

Thursday, February 19, 2026

6:00 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/85372383600>

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

Webinar ID: 853 7238 3600

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 attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees 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 public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to community.development@mcfarland.wi.us to be included with the agenda materials.
3. BUSINESS.
 - a. Discussion on review of the Village of McFarland East Side Plan.
4. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, February 19, 2026 at 7:00 p.m. - Plan Commission meeting
 - b. Wednesday, March 11, 2026 at 7:00 p.m. - Community Development Authority meeting
 - c. Tuesday, March 17, 2026 at 7:00 p.m. - Plan Commission meeting
5. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, February 19, 2026

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion on review of the Village of McFarland East Side Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

Included in the packet is a referral from President Brassington and Trustee Fessler to consider creating a plan to engage with the community regarding the 2023 East Side Plan. On January 13, 2026, the Village Board approved sending the referral to the CDA and Plan Commission for discussion.

On April 25, 2023 the Village Board approved the 2023 East Side Plan, 2023 Village-wide Housing Needs Assessment Study, and 2023 Village-wide Economic Strategic Plan. The 2023 East Side Plan replaced the 2008 East Side Neighborhood Growth Area Plan. Prior to updating the 2008 plan, the Village engaged two consultants to complete the Village-wide Housing Needs Assessment Study and Economic Strategic Plan to help inform the overall update of the East Side Plan. This planning process began in the Fall of 2021 and both the CDA and Plan Commission served as a joint steering committee overseeing the completion of all three plans.

One of the recommendations within the plan was the creation of a new east side business park within areas of the Village along Siggelkow Road near Storck Road, including the creation of a new Tax Increment Finance District to provide a financial tool to aid in the development of public infrastructure to support future development. In the Spring/Summer of 2024, the Village began the process to officially create the new TID (TID #7). As part of that process, several public meetings were held to address questions from members of the community regarding the history of Village land use planning for the east side, recommendations from the 2023 plans, purpose and mechanics of TIF districts, how other prior and existing TIF districts have benefited the Village, and the details of the proposed TID #7 Project Plan. There was significant community turnout at these meetings, including residents from adjacent communities such as the City of Madison Secret Places subdivision, with questions and concerns regarding the proposed TIF, but also more specifically related to future traffic volumes, existing roadway and intersection deficiencies along Siggelkow Road, bicycle and pedestrian accommodates, potential semi-truck traffic, proposed future land uses and Village communication policies and procedures. At the September 11, 2024, joint CDA and Plan Commission meeting, the CDA and Plan Commission voted not to proceed with creation of TID #7 at that time. The Plan Commission also recommended proceeding with completion of the following items to address the questions and concerns raised by the public:

- 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.*
 - 4. Discussion of the East Side Plan reevaluation and Economic Development Plan at a future meeting.*

The [traffic study](#) was completed in the Fall of 2025. The Village Engineer is currently working on the [30% design plans](#) and this project will be completed this Spring. On [January 13, 2026](#), the Village Board approved updates to Chapter 3 of the Village Policy Manual regarding Public Notification Policies and updates to the Municipal Code regarding public notifications for TIF Districts and various land division and zoning applications. In addition, the Village is currently working with the City of Madison on a potential [Intergovernmental Agreement](#) which includes policies related to future transportation and land use coordination regarding areas along our shared boundary, including adjacent to the Secret Places subdivision. These efforts have addressed the first three items from the Plan Commission's 2024 meeting.

The referral from the Village Board is intended to address item #4 in whatever manner the CDA and Plan Commission recommend to the Village Board for their consideration. The purpose of the joint meeting is to discuss the referral to consider creating a plan to engage with the community regarding the 2023 East Side Plan. Naturally, what this means or might entail may vary for each member of the two committees. For example, does the CDA and Plan Commission want to engage with the community on the entire East Side Plan or more narrowly focus on specific areas or content? Another consideration is whether this would be a separate project or incorporated into the pending project to update the Village's 2017 Comprehensive Plan?

The 2023 East Side Plan was adopted as a component of the Comprehensive Plan, replacing the 2008 East Side Neighborhood Growth Area Plan. Comprehensive Plans are required to be updated every 10 years. An "update" is a complete review of the entire plan, updating all data and maps, and updating plan goals, objections and recommendations based on a process that engages the broader community in the development of the new plan. The process starts with the approval of a public participation plan that guides the community engagement efforts throughout the entire planning process from start to finish. The end result is a new plan that replaces the previous plan. Staff anticipates bringing forward a Request for Proposals for recommendation and approval by the Village Board in March to hire a consultant to assist with this project, which would likely start this Spring/Summer and be completed by the Summer of 2027. Engaging with the community regarding the 2023 East Side Plan could naturally be incorporated as part of that project. The Village could also request our consultants highlight or elevate this portion of the project in some manner through the public participation plan.

Alternatively, if desired by the CDA and Plan Commission, engaging with the community regarding the 2023 East Side Plan could be a separate project in itself. At the conclusion of the community engagement activities, a summary report would be provided to the CDA and Plan Commission for consideration regarding any recommendations for the Village Board's



consideration. That report, and any ensuing recommendations, would also be provided to the Comprehensive Plan consultant for inclusion in the new Comprehensive Plan. Under either approach, a consultant will need to be hired to assist with the community engagement activities. Both approaches should consider a multi-facet engagement process that engages the entire community and aligns with the guidelines within the [Village's Community Engagement Plan](#). Naturally, any public engagement activities will require several months to plan, coordinate and communicate to the public well in advance of any specific events/meetings. With that in mind, and given available funding, staff capacity and the pending Comprehensive Plan project, staff recommends incorporating the referral into the Comprehensive Plan update project.

FINANCIAL/BUDGET IMPACT:

There are no funds directly allocated within the 2026 Village Budget related to the referral. If a separate project is desired, funding would likely have to be reallocated from another project (e.g. the Village has budget \$12,500 for a Business Retention and Expansion Survey) as the Village will need to engage a consultant to assist with these efforts. Alternatively, if the referral is addressed through the pending 2026-2027 Comprehensive Plan update funding could be provided through the existing 2026 budget with additional funds budgeted in 2027 as needed to account for the potential additional scope of services.

VILLAGE PLAN REFERENCE:

Refer to the [Community Development Plans website](#) for links to the Village's 2023 Housing Needs Assessment, 2023 Economic Strategic Plan, and 2023 East Side Plan.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only to obtain input from the CDA and Plan Commission members on how they would like to advance the Village Board referral.

ATTACHMENTS:

1. East Side Plan Trustee Referral_01.13.26

Trustee Referral Form

10/25/2025 5:26 PM (CDT)

Village Board Trustee Referral Form

Requested By	President Brassington
Item/Issue Referral	This is a joint referral with President Brassington and Trustee Fessler East side development plan
Action/Referral Request	Looking to create a plan to engage with the community regarding the East side development plan. potential land uses etc.
Request Referral to (Please select all that apply)	<ul style="list-style-type: none">• Village Board
Background Information	Fall 2024 and Spring 2025 Our residents requested for us to re-visit the east side development plan.