

# BUILD Central Main Street Corridor Redevelopment Plan Public Meeting No. 2

June 22, 2017



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# Road Map for Discussion

## **1. Proposed Planning Process**

1. Scope and Timeline
2. Project Goals
3. Steps in the Process

## **2. Upcoming Public Participation Opportunities**

1. Public Meeting No. 2
2. Public Meeting No. 3

## **3. Review Public Workshop No. 1 Exercises**

1. Issues and Opportunities
2. Pedestrian Constraints and Barriers
3. Bike Constraints and Barriers
4. Quality of Life
5. Survey
6. Business Mix
7. SWOT

## **4. Public Meeting No. 2 Exercises**

1. Main & Bird Intersection Redevelopment Concepts

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# Initial Planning Goals

(Based off RFP and subject to change throughout this process)

- Planning Process Goals:
  - Inclusive and transparent planning process
  - Community shared vision
  - Market-based vision
  - Detailed implementation strategies
- Redevelopment Plan Goals:
  - Create an distinctive and unique environment that is going to be a profitable, positive, community asset for the long term.
  - Continue to leverage private and public investments to stimulate future corridor improvements.
  - Strengthen interaction between the Main Street business corridor and adjacent residential neighborhood.
  - Increase connections to the surrounding neighborhood.
  - Improve climate for existing businesses while attracting new businesses to vacant and underutilized sites.
  - Proactively strengthen safe and convenient bicycle and pedestrian connections.
  - Review and revise previously approved distinctive corridor design theme.

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1. Main & Bird Intersection Redevelopment Concepts

# Public Meeting 1



- 34 residents in attendance
- Planning process and timeline
- Residents completed surveys and corridor planning exercises



# Public Meeting No. 1

- General Presentation
- Issues and Opportunities in the Corridor
  - General map that include points to mark issues and strengths of the corridor
  - Sticky-notes for additional ideas
- Quality of Life in the Corridor
  - Map and survey to document general preferences for the future of the corridor
- Transportation Constraints and Barriers
  - Maps (bike and ped) and survey to gauge barriers to usability
- Current and Desired Business Mix
  - Survey regarding current and desired business mix
- SWOT

# Public Meeting No. 1

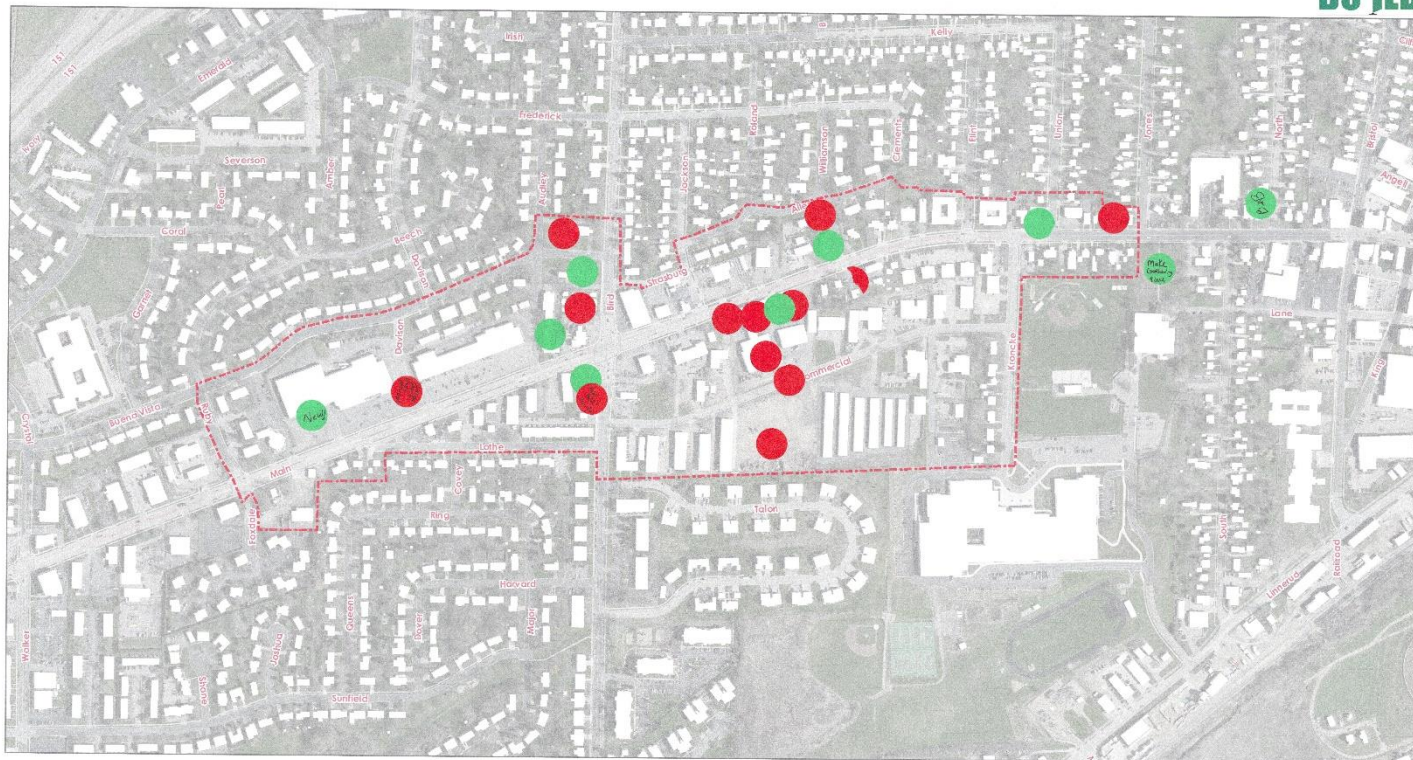
## Central Main Street Corridor Redevelopment Plan Process

## Identifying Opportunities and Challenges



MARK THE FOLLOWING WITH THE MARKERS AND DOTS PROVIDED:

Opportunities and Strengths mark in green and green dots  
Challenges and weakness mark in red and red dots





# Public Meeting No. 1

Central Main Street Corridor Redevelopment Plan Process

Identifying Bike Constraints and Barriers



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COMMUNITY DEVELOPMENT

MARK THE FOLLOWING WITH THE MARKERS PROVIDED:

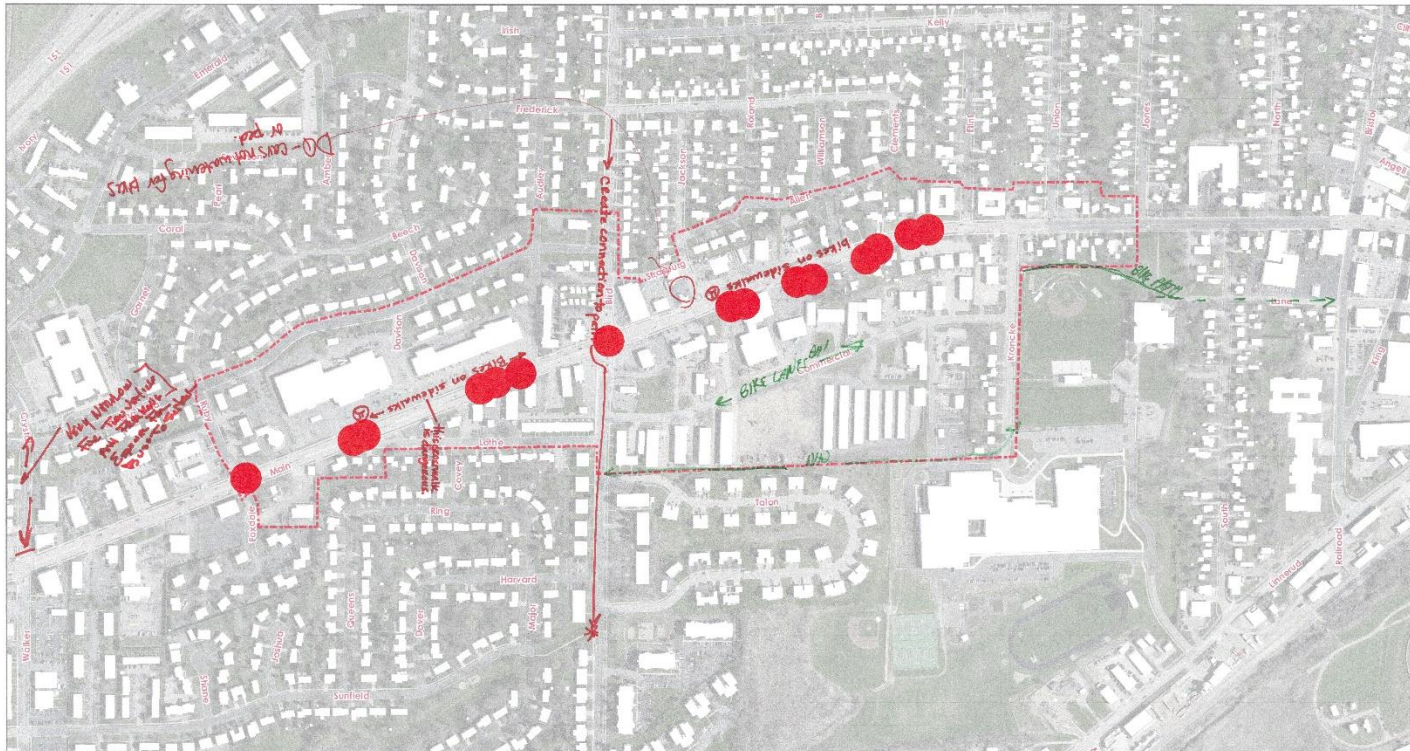
Missing links/connections

Barriers to important places,

Areas where you do not feel safe/comfortable



Identify current BIKE PATHS <sup>AUG</sup>



# Public Meeting No. 1

I would really like to  
In the Central Main Street Corridor

**\* green space**

**Public Market**  
(a mini-version of what Milwaukee has.)

**\* Drink coffee.**  
upside  
ENT (Restaurants)

Visit local shops

**OLD FASHIONED DINER-TYPE CHEAP COFFEE!**

**\* REAL OUTSIDE VENUE CAFE COFFEE**

NON-FRANCHISED FOOD/BEVERAGE

Children's Resale Shop  
Novelty Shops  
Boutique shops  
Book Kiosk  
Specialty Restaurants (like a park but different names)

**Shop!**  
SANTIAGO'S  
JEWELRY  
SHOPS  
BOOK STORE 2  
AZH SAW BAKERY 2 lunch

**Listen to live music w/ option for open air in spring/summer.**

**Shoe store**  
Quality Clothing Store

**\* B&B; RESTAURANTS**

**MORE SMALL BUSINESSES + RETAIL (NO MORE LARGE BOXES) SMALL RESTAURANTS, BUT SIT DOWN + NOT FAST FOOD**

**\* FOUNTAIN w/ SHOPS / GREEN SPACE**

**Mixed use business**  
Restaurants/outdoor seating  
green space  
biking / ped. availability

live work play

**Mixed Use**  
more residential!  
gathering space  
re-use industrial  
bakery/deli/micro-brewery restaurant

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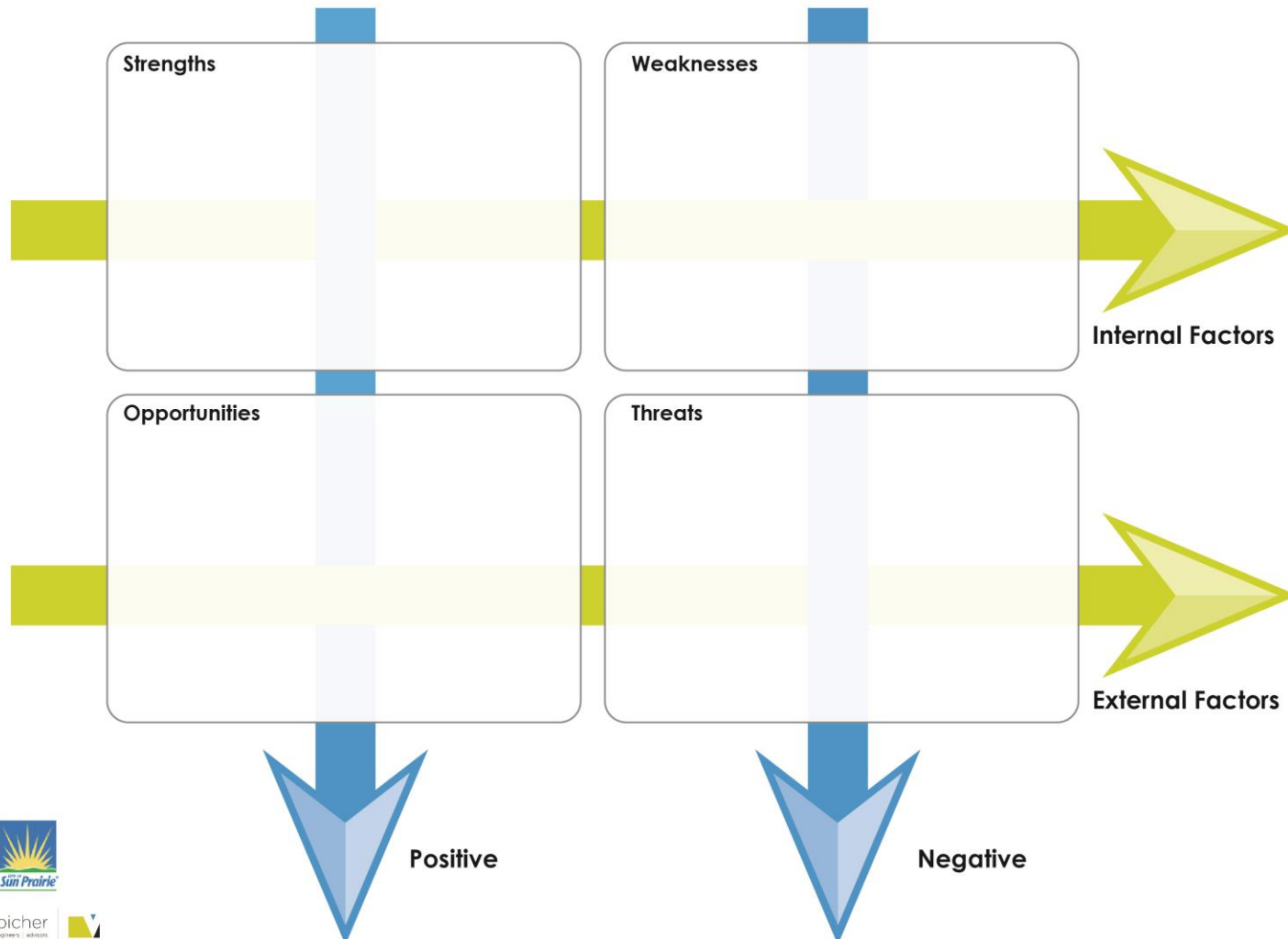
**Corridor Aspirations**  
Central Main Street Corridor Redevelopment Plan Process

**BUILD**

# Public Meeting No. 1

Central Main Street Corridor Redevelopment Plan Process

SWOT Analysis



# Public Meeting No. 1

## Central Main Street Corridor Redevelopment Plan Process

## Priority Redevelopment Areas



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ARCHITECTS ENGINEERS DESIGNERS

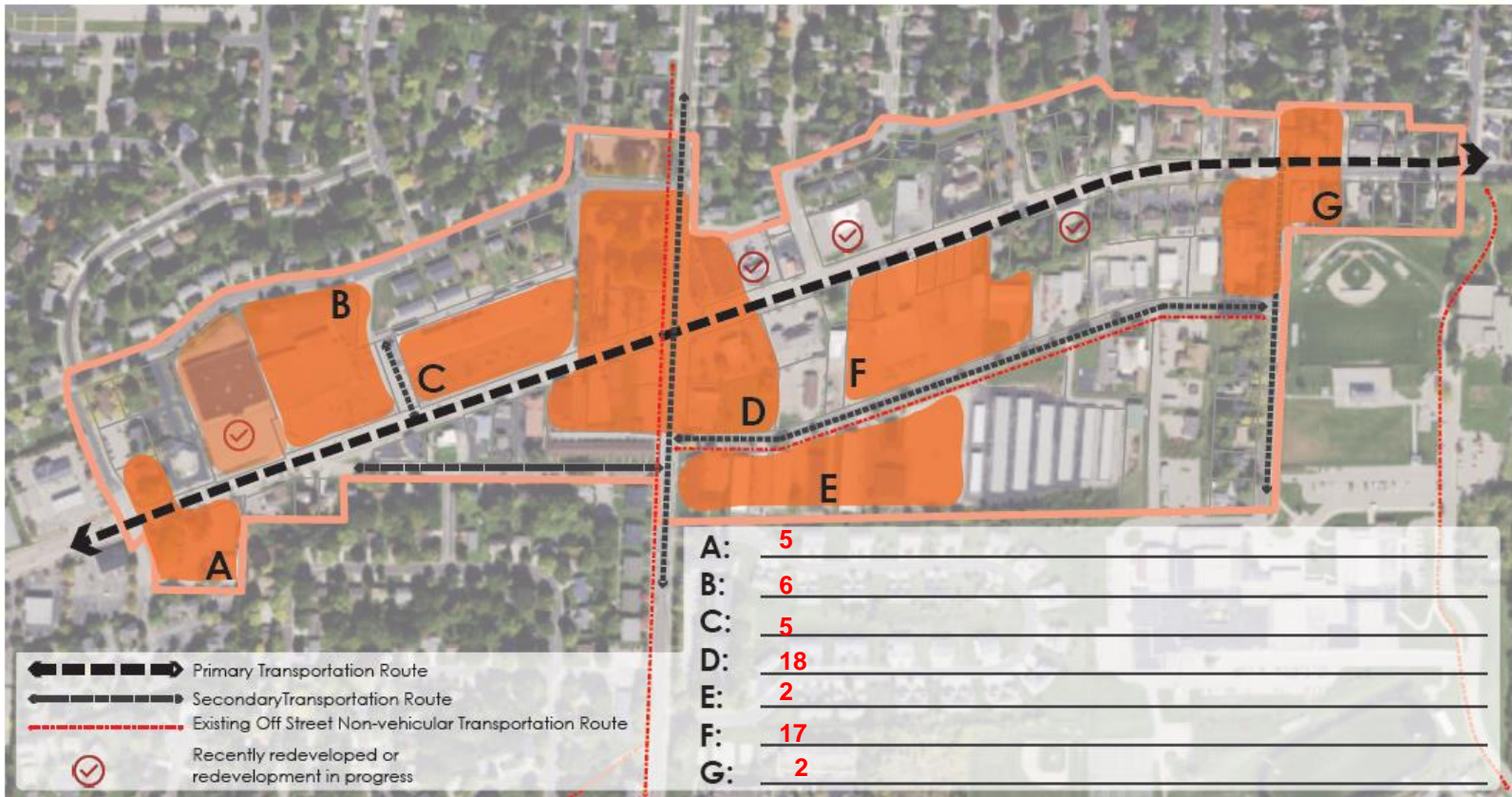


**MARK THE FOLLOWING WITH THE DOTS PROVIDED:**  
Areas of the highest redevelopment need  
Please place a "Post-it" note with any additional comments or concerns



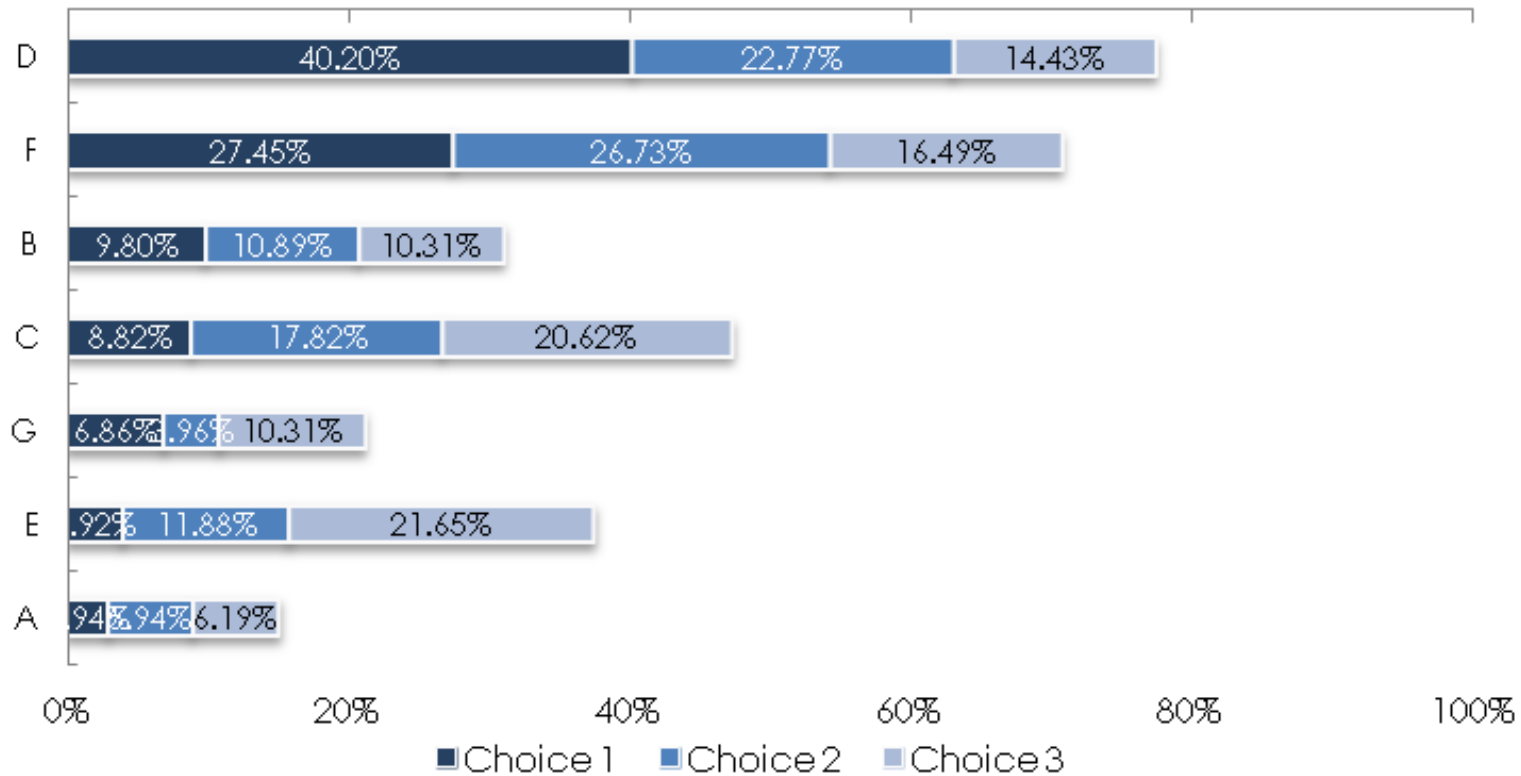
Redevelopment Site and ID

**A**



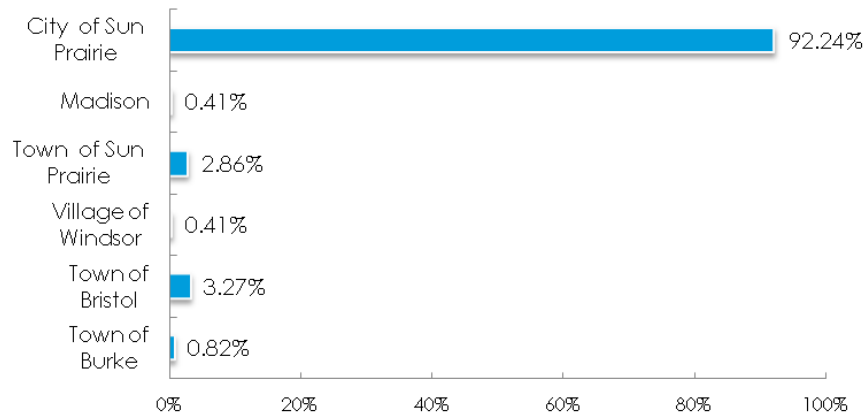
# Survey Result-Site Priority

## Priority Redevelopment Focus

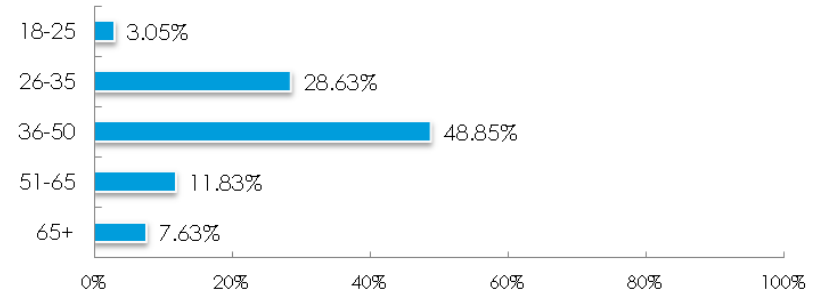


# Demographics

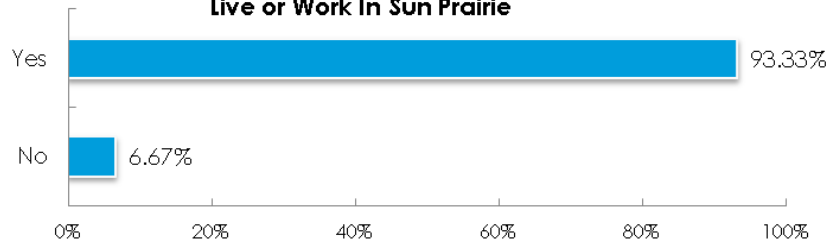
### Residence



### Age

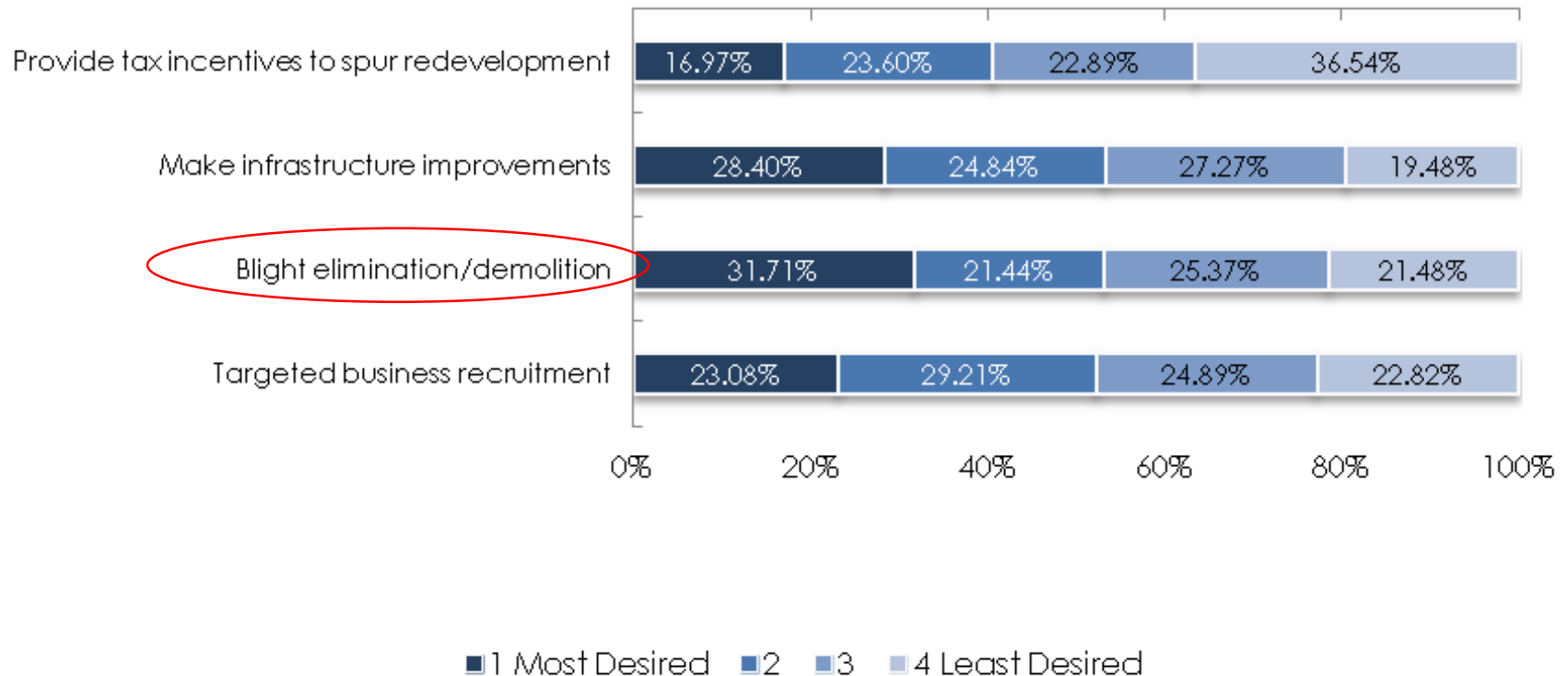


### Live or Work In Sun Prairie

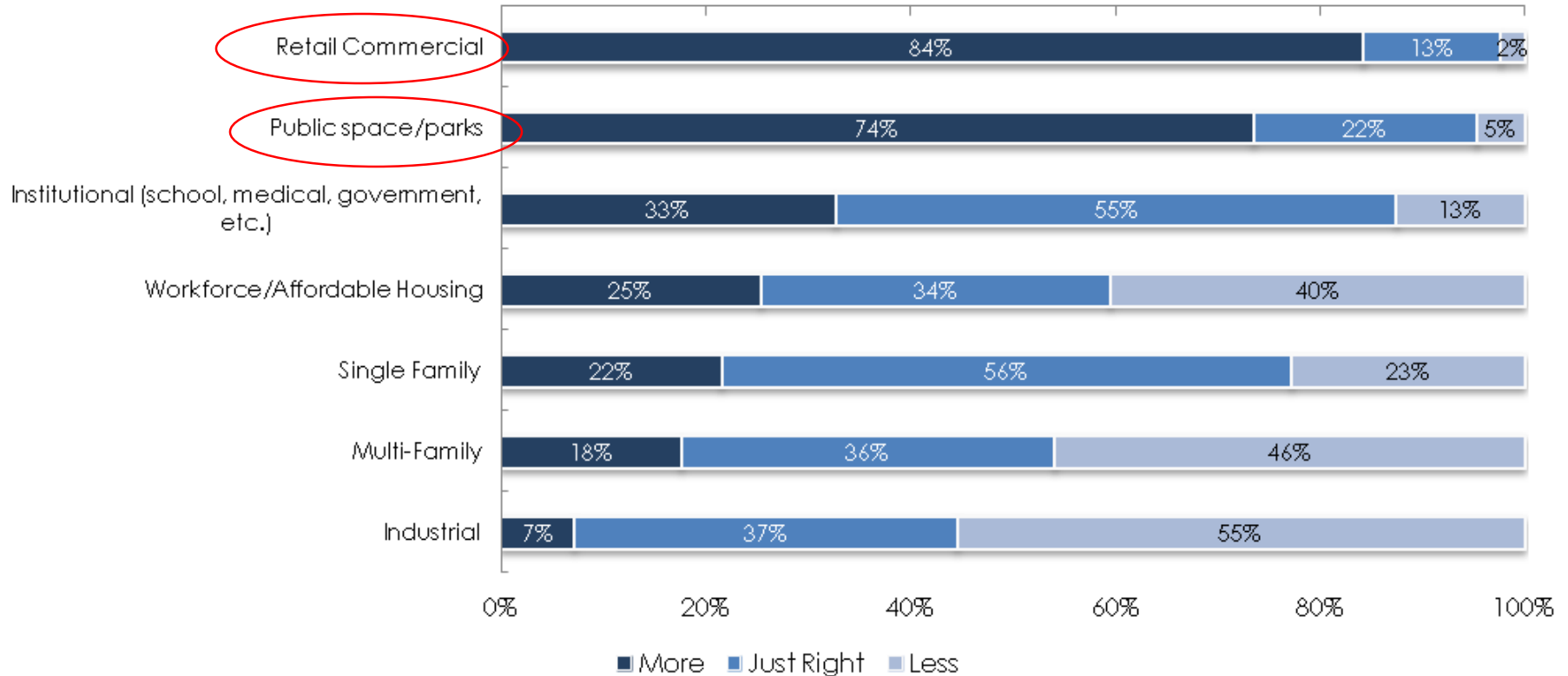


# Redevelopment Focus

## Redevelopment Focus

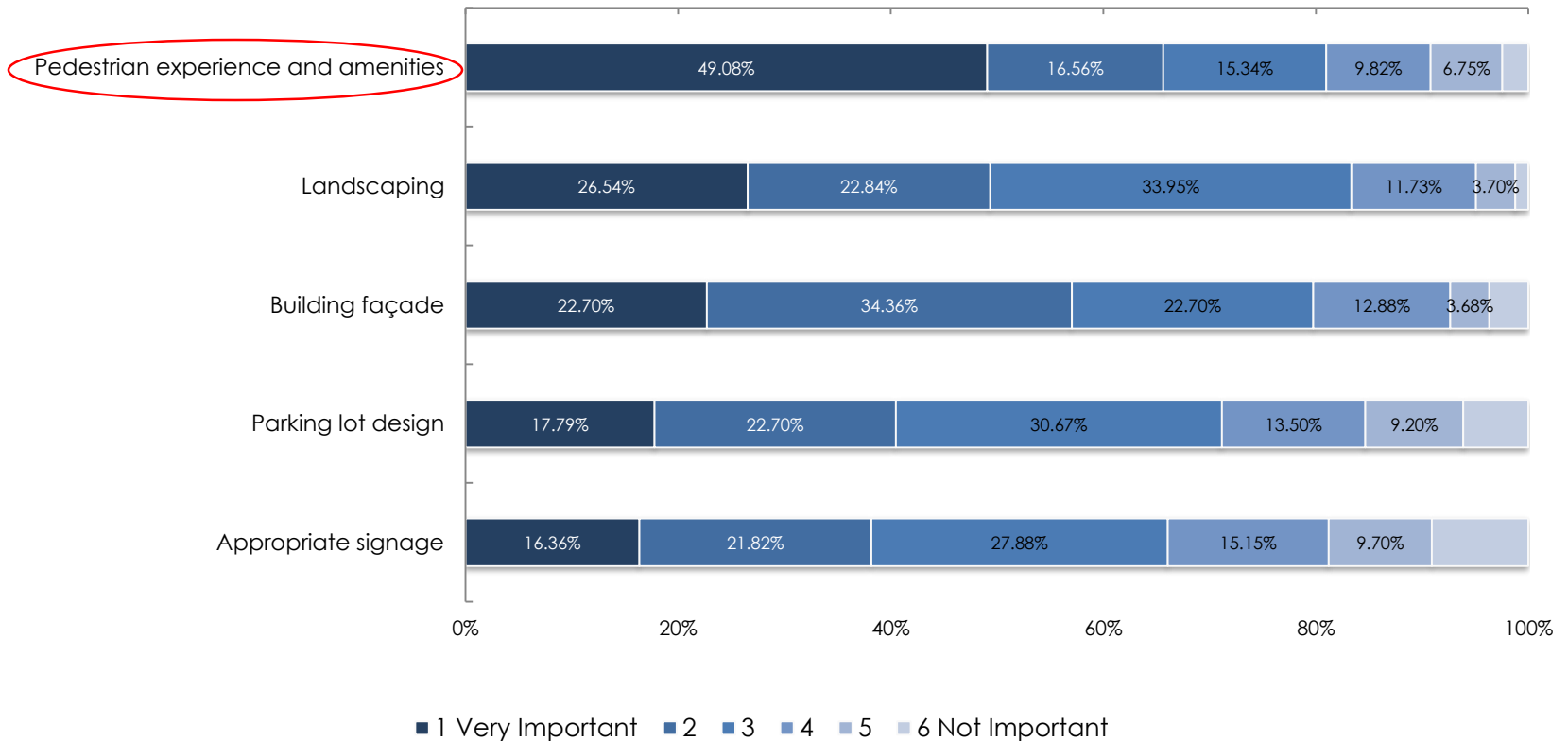


# Land Use Desirability



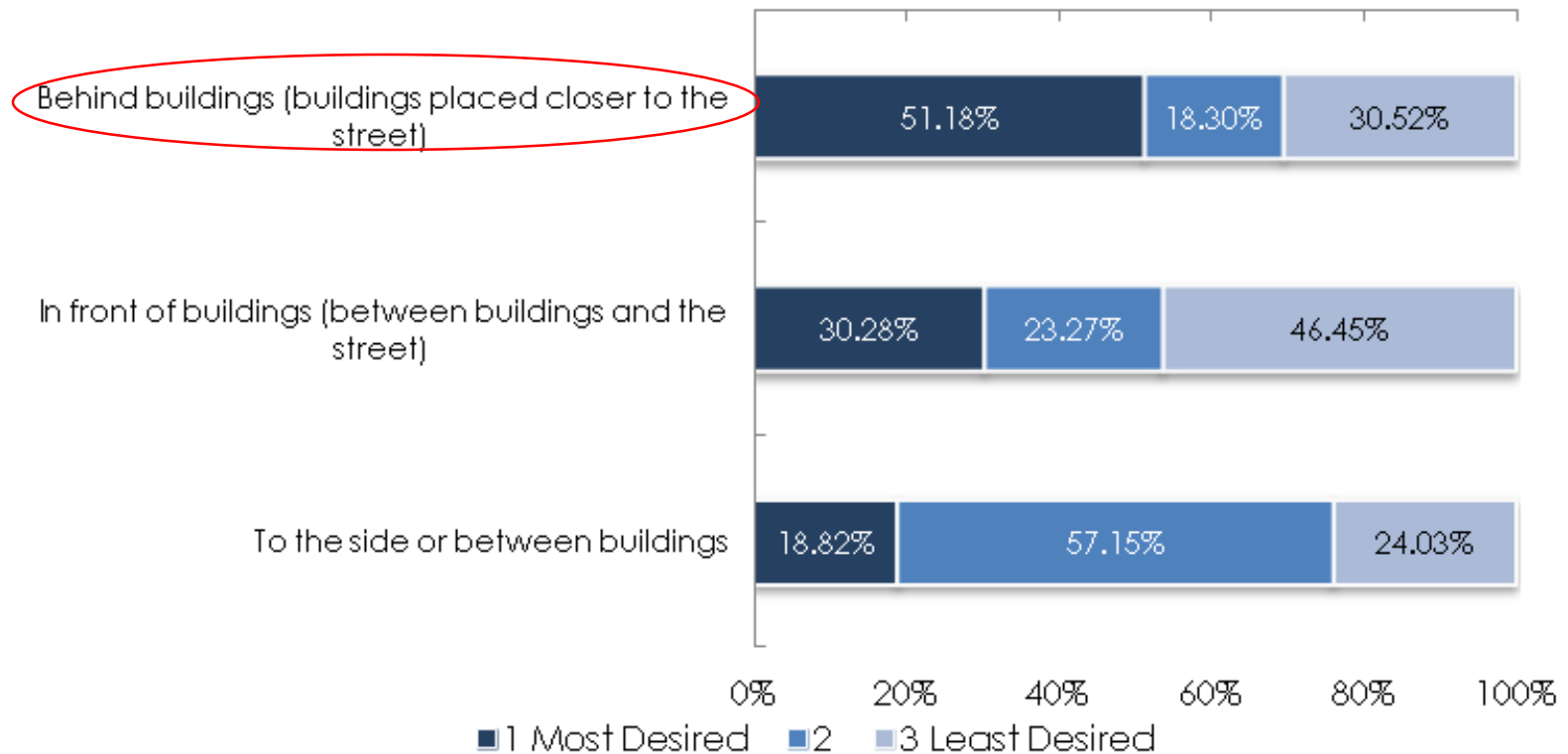
# Site Design

Rank the level of importance that you place on the following elements of design for the Central Main Street Corridor. One



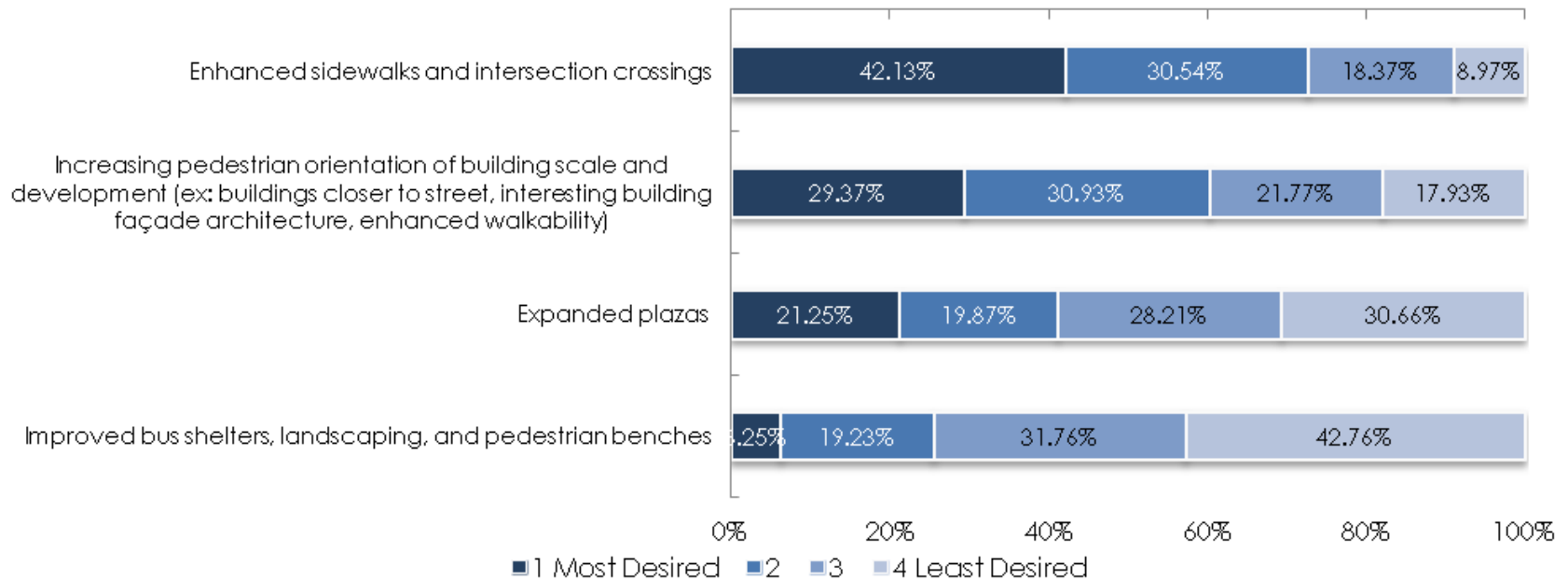
# Parking Location

## Parking Location



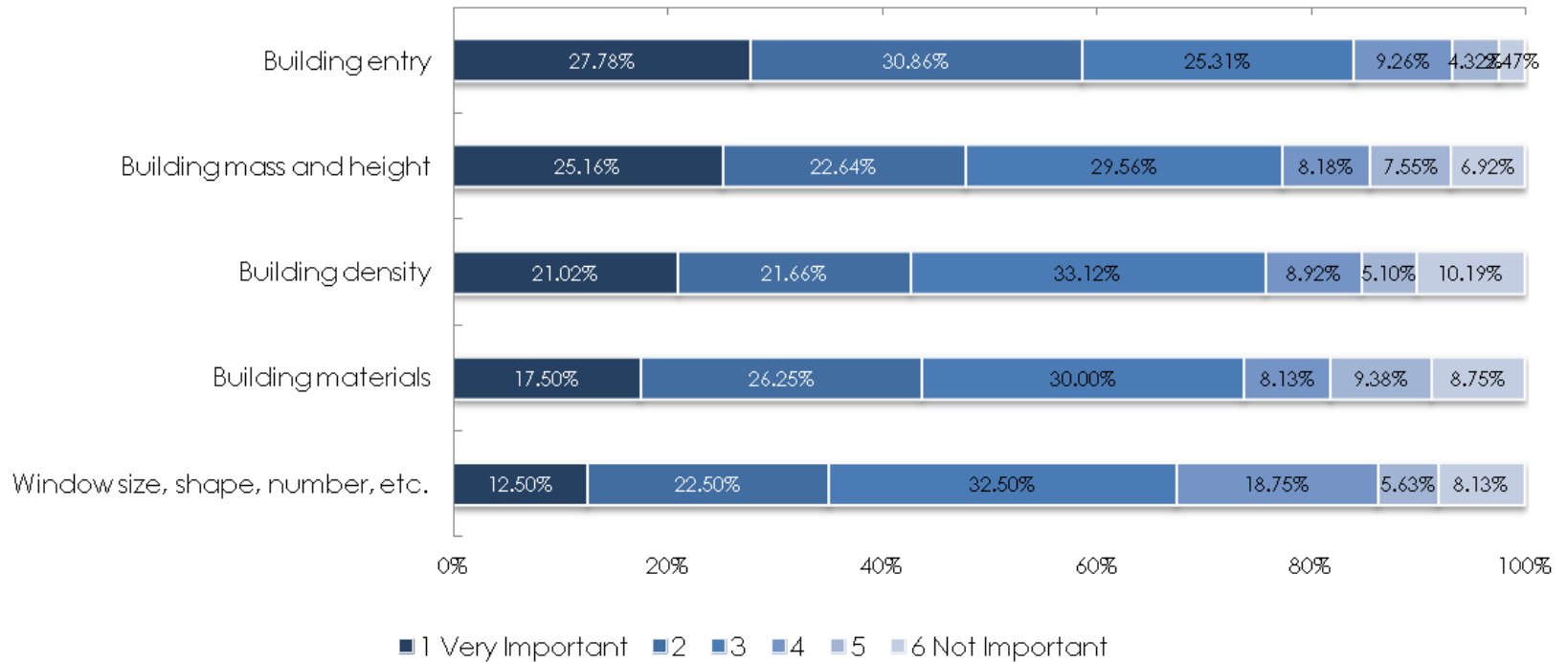
# ROW Improvements

## Right of Way Improvements



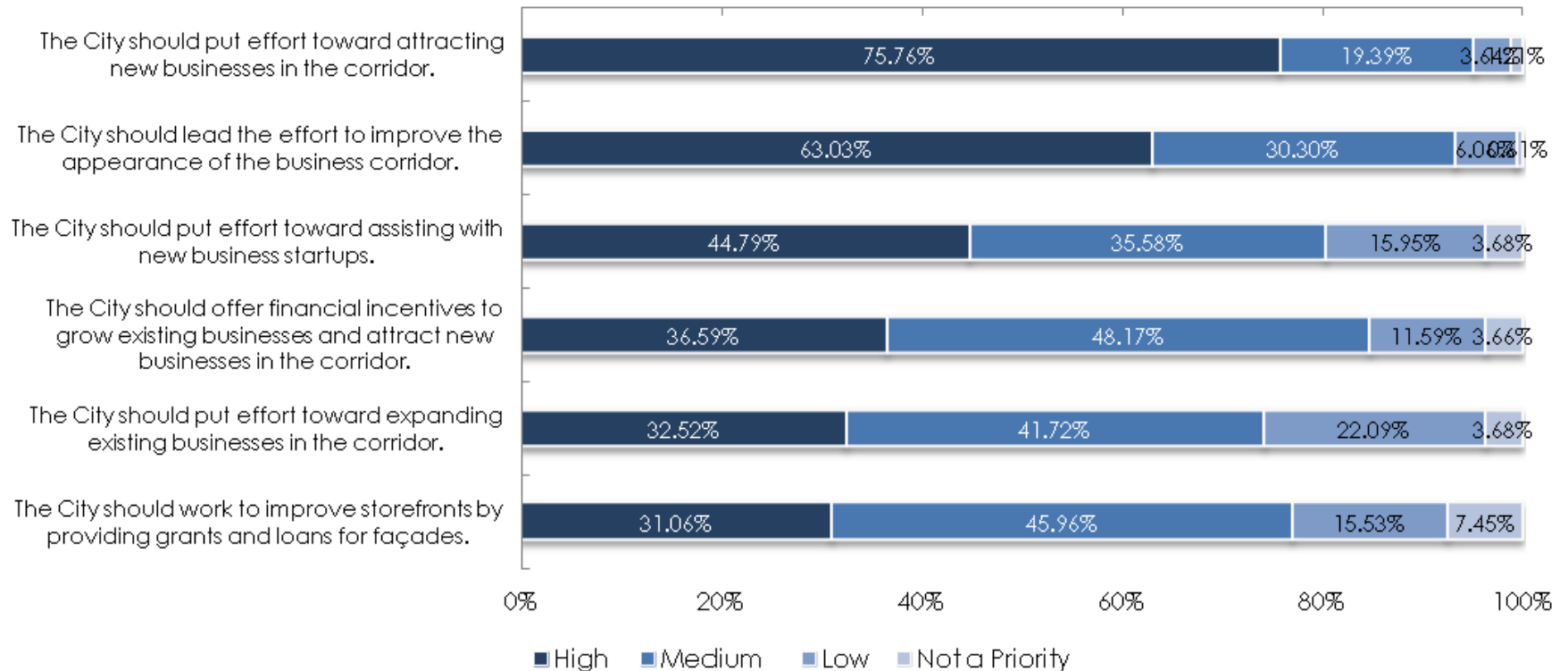
# Building Design

Rank the level of importance that you place on the following elements of design for the Central Main Street Corridor.



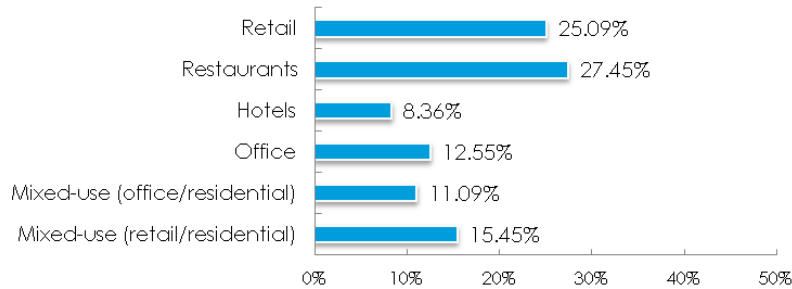
# Business Recruitment

## City Assistance Efforts

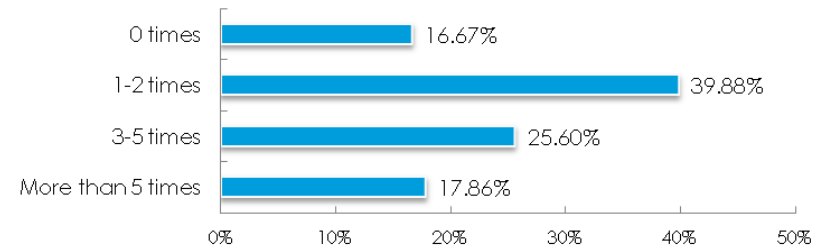


# Business Recruitment

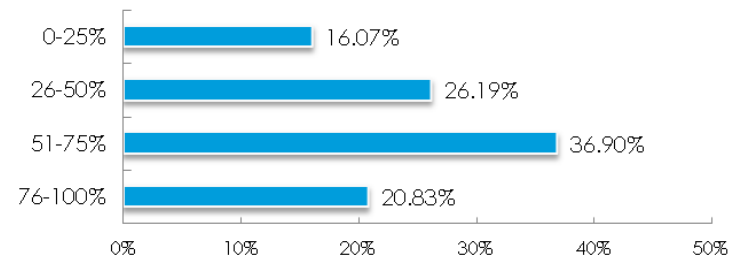
**What types of business should the city look to recruit to the area?**



**How many times per month do you typically visit businesses along the Central Main Street Corridor?**



**What percentage of your shopping do you do in the City of Sun Prairie?**



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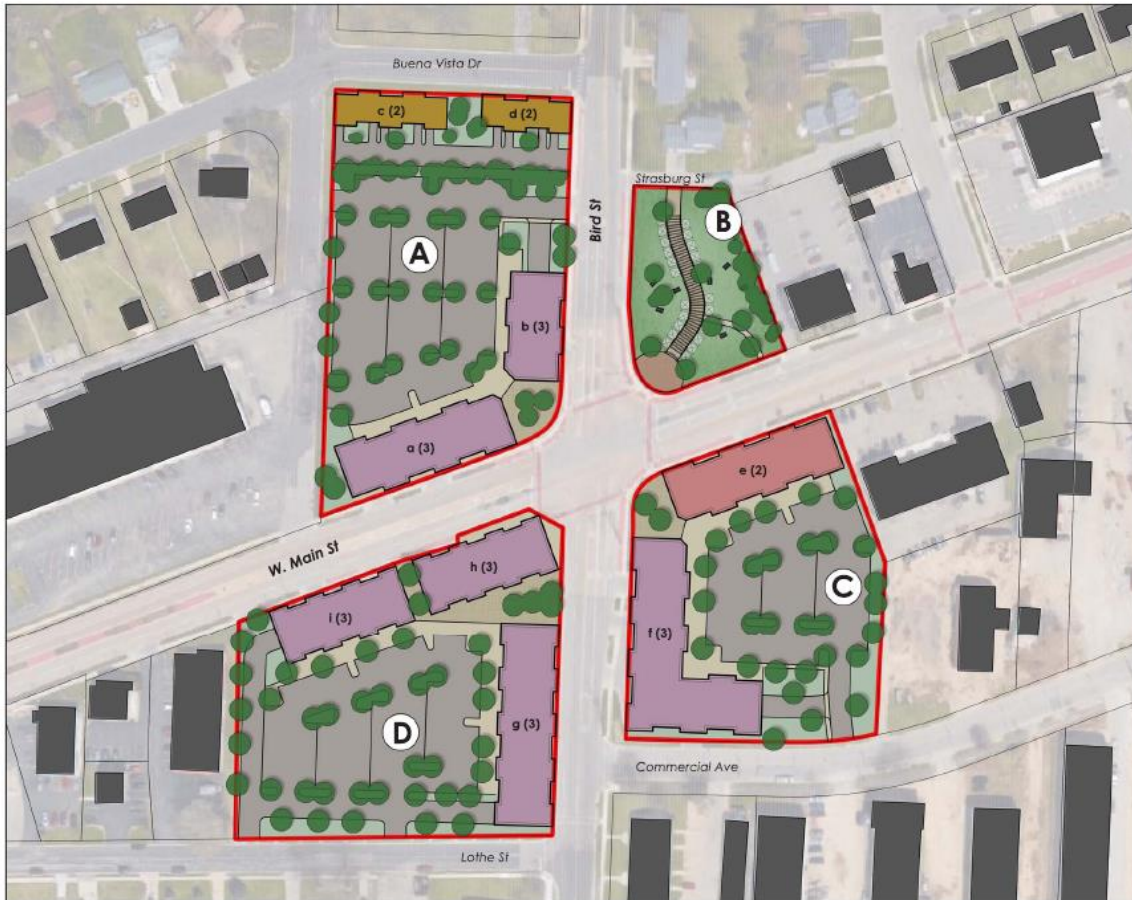
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1. Main & Bird Intersection Redevelopment Concepts

# Redevelopment Concept 1



## NE Park Option Sun Prairie Central Main Street Corridor Redevelopment Plan

**Site A:**  
 Total Area: 2.5 ac  
 Surface Parking: 130 Stalls  
**Building a:** 3 Story Mixed Use  
 11,500 sf Commercial Space + 20 Res. Units  
 64 Underground Parking Spaces (shared under bldgs a & b)  
**Building b:** 3 Story Mixed Use  
 7,000 sf Commercial Space + 12 Res. Units  
**Building c:** 2 Story Townhomes  
 5 units, 1500 sf each, attached garage  
**Building d:** 2 Story Townhomes  
 4 units, 1500 sf each, attached garage

**Site B:**  
 Total Area: 0.7 ac  
 Public Park  
 Pergola Market/Festival Space, Seating

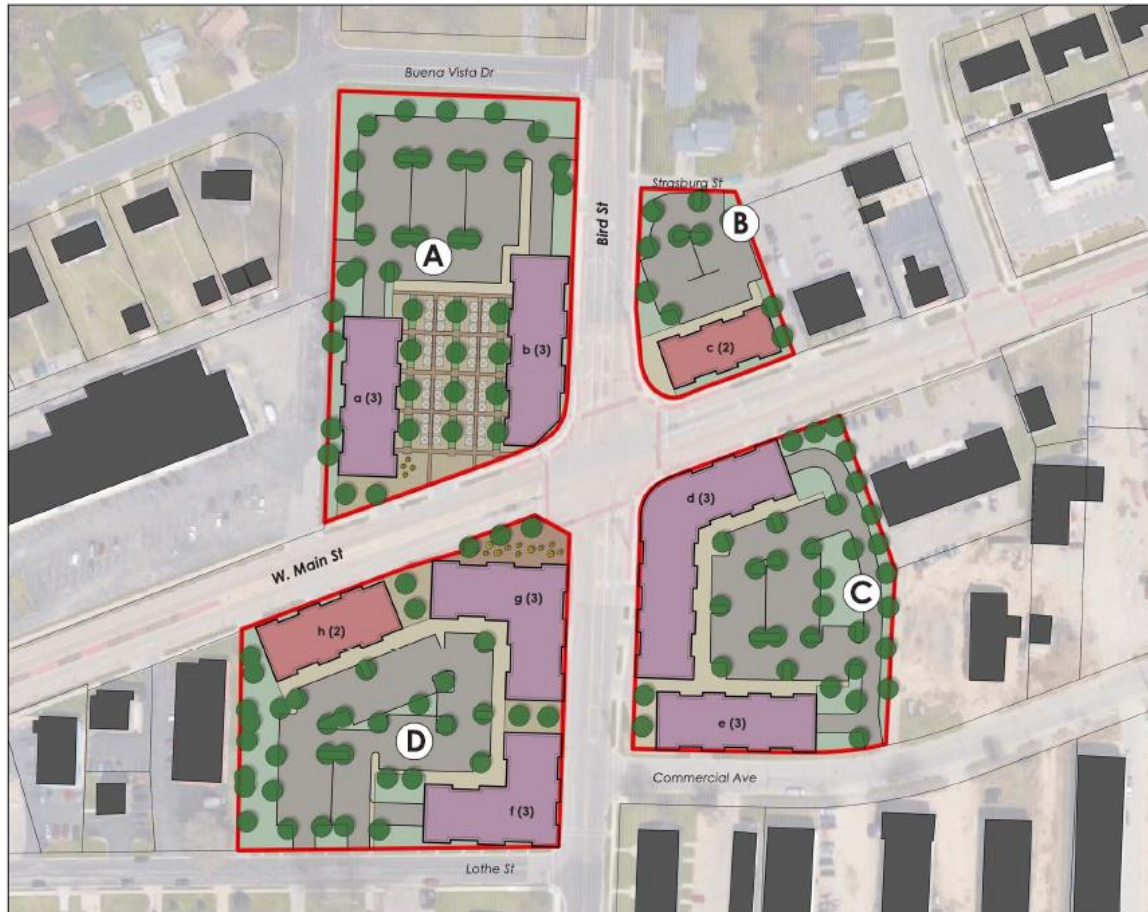
**Site C:**  
 Total Area: 2 ac  
 Surface Parking: 100 Stalls  
**Building e:** 2 Story Commercial/Office Space  
 23,000 sf  
**Building f:** 3 Story Mixed Use  
 18,000 sf Commercial Space + 22 Res. Units  
 48 Underground Parking Spaces

**Site D:**  
 Total Area: 2.5 ac  
 Surface Parking: 115 Stalls  
**Building g:** 3 Story Mixed Use  
 13,500 sf Commercial Space + 22 Res. Units  
 38 Underground Parking Spaces  
**Building h:** 3 Story Mixed Use  
 9,000 sf Commercial Use + 14 Res. Units  
**Building i:** 3 Story Mixed Use  
 9,000 sf Commercial Use + 14 Res. Units  
 30 Underground Parking Spaces (shared under bldgs h & i)

**Site Summary:**  
 Total Area: 7.7 ac  
 Surface Parking: 345 Stalls  
 Commercial Space: 91,000 sf  
 Residential Units: 113  
 Underground Parking: 200 Spaces  
 Public Open Space: 0.7 ac



# Redevelopment Concept 2



## Plaza Option Sun Prairie Central Main Street Corridor Redevelopment Plan

- Site A:**  
 Total Area: 2.5 ac  
 Surface Parking: 100 Stalls  
 Public Plaza 0.5 ac  
**Building a:** 3 Story Mixed Use  
 10,600 sf Commercial Space + 18 Res. Units  
 28 Underground Parking Spaces  
**Building b:** 3 Story Mixed Use  
 12,000 sf Commercial Space + 20 Res. Units  
 32 Underground Parking Spaces
- Site B:**  
 Total Area: 0.7 ac  
 Surface Parking: 36 Stalls  
**Building c:** 2 Story Commercial/Office  
 13,000 sf
- Site C:**  
 Total Area: 2 ac  
 Surface Parking: 75 Stalls  
**Building d:** 3 Story Mixed Use  
 19,500 sf Commercial Space + 32 Res. Units  
 52 Underground Parking Spaces  
**Building e:** 3 Story Mixed Use  
 10,600 sf Commercial Space + 18 Res. Units  
 28 Underground Parking Spaces
- Site D:**  
 Total Area: 2.5 ac  
 Surface Parking: 100 Stalls  
**Building f:** 3 Story Mixed Use  
 12,500 sf Commercial Space + 20 Res. Units  
**Building g:** 3 Story Mixed Use  
 14,000 sf Commercial Space + 24 Res. Units  
 60 Underground Parking Spaces (Shared Between f & g)  
**Building h:** 2 Story Commercial/Office  
 18,000 sf
- Site Summary:**  
 Total Area: 7.7 ac  
 Surface Parking: 311 Stalls  
 Commercial Space: 110,200 sf  
 Residential Units: 132  
 Underground Parking: 200 Spaces  
 Public Open Space: 0.5 ac Public Plaza



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# Redevelopment Concept 3



## SW Park Option Sun Prairie Central Main Street Corridor Redevelopment Plan

- Site A:**  
 Total Area: 2.5 ac  
 Surface Parking: 120 Stalls  
**Building a:** 3 Story Mixed Use  
 12,000 sf Commercial Space + 54 Res. Units  
 60 Underground Parking Spaces  
**Building b:** 3 Story Mixed Use  
 7,000 sf Commercial Space + 12 Res. Units
- Site B:**  
 Total Area: 0.7 ac  
 Surface Parking: 36 Stalls  
**Building c:** 2 Story Commercial/Office  
 12,000 sf
- Site C:**  
 Total Area: 2 ac  
 Surface Parking: 80 Stalls  
**Building d:** 3 Story Mixed Use  
 10,500 sf Commercial Space + 18 Res. Units  
**Building e:** 3 Story Mixed Use  
 10,500 sf Commercial Space + 18 Res. Units  
 58 Underground Parking Spaces (Shared Between d & e)
- Site D:**  
 Total Area: 2.5 ac  
 Surface Parking: 46 Stalls  
 Public Park  
 Festival/Market Space, Bandshell, Splash Pad, Open Space
- Site Summary:**  
 Total Area: 7.7 ac  
 Surface Parking: 282 Stalls  
 Commercial Space: 52,000 sf  
 Residential Units: 102  
 Underground Parking: 118 Spaces  
 Public Open Space: 2.5 ac Public Park



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