has previously seen a decline in local businesses and increase in Village institutional uses, including the public library and municipal campus. The objectives and strategies provided in this plan will help to alleviate

blighted conditions and fortify the downtown area as a hub for community and activity.

### COMMUNITY GOALS

This plan supports the goals and policies outlined in the Village's 2017 Comprehensive Plan Update, and the 2023 Housing Needs Assessment and Economic Strategic Plan. Relevant goals from the Comprehensive Plan are highlighted in the box on page 5. Policies from the plan are carried forward and cited as appropriate throughout this redevelopment plan.

Goals for redevelopment in District 2 are derived from the 2010 Redevelopment Plan and the Downtown Strategic Market Assessment:

1. *Blight elimination via high density mixed-use projects.*
2. *Fill retail spaces downtown, recruiting appropriate businesses in niche markets such as retail, restaurants, and personal services.*
3. *Encourage residential development to support local businesses and the expansion of public parks and parking.*

A Redevelopment Plan is a subarea plan within a specific geographic area (adopted as a component of the Comprehensive Plan), in order to provide more detailed land use analysis, goals, redevelopment concepts, and design requirements.

## STATEMENT OF PURPOSE

The purpose of this redevelopment plan is to:

- provide recommendations regarding the development character of the District 2 area;
- identify specific opportunities for redevelopment, including potential land uses, densities and intensities of use;
- identify public infrastructure projects to budget for and implement;
- establish criteria with which the Village can evaluate future development proposals; and,
- provide the Village with a vehicle to allow the Community Development Authority to participate in redevelopment projects.

## OBJECTIVES

Plan objectives include, but are not limited to:

1. Assess existing conditions and concepts identified in the 2010 Redevelopment Plan; build on what was previously accomplished in the 2023 Housing Needs Assessment, 2023 Economic Strategic Plan, and other relevant plans.
2. Obtain input from a broad set of community stakeholders.
3. Identify desirable locations for redevelopment with recreation, residential, mixed-use, retail, office and commercial uses.
4. Create opportunities to diversify the Village's housing stock.
5. Identify future transportation infrastructure, including streetscape enhancements, future roadways, and zoning to support transit services.
6. Identify specific strategies for implementing the plan's vision and recommendations.

## STATUTORY AUTHORITY

This plan has been prepared and adopted under the provisions of §66.1001 and §66.1333, Wis. Stats.

## GOALS FROM THE COMPREHENSIVE PLAN UPDATE (2017)

### Culture & Community

Enhance an image of McFarland organized around its waterfront village setting, historic resources, community events, and involved citizenry.

### Land Use

Promote a sustainable, flexible land use pattern that maintains the desired village and residential character... and balances economic and neighborhood expansion with redevelopment, infill, and resource preservation.

### Economy

Increase and opportunities for businesses to start, locate, and grow; expand local jobs, shopping, and dining; and build connections to commercial areas.

### Housing

Promote quality, affordable housing within neighborhoods and mixed use settings that are organized around safety, conservation, recreation, and connections to community.

## CONSISTENCY WITH LOCAL PLANS

This redevelopment plan is consistent with the recommendations contained in the Village of McFarland Comprehensive Plan. It is also consistent with the Tax Increment Finance District #4 Project Plan and the 2023 Economic Strategic Plan. These plans may be amended from time to time. This Redevelopment Plan is intended to be consistent with any changes or modifications in the Village's plans as amended and adopted.

## 2023 ECONOMIC STRATEGIC PLAN - DOWNTOWN VISION

Considering the future of various commercial and retail spaces in McFarland, the Village's Economic Strategic Plan provides the following insight into Downtown:

*"...Retail and commercial businesses will be best located in existing commercial corridors, downtown, and newly planned mixed-use buildings..."*

*"...[There could be demand for] a travel agency to take up residence in a small downtown office building that provided services to help clients apply for and use credit card miles for airfare, lodging, and vehicle rental..."*

*"...As the heart of the community, the Downtown has more of a boutique/destination feel to it. There are several civic uses including the Village Municipal Center, Library, Historical Society, Post Office, and a Museum as well as a cafe, barber and salon, pizzeria, tavern, real estate offices, and a lumber yard.*

*The amount of commercial business located within the Downtown is modest for a community the size of McFarland and is partly a reflection of an under supply of commercial buildings. There are two commercial buildings that have been vacant for several years, 5902 and 5906 Main Street, that could be redevelopment opportunities, or simply need re-tenanting. The Village is currently completing a study of their Municipal Center to transition the portions of the building currently utilized for Fire, EMS, Police and Municipal Court services into a new multi-generational community center. Creation of the community center would further strengthen the Downtown as the civic hub of the Village and drive more residents and visitors to the Downtown daily, which in turn will create increased demand for new commercial and mixed-use developments. The lumber yard and several of the older residential lots present opportunities for redevelopment to higher density residential, mixed-use, and commercial development.*

*Destination retail and restaurants will do well and fill spaces within the downtown. For future business recruitment activities, the recommended strategy to encourage destination retail and restaurants is to secure space in the downtown area. This will further enhance the downtown's ability to cater to visitors as well as residents. Because the parking vibe and walkability is different in the downtown than in the convenience retail areas, it is desired to have multiple places residents and visitors can visit in one trip by walking from store to store for public parking lots..."*

*"...The properties at 5902 and 5906 Main Street should be evaluated for their potential redevelopment. Following a conversation with the property owner, they could be evaluated for their likely redevelopment by either rehabbing the existing structures or replacing them with new construction in a more comprehensive redevelopment. The fiscal impact to the TID would be significant, and new construction downtown would draw tenants who could afford the [premium] rent..."*

The Strategic Plan includes recommendations to use wayfinding signage to direct residents and visitors to downtown, leverage TIDs #4 and #5 for redevelopment, and address key sites (such as the Chase Lumber building) for redevelopment.

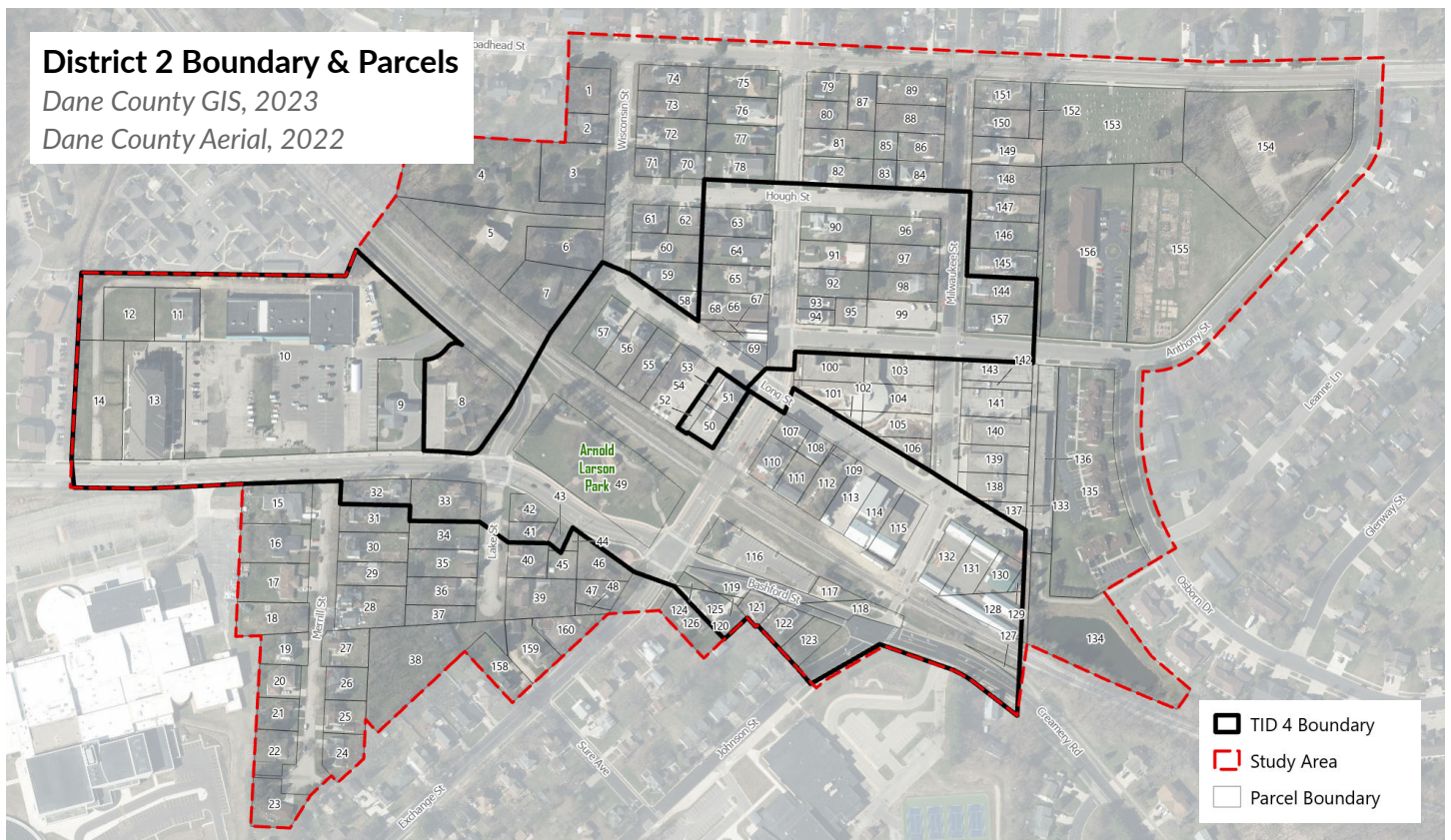
# REDEVELOPMENT AREA

## STATEMENT OF THE BOUNDARIES OF THE PROJECT AREA

The scope of the 2024 planning area extends beyond the boundary established in the 2010 Redevelopment Plan and TID #4 Project Plan. The TID #4 boundary is outlined in black on the map.

The study area expanded to capture both downtown core and transition zones not included in 2010.

The study area, indicated by the red dashed line in the map below, now includes properties south of Farwell Street between McFarland's high school and Exchange Street, residential areas north of Taylor Road and Hough Street extending to Broadhead Street, and the institutional/residential areas west of Anthony Street and Osborn Drive.



# RELEVANT PLANS & STUDIES

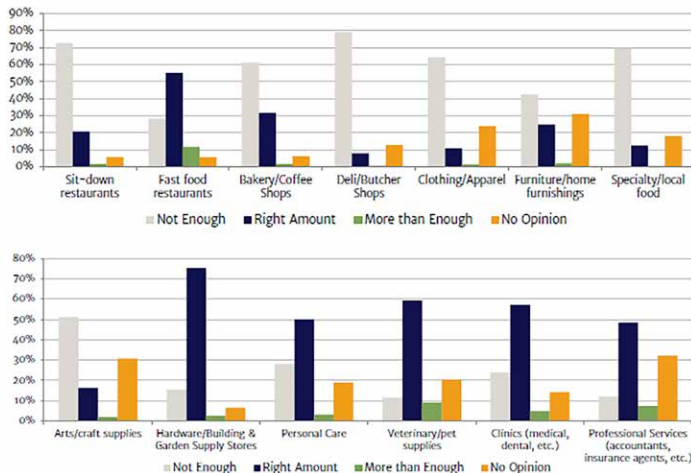
The Village of McFarland has been actively engaged in the process of guiding the growth of the Village in an orderly fashion through the use of tax increment financing, comprehensive and neighborhood master plans and careful implementation of sound planning and engineering. This section outlines the relevant concerns, opportunities, policies, and recommendations which were considered in this planning process.

## 2023 ECONOMIC STRATEGIC PLAN

This economic development strategy was developed to provide information and tools for guiding economic development and activity over the next five years and beyond. The plan emphasizes existing business retention and recommends housing development to increase demand for retail and commercial activity.

The graphic on the right depicts the public’s impressions of the variety of businesses across several industries in McFarland. Additional information from the Economic Strategic with specific relevance to Downtown is included in this plan on pages 6 and 12.

*Economic Strategic Plan Survey Results for “Are there enough options in in McFarland in these categories?” (MSA, 2023).*



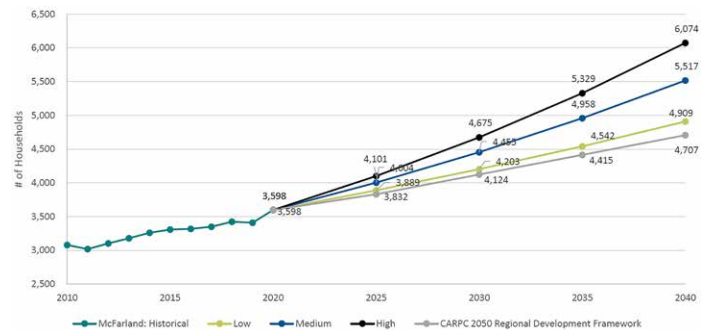
## 2023 HOUSING NEEDS ASSESSMENT STUDY

This assessment provides a better understanding of McFarland’s housing market— supply and demand, gaps in price and location, and resident experiences— as well as market conditions in peer communities. The study determines that McFarland will need 77-123 additional housing units per year to meet projected 2030 demand and recommends strategies in communication (an established housing committee to build relationships with developers and neighborhood associations), regulation (reduced development fees and parking requirements, zoning policy changes), and funding (TIF Districts, LIHTC, Dane County ADHF). Additional housing information is included in this plan on page 11.

The Village’s primary housing goal is to build healthy neighborhoods, which are characterized by:

- Varied housing types
- Safe, walkable urban design/sidewalks
- Convenient access to public transit
- Quality parks and open space
- Public gathering spaces within neighborhoods

*Housing Needs Assessment Study, “Household Projections Trends for McFarland” (MSA, 2023).*





Municipal Center Campus Master Plan (2023).

**2023 MUNICIPAL CAMPUS MASTER PLAN**

This plan was created to guide future public developments to McFarland’s Municipal Center, the E.D. Locke Public Library, and adjoining public open spaces. The image on the right illustrates the community’s approved design concept to adapt the existing municipal building into a two-story community center with an outdoor terrace and green roof. Programming in the center will support the McFarland Youth Center and Senior Outreach services. The plan also features a public plaza with gathering space to enhance the character and utilization of the downtown center. At the time of adoption of this plan, the Village Board chose to pause the architectural design for the new Community Center until sometime in 2025.

**2021 SUSTAINABILITY PLAN**

McFarland’s Sustainability Plan is a systems approach to making the Village efficient, sustainable, and resilient through incremental, long-term improvements and consistent performance review. Considering land uses and development, the plan envisions “diversity in the built and business environments, seeking mixed-use developments, neighborhoods with a mix of housing types and price points, and a variety of business types.” This Redevelopment Plan supports this vision by encouraging infill development and efficient use of infrastructure resources.



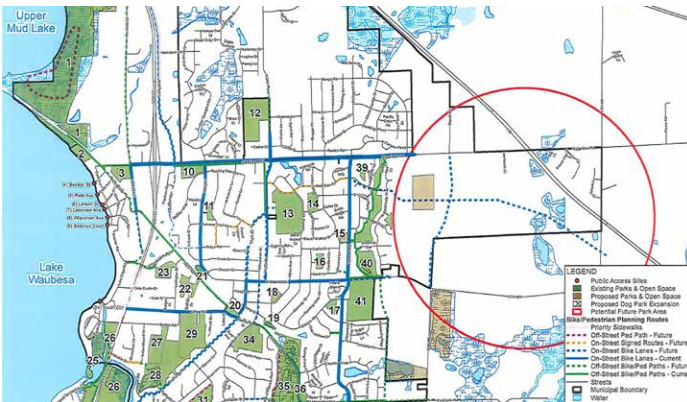
Larson Park Enhancement Plan (Vandewalle & Associates, 2020).

**2020 LARSON PARK ENHANCEMENT PLAN**

The Larson Park Enhancement Plan (shown above) proposes a number of facility improvements, highlighting extended walking paths, a bike kiosk, and the following amenities:

- Covered stage and restroom facilities
- Hardened turf area with food cart pads and benches
- Multi-purpose parking for visitors and food trucks
- Small food court plaza
- Multi-purpose pad for bonfire or other equipment
- Electronic information sign in the southwest corner
- Multi-purpose lawn with bermed seating

This plan includes some proposed modifications to the 2020 concept based on feedback from the Village’s Parks & Recreation Committee.



*Proposed Parks & Open Space (McFarland Outdoor Recreation & Open Space Plan, 2019). At the time of writing this redevelopment plan, the Village was updating the outdoor recreation plan.*

## 2019-2023 OUTDOOR RECREATION & OPEN SPACE PLAN

This recreation and open space plan establishes goals, objectives, and policies for recreation and conservation planning efforts in McFarland. The plan is updated every five years to maintain eligibility for federal, state, and county recreation/conservation programs. Recommendations include:

- Expansion of routes and child-safe access points to parks and playgrounds.
- Street improvement programs for better parking, sidewalks and bicycle trails, and crossing facilities.
- Accessible paths in parks and conservancy areas.
- Improvements to Arnold Larson Park (restrooms, trees and fencing barrier along the railroad tracks).

## 2010 DOWNTOWN STRATEGIC MARKET ANALYSIS & OPPORTUNITIES ASSESSMENT

This report provides an overview of current market conditions and trends to determine viable locations for short-term growth. Three opportunity areas are identified as key sites for redevelopment:

**Historic Downtown Core:** The core offers a unique mix of charm, historic character, and walkability; however, lack of traffic and visibility limits its attractiveness to

development. The greatest potential for downtown businesses resides in niche markets that provide services and amenities to residents of the immediate area, namely young families and seniors. (Specific business types are available in the appendix).

**McFarland Plaza Shopping Center:** A strip retail center located on Farwell Street, the Plaza is close to downtown and the local high school. This area has the potential to act as a “gateway” into downtown and support the core’s economic success through redevelopment to increase housing options.

**Farwell Street Community Gateway Corridor:** Farwell Street is a key commercial corridor the links downtown to U.S. Highway 51. This area should continue to function as a community retail corridor targeting goods and services to meet local needs. Short-term enhancements to market viability could include welcome banners, streetscape improvements, and redevelopment of vacant properties.

## 1999 VILLAGE CENTER MASTER PLAN

This plan provides a vision for ensuring the health and vitality of McFarland’s historic downtown, and recommends the following:

- The Village Center should be a high-quality public realm, including parks and connections to parks, with complete streets and important civic destinations like Village Hall and the library.
- The Village Center should be composed of mixed-use commercial storefronts and residential townhouses with new housing units suitable for empty-nesters and young professionals.
- The Village Center should be the physical and cultural heart of the community and maintain its historic character; urban design should derive from the historic development pattern as established in the 1800s.

# COMMUNITY PROFILE

The Village of McFarland is located in Dane County, in south-central Wisconsin. It is directly southeast of Madison, Wisconsin’s capital, and shares borders with the City of Madison, the Town of Blooming Grove to the north, and the Town of Dunn to the southwest. Spurred by a strong regional economy and educational opportunities, housing demand is strong across the entire region.

The Village is located along U.S. Highway 51 and Interstate 90, with connections to Madison, Janesville, and Chicago. Its proximity to Lake Waubesa, Upper and Lower Mud Lakes, and the Yahara River provides access to recreational and wildlife amenities, contributing to McFarland’s tagline, *Naturally Connected*.

## HOUSING NEEDS

### Dane County Regional Housing Study

The Regional Housing Strategic Action Plan identifies five housing priorities to guide future efforts:

1. Increase the number of housing units attainable to low-income and moderate-income households.
2. Increase the overall number of housing units.
3. Provide housing, resources and protections for the most vulnerable populations.
4. Rehabilitate and preserve affordability of existing housing.
5. Provide more pathways to homeownership.

The county’s housing report and 2024-2028 Strategic Action Plan provides some insight into McFarland’s housing needs:

- McFarland residents spend an average of 48% of their annual income on housing and transportation (this is above the 45% guideline recommended by the Center for Neighborhood Technology).
- Between 2010-2022, McFarland has built 97 legally-

### Key Facts, 2020 Census Data

**8,991**  
Total Population

**1,889.1**  
Population Density

**3,711**  
Housing Units

**2.49**  
Avg. Household Size

**24.1**  
Diversity Index

**40.5**  
Median Age

restricted affordable housing (LRAH) units.

- This report estimates that the Village will need 125 new housing units per year to meet 2040 demand.

### Housing Needs Assessment Study - Rental Market

- 30% of McFarland residents live in rental units; most renters are younger than 35 years old
- 29.5% of rental units are found in buildings with 3-4 units; 77% of rental units have 2-3 bedrooms
- McFarland’s rental vacancy rate of 0.0% is low (healthy rates range between 5-7%)
- Median rent in McFarland (\$1,185 in 2020) is higher than comparable communities and Dane County
- \$1,432 is considered an affordable rent
- There is an under-supply of 335 units at 80% AMI and an oversupply of 260 units for those between 51-80% AMI

**Housing Needs Assessment Study - Home Ownership**

- 70% of McFarland residents live in owner-occupied units; most homeowners are 45-64 years old
- 85% of owner households live in single-family, detached homes; 65% of units have 2-3 bedrooms
- McFarland's homeowner vacancy rate of 0.0% is low (healthy rate is 2%)
- \$375,000 is considered an affordable home for McFarland's median owner-occupied income
- Higher income homeowners are currently competing with lower-income households more affordable units

**Projections: Additional Units Needed by 2030**

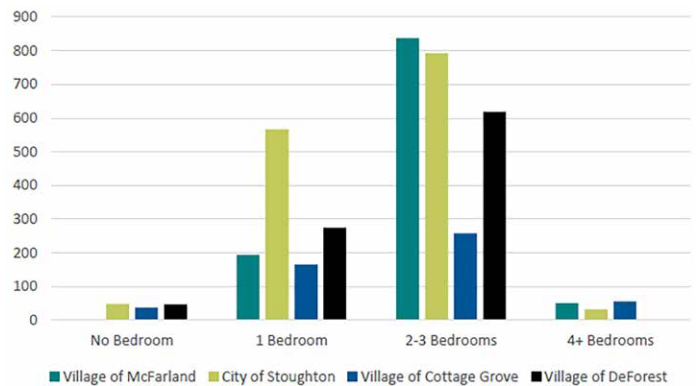
- Rentals: 117-293 units (15-37 per year)
- Ownership 497-691 units (62-86 per year)
- Senior Housing
  - » Assisted Living: 28 units
  - » Nursing Care: 46 beds

**RETAIL & SERVICE NEEDS**

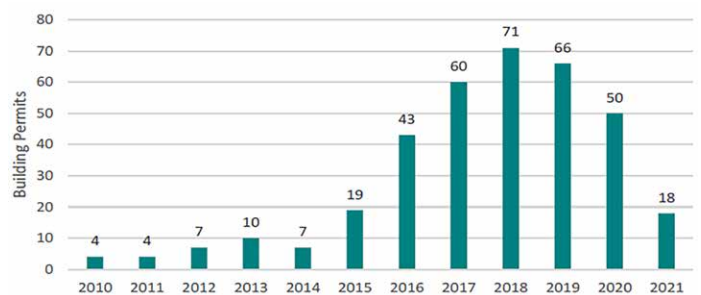
McFarland is a full-service Village in the midst of a larger metropolitan area. Many retail and service needs of residents can be met in the vicinity of the Village; 60% of survey respondents reported sourcing non-grocery purchases to Madison. It is more likely that the specific non-grocery items shoppers buy in Madison are not available in McFarland. While 57% of survey respondents work in Madison, workers would be more inclined to shop near their place of employment or in route to and from their homes in McFarland.

When asked if there are enough options in various industries, residents expressed a need for restaurants, bakeries/coffee shops, deli/butcher shops, clothing stores, specialty food stores, and art supply stores.

Rental Units by Bedroom in Peer Communities (Village of McFarland).



Building Permits for Owner-Occupied Units (Village of McFarland).



Retail Demand, Supply, and Gap Analysis (ESRI).



**TOP INDUSTRIES IN THE REGION**

1. Advanced Manufacturing
2. Agriculture, Food, and Beverage
3. Healthcare
4. Information Communications Technology
5. Bioscience

# PROCESS & PUBLIC INPUT

## CHAPTER TWO

This plan was discussed and developed through a series of steering committee meetings between October 2023 and October 2024 (see the Project Milestones on the right). There were several meetings held during this planning process for the express purpose of gathering public input. Additional input and feedback was provided through two surveys, key stakeholder interviews, and focus groups. Draft materials were presented to several committees and posted on the Village’s website during the planning process.

### PROJECT MILESTONES

Sep 2023	Visioning Survey
Oct 2023	Public Open House Steering Committee Meeting #1 Developer Focus Groups
Nov 2023	Chamber Focus Group
Jan 2024	Steering Committee Meeting #2
Feb 2024	Parks & Rec Committee Chamber of Commerce Developer Focus Group
Mar 2024	Steering Committee Meeting #3
Apr 2024	Parks & Rec Committee Design Preference Survey
Jun 2024	Steering Committee Meeting #4
Jul 2024	Public Open House #2
Oct 2024	Steering Committee Meeting #5
Jan 2025	Plan Commission Public Hearing
Feb 2025	CDA Recommendation Plan Commission Recommendation Village Board Plan Adoption

# PUBLIC INPUT

The planning process included a series of steering committee meetings, focus groups, public events, and surveys between Fall 2023 and Spring 2024.

## PUBLIC OPEN HOUSE NO. 1

Approximately 80 people attended the public open house on October 2nd, 2023. The public had the opportunity to provide essential feedback regarding types of development they would like to see in their community.

Key takeaways from this event included:

- Overall, residents expressed a strong desire for more commercial retail development and entertainment opportunities in the Village, with many comments mentioning a desire for more restaurants.
- Many attendees expressed desire for an entertainment district or more business/places for residents to gather in the evenings. In District 2, comments supported mixed-use development with ground floor retail and housing above.
- Many attendees would like to see the shopping center in the western portion of the district redeveloped with higher density, mixed-uses that are relevant to existing residents. Many also would like to see the unpaved access road into the Hardware Plaza paved or clarified to clear up confusion that is not a through road.
- A handful of specific buildings were suggested for redevelopment, and general comments about the district were also strongly in support of more mixed-use commercial development in the Village.

Open house attendees gathered around a map of District 2.



## STEERING COMMITTEE MEETINGS

The planning team met with the Steering Committee at every stage of the planning process to review and discuss draft materials. These meetings served as forums for collaborative decision-making, where committee members engaged in thoughtful discussions, shared insights, and provided valuable feedback. Active engagement with the steering committee ensured that community perspectives factored into the redevelopment process.

## FOCUS GROUPS

MSA met with focus groups including the McFarland Chamber of Commerce and local developers. The developers' group expressed interest in reinvestment around Taylor Road with an updated streetscape and variety of land uses; combined uses and strategic offsets for parking would allow for the necessary density to make building construction feasible. The developers also noted concerns regarding increased traffic around Farwell and Milwaukee Streets. Focus groups emphasized the need for more mixed-use buildings throughout the downtown area.

## PARKS & RECREATION COMMITTEE

MSA attended the Village's Parks and Recreation Committee meeting on February 2nd, 2024 to present initial development concepts around Arnold Larson Park in District 2. MSA presented updates based on the committee's feedback at the April 3rd meeting.

## LANDMARKS COMMISSION MEETING

Nationally recognized historic landmarks are located within the Downtown Redevelopment Plan Area. The MSA Planning Team met with McFarland's Landmarks Commission to garner additional insights into the district's historic context. Those in attendance responded to initial public survey results and provided recommendations for design standards and guidelines (site design, building forms, lighting, parking, signage, etc.) to maintain a cohesive downtown environment.

Significant themes from the discussion included:

- Future development should be “context sensitive,” with form, scale, and design that complement a site's adjacent historic properties. Proposed locations for growth could infill empty sites or extend existing structures to preserve the historic character.
- The Commission affirms the survey's indication that specialty storefronts, restaurants, and gathering spaces are highly desirable for downtown.
- Proposed building heights should not overpower historic structures; upper floor setbacks and height restrictions can mitigate this concern.
- Streetscaping can unify the eclectic blend of historic buildings and future development; streetlights, signage, furniture, and flowerbeds should incorporate an historic aesthetic.
- Architectural details—especially facades with distinct separation of uses, traditional storefronts, arched windows, and building materials—should reflect the character of the surrounding context.

## SURVEYS

Two surveys were distributed to the public as part of the engagement process— in September 2023, a visioning survey allowed the public to express their thoughts and desires for future development in the district, and in April 2024, a design preference survey provided an opportunity for respondents to give their feedback on initial design concepts. The visioning survey collected feedback from 211 individuals, 89% of whom were current McFarland residents. The majority of participants were between the ages of 30-39 (31%) and 40-49 (32%), and women contributed 65% of responses. 95% of those surveyed identified as White, Non-Hispanic, and 94% are homeowners. Most respondents (72%) are employed; 21% are retired, and 7% are not in the workforce.

When considering future growth in McFarland, 94% of survey respondents would encourage retail and commercial services to locate within the Village. 92% support further revitalization of the downtown area, and 85% support revitalization in the Triangle & Terminal District. Respondents showed less interest in bringing industrial businesses (38%) or office research facilities (67%) to the redevelopment areas. Many of those surveyed indicated support for improved walkability within both districts and on major roadways connecting them. 50% of respondents expressed need for affordable home ownership opportunities in McFarland; other unmet housing needs included mixed-use developments (36%), senior housing facilities (28%), and affordable rental opportunities (24%).

The following section provides key results from both surveys which influenced the proposed land use concepts and design standards. The images on the following page illustrate the public's opinions regarding the appropriateness of various design aesthetics within the context of the study area.

**KEY SURVEY FINDINGS**

**Current Downtown Conditions**

- Negative Comments (63%)
  - » Lack of Cohesion
  - » Rundown, Old
  - » Small, Underwhelming, Lacking
  - » Traffic/Parking Issues
- Positive Comments (25%)
  - » Cute, quaint, small-town
  - » Has Potential
  - » Walkable, Bikeable
- Neutral Comments (12%)
  - » Location/Place
  - » Ok, good enough

**Desirable Features in Downtown  
“10 Years from Now”**

- More Storefronts (88%)
- Attractive Streetscape (75%)
  - » Lighting
  - » Benches
- Wide Sidewalks (71%)
- Outdoor Event/Park Space (68%)
- Mixed use buildings (40%)

**Changes Residents Want to See**

- Greater Variety (83%)
- More Places to Eat (80%)
- Better Atmosphere/Aesthetics (44%)

**Community Values**

- Local Businesses (22%)
- Historic Buildings (22%)
- Low Density, Small Town Feel (16%)
- Parks/Green Space (15%)
- Library (15%)

**“What would you like to see more of in Downtown?”**



*“I would like to see the downtown area become more the heart of town.”*  
-Survey Respondent



## PUBLIC OPEN HOUSE NO. 2

The project team hosted a second open house on July 11th, 2024 to share formalized design concepts and initial design standards with the public. Forty-one (41) members of the community, the Village’s steering committee, and project staff attended the presentation and open house. Attendees were encouraged to respond to the proposed development patterns through comment forms.

Key takeaways from the Open House include:

- Concerns about existing and future traffic patterns, especially around the Farwell Corridor.
- Desire to maintain the small-town feel and historic character of McFarland, rather than implementing new development that looks like anywhere else. Preference for lower building heights.
- Concerns regarding existing infrastructure’s ability to support a high level of development and increased density, especially downtown, while geographic constraints may limit expansion.
- Desire to increase pedestrian and cyclist infrastructure, with protected bike lanes and connections between parks, downtown, and other amenities.

Photos from second public open house. Top: Open house attendees gathered for the presentation and Q&A with the planning team. Bottom: Attendees gathered to review the proposed design concepts and provide feedback.



# EXISTING CONDITIONS

## CHAPTER THREE

This chapter reviews the existing land uses and assesses the physical environment to identify opportunities for reinvestment and redevelopment.

Below is a list of questions which guided the assessment process.

1. Building Conditions: Is the exterior of the building in poor repair as viewed from the street?
2. Historic Quality: Is the building historically significant?
3. Design and Scale: Is the building appropriate for its setting?
4. Current Use Viability: Are the current uses appropriate to the corridor? Is the property currently for sale or vacant? Is the property contributing positively to the Village's tax base? Are the existing lot and/or building suited to the uses identified in the market assessment?
5. Current Zoning: Is the parcel current zoning district a hindrance to redevelopment?

The data compiled to answer these questions can be found in this chapter. This information provides a clear and detailed picture of the district's current state and establishes a baseline from which the proposed redevelopment areas will improve.

# BLIGHT DETERMINATION

To evaluate the condition of each parcel in the Redevelopment District, we viewed and photographed each parcel from the public right-of-way, and we scored each one using a parcel evaluation tool. This evaluation sheet (shown on the next page) was developed to standardize the evaluation process and to ensure that the evaluation focuses on conditions consistent with the statutory definition of blight. State Statute indicates that the presence of any of a variety of conditions that impair the growth of the city, or are an economic or social liability, allows for the “blighted” designation.

## METHODOLOGY

MSA took pictures of all the properties from the public right-of-way, and identified those that were clearly in good condition without completing an evaluation form. These properties are noted as “Not Blighted (Windshield Survey)”. All remaining properties were evaluated as explained below.

There are four areas evaluated per parcel, including Utilization, Primary Structure Exterior Conditions, Accessory Structure and Site Improvement Conditions, and Other Blighting Influences.

**1. Utilization.** In this category we consider the extent to which the parcel is utilized in a manner consistent with the comprehensive plan (0-100%), including type of use, intensity of use (building size) and building design. For parcels with structures we consider the occupancy of those structures (0-100%), not including accessory structures. Most parcels receive full credit for occupancy unless there is clear indication of vacancy such as visible empty spaces and/or “For Lease” signs in the yard. For parcels without structures we consider the size and configuration of the lot and rate its suitability for the preferred land use as indicated in the comprehensive plan (0-100%).

Statute 66.1105(2)(ae)1. defines a blighted area as such:

“Blighted area” means any of the following:

a. An area, including a slum area, in which the structures, buildings or improvements, which by reason of dilapidation, deterioration, age or obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, or the existence of conditions which endanger life or property by fire and other causes, or any combination of these factors is conducive to ill health, transmission of disease, infant mortality, juvenile delinquency, or crime, and is detrimental to the public health, safety, morals or welfare.

**2. Primary Structure Exterior Conditions.** In this category we consider the basic building components: foundation, walls and cladding, roof, windows, canopy/porch, chimneys and vents, exterior stairs, and exterior doors.

We look at each of these components and ask the following questions:

- Is this component part of the building design, but missing, either partially or entirely?
- Are there visible structural deficiencies indicated by crumbling, leaning, bulging, or sagging?
- Are there non-structural components missing such as window panes, flashing, etc.?
- Are there cosmetic deficiencies such as discoloring, dents or peeling paint?

If the answer to any of these questions is “yes”, the evaluator decides if the deficiency is major or minor, and checks the appropriate box. The form deducts

Redevelopment District:		Evaluator:	
Blight Study #:		Date:	
Parcel #:		Preferred Land Use:	
Address:		Zoning:	
Property Owner:		Improvement Value:	
Total Assessed Value		Land Value:	

A. UTILIZATION	Factor	Value	Minor 50%	Major 0%	Condition	Points	Comments
Lot Utilization (compared to Land Use Plan)	25	100%			100%	25	
Occupancy (percent of building used)	25	100%			100%	25	
Lot Size/Layout (suitability for preferred land use)	25	100%			100%	25	
Zoning/Platting Issue	25				100%	25	
<b>Total</b>	<b>100</b>					<b>100</b>	

B. PRIMARY STRUCTURE EXTERIOR CONDITION	Factor	Value	Minor >U%	Major U%	Condition	Points	Comments
Foundation, Walls & Cladding	40				100%	40	
Roof, Gutters & Downspouts	25				100%	25	
Windows & Awnings	15				100%	15	
Porches & Overhangs	5				100%	5	
Chimneys & Vents	5				100%	5	
Exterior Stairs/Stoops/Ramps	5				100%	5	
Exterior Doors & Entranceways	5				100%	5	
<b>Total</b>	<b>100</b>					<b>100</b>	

C. ACCESSORY STRUCTURE & SITE IMPROVEMENTS CONDITION	Factor	Value	Minor >U%	Major U%	Condition	Points	Comments
Accessory Structures	40				100%	40	
Storage & Screening	20				100%	20	
Signage & Lighting	20				100%	20	
Drives/Parking/Walks	20				100%	20	
<b>Total</b>	<b>100</b>					<b>100</b>	

D. OTHER BLIGHTING INFLUENCES	Factor	Value	Minor >U%	Major U%	Condition	Points	Comments
Minor Maintenance Issues (weeds, overgrown landscape, etc.)	20				100%	20	
Major Maintenance Issues (piles of trash, dead landscaping, graffiti, etc.)	40				100%	40	
Use Incompatible with Adjacent Use	20				100%	20	
Building Bulk Incompatible with Neighborhood	10				100%	10	
Safety Hazards, Erosion Issues	10				100%	10	
<b>Total</b>	<b>100</b>					<b>100</b>	

Example form for McFarland blight evaluations by individual parcel.

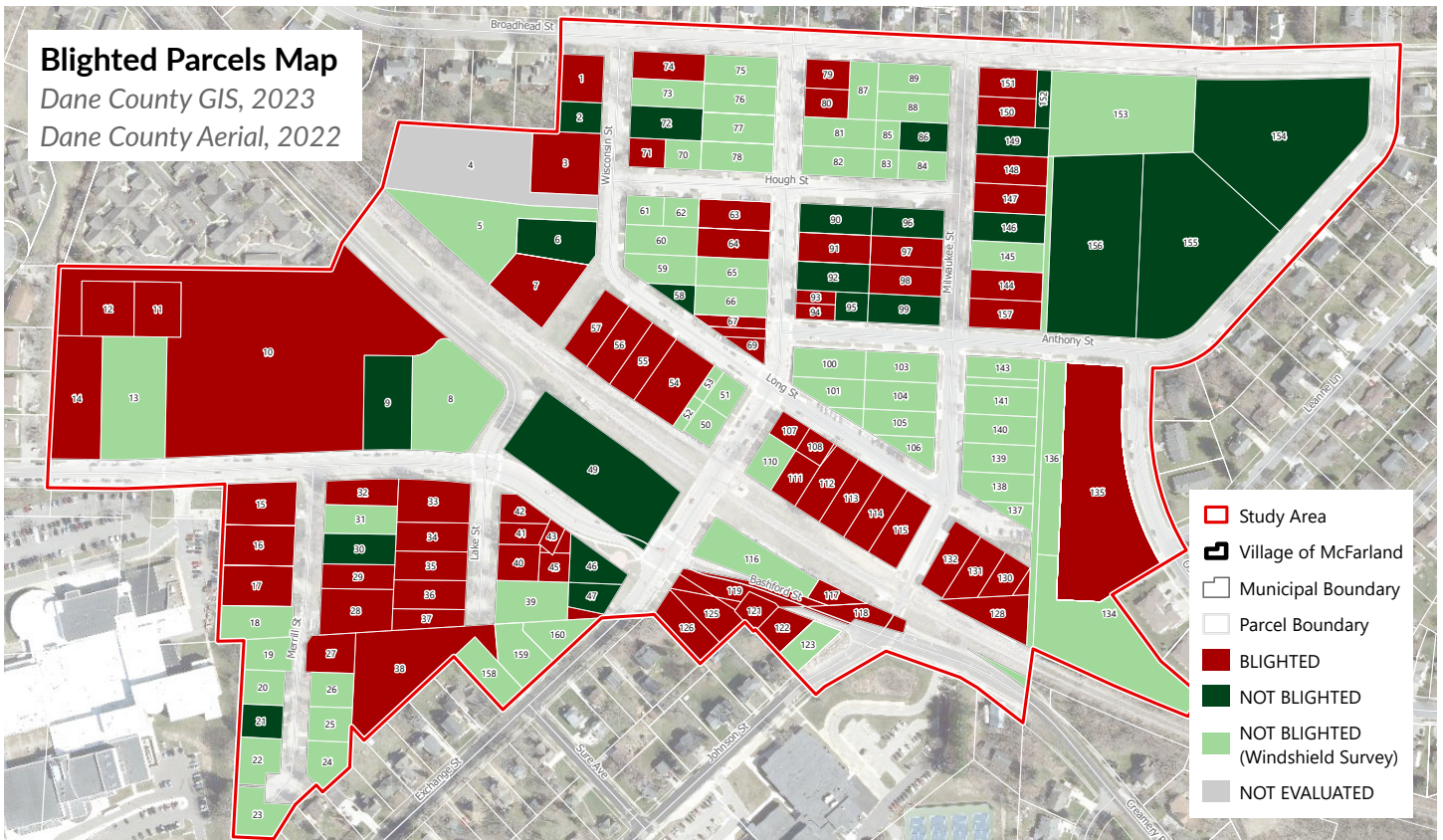
a portion of the points allotted to that component corresponding to the severity of the deficiency. A brief comment is inserted to explain the deficiency observed. If a building was designed without an element (e.g. no exterior stairs), or if the evaluator cannot see an element to evaluate is (e.g. a flat roof), that element is removed from consideration and its points removed from the calculation.

**3. Site Improvement Conditions.** In this category we consider the condition of accessory structures such as sheds or garages, storage and screening, signage, drives, parking, and walkways. Each is evaluated using the same question and scoring method as for the primary use structure.

**4. Other Blighting Influences.** In this category we consider an assortment of conditions that are unsafe or unsightly and may impede the sound growth of the community, including minor maintenance issues (e.g. overgrown landscaping), major maintenance issues (e.g. piles of trash), compatibility of use or building bulk as compared to other parcels, safety hazards, and erosion and stormwater management issues. If the evaluator notes the presence of one of these conditions or issues, he or she decides the severity and marks the appropriate box, thereby eliminating some or all of the points associated with that issue.

**SCORING**

Our approach with all parcels is to begin with an assumption of satisfactory conditions and a full



100-point rating, and then to deduct points as blighting conditions are observed. The rating scale for section of the evaluation form is divided into four levels:

- 80-100 – SATISFACTORY
- 60-79.9 – DETERIORATING
- 30-59.9 – POOR
- 0-29.9 – VERY POOR

Parcels scored as **POOR** or **VERY POOR** in any of the four areas described above are considered blighted in accordance with the statutory definition.

**BLIGHT DETERMINATION**

The map (shown above) and table on the right depict the results for the District 2 Blight Evaluation. Of the 160 parcels included within District 2’s boundary, 74 parcels which occupy 43% of the district’s total

	Parcels		Acreage	
	#	%	#	%
<b>Blighted Parcels</b>				
Blighted	74	46%	23.3	43%
Not Blighted	22	14%	11.9	22%
Not Evaluated	64	40%	18.9	35%
<b>Total</b>	<b>160</b>		<b>54.0</b>	

area (23.3 out of 54 acres) scored low enough in their evaluation to be designated as “blighted.” 22 parcels (22% of the district by area) scored high enough in their evaluation to be designated as “not blighted.” 64 parcels in District 2 (35% by area) were not evaluated during the blight study process, as they passed the windshield survey.

# PHYSICAL ASSESSMENT

## ZONING

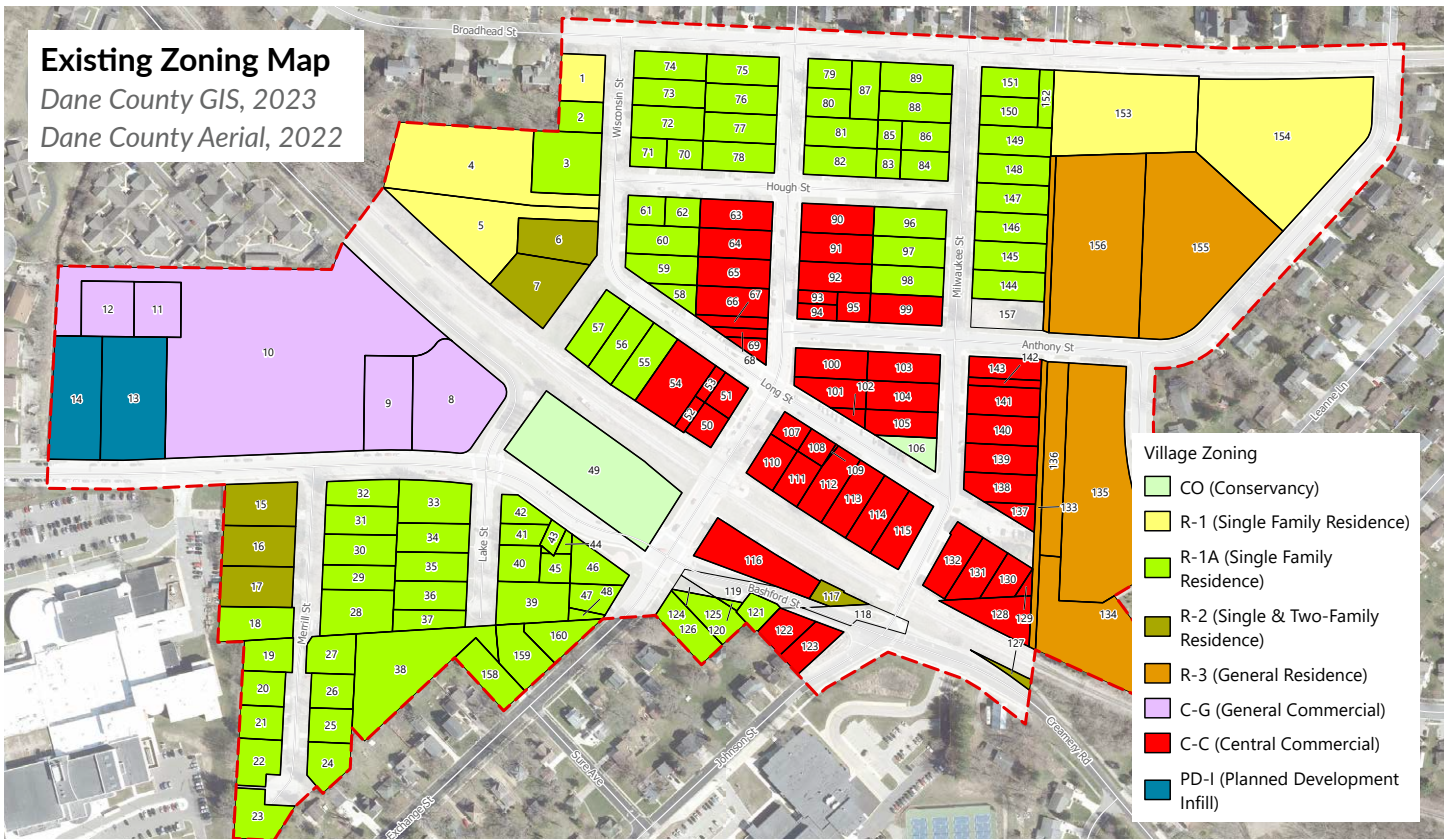
The study area includes a variety of residential and commercial zoning districts. The downtown core is zoned as Central Commercial (C-C); neighborhoods surrounding the core are zoned for Single Family Residence (R-1A) and General Residence (R-3); and, the west portion of the district includes larger parcels zoned as General Commercial (C-G).

**Central Commercial (C-C)** allows retail, service and office uses which complement McFarland’s downtown character. There are no set restrictions for lot areas or building heights, setbacks, or off-street parking requirements.

**Single Family Residence (R-1A)** limits development to preserve the character of existing low density residential areas and promote a suitable environment for families with children. Development is restricted to a 35-foot building height and 25-foot setback.

**General Residence (R-3)** establishes medium density residential areas and multiple-family dwellings suitable for families with children. Development is restricted to a 35-foot building height and 25-foot setback.

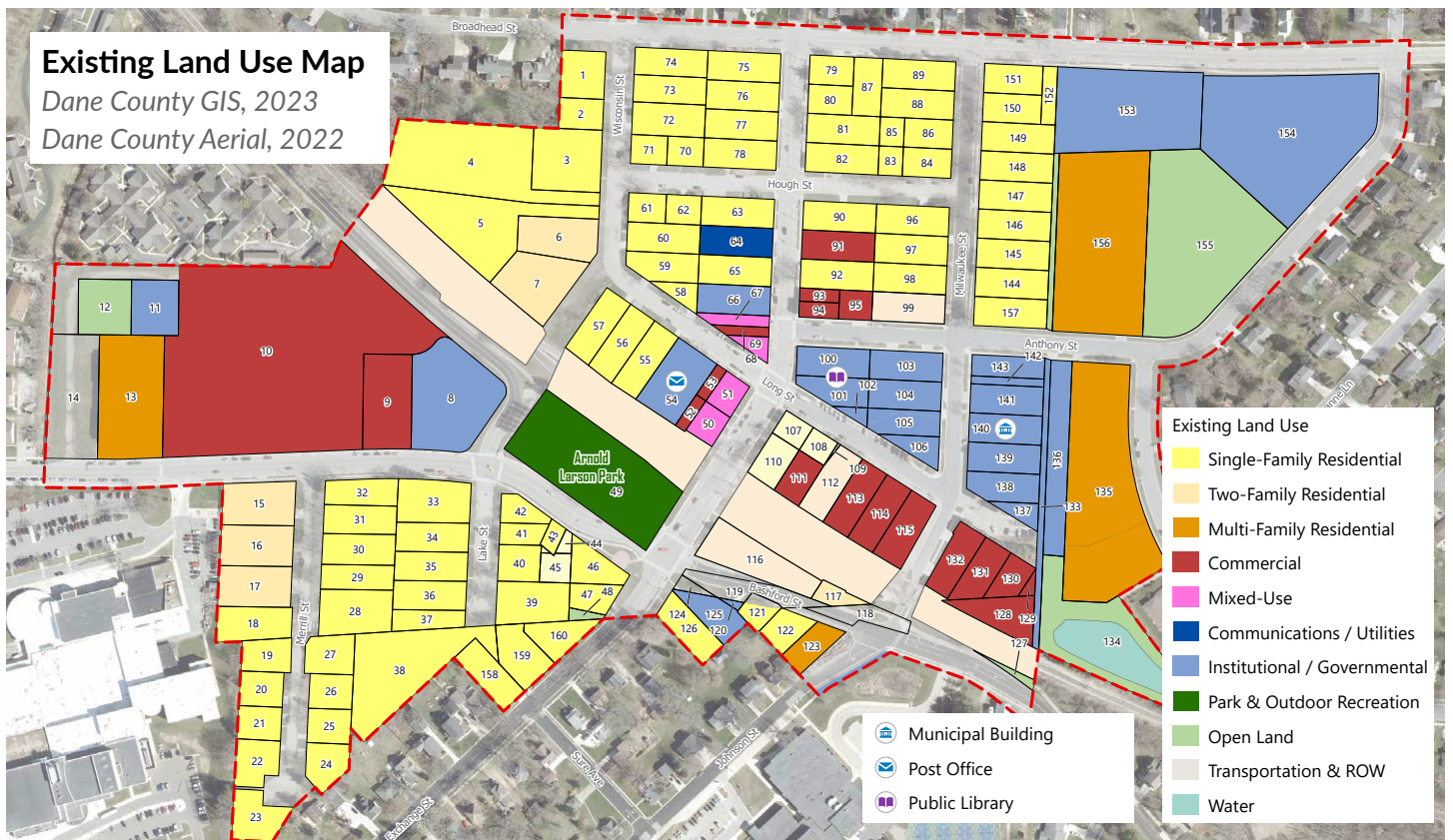
**General Commercial (C-G)** intends to create a “compact and conveniently located business district” that meets local commercial needs. Building heights are restricted to 40 feet with a 25-foot front setback.



**EXISTING LAND USE**

McFarland’s downtown area includes predominantly residential, institutional, and commercial land uses. Residential uses occupy 49% of the district’s total area; neighborhoods to the north and southwest are comprised of single-family dwellings and duplexes, and multi-family buildings are located east of McFarland’s municipal building. Twenty-four parcels (17% by area) in the district have institutional/governmental uses. Notable institutional buildings—the public library, municipal building, and post office—in the center of downtown create a hub of activity and opportunities for growth on neighboring streets. Commercial uses occupy 17% of the study area divided between smaller retail spaces on Long Street and large-scale development on Farwell Street. Arnold Larson Park is located along Farwell Street just outside of the downtown core.

Existing Land Use	Parcels		Acreage	
	#	%	#	%
Single Family	84	53%	20.8	39%
Institutional/Governmental	24	15%	9.3	17%
Commercial	18	11%	8.3	15%
Two Family	6	4%	2.0	4%
Open Land	5	3%	3.8	7%
Residential	5	3%	0.5	1%
Right of Way	5	3%	1.2	2%
Mixed-Use	4	3%	0.4	1%
Multi-Family	4	3%	5.0	9%
Railroad	3	2%	1.0	2%
Communications/Utilities	1	1%	0.2	0%
Parks/Outdoor Recreation	1	1%	1.5	3%
Industrial	0	0%	0.0	0%
Vacant	0	0%	0.0	0%
Water	0	0%	0.0	0%
<b>Total</b>	<b>160</b>		<b>54.0</b>	

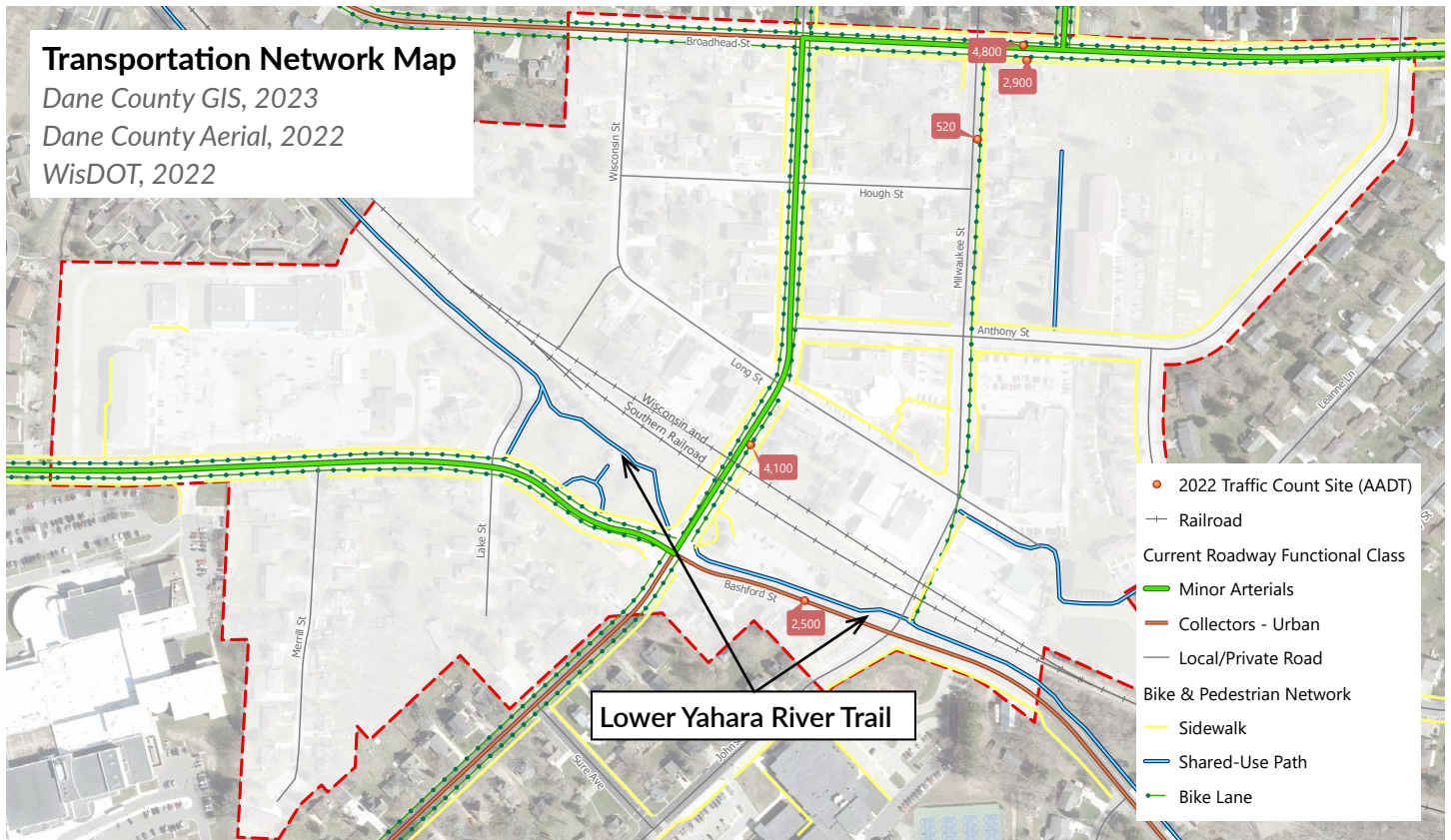


### TRANSPORTATION NETWORK

Broadhead Street runs east-west through the northern edge of District 2; west of Main Street, Broadhead is a minor arterial road with the highest average traffic counts in the study area at 4,800 vehicles per day (recorded by WisDOT in 2022). Main Street, which runs north-south through the district, sees similarly high counts of 4,100 vehicles per day. Traffic around the downtown core the downtown core decreases significantly on urban collector roads (2,500 vehicles per day recorded on Bashford Street) and even less on local roads (520 vehicles per day on recorded on Milwaukee Street). The Wisconsin and Southern Railroad runs northwest-southeast through the district, parallel to Taylor Road.

railroad (connecting to the District 1 redevelopment plan area to the northwest) until diverging at Main Street to run parallel with Bashford Street and Creamery Road. This trail is part of the Dane County Lower Yahara River Trail which connects to the City of Madison. A portion of the trail transitions to sidewalk adjacent at 5412 Bashford Street; this sidewalk should be widened to match the rest of the trail. Bike lanes follow arterial roads-- Farwell, Main, Broadhead Streets—and smaller collector and local roads including Exchange Street and Milwaukee Street.

Much of the district has sidewalks and bike lanes. The shared use path for cyclists and pedestrians follows the



**NATURAL RESOURCES**

Redevelopment in District 2 will be impacted by the location of important natural resources and other environmental limitations which are indicated in the map below. The district boundary does not contain any area including in the Capital Area Regional Planning Commission (CARPC) Environmental Corridor.

Arnold Larson Park occupies the largest area of open space in the district. The park is zoned as part of the Village’s Conservancy District (CO). The property was formerly home to the Badger Petroleum Company and is a reclaimed brownfield. The clean up of the property was completed and final closure by the Wisconsin DNR occurred in 2007. There is an existing clay cover barrier surface over the eastern 2/3rds of the property to prevent human contact with residual soil contaminants that might otherwise pose a threat to human health.

There is also a small tot lot (Discovery Park) adjacent to the Public Library. This park is well utilized by children. Acquisition, management, and improvements to park areas must have oversight from the Village’s Parks and Recreation Committee.

Steep slopes, which may create natural boundaries for design concepts, exist in the district’s northwest corner following the north side of Taylor Road, and around a stormwater retention area in the southeast corner adjacent to Creamery Road.



### BUILDING CONDITIONS

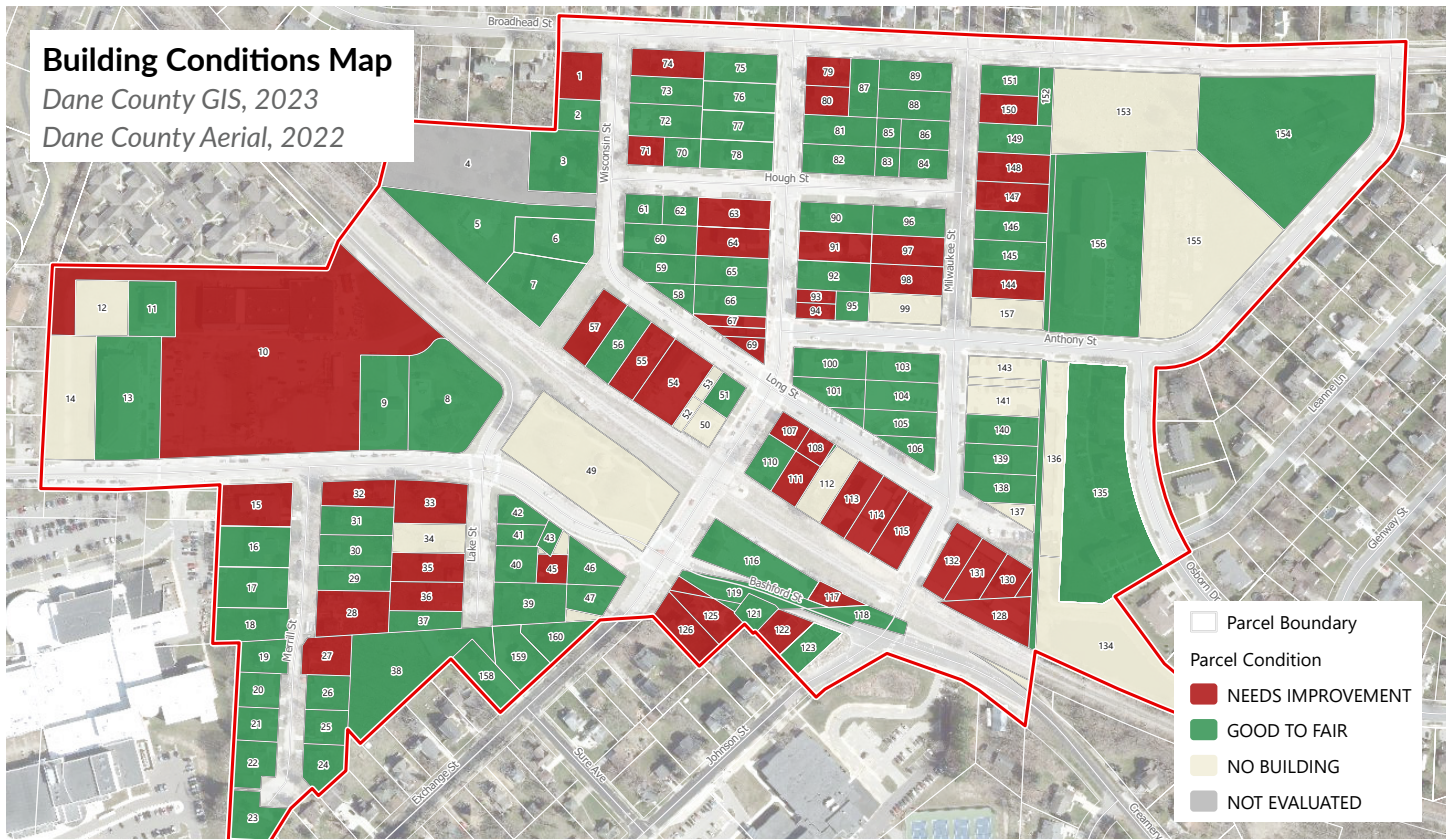
The map below illustrates building conditions within the study area. The assessment is subjectively based on a building’s exterior appearance as viewed from the street and does not formally evaluate structural integrity or architectural qualities. Buildings in poor condition can negatively impact the value of surrounding properties and potentially lead to blight. Parcels in need of improvement are opportunities for redevelopment in the district.

The classification scheme utilized is as follows:

- **Needs Improvement**, indicated in red, highlights the 47 properties in District 2 (27% by area) which require major or minor improvements. Degrees of improvement scale from general maintenance issues to major structural repairs and replacements.

- **Good to Fair**, indicated in green, denotes the 91 District 2 properties (53% by area) which have not been identified as in need of any improvements.
- **No Building or Not Evaluated**, indicated in beige and gray, includes the 22 parcels in the district that are without on-site structures or those that have not yet been assessed.

Building Condition	Parcels		Acreage	
	#	%	#	%
Good/Fair	91	57%	28.4	53%
Needs Improvement	47	29%	14.6	27%
No Building/No Rating	22	14%	11.0	20%
<b>Total</b>	<b>160</b>		<b>54.0</b>	



### PROPERTY VALUE

Land and improvement (building) values are assessed annually for tax purposes. The map below illustrates the calculated ratio of each parcel's improvement value to its land value. This Land-Improvement (I/L) Ratio is an openly available, objective source to identify strong candidates for redevelopment. Parcels valued at greater than 4.0 contribute significantly to the local tax base. Optimal conditions for redevelopment are indicated by an I/L Ratio valued under 2.0.

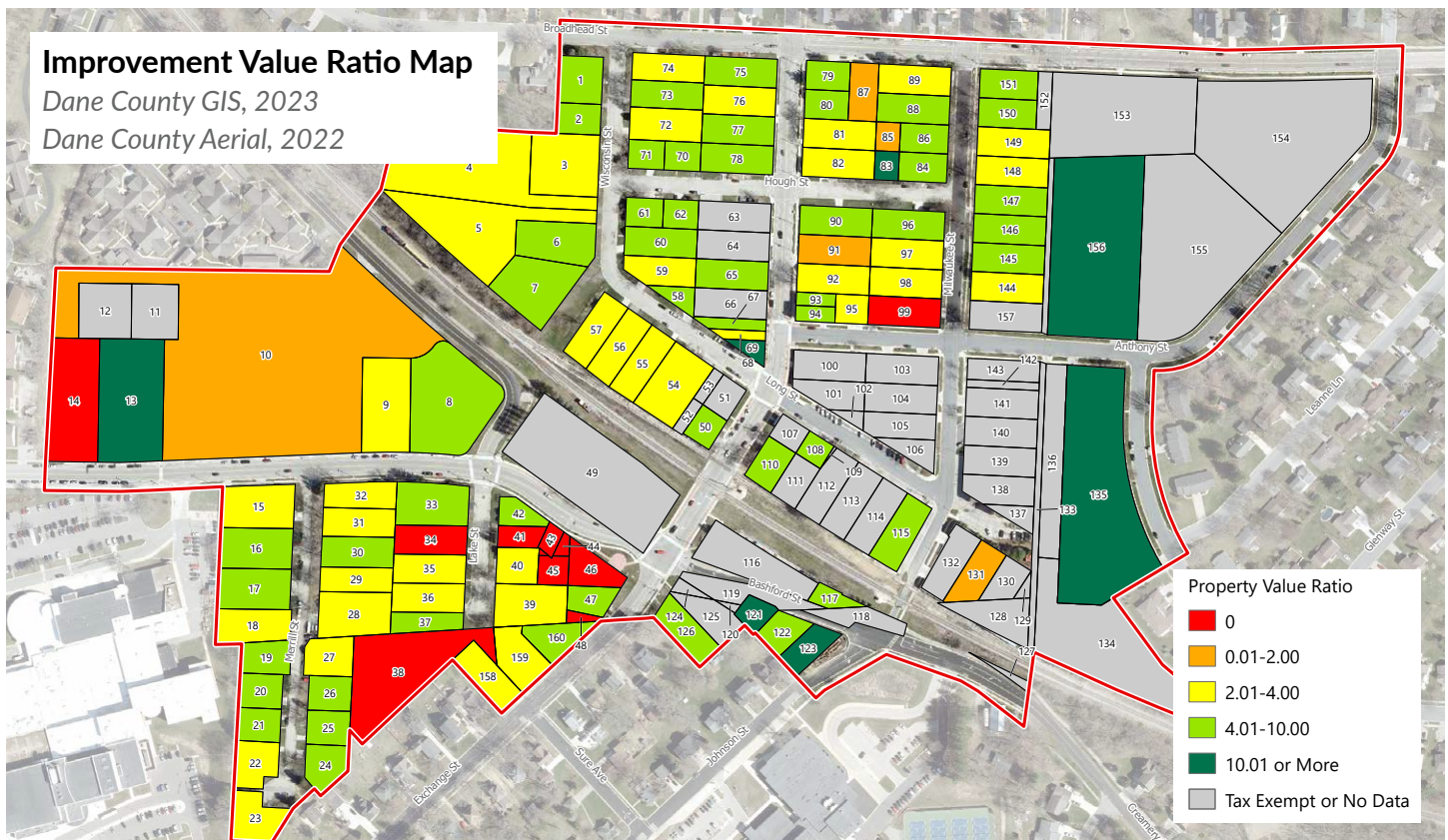
The classification scheme utilized is as follows:

- **Strong Contribution:** 59 parcels (31% by area) have an I/L Ratio above 4.0, indicating that one-third of properties within the study area contribute significantly to the local tax base.
- **Non-Taxable Development:** 48 parcels (31% by area) did not receive improvement values or are considered tax-exempt (such as municipal buildings).

- **Potential Reinvestment:** 15 parcels (16% by area) with a ratio less than 2.0 do not effectively contribute to the tax base and would be ideal for redevelopment.

The total present equalized value of all District 2 parcels is approximately \$83,342,896; redevelopment in this district will increase equalized values and contributions to the local tax base.

Improvement Value Ratio	Parcels		Acreage	
	#	%	#	%
Greater than 10	7	4%	5.3	10%
Between 4 and 10	52	33%	11.3	21%
Between 2 and 4	38	24%	11.8	22%
Less than 2	15	9%	8.8	16%
No Data	48	30%	16.9	31%
<b>Total</b>	<b>160</b>		<b>54.0</b>	



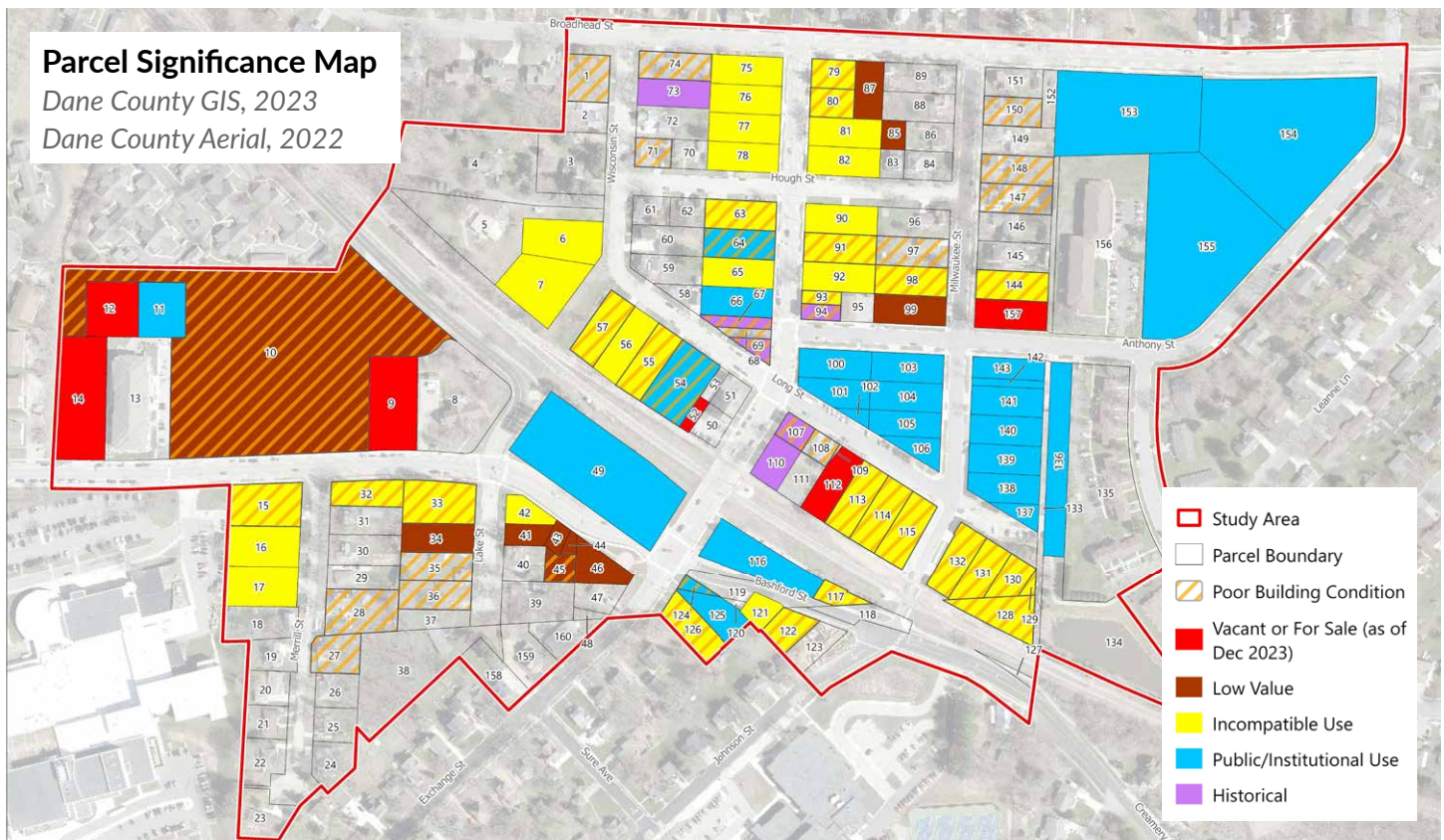
**SITE SIGNIFICANCE**

The map below illustrates strengths and weaknesses of key sites in District 2, classified as follows:

- **Historical:** Six parcels in downtown which are recognized for their historic value on local, state, and national registers.
- **Incompatible Uses:** Sites where current land uses do not reflect the area’s overall character or align with future land uses as described in the 2017 Comprehensive Plan. While these 39 parcels are not immediate priorities for reinvestment, they should be considered for redevelopment if future compatibility is possible.
- **Low Value:** Parcels which received a low improvement to land ratio; structures on these 10 parcels do not reflect the value of the land itself and should also be considered for redevelopment.

- **Public/Institutional Use:** Sites (26 parcels) which are currently utilized for public or institutional uses, including parks and municipal buildings.
- **Vacant or for Sale:** Properties which are either temporarily vacant (listed for sale) or have experienced prolonged vacancy. Several of these six parcels are ideal locations for redevelopment.

Site Significance	Parcels		Acreage	
	#	%	#	%
Historical	6	4%	0.7	1%
Incompatible Use	39	24%	9.3	17%
Low Value	10	6%	6.5	12%
Public/Institutional Use	26	16%	12.3	23%
Vacant/Open	6	4%	2.2	4%
Not Notably Significant	73	46%	23.0	43%
<b>Total</b>	<b>160</b>		<b>54.0</b>	



# LAND USE & REDEVELOPMENT

## CHAPTER FOUR

This section provides a vision for the revitalization of District 2. This vision looks to enhance existing assets and identify opportunities for redevelopment sites that currently detract from the district's character; it presents the framework to guide future efforts to grow Downtown as a place to work, live, shop, eat, and play.

### REDEVELOPMENT AREAS

Proposed redevelopment areas are interspersed with already improved parcels containing businesses that align with the Village's goals for this region. Vacant land coexists with partially improved lots.

It is important to note that some marked parcels contain businesses that are not anticipated to be redeveloped. Situations where a portion of the property is vacant (and consequently, underutilized) form the basis for indicating an entire parcel for redevelopment. It should be understood that the Village is identifying potential sites and anticipates working with existing property owners to best serve the business, the property owner, and the redevelopment area.

Private sector activities will include, but not be limited to, assemblage of property, site preparation and construction of new development. In some cases the Village may need to assist in these efforts either

directly through property acquisition and assemblage, or through development incentives.

The map on page 30 highlights parcels that are designated as ideal locations for redevelopment. Redevelopment opportunity areas are divided into high priority and low priority redevelopment areas, which are defined as follows:

#### High Priority

These areas have been identified as key locations for redevelopment because of their location, accessibility, underutilization and/or low value. Potential concepts for these areas have been illustrated in this plan.

#### Low Priority

While not included in the design concept development process, parcels designated as "Low Priority" are ideal locations for future development to naturally expand beyond the high-priority areas.

#### Planned Public Improvement Projects

These areas include planned projects and master planning efforts which could mutually benefit redevelopment in high and low priority areas.

Redevelopment Opportunities Map



- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: grey; margin-right: 5px;"></span> Planned Public Improvement Projects</li> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: red; margin-right: 5px;"></span> High-Priority Redevelopment Areas</li> <li><span style="display: inline-block; width: 20px; height: 15px; background-color: orange; margin-right: 5px;"></span> Low-Priority Redevelopment Areas</li> </ul> | <ul style="list-style-type: none"> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 1 Multi-unit residential development</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 2 Potential mixed-use development</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 3 Arnold Larson Park Master Plan (2020)</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 4 Potential mixed-use development or expansion of the existing post office</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 5 Potential mixed-use development</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 6 Future downtown commercial/mixed-use area</li> <li><span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px; display: inline-block; width: 15px; height: 15px; margin-right: 5px;"></span> 7 Municipal Center Campus Plan (2023)</li> </ul> |
|--|--|

## OPPORTUNITY AREAS - TRANSITIONAL AREA

This subdistrict includes the area west of downtown between Farwell Street and Taylor Road. This neighborhood houses a number of local businesses and sees a high volume of east-west traffic.

*Area Intent:* This area provides a transition between major corridors including USH 51, Taylor Road, and Farwell Street into Downtown. Residential infill in this area would benefit from close proximity to the local high school and Arnold Larson Park. Development in this area should incorporate commercial buildings to infill between existing businesses, mixed-use, and multi-family residential buildings with new commercial buildings closer to Farwell Street to promote pedestrian oriented development.

- ① The low-priority areas south of Farwell Street could be redeveloped into smaller commercial uses or mixed-use buildings with storefronts facing Farwell and rear yard parking; alternatively, this area could be ideal for townhouses or multifamily residential development considering the site's proximity to the school, commercial areas, and parks.
- ②
- ③ Improvements to this site will be guided by the 2020 Arnold Larson Park Master Plan (see pg. 9) as amended by this plan.

## OPPORTUNITY AREAS - DOWNTOWN CORE

The Downtown Core describes the area between Broadhead Street and the railroad tracks north of Creamery Road.

*Area Intent:* Downtown should continue as the heart of the Village, providing public services and event spaces for community gatherings. Infill and redevelopment should prioritize mixed-use buildings with residences on upper levels; an increase in people living in the downtown area will promote public activity and support local businesses. Pedestrian oriented development is fundamental to this area.

### Downtown Core - North

This subdistrict encompasses the northern portion of the downtown core across from the public library; development north of Anthony Street. Recommendations for this area balance growth with retaining downtown's historic character and local businesses to include mixed-use and specialty commercial spaces.

- ④ This site could be developed similarly to Low Priority Areas 1 and 2, with the added potential to incorporate the existing post office.
- ⑤ Redevelopment in this low-priority area could facilitate the transition between the commercial downtown core around Main Street and the residential properties to the west.
- ⑥ This area will be redeveloped after the high priority areas on Main Street to transition from high-density mixed-use to lower density residential to the north.

### Downtown Core - South

This subdistrict includes the southern portion of the downtown core and will tie directly into the 2023 Municipal Center Campus Plan. Recommendations for this area suggest large-scale mixed-use buildings and road reconfigurations to create a flexible public space between future development and the municipal center.

- ⑦ Improvements to this site will be guided by the 2023 Municipal Center Campus Plan (efforts to pursue this development have been placed on hold at the time of writing this plan and are expected to resume in 2025).

## DEVELOPMENT STANDARDS

**Population Density, Land Coverage, Building Intensity**  
Properties in the redevelopment area will be developed in accordance with applicable municipal zoning, subdivision and other land use regulations.

The Village promotes the creation of an atmosphere where sustainability, use of “green” building materials, and high density is encouraged. With the demands on natural resources and impacts on the environment, there is an expectation that future growth will be sustainable— not just from a construction standpoint, but also impact on the environment, complementary transportation support, and other important factors which will continue to keep McFarland ahead in the development arena. The designation of high-density, mixed-use areas will be pursued by the Village when meeting with potential developers within the district. Meeting these goals and objectives will further justify the basis for the Redevelopment District and TID.

### Statement of Proposed Changes in Zoning

Redevelopment will be implemented according to the 2017 Comprehensive Plan, the TID #4 Project Plan, and this plan.

In order to achieve the proposed vision for the neighborhood, this plan notes specific conflicts in the current zoning ordinance and proposes the following changes that go hand in hand with the concept plans:

- **R-3:** The current density standards in the Village’s R-3 General Residence District may be too low to support sustainable and economically feasible multi-family development. Recent redevelopment projects in the Downtown area have had to utilize Planned Unit Development Zoning which adds costs, process, and administration.
- **C-G / C-C:** Residential (R-2 & R-3) are conditional approved uses, and the maximum density of 15 units per acre is too restrictive for the downtown given

the smaller lot sizes. Residential should be allowed by right on upper floors per densities that are appropriate to the specific areas.

- **C-G:** The front yard setback requires 25 feet, while proposed design standards suggests having a setback between 10ft and 25ft in the transitional areas. To achieve the desired vision for the corridor, this requirement should be amended for the specific area along Farwell Street.

When different zoning is required to complete a project as outlined in this plan, the necessary steps will be taken to change the zoning to the appropriate zoning classification.

### Building Codes and Ordinances

This redevelopment plan anticipates no changes to Village of McFarland building codes or other ordinances. Should a development proposal come forward that is worthy of code or ordinance consideration, the Village Commissions, Boards and staff will carefully review the request and act in the best interest of the community.

### Official Map

This redevelopment plan anticipates no significant changes to the Village of McFarland’s official map, unless Taylor Road is planned to be reconfigured to Farwell Street.

# DESIGN CONCEPTS

The following section contains design concepts for the high priority redevelopment areas defined in each subdistrict. The design concepts for each area are speculative and are used as a guide for what is possible based on Village codes and potential changes per the recommendations of this Plan.

The proposed designs are not intended to limit the district's options for future development, or recommend any business should be displaced. Development in these high-priority areas typically will move forward when the current property owner's interests to sell or build on the property. Village acquisition of property may be required in order to implement variations of these concepts.

*The provided design concepts are:*

- A long-term vision for what's possible
- Support for identifying character and design parameters should sites be redeveloped
- Collaboration opportunities for existing property owners to best serve local businesses, residents, and the redevelopment area.

*The provided design concepts are not:*

- Suggesting removal of any existing businesses
- Restricting the current property owners to continue operating and owning their property
- Limiting local businesses' options or adding barriers to their operation

The Village acknowledges that these concepts are not the only potential redevelopment outcomes; the Village may consider other alternatives— including building heights, units numbers/densities, and total commercial square footage— as individual development proposals are presented, particularly in instances where other

alternatives conform with the plan's general intent but add benefits such as addressing affordable housing, sustainability, or decreasing TIF assistance needed for financial viability.

## KEY GOALS FOR REDEVELOPMENT

1. Follow initiatives set in the 2023 Economic Strategic Plan, including increasing small/ niche retail and service businesses in the Downtown area, expanding employment opportunities, and increasing the tax base.
2. Follow initiatives set in the 2023 Housing Needs Assessment, including increasing housing units, choices, and affordability.
3. Work together with local owners to support existing businesses.
4. Enhance the character and pedestrian experience of buildings and public spaces, especially to activate the Downtown Core with outdoor dining and event spaces.



Concept rendering of streetscaping and amenities in a proposed plaza event space in the Downtown Core (looking toward Long St.).

**TRANSITIONAL AREA**

The high-priority redevelopment area encompasses the region west of downtown between Farwell Street and Taylor Road. The Farwell corridor includes a number of local businesses surrounded by residential neighborhoods. McFarland’s high school is located directly west of this district area.

The preferred concept for this subdistrict proposes infill development around the existing multi-tenant building (currently occupied by Ace Hardware). This concept includes the following infill:

- A 3-story multi-family residential building
- Three 1.5-story commercial spaces on Farwell Street
- A 3-story mixed-use building
- A 2-/3-story mixed-use building across from Arnold Larson Park

The images on the right present examples of 1.5-story commercial development that can front Farwell Street, screening parking behind the buildings. The lower image provides a mixed-use buildings that would be compatible with the neighboring Larson House Museum.

**Alternative Concept**

The alternative concept for this subdistrict proposes a reconfiguration of Taylor Road to curve through the subdistrict and connect at Merrill/Farwell. This concept includes:

- Two 3-story multi-family residential buildings
- A 1.5-story commercial building
- Two 4-story mixed-use buildings
- Former Taylor Road adapted to include additional surface parking

While reconfiguring Taylor Road would require more coordination, design and cost, it would create opportunities for larger-scale development and public parking near Arnold Larson Park.

**SITE ADVANTAGES**

- Walkability to downtown
- Ample space for parking and larger projects

**CHALLENGES TO CONSIDER**

- High-volume traffic, especially around school pick-up and drop-off times
- Navigating relationships with existing businesses

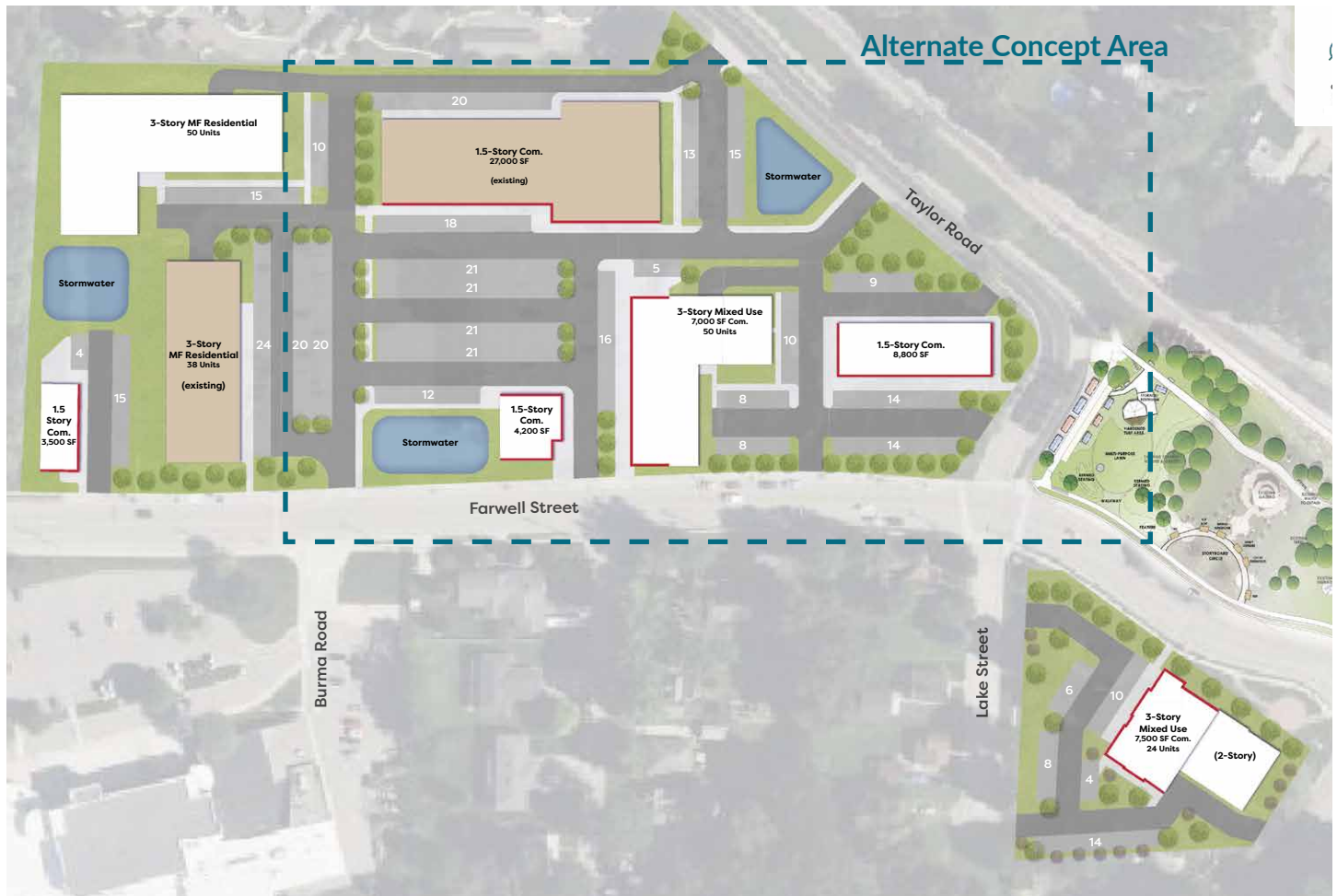
Both concepts present a 2-/3-story mixed-use building for the property located across from Arnold Larson Park. Per public feedback, the building steps down in height to provide a transition between this development and surrounding low-density residential.



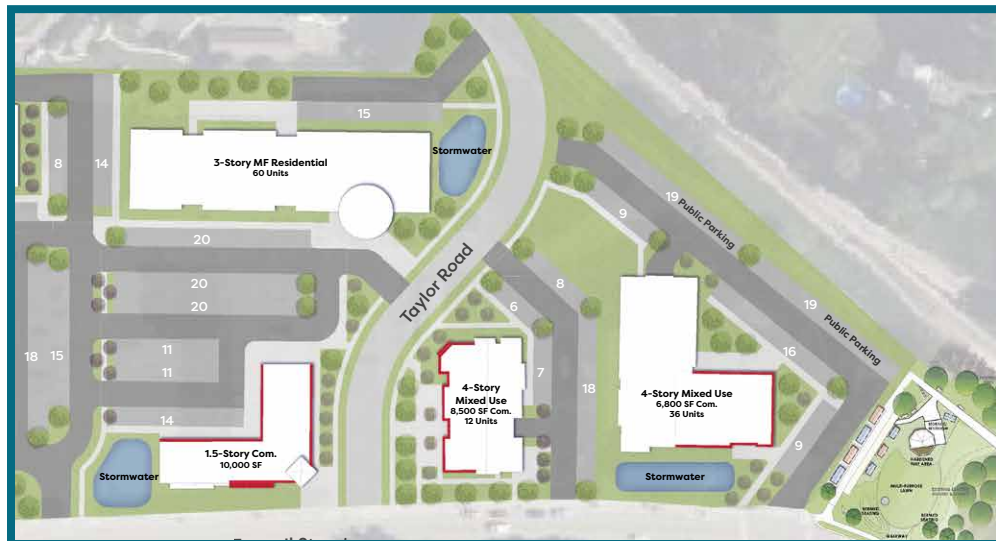
*Examples - Commercial, Mixed-Use*



Transitional Area - Preferred Concept



Alternate Concept



## DOWNTOWN CORE - NORTH

This subdistrict includes parcels in the downtown core along Main Street and Anthony Street, extending the downtown improvements planned around the Village Municipal Campus. This concept preserves two existing businesses— Spartan Pizza and the Village’s food pantry.

The preferred concept for this subdistrict proposes:

- 3-story mixed-use building with surface parking on the west side of Main Street
- 3-story mixed-use building on the east side of Main Street with both surface and underground parking
- Expansion of existing surface parking lot on the corner of Milwaukee and Anthony Streets
- A 1.5-story commercial building with rear/side parking

The images on the right show examples of commercial and mixed-use development which would follow the set design standards and complement the downtown area’s historic character. The 1.5-story commercial space could be utilized as a restaurant, which received a high level of support in the visioning survey, or another niche market referenced in the Downtown Strategic Market Assessment.

The ground floor of this and all of the proposed mixed-use buildings would provide spaces for restaurants, specialty retail, service-oriented businesses, and the “desirable features” which were rated highly in the visioning survey.

### SITE ADVANTAGES

- Adjacency to the public library plaza and future municipal center campus
- Opportunity to enhance pedestrian experience of downtown

### CHALLENGES TO CONSIDER

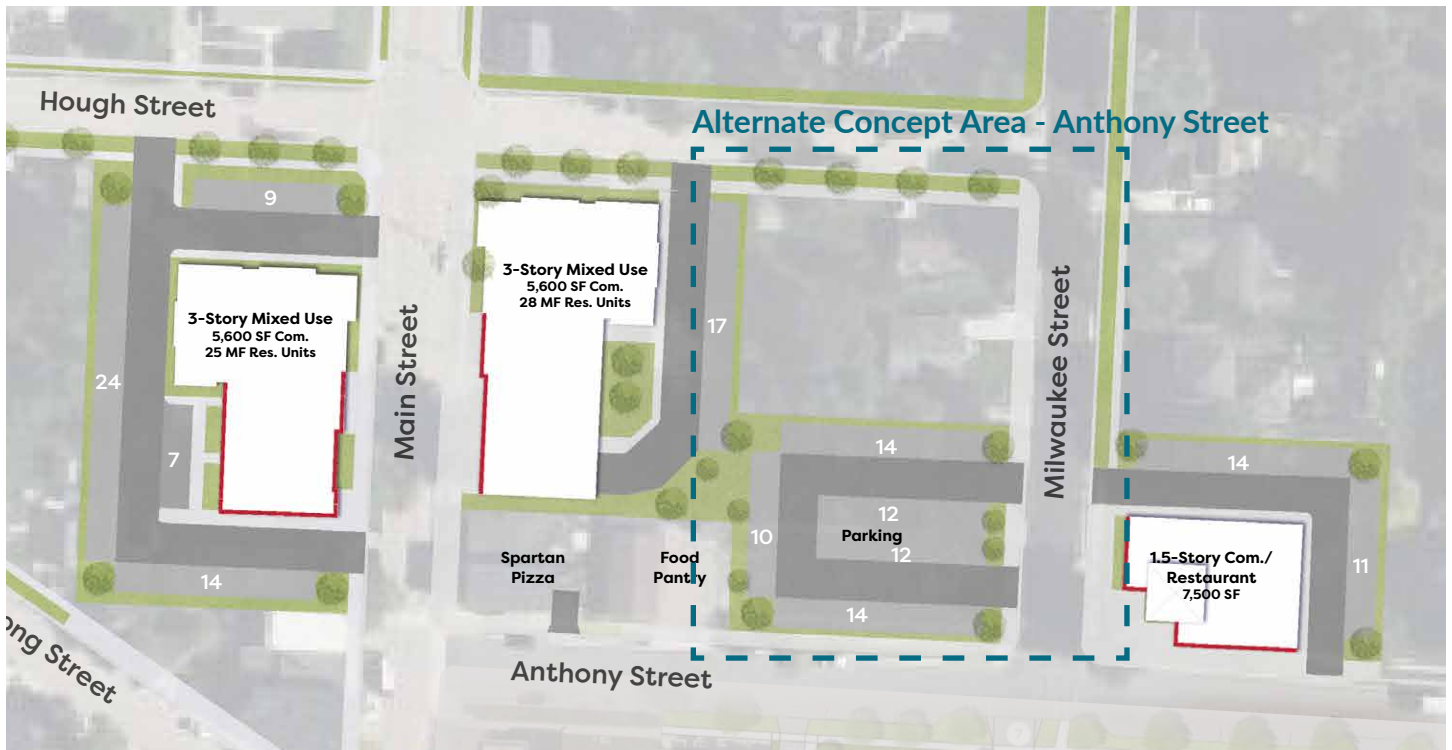
- Existing local businesses
- Proximity to single-family residences north of Hough Street



*Examples -  
Commercial,  
Mixed-Use*



**Downtown Core North - Preferred Concept**



**Anthony Street - Alternate Concept**

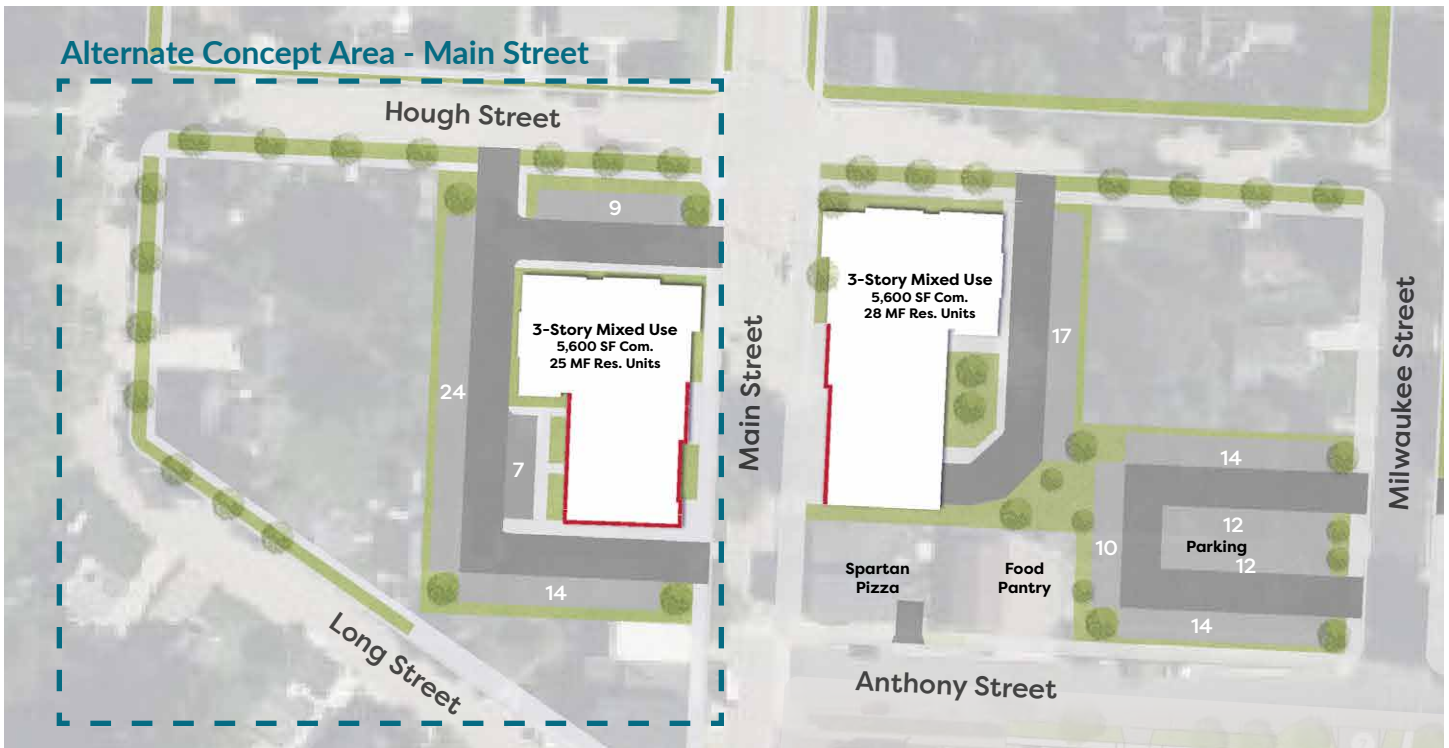


**Alternative Concept - Anthony Street**

The alternate concept for the property on Anthony Street suggests relocating the public parking lot to the adjacent lot on Hough Street to provide a 3-story mixed-use building with commercial frontage facing the Village’s municipal campus. The development would provide surface and underground parking to accommodate residents.

This alternate concept extends the commercial block face along Anthony Street; project feasibility would require redevelopment of two residential properties on the corner of Hough Street and Milwaukee Street.

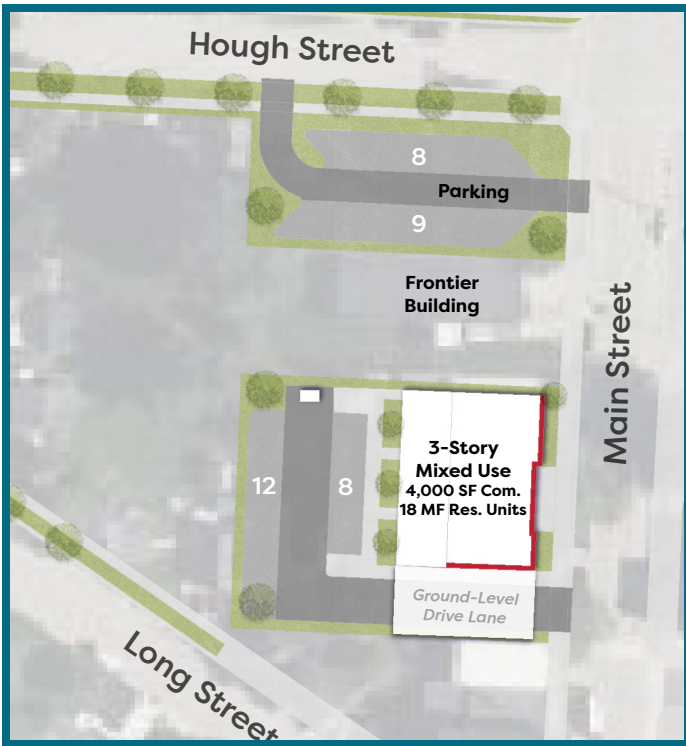
### Downtown Core North - Preferred Concept



### Alternative Concepts - Main Street

These alternative concepts provide options for a scenario in which the Frontier building on Main Street is not an option for redevelopment. The single lane of added parking on the corner of Hough Street is intended to support future redevelopment in the low priority area to the west.

**Main Street - Alternate Concept A**



Alternate Concept A provides:

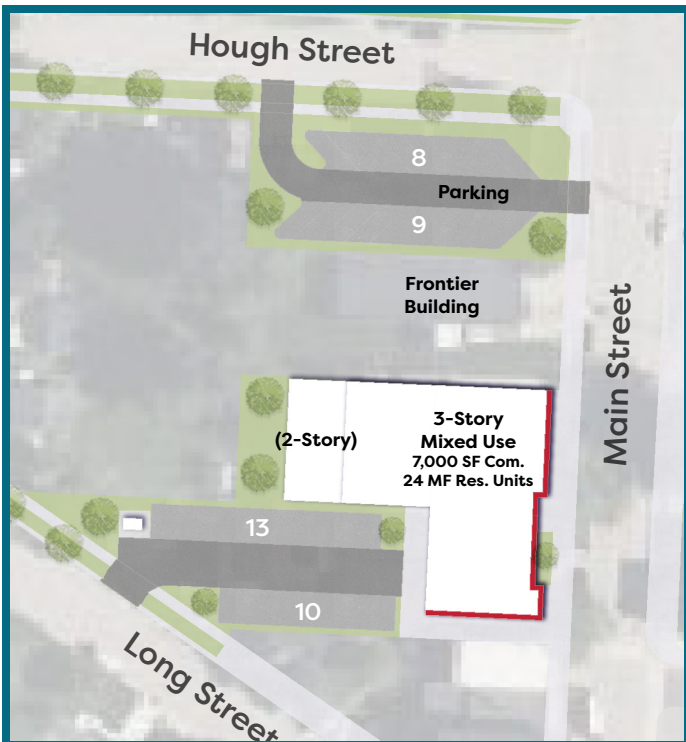
- A 3-story mixed-use building with 4,000 SF of commercial space, 18 residential units, and 20 surface parking spaces

The development would provide a mix of residential units with ground-level and upper-level access. The drive lane could potentially extend north (with an easement to construct the drive behind the Frontier Building) and connect with the one-way drive lane of the parking lot exiting onto Hough Street.



*Examples - Commercial, Mixed-Use*

**Main Street - Alternate Concept B**



Alternate Concept B provides:

- A split-story mixed-use building with 7,000 SF of commercial space, up to 24 residential units, and 23 surface parking spaces

This concept includes a setback from the adjacent residential properties to the west; the building's height also steps down from three to two stories to improve the transition from downtown development into the neighborhood. This concept would require the purchase of additional properties on Long Street.



*Examples - Commercial, Mixed-Use*

## DOWNTOWN CORE - SOUTH

This subdistrict considers the area of downtown directly south of the existing municipal building along Long Street. This concept is presenting a public square from the 2023 Municipal Center Campus Plan, which is going through a design process by another consultant.

The preferred concept for this subdistrict proposes:

- Two 4-story mixed-use buildings with 50-60 residential units and approximately 17,000 SF of commercial space (surface and underground parking)
- A flexible event area with a raised curbside road design between Long Street and railroad tracks

One consideration with development along Long Street is if Milwaukee Street is maintained and if it continues to be one-way northbound between Creamery Road and the railroad tracks.

The images on the right provide a sense of scale and historically sensitive designs for 3 and 4-story mixed-use buildings. The buildings' upper floors can be set back from the front facade (shown in the first image) to give the impression of a smaller scale from the pedestrian point of view.

### Alternative Concept

The alternate concept for this area removes Milwaukee Street after the railroad tracks to provide one 4-story mixed-use building with 80-90 residential units and roughly 17,000 SF of commercial space. One potential concept includes a ground floor breezeway, providing access through the center of the building.

This concept reduces the number of vehicles at the end of Long Street by rerouting traffic to the south side of the proposed development. This design requires both sides of the street to redevelop, and likely would be completed in one phase.

### SITE ADVANTAGES

- Proximity to the Municipal Center Campus Plan (2023) development area
- Ideal location for public gathering space

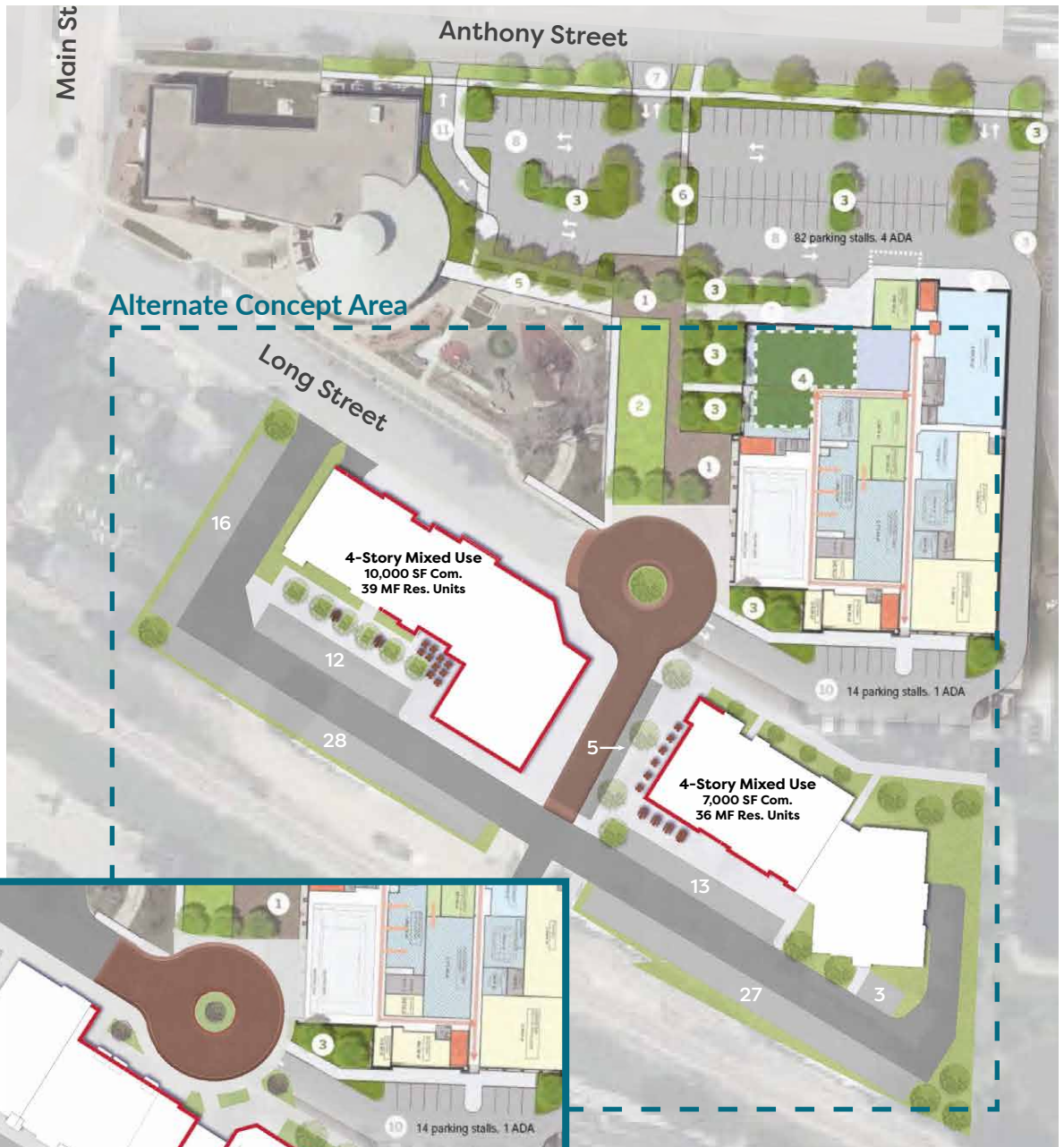
### CHALLENGES TO CONSIDER

- Impact on traffic patterns on Long Street and Creamery Road
- Cost of large-scale development

*Examples - Mixed-Use, Event Space*



Downtown Core South - Preferred Concept



Alternate Concept



# FUTURE LAND USES

The map shown below indicates proposed changes to McFarland's Future Land Use Map. Parcels to be changed are highlighted with a white outline.

## RECOMMENDED CHANGES IN LAND USE

### Mixed-Use / Flex Commercial

The Mixed Use / Flex Commercial category is “appropriate for a mix or option of commercial, multiple family residential, institutional, and/or open space uses.” Areas changes to this land use designation are following the guidance from previous plan to allow more flexibility around the Farwell Corridor. This change will allow for potentially larger-scale mixed-use developments in the Transitional Area.

Parcels identified for change south of Farwell Street would be appropriate for future mixed use, townhouse, or multiple family developments; however, development will likely require more parcels than originally planned in the 2017 Comprehensive Plan. New developments should incorporate site and building design techniques to increase compatibility with existing single-family housing to the south, and include shallow front yard setbacks and rear yard parking to enhance the pedestrian experience along Farwell Street.

### Neighborhood

Parcels east and west of Main Street will be redesignated to “Neighborhood Development.” The Comprehensive Plan describes this category as “a carefully planned mix of mostly single-family residential development, with well-designed, limited components of two-family and townhouse residential, multi-family residential, institutional, and recreational land uses, all served by public sanitary sewer and water systems.”

The change will allow for potential transitions of single family lots to two family, townhouse, or multiple family.

Accessory dwelling units may also be appropriate in these areas. Flexibility in residential building types will encourage a diverse options of housing within walking distance to the downtown core.

### Downtown

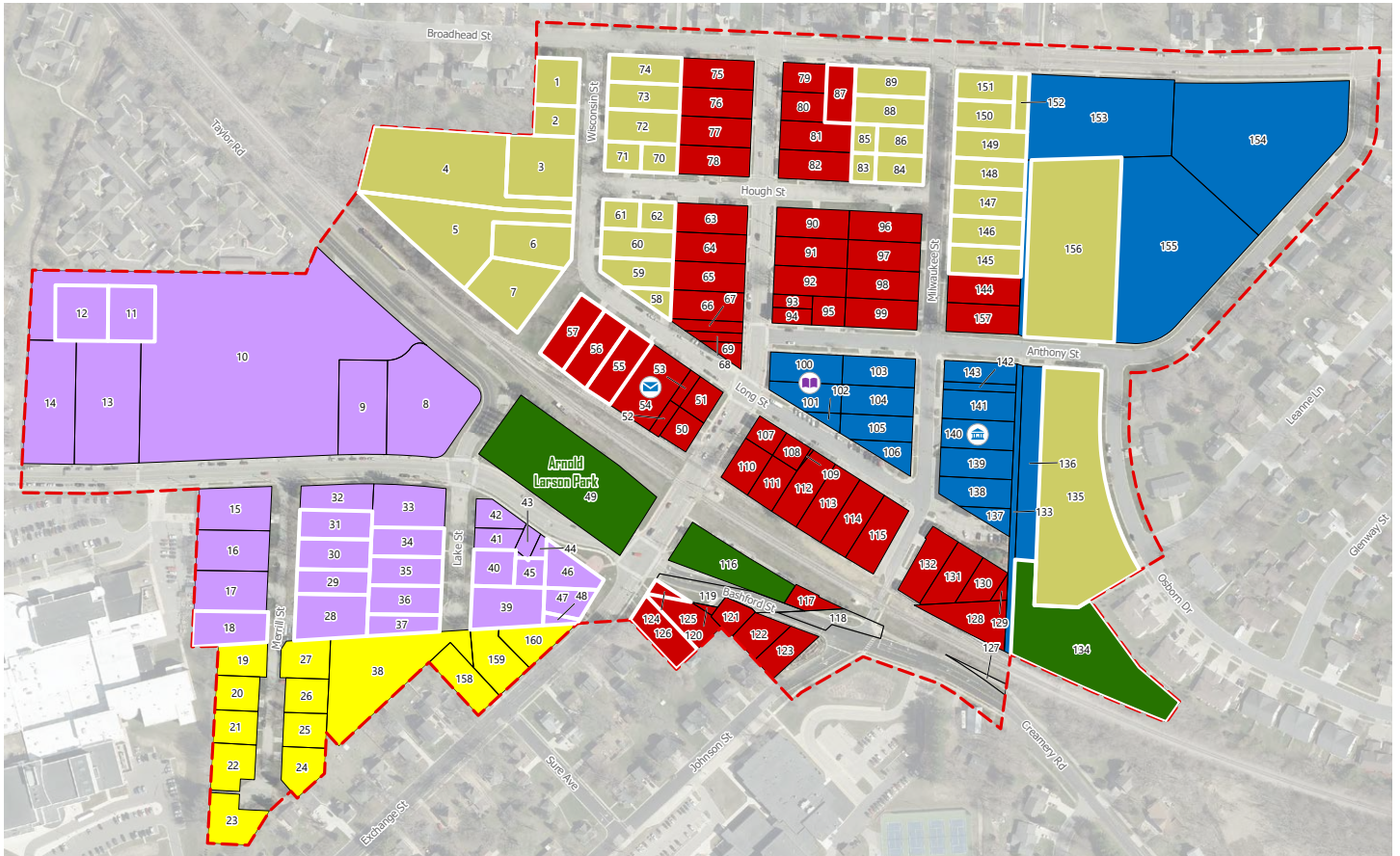
The Downtown category generally aligns with the boundary of TID #4 to “create vibrant places and community gathering spots” according to the 2017 Comprehensive Plan. Desirable land uses include commercial services, retail, restaurants, lodging, office, multi-family residential (mainly in upper stories), and institutional, including mixed-use sites and/or buildings.

The property at 6007 Exchange Street sits adjacent to the Village's historic Larson House and Museum. There is potential to relocate the historical society on Main Street to this property as part of Main Street's redevelopment plans. This site would form a Historical Society Campus cooperatively with the Larson House.

Updated Future Land Use Map

Dane County GIS, 2023

Dane County Aerial, 2022



- Study Area
- Municipal Building
- Post Office
- Public Library
- Future Land Use**
- Single Family Residential
- Neighborhood
- Downtown
- Mixed Use/Flex Commercial
- Institutional and Governmental
- Public Lands, Recreation, and Environmental Corridor

# IMPLEMENTATION

## CHAPTER FIVE

The Village intends to pursue public/private sector cooperative activities to comprehensively implement this Redevelopment Plan. Developer agreements and the Village of McFarland's applicable plans will be used in order to ensure quality of development and fulfillment of the public purpose of this Redevelopment Plan and TID #4 Project Plan.

### TID PROJECT PLANS

The 2010 Redevelopment Plan was created to be used in conjunction with the 2008 TID #4 Project Plan, which acted as the Redevelopment Plan's financial enabling tool and planning document for public improvement projects. A 2015 amendment to TID #4 established a funding expenditure period ending in 2030 and a termination date in 2033.

In addition to reserved funding for administration and contingencies, the TID #4 Plan lists eligible projects:

- Anthony Street Improvements
- Bashford/Exchange St. intersection improvements (rail improvements)
- Traffic signals at Bashford & Exchange
- Farwell St. water main improvements
- Stormwater improvements and engineering
- District-wide specialty landscaping, lighting, and pedestrian amenities

- Redevelopment Funding
  - » Site acquisition and preparation
  - » Recruitment of appropriately-qualified developers
  - » Marketing for potential businesses
  - » Low interest loans and/or interest write-downs for property rehabilitation and redevelopment
  - » Grants for façade improvements and/or developer recruitment

Projects in this plan extend beyond the boundaries of TID #4 and will not be complete before the expenditure period's closure; plan implementation may therefore require a territory amendment or a new TID overlay.

### PROJECT FINANCING

Financing can be accomplished in different ways. One potential method of financing includes CDA bonding as provided in Sec. 66.1333(5), Wis. Stats. Principal and interest on the CDA bonds can be paid through the following three methods:

1. Revenues generated from the sale or lease of the property;
2. Payments made to the CDA from tax increment revenues from the Village received from increased taxes on new development within TID #4;
3. Receipt of revenues from the TID Economic Development Fund expenditure.

However, the Village may choose to bond separately for improvements through their normal borrowing channels. Developer Financed bonds may also be used to pay for improvements. Simply stated, a development agreement between the Village and the Developer is first negotiated and entered into. The development agreement specifies the share of the tax revenue that the Village will reimburse the Developer once the Developer pays the taxes as billed by the Village. The Developer then borrows the funds. The improvements (buildings, etc.) are constructed and a tax bill stating the amount of property tax owed is sent to the Developer/property owner. The Developer pays the taxes and the Village reimburses the previously-agreed upon amount to the Developer. This reimbursement continues until the agreement has been fulfilled or the TID is retired, whichever occurs first.

## PERFORMANCE STANDARDS

Throughout the project, developers and contractors will adhere to the provisions of applicable municipal ordinances and codes including, but not limited to, the zoning ordinance, subdivision and platting ordinance, building and construction codes, traffic ordinances, site plan review regulations and deed restrictions.

## PLAN AMENDMENTS

This plan may be amended at any time in accordance with the provisions of Sections 66.1001 and 66.1333(11), Wis. Stats. If the plan is modified, a public hearing will be conducted by the Plan Commission. All modifications to the plan must be recommended by the Community Development Authority, Plan Commission, and approved by the Village Board by a two-thirds majority.

## RELOCATION OF DISPLACED PERSONS AND BUSINESSES

No persons are expected to be displaced or relocated as a result of adoption of the Redevelopment Plan;

however, if relocation were to become necessary in the future, the following is the method proposed by the Village or Community Development Authority for displacement or relocation:

*Before negotiations begin for the acquisition of property or easements, all property owners will be contacted to determine if there will be displaced persons as defined by Wisconsin Statutes and Administrative Rules. If it appears there will be displaced persons, all property owners and prospective displaced persons will be provided an informational pamphlet prepared by the Wisconsin Department of Administration (DOA). The Village will file a relocation plan with the DOA and shall keep records as required in Wisconsin Statutes 32.27. The Village will provide each owner a full narrative appraisal, a map showing the owners of all property affected by the proposed project and a list of neighboring landowners to whom offers are being made as required by law.*

## LAND DISPOSITION

It is possible that either the Village or the CDA will acquire land as a result of implementation of this plan. All negotiations will follow the legal requirements imposed on the Village and CDA for land acquisition.

## TERMINATION

This redevelopment plan and district area will terminate when the Village Board determines that the goals as set by the Redevelopment District #1 Plan have been met.

# PLACEMAKING

Placemaking is the process of creating quality places that attract people. Quality places can and should be unique and memorable, but there is a set of general physical characteristics that all good places share.

Project for Public Spaces (PPS) has found that Quality Places share four qualities:

1. They are *accessible*.
2. People are engaged in *activities* there.
3. The space is *comfortable* and has a good image .
4. It is a *sociable* place - one where people meet each other and take people when they come to visit.

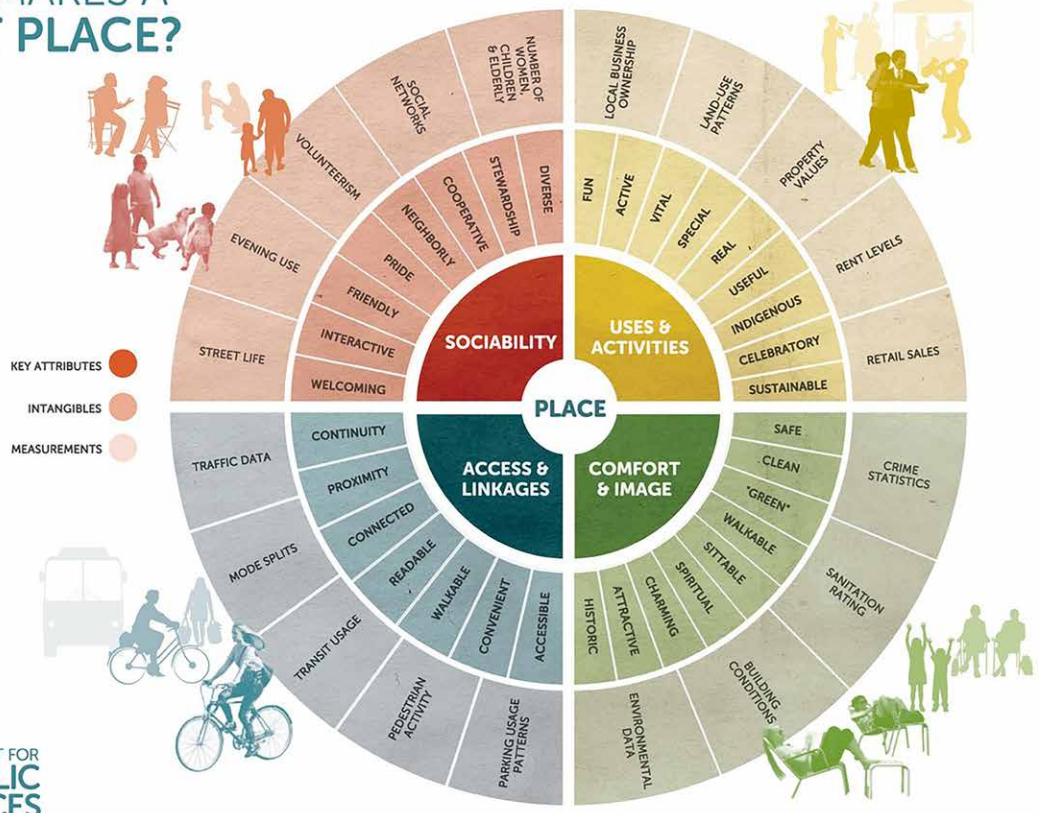
The Place Diagram (created by PPS) shown below describes the many facets that make a place “great”.

The vision for this plan is to make the redevelopment district planning area a distinctive place. This section describes guidelines to work towards this goal. The guidelines are not intended as strict requirements.

## PLACEMAKING STRATEGIES

The following section describes some placemaking strategies to enhance the district’s capacity to attract people and businesses while fostering a positive physical and emotional environment.

### WHAT MAKES A GREAT PLACE?



### Street Improvements & Social Spaces

- Provide consistent street lighting that enhances the neighborhood and supports safe, pedestrian-friendly walkways. Decorative/architectural lighting is encouraged.
- Include artistic works/features in the planning area (e.g., sculptures, murals, crosswalk/sidewalk treatments, etc.).
- Connect social spaces to the pedestrian/bike network within the planning area and community.

### Buildings

- Use major intersections as an opportunity to create a unique place and “hold the corner.” The design and programming of these buildings can reinforce the importance of these places, including unique architectural features and highly visible social gathering places.
- There are sites within the district that are “terminal vistas”, meaning they are highly visible at the end of a segment of street right-of-way. These sites are opportunities to anchor the view with an architectural feature.
- Build high-quality buildings that have strong relationships to the public street, meeting the recommendations in the design guidelines handbook found in the Plan’s appendix.

## DESIGN PREFERENCES

Feedback provided at the second open house indicated public support for streetscape enhancements; respondents were satisfied with the amount of signage and banners in the area but would like to see more bike racks, street trees and landscaping, and lighting. Efforts to implement plantings and amenities will promote walking, shopping, and gathering in a safe, pedestrian-friendly environment.

Considering this downtown character, the images below scored favorably on the design preferences survey:

### Building Height and Massing



### Building Facade



### Ground Level Facade



### Building Signage



### Lighting



### Sidewalk Amenities



## SITE IMPROVEMENTS AND UTILITIES

Potential public sector activities could include:

- Public rights-of-way and utilities improvements
- Bike/pedestrian improvements
- Economic development funding, property acquisition
- General administration, legal, planning, engineering
- Relocation of displaced individuals and businesses

Central to this redevelopment plan are public improvements for stormwater quality management, the redevelopment of vacant or underutilized properties, business stimulation and support, traffic circulation and safety, way finding and streetscape, landscaping and private development. Aesthetics of the area are a high priority for improvement considering the historic character of the downtown urban environment.

## STREETSCAPING ENHANCEMENTS

The Enhancement Priority map on page 47 identifies key areas for the Village to prioritize improvements to the existing streetscape. Enhancements could include widened sidewalks with decorative terraces, narrowed intersections with enhanced crosswalks, decorative street lights, added street trees and/or landscape planters, and public art installations.

The widened sidewalks include adequate space for street furniture amenities, including lighting, benches and bike racks. These should be installed in alignment with proposed street trees in terrace. If implemented, these changes will make downtown McFarland more attractive and compelling as a place to explore on foot. The images on the right illustrate the Plaza Event Space in the urban core as a featured project to create a pedestrian-oriented experience.

The Village should look for opportunities to strengthen community branding through street furnishings that incorporate the Village's logo and primary colors; page 49 provides examples of these branded amenities.

### Streetscaping Highlight: Downtown Plaza / Event Space



*Bistro seating in front of ground-floor businesses with pedestrian-scale lighting and street trees for shading.*

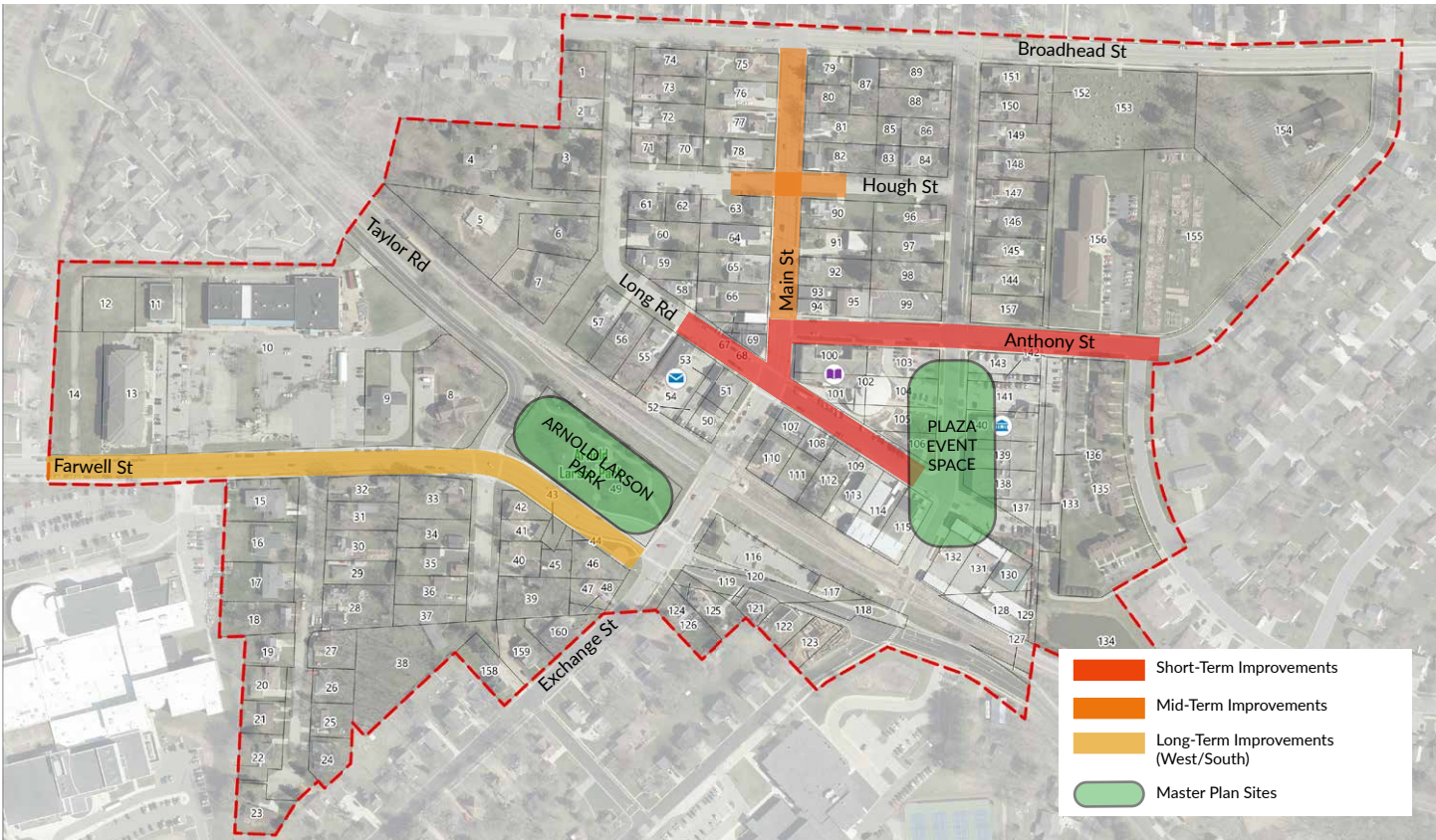


*Curbless parallel parking within the flexible event area.*



*Overview of traffic circle with decorative pavers and planting bed.*

### Street Enhancement Priority Map



### Street Enhancement - Pedestrian Amenities / Character Images



# ACTION PLAN

This section identifies the various actions necessary to translate the plan's vision into reality. The actions are organized by type and include recommended time frames for completion. Timing and sequence may shift due to changes in available funding, landowner needs, or real estate market demand.

## Anticipated Time Frames

Immediate: 2025

Short Term: 2025-2028

Mid Term: 2029-2035

Long Term: 2036+

## ADMINISTRATIVE (A)

**A.1. Adopt this plan as an amendment to the Village of McFarland Comprehensive Plan.** Through this adoption, the Village's Future Land Use (FLU) map will be updated.

*Time frame: Immediate (2025)*

*Responsible Parties: Community & Economic Development staff, Planning Commission, Village Board*

**A.2.** Appendix D of this Plan provides a design standards handbook that can inform, guide and regulate development per the vision of the district. **The Village's zoning map and ordinance should be amended to include a design overlay district that encompasses the entire study area**, referring to the application and review process within the administrative section of the Design Standards Handbook. If/when the Village completes a full Village-wide Zoning rewrite these standards could be codified into the zoning ordinance

*Time frame: Immediate (2025)*

*Responsible Parties: Community & Economic Development Staff, Plan Commission, Village Board*

**A.3. This plan outlines zoning amendments that should be considered as part of the anticipated 2025 Village-wide zoning code rewrite.**

*Time frame: Short term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, Plan Commission, Village Board*

## MOBILITY & PARKING (MP)

**A.4. Review action plan on an annual basis as part of the Village's budgeting and strategic planning processes.** To provide lasting value and influence, this plan should be used and referenced regularly, especially during budgeting processes, to support implementation of this Plan's actions. This review should discuss items completed over the prior year, re-evaluate the actions based on funding and existing opportunities, and adjust action timeline based on the evaluation.

*Time frame: Ongoing, Annually*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**A.5. Plan Amendments & Updates.** While this plan may be amended at any time in accordance with the provisions of Sections 66.1001 and 66.1333(11), Wis. Stats, two specific future instances where plan amendments may be warranted include when the Village completes its next 10-year update to its Comprehensive Plan in 2026-2027 or as part of the adoption of any new Tax Increment Finance District.

*Time frame: Short Term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, CDA, Plan Commission, and Village Board.*

**MP.1. Convert the existing sidewalk adjacent to 5412 Bashford into a multi-use path as part of the Lower Yahara River Trail and expand the public parking lot.**

*Time frame: Short term (2025-2028)*

*Responsible Parties: Village Engineer, Village Board*

**MP.2. Add painted crosswalks similar to those at Main/Long to other areas.**

*Time frame: Short term (2025-2028), ongoing*

*Responsible Parties: Village Engineer, Village Board*

**MP.3. Add Rapid Flash Beacons or other intersection improvements to increase pedestrian and bicycle safety at intersections as needed.**

*Time frame: Short term (2025-2028), ongoing*

*Responsible Parties: Village Engineer, Village Board*

## ECONOMIC DEVELOPMENT & HOUSING (EDH)

**EDH.1. Meet with property/business owners of designated redevelopment opportunity sites as needed to understand their future intentions for their site.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff*

**EDH.2. Assist existing businesses that are considering moving by finding other suitable sites within the Village.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff*

**EDH.3. Encourage the use of incentives, with Tax Increment District financing being one, where the Village determines that the benefits provided by land use, economic development, and/or public goals and objectives weigh in favor of a contribution. Other forms of incentives could include low interest loans, land write-downs or waiving impact fees for affordable housing projects**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**EDH.4. Consider purchasing key redevelopment sites to advance projects envisioned in this plan.**

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, CDA, Village Board*

## PARKS & OPEN SPACE (POS)

**POS.1. Improve Arnold Larson Park per the 2020 Larson Park Enhancement Plan, as amended within this plan.**

*Time frame: Short Term (2025-2028)*

*Responsible Parties: Park and Recreation Committee, Village Engineer, CDA, Village Board*

**POS.2. Implement the public plaza between the Library and the Municipal Center with considerations of improvements to Long Street per this Plan.**

*Time frame: Short Term (2025-2028)*

*Responsible Parties: Community & Economic Development Staff, Village Engineer, CDA, Village Board*

## URBAN DESIGN & PLACEMAKING (UDP)

**UDP.1.** Continue to finance a facade improvement program that would offer low interest loans or grants for building improvement projects that would enhance the appearance and function of the local street facade. The application selection should be prioritized for those properties that have not been considered as “redevelopment opportunities” in this Plan. The design guidelines within the handbook (included in the appendix) should be followed to be considered for the facade improvement program.

*Time frame: Ongoing*

*Responsible Parties: Community & Economic Development Staff, Village Board*

**UDP.2.** Continue to implement established branding for the downtown area and produce banners that can be installed on existing light poles.

*Time frame: Short term (2025 - 2028)*

*Responsible Parties: Community & Economic Development Staff, Chamber of Commerce, Village Board*

**UDP.3.** Develop and implement a streetscape vision for Main Street (up to Broadhead), Anthony Street and Long Street. Some existing streetscape elements exist on Main Street south of Anthony Street that could be extended and further enhanced to promote this as an active walkable district. In some instances it may be appropriate to phase these improvements with redevelopment of adjacent properties.

*Time frame: Mid term (2029-2035)*

*Responsible Parties: Community & Economic Development Staff, Chamber of Commerce, Village Board*

**UDP.4.** Reconstruct the south/west sidewalk area of Farwell Street to match the other side of the road with decorative terrace, street trees, etc.

*Time frame: Long term (2036+)*

*Responsible Parties: Community & Economic Development Staff, Chamber of Commerce, Village Board*

# APPENDIX A: PARCELS & VALUE

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
1	061003173601	PATRICK J FRISCH	5706 WISCONSIN ST	0.25	\$60,600	\$273,500	\$334,100	\$63,024	\$284,440	\$347,464
2	061003173709	ROBERT O SORENSON	5710 WISCONSIN ST	0.17	\$45,000	\$188,500	\$233,500	\$46,800	\$196,040	\$242,840
3	061003173914	JERROLD F HROVAT	5714 WISCONSIN ST	0.51	\$69,000	\$265,000	\$334,000	\$71,760	\$275,600	\$347,360
4	061003174128	GERALD L COLLINS	5800 WISCONSIN ST	1.64	\$91,600	\$320,200	\$411,800	\$95,264	\$333,008	\$428,272
5	061003174520	DOUGLAS LAVERNE MARSHALL	5804 WISCONSIN ST	0.90	\$81,700	\$310,900	\$392,600	\$84,968	\$323,336	\$408,304
6	061003174726	DIANE M EVERSON	5808 WISCONSIN ST	0.37	\$64,600	\$278,100	\$342,700	\$67,184	\$289,224	\$356,408
6	061003174726	DIANE M EVERSON	5806 WISCONSIN ST	0.37	\$64,600	\$278,100	\$342,700	\$67,184	\$289,224	\$356,408
7	061003174922	DIANE EVERSON	5810 WISCONSIN ST	0.48	\$68,200	\$367,300	\$435,500	\$70,928	\$381,992	\$452,920
7	061003174922	DIANE EVERSON	5812 WISCONSIN ST	0.48	\$68,200	\$367,300	\$435,500	\$70,928	\$381,992	\$452,920
8	061003145801	KUEHL GBH PROPERTIES LLC	5224 FARWELL ST	0.95	\$151,200	\$698,600	\$849,800	\$157,248	\$726,544	\$883,792
9	061003145696	ASSOCIATED BANK NATIONAL ASSOCIATION	5220 FARWELL ST	0.53	\$133,300	\$344,300	\$477,600	\$138,632	\$358,072	\$496,704
10	061003145611	KKS PROPERTY LLC	5210 FARWELL ST	5.23	\$346,000	\$628,600	\$974,600	\$359,840	\$653,744	\$1,013,584
11	061003145212	MCFARLAND, VILLAGE OF	5114 FARWELL ST	0.31	\$0	\$0	\$0	\$0	\$0	\$0
12	061003145338	MCFARLAND, VILLAGE OF		0.35	\$0	\$0	\$0	\$0	\$0	\$0
13	061003145521	FARWELL PLACE LLC	5020 FARWELL ST	0.95	\$184,900	\$4,315,100	\$4,500,000	\$192,296	\$4,487,704	\$4,680,000
14	061003145431	FARWELL PLACE LLC		0.73	\$143,600	\$0	\$143,600	\$149,344	\$0	\$149,344
15	061003141510	ROSENSTIEL LIVING TR, LINDA J	5119 FARWELL ST	0.37	\$68,500	\$271,500	\$340,000	\$71,240	\$282,360	\$353,600
15	061003141510	ROSENSTIEL LIVING TR, LINDA J	5121 FARWELL ST	0.37	\$68,500	\$271,500	\$340,000	\$71,240	\$282,360	\$353,600
16	061003141627	Current Owner	6008 MERRILL ST	0.33	\$67,000	\$300,000	\$367,000	\$69,680	\$312,000	\$381,680
16	061003141627	Current Owner	6010 MERRILL ST	0.33	\$67,000	\$300,000	\$367,000	\$69,680	\$312,000	\$381,680
17	061003141841	Current Owner	6014 MERRILL ST	0.35	\$67,700	\$340,900	\$408,600	\$70,408	\$354,536	\$424,944
17	061003141841	Current Owner	6016 MERRILL ST	0.35	\$67,700	\$340,900	\$408,600	\$70,408	\$354,536	\$424,944
18	061003141958	LORI A JACOBY	6020 MERRILL ST	0.29	\$65,000	\$180,800	\$245,800	\$67,600	\$188,032	\$255,632

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
19	061003420094	Current Owner	6024 MERRILL ST	0.18	\$46,300	\$321,500	\$367,800	\$48,152	\$334,360	\$382,512
20	061003420316	TIMOTHY J GIBNESKI	6104 MERRILL ST	0.18	\$46,800	\$211,000	\$257,800	\$48,672	\$219,440	\$268,112
21	061003420414	KEVIN BEDKER	6108 MERRILL ST	0.17	\$45,200	\$209,500	\$254,700	\$47,008	\$217,880	\$264,888
22	061003420512	KENNETH E WOOD	6112 MERRILL ST	0.23	\$60,100	\$237,600	\$297,700	\$62,504	\$247,104	\$309,608
23	061003420718	AUDREY M JONES	6120 MERRILL ST	0.26	\$61,100	\$241,000	\$302,100	\$63,544	\$250,640	\$314,184
24	061003421217	SHARON A NEWLUN	6111 MERRILL ST	0.20	\$52,000	\$327,400	\$379,400	\$54,080	\$340,496	\$394,576
25	061003421315	RANDOLPH G ZORAN	6107 MERRILL ST	0.18	\$45,700	\$244,700	\$290,400	\$47,528	\$254,488	\$302,016
26	061003421413	RUSSELL J JENKINS	6103 MERRILL ST	0.18	\$46,500	\$218,800	\$265,300	\$48,360	\$227,552	\$275,912
27	061003420209	JEFFREY VIKE	6023 MERRILL ST	0.22	\$57,000	\$227,200	\$284,200	\$59,280	\$236,288	\$295,568
28	061003140664	BENETTA P DORENZO	6019 MERRILL ST	0.38	\$69,000	\$185,400	\$254,400	\$71,760	\$192,816	\$264,576
29	061003140888	REBECCA RUTH COOLEY	6015 MERRILL ST	0.21	\$58,000	\$216,100	\$274,100	\$60,320	\$224,744	\$285,064
30	061003140950	JONATHAN C DAUGHERTY	6011 MERRILL ST	0.27	\$64,000	\$264,300	\$328,300	\$66,560	\$274,872	\$341,432
31	061003141100	Current Owner	6007 MERRILL ST	0.25	\$63,200	\$218,300	\$281,500	\$65,728	\$227,032	\$292,760
32	061003141216	ROLAND H LICHTENBERG	5203 FARWELL ST	0.22	\$58,500	\$201,500	\$260,000	\$60,840	\$209,560	\$270,400
33	061003140119	RICHARD RUECKING	6002 LAKE ST	0.36	\$68,100	\$308,800	\$376,900	\$70,824	\$321,152	\$391,976
34	061003140226	RICHARD RUECKING	6006 LAKE ST	0.25	\$63,400	\$0	\$63,400	\$65,936	\$0	\$65,936
35	061003140333	DEREK BUCHINGER	6010 LAKE ST	0.25	\$63,400	\$208,600	\$272,000	\$65,936	\$216,944	\$282,880
36	061003140440	MARGARET A VANWEELDEN	6014 LAKE ST	0.25	\$63,400	\$223,200	\$286,600	\$65,936	\$232,128	\$298,064
37	061003140550	EDWARD A BOYD	6018 LAKE ST	0.17	\$45,700	\$192,400	\$238,100	\$47,528	\$200,096	\$247,624
38	061003421520	EDWARD A BOYD		1.07	\$60,200	\$0	\$60,200	\$62,608	\$0	\$62,608
39	061003172335	TIMOTHY M SMITH	6015 LAKE ST	0.36	\$64,100	\$248,900	\$313,000	\$66,664	\$258,856	\$325,520
40	061003172540	ALL SERVICE SPECIALISTS INC	6007 LAKE ST	0.18	\$47,000	\$138,500	\$185,500	\$48,880	\$144,040	\$192,920
41	061003172853	TIMOTHY FREDERICK UTTER		0.15	\$38,900	\$0	\$38,900	\$40,456	\$0	\$40,456
42	061003172960	TIMOTHY FREDERICK UTTER	6003 LAKE ST	0.12	\$31,400	\$285,400	\$316,800	\$32,656	\$296,816	\$329,472
43	061003172755	TIMOTHY FREDERICK UTTER		0.06	\$600	\$0	\$600	\$624	\$0	\$624
44	061003172657	JOSEPH J MARKING		0.11	\$1,200	\$0	\$1,200	\$1,248	\$0	\$1,248

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMNT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMNT EQUAL	TOTAL EQUAL
45	061003172442	JOSEPH J MARKING		0.11	\$1,100	\$0	\$1,100	\$1,144	\$0	\$1,144
46	061003172228	JOSEPH J MARKING		0.17	\$43,900	\$0	\$43,900	\$45,656	\$0	\$45,656
47	061003172111	JOSEPH J MARKING	6008 EXCHANGE ST	0.12	\$30,600	\$269,500	\$300,100	\$31,824	\$280,280	\$312,104
48	061003172013	ANN M FORD	6012 EXCHANGE ST	0.04	\$500	\$0	\$500	\$520	\$0	\$520
49	061003170417	MCFARLAND, VILLAGE OF	6002 EXCHANGE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
50	061003169518	ARTISTIC PLACE LLC	5920 EXCHANGE ST	0.35	\$79,400	\$785,000	\$864,400	\$82,576	\$816,400	\$898,976
51	061003169616	ARTISTIC PLACE LLC					\$0	\$0	\$0	\$0
52	061003169821	ARTISTIC PLACE LLC					\$0	\$0	\$0	\$0
53	061003169723	ARTISTIC PLACE LLC					\$0	\$0	\$0	\$0
54	061003169938	INVESTMENTS REALTY LLC	5315 LONG ST	0.40	\$81,100	\$241,800	\$322,900	\$84,344	\$251,472	\$335,816
55	061003170042	ROBERT H SMITH	5311 LONG ST	0.25	\$60,700	\$187,000	\$247,700	\$63,128	\$194,480	\$257,608
56	061003170159	ADAM RUHLAND	5305 LONG ST	0.25	\$60,700	\$220,200	\$280,900	\$63,128	\$229,008	\$292,136
57	061003170266	EDWARD L MEIER	5303 LONG ST	0.25	\$60,700	\$192,300	\$253,000	\$63,128	\$199,992	\$263,120
58	061003165478	PHYLLIS M MOORE	5304 LONG ST	0.07	\$18,000	\$150,700	\$168,700	\$18,720	\$156,728	\$175,448
59	061003165585	NATHAN W LANDPHIER	5302 LONG ST	0.21	\$54,900	\$197,500	\$252,400	\$57,096	\$205,400	\$262,496
60	061003165692	ALLI OMANS	5807 WISCONSIN ST	0.25	\$60,700	\$274,500	\$335,200	\$63,128	\$285,480	\$348,608
61	061003165905	CINDY L BERNHAGEN WENDORF	5803 WISCONSIN ST	0.13	\$33,700	\$290,200	\$323,900	\$35,048	\$301,808	\$336,856
62	061003165807	JOSH WEBER SCHIMMING	5305 HOUGH ST	0.12	\$31,600	\$246,100	\$277,700	\$32,864	\$255,944	\$288,808
63	061003164719	MCFARLAND, VILLAGE OF	5802 MAIN ST	0.25	\$0	\$0	\$0	\$0	\$0	\$0
63	061003164719	MCFARLAND, VILLAGE OF	5307 HOUGH ST	0.25	\$0	\$0	\$0	\$0	\$0	\$0
63	061003164719	MCFARLAND, VILLAGE OF	5804 MAIN ST	0.25	\$0	\$0	\$0	\$0	\$0	\$0
64	061003164826	GENERAL TELEPHONE CO	5806 MAIN ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
65	061003164933	MONICA L GUNDERSON	5810 MAIN ST	0.25	\$60,700	\$267,300	\$328,000	\$63,128	\$277,992	\$341,120
66	061003165049	MCFARLAND HISTORICAL SOCIETY	5814 MAIN ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
67	061003165156	GORDON C LOFGREN	5902 MAIN ST	0.09	\$37,800	\$163,000	\$200,800	\$39,312	\$169,520	\$208,832
67	061003165156	GORDON C LOFGREN	5904 MAIN ST	0.09	\$37,800	\$163,000	\$200,800	\$39,312	\$169,520	\$208,832

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
68	061003165254	JAMES A SCHNEIDER	5906 MAIN ST	0.06	\$25,000	\$84,100	\$109,100	\$26,000	\$87,464	\$113,464
69	061003165352	Current Owner	5910 MAIN ST	0.06	\$28,600	\$416,400	\$445,000	\$29,744	\$433,056	\$462,800
70	061003160455	ARLEN M ALGREM	5304 HOUGH ST	0.13	\$32,700	\$212,500	\$245,200	\$34,008	\$221,000	\$255,008
71	061003160553	Current Owner	5302 HOUGH ST	0.13	\$32,700	\$268,600	\$301,300	\$34,008	\$279,344	\$313,352
72	061003160660	Current Owner	5711 WISCONSIN ST	0.28	\$61,800	\$215,800	\$277,600	\$64,272	\$224,432	\$288,704
73	061003160777	NIELSEN LIVING TR, GLENN & MARGARET	5707 WISCONSIN ST	0.24	\$60,200	\$278,300	\$338,500	\$62,608	\$289,432	\$352,040
74	061003160884	Current Owner	5303 BROADHEAD ST	0.24	\$60,200	\$161,800	\$222,000	\$62,608	\$168,272	\$230,880
75	061003160017	TIFFANY RHEA BENNETHUM	5702 MAIN ST	0.25	\$60,700	\$388,400	\$449,100	\$63,128	\$403,936	\$467,064
76	061003160124	SHENA M BORCHARDT	5704 MAIN ST	0.25	\$60,700	\$225,200	\$285,900	\$63,128	\$234,208	\$297,336
76	061003160124	SHENA M BORCHARDT	5706 MAIN ST	0.25	\$60,700	\$225,200	\$285,900	\$63,128	\$234,208	\$297,336
77	061003160231	CALEB WOYAK	5708 MAIN ST	0.25	\$60,700	\$304,300	\$365,000	\$63,128	\$316,472	\$379,600
77	061003160231	CALEB WOYAK	5710 MAIN ST	0.25	\$60,700	\$304,300	\$365,000	\$63,128	\$316,472	\$379,600
78	061003160348	WHITEHORSE RENTALS LLC	5306 HOUGH ST	0.25	\$60,700	\$279,000	\$339,700	\$63,128	\$290,160	\$353,288
78	061003160348	WHITEHORSE RENTALS LLC	5308 HOUGH ST	0.25	\$60,700	\$279,000	\$339,700	\$63,128	\$290,160	\$353,288
79	061003162088	KENNETH J LITTLEFIELD	5703 MAIN ST	0.15	\$39,700	\$189,800	\$229,500	\$41,288	\$197,392	\$238,680
80	061003161972	TRISTAN DAUM FITZGERALD	5707 MAIN ST	0.15	\$39,700	\$248,100	\$287,800	\$41,288	\$258,024	\$299,312
81	061003161767	Current Owner	5711 MAIN ST	0.25	\$60,700	\$211,100	\$271,800	\$63,128	\$219,544	\$282,672
82	061003161650	BRENT E PLISCH	5715 MAIN ST	0.25	\$60,700	\$233,400	\$294,100	\$63,128	\$242,736	\$305,864
83	061003161543	ERICA L ADKINS	5404 HOUGH ST	0.08	\$21,700	\$249,100	\$270,800	\$22,568	\$259,064	\$281,632
84	061003161445	JEFF J AERTS	5406 HOUGH ST	0.17	\$43,600	\$298,500	\$342,100	\$45,344	\$310,440	\$355,784
85	061003161338	ERICA L ADKINS	5404 HOUGH ST	0.08	\$21,400	\$5,300	\$26,700	\$22,256	\$5,512	\$27,768
86	061003161230	AIDAN FRANCIS AILEN	5710 MILWAUKEE ST	0.17	\$43,600	\$247,400	\$291,000	\$45,344	\$257,296	\$302,640
87	061003161874	BETTY A KRISHER	5403 BROADHEAD ST	0.20	\$62,200	\$50,400	\$112,600	\$64,688	\$52,416	\$117,104
88	061003161123	PHILIP SHULMAN	5706 MILWAUKEE ST	0.25	\$60,700	\$269,300	\$330,000	\$63,128	\$280,072	\$343,200
89	061003161016	JAKAYLA MAHER	5702 MILWAUKEE ST	0.25	\$60,700	\$169,300	\$230,000	\$63,128	\$176,072	\$239,200
90	061003164488	AUDREY ENDRES	5803 MAIN ST	0.25	\$60,700	\$334,800	\$395,500	\$63,128	\$348,192	\$411,320

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
91	061003164371	RICHARD L LARSON	5809 MAIN ST	0.25	\$78,300	\$77,000	\$155,300	\$81,432	\$80,080	\$161,512
91	061003164371	RICHARD L LARSON	5807 MAIN ST	0.25	\$78,300	\$77,000	\$155,300	\$81,432	\$80,080	\$161,512
92	061003164264	SPARTAN PIZZA LLC	5811 MAIN ST	0.25	\$60,700	\$213,200	\$273,900	\$63,128	\$221,728	\$284,856
93	061003164157	SPARTAN PIZZA LLC	5813 MAIN ST	0.06	\$27,400	\$132,900	\$160,300	\$28,496	\$138,216	\$166,712
94	061003164059	SPARTAN PIZZA LLC	5819 MAIN ST	0.07	\$32,900	\$182,000	\$214,900	\$34,216	\$189,280	\$223,496
95	061003163952	SPARTAN PIZZA LLC	5404 ANTHONY ST	0.11	\$44,900	\$147,300	\$192,200	\$46,696	\$153,192	\$199,888
96	061003163514	SHERRY L MARTIN	5802 MILWAUKEE ST	0.25	\$60,700	\$248,000	\$308,700	\$63,128	\$257,920	\$321,048
97	061003163621	JARED TORBLEAU	5806 MILWAUKEE ST	0.25	\$60,700	\$198,600	\$259,300	\$63,128	\$206,544	\$269,672
98	061003163738	MARILYN KALHAGEN	5810 MILWAUKEE ST	0.25	\$60,700	\$233,300	\$294,000	\$63,128	\$242,632	\$305,760
99	061003163845	SPARTAN PIZZA LLC	5408 ANTHONY ST	0.25	\$60,700	\$0	\$60,700	\$63,128	\$0	\$63,128
100	061003166771	MCFARLAND, VILLAGE OF	5920 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
101	061003166664	MCFARLAND, VILLAGE OF	5920 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
102	061003166557	MCFARLAND, VILLAGE OF	5920 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
103	061003166119	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
104	061003166226	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
105	061003166333	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
106	061003166440	MCFARLAND, VILLAGE OF	5412 LONG ST	0.10	\$0	\$0	\$0	\$0	\$0	\$0
107	061003169367	ASHLEY MARIE BYRNE	5915 EXCHANGE ST				\$0	\$0	\$0	\$0
108	061003169054	ASHLEY MARIE BYRNE	5915 EXCHANGE ST	0.19	\$64,800	\$270,200	\$335,000	\$67,392	\$281,008	\$348,400
109	061003168948	ASHLEY MARIE BYRNE	5915 EXCHANGE ST				\$0	\$0	\$0	\$0
110	061003169269	OHEARN VENTURES LLC	5923 EXCHANGE ST	0.58	\$81,900	\$460,400	\$542,300	\$85,176	\$478,816	\$563,992
111	061003169152	OHEARN VENTURES LLC					\$0	\$0	\$0	\$0
112	061003168840	OHEARN VENTURES LLC					\$0	\$0	\$0	\$0
113	061003168733	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
114	061003168626	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
115	061003168519	BLIFFERT SOUTHWEST HOLDINGS LLC	5417 LONG ST	0.75	\$71,400	\$505,000	\$576,400	\$74,256	\$525,200	\$599,456

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
116	061003171112	MCFARLAND, VILLAGE OF	6001 EXCHANGE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
117	061003171050	MICHAEL J ZIRKEL	5412 BASHFORD ST	0.11	\$34,600	\$240,900	\$275,500	\$35,984	\$250,536	\$286,520
117	061003171050	MICHAEL J ZIRKEL	5410 BASHFORD ST	0.11	\$34,600	\$240,900	\$275,500	\$35,984	\$250,536	\$286,520
118	061003403273	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
119	061003171845	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
120	061003171738	MCFARLAND HISTORICAL SOCIETY		0.00	\$0	\$0	\$0	\$0	\$0	\$0
121	061003405986	THELMA M ALLEN	5403 BASHFORD ST	0.07	\$18,300	\$186,800	\$205,100	\$19,032	\$194,272	\$213,304
122	061003406083	GARRY T MOORE	5407 BASHFORD ST	0.20	\$51,600	\$299,800	\$351,400	\$53,664	\$311,792	\$365,456
123	061003406181	5411 BASHFORD LLC	5411 BASHFORD ST APT 102	0.22	\$56,700	\$1,080,000	\$1,136,700	\$58,968	\$1,123,200	\$1,182,168
123	061003406181	5411 BASHFORD LLC	5411 BASHFORD ST APT 202	0.22	\$56,700	\$1,080,000	\$1,136,700	\$58,968	\$1,123,200	\$1,182,168
123	061003406181	5411 BASHFORD LLC	5411 BASHFORD ST UNIT 101	0.22	\$56,700	\$1,080,000	\$1,136,700	\$58,968	\$1,123,200	\$1,182,168
123	061003406181	5411 BASHFORD LLC	5411 BASHFORD ST APT 203	0.22	\$56,700	\$1,080,000	\$1,136,700	\$58,968	\$1,123,200	\$1,182,168
123	061003406181	5411 BASHFORD LLC	5411 BASHFORD ST APT 201	0.22	\$56,700	\$1,080,000	\$1,136,700	\$58,968	\$1,123,200	\$1,182,168
124	061003400801	MCFARLAND HISTORICAL SOCIETY	6005 EXCHANGE ST	0.04	\$0	\$0	\$0	\$0	\$0	\$0
125	061003400847	MCFARLAND HISTORICAL SOCIETY	6003 EXCHANGE ST	0.27	\$0	\$0	\$0	\$0	\$0	\$0
126	061003400632	GARY D BUHLER	6007 EXCHANGE ST	0.23	\$60,100	\$248,000	\$308,100	\$62,504	\$257,920	\$320,424
127	061002325583	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
128	061003402872	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
129	061003168019	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
130	061003168126	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
131	061003168233	BLIFFERT SOUTHWEST HOLDINGS LLC	5417 LONG ST	0.90	\$74,700	\$131,700	\$206,400	\$77,688	\$136,968	\$214,656
132	061003168340	BLIFFERT SOUTHWEST HOLDINGS LLC					\$0	\$0	\$0	\$0
133	061002247266	MCFARLAND, VILLAGE OF		0.50	\$0	\$0	\$0	\$0	\$0	\$0
134	061002320901	MCFARLAND, VILLAGE OF		1.29	\$0	\$0	\$0	\$0	\$0	\$0
135	061002246525	HOMESTEAD HOUSING PARTNERS	5503 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5501 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
135	061002246525	HOMESTEAD HOUSING PARTNERS	5515 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5521 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5527 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5529 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5523 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5509 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5517 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5507 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5531 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5505 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5511 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5525 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5513 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
135	061002246525	HOMESTEAD HOUSING PARTNERS	5519 OSBORN DR	1.99	\$140,000	\$1,859,300	\$1,999,300	\$145,600	\$1,933,672	\$2,079,272
136	061002246856	MCFARLAND, VILLAGE OF		0.00	\$0	\$0	\$0	\$0	\$0	\$0
137	061003167663	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.10	\$0	\$0	\$0	\$0	\$0	\$0
138	061003167556	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.30	\$0	\$0	\$0	\$0	\$0	\$0
139	061003167449	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.30	\$0	\$0	\$0	\$0	\$0	\$0
140	061003167332	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
141	061003167225	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
142	061003167118	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
143	061003167010	MCFARLAND, VILLAGE OF	5915 MILWAUKEE ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
144	061003163238	JEFFREY D BAUMGARTEN	5813 MILWAUKEE ST	0.25	\$60,700	\$203,500	\$264,200	\$63,128	\$211,640	\$274,768
145	061003163121	DALE L BOLENDER	5811 MILWAUKEE ST	0.25	\$60,700	\$316,300	\$377,000	\$63,128	\$328,952	\$392,080
146	061003163014	KRYSTALYNN SABOL	5805 MILWAUKEE ST	0.25	\$60,700	\$309,600	\$370,300	\$63,128	\$321,984	\$385,112
147	061003162846	ROBERT W DAY	5801 MILWAUKEE ST	0.25	\$60,700	\$250,600	\$311,300	\$63,128	\$260,624	\$323,752

MAP ID	PARCEL NUMBER	PROPERTY OWNER	PROPERTY ADDRESS	ACRES	LAND ASSESSED	IMPRVMT ASSESSED	TOTAL ASSESSED	LAND EQUAL	IMPRVMT EQUAL	TOTAL EQUAL
148	061003162748	DUDLEY LAW	5715 MILWAUKEE ST	0.25	\$60,700	\$223,300	\$284,000	\$63,128	\$232,232	\$295,360
149	061003162631	PAUL C MACDONALD	5711 MILWAUKEE ST	0.25	\$60,700	\$242,400	\$303,100	\$63,128	\$252,096	\$315,224
150	061003162524	JONATHAN E JONES	5707 MILWAUKEE ST	0.20	\$52,300	\$253,400	\$305,700	\$54,392	\$263,536	\$317,928
151	061003162417	RICHARD M SCHWOERER	5703 MILWAUKEE ST	0.21	\$54,400	\$277,300	\$331,700	\$56,576	\$288,392	\$344,968
152	061003162319	MC FARLAND LUTHERAN CEMETERY ASSOC		0.10	\$0	\$0	\$0	\$0	\$0	\$0
153	061002247079	MC FARLAND LUTHERAN CEMETERY ASSOC		1.50	\$0	\$0	\$0	\$0	\$0	\$0
154	061002245731	MCFARLAND UNITED CHURCH OF CHRIST INC	5710 ANTHONY ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
155	061002245946	MCFARLAND UNITED CHURCH OF CHRIST INC	5710 ANTHONY ST	0.00	\$0	\$0	\$0	\$0	\$0	\$0
156	061002245213	HOMESTEAD HOUSING PARTNERS	5910 ANTHONY ST	1.94	\$139,300	\$2,597,300	\$2,736,600	\$144,872	\$2,701,192	\$2,846,064
157	061003163345	Current Owner	5817 MILWAUKEE ST	0.25	\$0	\$0	\$0	\$0	\$0	\$0
158	061003422243	EGNER LIVING TR, JEANETTE I	6104 EXCHANGE ST	0.25	\$60,700	\$217,000	\$277,700	\$63,128	\$225,680	\$288,808
159	061003422136	Current Owner	6016 EXCHANGE ST	0.27	\$61,300	\$238,400	\$299,700	\$63,752	\$247,936	\$311,688
159	061003422136	Current Owner	6014 EXCHANGE ST	0.27	\$61,300	\$238,400	\$299,700	\$63,752	\$247,936	\$311,688
160	061003422038	ANN M FORD	6012 EXCHANGE ST	0.23	\$60,000	\$305,000	\$365,000	\$62,400	\$317,200	\$379,600

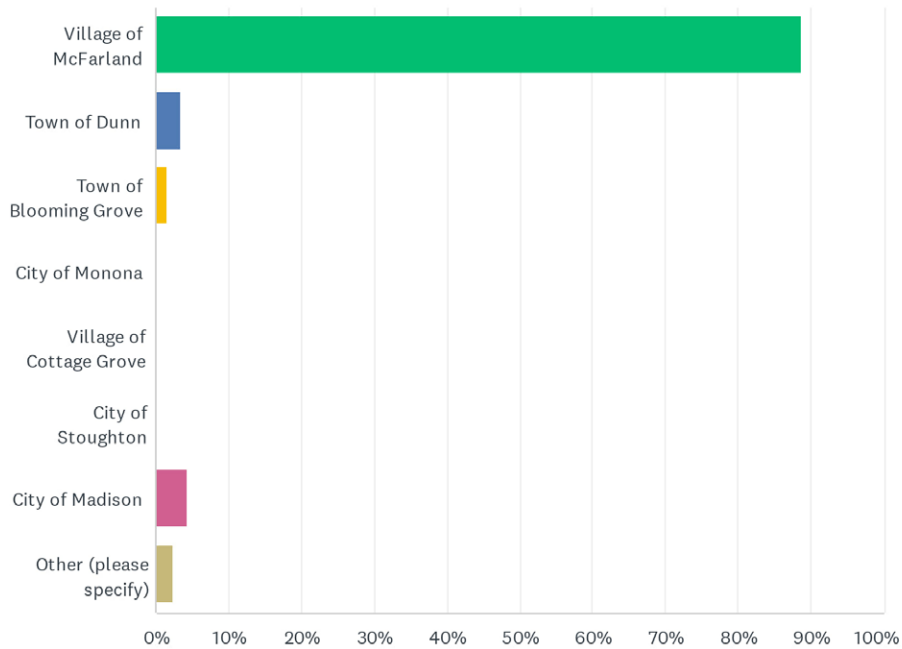
# APPENDIX B: SURVEY SUMMARIES

## VISIONING SURVEY RESULTS (SEPTEMBER 2023)

This survey aims to determine redevelopment opportunities and future public infrastructure improvements.

### Q1 Where do you live?

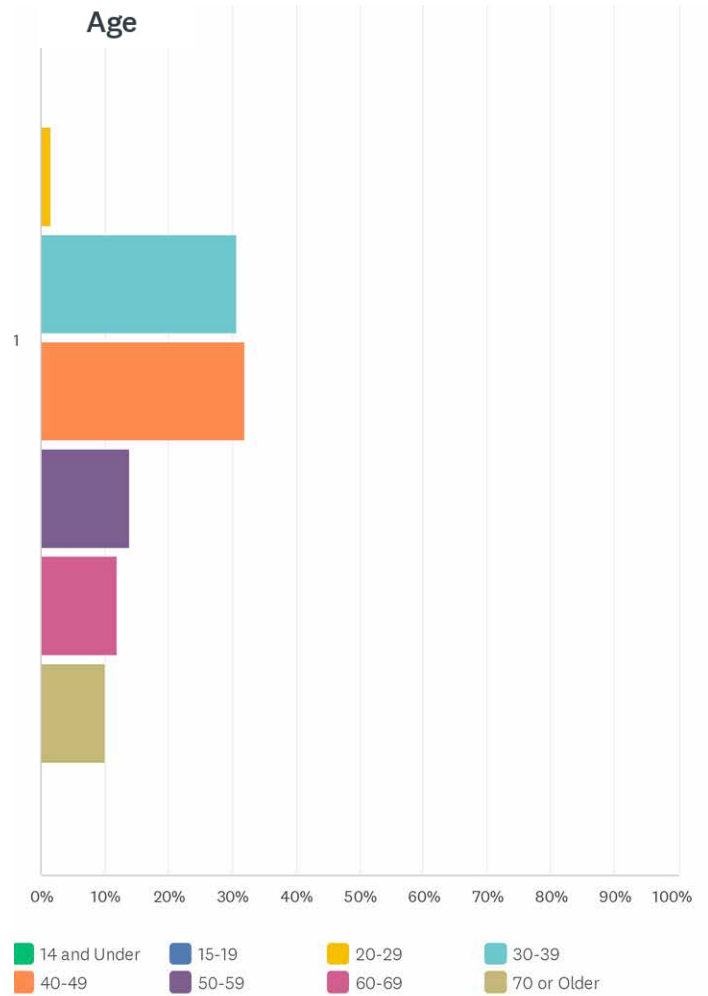
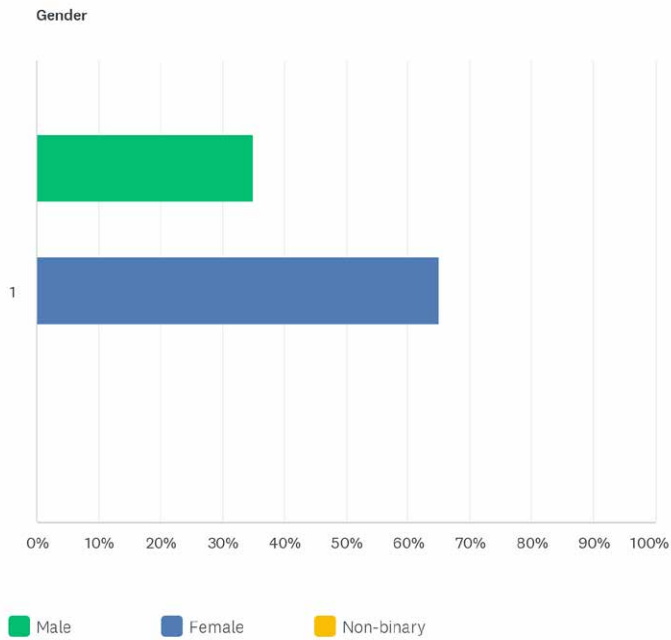
Answered: 211 Skipped: 0



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

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

Answered: 209 Skipped: 2



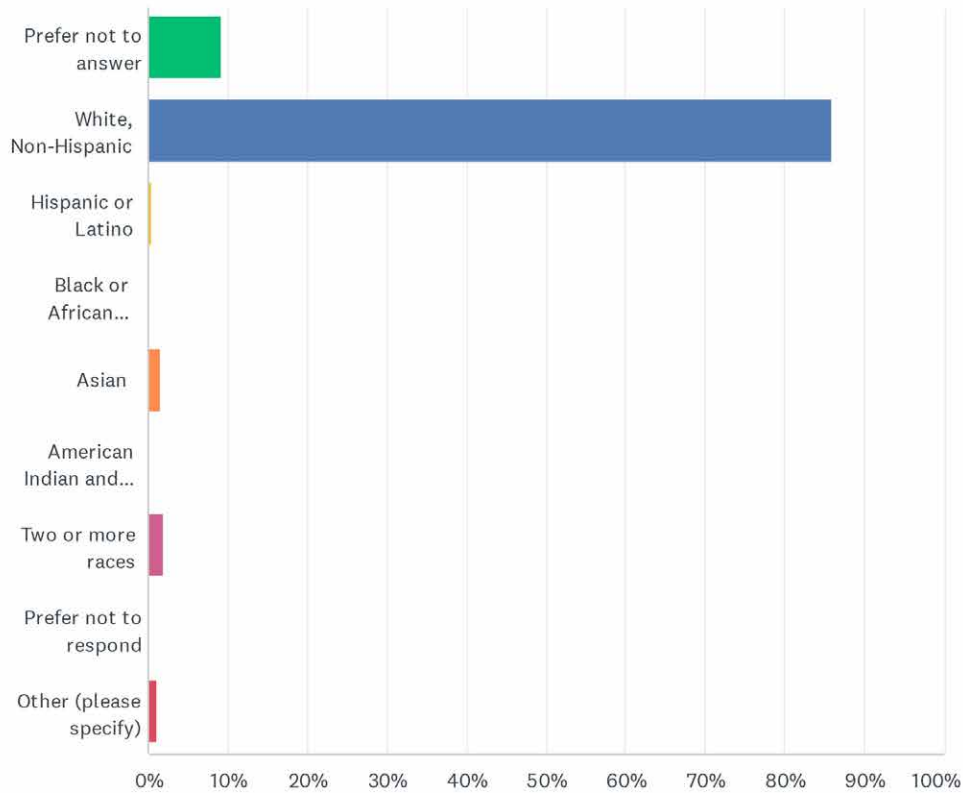
Age									
	14 AND UNDER	15-19	20-29	30-39	40-49	50-59	60-69	70 OR OLDER	TOTAL
1	0.00%	0.00%	1.44%	30.62%	32.06%	13.88%	11.96%	10.05%	209
	0	0	3	64	67	29	25	21	

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

### Q3 What is your race?

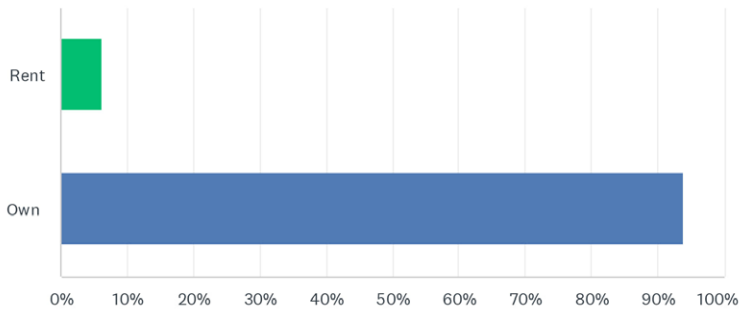
Answered: 207 Skipped: 4



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

### Q4 Do you rent or own your home?

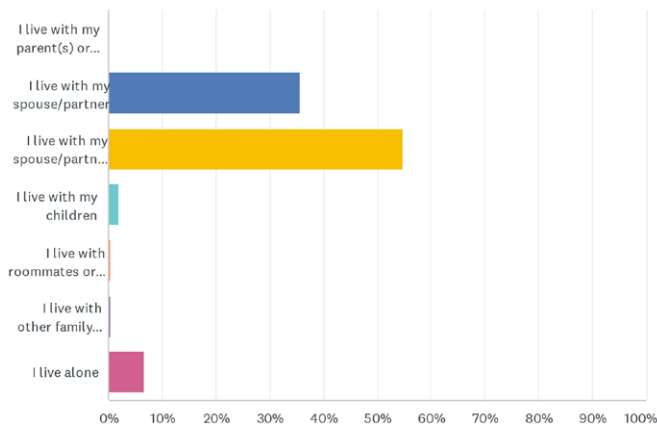
Answered: 211 Skipped: 0



ANSWER CHOICES	RESPONSES	
Rent	6.16%	13
Own	93.84%	198
<b>TOTAL</b>		<b>211</b>

### Q5 Which of the following best describes your living situation?

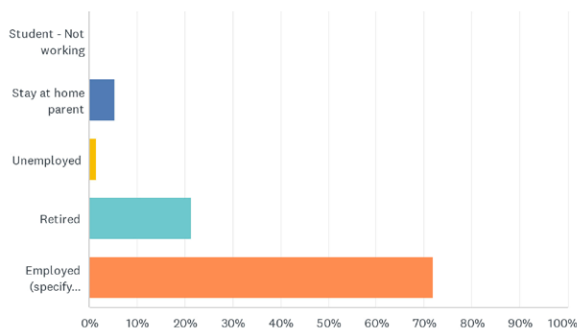
Answered: 210 Skipped: 1



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

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

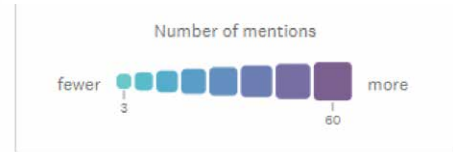
Answered: 210 Skipped: 1



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

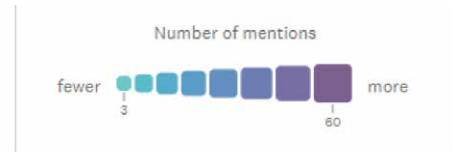
Q7 Please offer a few words or phrases that you use to describe "downtown" McFarland today.

Answered: 153 Skipped: 58



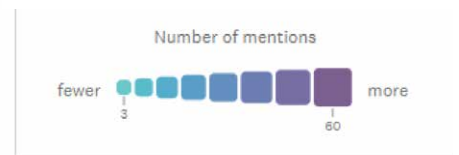
Q8 What is ONE thing you would like to see changed in the downtown area?

Answered: 146 Skipped: 65



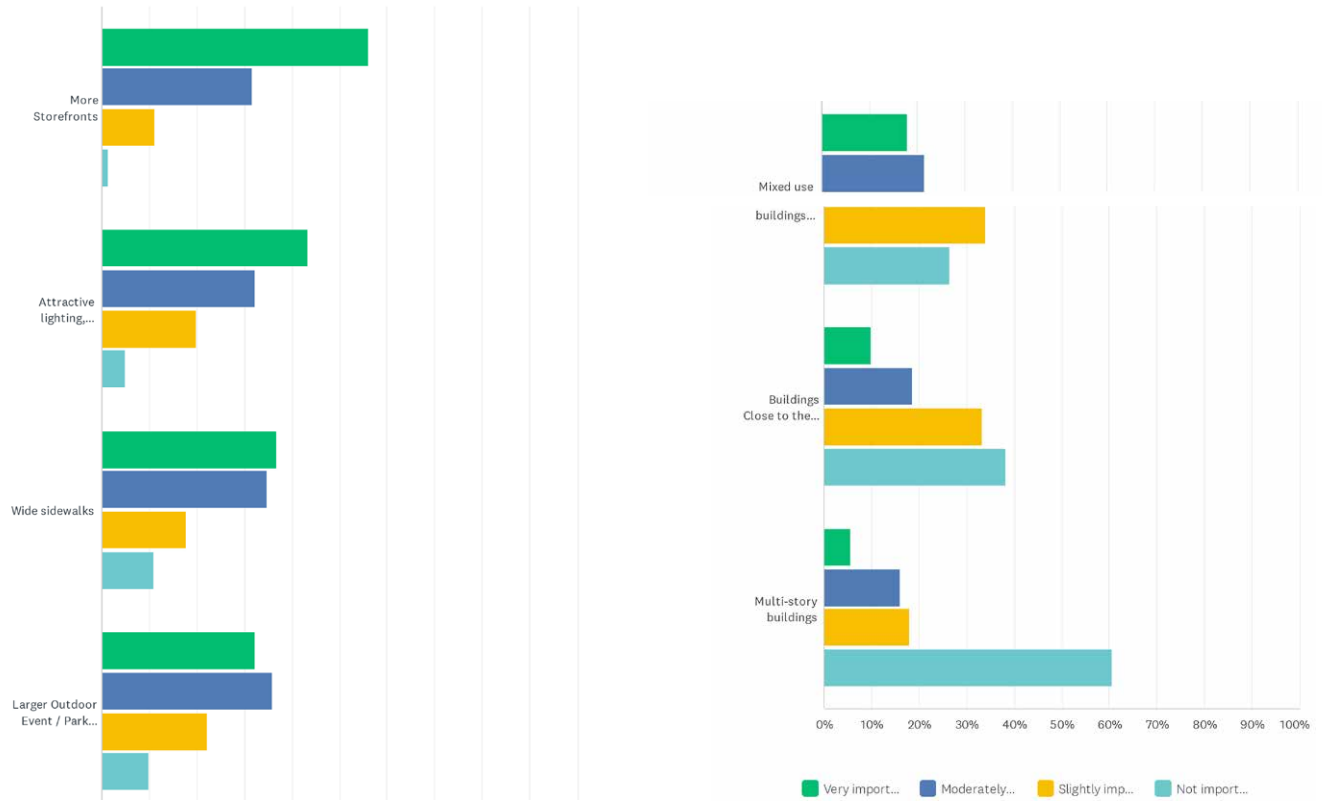
Q9 What is ONE thing you would like to protect from change in the downtown area?

Answered: 147 Skipped: 64



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

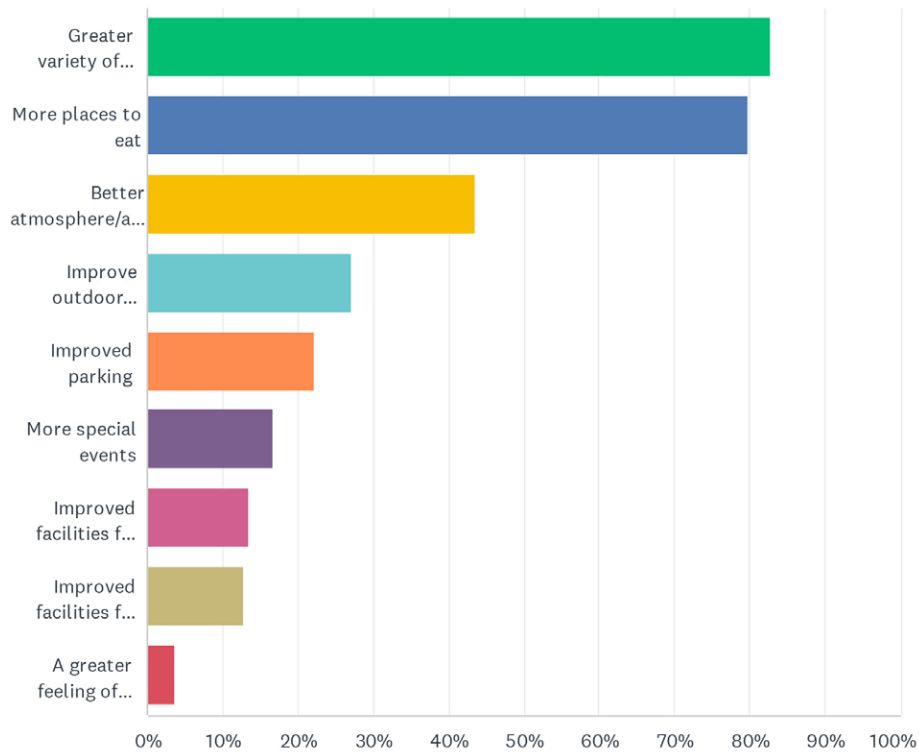
Answered: 164 Skipped: 47



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

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

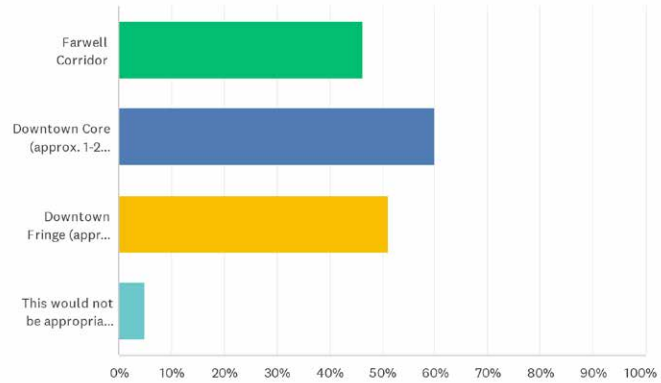
Answered: 163 Skipped: 48



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

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

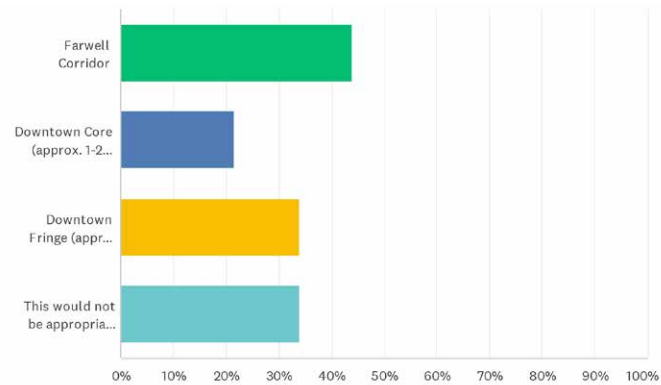
Answered: 162 Skipped: 49



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

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

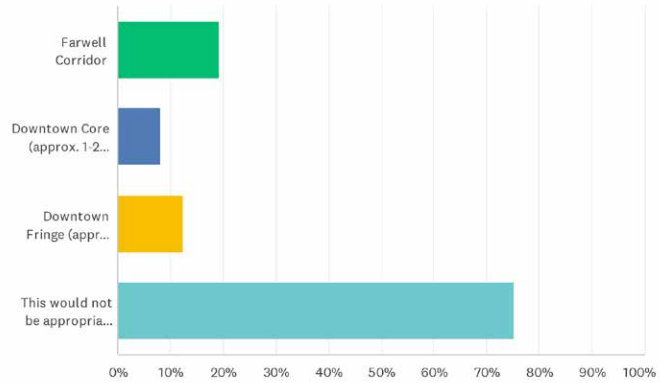
Answered: 162 Skipped: 49



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

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

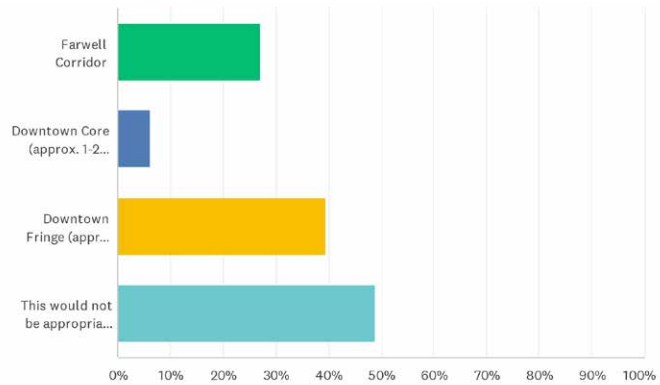
Answered: 162 Skipped: 49



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

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

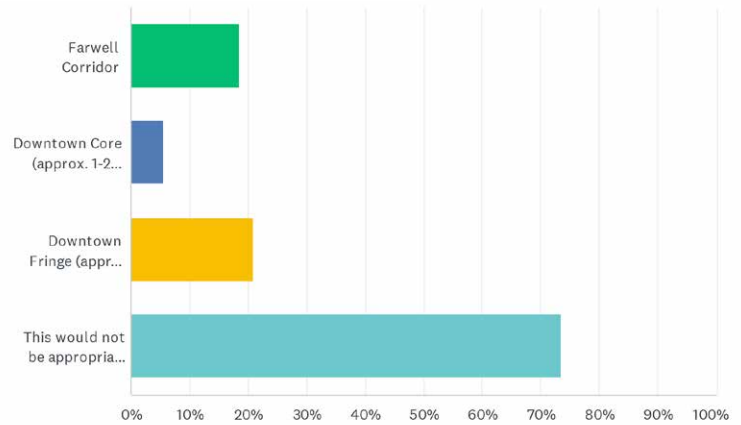
Answered: 162 Skipped: 49



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

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

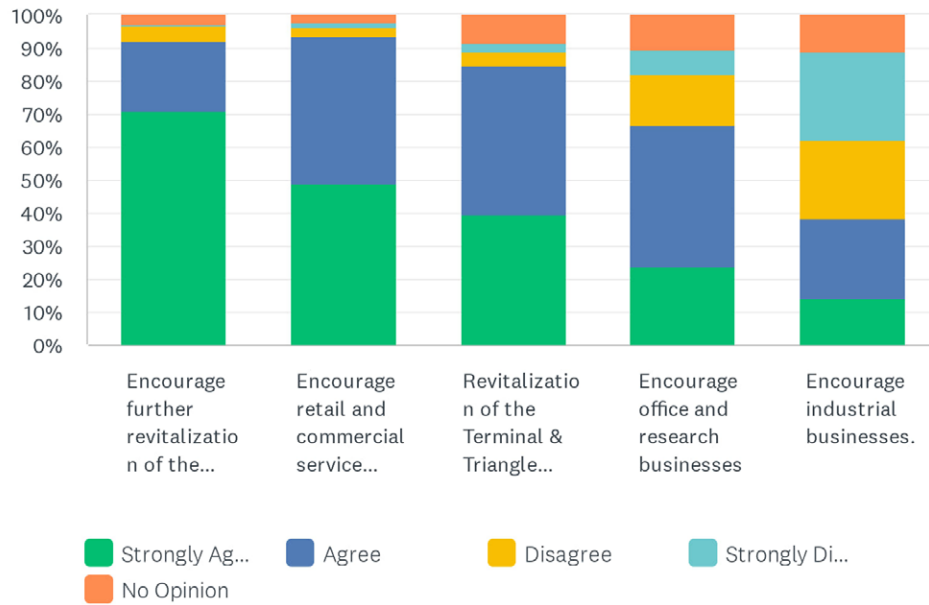
Answered: 162 Skipped: 49



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

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

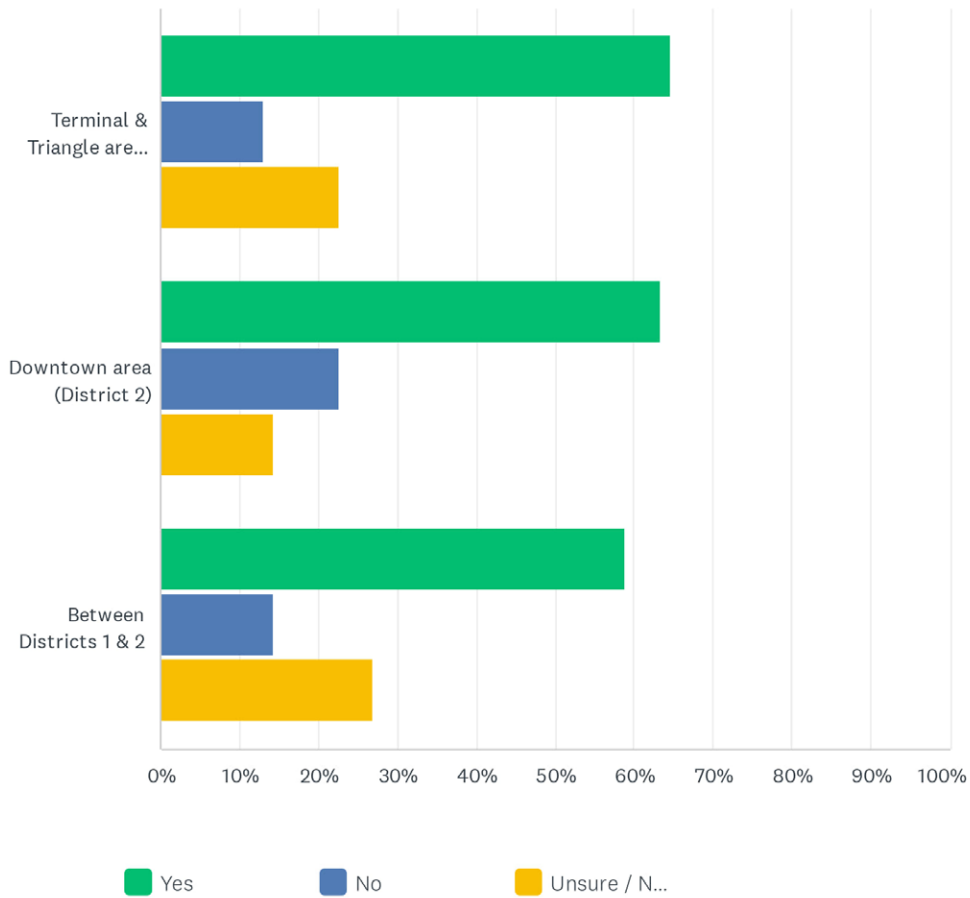
Answered: 156 Skipped: 55



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

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

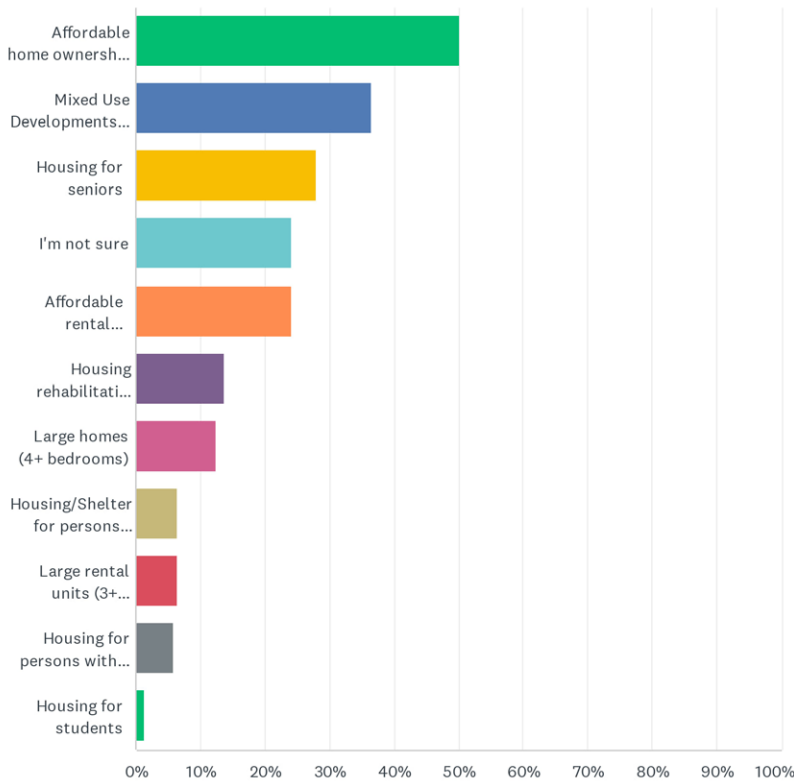
Answered: 155 Skipped: 56



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

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

Answered: 154 Skipped: 57



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

## DESIGN PREFERENCE SURVEY (APRIL 2024)

This survey aims to solicit the public’s feedback on future redevelopment and public infrastructure improvements.

### Downtown District

**Redevelopment District 2** covers the current and future expansion of the downtown. While there have been improvements in the downtown area since the adoption of the previous plan (2010), there are still opportunities to redevelop under-utilized properties and other areas for future growth of the district. **The following questions help to reimagine the future transformation of the Downtown through an updated Redevelopment District 2 Plan.**

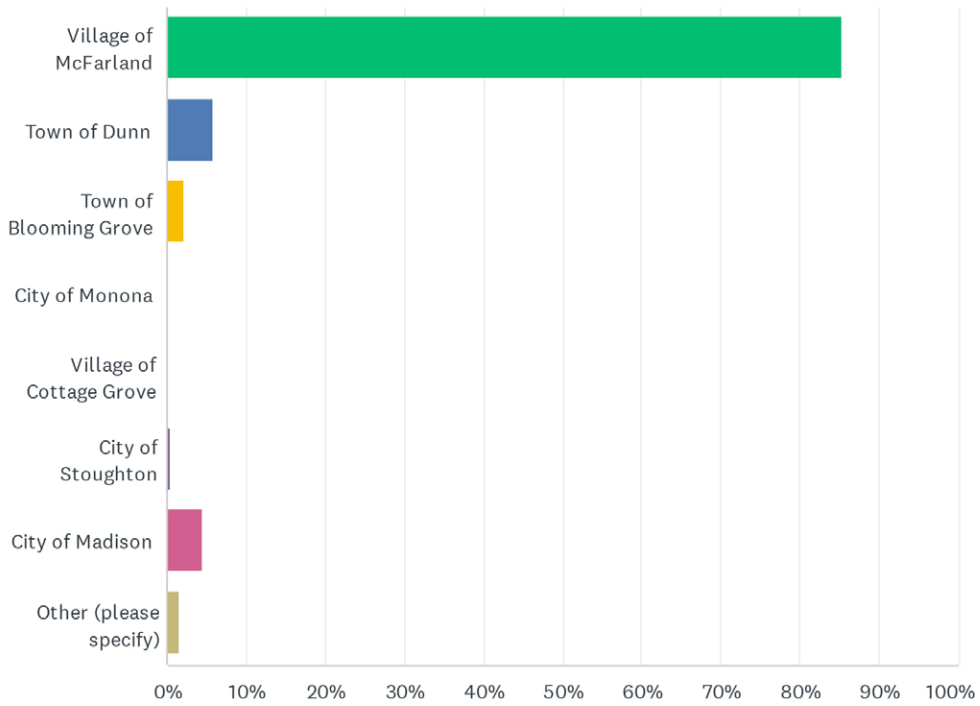
For the purposes of this survey, “Downtown” is defined as Farwell Street to the west, Broadhead Street to the north, Osborn Drive to the east, and the Creamery Road to the south. [also shown in the map below]

### Downtown Redevelopment Area (District 2)



### Q1 Where do you live?

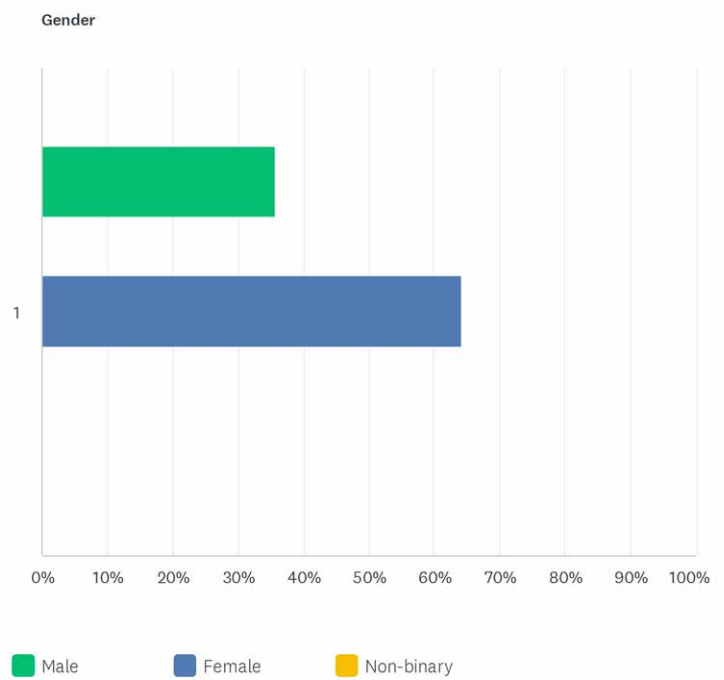
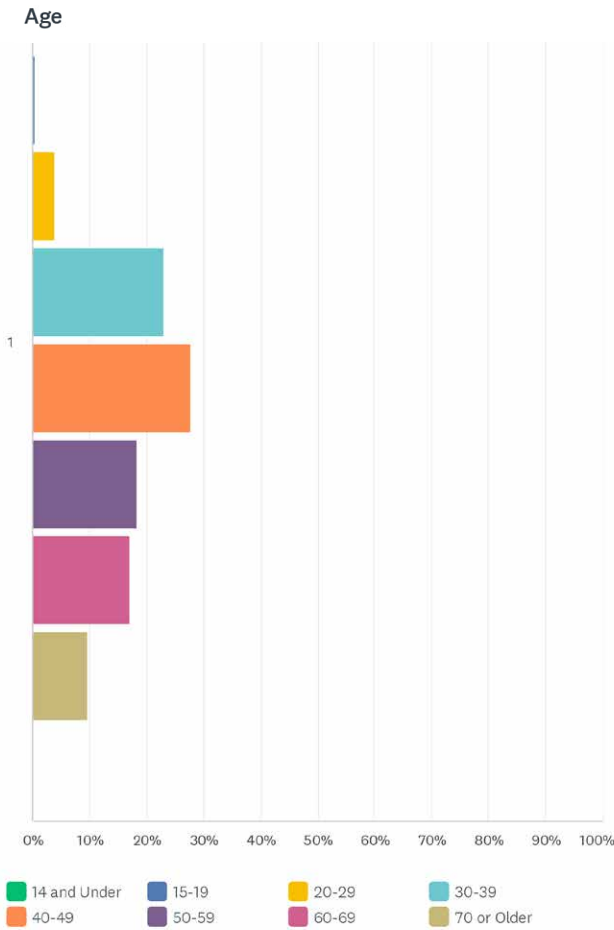
Answered: 1,054 Skipped: 10



ANSWER CHOICES	RESPONSES	
Village of McFarland	85.29%	899
Town of Dunn	5.69%	60
Town of Blooming Grove	2.18%	23
City of Monona	0.09%	1
Village of Cottage Grove	0.28%	3
City of Stoughton	0.47%	5
City of Madison	4.46%	47
Other (please specify)	1.52%	16
<b>TOTAL</b>		<b>1,054</b>

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

Answered: 1,038 Skipped: 26



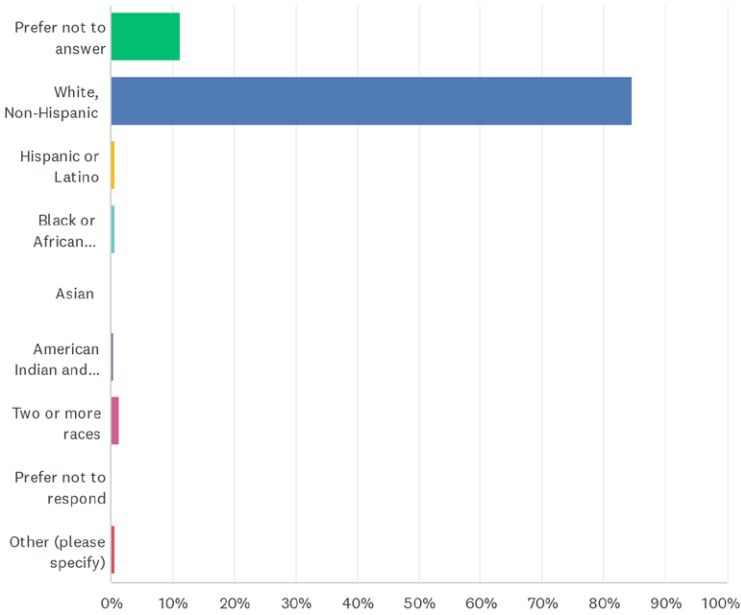
Age									
	14 AND UNDER	15-19	20-29	30-39	40-49	50-59	60-69	70 OR OLDER	TOTAL
1	0.10%	0.48%	3.76%	22.95%	27.77%	18.32%	17.07%	9.55%	1,037
	1	5	39	238	288	190	177	99	

Gender				
	MALE	FEMALE	NON-BINARY	TOTAL
1	35.55%	64.16%	0.29%	1,024
	364	657	3	

### Q3 What is your race?

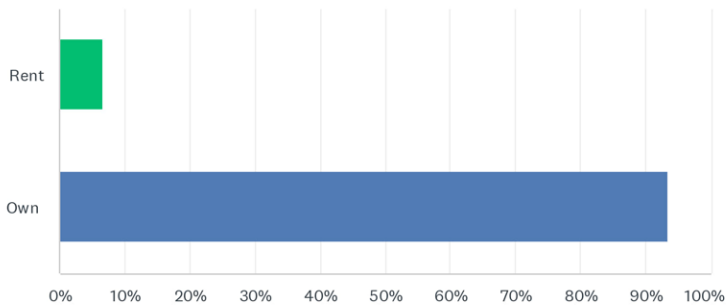
Answered: 1,041 Skipped: 23



ANSWER CHOICES	RESPONSES	
Prefer not to answer	11.34%	118
White, Non-Hispanic	84.73%	882
Hispanic or Latino	0.67%	7
Black or African American	0.67%	7
Asian	0.29%	3
American Indian and Alaska Native	0.38%	4
Two or more races	1.34%	14
Prefer not to respond	0.00%	0
Other (please specify)	0.58%	6
<b>TOTAL</b>		<b>1,041</b>

### Q4 Do you rent or own your home?

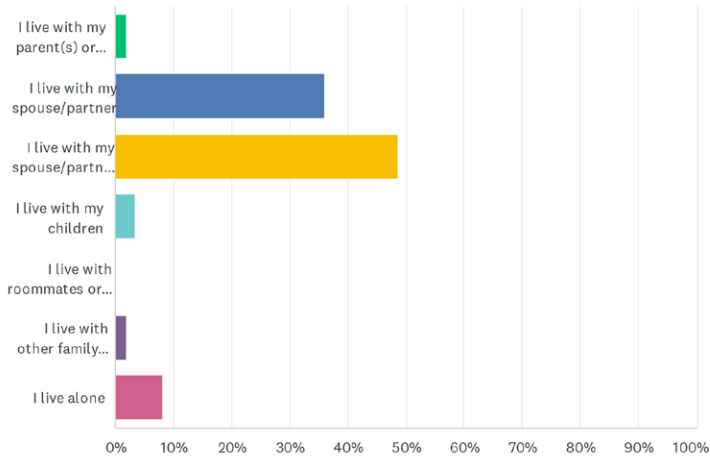
Answered: 1,046 Skipped: 18



ANSWER CHOICES	RESPONSES	
Rent	6.60%	69
Own	93.40%	977
<b>TOTAL</b>		<b>1,046</b>

Q5 Which of the following best describes your living situation?

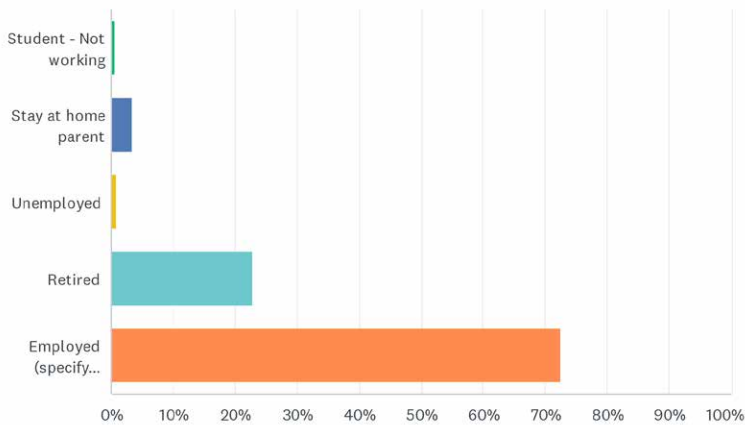
Answered: 1,046 Skipped: 18



ANSWER CHOICES	RESPONSES
I live with my parent(s) or my parent(s) and sibling(s)	2.01% 21
I live with my spouse/partner	35.95% 376
I live with my spouse/partner and children	48.66% 509
I live with my children	3.35% 35
I live with roommates or friends	0.19% 2
I live with other family members	1.82% 19
I live alone	8.03% 84
<b>TOTAL</b>	<b>1,046</b>

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

Answered: 1,044 Skipped: 20



ANSWER CHOICES	RESPONSES
Student - Not working	0.57% 6
Stay at home parent	3.45% 36
Unemployed	0.77% 8
Retired	22.80% 238
Employed (specify business ZIP CODE of your primary work locatio	72.41% 756
<b>TOTAL</b>	<b>1,044</b>

## Downtown District - Design Concept Preference

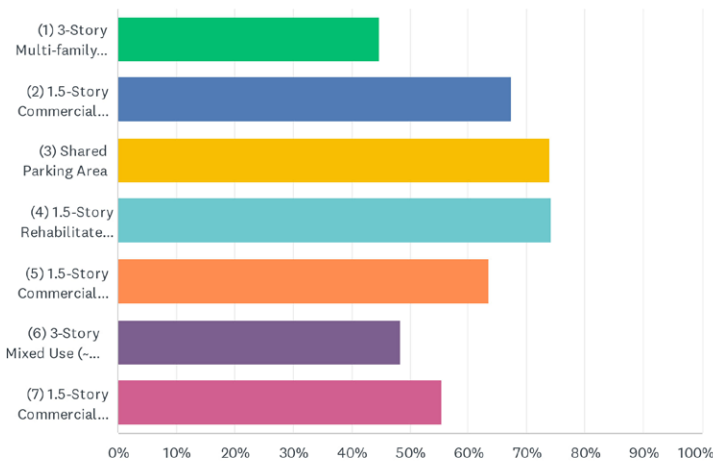
Two initial concepts have been completed for generalized land use and building types and development within portions of the Downtown Redevelopment District. Consider the concepts below and indicate your support for portions of each design. Note that the red line on buildings indicate commercial frontage.

Design Concept 1 - Area A



Q23 Which features of the Concept 1 do you support? Check all that apply.

Answered: 529 Skipped: 535



ANSWER CHOICES	RESPONSES
(1) 3-Story Multi-family Residential (~50 units)	44.80% 237
(2) 1.5-Story Commercial (~3,500 SF)	67.30% 356
(3) Shared Parking Area	73.91% 391
(4) 1.5-Story Rehabilitated Commercial (existing, ~27,000 SF)	74.10% 392
(5) 1.5-Story Commercial (~4,200 SF)	63.52% 336
(6) 3-Story Mixed Use (~50 units, ~7,000 SF Com.)	48.39% 256
(7) 1.5-Story Commercial (~8,800 SF)	55.39% 293
Total Respondents: 529	

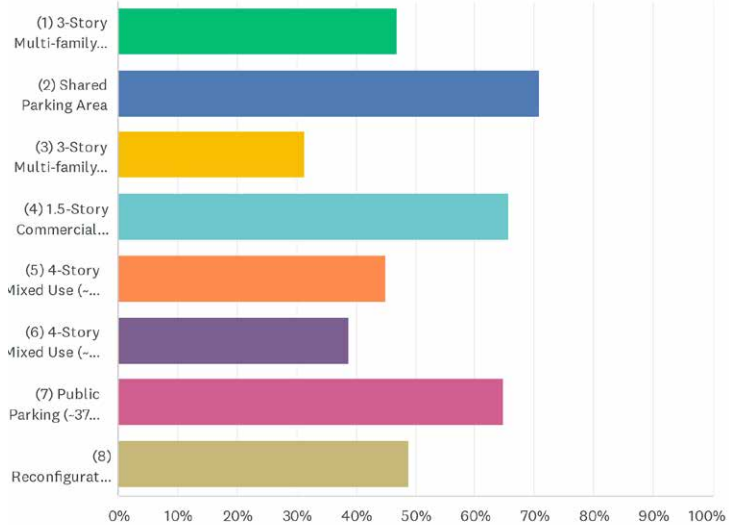
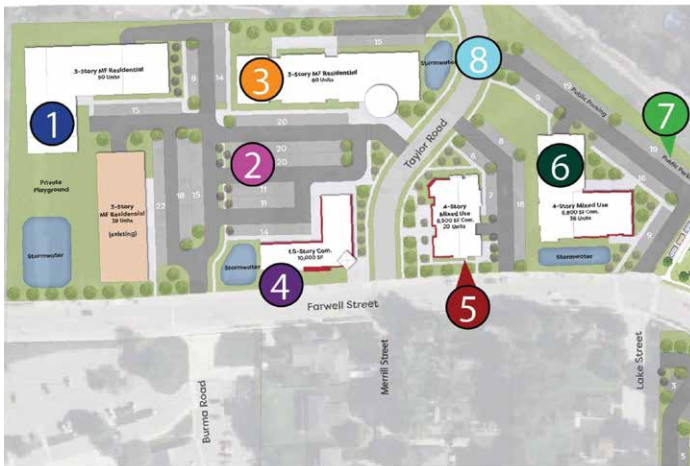
Q24 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area A.

Answered: 166 Skipped: 898

Q25 Which features of the Concept 2 do you support? Check all that apply

Answered: 485 Skipped: 579

Design Concept 2 - Area A



ANSWER CHOICES	RESPONSES	
(1) 3-Story Multi-family Residential (~50 units)	46.80%	227
(2) Shared Parking Area	70.72%	343
(3) 3-Story Multi-family Residential (~60 units)	31.34%	152
(4) 1.5-Story Commercial (~10,000 SF)	65.77%	319
(5) 4-Story Mixed Use (~20 units, ~8,500 SF Com.)	44.95%	218
(6) 4-Story Mixed Use (~36 units, ~6,800 SF Com.)	38.76%	188
(7) Public Parking (~37 spaces)	64.74%	314
(8) Reconfiguration of Taylor Road to allow for development	48.87%	237
Total Respondents: 485		

Q26 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area A.

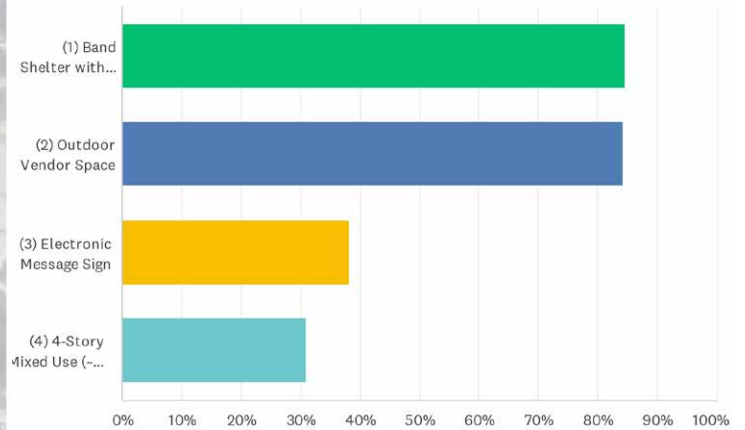
Answered: 156 Skipped: 908

Design Concept 1 & 2 - Area A - Arnold Larson Park



Q27 Which features of the Concept do you support? Check all that apply.

Answered: 583 Skipped: 481



ANSWER CHOICES	RESPONSES	
(1) Band Shelter with Bathrooms	84.56%	493
(2) Outdoor Vendor Space	84.22%	491
(3) Electronic Message Sign	38.08%	222
(4) 4-Story Mixed Use (~32 units, ~9,000 SF Com.)	30.87%	180
Total Respondents: 583		

Q28 Please use this space to share any comments, ideas, or concerns you may have for improvements to Arnold Larson Park.

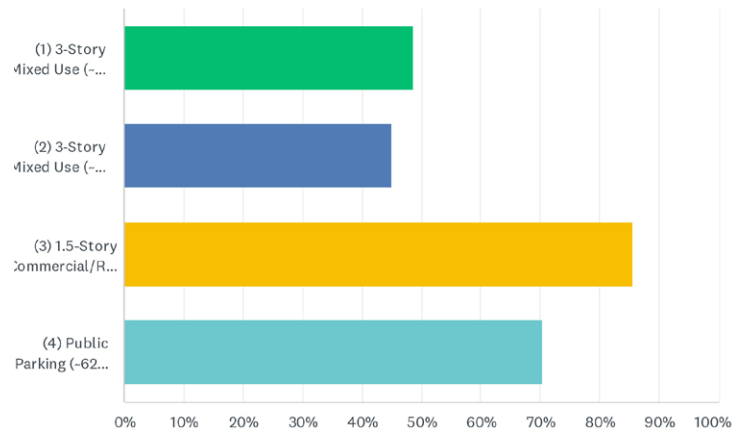
Answered: 166 Skipped: 898

Design Concept 1 - Area B



Q29 Which features of the Concept 1 do you support? Check all that apply

Answered: 477 Skipped: 587



ANSWER CHOICES	RESPONSES	
(1) 3-Story Mixed Use (~25 units, ~5,600 SF Com.)	48.64%	232
(2) 3-Story Mixed Use (~28 units, ~5,600 SF Com.)	45.07%	215
(3) 1.5-Story Commercial/Restaurant (~10,000 SF)	85.53%	408
(4) Public Parking (~62 spaces)	70.44%	336
Total Respondents: 477		

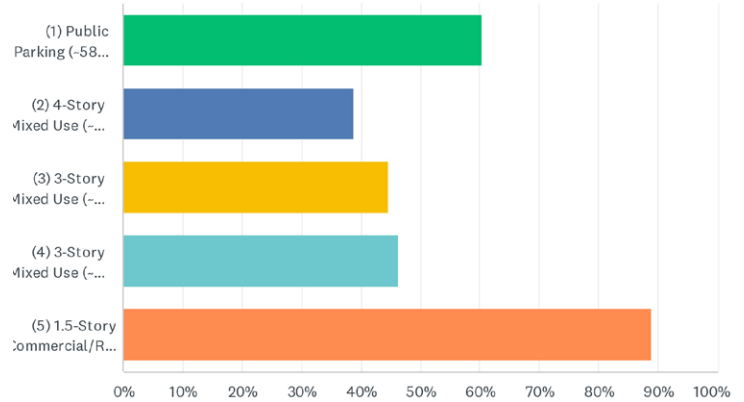
Q30 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area B.

Answered: 158 Skipped: 906

Q31 Which features of the Concept 2 do you support? Check all that apply

Answered: 467 Skipped: 597

Design Concept 2 - Area B



ANSWER CHOICES	RESPONSES	
(1) Public Parking (~58 spaces)	60.39%	282
(2) 4-Story Mixed Use (~50 units, ~12,000 SF Com.)	38.76%	181
(3) 3-Story Mixed Use (~32 units, ~8,000 SF Com.)	44.54%	208
(4) 3-Story Mixed Use (~26 units, ~6,200 SF Com.)	46.25%	216
(5) 1.5-Story Commercial/Restaurant (~7,500 SF)	88.87%	415
Total Respondents: 467		

Q32 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area B.

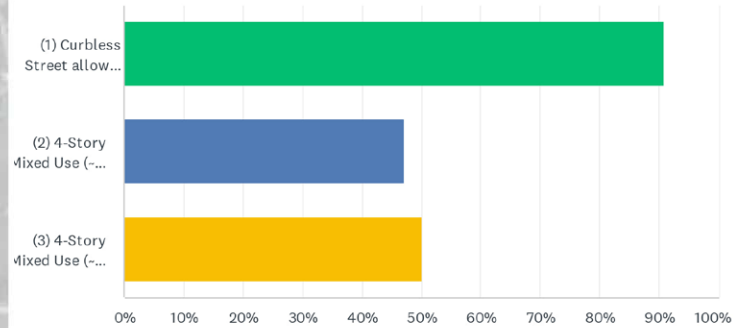
Answered: 146 Skipped: 918

Design Concept 1 - Area C



Q33 Which features of the Concept 1 do you support? Check all that apply

Answered: 408 Skipped: 656

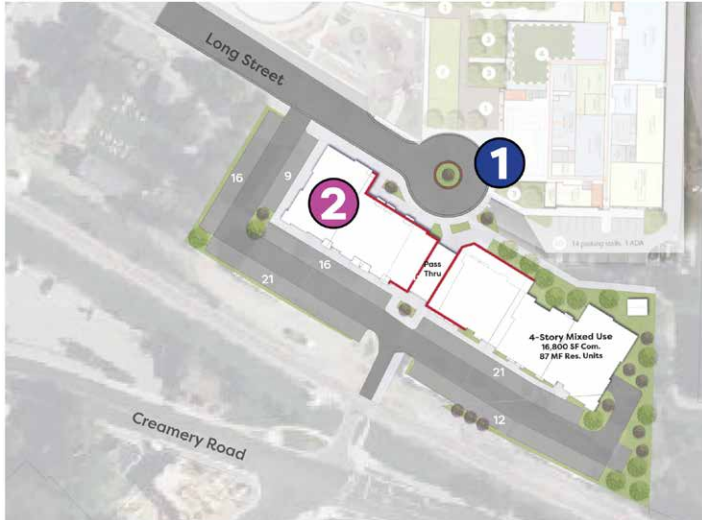


ANSWER CHOICES	RESPONSES	
(1) Curbless Street allowing Event Space (when closed to traffic)	90.93%	371
(2) 4-Story Mixed Use (~39 units, ~10,000 SF Com.)	47.06%	192
(3) 4-Story Mixed Use (~36 units, ~7,000 SF Com.)	50.00%	204
Total Respondents: 408		

Q34 Please use this space to share any comments, ideas, or concerns you may have for Concept 1 for Area C.

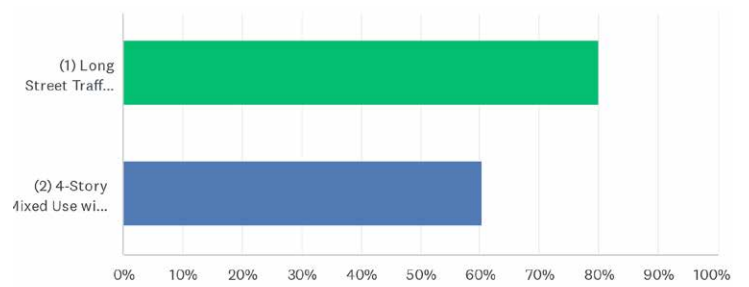
Answered: 126 Skipped: 938

Design Concept 2 - Area C



Q35 Which features of the Concept 2 do you support? Check all that apply

Answered: 333 Skipped: 731



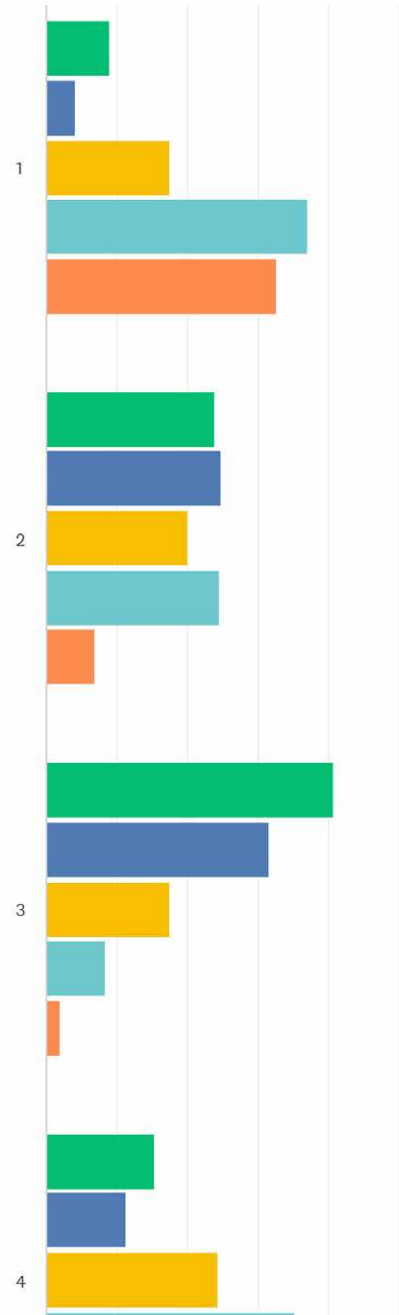
ANSWER CHOICES	RESPONSES	
(1) Long Street Traffic Circle	79.88%	266
(2) 4-Story Mixed Use with at grade pedestrian and bicycle pass-through (~87 units, ~16,800 SF Com.)	60.36%	201
Total Respondents: 333		

Q36 Please use this space to share any comments, ideas, or concerns you may have for Concept 2 for Area C.

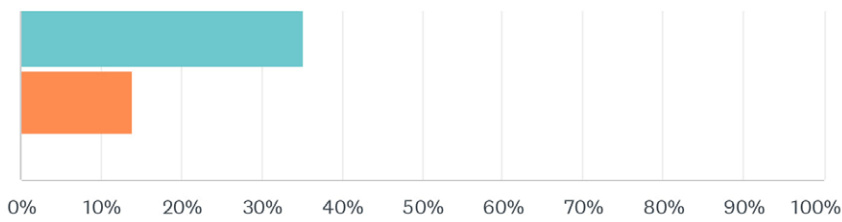
Answered: 125 Skipped: 939

### Q38 How appropriate would each setback be for buildings in the DOWNTOWN (District 2)?

Answered: 585 Skipped: 479



#### McFarland Redevelopment Districts Design Preference Survey

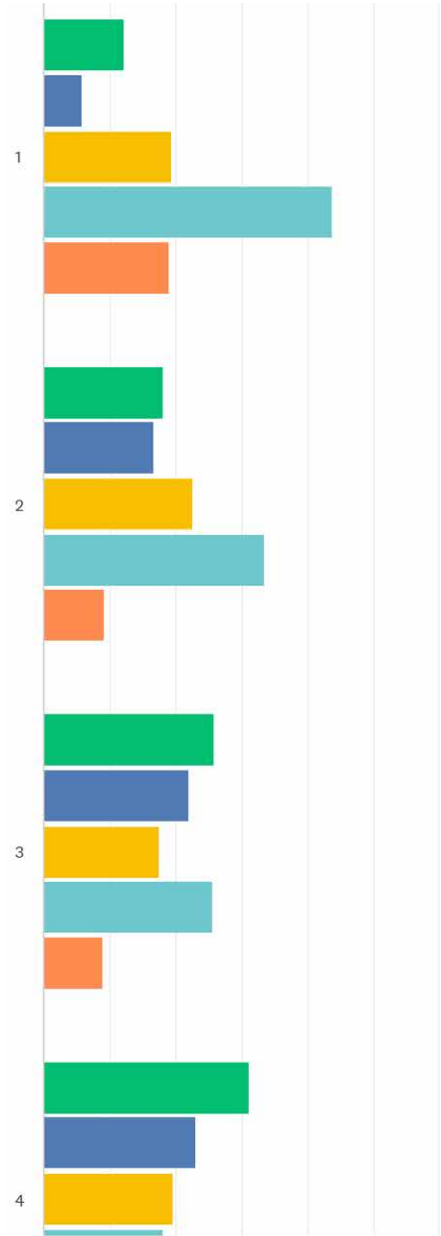


■ Very Inappr... 
 ■ Inappropria... 
 ■ Neutral 
 ■ Appropriate 
 ■ Highly Appr...

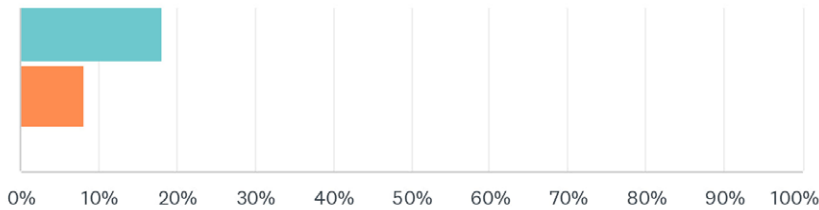
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	8.95% 52	3.96% 23	17.38% 101	37.01% 215	32.70% 190	581
2	23.82% 136	24.69% 141	20.14% 115	24.52% 140	6.83% 39	571
3	40.77% 232	31.46% 179	17.57% 100	8.26% 47	1.93% 11	569
4	15.33% 88	11.32% 65	24.39% 140	35.19% 202	13.76% 79	574

Q40 How appropriate would each building height/massing be for buildings in the DOWNTOWN (District 2)?

Answered: 590 Skipped: 474



McFarland Redevelopment Districts Design Preference Survey

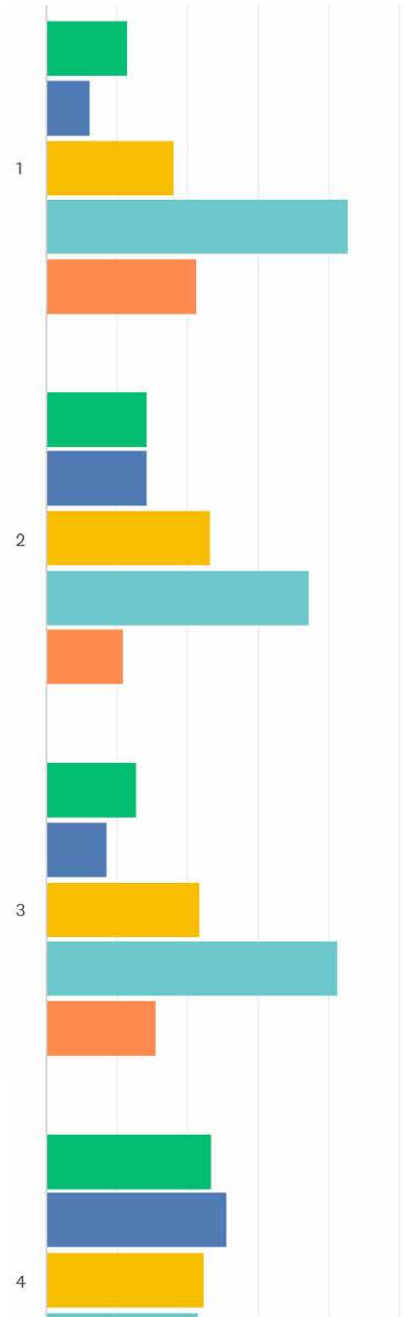


Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

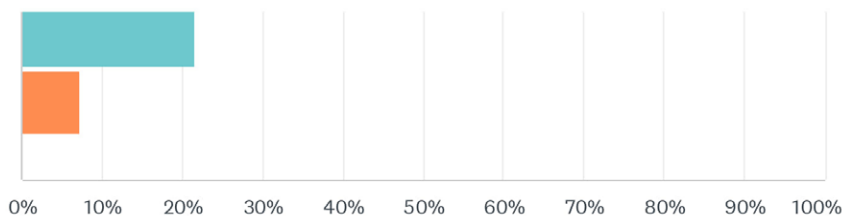
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	12.10% 71	5.79% 34	19.42% 114	43.78% 257	18.91% 111	587
2	18.15% 106	16.61% 97	22.60% 132	33.39% 195	9.25% 54	584
3	25.77% 151	22.01% 129	17.58% 103	25.60% 150	9.04% 53	586
4	31.06% 182	23.04% 135	19.62% 115	18.09% 106	8.19% 48	586

### Q42 How appropriate would each building facade be for buildings in the DOWNTOWN (District 2)?

Answered: 579 Skipped: 485



#### McFarland Redevelopment Districts Design Preference Survey

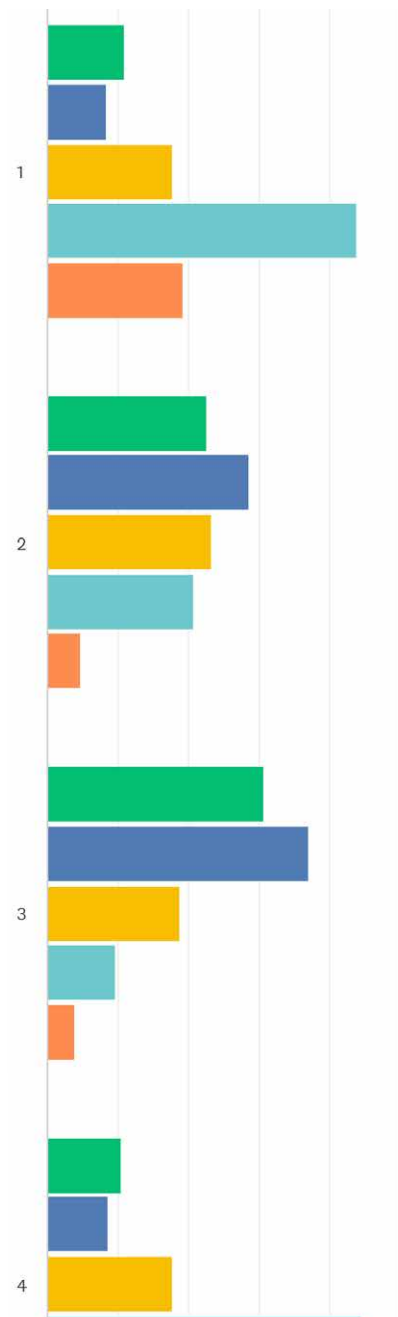


■ Very Inappr... 
 ■ Inappropria... 
 ■ Neutral 
 ■ Appropriate 
 ■ Highly Appr...

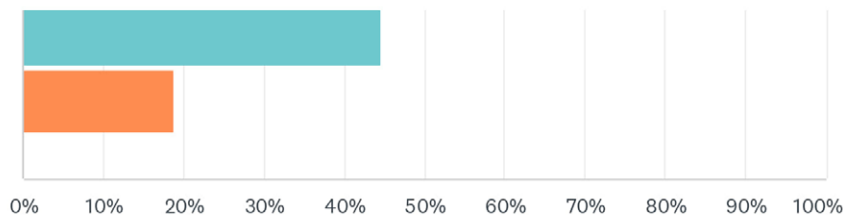
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	11.48% 66	6.26% 36	18.09% 104	42.78% 246	21.39% 123	575
2	14.36% 82	14.19% 81	23.29% 133	37.30% 213	10.86% 62	571
3	12.76% 73	8.57% 49	21.68% 124	41.43% 237	15.56% 89	572
4	23.39% 134	25.48% 146	22.34% 128	21.64% 124	7.16% 41	573

### Q44 How appropriate would each ground floor facade be for buildings in the DOWNTOWN (District 2)?

Answered: 566 Skipped: 498



McFarland Redevelopment Districts Design Preference Survey

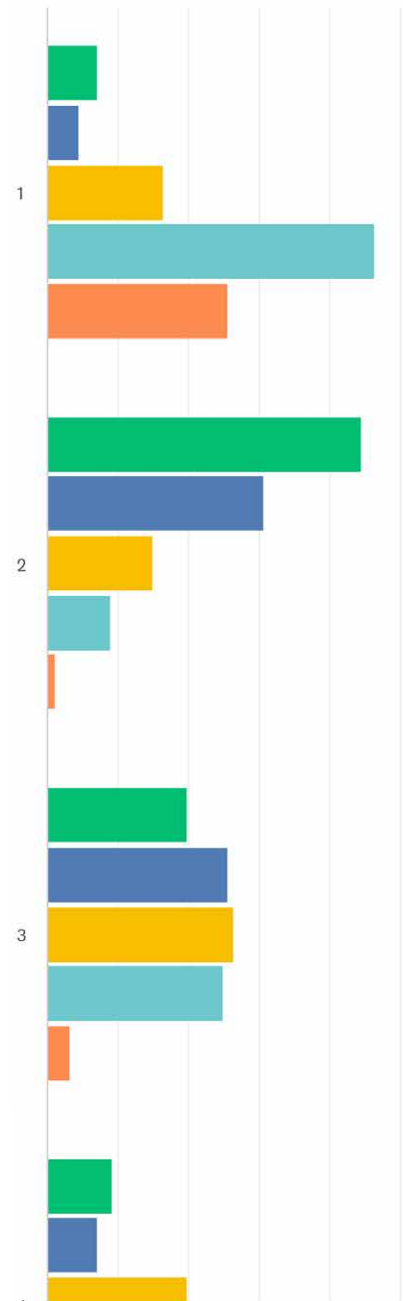
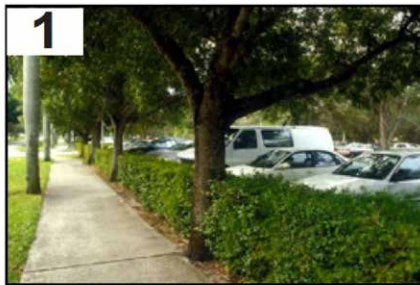


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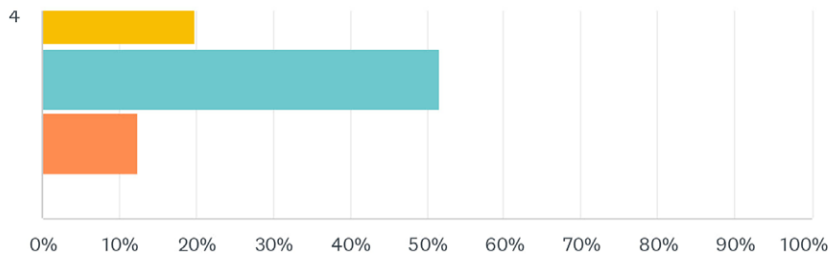
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	10.89% 61	8.39% 47	17.68% 99	43.93% 246	19.11% 107	560
2	22.58% 126	28.67% 160	23.30% 130	20.79% 116	4.66% 26	558
3	30.65% 171	37.10% 207	18.82% 105	9.50% 53	3.94% 22	558
4	10.50% 59	8.54% 48	17.62% 99	44.48% 250	18.86% 106	562

### Q44 How appropriate would each ground floor facade be for buildings in the DOWNTOWN (District 2)?

Answered: 566 Skipped: 498



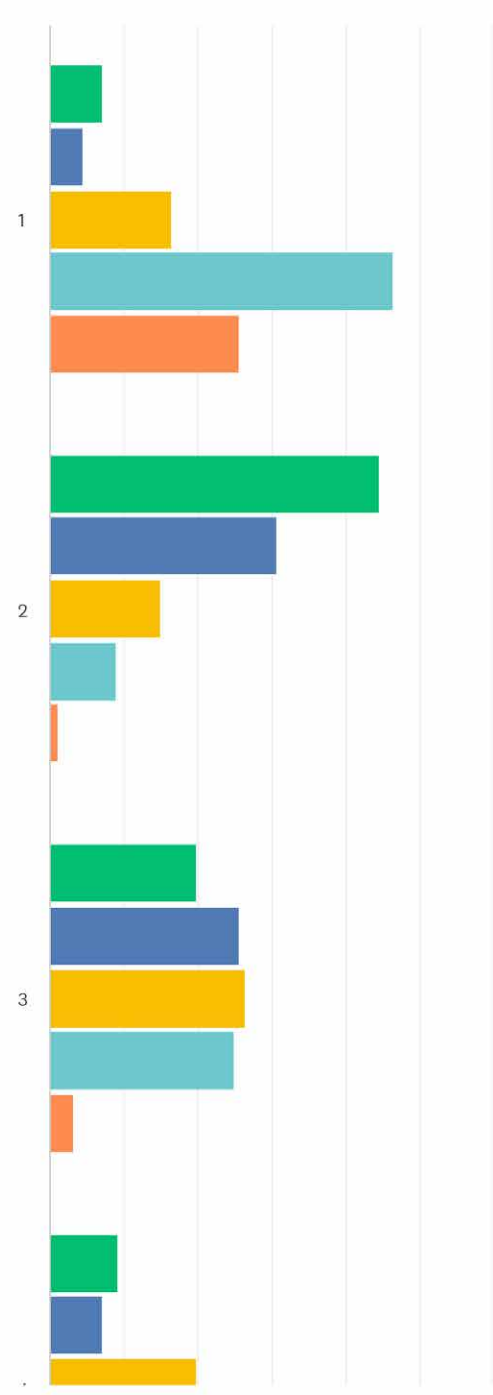
#### McFarland Redevelopment Districts Design Preference Survey



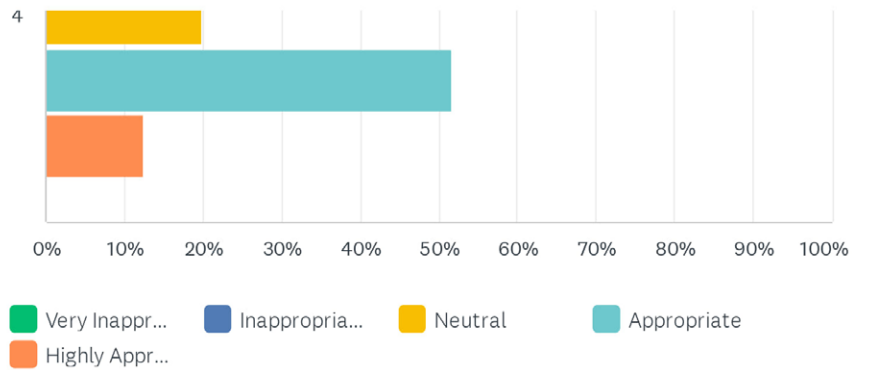
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 ■ Neutral 
 ■ Appropriate 
 ■ Highly Appr...

	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	7.00% 39	4.49% 25	16.52% 92	46.50% 259	25.49% 142	557
2	44.57% 246	30.62% 169	14.86% 82	8.88% 49	1.09% 6	552
3	19.85% 109	25.68% 141	26.41% 145	24.95% 137	3.10% 17	549
4	9.19% 51	7.03% 39	19.82% 110	51.53% 286	12.43% 69	555

Q46 When considering areas between parking lots and the public right of way (sidewalks and streets), how appropriate would each of the parking lots edges be for the DOWNTOWN (District 2)?



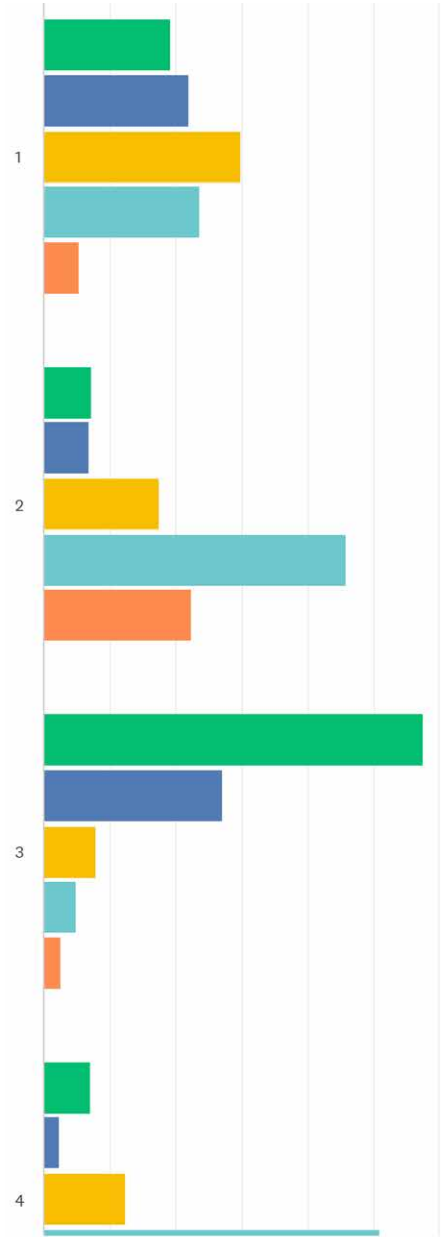
McFarland Redevelopment Districts Design Preference Survey



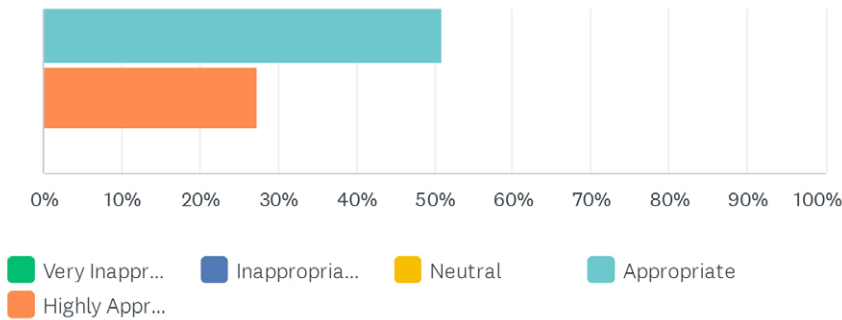
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	7.00% 39	4.49% 25	16.52% 92	46.50% 259	25.49% 142	557
2	44.57% 246	30.62% 169	14.86% 82	8.88% 49	1.09% 6	552
3	19.85% 109	25.68% 141	26.41% 145	24.95% 137	3.10% 17	549
4	9.19% 51	7.03% 39	19.82% 110	51.53% 286	12.43% 69	555

Q47 How appropriate would each service area design be when considering trash receptacles for development in either district?

Answered: 590 Skipped: 474



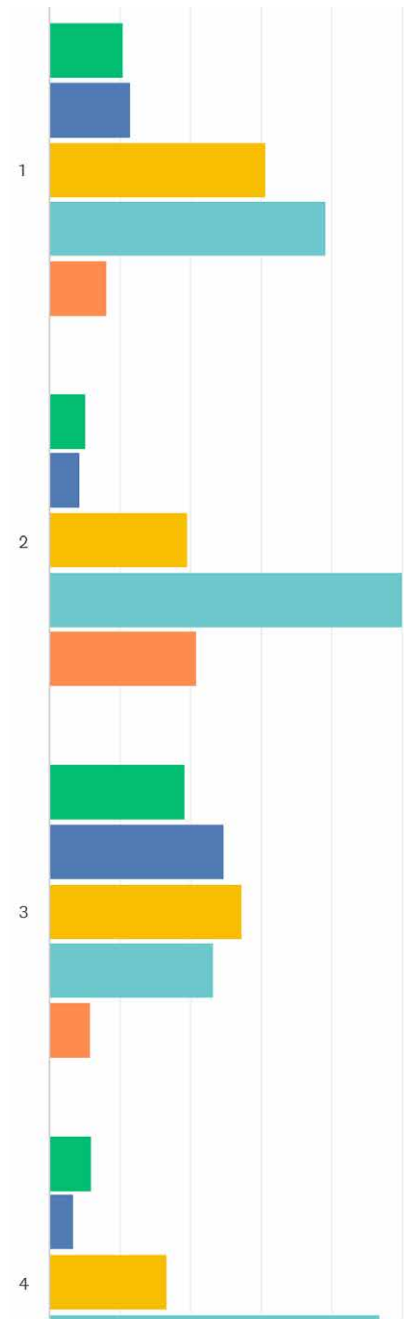
McFarland Redevelopment Districts Design Preference Survey



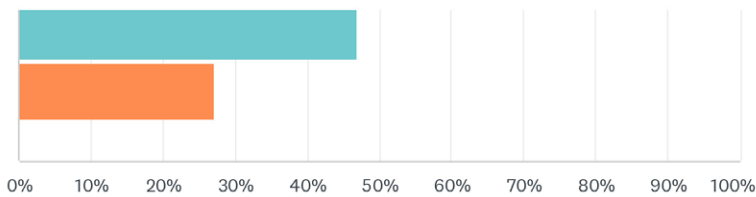
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	19.27% 111	21.88% 126	29.86% 172	23.61% 136	5.38% 31	576
2	7.30% 42	6.78% 39	17.57% 101	45.91% 264	22.43% 129	575
3	57.54% 332	27.04% 156	7.97% 46	4.85% 28	2.60% 15	577
4	7.09% 41	2.25% 13	12.46% 72	50.87% 294	27.34% 158	578

### Q49 How appropriate would each of the lighting options be for buildings and sites within the DOWNTOWN (District 2)?

Answered: 563 Skipped: 501



McFarland Redevelopment Districts Design Preference Survey

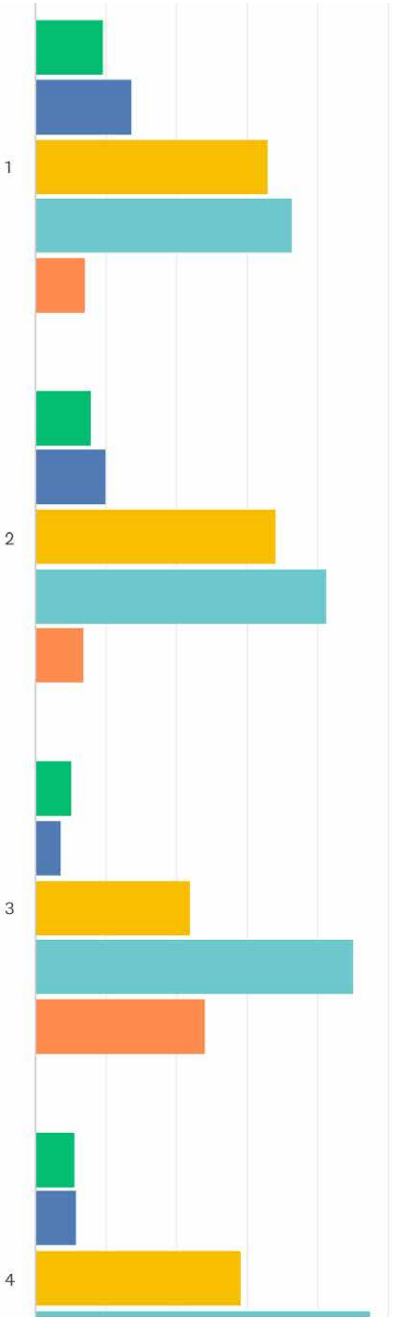
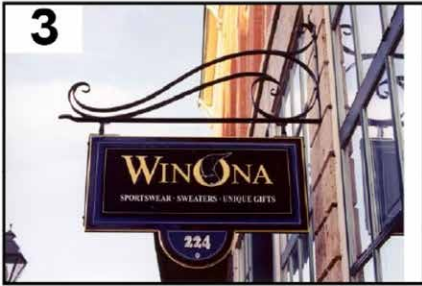


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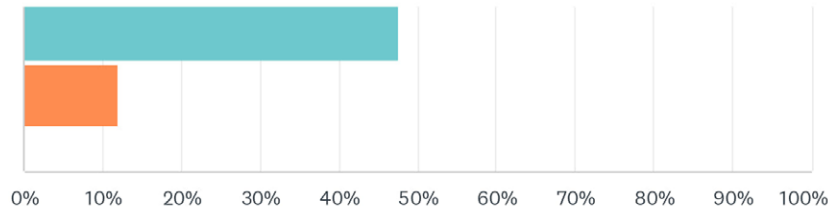
	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	10.44% 57	11.54% 63	30.77% 168	39.19% 214	8.06% 44	546
2	5.06% 28	4.16% 23	19.71% 109	50.09% 277	20.98% 116	553
3	19.16% 105	24.64% 135	27.37% 150	23.18% 127	5.66% 31	548
4	5.94% 33	3.42% 19	16.73% 93	46.94% 261	26.98% 150	556

Q51 How appropriate would each of the signage options be for buildings within the DOWNTOWN (District 2)?

Answered: 560 Skipped: 504



McFarland Redevelopment Districts Design Preference Survey



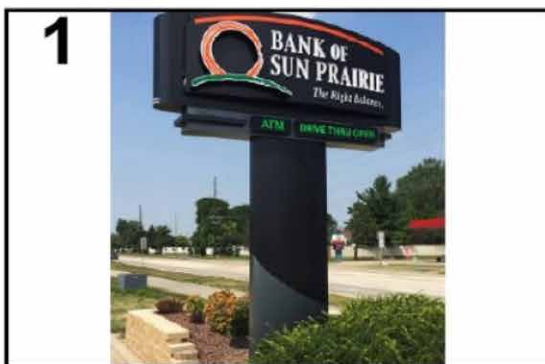
Very Inappr... Inappropria... Neutral Appropriate Highly Appr...

	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	9.64% 53	13.64% 75	33.09% 182	36.55% 201	7.09% 39	550
2	7.82% 43	10.00% 55	34.18% 188	41.27% 227	6.73% 37	550
3	5.06% 28	3.62% 20	22.06% 122	45.21% 250	24.05% 133	553
4	5.44% 30	5.81% 32	29.22% 161	47.55% 262	11.98% 66	551

Q53 How appropriate would each of the signage options be for sites within the DOWNTOWN (District 2)?

Answered: 566 Skipped: 498

Site Signage



	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	30.56% 169	33.63% 186	21.70% 120	11.03% 61	3.07% 17	553
2	10.63% 59	10.99% 61	22.16% 123	46.31% 257	9.91% 55	555
3	22.24% 123	30.56% 169	27.12% 150	16.64% 92	3.44% 19	553
4	9.84% 55	9.66% 54	22.90% 128	45.08% 252	12.52% 70	559

Q54 When considering the design of the public sidewalk in the DOWNTOWN (District 2), how appropriate would you consider each sidewalk amenity to be?

Answered: 573 Skipped: 491

Sidewalk Amenities

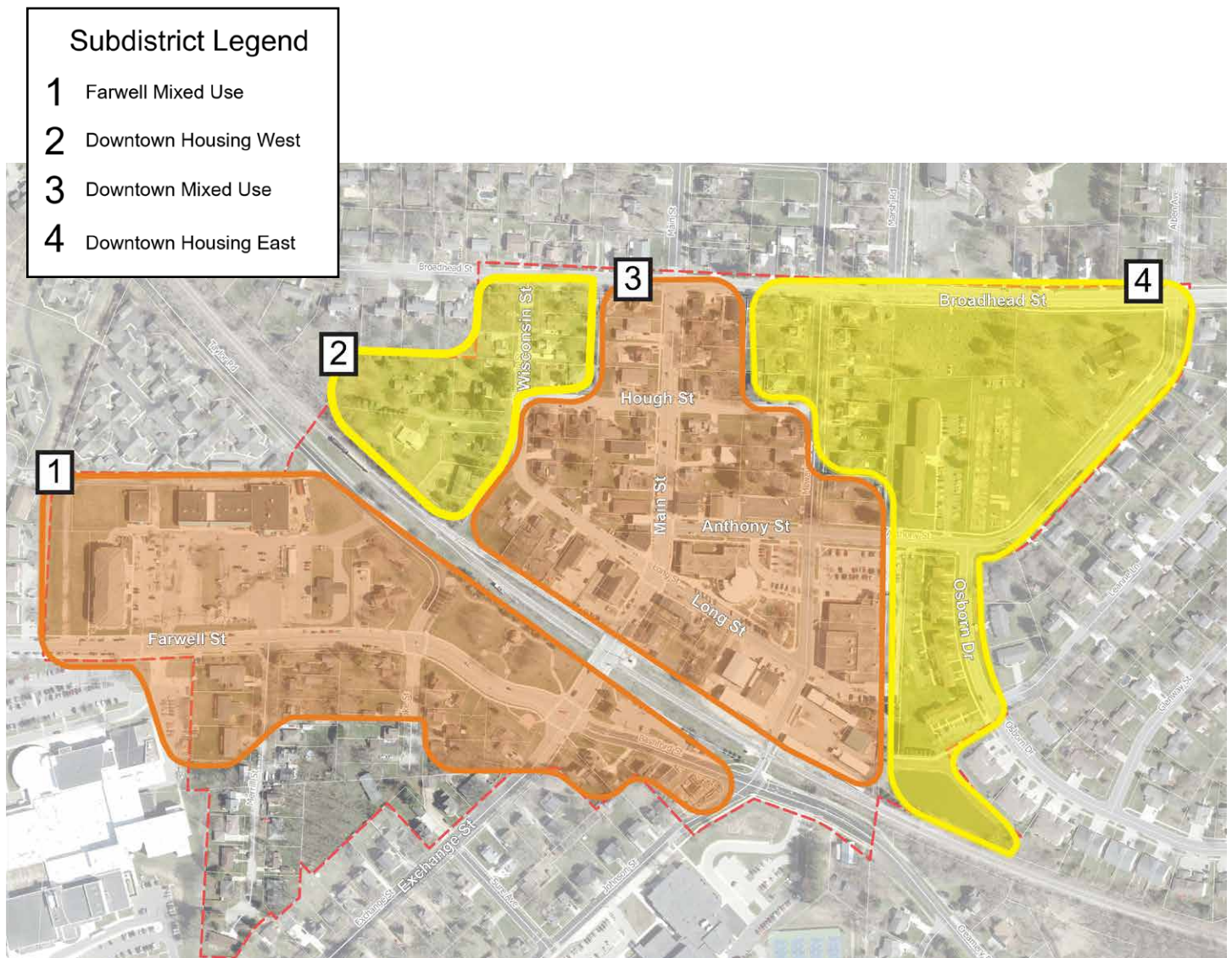


	VERY INAPPROPRIATE	INAPPROPRIATE	NEUTRAL	APPROPRIATE	HIGHLY APPROPRIATE	TOTAL
1	9.17% 51	15.47% 86	30.94% 172	37.77% 210	6.65% 37	556
2	25.81% 143	31.41% 174	25.63% 142	14.62% 81	2.53% 14	554
3	4.08% 23	4.08% 23	15.25% 86	43.62% 246	32.98% 186	564
4	4.78% 27	3.36% 19	12.39% 70	50.97% 288	28.50% 161	565

# APPENDIX C: CONCEPT SUMMARY

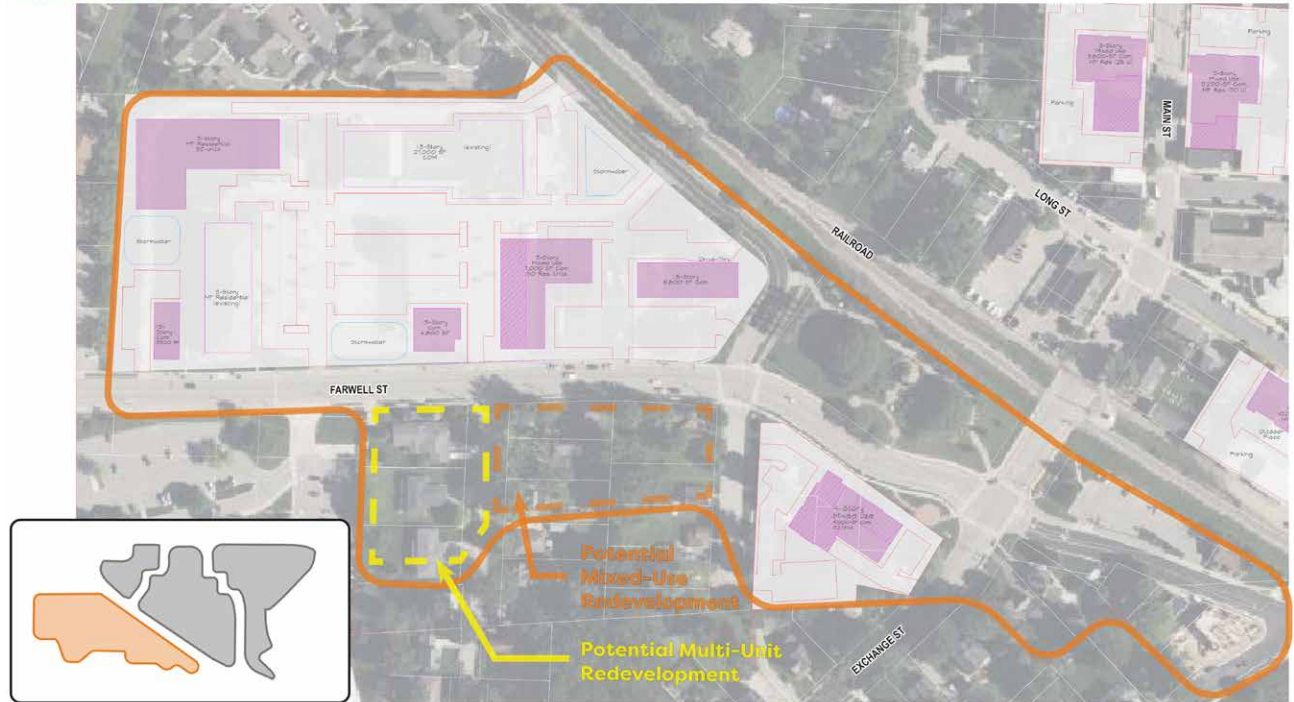
PROCESS:

INITIAL CONCEPTS: CONCEPT A



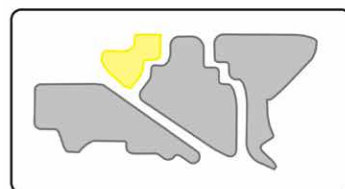
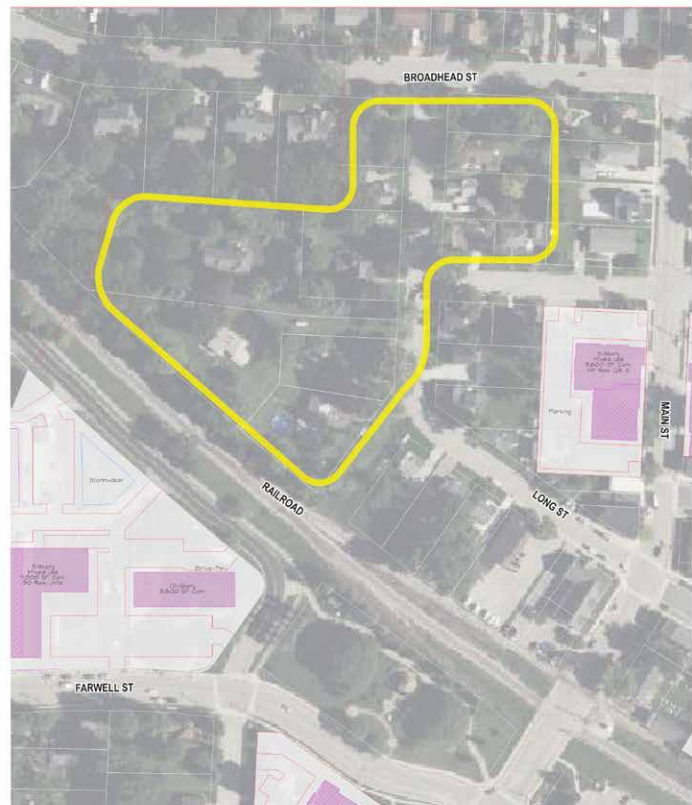
### District 2 - Concept "A" Subdistrict 1: Farwell Mixed Use

Revised: 01/02/2023



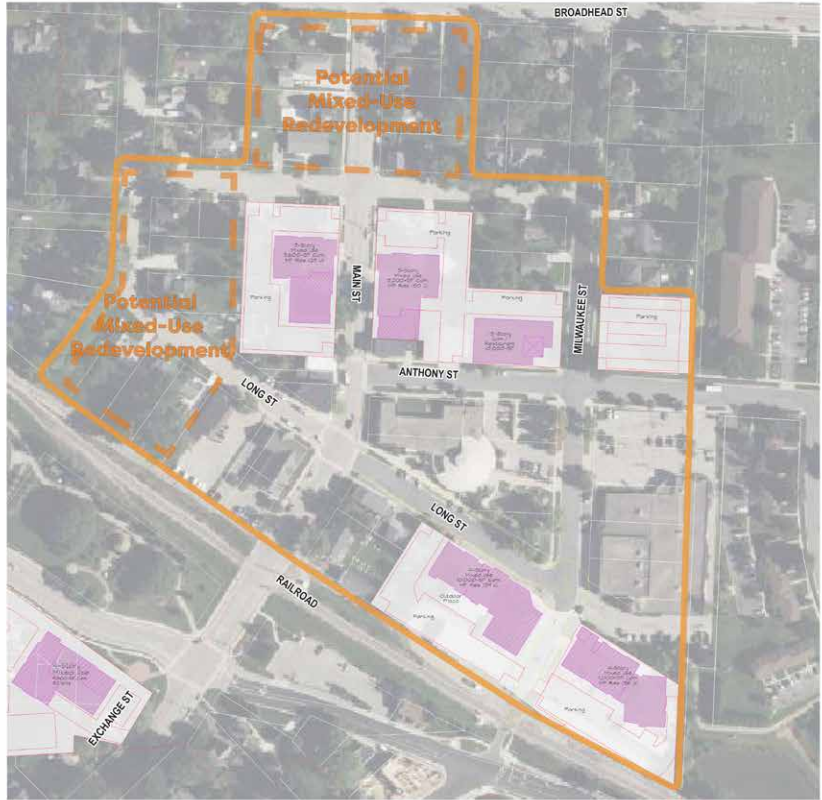
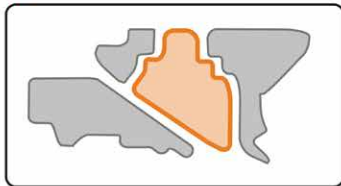
### District 2 - Concept "A" Subdistrict 2: Downtown Housing West

Revised: 01/02/2023



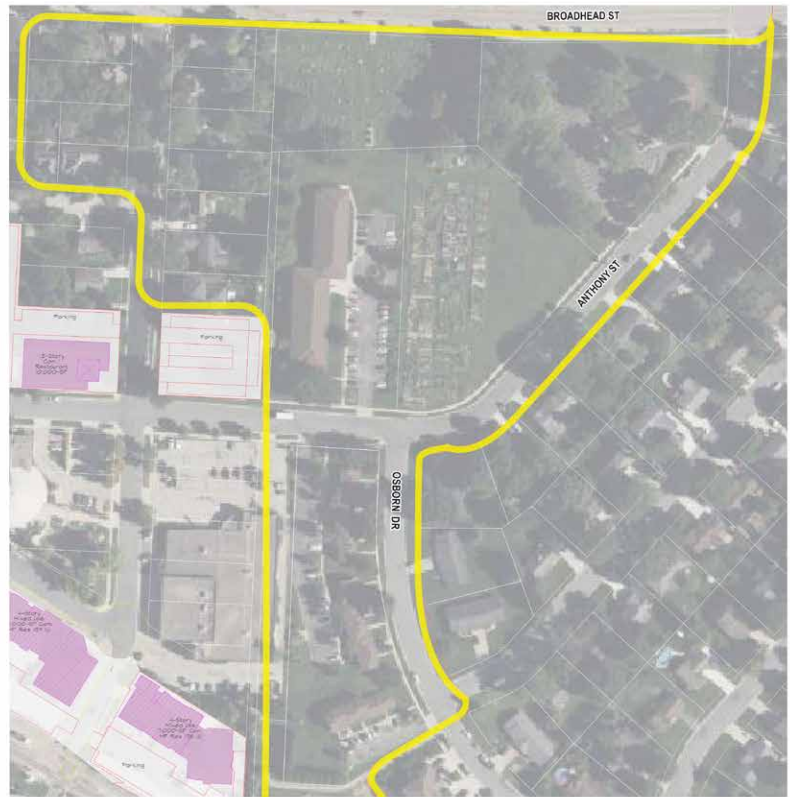
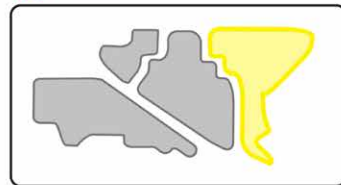
### District 2 - Concept "A" Subdistrict 3: Downtown Mixed Use

Revised: 01/02/2023



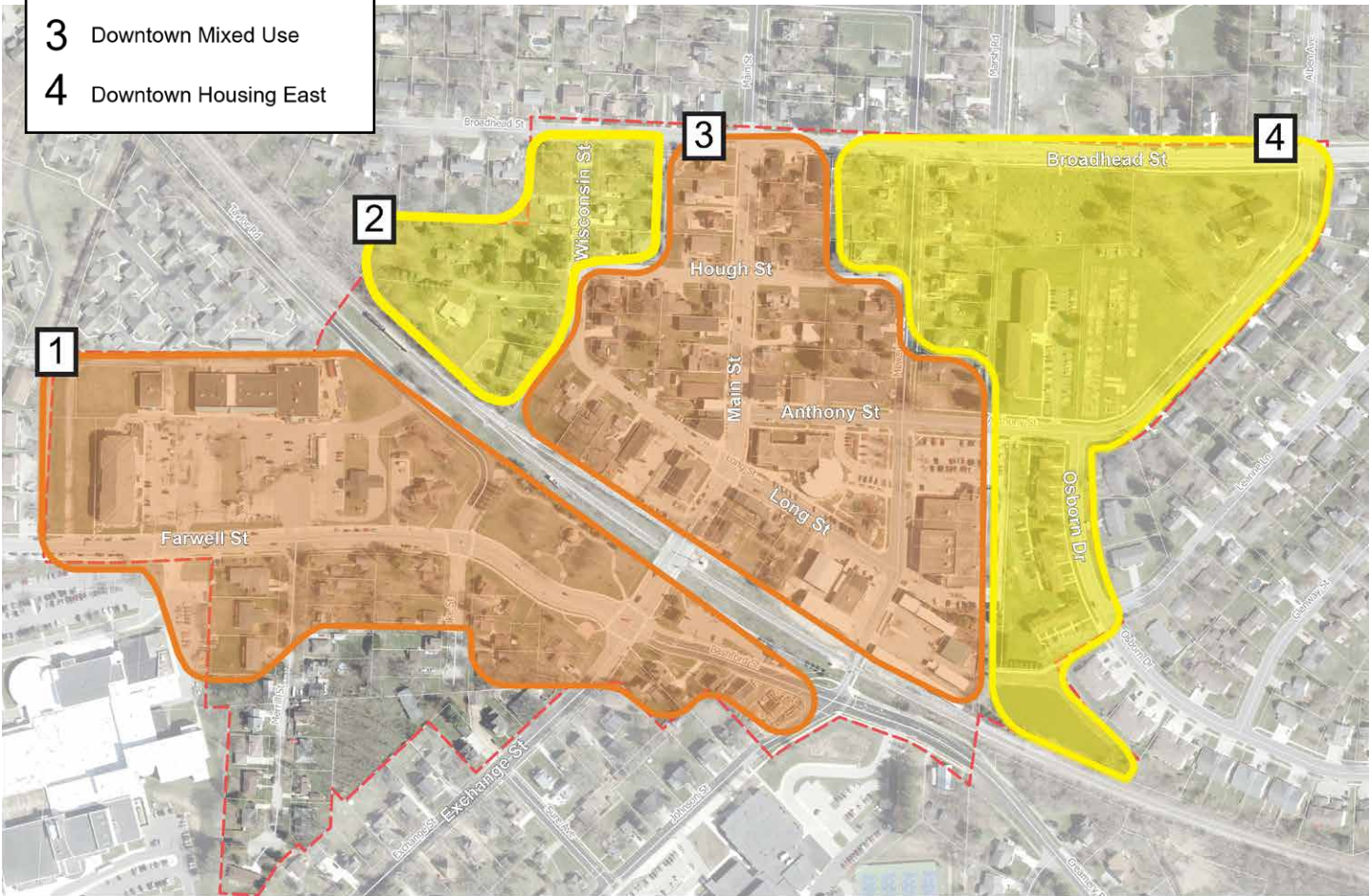
### District 2 - Concept "A" Subdistrict 4: Downtown Housing East

Revised: 01/02/2023



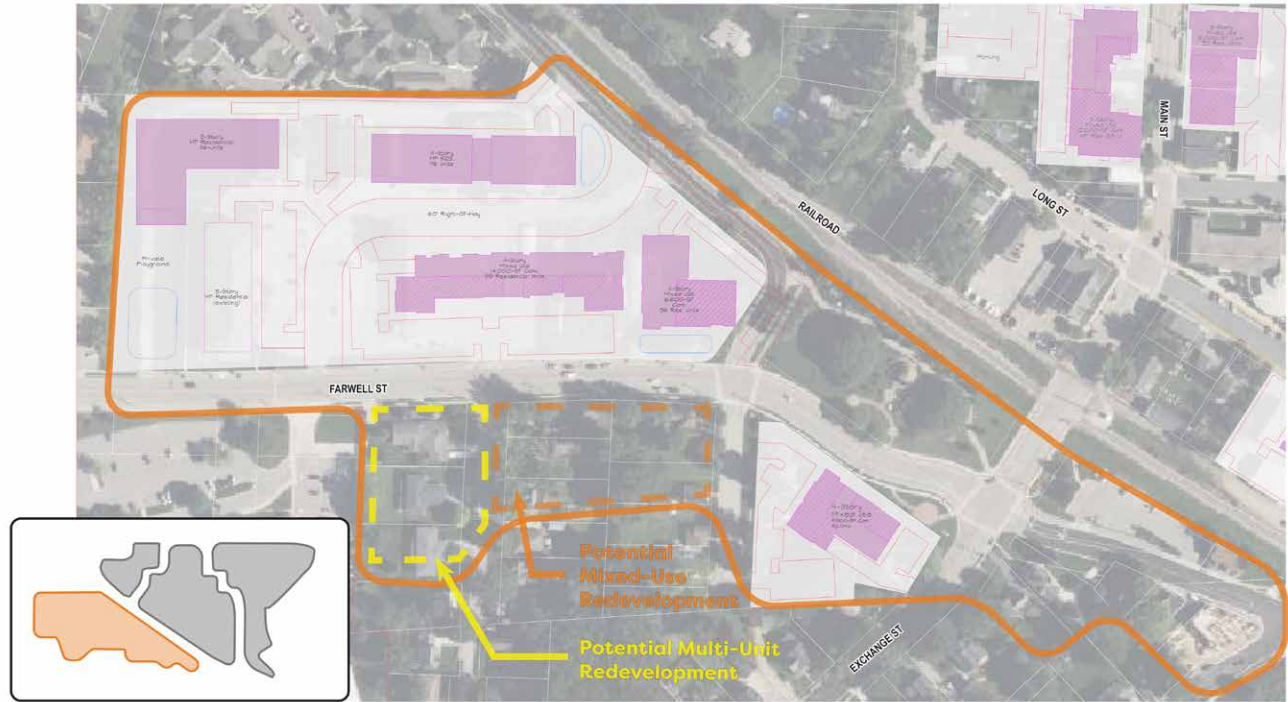
PROCESS:  
INITIAL CONCEPTS: CONCEPT B

- Subdistrict Legend**
- 1 Farwell Mixed Use
  - 2 Downtown Housing West
  - 3 Downtown Mixed Use
  - 4 Downtown Housing East



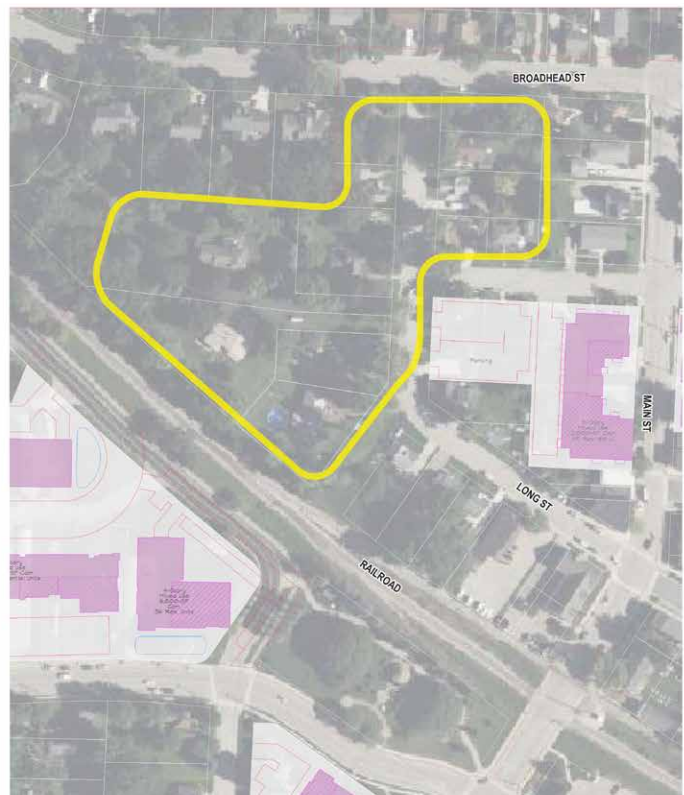
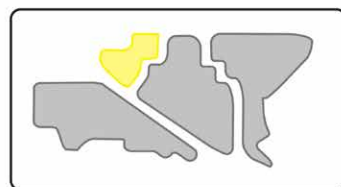
### District 2 - Concept "B" Subdistrict 1: Farwell Mixed Use

Revised: 01/02/2023



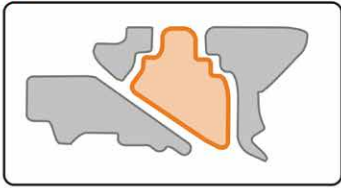
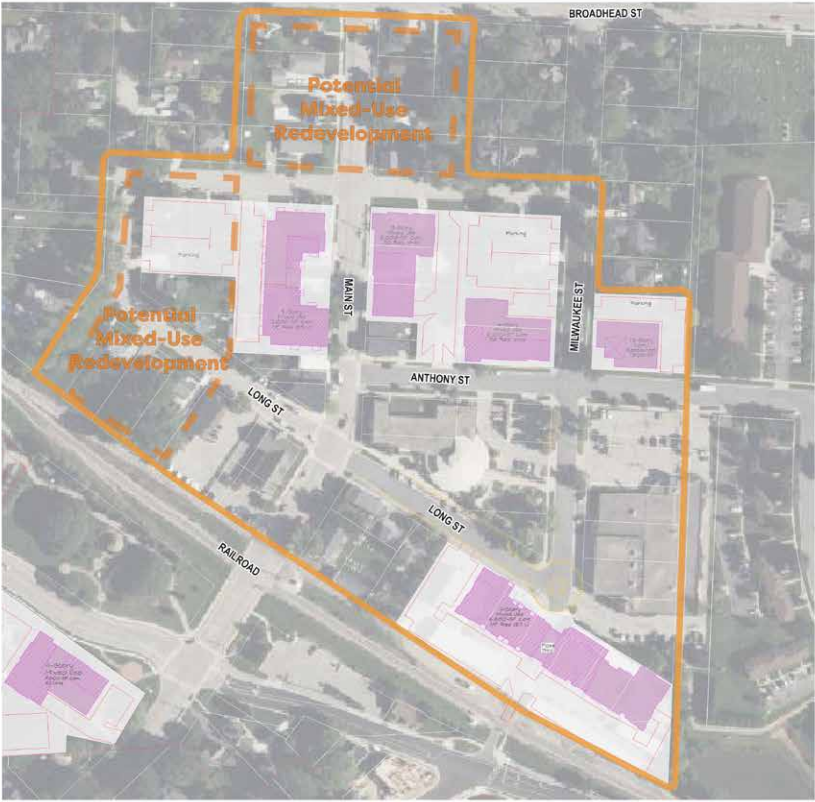
### District 2 - Concept "B" Subdistrict 2: Downtown Housing West

Revised: 01/02/2023



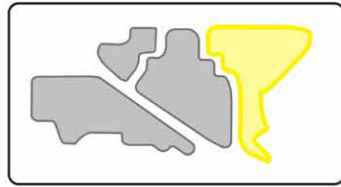
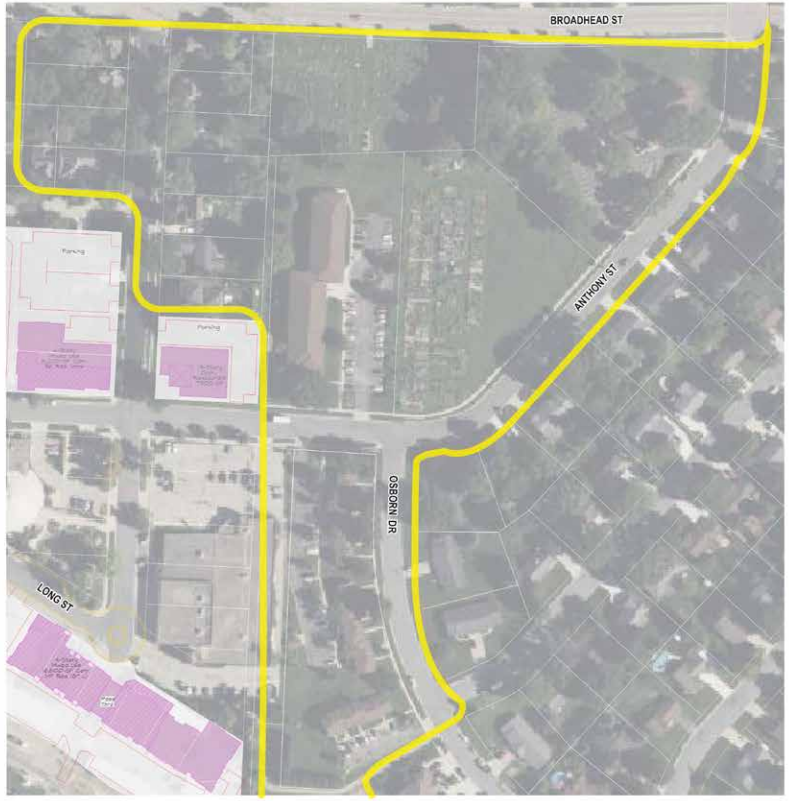
**District 2 - Concept "B"**  
**Subdistrict 3: Downtown**  
**Mixed Use**

Revised: 01/02/2023



**District 2 - Concept "B"**  
**Subdistrict 4: Downtown**  
**Housing East**

Revised: 01/02/2023



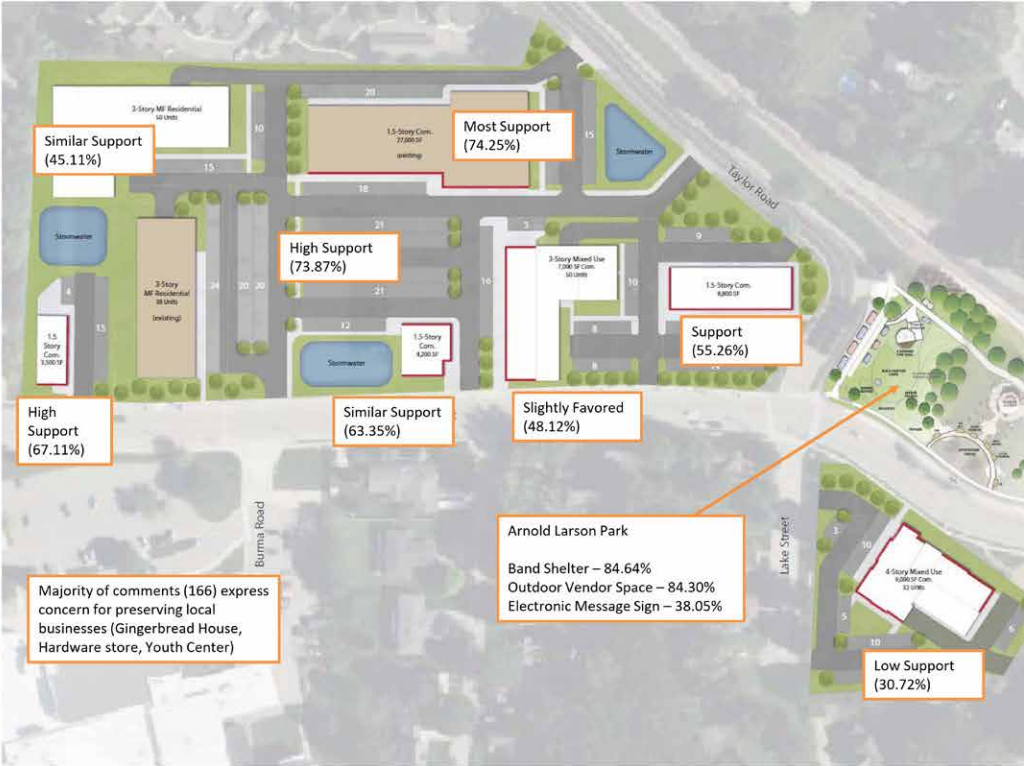
**PROCESS:  
SURVEY RESULTS**

DISTRICT 2

**Subdistrict A  
Concept 1**

- Farwell St (north):**
- 50,500 SF Com.
  - 138 MF Units

- Farwell St (south):**
- 9,000 SF Com.
  - 32 MF Units

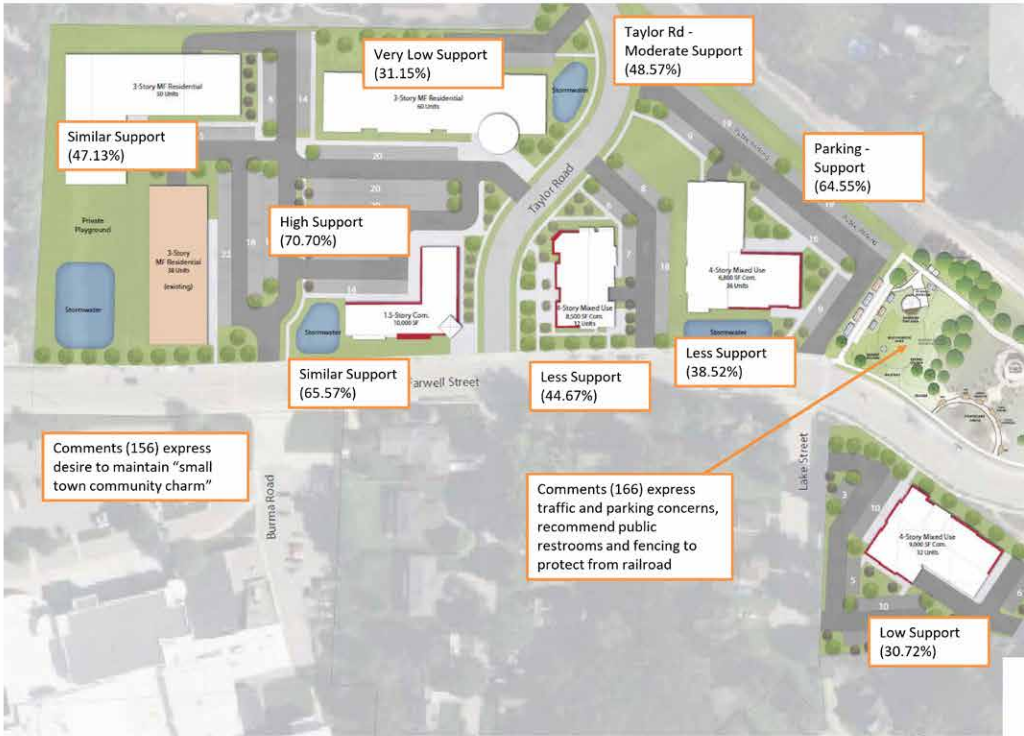


DISTRICT 2

**Subdistrict A  
Concept 2**

- Farwell St (north):**
- 27,300 SF Com.
  - 196 MF Units

- Farwell St (south):**
- 9,000 SF Com.
  - 32 MF Units



DISTRICT 2

**Subdistrict B**  
**Concept 1**

- Main St (both sides):**
- 11,200 SF Com.
  - 53 MF Units

- Milwaukee St (both sides):**
- 10,000 SF Com.



DISTRICT 2

**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



DISTRICT 2

## Subdistrict A

- Concept 1**
- 17,000 SF Com.
  - 75 MF Units



- Concept 2**
- 16,800 SF Com.
  - 87 MF Units



# VILLAGE OF MCFARLAND

## Redevelopment District #2 | Design Standards Handbook



Final Draft: December 2024

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- 7. Terms

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- 12. Parking Areas
- 14. Landscaping
- 15. Exterior Lighting
- 16. Storage and Service Area

## 17-23

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- 17. Signage
- 19. Scale, Articulation & Roofline
- 21. Windows, Doors, & Garages
- 22. Projections
- 23. Colors & Materials

## 25-33

### DESIGN STANDARDS CHECKLIST

# Administration

## Applicability

The Downtown Design Standards apply to all parcels in the Redevelopment District 2 Plan, excluding single-family and duplex lots; however these standards DO NOT require a property owner/leaseholder to modify their building(s).

Any modification to a building exterior requiring a building permit (new siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage areas, etc.) must receive approval from the Plan Commission and/or designee based on these standards. Properties which are designated as historic structures must receive a Certificate of Appropriateness from the Landmarks Commission prior to approval any building permit that impacts the exterior of the property per the Village's Historic Preservation Ordinance.

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.

## INTENT

The McFarland Downtown Design District is intended to encompass commercial, mixed use, multi-family residential and civic properties in Redevelopment District #2. The District includes historically designated structures that should be preserved, and non-historic properties that are candidates for redevelopment. All building or site improvement activities must conform to the standards defined herein.

## Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Core** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states "**Downtown Core Only**", or "**Transitional Area Only**". The map and descriptions below explain each of these zones:

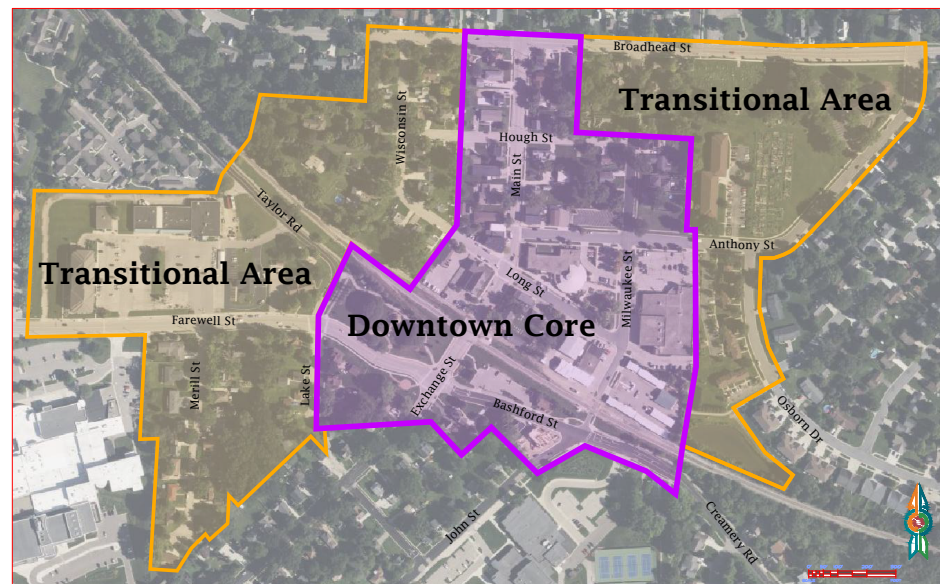
### Downtown Core:

*This zone includes properties south of Broadhead Street along Main Street to the railroad tracks, expands east to include properties fronting on Milwaukee Street and along Farwell Street from Taylor Road to Milwaukee Street. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic downtown core.*

### Transitional Area:

*This zone is comprised of properties abutting Farwell Street just east of Spartan Drive to Taylor Street, and areas outside of the Downtown Core (along Wisconsin Street and Osborn Drive). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly environment, while continuing to allow for flexibility in building design.*

## DESIGN OVERLAY DISTRICT MAP



# Administration

## WHAT IS THE DIFFERENCE BETWEEN A STANDARD AND RECOMMENDATION?

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

Recommendations are located in the lower portion of the each page. For privately-funded projects, 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. For any project that includes Village funding assistance, the property owner/leaseholders may be required to meet the corresponding recommendations in addition to the standards.

## ON WHAT GROUNDS CAN I GET A WAIVER?

Waivers are granted by the Plan Commission on a case-by-case basis and are decided based on an applicant's ability to demonstrate one or more of the criteria listed below. The waiver application shall be made in writing, in a form deemed appropriate by the Community & Economic Development Director or designee.

- 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.
- D) The design standard is not also an ordinance requirement included under the Zoning Code, in which case a variance would also be required.

## Presubmittal Information

Applicants should review this **Handbook**, the Village's **Zoning Ordinances** (Municipal Code: Chapter 62, and Village's Historic Preservation Ordinance (if applicable) at the beginning of the design process, and are encouraged to meet with the Community & Economic Development Director or designee to discuss the project.

The following items must be submitted for review, unless the Community & Economic Development Director or designee determines that they are not needed because the project is limited in scope:

- Site Design Review Application (see the next page for more information)
- Design Standards Checklist (see the last section of this Handbook)
- Illustrations, diagrams, samples, and spec sheets
- Site Plan showing all of the important features planned for the site, including, as applicable: trash/recycling, walkways, vehicle parking/circulation, landscaping, and lighting.

## Site Design Process

If you need a Site Design Review for your project, you must fill out the checklist within this design handbook (located in the last section). Describe your proposed improvements in detail and submit the application with digital plans and/or sketches of the proposed work, historic and current photos of the property, and color and/or material samples where appropriate. Proposals and checklist should be submitted to the Village's Community & Economic Development Department, Village Municipal Center, 5915 Milwaukee St, McFarland, WI 53558.

The process for attaining a Site Design Review permit is described on the next page. Approval of a Site Design Review permit shall not relieve the applicant from obtaining other permits or approvals required by applicable federal, state or local code.

# Administration

## MINOR PROJECT

Within five (5) business days from receiving the application for a MINOR project (see side bar for minor work items), the Zoning Administrator or designee shall respond to the submittal, either by issuing approval of the improvement(s) or providing an explanation of how the submittal does not meet the standards. If the site design review permit is not issued, the applicant may either revise and resubmit the application, or present the proposal in person at a meeting of the Plan Commission. The Plan Commission will evaluate the proposed project per these Design Standards and will either approve, approve with conditions, or deny the application. If the application has been denied by the Plan Commission, the applicant can make an appeal to the Village's Board of Appeals.

## MAJOR PROJECT

Upon the filing of a complete application for a MAJOR project (see side bar for major work items), the Plan Commission will evaluate the proposed project per these Design Standards and will either approve, approve with conditions, or deny the application. If the application has been denied by the Plan Commission, the applicant can make an appeal to the Village's Board of Appeals.

## WHEN DO I NEED A SITE DESIGN REVIEW?

A site design review is not necessary for routine maintenance that does not change the material or form of the building. It is necessary when a change is being made to the exterior of a property in the Redevelopment District which involves any of the following actions: construction, reconstruction, or alteration of any property, structure, sign or object within the District, including changing of any exterior building material. The review process will be different dependent on if the work to be completed is considered to be "minor" or "major".

## WHAT IS CONSIDERED A MINOR PROJECT?

Minor work includes: new signs or sign face replacement; re-roofing with similar materials; repair or replacement of porches, windows, siding, trim and doors if new materials match existing; installation or replacement of awnings; chimney reconstruction if completed with similar materials; exterior cleaning of historically designated structures, refinishing and tuck pointing; construction of retaining walls, fences and landscaping; small accessory buildings (e.g. sheds); screening of parking lots and dumpsters or other work as designated minor by the Zoning Administrator.

## WHAT IS CONSIDERED A MAJOR PROJECT?

Major work includes: construction or additions to principal buildings; roof alterations; alterations to any side or elevation of the building (including addition of a super graphic); alterations to windows, siding, entries, and trim; masonry finishing; construction of chimneys; building relocation.

Historically designated properties are required to follow the Historical Preservation Ordinance. Owners shall receive a Certificate of Appropriateness (COA) from the Landmarks Commission prior to submitting for Site Design Review or receiving a building permit.

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# Terms

*The TERMS section defines special words or phrases used in this design handbook. These terms are “bolded and italicized” in the handbook.*

<b>Awning</b>	a retractable, roof-like cover, temporary in nature, which projects from the wall of a building.
<b>Awning sign</b>	a sign that is applied to the face of an awning that projects over a window or door opening.
<b>Backlit sign</b>	a sign illuminated from within
<b>Base Panel</b>	wall panel that fills the space between a storefront window and the foundation below (see traditional facade components)
<b>Blade Sign</b>	a special projecting sign attached to the building along the storefront frontage
<b>Billboard sign</b> <i>(off-premise advertising sign)</i>	a flat surface, as of a panel, wall or fence on which signs are posted advertising goods, products, facilities, or services not necessarily on the premises where the sign is located
<b>Canopy</b>	an architectural projection that provides weather protection, identity or decoration, and is supported by the building to which it is attached and a ground mounting, by one or more stanchions.
<b>Canopy Sign</b>	a sign that is applied to the face of an canopy structure that projects over a window or door opening.
<b>EIFS</b> <i>(Exterior Insulation Finishing System)</i>	a building product that provides exterior walls with a finished surface, insulation and waterproofing in an integrated composite system
<b>Engineered Wood</b>	building siding and trim material made up of wood strands that are coated with a resin binder and compressed to create a board.
<b>Footcandle</b>	a unit of illumination produced on a surface

# Terms

## ADMINISTRATION

a building entrance that is unlocked during business hours and is designated for public use

**Functional public entrance**

a large door that opens either manually or by an electric motor to allow vehicles to park inside the building envelope.

**Garage Door, Vehicle-access**

the ground floor portion of the building exterior facing a public street (for measurement purposes, the ground floor facade includes the entire width of the building and the first ten (10) feet above grade)

**Ground floor facade**

an improvement that has a special character or historic interest or value in showing the development, heritage or cultural characteristics of the Village, state or nation, which has been designated as an historic structure under Chapter 62 of the Code of Ordinances

**Historic Structure**

any sign placed within three (3) feet of a storefront window intended for viewing from the exterior.

**Internal Signage**

the horizontal beam spanning an opening in an exterior wall

**Lintel**

a permanent, roof-like structure projecting from a building.

**Marquee**

a sign that is applied to the face of an marquee that generally projects over the entry to the building.

**Marquee Sign**

a building material manufactured to replicate the look of natural stone using lightweight concrete mix typically one inch in thickness.

**Manufactured Stone Veneer**  
(Artificial Stones, Faux Stone, etc.)

sheet metal that has been rolled into a parallel wave pattern for stiffness and rigidity.

**Metal Siding/Panel, Corrugated**

a panel which has ribs with sloping sides and forms a trapezoidal shaped void at the side lap.

**Metal Siding/Panel, Ribbed**

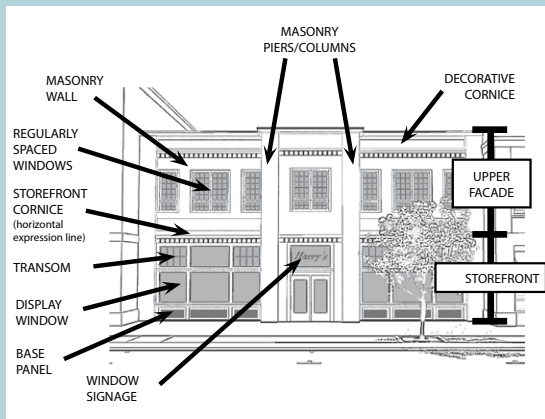
# Terms

<b>Monument sign</b>	a sign mounted or incorporated into a solid base and not attached to a building.
<b>Parking lot</b>	a structure or premises containing five or more parking spaces open to the public
<b>Parking stall</b>	the area designated for a single vehicle to park
<b>Pedestal sign</b>	a portable sign that is attached to pole support with a sturdy base, generally used for displaying a menu.
<b>Pole sign</b>	any free-standing sign mounted on a pole
<b>Portable sign</b>	a sign is a sign not permanently attached to the ground or other permanent structure including sandwich boards and pedestal signs.
<b>Projecting sign</b>	a type of on-building sign, which is attached to and projects more than fifteen (15) inches from the building, generally perpendicular from the building face.
<b>Reverse Illumination</b>	This type of lighting uses an external lighting source behind the individual letters that is reversed (facing backwards toward the wall) resulting in the lighting flooding the wall and lighting up the edges of and outlining the channel letters.
<b>Roof Sign</b>	any sign erected, constructed or maintained wholly upon or above the roof of any building with the principal support attached to the roof structure.
<b>ROW (Right-of-way)</b>	land reserved for public use, including streets and sidewalks
<b>Sandwich Board</b>	a pair of advertising boards connected to a frame that is foldable and portable

# Terms

glass area, including pane dividers (mullions), found in traditional storefronts that is generally between 2-7 feet from grade and does not include transom window area (see Traditional Facade Component illustration)

a one-of-a-kind, hand-painted, hand-tiled or digitally printed image on the exterior wall of a building that does not contain any commercial message (i.e., advertises a business conducted, services rendered, or goods produced or sold).



a horizontal window above another window or door (see traditional facade components)

ratio of the maximum to minimum illuminance over the area (in footcandles)

a vehicle apparatus used for cooking operations and/or sales of goods (e.g., carts, kiosks, trucks, trailers, trikes, etc.).

any sign attached to, erected on or painted on the wall of a building or structure and projecting not more than fifteen (15) inches from such wall

a sign attached to, suspended behind, placed or painted upon, the window or glass door of a building, including internal signage.

**Storefront Display Window Area**

**Super Graphic**

**Traditional Facade Components**

**Transom**

**Uniformity Ratio**

**Vending Unit**

**Wall Sign**

**Window sign**

# Street Relationship

**INTENT:** To encourage streetscape enhancements that blend the public and private realms, while maintaining a consistent “street wall” (especially on Main Street).

## Standards

1. ***Downtown Core Only***, primary structures **shall** be built to the front property line, except a portion of the building may be set back further, per the following limitations:

- The space created **shall** provide an outdoor seating area, a hardscape plaza, landscaping area, or similar accessible pedestrian space, AND
- Fifty (50) percent, or minimum of twenty-five (25) feet, of the building width **shall** be built to the front property line, AND
- The maximum setback **shall not** be greater than twenty (20) feet. A setback of ten (10) feet is preferred.

2. ***Transitional Area Only***, primary structures **shall** be built between ten (10) feet to twenty-five (25) feet of the front property line. See Recommendation “B” for more information.

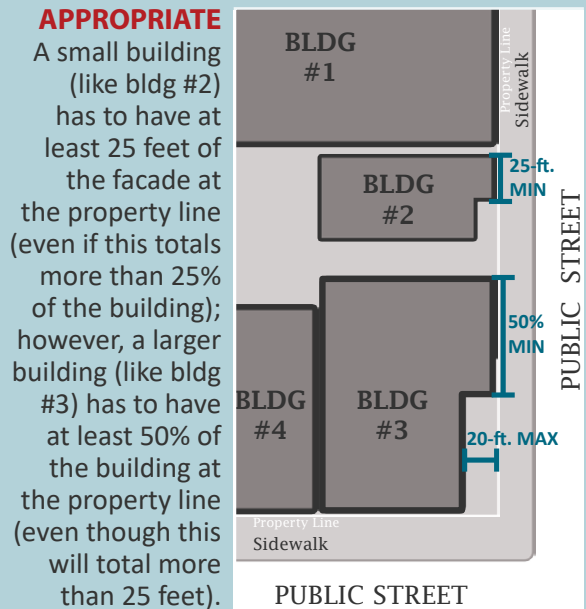
3. A minimum of one functional building entrance **shall** be provided along the building facade facing the street. Buildings that face multiple streets shall provide an entrance facing the more prominent of the two streets.

## Recommendations

A. Building setback **should** be consistent along Main Street to continue the existing “street wall” appearance. A small break in the “street wall” is allowed, but loss of significant street frontage can be damaging to the overall feel/look of the downtown and is **discouraged**.

B. ***Transitional Area Only***, mixed use and commercial buildings are **encouraged** to have the primary structure no further than fifteen (15) feet from the front property line.

C. Disabled access **should** be seamlessly incorporated into the building and site design. Facilities **should** be designed to provide inviting access to all users.



**APPROPRIATE** Portion of the building is set back from the street, allowing room for a larger pedestrian zone.



**RECOMMENDED**  
The ADA ramp is incorporated in the stair entrance and meets the needs of all users.

# Parking Areas

**INTENT:** To provide parking lots that are safe for drivers and pedestrians, while mitigating the visual and environmental impacts.

## Standards

1. All parking areas **shall** be paved and parking areas of five (5) or more vehicles **shall** include concrete curbs along all parking and drive areas. Curbs may feature gaps to allow stormwater flow into infiltration basins.
2. **Downtown Core Only**, new off-street parking in front of the building is **prohibited**.
3. **Downtown Core Only**, side yard parking **shall not** be more than sixty-six (66) feet wide (necessary space needed for two rows of parking with a drive aisle).
4. **Transitional Area Only**, front and side yard parking **shall not** be more than sixty-six (66) feet wide (necessary space needed for two rows of parking with a drive aisle).
5. Walkways **shall** be provided to connect the building entrance(s) to the public sidewalk. Walkways that cross parking areas or a drive aisle **shall** be clearly identified, either with different paving materials (such as brick/colored concrete) or with painted crosswalk striping.
6. Parking stalls and drive aisles **shall** be separated from the public right-of-way and adjacent property lines by a planted landscape buffer. The depth of this buffer **shall** be at least five (5) feet.
7. Parking spaces **shall** be separated by an island at the rate of one (1) curbed island or peninsula for each linear row of twenty (20) parking spaces. All curbed islands shall have a minimum width of ten (10) feet.
8. Parking lots adjacent to residential properties (i.e., current residential use) **shall** provide a semi-opaque buffer, a minimum of four (4) feet in height, in order to screen out vehicle lights. Screening options include a berm with acceptable plantings/trees, a fence, or a mix of these options.



**ALLOWED** Development #1 parking is in the rear yard (preferred), and Development #2 parking is one double-loaded aisle on the side of the building, which is allowed in the Transitional Area. A shared service driveway connects the two.



**APPROPRIATE** These images show a variety of ways to buffer parking areas from the public sidewalk. This provides both safety and comfort to pedestrians walking along the public street, as well as visual interest.



**NOT PERMITTED** The image on the right shows a prohibited condition where there is no buffer between the parking lot and sidewalk.

## Recommendations

- A. Installation of one bike rack within each parking lot is encouraged. Bike racks should be designed to allow the frame to be locked directly to the rack.
- B. Shared parking lots are encouraged to allow direct vehicular circulation between adjacent parcels. This can be accomplished through the use of access easements and driveways connecting parking lots.
- C. Whenever possible, parking areas should be separated into smaller sections by using landscaped medians and islands.
- D. Whenever possible, parking areas should be placed in the rear yard.
- E. Use of a solid fence to screen parking areas without landscaping is discouraged.
- F. Installation of one electric vehicle charging station within each parking lot is encouraged.



**APPROPRIATE** The above parking lot design includes landscaped medians and islands that help to mitigate the negative visual impacts of parking and protects pedestrian movements on the site, meeting Standard 6 and 7.



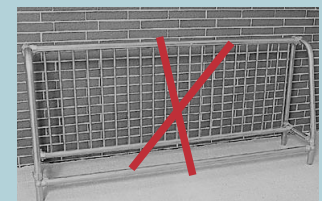
**APPROPRIATE** Above are a few alternatives for parking lot screening adjacent to neighboring residential properties.



**APPROPRIATE**

Left: examples of good bike racks that allow for u-shape lock to secure the frame to the rack.

Below: Discouraged bike rack that does not allow for a lock to secure the bike frame to the rack.



**NOT RECOMMENDED**

# Landscaping

**INTENT:** To highlight and protect pedestrian routes, improve the appearance of the parking areas, and reduce the negative ecological impacts created by parking lots and buildings.

## Standards

1. All signs **shall** conform to the landscaping design requirements in the Village's Zoning Ordinance (Appendix B).
2. Plantings and low fences located between parking areas and the public street **shall** not obscure vision between three (3) and eight (8) feet above ground. Trees and bushes that would naturally obscure this zone at maturity shall not be used.
3. All parking lot islands **shall** be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.
4. One (1) canopy tree **shall** be planted on the property for every fifty (50) feet of linear street frontage (round decimals up). It **shall** be placed along the street frontage, between parking and the property line, and/or within parking islands



### APPROPRIATE

A landscaping buffer shall not obscure the vision between 3 and 8 feet from grade for pedestrian safety.



**APPROPRIATE** The below images show parking areas that are sufficient landscaped. From top down: landscaping within 10 feet of the parking area, within parking islands, and within a parking median.



## Recommendations

- A. Indigenous plants with low water and pesticide needs, and salt tolerant are strongly encouraged.
- B. All parking lot islands should be planted and maintained with perennials, shrubs, and/or shade trees. Landscaping should be designed to allow for vehicle overhangs, unless wheel stops are used.

# Exterior Lighting

**INTENT: To promote effective and attractive exterior lighting that does not produce glare or light pollution.**

## Standards

1. All exterior building and parking light fixtures **shall** be 90° downcast cutoff light fixtures (without drop lenses). Lights directed towards the sky are **prohibited**.
2. Parcels abutting or across the street from residential or park uses **shall not** cause light trespass in excess of one-half (0.5) footcandle as measured horizontally, five (5) feet above the ground level at the property line of the affected parcel line.
3. Parking and security lighting poles **shall not** be taller than twenty-five (25) feet, or twenty (20) feet if in or abutting a residential zoning district.
4. Exterior light fixtures **shall** be designed to complement the character/style of the building.
5. Spec sheets **shall** be submitted with the Design Standards Checklist for each exterior light fixture to be used.
6. Mercury vapor lights are prohibited.

## Recommendations

- A. Parking lots and pedestrian walkways **should** be illuminated uniformly and to the minimum level necessary to ensure safety. A **uniformity ratio** of no more than 15:1 (max:min footcandles) is **recommended** for pavement illuminance, to avoid excessively bright or dark areas.
- B. Exterior lighting **should** be energy efficient and should render colors as accurately as possible (i.e., white light rather than green or yellow light).
- C. **Preferred** light types include: LED, fluorescent, and high-pressure sodium.
- D. Ground lighting of the building architectural / landscaping elements is discouraged.



**APPROPRIATE** Examples of full cutoff fixtures that minimize glare and light pollution



The two images on the left show good examples of low parking lot fixtures that project light only where it is needed, while the far right image shows an excessively tall light that is directed outward, creating glare and light trespass.



**INAPPROPRIATE** Above example illustrates excessive lighting leading to light pollution.

SITE DESIGN

# Storage & Service Areas

**INTENT:** To improve the appearance of the downtown area both along the public street and within municipal parking lots.

## Standards

1. Screening **shall** be compatible with the building architecture, including material palette and design elements, as well as other site features.
2. Street-level mechanical equipment (gas meters, air conditioners, etc.) and rooftop mechanical equipment **shall** be located or fully screened so that they are not visible from a public street. Electrical service boxes are excluded from this requirement (see **Standard 3**).
3. Placement of service boxes **shall** be located away from pedestrian zones. Preferred locations are in the side or rear yard.
4. Dumpsters **shall** be fully screened, including the dumpster gate, so that they are not visible from a public street or adjacent properties. The screening shall consist of a solid fence constructed of masonry, plastic composite, or commercial-grade wood fencing materials and **shall** be between six (6) and eight (8) feet tall.
5. Permanent loading docks **shall not** be in the front yard. Any loading areas visible from the street, or facing a residential property, **shall** be screened with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements.
6. Permitted outdoor storage, materials or equipment visible from a residential property **shall** screen with landscaping and/or wall not less than six (6) feet in height and integrated with the overall site design and/or building elements. Short-term display items or items that are available for purchase by customers are exempt from this standard.

## Recommendations

- A. Trash and recycling carts are **encouraged** to be screened from view from parking areas, as well as the public streets, and kept in side or rear yards when not set out for pickup.
- B. Shared garbage and recycling facilities are **encouraged**, where practical, as a means to meet screening requirements and preserve access needs.

SITE DESIGN



**APPROPRIATE** Good examples of how to hide service areas: by a wooden fence with landscaping (upper) or by a brick/concrete wall with landscaping (lower images).

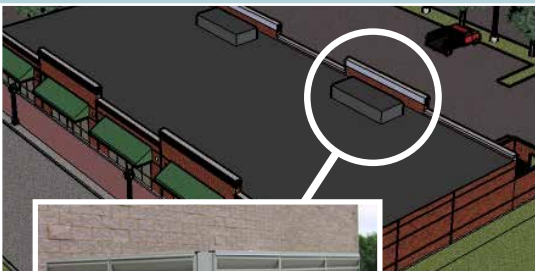


**ALLOWED**



**NOT PERMITTED**

Dumpsters are required to be fully screened on all sides, which includes the gate doors. The images on the left illustrate an allowed condition (above) and a prohibited condition (below).



**APPROPRIATE** The building facade screens the rooftop mechanical from ground view.

# Sign Design, Installation & Lighting

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

## Standards

1. Signs **shall** be placed to fit in with the building's overall architectural composition and **shall not** significantly obscure the building's architectural features (e.g., lintel, horizontal expression line, cornice, etc.), especially on historic facades.
2. Placement of signs and mounting system **shall not** obscure window or doorways, including door, glass panes, and corresponding trim and supports.
3. Signage on masonry buildings **shall** be mounted through the mortar joints rather than through the masonry itself, if possible.
4. **Downtown Core only**, If a historic sign board area exists above the *transom* windows, the primary **wall sign shall** fit within this space and **shall not** extend above, below, or beyond the edges of the signboard area.
5. **Awnings shall not** be internally illuminated.
6. Exterior lamps **shall** be located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky.
7. The sign style, colors and materials **shall** be complementary with the character of the building and other signage.
8. Highly reflective material **shall not** be used, as it is often difficult to read.
9. Internally illuminated wall signs are prohibited on historically designated structures.
10. **Downtown Core Only**, internally illuminated wall signage is prohibited except for reverse illumination (halo effect channel letters).

## Recommendations

- A. Existing sign mounting brackets, studs or holes **should** be reused for new signage, whenever feasible.
- B. Wall, projecting and **canopy** signage are **strongly encouraged** to be externally illuminated.
- C. **Transitional Area Only**, **reverse illumination** (halo effect channel letters) is **preferred** for internally illuminated signage.
- G. **For multi-tenant buildings**, sign colors of individual tenant signs **should** be compatible with each other.



**APPROPRIATE** The supports to this projecting sign is through the masonry mortar joint, which can be repaired if this sign is removed.



**APPROPRIATE** This sign is illuminated by an external light source above the sign that is shielded and directed towards the sign, which mitigates light pollution and glare.



**NOT PERMITTED** This wall sign covers up the second-story window sill and the first floor cornice and it extends beyond the corners of the facade walls.



**ALLOWED** The above signs (reverse "halo" illumination (above) and pushed thru letters w/ opaque background (lower) is allowed, but prohibited for historically designated structures.

# Sign Type Usage

**INTENT:** To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

SIGNAGE DESIGN



Window Sign



Monument Sign



Awning Sign



Projecting Sign



Wall Signs (individual letters (left) or with sign backing (right))



Marquee Sign



Canopy Sign



Pole Sign

## Standards

1. All signs **shall** conform to the requirements of the Village's Sign Ordinance (ARTICLE 8-XI SIGN AND BILLBOARD REGULATIONS) and a sign permit **shall** be acquired.
2. **Prohibited** sign types: roof-mounted, pole, external neon cabinet/canister, and billboard.
3. Ground signs, if used, **shall** utilize monument-style design.
4. **Downtown Core Only**, ground signs **shall** extend no higher than five (5) feet above the mean street grade. **Transitional Area Only**, ground signs **shall** extend no higher than eight (8) feet above the mean street grade.
5. Signage on an **Awning, Marquee** and **Canopy** **shall not** cover more than seventy-five (75) percent of the front valance, flat profile, and/or roof.
6. Electronic Message Center (EMC) signage are prohibited on historically designated structures.

## Recommendations

- A. **Preferred** sign types include: wall-mounted, window, projecting, blade and awning.
- B. Signage, excluding product display, are **encouraged** to not cover more than twenty-five (25) percent of each **storefront display window/door area**.
- C. **Projecting signs** are **encouraged** to have a visible mounting bracket that projects over or under the sign.
- D. Horizontally-oriented and centered **wall signs** are **encouraged**.
- E. Monument-style ground signs are **encouraged** to have high-quality durable base material, such as brick, stone or cast-in-place concrete, with satisfactory landscaping around the base.

# 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. **Downtown Core only**, building height adjacent to a designated historic structure shall not be more than one (1) story taller for up to fifty (50) feet from said historic building.
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. **Downtown Core Only**, 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. **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.
7. Any secondary facade facing a public street (corner buildings) **shall** incorporate design qualities similar to the primary front facade.
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)



**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.

# Scale, Articulation & Roofline (cont.)

**APPROPRIATE** Alternative roof systems that are allowable in parts of downtown area, depending on their location.



**MANSARD ROOF (with dormers)**



**PITCHED ROOF W/ PARAPET**



**PITCHED ROOF W/ GABLE**



**FLAT ROOF W/ CORNICE**



**NOT PERMITTED** A low-slope roof, which does not meet Standard 11.

## Standards (cont.)

9. **Downtown Core Only**, a flat, pitched roof with parapet to the street or mansard roof system **shall** be used, unless an adjacent building on the same side of the street utilizes a pitched roof system.

10. Pitched roofs **shall** have a slope no less than 5:12.

11. An accurately-measured elevation of each exposed building facade, including roofline, **shall** be submitted with the Design Standards Checklist. The elevations **shall** include for reference purposes any adjacent buildings, including the roof profile, window configuration and any other important architectural features.

## Recommendations

A. A full two story building is **encouraged**, wherever feasible. Recommended building heights are generally two (2) to four (4) stories based on the context of the area.

B. New buildings **should** incorporate horizontal expression lines from existing buildings within the same block, whenever practical.

C. Flat roof system with parapet wall is **preferred** for the **Downtown Core**.

D. Unique and decorative cornice designs are **encouraged** to generate character and building identity.

E. The base of the building **should** include elements that relate to the human scale. These **should** include doors, windows, texture, projections, awnings, ornamentation, etc.

F. All building faces **should** use design features (i.e. window proportions, expression of the structural bays, etc.) similar to the primary front facade.

G. **Downtown Core Only**, building height **should not** be more than one (1) story taller than buildings adjacent to the lot on the same side of the street. Except where adjacent to single story buildings, building height should not be more than two (2) stories taller.

# Windows, Doors, & Garages

**INTENT:** To enliven and activate the street, and to reinforce the existing building character within the downtown area.

## Standards

1. Ground-level facades facing a public street **shall** be comprised of at least twenty-five (25) percent clear glass (up to ten (10) feet above street grade), except for Main Street facing facades in the downtown core (see **Standard 2**).
2. **Downtown Core Only**, ground-level front facades **shall** be comprised of at least thirty-five (35) percent clear glass (up to ten (10) feet above sidewalk grade).
3. New buildings with upper stories (i.e. functional floor area above the ground level) **shall** have windows on all street-facing facades.
4. **Downtown Core Only**, new garage doors facing Main Street are **prohibited**, unless it is only providing pedestrian access to the building's interior space (no vehicle use).
5. Where allowed, new **vehicle-access garage doors** facing a public street **shall** use one or more of the following techniques to mitigate their impact on the street frontage:
  - set back the garage bays from the primary facade a minimum of four (4) feet,
  - set back every third (3) garage door a minimum of two (2) feet from the remaining garage door bays, and/or
  - screening garage doors from the street.
6. A diagram illustrating the percentage of transparent glass on each street-facing facade **shall** be submitted with the Design Standards Checklist.

## Recommendations

- A. Retaining (or uncovering) pre-existing window openings is **encouraged**.
- B. The use of reflective or dark-tinted glass on the front facade is **discouraged**, especially at the street level.



**APPROPRIATE** Clear glass on the ground floor provides visual interest. The above example illustrates the minimum clear glass threshold required along Main Street in the downtown core.



**ALLOWED** Use of a garage door or accordion-style door is allowed on Main Street in the Downtown Core area only if it provides pedestrian access only (no vehicle access) and provides high visibility into the interior space.



**APPROPRIATE** The street-facing parking garage door is set back from the primary building plane, reducing its overall impact on the facade.

# Projections

**INTENT:** To reinforce the existing building character within the downtown area.



**APPROPRIATE** Awnings should give protection to pedestrians, as well as shade interior spaces. Above restrictions meet Standard 6.



**APPROPRIATE** The above image illustrates the preferred awning type and placement - it is made of textile fabric with the traditional shed profile, has a hanging skirt valance, and sits below the transom windows.



**NOT PERMITTED** Awnings may not be illuminated internally, as it is inconsistent with the desired historic character for the downtown area.

## Standards

1. Signage on projections **shall** meet the requirements under Signage Design section within this Design Standards Handbook.
2. Projections (balconies, bay windows, canopies, etc.) **shall not** extend more than five (5) feet beyond the property line at the sidewalk, except awnings, which may extend to within three (3) feet of the street curb.
3. Canopies and marquees using wood or shingle components are **prohibited**.
4. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade to allow for blade signage underneath that maintains eight (8) feet vertical clearance.
5. Awnings **shall not** be made of shiny materials or have a shiny finish.
6. Awnings **shall** be at least three (3) feet in depth and the underside of the projection **shall** be at least eight (8) feet above the sidewalk.
7. Glowing **awnings** (*backlit*, light shows through the material) are **prohibited**.
8. **Downtown Core Only**, awnings **shall** be mounted below the horizontal expression line that defines the ground floor.

## Recommendations

- A. If a building has **transom** windows, the **awning** should be mounted below those windows.
- B. The **preferred** material for **awnings** and canopies is fire resistant, textile material. Vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials. Metal and glass may be appropriate in the Transitional Area.

# Colors & Materials

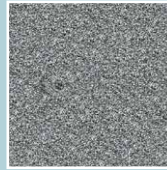
**INTENT: To reinforce the existing character, and to provide for variety and visual interest.**

## Standards

1. Day-glo or fluorescent colors are **prohibited**.
2. Bright colors are **prohibited** for the primary facade color, but are acceptable as a secondary color to highlight expression lines or details.
3. **Prohibited** building materials include gravel aggregate materials, rough sawn wood, manufactured stone veneer, and polished stone.
4. **Downtown Core Only, metal panel/siding systems** and other panelized products **shall not** cover more than twenty-five (25) percent of front facades and **shall not** cover more than forty (40) percent of all other facades.
5. **Transitional Area only**, vinyl siding, **metal panel/siding systems** and other panelized products **shall not** cover more than fifty (50) percent of facades facing a street and **shall not** cover more than seventy-five (75) percent of all other facades.
6. EIFS, metal panel/siding systems and other panelized products are **prohibited** at the base of the building where susceptible to damage (a minimum of three (3) feet above grade).
7. A picture and a sample of each exterior material and a facade illustration that indicates colors/materials **shall** be submitted with the Checklist.

## Recommendations

- A. **Preferred** exterior finish materials include kiln-fired brick, terra-cotta, wood siding / details, fiber cement siding, **engineered wood** siding (e.g., LP smartside, TruWood), and high-quality natural cut stone or brick veneer.
- B. Where allowed, metal siding/panels are **encouraged** to be horizontally-oriented and use panels with deep/mega rib spacing (e.g., 7.2 panel) with a concealed fasteners system.
- C. **EIFS** is **discouraged** as a principle facade material.



**NOT PERMITTED**  
(from top left to bottom right):  
aggregate material,  
vinyl siding,  
manufactured  
stone veneer, and  
polished stone.



Use of metal products as an accent material above the base of the building is allowed; however, use as a facade material over 50% of the street-facing is prohibited.



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# Checklist

## Instructions

If a section of these standards does not apply to the proposed project (*e.g. parking standards for a facade renovation project*) the entire section can be skipped by checking the “does not apply” box  NA . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out  for any that do not apply.

In addition to this checklist, a site plan shall be submitted, including (*as applicable*):

- Trash and recycling containers
- Pedestrian pathways
- Parking and circulation
- Landscaping
- Stormwater management features
- Lighting

Applicant

Staff

PC

Design Standards Checklist

## SIGNAGE DESIGN

### Sign Type Usage Standards

NA

Comments (*office use only*):

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Applicant	Staff	PC
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. All signs conform to the sign design and maintenance requirements in the City’s Zoning Ordinance, -AND- have applied/acquired sign permit.

2. The project does not include following sign types: roof-mounted, pole, external neon cabinet/canister, billboard

3. All ground signs, if any, utilize monument-style design.

4. Ground signs do not extend higher than the mean street grade following the restriction shown below.

Downtown Core Only: 5 feet

Transitional Area Only: 8 feet

5. Signage on awnings, marquees and canopies is > 75% of the front valance, flat profile, and/or roof.

6. The project does not include electronic message center signage on historically designated structures.

# Design Standards Checklist

	Applicant	Staff	PC	
1. Signs are placed to fit in with the building’s overall architectural composition -AND- do not significantly obscure the building’s architectural features.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p style="text-align: right;"><b>Sign Design, Installation &amp; Lighting Standards</b></p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">NA</div> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. Placement of signs and mounting systems do not obscure windows or doorways, including door, glass panes, and corresponding trim and supports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Signage on masonry buildings are mounted through the mortar joints rather than through the masonry itself, if possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. <b>Downtown Core Only</b> , If a historic sign board area exists above the transom windows, the primary wall sign is placed inside this space -AND- does not extend above, below or beyond the edges of the signboard area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Awnings are not internally illuminated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Exterior lamps are located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. The sign style, colors and materials are complementary with the character of the building and other signage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Signage is not made of highly reflective materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. The project does not include internally illuminated signs on a historically designated structure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. <b>Downtown Core Only</b> , signage is not internally illuminated unless the effect is used for reverse illumination (halo effect channel letters).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Checklist

	Applicant	Staff	PC	
<b>SITE DESIGN</b>				
<b>Street Relationship Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____				<p>1. <b>Downtown Core Only</b>, primary structures will be built to the front property line, except a portion of the building may be set back further, per the following limitations:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The space provides an outdoor seating area, a hardscape plaza, landscaping area, or similar accessible pedestrian space, -AND-</li> <li><input type="checkbox"/> 25%, or minimum of 25-FT, of the building width is built to the front property line, -AND-</li> <li><input type="checkbox"/> Maximum setback of 20-FT (10-FT preferred).</li> </ul> <p>2. <b>Transitional Area Only</b>, primary structures will be built within 10FT to 25-FT of the front property line.</p> <p>3. There is at least one functional building entrance provided on the facade facing the (most prominent) street.</p>
<b>Exterior Lighting Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____				<p>1. Exterior building and parking light fixtures are 90° downcast cutoff light (without drop lenses) -AND- not directed towards the sky.</p> <p>2. Light trespass does not exceed 0.5 footcandles at the property line adjacent to park/residential use.</p> <p>3. Parking/security poles are no taller than the building height restrictions in the underlying zoning district, or 25-FT, whichever is less. If abutting residential, the poles are no taller than 20-FT.</p> <p>4. Exterior light fixtures are designed to complement the character/style of the building.</p> <p>5. Spec sheets for each light fixture are submitted.</p> <p>6. The project does not include mercury vapor lights.</p>

Design Standards Checklist

# Checklist

## Design Standards Checklist

	Applicant	Staff	PC	
1. Parking (5+ vehicles) are paved and include concrete curbs along all parking/drive areas (excluding gaps to allow stormwater flow to basins).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Parking Areas Standards</b></p> <p><input type="checkbox"/> NA</p> <p>Comments (<i>office use only</i>):</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2. <b>Downtown Core Only</b> , there is no off-street parking in front of building.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. <b>Downtown Core Only</b> , side yard parking is no more than 66-FT wide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. <b>Transitional Area Only</b> , front and side yard parking is no more than 66-FT wide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Walkways are provided connecting the building entrances to the public sidewalk. If the walkway crosses parking areas or a drive aisle they are clearly marked by striping or material change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Parking stalls & drive aisles are separated from the public ROW & adjacent properties by a planted landscape buffer (at least 5-FT wide).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Parking rows of more than 20 linear spaces are interrupted by a curbed landscape island/median (min. width of 10-FT).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Parking lots adjacent to residential properties have an acceptable semi-opaque buffer (min. of 4-FT in height).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Checklist

	Applicant	Staff	PC	
<b>Storage &amp; Service Areas Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Screening is compatible with the building architecture, as well as other site features.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Street-level/rooftop mechanical equipment are not visible from the street or municipal parking lot (excluding electrical service boxes).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Service boxes are located away from the pedestrian zone (e.g., side/rear yard).
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Dumpsters are fully screened, including dumpster gate, to not be visible from a public street -AND- the screening (6-FT to 8F-FT in height) consists of an appropriate material.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Permanent loading docks/staging areas are not in the front yard -AND- if visible from the street or facing residential property it is screened with landscaping and/or wall > 6-FT in height and integrated with the overall site and building design.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Permitted outdoor storage, materials or equipment visible from a residential property is screened with landscaping and/or wall > 6-FT in height and integrated with the overall site and building design (excluding short-term display items or items available for purchase).
	<b>Landscaping Standards</b> <input type="checkbox"/> NA Comments (office use only): _____ _____ _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	2. Plantings and low fences located between parking areas and the public sidewalk do not (and naturally will not) obscure vision 3-8-FT above the ground.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	3. Parking lot islands will be planted and maintained with perennials, shrubs, and/or shade trees -AND- designed to allow for vehicle overhangs or wheel stops.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	4. Landscaping design provides 1 canopy tree for every 50-FT of linear street frontage, planted along street frontage, between parking and the property line or within parking islands.
<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

Design Standards Checklist



# Checklist

	Applicant	Staff	PC	
<b>Scale, Articulation &amp; Roofline Standards (cont.)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9. <b>Downtown Core Only</b> , a flat, pitched roof with parapet to the street or mansard roof system is used, unless an adjacent building on the same side of the street utilizes a pitched roof system.
Comments ( <i>office use only</i> ):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10. The roof has a slope no less than 5:12.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11. An accurately-measured elevation of each exposed building facade, including roofline, is submitted. The elevations include for reference purposes any adjacent buildings, including the roof profile, window configuration, and any other important architectural features.
_____				
_____				
_____				
<b>Projections Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Signage on projections meets all requirements under Signage Design.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Projections, excluding awnings, do NOT extend more than 5-FT beyond the property line. Awnings do NOT extend closer than 3-FT from the street curb.
Comments ( <i>office use only</i> ):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Canopies and marquees do not use wood or shingle components.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. Canopies and marquees are a minimum of 10-FT above sidewalk grade.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. Awnings are not made of shiny materials or have a shiny finish.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. Awnings are at least 3-FT in depth and 8-FT above the sidewalk.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. The building has no glowing awnings (backlit, light shows through the material).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8. <b>Downtown Core Only</b> , awnings are mounted below the horizontal expression line that defines the ground floor.
_____				



# Checklist

	Applicant	Staff	PC	
<b>Colors &amp; Materials Standards</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. There are NO day-glo or fluorescent colors used on the building.
<input type="checkbox"/> NA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. There are NO bright colors used as the primary facade color.
Comments (office use only):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. Gravel aggregate materials, rough sawn wood, manufactured stone veneer and polished stone are NOT used on any facade.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4. <b>Downtown Core Only</b> , metal panel/siding systems and other panelized products do NOT cover more than:  <input type="checkbox"/> 25% of front facades -AND- <input type="checkbox"/> 40% of all other facades.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5. <b>Transitional Area Only</b> , metal panel/siding systems and other panelized products do NOT cover more than:  <input type="checkbox"/> 50% of front facades -AND- <input type="checkbox"/> 75% of all other facades.
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6. EIFS, metal panel/siding systems and other panelized products are NOT used at the base of the building (from 3-FT above street grade).
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7. A picture and a sample of each exterior material -AND- a facade illustration indicating colors/ materials is submitted.
_____				

Design Standards Checklist



December 10, 2024

Re: January 8, 2025, Public Hearing on updates to the 2010 Redevelopment District Plans 1 & 2.

Dear McFarland neighbor or property owner:

Enclosed you'll find a notice of public hearing before the Community Development Authority and Plan Commission on **Wednesday, January 8, 2025 at 7 p.m.** in the Community Room of the McFarland Municipal Center, 5915 Milwaukee St., McFarland, Wisconsin. The purpose of the joint public hearing is to offer residents an opportunity to register public comments on the updated draft plans for Redevelopment Districts 1 and 2. Please note that no action to make a recommendation to the Village Board regarding the plans will be taken at this hearing. Copies of the draft plans can be viewed on the project webpage at [www.mcfarland.wi.us/redevelopmentdistricts](http://www.mcfarland.wi.us/redevelopmentdistricts).

The Village of McFarland has been working to update the Redevelopment District 1 and 2 plans that were previously adopted by the Village Board in 2010. These plans are sub-area plans that incorporate into the Village's Comprehensive Plan, which serves as a guide for the development, revitalization, and preservation of the McFarland area over the next 10 to 20 years. Sub-area plans provide more detailed recommendations regarding future land uses and site and building design standards, and they give recommendations within each district area to guide future redevelopment efforts.

Redevelopment District Plan No. 1 includes properties within the vicinity of Card Avenue, Beckler Street, Erling Avenue, Field Avenue, Glen Road, Ivywood Trail, McFarland Court, Meinders Road, Siggelkow Road (west of Triangle Street), Terminal Drive, and Triangle Street within the Village of McFarland.

Redevelopment District Plan No. 2 includes properties within the Downtown area of McFarland, in the vicinity of Anthony Street, Bashford Street, Broadhead Street, Exchange Street, Farwell Street, Hough Street, Lake Street, Long Street, Main Street, Merrill Street, Milwaukee Street, Osborn Street, and Wisconsin Street. A boundary map of each planning area is also available on the project webpage.

Since the plans for Redevelopment Districts 1 and 2 were adopted in 2010, there have been a number of public and private redevelopment projects that have occurred within each district. Despite these improvements, many properties within and adjacent to Redevelopment Districts 1 and 2 remain under-utilized, including industrial, commercial, residential, and public areas. Land use plans are typically written for a 20-year horizon and updated every 10 years. Given the existing plans are over 14 years old, the Village is undertaking this planning project to reassess the land use plans, concepts, and strategies from the 2010 plans. The Village desires to build on the work already accomplished, plan for the reuse of strategies that have worked well, and revisit planning assumptions, concepts, and strategies that have not worked well or have yet to come to fruition. The recommendations within the updated Redevelopment District plans will be used to guide short and long-term investments in future growth and preservation areas of the Village and to assist in the review and approval of public capital improvement projects, development requests, subdivision reviews, and zoning amendment requests within plan boundaries.

This is a joint project of the Community Development Authority (CDA) and Plan Commission that kicked off in September of 2023. At that time, a postcard regarding the project was sent to all residents, businesses, and property owners in the 53558 ZIP code. This postcard included information regarding an initial online survey and a Public Information Meeting on October 2, 2023. A follow-up postcard was

mailed in April 2024 regarding a second project survey, and an additional Public Information Meeting was then held on July 11 of this year. These prior public surveys and public meetings were held to gather public feedback to inform the updated plans.

The Village's planning consultants, MSA Professional Services, are working with the CDA and Plan Commission to develop the updated plans, which are now ready for an official public hearing. Part of the consultant's efforts included a 'blight' assessment of all properties in both districts as part of a broader evaluation of existing conditions to help determine areas most suitable for future redevelopment. A similar blight evaluation was completed as part of the 2010 district plans. MSA determined several properties in both districts blighted and in need of urban renewal. Blight determinations are based on several factors including utilization of property in a manner consistent with the Village's Comprehensive Plan, lot occupancy, layout and utilization, and the condition of properties' exteriors and buildings as visible from the public street.

This letter is being mailed to all property owners in both noted districts. **Receipt of this letter does not mean that the property you own was determined to be blighted.** More information regarding the blight assessments can be found in the third chapter of each district's plan. Though some may consider a finding of 'blight' discomfoting, please understand that this finding or inclusion of your property within the redevelopment district **does not**:

- Signal specific building code violations, compel specific property improvements, or require new enforcement actions beyond what is customary under the Village's Code of Ordinances.
- Impact your property assessment values or create a new or expanded tax on your property. Your property will continue to be assessed and property taxes payments calculated according to the same practices applied to all properties in the Village.
- Signal any condemnation proceedings to acquire specific property through the use of eminent domain. **Neither plan specifically identifies any properties for condemnation.** Adoption of the plans will not compel acquisition, relocation, or redevelopment of any residential or commercial properties in the planning areas.

For answers to other common questions related to Redevelopment Districts 1 and 2 or their corresponding plans, please refer to the FAQ document available on the project webpage.

Any owner of property included within the boundaries of a redevelopment plan who objects to said plan may state their objections and reasons for objecting in writing. Such documents must be filed with the Village of McFarland Community & Economic Development Department prior to the public hearing, at the time of the public hearing, or within 15 days after the hearing (no later than January 23, 2025). Written objections may be emailed to [community.development@mcfarland.wi.us](mailto:community.development@mcfarland.wi.us) or mailed to Community & Economic Development Department, Village of McFarland, P.O. Box 110, McFarland, WI 53558. Submission of a written objection is a necessary requirement prior to commencement of any possible future action to contest the right of a redevelopment authority to condemn property.

The meeting on January 8 will include a presentation by MSA highlighting the content and recommendations of each plan, followed by the public hearing.

Sincerely,  
Village of McFarland

Enc: Copy of notice of public hearing  
Map of district boundary and blight assessments

Please publish in the  
McFarland Thistle on  
December 5, 2024  
December 12, 2024  
December 19, 2024

**VILLAGE OF MCFARLAND  
NOTICE OF PUBLIC HEARING  
BEFORE THE COMMUNITY DEVELOPMENT AUTHORITY  
AND PLAN COMMISSION**

NOTICE IS HEREBY GIVEN that there will be a public hearing before the Community Development Authority and Plan Commission on Wednesday, January 8, 2025 at 7:00 p.m. in the Community Room of the Municipal Center, 5915 Milwaukee St., McFarland, Wisconsin, at which time interested parties and citizens shall have an opportunity to be heard concerning the following:

Ordinance 2025-01: An Ordinance Adopting an Amendment to the Village of McFarland Comprehensive Plan to adopt and incorporate the 2025 Redevelopment District Plans #1 & #2 as a component of the Comprehensive Plan, including amendment of the Comprehensive Plan Future Land Use Map. Redevelopment District #1 includes properties within the vicinity of Card Avenue, Beckler Street, Erling Avenue, Field Avenue, Glen Road, Ivywood Trail, McFarland Court, Meinders Road, Siggelkow Road (west of Triangle Street), Terminal Drive, and Triangle Street within the Village of McFarland. Redevelopment District #2 includes properties within the Downtown area of McFarland in the vicinity of Anthony Street, Bashford Street, Broadhead Street, Exchange Street, Farwell Street, Hough Street, Lake Street, Long Street, Main Street, Merrill Street, Milwaukee Street, Osborn Street, and Wisconsin Street. A boundary map of each planning area is available at [www.mcfarland.wi.us/redevelopmentdistricts](http://www.mcfarland.wi.us/redevelopmentdistricts).

Information regarding this request is available for review online at [www.mcfarland.wi.us/redevelopmentdistricts](http://www.mcfarland.wi.us/redevelopmentdistricts) or at the Village of McFarland Municipal Center lobby, 5915 Milwaukee Street, McFarland, WI 53558 (Monday-Friday, 8:00 a.m. to 4:30 p.m.).

Residents wishing to attend the meeting can do so in-person at the Municipal Center or via Zoom by visiting <https://us02web.zoom.us/j/84997212044> or Telephone: Dial (for higher quality, dial a number based on your current location): US: +1 (312) 626-6799 Webinar ID: 849 9721 2044

If you cannot attend the meeting, you may submit your written comments to the Plan Commission by email to [community.development@mcfarland.wi.us](mailto:community.development@mcfarland.wi.us) or by mail to Community Development Department, Village of McFarland, P.O. Box 110, McFarland, WI 53558-0110. Submission must be received no later than the Wednesday prior to the meeting date. For additional information regarding this ordinance contact Andrew Bremer, Community & Economic Development Director at [community.development@mcfarland.wi.us](mailto:community.development@mcfarland.wi.us) or 608-838-3154.



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



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

# Blighted Parcels

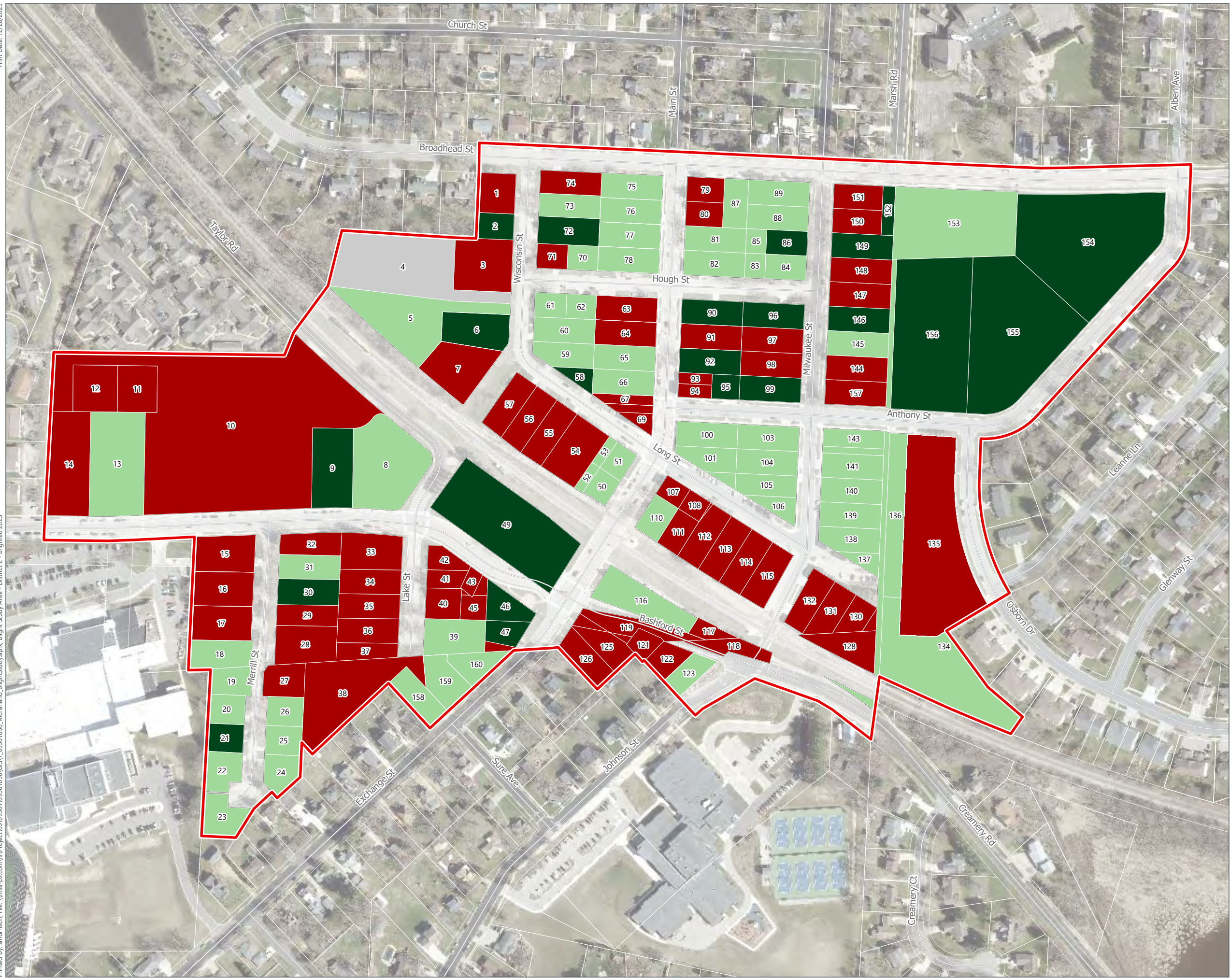
Redevelopment District #1

Village of McFarland  
Dane County, Wisconsin

# Blighted Parcels

Redevelopment District #2

Village of McFarland  
Dane County, Wisconsin



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

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



  
**VILLAGE OF**  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Wednesday, January 8, 2025

**SECTION:** Business

**DEPARTMENT:** Community Development

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

**AGENDA ITEM:** Discussion regarding Ordinance 2025-01 An Ordinance Amending the Village of McFarland Comprehensive Plan to Adopt and Incorporate the 2025 Redevelopment District Plans No. 1 and No. 2, Including Amendment of the Comprehensive Plan Future Land Use Map.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Background regarding this agenda item is provided in Item 4.a.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

This agenda item is presented for discussion only.

**ATTACHMENTS:**

None