

Plan Commission Minutes November 18, 2025, at 7:00 P.M.

Members Present: Stephanie Brassington, Luke Fessler, Austen Conrad, Karen Pominville, Scott Peters, Eric Johnson, Chris Reynolds

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER, ROLL CALL

Chair Brassington called the meeting to order at 7:01 P.M.

2. PUBLIC APPEARANCES.

There were no public appearances in the room or via zoom.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the joint October 21, 2025, Plan Commission and Community Development Authority meeting.

Brassington motioned to approve the minutes, Flesser seconded the motion. Motion passed 7-0.

- b. Motion to approve the minutes of the regular October 21, 2025, Plan Commission meeting.

Brassington motioned to approve the minutes, Flesser seconded the motion. Motion passed 7-0.

4. PUBLIC HEARING.

- a. Public hearing regarding Ordinance 2025-08 an ordinance making various amendments to Chapter 2, Chapter 23, Chapter 56, and Chapter 62 and Appendix A of the Municipal Code concerning public notification requirements.

Brassington opened the public hearing at 7:03 PM. Bremer provided summary of past discussions with the Plan Commission and directions received from the August Plan Commission meeting and the changes made throughout. There were no people online or in the room who wished to speak. Brassington closed the public hearing at 7:11 PM.

5. BUSINESS.

- a. Discussion and action to make a recommendation to the Village Board regarding Ordinance 2025-08 an ordinance making various amendments to Chapter 2, Chapter

23, Chapter 56, Chapter 62 and Appendix A of the Municipal Code concerning public notification requirements.

The Commission members discussed the proposed texts and the implication for not sending out notices, distinction between notices sent to the occupants or a property owner in the event the residing household is a renter, and comparisons with Wisconsin State Statutes. The Plan Commission felt the Department's practice of sending noticing out to adjacent property owners within 300 feet was sufficient and that there are other communication tools the Village uses to provide notifications to residents that fall outside of 300-foot mailing radius. Brassington motioned to recommend to the Village Board approval of Ordinance 2025-08, an ordinance making various amendments to Chapter 2, Chapter 23, Chapter 56, and Chapter 62 and Appendix A of the Municipal Code concerning public notification requirements with staff to review with the Village Attorney the phrase, "Failure to comply with this provision shall not, however, invalidate any previous or subsequent action on the appeal". Fessler seconded the motion. Motion passed 7-0.

b. Discussion regarding the 10-year Comprehensive Plan update project.

Bremer provided summary of the proposed RFP timeline, review committee, and commencement date. Bremer provided discussion points for the Commission to provide feedback on that Staff will include within the request for proposal and comprehensive plan update. These points are summarized below:

- 1) Who will the steering committee for the comprehensive plan update be?
- 2) How does the Commission want the format of the plan to be?
- 3) Were there any additional elements beyond the nine required under State Statute to include that was not previously addressed?
- 4) What are the Commission member's thoughts on drawing elements from the unapproved 2025 Redevelopment District Plans (excluding the blight analysis).
- 5) What are some thoughts on retiring outdated subarea plans? (i.e. 2005 Terminal & Triangle District Plan).
- 6) What are some branding suggestions for the Comprehensive Plan update?

The Commission's discussion with Staff is summarized below:

- 1) Preference for Plan Commission to be the steering committee.
- 2) No preference at the time.
- 3) No suggestions at the time.
- 4) The Commission indicated that some of the results from the public engagement included during that planning process might be useful to revisit during the public engagement for the Comprehensive Plan project, including potential recommendations, policies, or images that were intended to address public input gathered during the planning process.
- 5) Clarification on what a subarea plan was then discussed examples such as the 2021 Sustainability Plan and 2023 East Side Plan. General consensus to revisit

retiring the 2005 Terminal & Triangle Plan as part of the Comprehensive Plan project, or after its adoption, based on guidance from the new Comprehensive Plan.

- 6) Interested, but none provided on the spot. Commission members will connect with Staff to share for future ideas.
- c. Discussion and recommendation to the Village Board on updates to the Appendix A Fee Schedule for planning & zoning permits, building permits, and impact fees for 2026.

Kevin Urso, 2923 Camp Leonard Rd, was present to provide comments on the agenda item. Urso stated he is a local builder with Urso Brothers in the community who has built a number of homes throughout the Village. Urso stated concerns about the increase in fee costs and the potential impact it may have on future builders looking to build in McFarland. Urso provided handouts of data sheet from Madison Area Builders Association, MABA, on the comparison of fee rates among 15 other communities, stating the Village was the community that charged the most.

Brian Spanos, 4192 Morris Park Rd, provided similar comments to Kevin Urso, while stating being in a similar position as a builder in the Village. Spanos provided additional concerns on raising building costs and impact fees.

Johnson provided the Commission members and Staff with an image of a new construction home building permit and discussed the associated impact fees paid.

Bremer provided a summary of the agenda item, including the rationale for the fee increases, sharing data and averages from comparable communities, indicating similar trends. Fessler discussed the details of the park impact fees. Bremer stated that an impact fee study had just begun and will likely be completed by the end of the first quarter of 2026, providing further details on which Village Committees will be engaged.

The Commission further discussed the details of the proposed changes, purpose of the impact fees, and fee rates. Brassington expressed no confidence in making a motion and requested more time to discuss the item. Conrad and Peters disagreed and reiterated the discussion points made along with Staff's explanation. The remaining members concurred. Fessler stated items 6-11 from the recommended motion in the staff report, would not be included per the discussion of the park impact fee study.

Fessler motioned to recommend to the Village Board updates to the following fees:

1. Zoning Amendments Map and Text = \$500.00
2. Conditional Use Permits = \$500.00
3. Board of Zoning Appeals = \$475.00
4. Chicken Permit = \$30.00

5. Building Permit Fee increases as shown in the attachment to the staff report.
12. Public Safety Center, per Single Family Dwelling Unit = \$2,279.00
13. Public Safety Center, per Multi-Family Dwelling Unit = \$1,669.00
14. Public Safety Center, per Group Quarter Unit = \$847.00
15. Public Safety Center, per 1,000 sq.ft of Commercial and Industrial Development = \$1,213.00

Conrad seconded the motion. Motion passed 6-1, with Brassington's Nay.

6. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, December 16, 2025, at 7:00PM

7. ADJOURNMENT.

Fessler motioned to adjourn. Pominville seconded the motion. Motion passed 7-0.
Meeting adjourned at 8:43 PM.