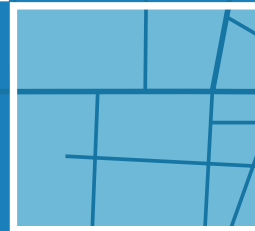


SUN PRAIRIE STRONGER

REBUILDING THE HEART
OF OUR COMMUNITY

MASTER PLAN



BRISTOL ST.

MAIN ST.

ACKNOWLEDGMENTS

CITY STAFF

Scott Kugler

Community Development Director

Sandy Xiong

Communications & Diversity Coordinator

Aaron Oppenheimer

City Administrator

Neil Stechschulte

Director of Economic Development

STEERING COMMITTEE

Mayor Paul Esser, *Steering Committee Chair*

Analiese Eicher

Emily Lindsey

Teran Peterson

Dan Callies

Nancy Everson

Khong Lor

Steve Stocker

Evelyn Cruz

Drew Kuehl

Theresa McIlroy

Steve Tremlett

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STRONGER PLAN.



STRONGER PLAN

"Together we will create a stronger Sun Prairie with a vibrant core and a strong foundation."

- survey respondent

PLAN MISSION & PROCESS

The City of Sun Prairie has embarked on the creation of a vision and Redevelopment Plan for the corner of Main Street and Bristol Street, the site of the July 2018 gas leak and explosion.

This planning process builds on that collective coming together to celebrate the heritage of the area and traditions of the community. In addition, though born out of tragedy, this process provides a once-in-a-hundred-year opportunity to define the future of Sun Prairie.

Working with the City of Sun Prairie, community partners, and local organizations, the planning process consists of three phases:

- Analyze & Engage (*Phase 1*)
- Envision (*Phase 2*)
- Implement (*Phase 3*)

Each phase of the process includes engagement opportunities for the people of Sun Prairie to share their thoughts on the future of Sun Prairie and what it means for downtown and the greater community.

“The goal of this process is to develop a flexible and creative plan to produce a successful and economically viable outcome for both the community and property owners”.

- The Lakota Group

Analyze & Engage

 Project Kick-Off
Staff & Steering Committee

 Research
& Analysis

 Community Engagement
Plan & Brand

 Walkshops &
Stakeholder Interviews

 Community
Open House

 State of the Area
Report

YOU ARE HERE!

Envision

 Site Development
Concepts

 Steering Committee
Meeting

 Property Owners
Meeting

 Community
Open House

 Final
Concepts

Implement

 Preliminary
Action Plan


 Steering Committee
Meeting

 Property Owners
Meeting

 Community
Open House

 Draft Master
Plan

 City Council/Plan
Committee Presentation

 Final Master
Plan

PLANNING CONTEXT

The City of Sun Prairie has multiple active planning documents to regulate and instruct all development-related decisions. The Comprehensive Plan, adopted in December of 2009, acts as the major City-wide guiding document. The Plan describes the community as a whole and further articulates Sun Prairie's history, existing conditions and demographics, plans, policies, and recommendations.

The Sun Prairie Comprehensive Plan is actively being updated for the years 2019-2039. Major issues and opportunities identified in the Plan include:

- Community Growth and Identity
- Balanced Neighborhoods
- Urban Design Quality

- Bike and Pedestrian Facilities
- Public Transportation
- Home Affordability
- Workforce Limitations
- School District Partnership
- Coordination With Neighbors
- Sustainability Challenges

In addition to the Comprehensive Plan, Sun Prairie has adopted several neighborhood Plans to provide more specificity to small, targeted geographic areas within the City. Many of these Plans have been adopted as components of the Sun Prairie Comprehensive Plan.



Sun Prairie Comprehensive Plan (2019 UPDATE)

Central Main Street Corridor Plan (2018)

Parks & Open Space Plan (2017)

Transportation Final Report (2017)

Diversity Final Report (2017)

Sun Prairie Environmental Conditions Report (2014)

Safe Routes to School Plan (2008)

Main Street Corridor Plan (2006)

Downtown Plan, Phase 2 (2004)

Westside Neighborhood Plan (2003)

Business District Revitalization Plan (2001)

CHANGE. STRONGER SELF. STRONGER RESPECT. STRONGER INFRA
HISTORY. STRONGER NEIGHBORHOOD. STRONGER US. S
STRONGER CULTURE. STRONGER PRIDE. STRONGER WILL
STRONGER PEOPLE. STRONGER TOGETHER. STRONGER I
VOICES. STRONGER SPIRIT. STRONGER TEAM. STRONGER
STRONGER OPPORTUNITIES. STRONGER CREATIVITY. STR
STRONGER INNOVATION. STRONGER STORY. STRONGER
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LEADERSHIP. STRONGER FOCUS. STRONGER FAMILY. STR
STRONGER CELEBRATION. STRONGER RECOGNITION. ST
COMMITMENT. STRONGER HONOR. STRONGER GROWTH
STRONGER RELATIONSHIPS. STRONGER CIVILITY. STRON



STRONGER DOWNTOWN

"Cannery Square is very welcoming and aesthetically pleasing. Looking forward to efforts to grow this further west on Main St."

- survey respondent

IN CONTEXT

Sun Prairie is a vibrant community located in northeastern Dane county, east of the City of Madison. Regionally, the City is well connected to neighboring communities through major transportation routes. Highway 151 runs through Sun Prairie, dividing the City diagonally.

The community is home to a diverse mix of residents with a growing population of Hispanic and Hmong communities. Sun Prairie is known for its great quality of life and exceptional public school system, encouraging families to move to this City. Sun Prairie has a variety of historically-significant landmarks, including the Cross House on Main Street. Downtown Sun Prairie is a National Register Historic District, as of February 2019.

Main and Bristol, the site of the July 2018 gas leak and explosion, is located in downtown Sun Prairie. The site is located two blocks west of City Hall and Cannery Square. The primary site is highlighted in yellow, and the secondary site is hatched in white on Figure 1. Prior to the explosion, the Main and Bristol sites hosted a number of businesses including a local bar, two restaurants, and other services, in addition to affordable residential units above. The primary site expands beyond the explosion site, encompassing four properties to the west, one property to the north and one to the south. The secondary site includes Sun Prairie Utilities, The Crosse House, Prairie Phoenix Academy and Ashley Field, and one residential property.

The primary and secondary sites are partially located in and benefit from the Tax Increment Financing District (TIF-8), highlighted in Figure 1.

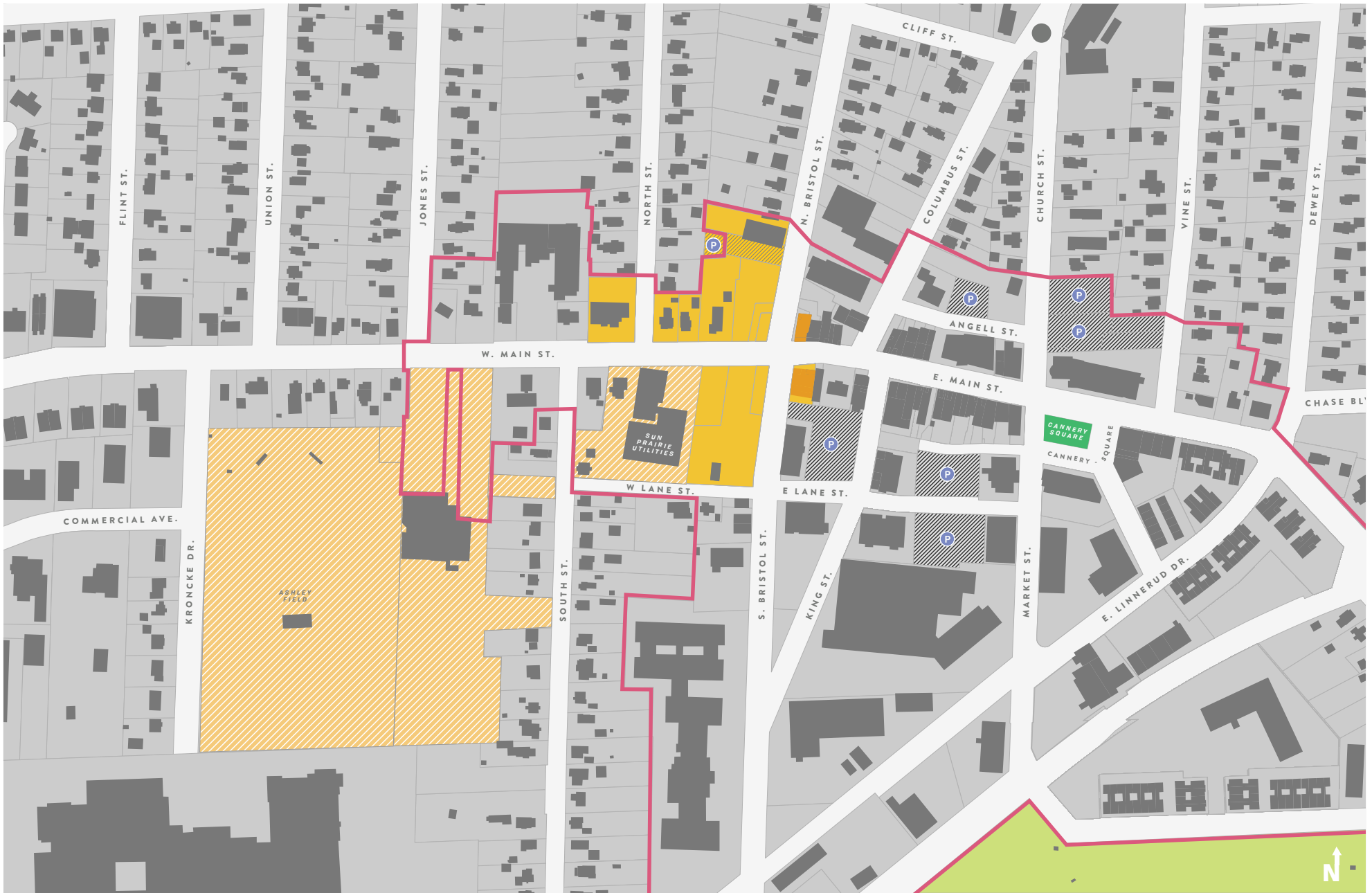


Sun Prairie Downtown - Prior to Explosion © The Lakota Group



101 W Main Street - Prior to Explosion © The Lakota Group

Figure 1. Study Area Map



LEGEND

-  Parcels
-  Buildings
-  Open Space
-  Primary Site Area
-  Secondary Site Area
-  TIF 8 District
-  Impacted by Explosion
-  Parking - Municipal

STUDY AREA MAP

COMMUNITY PROFILE

The population of Sun Prairie is projected to grow, reaching 36,383 by 2023 and 45,580 by 2040. There is an estimated 13,420 households in the City. With a median age of 36, a large portion of the City's population consists of a mix of Millennials and young families looking for an urban lifestyle and good schools. Thirteen percent of the population are 65 years or older, some of which are empty nesters looking to downsize.


Communities of color comprise 16.6% of the total population, including 6% African American and 5% Hmong families. The Hispanic population has grown over the last few years and is nearing five percent.

Sun Prairie's 2018 average household income is \$88,000 — almost 30% more than Wisconsin state and National median household incomes. Almost 50% of the City's households make \$75,000 or more per year.

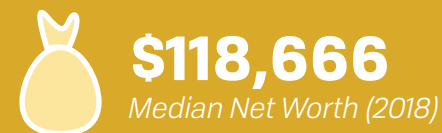
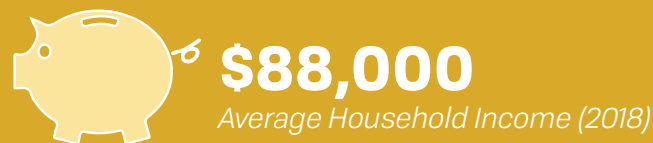
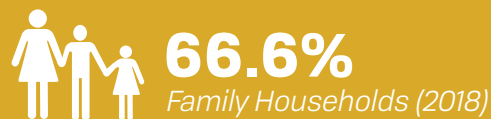
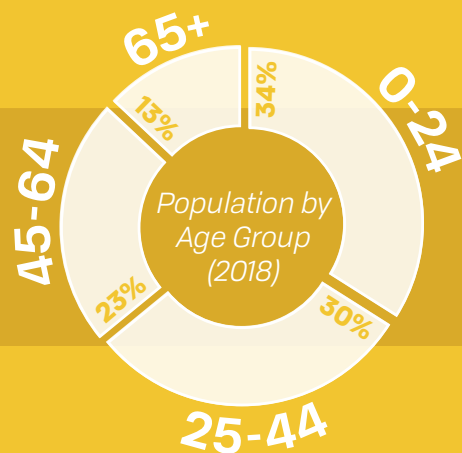
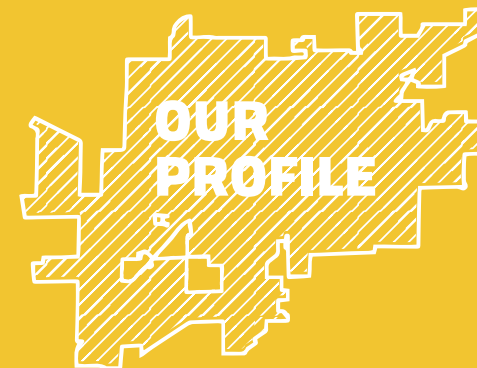
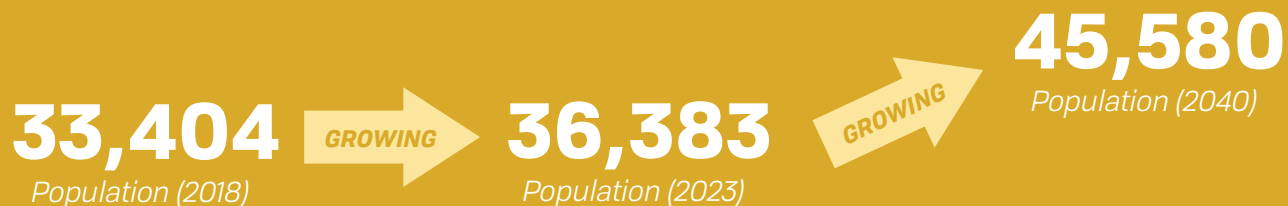
To better understand interests and lifestyles of Sun Prairie residents, demographic information and ESRI Tapestry Segmentation Profiles were analyzed. **"Bright Young Professionals"** looking for job opportunities and new experiences comprise 41.3%. The hard working, middle-class **"Soccer Moms"** comprise 35.4%, and 10% are **"Nature Enthusiasts"**. While ESRI categorizes demographics into different groups, these groups are not mutually exclusive.

 **36 years**
Median Age (2018)

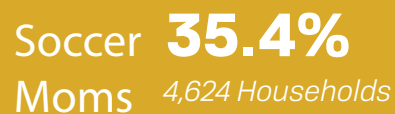
Si 4.8%
Hispanic Population (2018)

 **13,420**
Households (2018)

 **42%**
Bachelor's/Grad (2018)



Tapestry Segmentation (2018)



LAND USE

Surrounding the Main and Bristol site, downtown Sun Prairie consists of four prominent land uses, as identified in Figure 2:

- Commercial/Office
- Institutional
- Single/Two Family-Residential
- Multi-Family Residential

Commercial development is primarily retail, restaurants and dining, and services. It is concentrated along E. Main Street. There are an estimated 35 businesses currently in downtown, with the majority in the Service or Entertainment categories.

Institutional developments include The Sun Prairie Utilities site, Prairie Phoenix Academy, and the Sun Prairie Health Care Center.

Single/Two-Family Residential developments are concentrated on W. Main Street (west of the primary site).

Prior to the explosion, the sites on Main Street and Bristol Street hosted mixed-use developments with retail on the first floor and residential on the upper levels. Many of the second-story residential units were the most affordable units in the community. The majority of multi-family developments, are located south and east of Cannery Square.

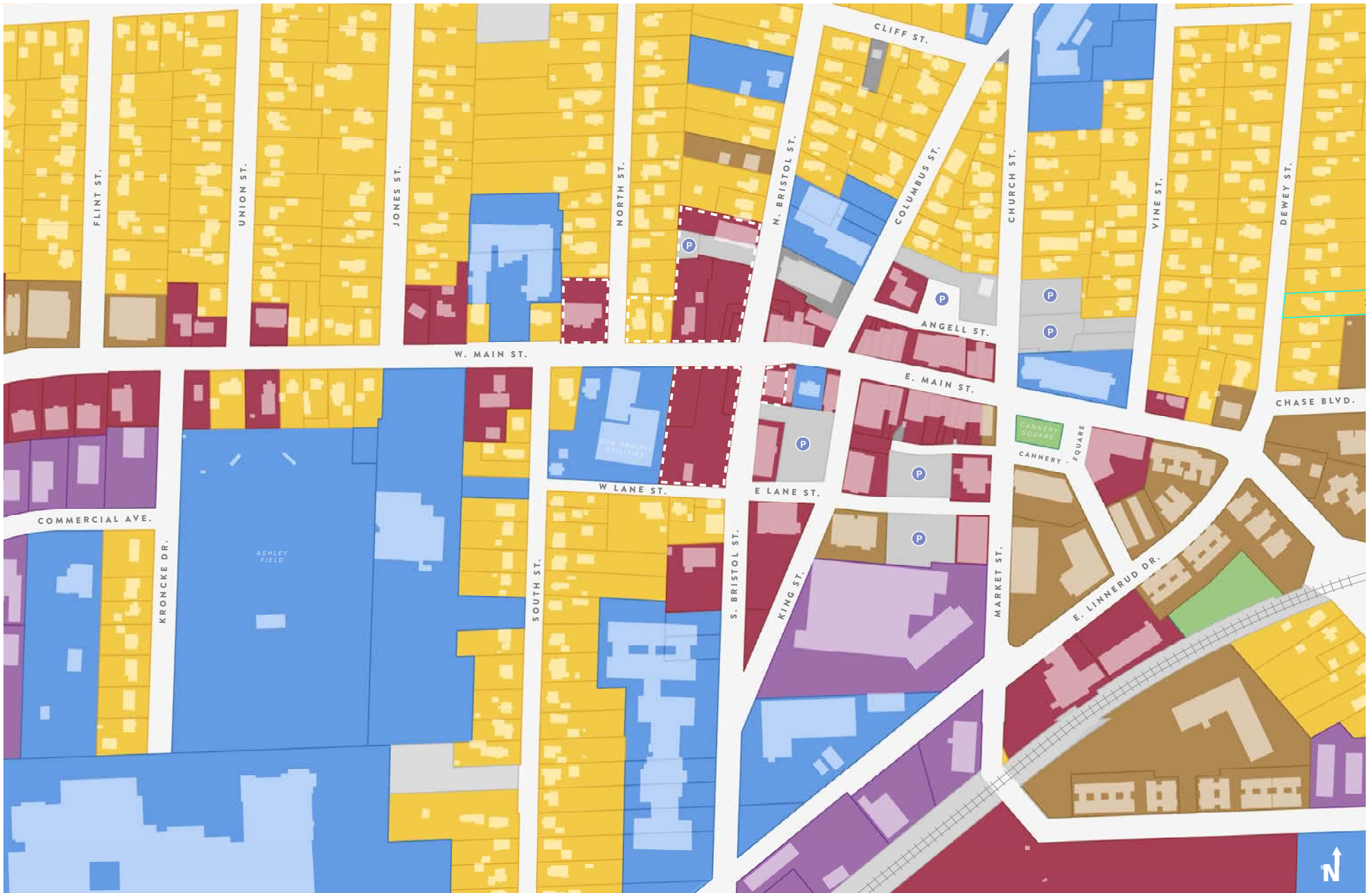


Full Mile Brewery © The Lakota Group



Market Street Diner © The Lakota Group

Figure 2. Land Use



LEGEND

- Open Space
- Single/Two-Family Residential
- Multi-family Residential
- Commercial/Office
- Industrial
- Institutional
- Transportation
- Primary Site Area

LAND USE

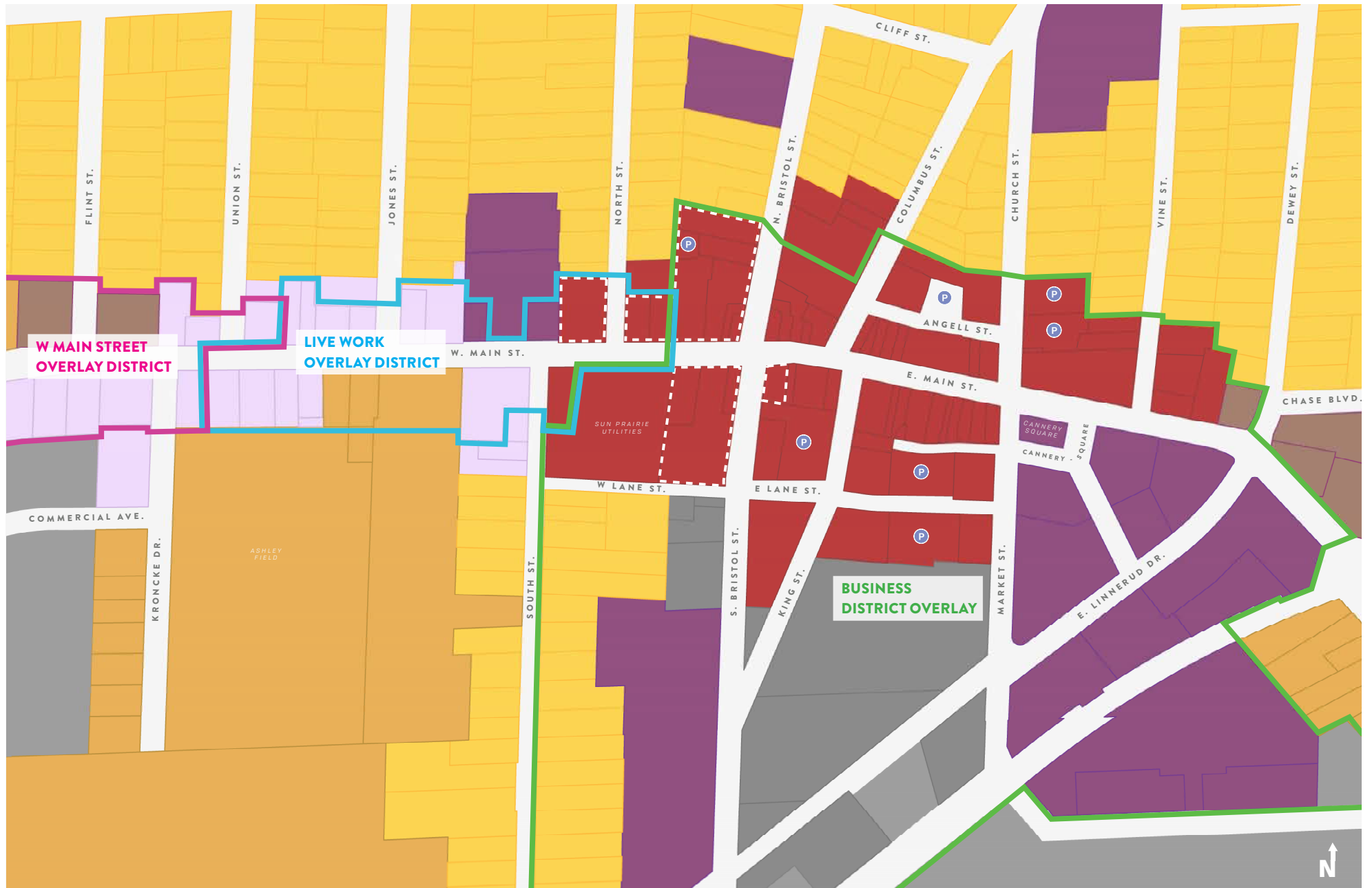
ZONING

Surrounding the Main and Bristol site, downtown Sun Prairie falls under multiple overlay districts. The majority of the primary site area falls within the Business Overlay District, with the exception of three parcels directly east and west of North Street (which fall under the Live Work Overlay District).











Central Commercial (CC) is the most prominent district in downtown Sun Prairie, which allows but is not limited to: office, personal or professional use, indoor sales or services, indoor commercial entertainment, restaurants, health or fitness, taverns, theaters, and others. Suburban Residential (SR-4), Urban Commercial (UC), and Planned Development (PD) are other zoning districts located in downtown.

KEY	DISTRICT	DESCRIPTION
CC	<i>Central Commercial</i>	This district is intended to permit both large and small scale commercial development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development. To accomplish this effect, maximum floor area ratios (FARs) permitted in this district are much higher than those allowed in suburban commercial (SC) and urban commercial (UC) districts.
SR-4	<i>Suburban Residential</i>	This district is intended to permit development which has a moderate density, suburban community character. This district is intended to be the principal district for single-family development within the city. Unlike the case for the previously described residential districts, the land use standards for this district permit both single-family detached residential development and certain types of moderate density single-family attached development, as well as a variety of related institutional land uses.
UC	<i>Urban Commercial</i>	This district is intended to provide an alternative, primarily infill development, designation for commercial activity to the suburban commercial (SC) district. Performance standards for the urban commercial (UC) districts are designed to ensure long-term economic health of strip commercial development areas.
PD	<i>Planned Development</i>	This district is intended to foster development and redevelopment in areas of the community which are experiencing a lack of significant reinvestment, and/or to accommodate forms of development that forward public and private objectives that are not responsible within standard zoning districts.

Figure 3. Zoning



LEGEND

- | | | | |
|---|--|--|---|
|  (SR-4) Estate Residential |  (PD) Planned Development |  (SI) Suburban Industrial |  Primary Site Area |
|  (MR-8) Mixed Residential |  (UC) Urban Commercial |  (UI) Urban Industrial | |
|  (UR-12) Mixed Residential/
(SO) Suburban Office |  (CC) Central Commercial |  (HI) Heavy Institutional | |

ZONING

HISTORIC CONTEXT

Sun Prairie is known for its historic downtown, which contains commercial buildings that date back to the nineteenth and early twentieth century. The District is home to various architecture styles including Queen Anne, Romanesque Revival, Neoclassical Revival, Twentieth Century Revival, and Contemporary styles.

The Sun Prairie Downtown National Register District (100 - 245 E Main Street), highlighted in Figure 4, has been designated as a State and National Register Historic District as of February and May of 2019, respectively, with 26 contributing and two non-contributing properties. The primary and secondary site areas are not contained in the Downtown National Register Historic District.

The surviving historic buildings in Sun Prairie represent the community's historic retail stores and other service-oriented shops, along with mixed use residential buildings. The Romanesque Revival style former City Hall is one of the most prominent properties in the Downtown Historic District.

National Register Landmarks include:

- Columbus Street Water Tower
- Crosse House
- Chase Grain Elevator
- Fuhremann Canning Company Factory
- Adam Smith House

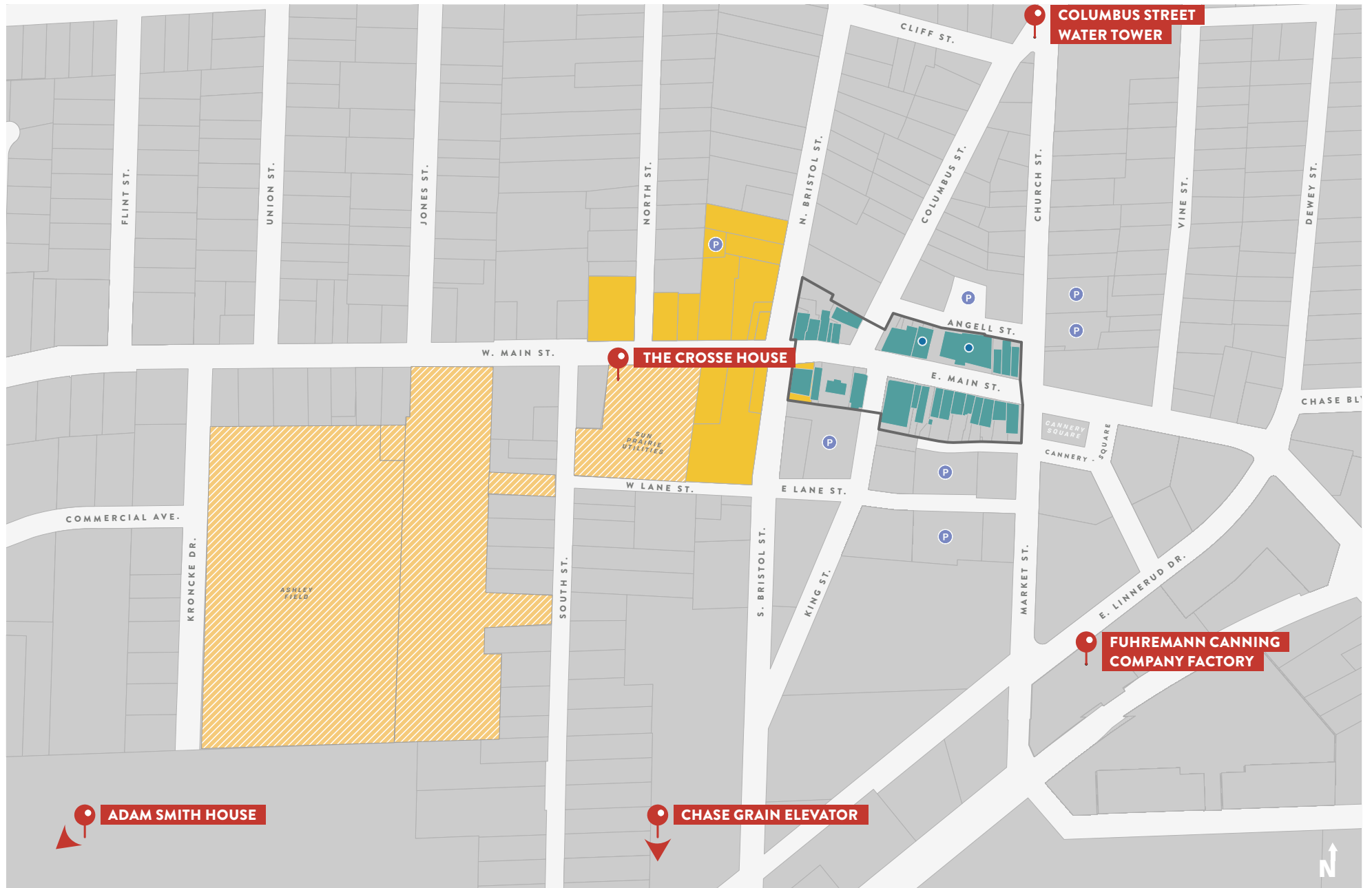


100 - 116 E Main Street © The Lakota Group



200 - 208 E Main Street © The Lakota Group

Figure 4. Downtown National Register Historic District



LEGEND
National Register District Boundary
Buildings within the District
Non-contributing Properties

Parcels
Primary Site Area
Secondary Site Area

National Register Landmarks

DOWNTOWN NATIONAL REGISTER HISTORIC DISTRICT

TRANSPORTATION

Surrounding the Main and Bristol site, downtown Sun Prairie has relatively few multi-use paths as indicated in Figure 5. Those 10 feet wide paths support multiple recreation and transportation opportunities including walking and biking. On-street bike lanes or shared bike lanes are not available around the site area. Although there are bike racks around, there are no bike lanes or paths going through downtown. A safe and viable bike route through downtown Sun Prairie is highly recommended.

Seven City-owned parking lots are concentrated east of the primary site area, with one lot located within the primary site area boundary. The majority of streets around the site area allow for parking on both sides of the street.

An express commuter bus service operating during peak commuting time between Capitol Square and Sun Prairie will go into service on August 22nd, 2019. This bus route does not go through downtown.

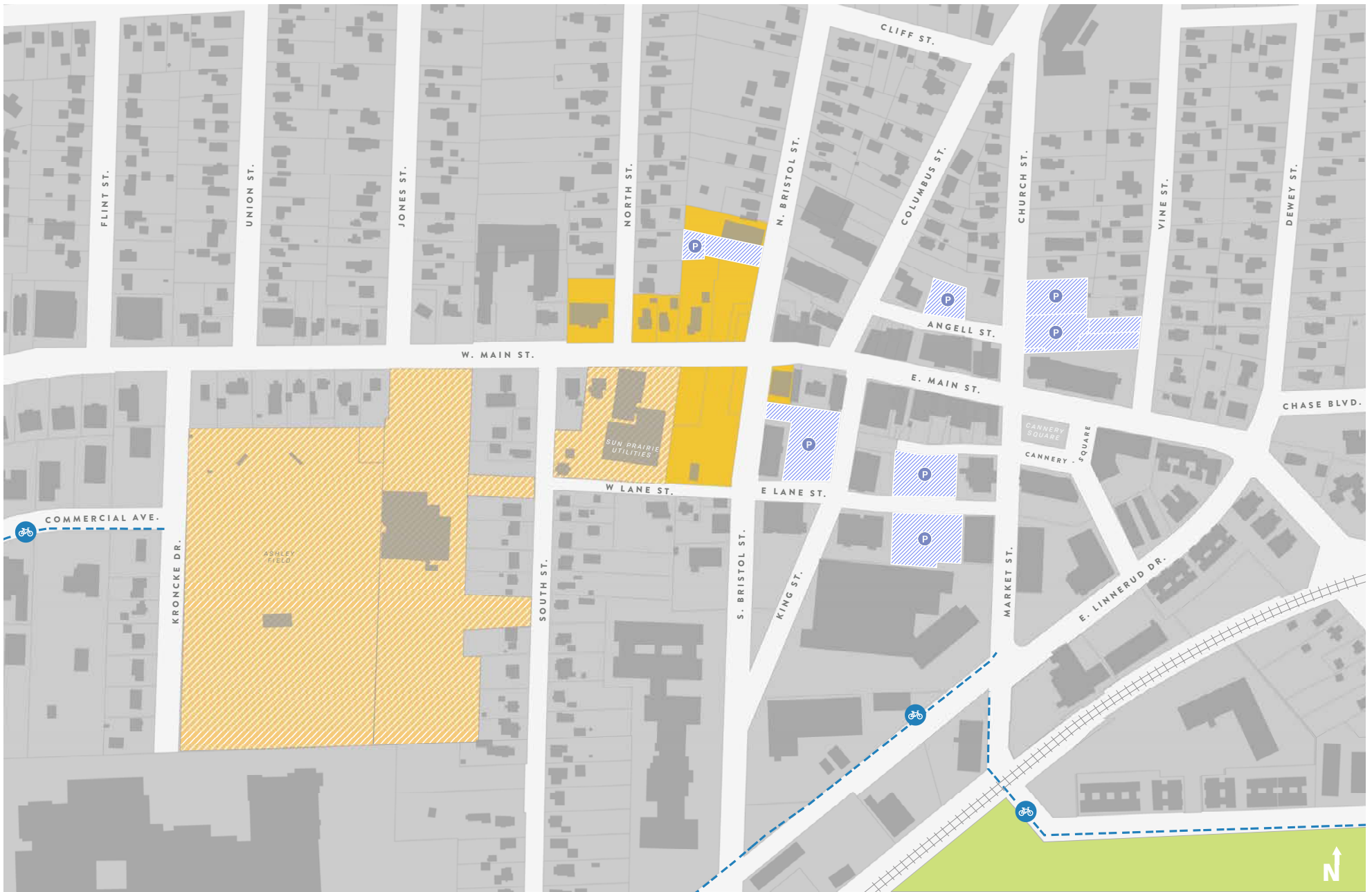


Bike Rack - Beans 'n Cream © Sun Prairie Moves



Annual Bike Ride © Sun Prairie Moves

Figure 5. Transportation



LEGEND

- Parcels
- Buildings
- Open Space
- Redevelopment Area
- Multi-use paths (10 ft. wide)
- Secondary Site Area
- P Parking - Municipal

TRANSPORTATION

CHANGE. STRONGER CONNECTEDNESS. STRONGER PLACE.
HISTORY. STRONGER NEIGHBORHOOD. STRONGER US. S
STRONGER CULTURE. STRONGER PRIDE. STRONGER WILL
STRONGER PEOPLE. STRONGER TOGETHER. STRONGER I
VOICES. STRONGER SPIRIT. STRONGER TEAM. STRONGER
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STRONGER CELEBRATION. STRONGER RECOGNITION. ST
COMMITMENT. STRONGER HONOR. STRONGER GROWTH
STRONGER RELATIONSHIPS. STRONGER CIVILITY. STRON



STRONGER COMMUNITY

"When your community is hurting, you feel like you need to do something".

- survey respondent

PROJECT BRAND & OUTREACH

While preparing the Redevelopment Plan, The Lakota Group engaged the City in a robust community engagement effort, ensuring that the proposed Redevelopment Plan concepts would be supported by community leaders, City staff, elected officials, property owners, and local partners.

The community's sense of pride and incredible resiliency following the tragedy was represented by the #sunpraiestrong campaign. This planning process builds on that collective coming together to celebrate the heritage of the area and traditions of the community, as well as leverage this once-in-a-hundred-year opportunity to define the future of Sun Prairie.

The Sun Prairie Stronger project brand was created to help reach out and inform the community about the planning process. A project website helped create a more accessible planning process to the community.

[SUNPRAIESTRONGERPLAN.COM](https://www.sunpraiestrongerplan.com)

The graphics used to communicate these engagement efforts are highlighted in this section.



Project brand



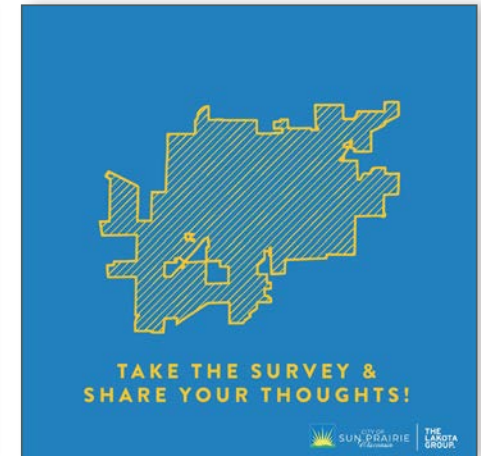
Project brand flexibility



Project website



Open House flyer



Survey flyer



Survey - Hmong



Survey - Spanish



Survey - English



Survey flyer



Email header



Open House flyer

STAKEHOLDER INTERVIEWS

On May 1-2, 2019, the Lakota Group team conducted focus group discussions and interviews with neighborhood leaders and residents, business owners, property owners, developers, non-profit organizations, and key institutions to discuss specific issues, opportunities, and potential outcomes of the Redevelopment Plan. The discussions lasted 45-60 minutes and were centered around the opportunities and constraints of the area. Over 80 people participated in these conversations, each providing a unique perspective on land use, transportation, urban design, and community issues.

African American Community

School District

Residents

Hispanic Community

Spanish interpreter present



The displaced residents had a hard time finding affordable units.

Multimodal transportation is key to the survival of downtown Sun Prairie .



Mixed use development with local businesses with family friendly dining is ideal.



Hmong Community

Senior Citizens

At the Senior Center

Chamber of Commerce

Business Improvements District

Historic Preservationists

Development Community

Developer Panel



Destination site for the community to gather and recreate.

A statue or small space that commemorates the event that happened last year will be well-received.



Banquet hall, a community event's space is one option.

We need a pathway to communities of color to open businesses in the downtown.



An indoor year-long farmer's market could be a big plus to the community.



1,800
PARTICIPANTS

COMMUNITY OPEN HOUSE & ONLINE SURVEY

Approximately **50 people** participated in the first Community Open House, held the evening of May 2nd, 2019 in conjunction with the famous downtown Sun Prairie's Artful Wine Walk at the Senior Center. Around **950 respondents** participated in an online survey that was accessible through the project website. Hard copies of the survey were translated to **Hmong** and **Spanish** and distributed around key community gathering spaces, including Sun Prairie Public Library.

These engagements introduced the planning process to the community and provided a series of interactive exercises to engage the community as a whole and understand their vision for the redevelopment of the Main and Bristol site.

Interactive exercises included:

Case Studies Boards, where participants were asked to rank six development case studies from the state of Wisconsin, so the planning team can get a sense of the communities' land use, density, and scale preferences.

Visual Preference Boards, where participants were asked to rank imagery related to architecture and density, along with open spaces and amenities.

A **Big Map Exercise**, where participants were asked to share places they love, live, and recreate around the City of Sun Prairie.

A **Re-imagine Exercise**, where participants were asked to select different land uses that they see best fit on the Main and Bristol site, including:

- Single-Family
- Multi-Family
- Mixed-use
- Business/Commercial
- Town Center *
- Open Space

The ideas presented and the feedback received at the Open House and surveys combined are highlighted in the next few pages.

*Town Center: a walkable and integrated multi-use development that is organized around a clearly identifiable and energized community space. It is anchored by retail, dining, and leisure uses along with horizontal or vertical residential uses.



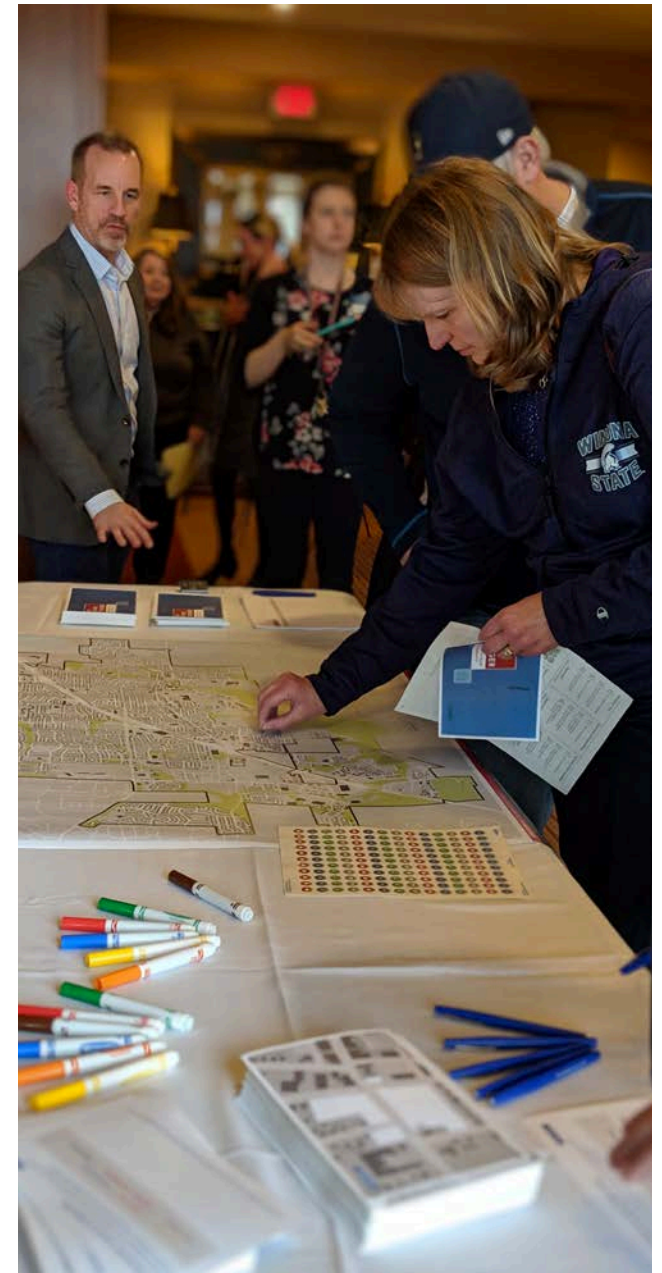
Case Studies Board © The Lakota Group



Big Map Exercise © The Lakota Group



Reimagine Main & Bristol © The Lakota Group



Big Map Exercise © The Lakota Group

Case Studies

Participants ranked six development case studies from the state of Wisconsin. The developments ranged in heights and densities. The results of the exercise are illustrated to the right.



I like mixed use, which will encourage more people to shop and do business right where they live.

I like the idea of having more modern looking storefronts.



68%
LIKE IT

"Town Center Development" Multi-Phased Project with a range of unit types.

- Mixed-use with upper story apartments
- 62 units



30%
LIKE IT

Mixed-use development

- Mixed-use with apartments
- 148 units
- 4 stories



23%
LIKE IT

Two-story condo development

- Multiple buildings / 41 units
- 2-story units



17%
LIKE IT

Three-story apartment development with common areas.

- 96 units
- 3 stories



Make the downtown feel like a micro city.

Overall I want the development to feel uniquely downtown-ish. Think downtown Madison, Chicago, and Milwaukee.



Should feel like a historic downtown with a mix of small businesses and residential.



13% LIKE IT

Mixed-use development

- Mixed-use with apartments
- 74 units
- 3 stories



13% LIKE IT

Mixed-use development

- Mixed-use
- 64 units
- 4 stories



12% LIKE IT

Residential development

- 4 buildings / 284 units
- 4 stories each



11% LIKE IT

Residential development

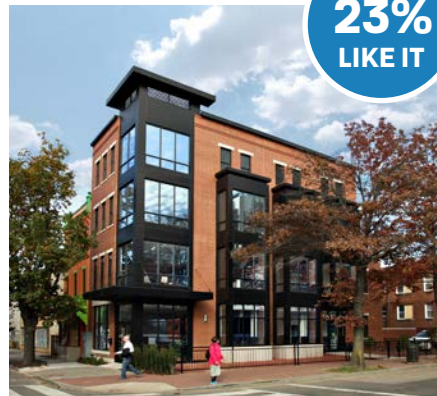
- 54 units

Visual Preference

Architecture & Density

Participants selected different architecture styles and density levels, ranging from single family to multi-use developments, and from a selection of traditional and modern styles.

I'd like to see this area feel warm and welcoming. A place where people are encouraged to walk, wander, linger. Tie it into historic downtown.



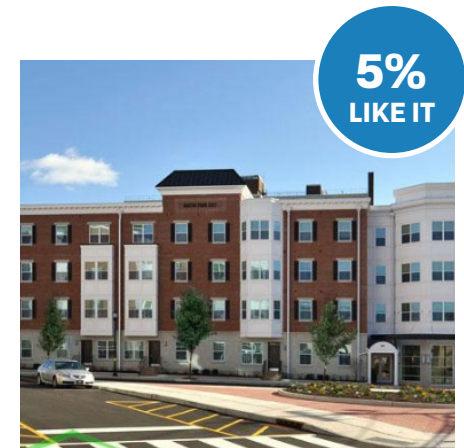
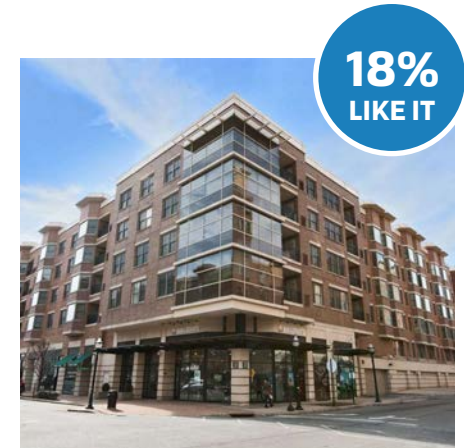
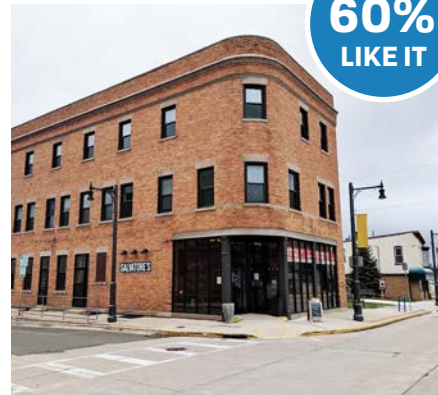
More recreational places that are accessible in the future by bikes and buses.



Keeping Sun Prairie “homey” and “Main Street-like” preserves the character of a small town that made me want to move to Sun Prairie.



We need more patio dining and outdoor socialization spots.



Visual Preference

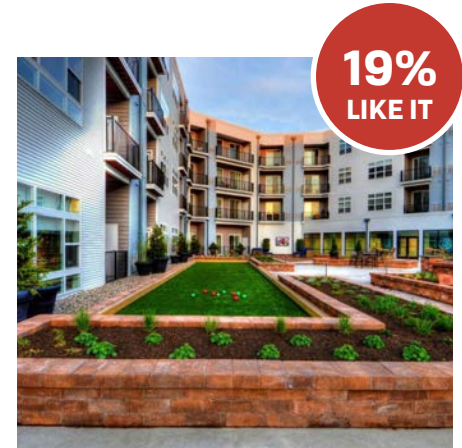
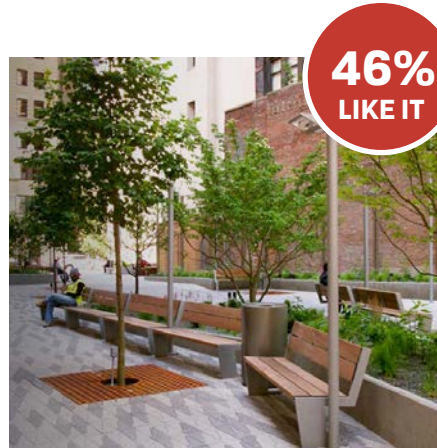
Open Spaces & Amenities

Participants selected different types of open spaces and amenities, ranging from small plazas with amenities like water fountains and simple benches to amenity decks in a residential complex.



Open green space is essential to a beautiful and balanced downtown.

A small space with a water feature would be fun!

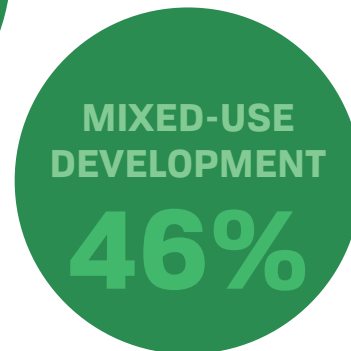
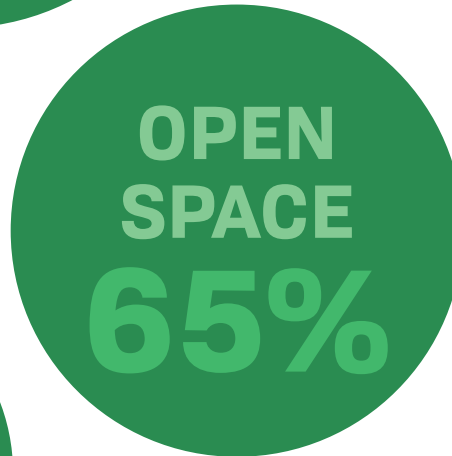


Reimagine

Main & Bristol

Participants imagined different land uses and created their own Redevelopment ideas. Town Center was the most favored land use (70%), followed by Open Space (65%) and Business Commercial (61%).

Downtown makes me think local stores, dining, cafe, shopping, art, entertainment, community. Things that bring people together to share the heart of the city.



Green space and outdoor dining space would be lovely.



Mixed-use commercial and residential development would be great!

Downtown should become an attraction, entertaining a wide age group.



Big Map

Participants shared their favorite places around the City of Sun Prairie. Although the emphasis of the Redevelopment Plan is around downtown Sun Prairie, it is key to locate gathering nodes outside the study area. Understanding the different ways that people enjoy recreating and places where people love to gather will shape a comprehensive image of the community and their needs.



Places you **LOVE**

Identified with a **red** dot, places that people love are majorly clustered around downtown Sun Prairie. More than 150 participants identified Cannery Square as a place they love. The Sun Prairie Public Library, Prairie Lakes, Full Mile Brewery, Buck & Honey's restaurant were also identified as top places that people love.



Places you **LIVE**

Identified with a **blue** dot, places that people live include the Smith Housing development, Westwynde development, Wyndham Hills development, and others. Almost 12 people identified that they live on the west side, 10 on the north side, and 25 on the west side of the City. 25 people identified that they live in downtown Sun Prairie.



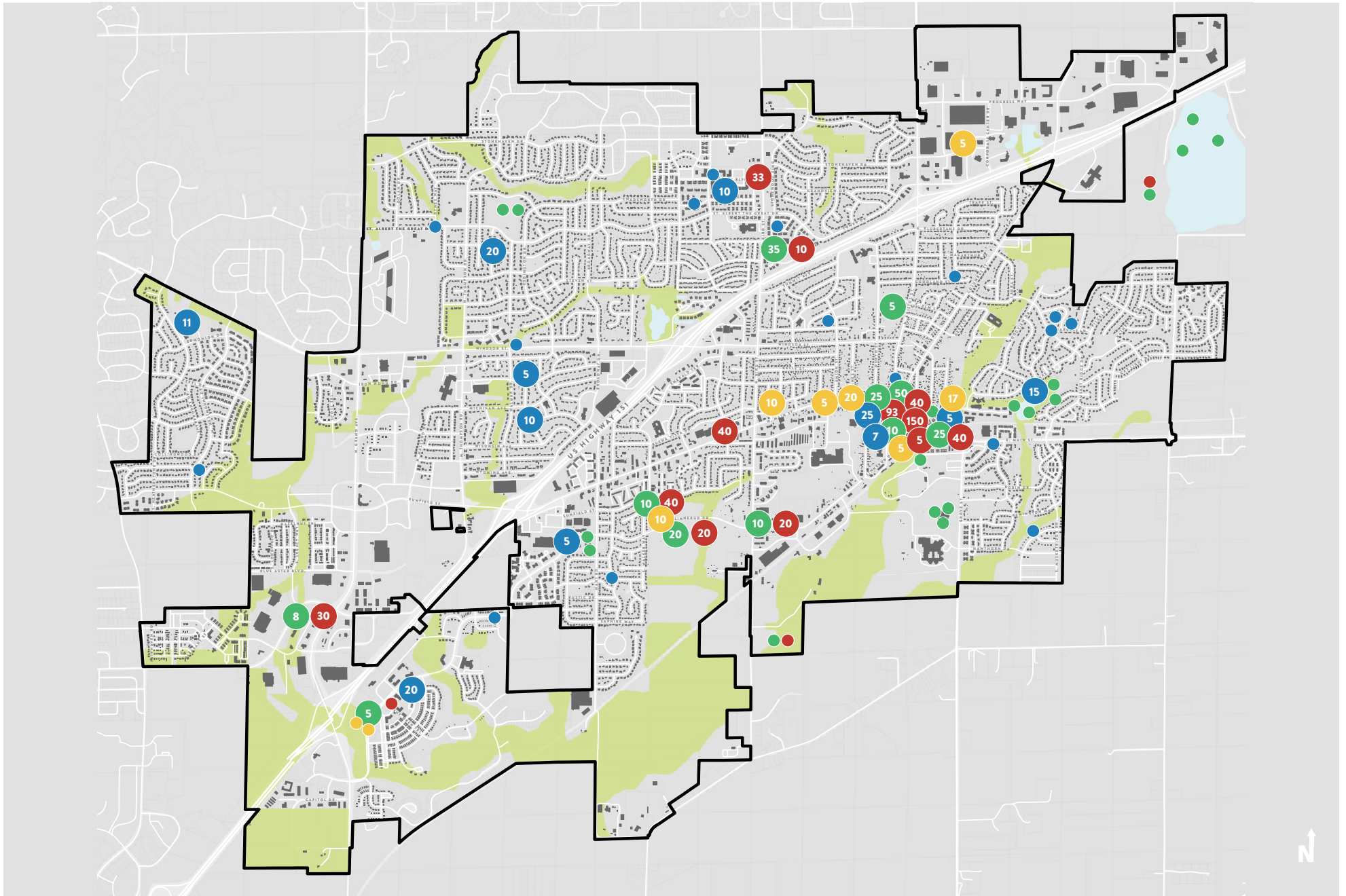
Places you **WORK**

Identified with a **yellow** dot, places that people work are majorly clustered south of US Highway 151. Places where people work include the American Family, City Hall, and the Sun Prairie Public Library. Around 45 people identified that they work at the Sun Prairie Area School District. Around 20 people identified that they work in Madison, Wisconsin.










Places you **RECREATE**

Identified with a **green** dot, places that people recreate are also majorly clustered south of US Highway 151. Places where people recreate include Angell Park, Cannery Square, Carriage Hills, Dream Park, Prairie Athletic Club, Sheehan Park, and others. Around 25 people identified that they recreate in areas around downtown Sun Prairie.



LEGEND

- | | | |
|---|---|---|
|  Parcels |  Places you LOVE |  Places you LIVE |
|  Buildings |  Places you WORK |  Places you RECREATE |
|  Open Space | | |

BIG MAP EXERCISE SUMMARY

Development







Concepts

Participants were asked to identify which concepts they would like to see at the Main and Bristol intersection. To understand what within each concept is it that participants preferred, they were asked to also rank site elements including: residential buildings of different typologies, densities, and heights; open spaces; parking decks; surface parking; office space; retail space; festival streets; and memorial spaces.

Out of the 500 plus respondents, 220 favored concept A, followed by 205 favoring concept E and 200 favoring concept B. The majority of participants had a preference for small-scale residential buildings, open spaces, festival streets, memorial sculptures, and public parking.

The legend below identifies the different land uses proposed in each concept.

LEGEND

	RESIDENTIAL
	SINGLE FAMILY
	COMMERCIAL
	OFFICE
	HOTEL
	OPEN SPACE



DON'T DO

Modern buildings

no setbacks

Bulky facades

only residential

5+ stories



DO

**MIXED
USE**

**MEMORIAL
SCULPTURE**

TOWNHOMES

**EMPHASIZE
VISIBILITY TO
DOWNTOWN**

**PUBLIC PLAZA
SPACE**

**TOWN
CENTER**

**SETBACKS
AFTER 3RD
FLOOR**

**ONE-STORY
COMMERCIAL**

**USE
COHESIVE
MATERIALS**

Sun Prairie is a small town and that's what makes it unique. We can grow but no need to change the feel.



Initial Concepts

Concept A approaches the corner of Main and Bristol with two 4-story buildings over a 2-story parking deck. Additionally, two 4-story mixed use residential buildings are shown on the northwest corner of the intersection. These buildings are set back and frame a public space, where a potential marker/sculpture is located. Public open space would be located on top of the parking deck and accessed directly from Main Street. 32 townhomes are shown south and southwest of the main redevelopment site. Commercial/retail space is focused on the main intersection and expands west along Main St. Office space is proposed at 12,000 SF.

Concept B approaches the corner of Main and Bristol similar to Concept A with two 4-story buildings over a two story parking deck. A 60-room boutique hotel anchors the northwest corner. West of the main redevelopment site is a proposed mixed use residential building with internal parking and retail on the ground floor. 31 townhomes are depicted south and southwest of the main redevelopment site. A senior housing development is shown on the Pheonix Academy site. Commercial retail space is proposed primarily around the Main and Bristol intersection, and extends west at 41,000 SF. Office space is proposed at 12,000 SF. Like Concept A, public open space is accessed from Main Street and extends over the parking structure.

Concept C creates a public plaza space at the southwest corner of Main and Bristol, allowing more visibility to the rest of downtown Sun Prairie. This scheme includes two 3-story mixed use residential buildings over a 2-story parking deck. A hotel with 45 rooms anchors the northwest corner. Additional residential buildings and 23 townhomes west and south of the main redevelopment site, respectively. Approximately 20,000 SF of commercial/retail space is shown around the Main and Bristol intersection, focused around the public plaza.

Concept A



44%
LIKE IT
TOP 3 CONCEPTS

Concept B



40%
LIKE IT
TOP 3 CONCEPTS

Concept C



38%
LIKE IT

Concept D brings higher density to the corner of Main and Bristol with two 3-story buildings over a 2-story parking deck, which step up to two 4-story buildings on the southern portion of the property. A public plaza space on Main St. pierces through the development, creating pedestrian walkways. A 60-room boutique hotel anchors the northwest corner, where a potential marker/sculpture creates a public plaza space. 27 townhomes are shown south and southwest of the main redevelopment site. Retail space is spread along Main St. going west, mainly in the form of 1-story commercial buildings at 33,000 SF. Office space is proposed at 21,500 SF.

Concept E creates a public plaza space at the southwest corner of Main and Bristol, allowing more visibility to the rest of downtown Sun Prairie. Anchoring the public plaza are mixed use office buildings to the south and a commercial/civic building to the east. This scheme focuses the higher density along Lane St, where a 5-story residential building is located. Additional mixed use residential buildings are shown northwest of the main redevelopment site and 36 townhomes are depicted south and southwest. Approximately 33,000 SF of commercial/retail space and 38,000 SF of office space are shown along Main Street.

Concept F also creates a public plaza space at the southwest corner of Main and Bristol, allowing more visibility to the rest of downtown Sun Prairie, similar to Concept E. Anchoring the public plaza is a mixed use residential building to the south and west and a commercial/civic building to the east. This scheme focuses the higher density along Lane St, where a 4-story residential building is located. Additional mixed use residential buildings are shown northwest and west of the main redevelopment site and 15 townhomes are depicted southwest. This concept shows around 50,000 SF of commercial/retail space and 8,000 SF of office space along Main Street.

Concept D



Concept E



41%
LIKE IT
TOP 3 CONCEPTS

Concept F



36%
LIKE IT



Preferred Concepts

Following the initial round of engagement, in which over 500 participants ranked their preferred development concepts, the top three results were refined and displayed at the first annual Sun Prairie Multicultural Fair on Saturday, September 28, 2019. Over the course of the day, Lakota Group and City staff facilitated discussions and led people through a survey and exercises to get additional input on the top three concepts. 35 surveys were completed at the event, while many others simply walked through to see the concepts and discuss the future of these key downtown blocks. Currently, the survey is live on the project website, so additional input is anticipated.

The following pages depict the refined concepts (A, B, and E) and the current results of preferences by community members. It should be noted that the concepts share many common elements, such as a shared parking structure that would contain some public parking, enhancements to surrounding streetscapes, converting Lane Street to a festival street that connects to Ashley Field, and some form of public plaza and/or open space.

Based on input, elements of the plan that are the most preferred include the festival street, public plaza, a mixed-use boutique hotel, and the incorporation of a memorial sculpture or remembrance on the site. The desire to see a high quality development is underscored by participants focusing on guiding principles that enhance streetscapes and the public realm, make key connections, and incorporate details and architectural features that create a gateway at the corner of Main and Bristol.



Concept A

Concept A approaches the corner of Main and Bristol with two 4-story buildings over a 2-story parking deck. Additionally, two 4-story mixed use residential buildings are shown on the northwest corner of the intersection. These buildings are set back and frame a public space, where a potential marker/sculpture is located. Public open space would be located on top of the parking deck and accessed directly from Main Street. 32 townhomes are shown south and southwest of the main redevelopment site. Commercial/retail space is focused on the main intersection and expands west along Main St. Office space is proposed at 12,000 SF.



Concept Notes

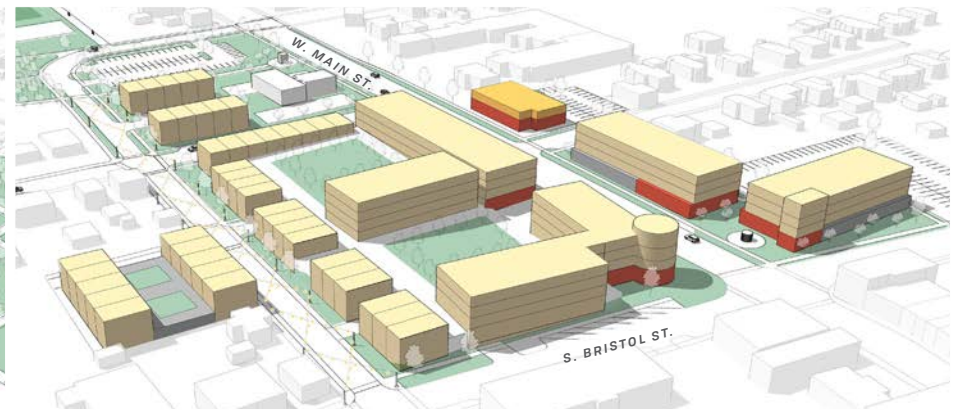
- A1** 4-STORY MIXED USE
 - 36 Upper-Story Residential Units (850 SF/unit)
 - 3,000 SF Ground-Floor Commercial
 - 24 Internal parking spaces (0.8/unit)
 - 30 Surface Parking Spaces (21 residential + 9 retail)
- A2** 4-STORY MIXED-USE RESIDENTIAL
 - 36 Upper-Story Residential Units (850 SF/unit)
 - 5,000 SF Ground Floor Commercial
 - 20 Internal Parking Spaces (0.7/unit)
 - 45 Surface Parking Spaces (25 residential + 20 retail)
- A3** 2-STORY MIXED-USE OFFICE
 - 6,000 SF Upper-Story Office
 - 6,000 SF Ground-Floor Commercial
 - 30 Surface Parking Spaces (5 spaces/1,000 SF)
- A4** MAIN STREET ENHANCEMENTS
 - Corner Plaza with Ceremonial Remembrance / Reflection space
- A5** 4-STORY MIXED-USE DEVELOPMENT
 - 74 Upper-Story Residential Units (~850 SF/unit)
 - 10,500 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5/unit)
- A6** 4-STORY MIXED-USE DEVELOPMENT
 - 60 Upper-Story Residential Units (~850 SF/unit)
 - 15,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5/unit)
- A7** 2-3 STORY WRAPPED ROWHOMES
 - 22 Units (1,600 - 1,900 SF)
 - Internal Parking Spaces (2 spaces/unit)
- A8** 3-STORY MIXED-USE DEVELOPMENT
 - 26 Upper-Story Residential Units (~1000 SF/unit)
 - 2,000 SF First-Floor Retail
 - Parking Deck Entrance
- A9** 2-2.5 LEVEL PARKING PODIUM
 - 330 - 410 Cars Total
 - 172 Spaces for Private Residential Use
 - 158 - 238 Spaces for Retail, Office, and Public Use
 - Upper-Level Open Space & Amenities Deck
- A10** FESTIVAL STREET (LANE ST.)
- A11** 2-3 STORY STACKED TOWNHOMES
 - 10 Units (2,000 - 2,500 SF/unit)
 - 24 Internal Parking Spaces (2.4 spaces/unit)
- A12** 2-3 STORY REAR-LOADED ROWHOMES
 - 20 Units (1,800 - 2,400 SF/unit)
 - 2 Car Garage and Apron
- A13** PUBLIC PARKING LOT
 - 90 Total Surface Parking Spaces
- A14** NEW CAMPUS PROMENADE ON FORMER PHOENIX ACADEMY CAMPUS

**47%
LIKE IT**

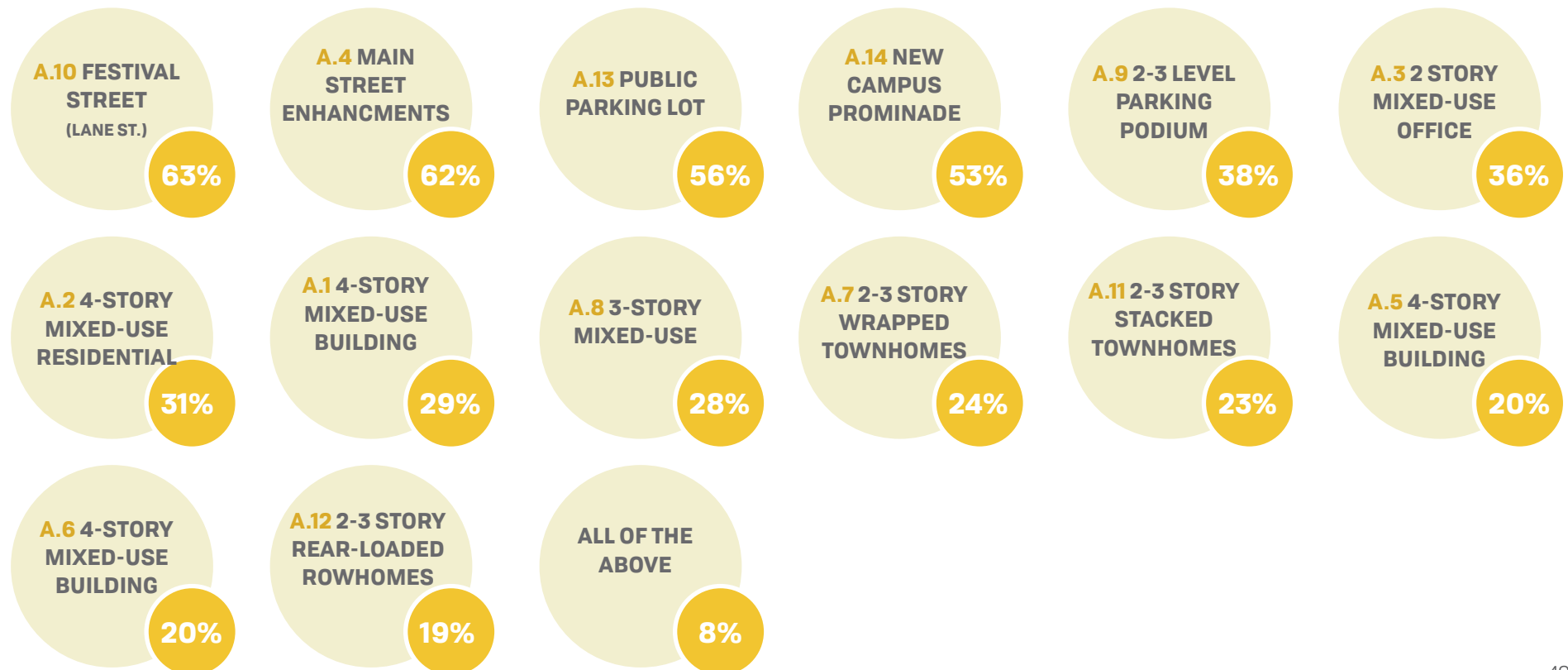
Concept Data LAND USE

RETAIL:	41,500 SF
OFFICE:	6,000 SF
RESIDENTIAL:	284 units

Concept A - Massing



Concept A - Elements



Concept B

Concept B approaches the corner of Main and Bristol similar to Concept A with two 4-story buildings over a two story parking deck. A 60-room boutique hotel anchors the northwest corner. West of the main redevelopment site is a proposed mixed use residential building with internal parking and retail on the ground floor. 31 townhomes are depicted south and southwest of the main redevelopment site. A senior housing development is shown on the Pheonix Academy site. Commercial retail space is proposed primarily around the Main and Bristol intersection, and extends west at 41,000 SF. Office space is proposed at 12,000 SF. Like Concept A, public open space is accessed from Main Street and extends over the parking structure.



**53%
LIKE IT**

■	Residential
■	Single Family
■	Commercial
■	Office
■	Hotel
■	Open Space

0 50' 100' 200' NORTH

Concept Data

LAND USE

RETAIL:	45,000 SF
OFFICE:	15,000 SF
RESIDENTIAL:	270 units

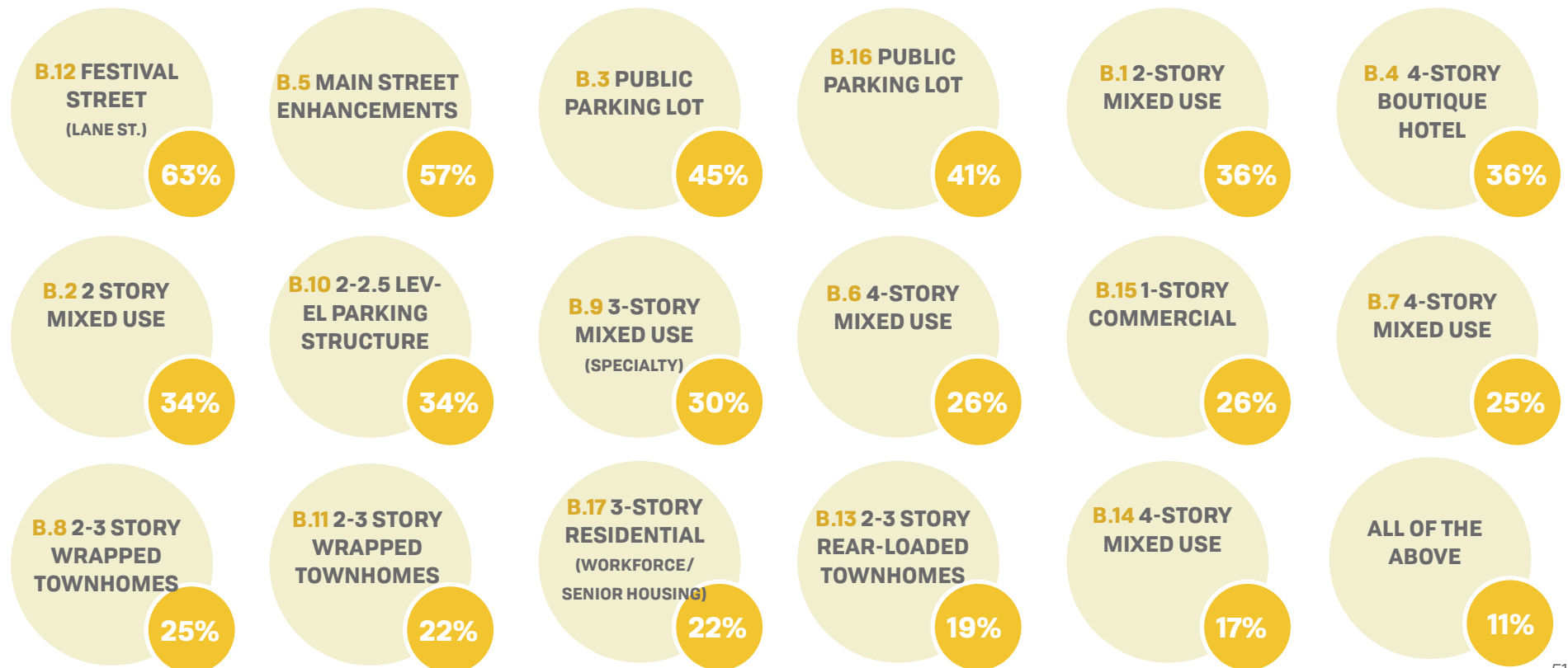
Concept Notes

- B1** 2-STORY MIXED USE
 - 8 Residential Units (Apartments)
 - 6,000 SF Ground-Floor Commercial
 - 28 Surface Parking Spaces (16 residential + 12 retail)
- B2** 2-STORY MIXED-USE OFFICE
 - 7,000 SF Upper-Story Office Space - Floor 2
 - 7,000 SF Ground-Floor Commercial - Floor 1
 - 14 Surface Parking Spaces (1.1 spaces/1,000 SF)
- B3** PUBLIC PARKING LOT
 - 60 Surface Parking Spaces
- B4** 4-STORY BOUTIQUE HOTEL
 - 60 - 70 Keys
 - 4,000 SF Ground Floor Amenity Space
 - 4,000 SF Ground-Floor Commercial
 - 62 Surface Parking Spaces (0.8/room + 14 retail)
- B5** MAIN STREET ENHANCEMENTS
 - Boulevard Island/Pedestrian Refuge
 - Expanded Public Realm Landmark
- B6** 4-STORY MIXED-USE DEVELOPMENT
 - 58 Upper-Story Residential Units (~850 SF/unit) - Floors 2,3,4
 - 6,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
- B7** 4-STORY MIXED-USE DEVELOPMENT
 - 54 Upper-Story Residential Units (~850 SF/unit) - Floors 2,3,4
 - 10,500 SF Ground-Floor Commercial - Floor 1
 - Internal Parking Spaces (2.0 spaces/unit)
- B8** 2-3 STORY WRAPPED ROWHOMES
 - 7 Units (1,600 - 2,000 SF)
 - Internal Parking Spaces (2 spaces/unit)
- B9** 3-STORY MIXED-USE (SPECIALTY)
 - 4,000 SF Ground-Floor Retail
 - 8,000 SF Upper-Story Office
 - Parking Deck Entry
- B10** 2-2.5 LEVEL PARKING STRUCTURE
 - 325 - 407 Spaces Total
 - 232 Spaces for Private Residential Use
 - 93 - 175 Spaces for Retail, Office, and Public Use
 - Ground Floor Open Space & Amenities
- B11** 2-3 STORY STACKED TOWNHOMES
 - 10 Units (2,000 - 2,500 SF/unit)
 - 24 Internal Parking Spaces (2.4 spaces/unit)
- B12** FESTIVAL STREET (LANE ST.)
- B13** 2-3 STORY REAR-LOADED ROWHOMES
 - 24 Units (1,800 - 2,400 SF/unit)
 - 2 Car Garage and Apron
- B14** 4-STORY MIXED USE
 - 45 Residential Units (~850 SF/unit) - Floors 2,3,4
 - 2,500 SF Ground-Floor Commercial - Floor 1
 - 32 Internal Parking Spaces (0.7 space/unit) - Indoors
- B15** 1-STORY COMMERCIAL
 - 5,000 SF Commercial Space + Drive-Thru
- B16** PUBLIC PARKING LOT
 - 130 Total Surface Parking Spaces
- B17** 3-STORY RESIDENTIAL (WORKFORCE / SENIOR HOUSING)
 - 60 Residential Units (650 SF / unit) - Floors 2,3
 - 1 Level Parking Podium with 68 Spaces

Concept B - Massing



Concept B - Elements



Concept E

Concept E creates a public plaza space at the southwest corner of Main and Bristol, allowing more visibility to the rest of downtown Sun Prairie. Anchoring the public plaza are mixed use office buildings to the south and a commercial/civic building to the east. This scheme focuses the higher density along Lane St, where a 5-story residential building is located. Additional mixed use residential buildings are shown northwest of the main redevelopment site and 36 townhomes are depicted south and southwest. Approximately 33,000 SF of commercial/retail space and 38,000 SF of office space are shown along Main Street.



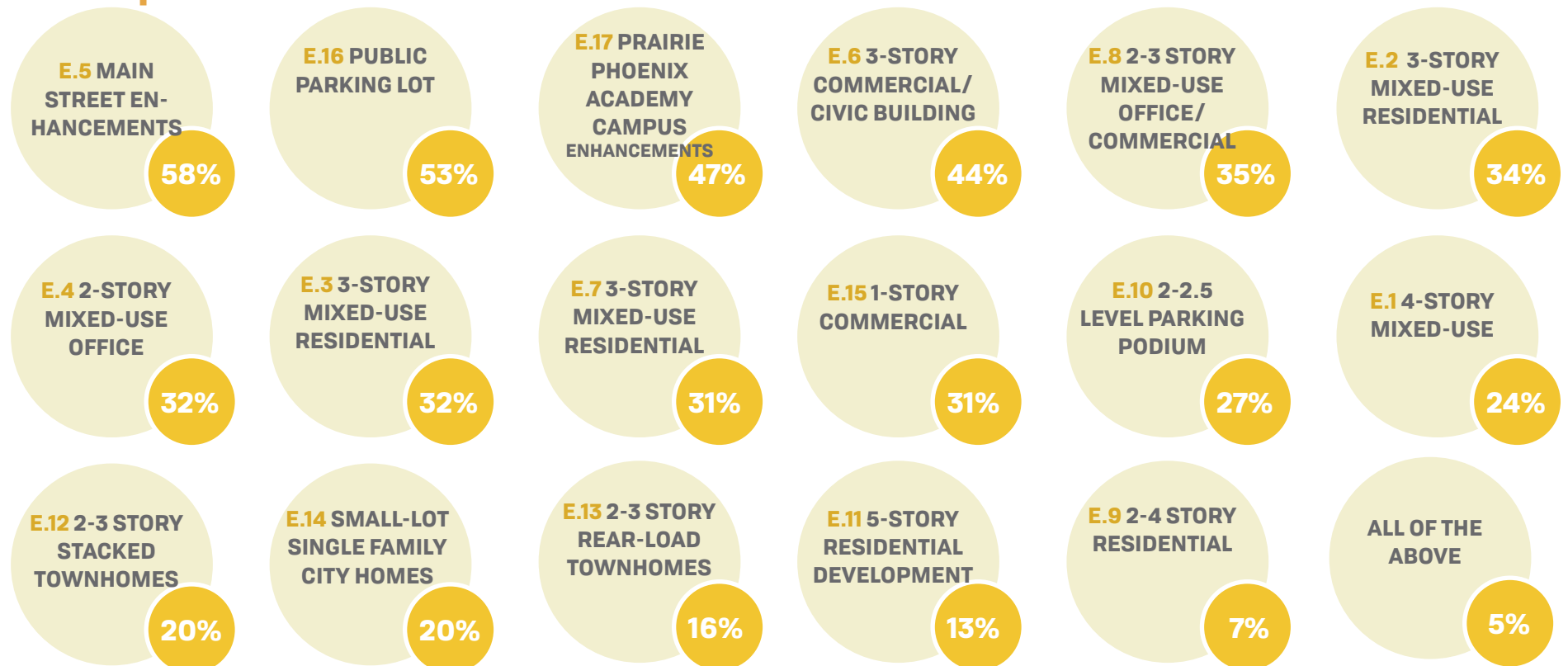
Concept Notes

- E1** 4-STORY MIXED USE
 - 42 Upper-Story Residential Units (~850 SF/unit) - Floors 2,3,4
 - 3,000 SF Ground-Floor Commercial
 - 26 internal parking spaces (0.8/unit)
 - 72 parking spaces (1.7 cars/unit)
- E2** 3-STORY MIXED-USE RESIDENTIAL
 - 12 Upper Story Residential Units (~850 SF/unit)
 - 5,000 SF Ground Floor Commercial
 - 32 Surface Parking Spaces (20 residential @1.7/unit)
- E3** 3-STORY MIXED-USE RESIDENTIAL
 - 12 Upper Story Residential Units (~850 SF/unit)
 - 5,000 SF Ground Floor Commercial
 - 32 Surface Parking Spaces (20 residential @1.7/unit)
- E4** 2-STORY MIXED-USE OFFICE
 - 6,000 SF Upper-Story Office
 - 6,000 SF Ground-Floor Commercial
 - 30 Surface Parking Spaces (5 spaces/1,000 SF)
- E5** MAIN STREET ENHANCEMENTS
 - Corner Plaza with Ceremonial Remembrance
- E6** 3-STORY COMMERCIAL/CIVIC BUILDING
 - 13,000 SF Total Floor Area
 - Connection to Historical Museum
- E7** 3-STORY MIXED-USE RESIDENTIAL
 - 32 units Upper Residential (~850/unit) - Floors 2,3
 - 10,500 SF Ground-Floor Commercial - Floor 1
- E8** 3 STORY MIXED-USE OFFICE / COMMERCIAL
 - 8,000 SF Ground-Floor Commercial - Floor 1
 - 17,000 SF Upper-Story Office - Floors 2,3
- E9** 4-5 STORY RESIDENTIAL DEVELOPMENT
 - 5 2-Story Wrapped Rowhomes with Direct Street Access
 - 60 Upper Story Residential Units (~850 SF/unit) - Floors 1,2,3,4
 - Internal Parking Spaces (1.6/unit)
- E10** 2-2.5 LEVEL PARKING PODIUM
 - 320 - 400 Spaces Total
 - 324 Spaces for Private Residential Use
 - 0 - 76 Spaces for Retail, Office, and Public Use
 - Upper-Level Open Space & Amenities Deck
- E11** 5-STORY RESIDENTIAL DEVELOPMENT
 - 8 2-Story Wrapped Rowhomes with Direct Street Access
 - 70 Upper Residential Units (~850 SF/unit) - Floors 1,2,3,4
- E12** 2-3 STORY STACKED TOWNHOMES
 - 10 Units (2,000 - 2,500 SF/unit)
 - 24 Internal Parking Spaces (2.4 spaces/unit)
- E13** 2-3 STORY REAR-LOADED ROWHOMES
 - 31 Total Units (1,900 - 2,500 SF/unit)
 - 2 Car Garage and Apron
- E14** SMALL-LOT SINGLE-FAMILY CITY HOMES
 - 14 Total Units (2,800 - 3,400 SF)
 - Attached, 2-Car Garage with Alley Access
- E15** 1-STORY COMMERCIAL
 - 5,000 SF
 - 20 Surface Parking Spaces (4 spaces/1,000 SF)
- E16** PUBLIC PARKING LOT
 - 134 Total Surface Parking Spaces
- E17** NEW CAMPUS PROMENADE ON FORMER PHOENIX ACADEMY CAMPUS

Concept E - Massing



Concept E - Elements



CHANGE. STRONGER CONNECTEDNESS. STRONGER PLACE.
HISTORY. STRONGER NEIGHBORHOOD. STRONGER US. S
STRONGER CULTURE. STRONGER PRIDE. STRONGER WILL
STRONGER PEOPLE. STRONGER TOGETHER. STRONGER I
VOICES. STRONGER SPIRIT. STRONGER TEAM. STRONGER
STRONGER OPPORTUNITIES. STRONGER CREATIVITY. STR
STRONGER INNOVATION. STRONGER STORY. STRONGER
COLLABORATION. STRONGER TOWN. STRONGER INVOLV
FRIENDLINESS. STRONGER SUPPORT. STRONGER BALANC
STRONGER INNOVATION. STRONGER REPAIR. STRONGER
ENVIRONMENT. STRONGER FAMILY. STRONGER HOPE. ST
ON. **STRONGER PLAN.** STRONGER FRIENDSHIP. STRONG
ICY. **STRONGER DOWNTOWN.** STRONGER VISION. STRON
S T. **STRONGER COMMUNITY.** STRONGER CHARITY. STRO
ES. **STRONGER FUTURE.** STRONGER TRIBUTE. STRONGER
HEALTH. STRONGER RESILIENCY. STRONGER UNITY. STRO
LEADERSHIP. STRONGER FOCUS. STRONGER FAMILY. STR
STRONGER CELEBRATION. STRONGER RECOGNITION. ST
COMMITMENT. STRONGER HONOR. STRONGER GROWTH
STRONGER RELATIONSHIPS. STRONGER CIVILITY. STRON



STRONGER FUTURE

“The downtown area is a destination to enjoy, a place where businesses can thrive and families can bond”.

- survey respondent

KEY THEMES

Major themes emerged from the team's community conversations and analysis of existing conditions. These themes will serve as important factors in the creation of design concepts for the Main and Bristol sites by serving as guiding elements, which:

- celebrate the rich history of the site.
- reflect the diversity of the Sun Prairie community.
- leverage the prime location of the area within downtown.
- enhance connections to and throughout the sites.
- ensure the future sustainability of the area.

Gateway to Downtown

The Main and Bristol intersection could be a gateway to a thriving downtown, where new businesses are opening, and a growing younger demographic will create even more of a demand for shops, restaurants, and entertainment venues in a walkable environment. Discussions with stakeholders, especially residents, indicated a need for additional space for families within the core of downtown. While this could assume different uses, scales, and types of programming, the Redevelopment Plan should be accompanied with conversations about how the site will accommodate or link into future, community-oriented spaces.

Stakeholders also voiced that they want a destination—for themselves, their families, and as a draw for visitors. They want another part of downtown that they can feel proud of and that will encourage people from Madison and beyond to come to Sun Prairie.

Historic Significance

This area of Sun Prairie is rich with historic significance. This is recognized in the recently awarded National Register Downtown District (100 to 245 E Main Street), and the multiple National Register Landmarks including the Crosse House. It was a strong community preference that the design of future buildings at Main and Bristol celebrate the former historic buildings that were lost in the explosion. Some stakeholders noted that they wanted the physical look of the new developments to pay homage to the heritage of the area, while others indicated that they would like to see a more modern feel with some historic elements woven into the design. There was an overwhelming desire that the new developments should also maintain the traditional, urban fabric of downtown. Creating an inviting, walkable space is a priority for all stakeholders.

It was also noted that Sun Prairie as the birthplace of Georgia O'Keefe could be celebrated more and used as an economic development and cultural tool for the City. Some stakeholders mentioned the desire to integrate this into the new development, whether through signage or artwork.

Resiliency

After the July 2018 explosion, the community banded together and showed an incredible commitment to ensuring that the victims and their families were supported through fundraising efforts, outreach, and social services. It was overwhelmingly voiced that all redevelopment scenarios should include some sort of commemoration that pays homage to the victims and showcases the resiliency of the community. Ideas of commemoration included a marker, a statue (planned for the Post Office site), a quote, or a public space for the entire community. It was noted that the memorial does not necessarily need to have a large physical presence, and that programming of memorial events would be just as significant.

Gateway

The Main and Bristol intersection presents an opportunity to serve as one of the main gateways into the downtown area. New development along Main Street will introduce more people to the area, and so signage and wayfinding from these developments and along Main Street will be important to draw them into the downtown area.

Diversity

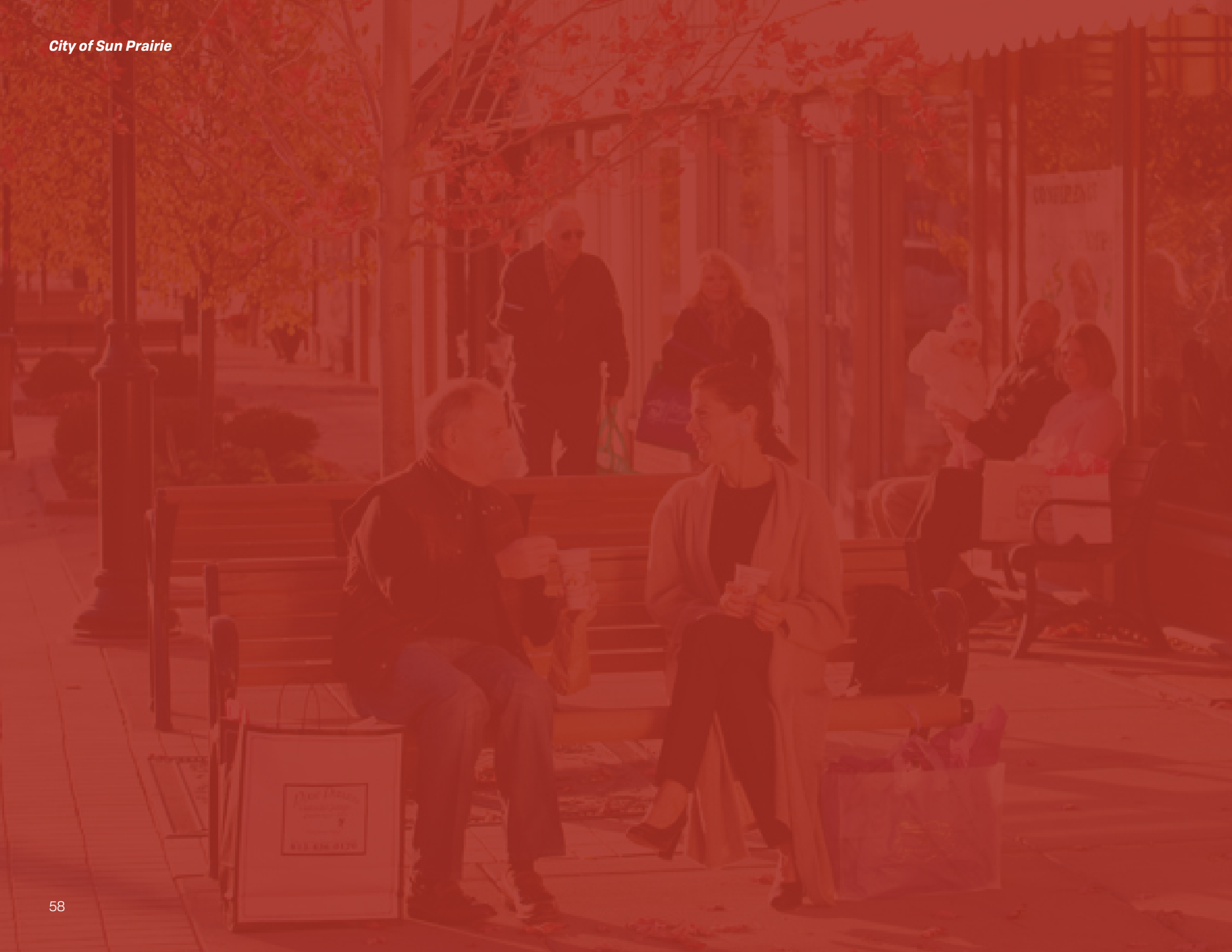
The Sun Prairie community and leadership noted from the very beginning of the process that, for the Redevelopment Plan to be successful, multiple and diverse voices must be represented in discussions, events, and throughout the design process. The team heard that downtown Sun Prairie, as the heart of the community, must be accessible and programming of public spaces should be reflective of the community's diverse cultural array. Many senior citizens noted the need for connections from other areas of downtown to the Main and Bristol intersection, as well as additional retail that reflects the local character of the rest of downtown. Several community groups that have been traditionally under-represented in planning processes also noted that downtown does not feel like "their place." They suggested multicultural events—which the City is making strides towards with its new Multicultural Fair—and the design of spaces that could be free or inexpensive for the community at-large to visit.

Access

The community voiced a need for a multimodal transportation system. There is a perceived lack of available parking, and residents felt that that is a deterrent for people coming into and staying downtown. Some residents without cars, including representatives from communities of color and senior citizens, voiced this stronger than anyone. Redevelopment scenarios should consider how to best integrate with the rest of the community through a variety of transportation options, including pedestrian and bike access.

Sustainability

While sustainability means a lot of things to a lot of people, it is in its purest form, ensuring quality of place for future generations. The planning process will encapsulate several different sustainable avenues—from ensuring a walkable, mixed-use environment to creating an economically-vibrant mix of uses that will thrive well into the future.





SUN PRAIRIE STRONGER

REBUILDING THE HEART
OF OUR COMMUNITY

MASTER PLAN

SUN PRAIRIE STRONGER MASTER PLAN

Planning Process

The City of Sun Prairie has embarked on the creation of a vision and Redevelopment Plan for the corner of Main Street and Bristol Street, the site of the July 2018 gas leak and explosion.

This planning process builds on that collective coming together to celebrate the heritage of the area and traditions of the community. In addition, though born out of tragedy, this process provides a once-in-a-hundred-year opportunity to define the future of Sun Prairie.

Plan Engagement

Our team engaged the City of Sun Prairie in a robust community engagement effort, ensuring the proposed redevelopment plan concepts would be supported by community leaders, City Staff, elected officials, property owners, and local partners.

Over the course of 8 months, more than **1,800 respondents** shared their vision for the site over three open houses, three surveys, and multiple stakeholder and focus group discussions. To ensure inclusive engagement, surveys were also provided in Spanish and Hmong and distributed around key community gathering spaces.

Plan Goal & Outcomes

The goal of this process is to develop a flexible and creative plan to produce a successful and economically viable outcome for both the community and property owners.

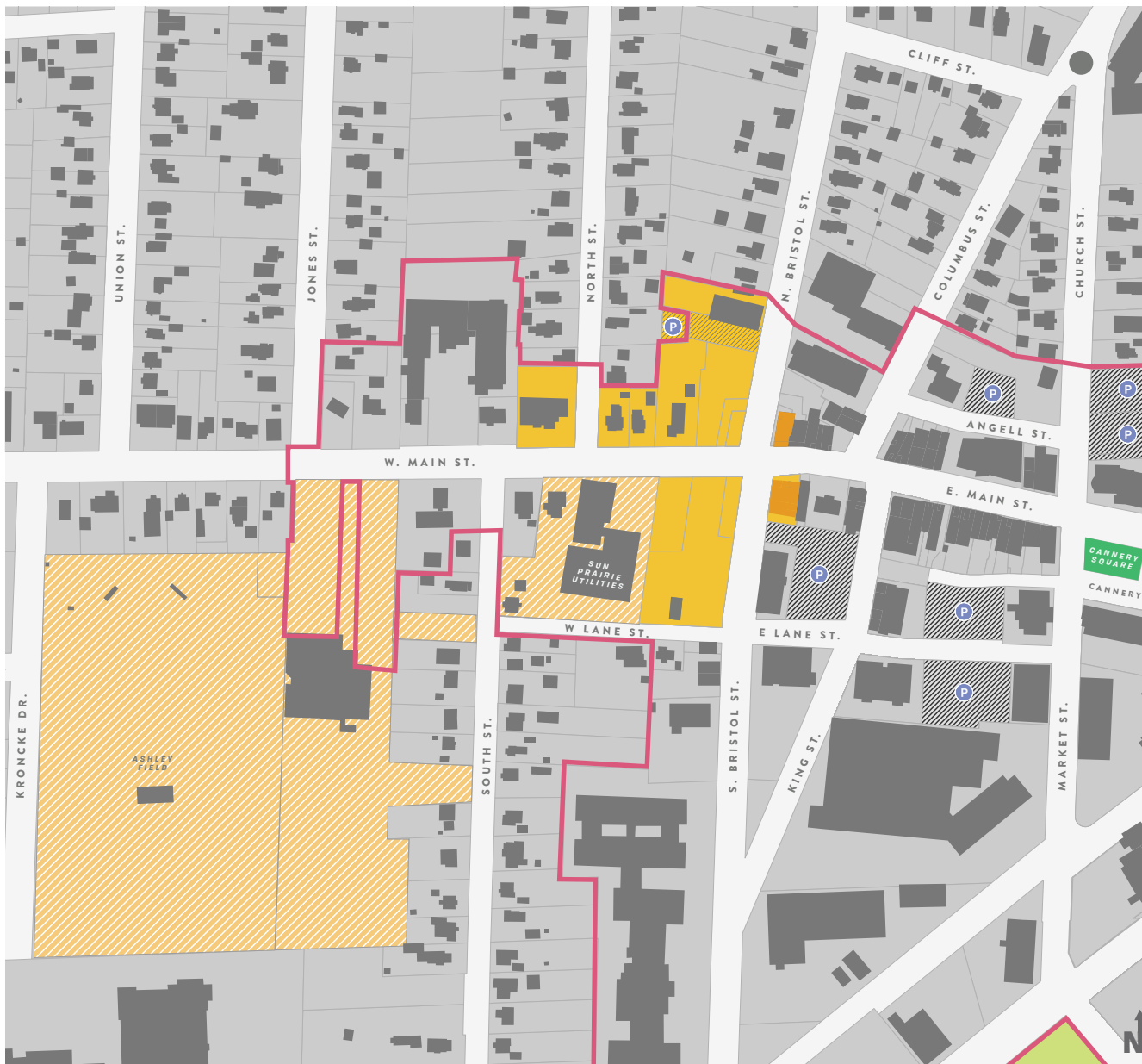
The Master Plan includes a baseline concept, preferred concept, and an alternative concept. This Plan also provides a phasing strategy and associated costs to ensure a realistic approach to developing the site. Additional design guidelines help solidify the vision that the community has voiced throughout this process.

IN CONTEXT

Sun Prairie is a vibrant community located in northeastern Dane county, east of the City of Madison. Main and Bristol, the site of the July 2018 gas leak and explosion, is located in downtown Sun Prairie. The site is located two blocks west of City Hall and Cannery Square. The primary site (3.8 acres), highlighted in yellow, extends beyond the explosion site, encompassing four properties to the west, one property to the north and one to the south. The secondary site, hatched in white, includes Sun Prairie Utilities, The Crosse House, Prairie Phoenix Academy and Ashley Field, and one residential property.

CONCEPTS

Throughout the planning process, the planning team generated more than seven different schematic concepts for the site. These concepts were discussed with the community through multiple open houses, online surveys, and working sessions with the steering committee and property owners. The concepts presented over the next few pages represent refined plans that select the favored elements by both the community and Steering Committee.



LEGEND

- Parcels
- Secondary Site Area
- Buildings
- TIF 8 District
- Open Space
- Impacted by Explosion
- Primary Site Area
- Parking - Municipal

BASELINE CONCEPT

The **Baseline Concept** shown on the facing page focuses on the primary redevelopment sites identified earlier in this report. It is a realistically achievable concept that is not contingent on sale or lease of additional parcels. It is considered an interim development plan that can be achieved in the short-term. While this concept is a fragment of the other concepts, it shares the same grand vision of creating a gateway to the thriving downtown of Sun Prairie.

The proposed development is lining Main Street with a 4-story mixed-use building facing a 4-story boutique hotel. Additional mixed-use buildings are proposed on North and Main Street. The concept supports the discussion for a parking deck accessed from Lane Street. The deck, in addition to supporting the proposed residential units, can support retail and public parking up to 72 additional spaces.

The concept proposes a total of 96 multi-family residential units and two townhomes, 60-70 hotel rooms, and 22,500 square feet of retail space. The concept proposes a total of 150 residential parking spaces, 108 of which are within a parking deck and 42 in surface parking. The proposed, combined residential

parking ratio is 1.53 spaces per unit, which should be adequate to meet the City’s parking standards – depending on unit size/bedroom count . 124 off-street, public parking spaces are proposed to support retail and public use.

While the concept does not extend west of South Street, it does introduce enhancements to Lane Street with the goal of implementing a festival street along that corridor. Ultimately, these enhancements would potentially extend further west towards Ashley Field, connecting to the site to the rest of downtown Sun Prairie.

CONCEPT DATA TOTAL	
LAND USE	
Multi-Family Residential	96 units (~850 SF/unit)
Single-Family Residential	2 units (~1,600 - 2,000 SF/unit)
Hotel	60-70 rooms
Retail	22,500 SF
PARKING	
Residential	150 spaces (1.53 spaces/unit)
Hotel	42 spaces (0.8 spaces / room)
Retail & Public Use	124 spaces
Expanded Parking on Bristol	16 spaces
COMBINED	332 spaces

Plan Data

- 1 2-STORY MIXED USE**
 - 6 Residential Units (Apartments)
 - 5,000 SF Ground-Floor Commercial
 - 24 Surface Parking Spaces (12 residential + 12 retail)
- 2 3-STORY MIXED-USE DEVELOPMENT**
 - 20 Upper-Story Residential Units (~850 SF/unit) - Floors 2-3
 - 6,500 SF Ground-Floor Commercial - Floor 1
 - 30 Surface Parking Spaces (1.5 spaces/unit)
- 3 4-STORY BOUTIQUE HOTEL**
 - 60 - 70 Keys
 - 4,000 SF Ground Floor Amenity Space
 - 4,000 SF Ground-Floor Commercial
 - 12 Internal Parking Spaces (0.2./room)
 - 36 Surface Parking Spaces (0.6./room)
- 4 PUBLIC PARKING LOT**
 - 40 Surface Parking Spaces
- 5 MAIN STREET ENHANCEMENTS**
 - Boulevard Island/Pedestrian Refuge
 - Expanded Public Realm Landmark
- 6 4 TO 5-STORY MIXED-USE DEVELOPMENT**
 - 70 Upper-Story Residential Units (~850 SF/unit) - Floors 2-5
 - 7,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
 - 2 Wrapped Rowhomes (1,600 - 2,000 SF)
- 7 2-LEVEL PARKING STRUCTURE**
 - 180 Spaces Total
 - 108 Spaces for Private Residential Use
 - 72 Spaces for Retail and Public Use
 - Rooftop Open Space & Amenities
- 8 FESTIVAL STREET (LANE STREET)**
 - New Multi-use Streetscape with Decorative Paving and Urban Design Elements – such as Bollards, Planters, and Public Art.
 - Decorative Lighting with Banners and Overhead String Lights
 - Enhanced Crosswalks and Pedestrian Safety Measures

Baseline Concept Plan



LEGEND Residential Single Family Commercial Hotel Open Space

PREFERRED CONCEPT

The **Preferred Concept** expands to the secondary redevelopment sites that include the Sun Prairie Utilities and Phoenix Academy sites, as well as other School District property. The concept combines elements most preferred by the community and Steering Committee in previous schematic plan concepts.

The concept envisions multiple mixed-use residential buildings lining Main Street on the north and south sides, ranging from two to four or five stories. A 4-story boutique hotel is shown on the northwest corner of the Bristol and Main intersection. On the southwest corner, a 2-story parking structure is set within the site's grade change, supporting the primary Main and Bristol development above it. Further west, the mixed-use character continues with 2 to 3-story buildings. The concept proposes a variety of housing types, transitioning south into 2 to 3 story rear-loaded rowhomes, in addition to attached single family homes. The preferred concept extends Jones Street south of Main, connecting to Lane Street, while also maintaining South Street through to Main.

The preferred concept proposes 259 total residential units (including single-family), 60 to 70 hotel rooms, and 39,700 square feet of retail space. The concept proposes 289 total residential parking spaces, 232 of which are contained in a parking deck. Residential parking ratios average 1.5 spaces per unit, which

is generally consistent with the City's current standards. Public parking is a key component of this concept, with retail and other publicly-accessible spaces provided in several locations, including 110 spaces in the parking deck proposed on Main and Bristol. In addition to the deck, 40 public parking spaces north of Main Street, and a total of 110 spaces west of Main Street are proposed in the form of surface parking.

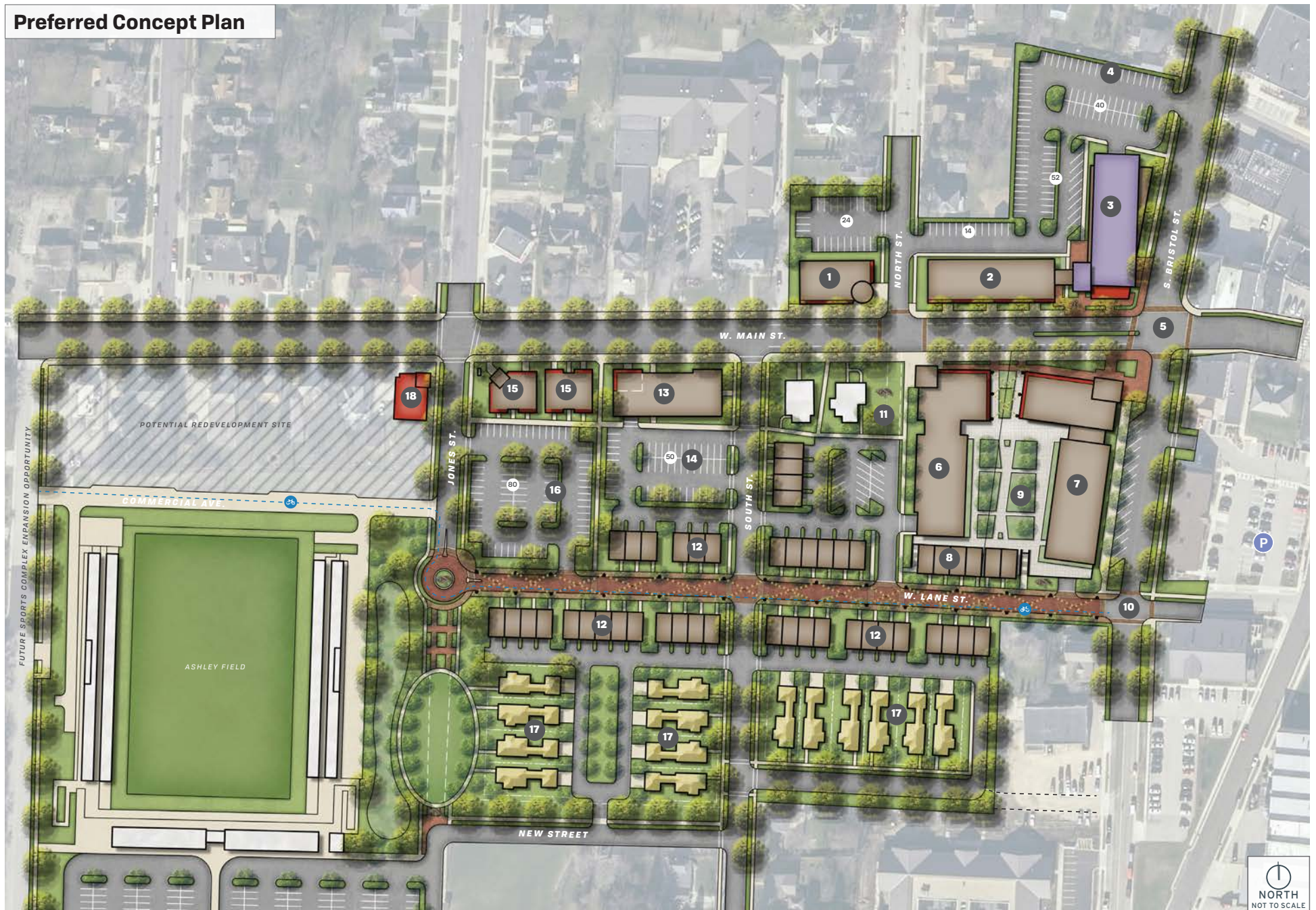
A series of connected public open spaces are shown throughout the plan, allowing for a variety of programs at different scales. Most importantly, Lane Street (Festival Street) is designed to be an active and vibrant multi-functional street fronted by rowhomes. The street's proposed layout is flexible enough to support multi-modal transportation including bikes. Decorative urban design elements – including overhead string lights, wayfinding and signage, and street art – is highly encouraged on the Festival Street to help promote a sense of place.

CONCEPT DATA TOTAL	
LAND USE	
Multi-Family Residential	190 units (~850 SF/unit)
Single-Family Residential	61 units (~1800 - 3400 SF/unit)
Hotel	60-70 rooms
Retail	35,700 SF
PARKING	
Residential	400 spaces (1.6 spaces/unit)
Hotel	48 spaces (0.8 spaces / room)
Retail & Public Use	312 spaces
Expanded Parking on Bristol	16 spaces
COMBINED	776 spaces

Plan Data

- 1 2-STORY MIXED USE**
 - 6 Residential Units (Apartments)
 - 5,000 SF Ground-Floor Commercial
 - 24 Surface Parking Spaces (12 residential + 12 retail)
- 2 3-STORY MIXED-USE DEVELOPMENT**
 - 20 Upper-Story Residential Units (~850 SF/unit) - Floors 2-3
 - 6,500 SF Ground-Floor Commercial - Floor 1
 - 30 Surface Parking Spaces (1.5 spaces/unit)
- 3 4-STORY BOUTIQUE HOTEL**
 - 60 - 70 Keys
 - 4,000 SF Ground Floor Amenity Space
 - 4,000 SF Ground-Floor Commercial
 - 12 Internal Parking Spaces (0.2/room)
 - 36 Surface Parking Spaces (0.6/room)
- 4 PUBLIC PARKING LOT**
 - 40 Surface Parking Spaces
- 5 MAIN STREET ENHANCEMENTS**
 - Boulevard Island/Pedestrian Refuge
 - Expanded Public Realm Landmark
- 6 4-STORY MIXED-USE DEVELOPMENT**
 - 68 Upper-Story Residential Units (~850 SF/unit) - Floors 2-4
 - 6,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
- 7 4 TO 5-STORY MIXED-USE DEVELOPMENT**
 - 70 Upper-Story Residential Units (~850 SF/unit) - Floors 2-5
 - 7,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
- 8 2-3 STORY WRAPPED ROWHOMES**
 - 6 Units (1,600 - 2,000 SF)
 - Internal Parking Spaces (2 spaces/unit)
- 9 2-LEVEL PARKING STRUCTURE**
 - 330 Spaces Total
 - 220 Spaces for Private Residential Use
 - 110 Spaces for Retail and Public Use
 - Rooftop Open Space & Amenities
- 10 FESTIVAL STREET (LANE ST.)**
 - New Multi-use Streetscape with Decorative Paving and Urban Design Elements – such as Bollards, Planters, Public Art, and Lighting.
 - Enhanced Crosswalks and Pedestrian Safety Measures
- 11 CROSSE HOUSE & NEIGHBORING HOME MAINTAINED**
 - 20 Surface Parking Spaces for Public Use
- 12 2-3 STORY REAR-LOADED ROWHOMES**
 - 41 Units Total (1,800 - 2,400 SF/unit)
 - 2 Car Garage and Apron
- 13 3-STORY MIXED USE**
 - 18 Residential Units (~850 SF/unit) - Floors 2-3
 - 1,200 SF Ground-Floor Commercial - Floor 1
 - 27 Internal Parking Spaces (1.5 space/unit)
- 14 PUBLIC PARKING LOT**
 - 50 Total Surface Parking Spaces
- 15 2-STORY MIXED USE (2 BUILDINGS)**
 - 8 Total Residential Units (Apartments)
 - 6,000 SF Total Ground-Floor Commercial
- 16 PUBLIC PARKING LOT**
 - 80 Total Surface Parking Spaces
- 17 SMALL-LOT SINGLE-FAMILY CITY HOMES**
 - 14 Units Total (2,400 - 3,400 SF/unit)
 - 2 Car Garage and Apron
- 18 POTENTIAL MAIN STREET REDEVELOPMENT AREA**
 - Potential Future Expansion of Commercial and Other Supportive Uses Along Main Street

Preferred Concept Plan



LEGEND Residential Single Family Commercial Hotel Open Space



ALTERNATIVE CONCEPT

The **Alternative Concept** depicts options for various components or areas of the plan, as highlighted by a white dotted line on the adjacent page and as described below.

Northwest Corner of Main and Bristol

As an alternate to the boutique hotel shown on the preferred concept, a 4-story mixed-use building is shown at the corner. The development would include ground-floor commercial space fronting the intersection and approximately 36 upper-story residential units.

Surface Parking along Bristol Street – South of Lane St.

The alternative concept shows an option to provide additional shared public parking in a central location. The proximity of this lot to Ashley Field and downtown to the east could help alleviate parking concerns. Additionally, the cost of building this surface parking may be substantially less than building public parking in a below-grade deck at the southwest corner of Main and Bristol.

Historical Museum Connection

Another idea explored in the planning process is to potentially renovate or redevelop the building on the southeast corner of Bristol and Main in conjunction with an enhanced Historical Museum.

Additional green space adjacent to the Crosse House

Depending on the future evolution of Main Street as it redevelops to the west, an option for additional green space is shown adjacent to the Crosse House. This concept envisions the creation of a campus-like setting for the Crosse House that could include a modest passive park, sculpture garden, and/or a space for small gatherings and programmed events.

Jones Street Extension

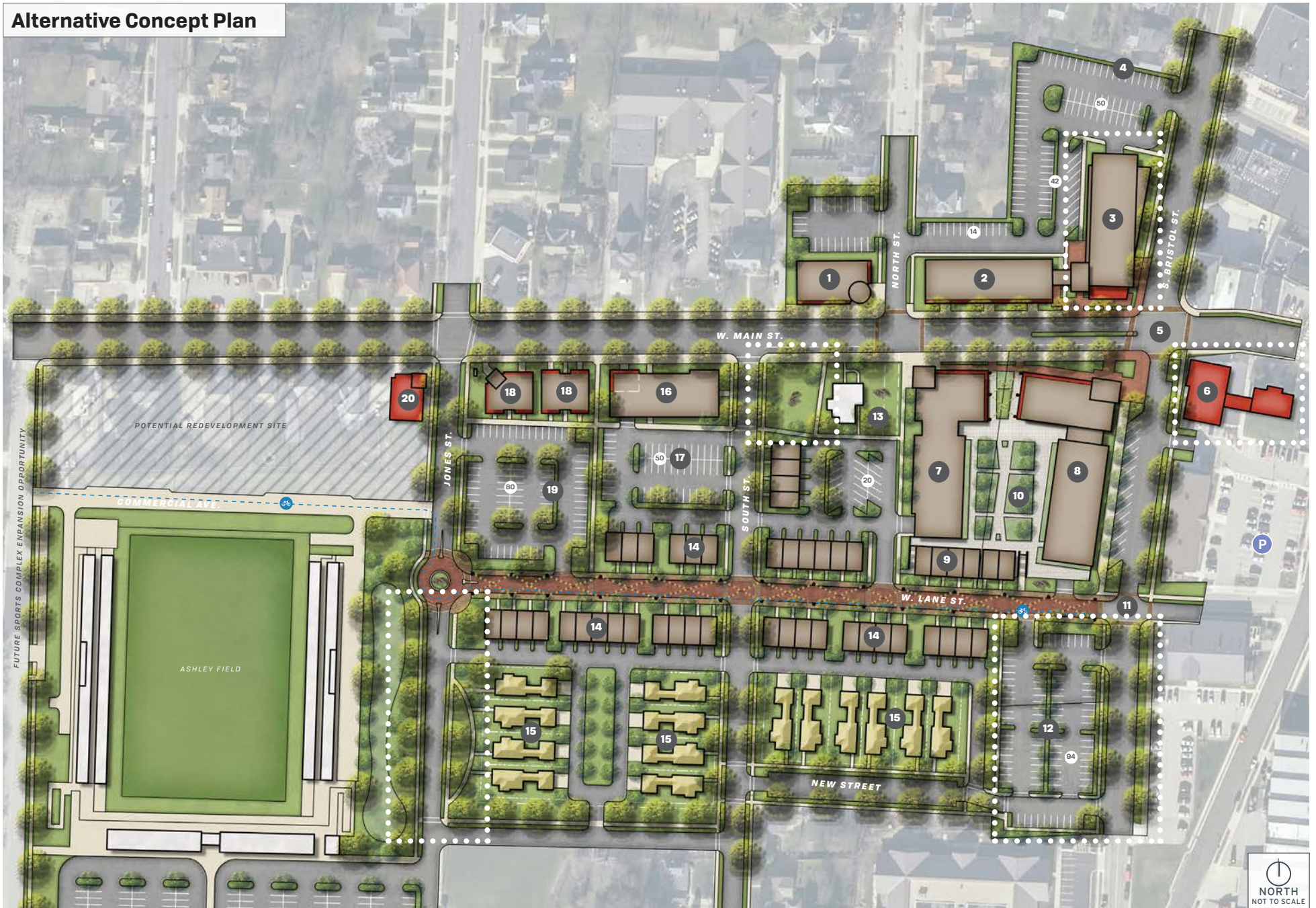
As part of a potential long-term scenario, the alternative concept shows the extension of Jones Street south to the Ashley Field parking lot. This scenario would provide an alternate access point to and from Ashley Field and would disperse traffic before and after large events. While the Phoenix Academy is still in active use and therefore this connection would not yet be possible, future school district and municipal planning efforts should consider the opportunity to enable this connection.

CONCEPT DATA TOTAL	
LAND USE	
Multi-Family Residential	226 units (~850 SF/unit)
Single-Family Residential	61 units (~1800 - 3400 SF/unit)
Retail / Civic Use	48,700 SF
PARKING	
Residential	453 spaces (1.6 spaces/unit)
Retail & Public Use	266 spaces
Expanded Parking on Bristol	16 spaces
COMBINED	735 spaces

Plan Data

- 1 2-STORY MIXED USE**
 - 6 Residential Units (Apartments)
 - 5,000 SF Ground-Floor Commercial
 - 24 Surface Parking Spaces (12 residential + 12 retail)
- 2 3-STORY MIXED-USE DEVELOPMENT**
 - 20 Upper-Story Residential Units (~850 SF/unit) - Floors 2-3
 - 6,500 SF Ground-Floor Commercial - Floor 1
 - 30 Surface Parking Spaces (1.5/unit)
- 3 4-STORY MIXED-USE DEVELOPMENT**
 - 36 Upper-Story Residential Units (~850 SF/unit) - Floors 2-4
 - 4,000 SF Ground-Floor Commercial - Floor 1
 - 28 Internal Parking Spaces (0.8/unit)
 - 26 Surface Parking Spaces (0.7/unit)
- 4 PUBLIC PARKING LOT**
 - 50 Surface Parking Spaces
- 5 MAIN STREET ENHANCEMENTS**
 - Boulevard Island/Pedestrian Refuge
 - Expanded Public Realm Landmark
- 6 3-STORY COMMERCIAL/CIVIC DEVELOPMENT**
 - 13,000 SF Total Floor Area
 - Connection to Historical Museum
- 7 4-STORY MIXED-USE DEVELOPMENT**
 - 68 Upper-Story Residential Units (~850 SF/unit) - Floors 2-4
 - 6,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
- 8 4 TO 5-STORY MIXED-USE DEVELOPMENT**
 - 70 Upper-Story Residential Units (~850 SF/unit) - Floors 2-5
 - 7,000 SF Ground-Floor Commercial
 - Internal Parking Spaces (1.5 spaces/unit)
- 9 2-3 STORY WRAPPED ROWHOMES**
 - 6 Units (1,600 - 2,000 SF)
 - Internal Parking Spaces (2 spaces/unit)
- 10 2-LEVEL PARKING STRUCTURE**
 - 220 Spaces for Private Residential Use
 - Rooftop Open Space & Amenities
- 11 FESTIVAL STREET (LANE ST.)**
 - New Multi-use Streetscape with Decorative Paving and Urban Design Elements – such as Bollards, Planters, Public Art, and Lighting.
 - Enhanced Crosswalks and Pedestrian Safety Measures
- 12 PUBLIC PARKING LOT**
 - 54 Surface Parking Spaces
- 13 THE CROSSE HOUSE & CORNER OPEN SPACE**
 - 20 Surface Parking Spaces for Public Use
- 14 2-3 STORY REAR-LOADED ROWHOMES**
 - 41 Units Total (1,800 - 2,400 SF/unit)
 - 2 Car Garage and Apron
- 15 SMALL-LOT SINGLE-FAMILY CITY HOMES**
 - 14 Units Total (2,400 - 3,400 SF/unit)
 - 2 Car Garage and Apron
- 16 3-STORY MIXED USE**
 - 18 Residential Units (~850 SF/unit) - Floors 2-3
 - 1,200 SF Ground-Floor Commercial - Floor 1
 - 27 Internal Parking Spaces (1.5 space/unit)
- 17 PUBLIC PARKING LOT**
 - 50 Total Surface Parking Spaces
- 18 2-STORY MIXED USE (2 BUILDINGS)**
 - 8 Total Residential Units (Apartments)
 - 6,000 SF Total Ground-Floor Commercial
- 19 PUBLIC PARKING LOT**
 - 80 Total Surface Parking Spaces
- 20 POTENTIAL MAIN STREET REDEVELOPMENT AREA**
 - Potential Future Expansion of Commercial and Other Supportive Uses Along Main Street

Alternative Concept Plan



LEGEND Residential Single Family Commercial Hotel Open Space

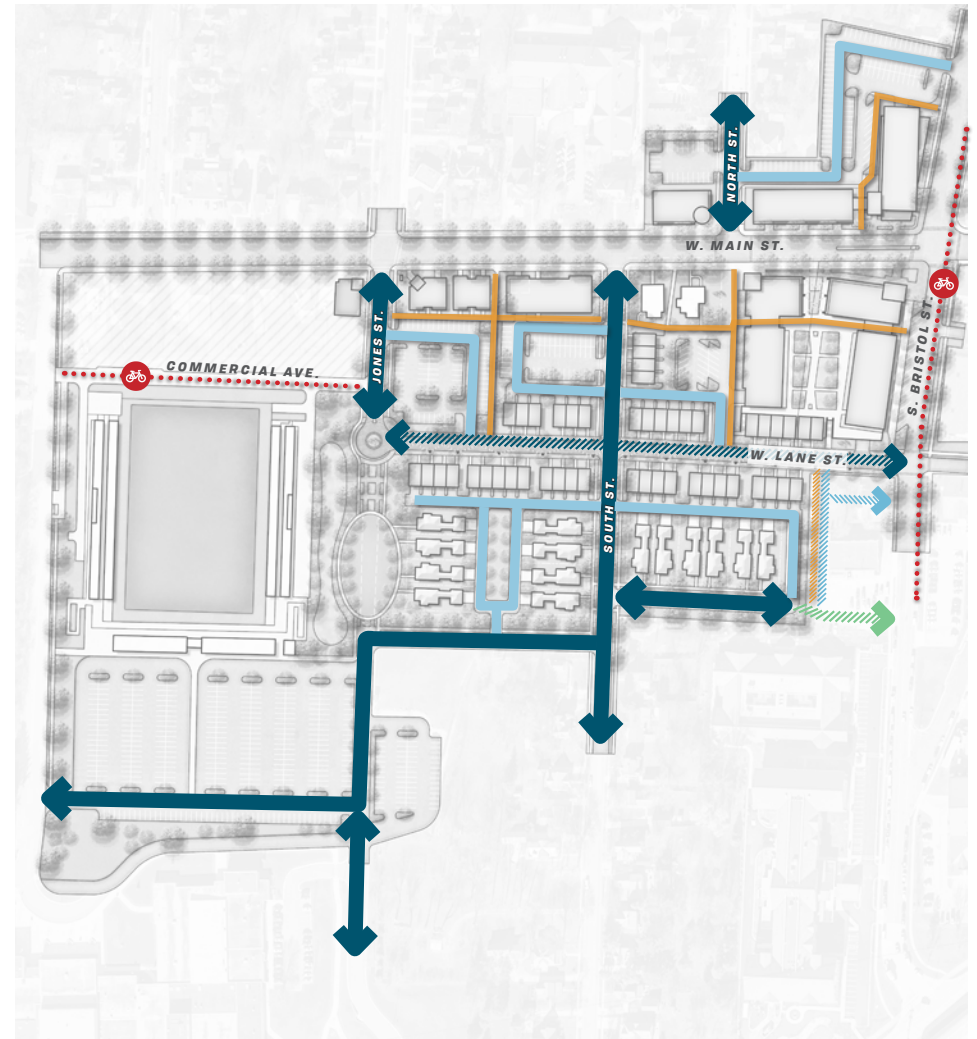
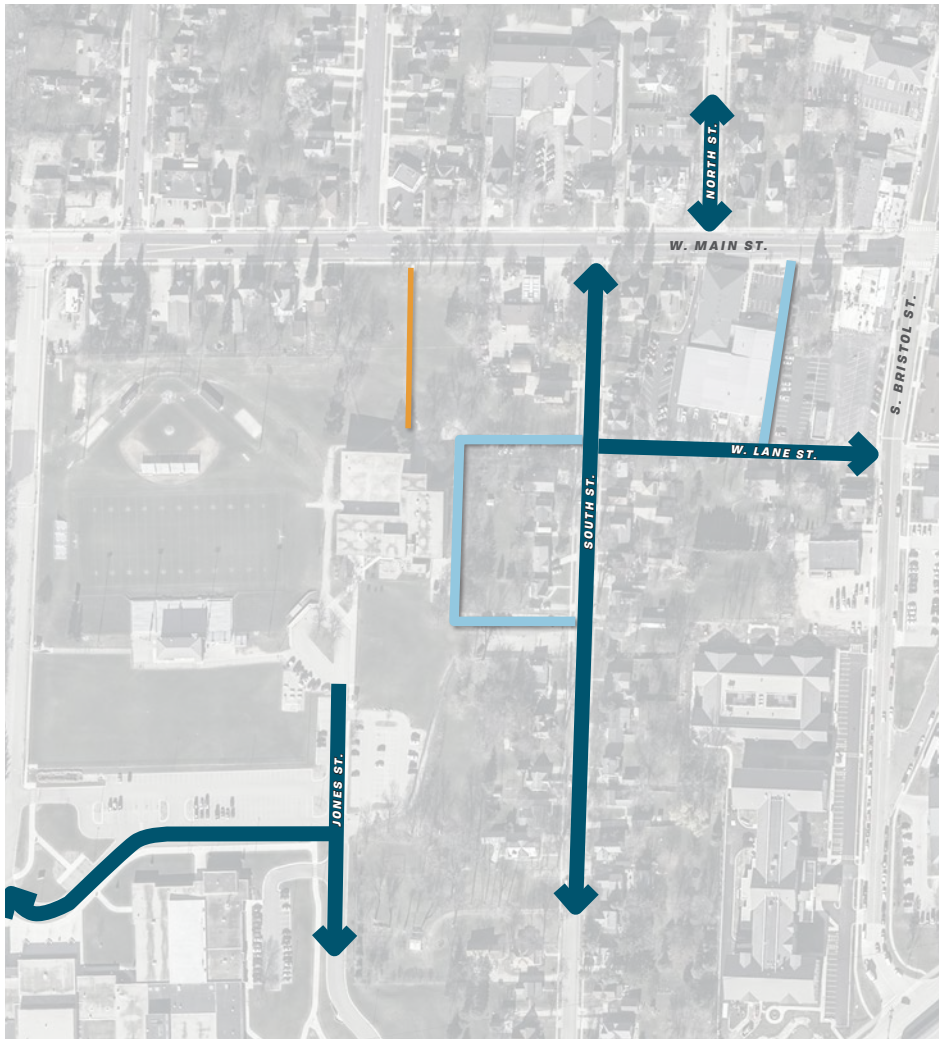
PREFERRED CONCEPT MASSING

Northwest view



Southeast view

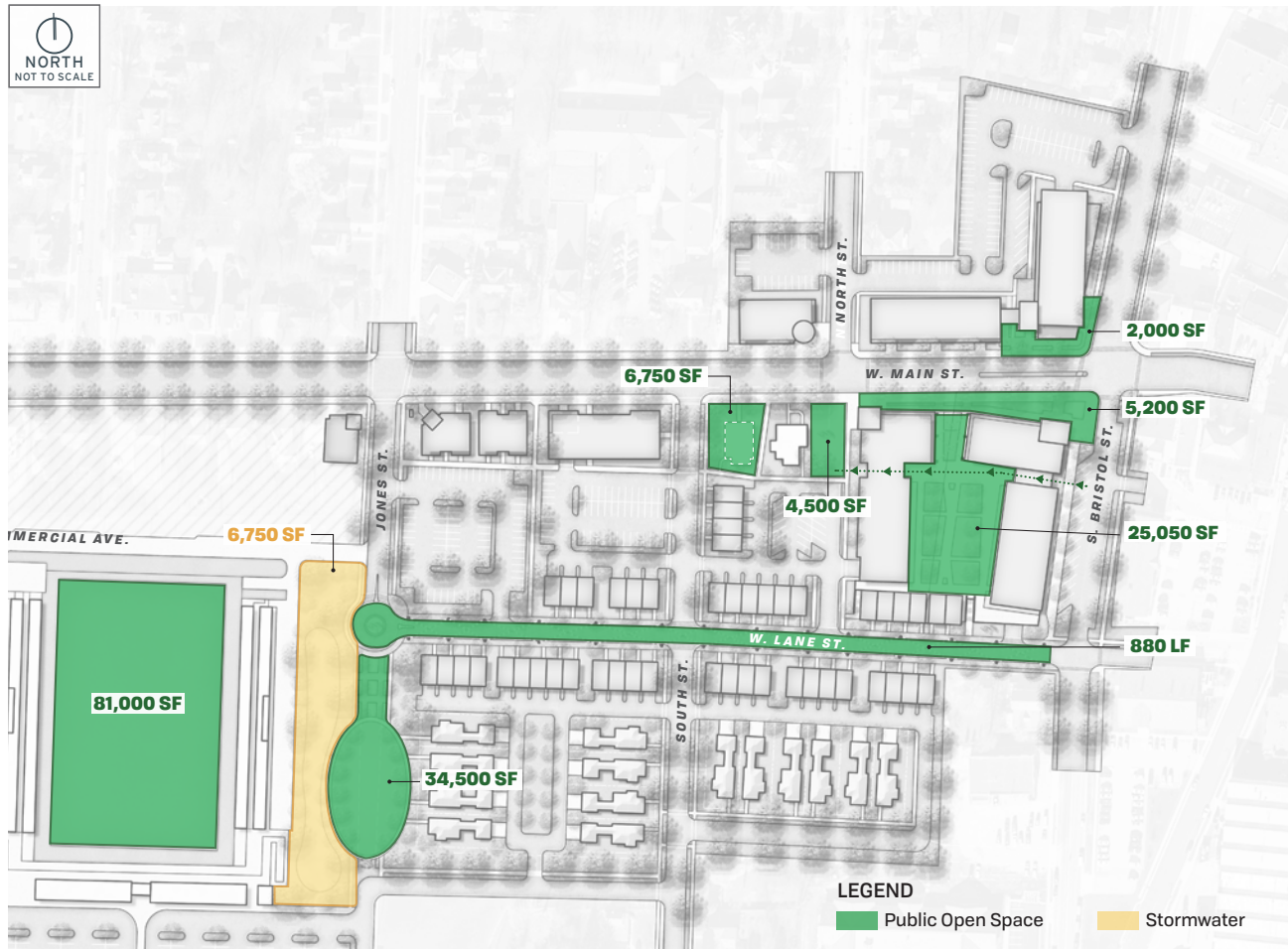




CIRCULATION

LEGEND █ Street █ Alley / Access Drive █ Sidewalk ●● Bike Route / Trail █ Street extension

The framework of the preferred plan relies upon developing a more organized block structure for all modes of transportation. Compared to the existing structure, the concept creates more permeability and access to the overall neighborhood. Jones Street is extended to connect to Lane Street and a new east-west street south of Lane Street could potentially tie back to Bristol Street. A secondary alley or access drive framework provides vehicular connections to parking lots and/or new development. A continuous bike route would link Ashley Field (along Commercial Avenue) to Lane Street as a back flush into downtown. Finally, a more robust sidewalk and pedestrian network is connected east to west from Bristol Street to Jones Street and at multiple points north to south from Main Street to Lane Street, creating a walkable extension of downtown.



OPEN SPACE

The public open space network depicted in the plan includes a variety of pocket parks and plazas that will help to activate and energize the western edge of downtown. The larger plaza space, south of Main Street, extends into the development at grade to create a rooftop garden that is accessible from Lane Street. A pedestrian pass through allows flexible circulation east-west of the development from Bristol through to the Crosse House. The plan shows two pocket parks east and west of the Crosse House, creating a campus-like space that serve a variety of functions. In all the concepts, Lane Street is envisioned as a multi-functional and highly-active "Festival Street", fronted by rowhomes and activated on game days or for other special events.



Public Plaza



Memorial Sculpture

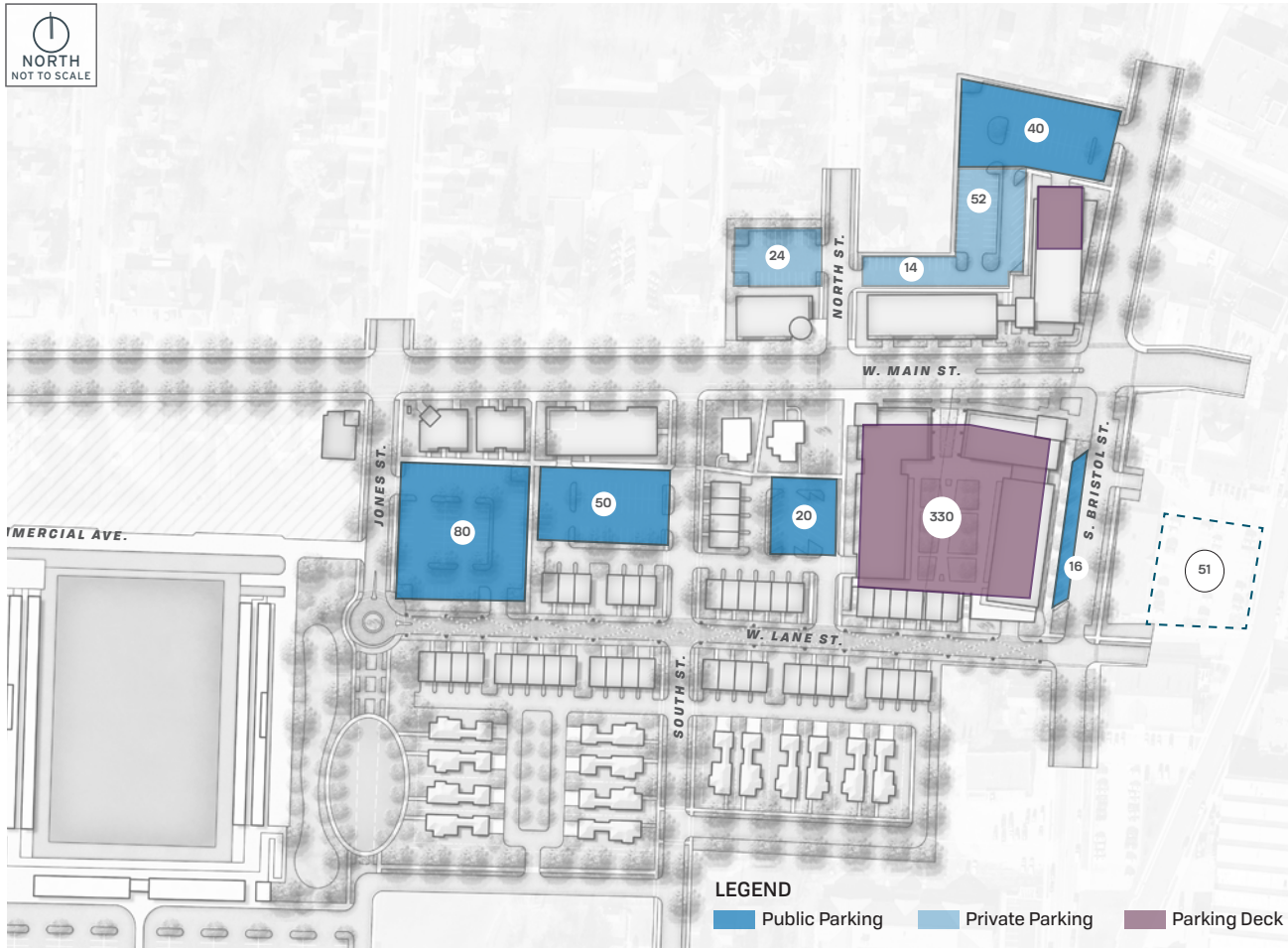


Vibrant Pocket Park



Perspective view of Lane Street at night looking west towards Ashley Field.

FESTIVAL STREET (LANE STREET)



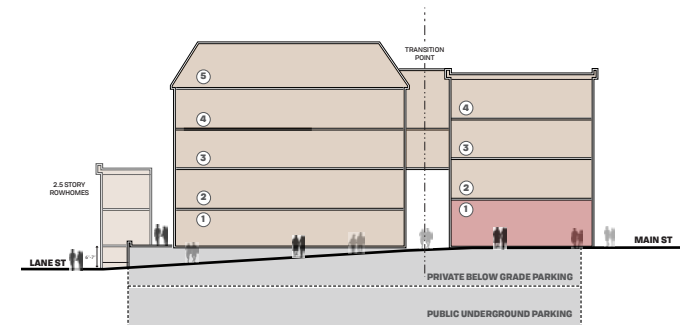
Screened Surface Parking

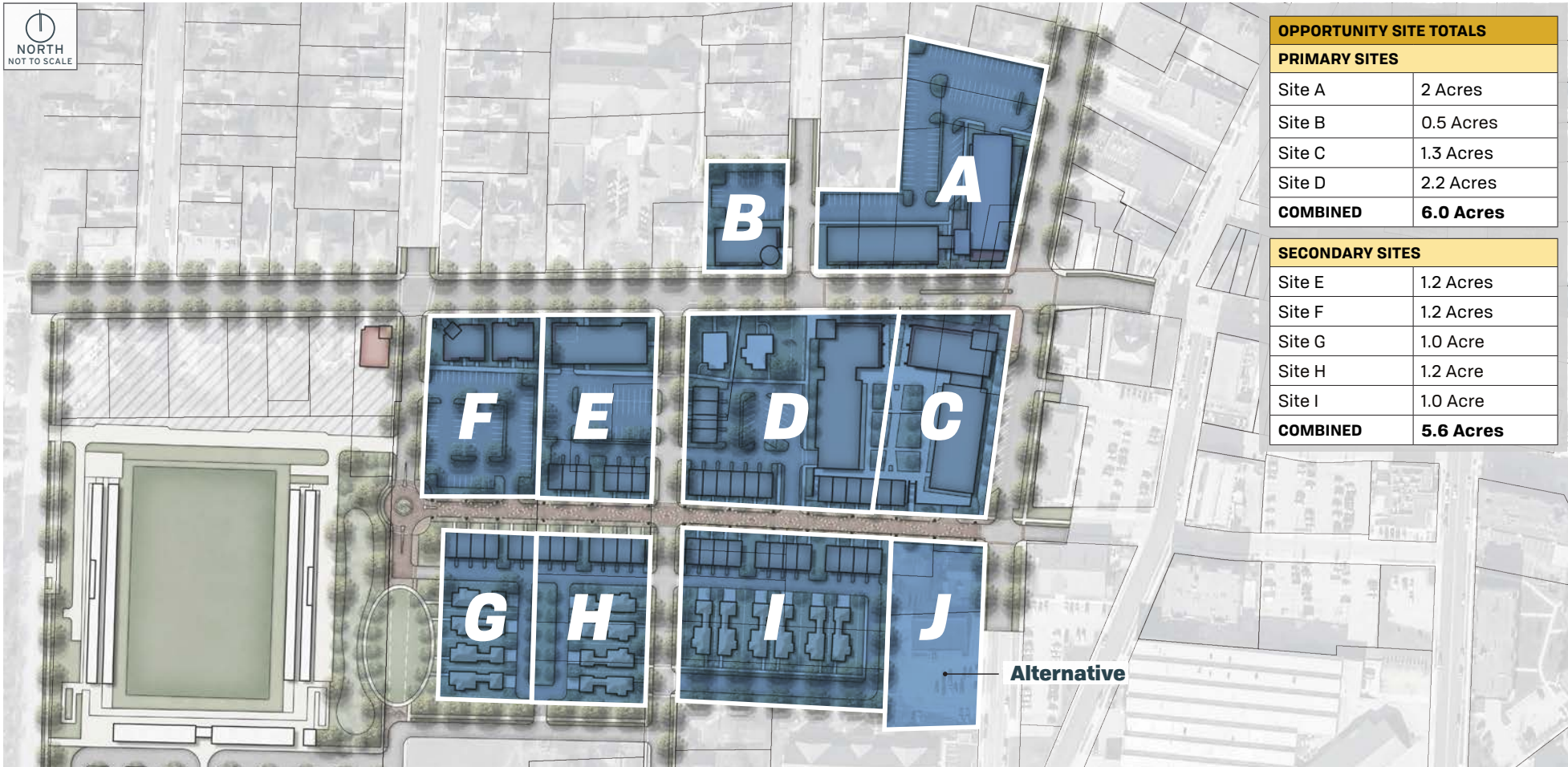


Concealed Parking Deck

PARKING

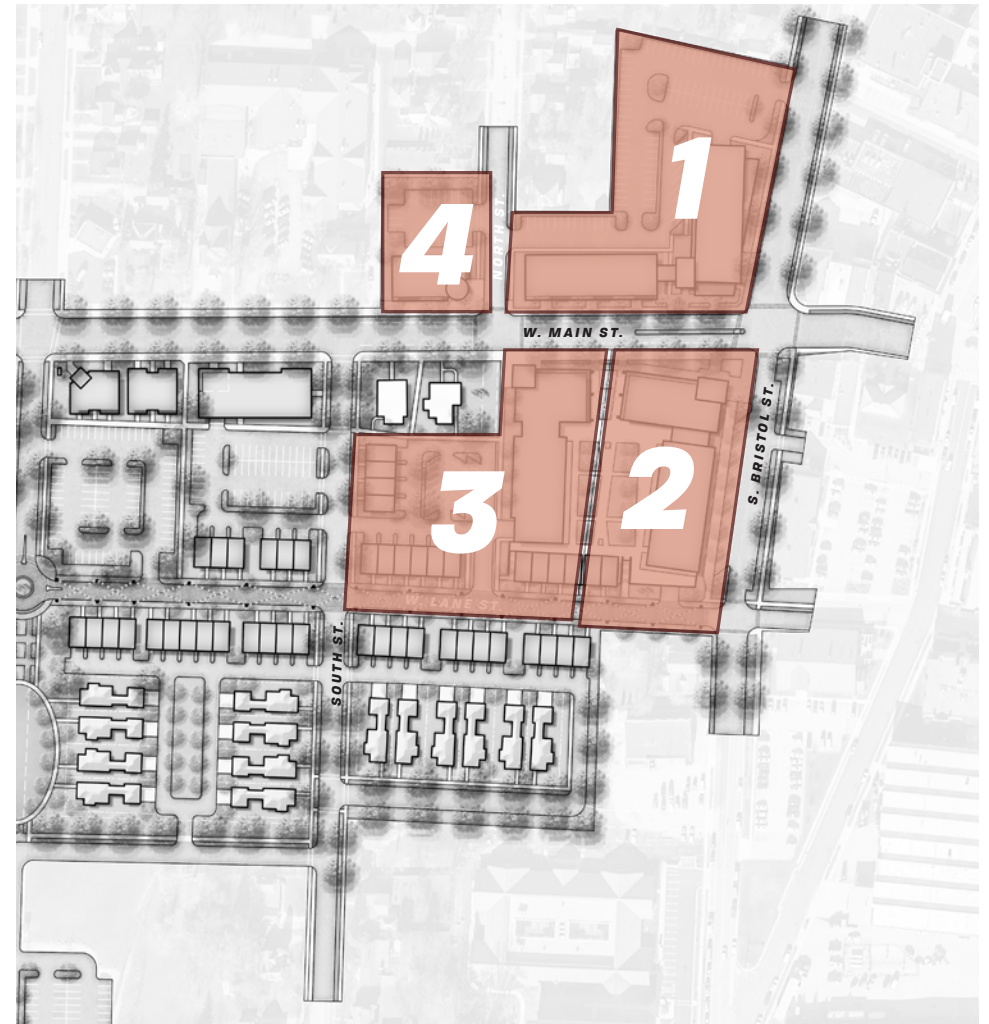
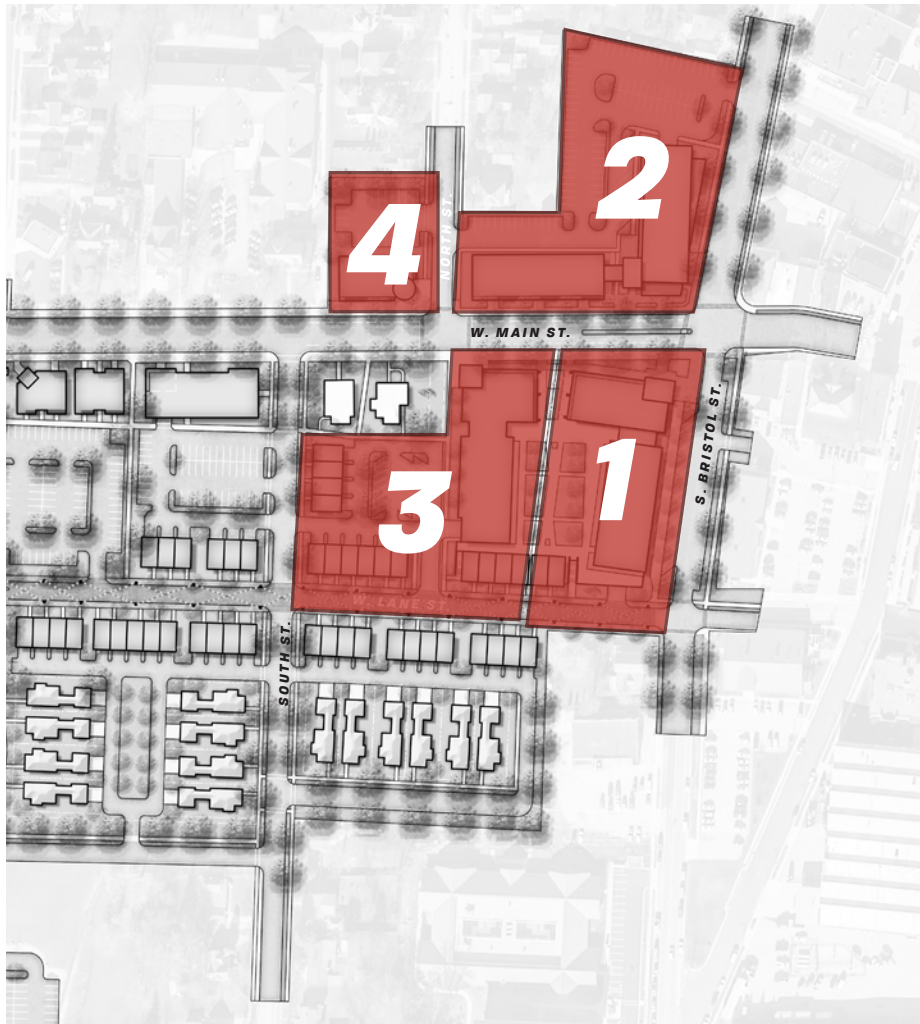
To support the preferred concepts and various land uses, both private and public parking is shown throughout the study area. Surface parking on Main Street is tucked behind buildings and accessible from Lane, Jones, and South Streets. As previously described, a 2-story parking deck is integrated into the primary Main & Bristol development site that could accommodate up to 330 cars, 110 of which are for retail and public use. It is envisioned that the parking deck would not be immediately visible from Main Street, with primary access focused towards Lane Street. An example of the relationship between the building and deck is shown in the diagram to the right.





OPPORTUNITY SITES FRAMEWORK

The Preferred Concept can be divided into ten opportunity sites that may be developed independently. **Sites A through D** are focused on the primary Study Area and are most likely to be developed first. While some of the sites include multiple parcels, owned/managed by multiple owners, it is in the community’s best interest to for these parcels to be developed, or at least staged so they are planned cohesively. For example, **Site I** is a group of five parcels - the concept envisioned for this site requires a collaboration between the different property owners. Additional partnerships and agreements are required to implement the overall Plan.



DEVELOPMENT PHASING

While the concept plan depicted in this Master Plan report represents a comprehensive vision for redeveloping the west side of downtown, rejuvenation will occur as a phased approach. The diagrams above show potential phasing scenarios for the vision's implementation. The northwest and southwest corners of the Main and Bristol intersection have property owners who are actively pursuing the redevelopment of these parcels. These owners have been engaged throughout the planning process and have seen the community-supported vision. The Sun Prairie Utilities (SPU) site is currently occupied and not ready for redevelopment until SPU assesses their needs and possible future locations. However, this parcel is large and ultimately an important piece to achieving the vision.



Birds eye view of the Main and Bristol intersection looking southwest towards Ashley Field

MAIN & BRISTOL

Design Guidelines

The following design guidelines were developed to help define the character of the plan vision and to help guide the decision-making process. While the application of the design guidelines can be subjective and allows for flexibility, compliance with the overall vision of creating a vibrant downtown is key. Excellence in design and creative placemaking are the major takeaway behind these guidelines. While the diagrams on the following pages focus on the Main and Bristol intersection, the design guidelines are encouraged throughout downtown Sun Prairie.

Urban Form

Urban form guidelines focus on building mass, scale, and articulation guiding the size and form of individual buildings to ensure the appropriate placement in relation to their context. The guidelines encourage locating taller portions of structures away from Main Street and promote a stepped approach to the building design, which helps reduce block massing and bulkiness.

Architecture

Architecture guidelines focus on the attention to detail in design elements and architectural features, and the use of proper and relevant materials. The guidelines encourage a variety of roof forms and detailing to create depth and visual interest, particularly for facades.

Site / Landscape

Site and landscape guidelines focus on the public realm and emphasize the value of landscaping in private and public spaces. The guidelines encourage a variety of open spaces and highlight the need for streetscape improvements. Sustainable best practices are highly encouraged in the proposed development, including green roofs, permeable pavers, and other creative stormwater management solutions.



Upper Floor Setback

Step back upper stories of taller buildings along the primary streets.



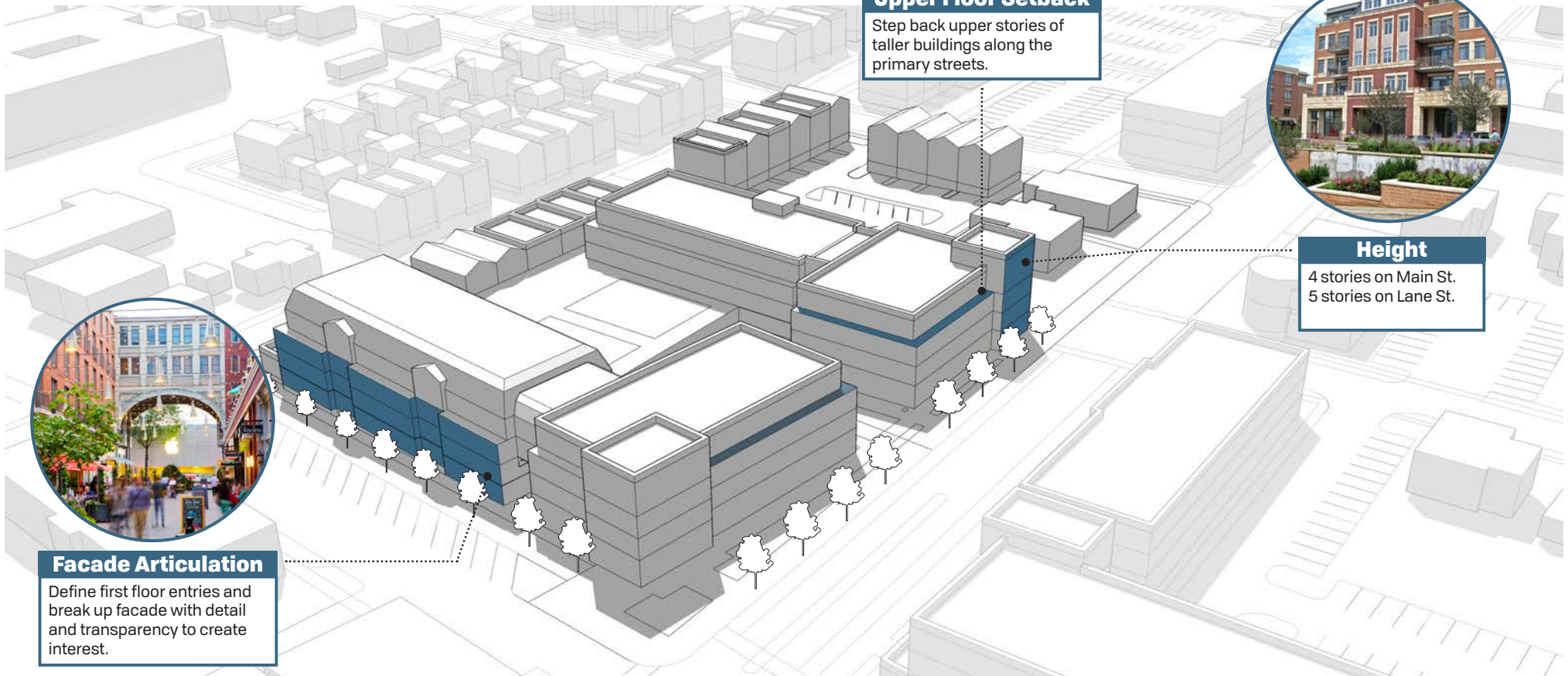
Height

4 stories on Main St.
5 stories on Lane St.



Facade Articulation

Define first floor entries and break up facade with detail and transparency to create interest.



URBAN FORM DESIGN GUIDELINES



Roof Articulation

Encourage articulated roofs and discourage flat roofs.



Details

Incorporate corner elements and architectural features at the Main and Bristol intersection.



Materials

Use traditional materials, such as brick, to complement the historic buildings on Main Street.



ARCHITECTURE DESIGN GUIDELINES

Additional architecture design guidelines include:

Transitions

- **Locate taller portions of structures away from neighboring residential buildings.**
 - Utilize a stepped approach to building design in order to transition between surrounding buildings at a smaller scale.

Monotony

- **Buildings with continuous facades that are 50 feet or greater should be designed with architectural details or relief in the facade to mitigate monotony in a fashion that is compatible with adjacent development.**
 - These features should be located to maximize visual effect along public rights-of-way and across from different zoning uses.
 - Include a minimum of four (4) of the following features in the building design:
 - » six (6) external corners to mitigate monotony, horizontal reveals, parapet offsets, change in color or texture every 250 feet, architectural features, storefront glazing, accent colors.

Unified Design

- **Colors, patterns, and quality of materials shall create a unified building form and convey a sense of human scale.**
 - Scale materials and patterns in context with their use on the building.
 - Use finely-grained materials and patterns to provide greater texture and visual interest nearer the ground level, especially when adjacent to the pedestrian right-of-way.

Windows

- **Locate and space windows to express individual modules of space, establish scale, and create rhythm along a block.**
- **Design windows to create depth and shadow on the facade.**

Ground Floor Definition

- **For buildings with multiple stories, use materials and features to define the ground floor and add visual interest. Windows, display areas, canopies, awnings, wall art, and other architectural features integral to the building are encouraged.**



Landscaping
Incorporate landscape areas at main entrances, public spaces, and amenity decks.



Open Space
Create a special multimodal festival street to connect Ashley Field to Downtown.

Parking
Locate parking under buildings or at rear of site.



Public Plaza
Incorporate public people spaces to anchor and bring activity to the west side of downtown.



Streetscape
Provide a wide, enhanced streetscape along Main Street for outdoor cafes and landscape areas.

SITE / LANDSCAPE DESIGN GUIDELINES

Additional site design guidelines include:

Setback

- **Provide a setback of 10' on Main Street and up to 30' on the southwest corner of the Main and Bristol intersection. Provide a modest setback of 10' to 15' on Lane St. to maintain the urban character of a "small town".**
- **A public plaza space is encouraged southwest of the Main and Bristol intersection.**

Stormwater

- **Incorporating a combination of stormwater best management practices, is encouraged. Strategies include bioswales, green roof systems, permeable/porous parking.**
- **Masonry pavers, stamped concrete, and other durable, fixed pavement/surfacing are recommended in the public realm.**
 - Non-fixed surfacing such as decomposed granite is not encouraged.
 - Permeable/porous pavers are encouraged to mitigate stormwater runoff.

Planting

- **Landscaping should be used to enhance the public realm. Plantings should be incorporated to define edges, enhance and direct views, and promote pedestrian use and enjoyment.**
- **The use of native plants is highly encouraged in streetscapes, planters, and open spaces.**

Streetscape

- **Develop a coordinated streetscape experience along Main Street**
 - Coordinate elements such as pavers, light posts, planters, trash receptacles and tree grates from one development to the next.
 - Exterior light standards, tree grates, seating, etc. shall include durable dark finished metal, wood, or other similar materials.

Cost Estimates

The following are some preliminary, order of magnitude budget numbers to help illustrate the potential development costs of key public infrastructure components described in this plan document – including pocket parks, streetscape improvements, and the Festival Street. While these projects have different priority levels, costs can dictate the sequence of implementation depending on available funding. These cost assumptions are intended to help identify and plan for future enhancements, and are not representative of detailed line item estimates that will be required as the City proceeds towards formal implementation.

PROJECT	COST (est.)
Pocket parks along Main St. (18,450 SF)	\$460,000
Festival Street (880 LF)	\$2,112,000
Garage top green roof / public amenity space (25,050 SF)	\$626,250
Diagonal public street parking on Bristol (16 cars)	\$50,000
Public Art / Memorial / Reflection (allowance)	\$50,000
Additional/Miscellaneous Streetscape Enhancements	\$460,000



WAGNER'S BAR
Pepsi

PISTON
RESTAURANT & BAR

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