



Downtown Sun Prairie

CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039
Update Adopted: September 16, 2025
(Data Updated: 2023)

Volume 1: Community Indicators Report

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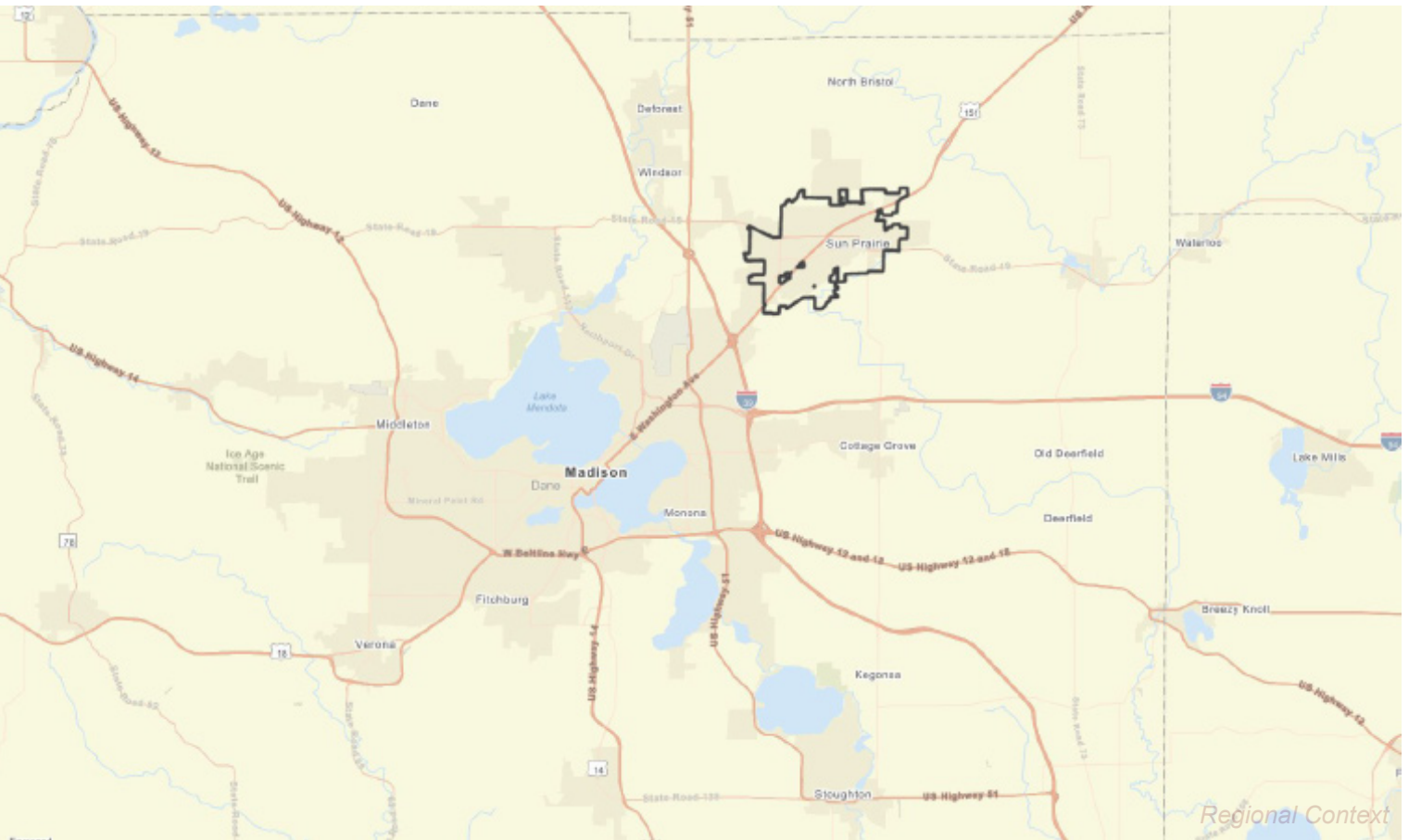
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SUN PRAIRIE REGION



The Economic Development element explores the City's current economic development environment, including comparisons with other communities in the region, and an inventory of current programs and efforts toward supporting economic development in the City. An analysis of the labor force and economic base of the City is included, laying the ground work for the identification of target sectors that the City is well positioned to pursue or desires to pursue over the next decade.

Volume 2 of this plan element contains the goals, policies and actions that are intended to guide the City's economic development efforts in the coming years.

Background

The City of Sun Prairie is the second largest community in Dane County. It is geographically well situated along the State's highway system with four US Hwy 151 interchanges. US 151 is a limited access highway that connects Sun Prairie with the broader region; it runs between Madison and Interstates 39/90/94 to the southwest, and Fond du Lac and the Fox Valley to the northeast.

This transportation corridor provides residents and businesses easy and reliable access to nearby markets, including the adjacent City of Madison, Milwaukee (60 minutes), Chicago (2.5 hours), and the Twin Cities (4 hours). Sun Prairie is also roughly 10 miles from the Dane County Regional Airport, which offers a growing number of non-stop flights.

Within the broader region, the counties of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk (also referred to as the Greater Madison Region) have joined together to form a regional economic development partnership known as MadREP (Madison Region Economic Partnership). The region offers an array of amenities and opportunities that make it a great place to live and do business, including:

- » Economic drivers: diversity and corporate presence;
- » Higher education and innovation capacity;
- » State capital and State government;
- » Natural resources;
- » Agriculture and food science infrastructure and expertise; and

- » Connection to some of the Midwest’s largest urban centers, including Milwaukee and Chicago.

Educational Attainment

Sun Prairie is similar to other Dane County communities as it relates to percentage of residents with a high school diploma or higher (96.46%), but ranks below all others (except the City of Stoughton and the State as a whole) in percentage of residents who have earned a bachelor’s degree or higher (46.88%). See Figure 6-1 to the right for more details.

Income

Sun Prairie has a median household income of \$83,409, which is higher than all other Dane County communities except Verona (see Figure 6-2). Like other Dane County communities, Sun Prairie’s median family income is higher than the State of Wisconsin’s median family income. Sun Prairie also has a lower percentage of residents below the poverty line (see Figure 6-3) than the County and State, but these statistics vary significantly based on factors such as race and gender.

Race

Race is one of the factors that impact income and poverty status. The median household income of the Asian and Caucasian populations of the County, State, Madison and Sun Prairie are significantly higher than those of Black or Hispanic/Latino(a) populations. The income of the Black and African American community in particular is half that of the Asian community in the City of Sun Prairie (see Figures 6-4 and 6-5 on the following page).

Figure 6-1

Educational Attainment	High School or Greater	Bachelor's Degree or Higher
City of Verona	98.42%	59.22%
City of Monona	97.16%	51.06%
City of Sun Prairie	96.46%	46.88%
City of Middleton	96.07%	61.23%
Dane County	95.98%	48.39%
City of Madison	95.89%	50.47%
City of Fitchburg	95.73%	54.68%
City of Stoughton	95.28%	33.98%
State of Wisconsin	92.47%	29.17%

Source: 2021 5-Year ACS Estimate

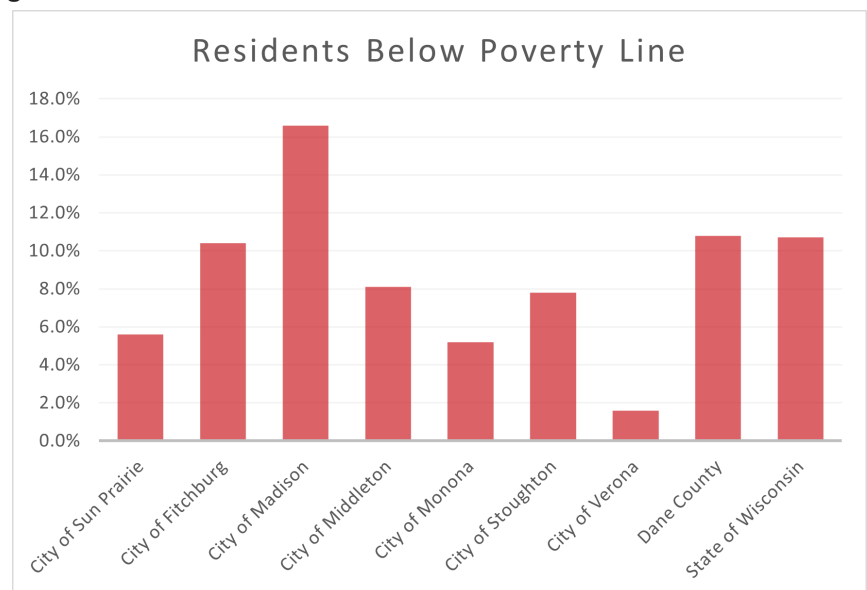
Figure 6-2

Resident Income	Median Household Income	Median Family Income
City of Verona	\$ 94,911	\$ 125,182
City of Sun Prairie	\$ 83,409	\$ 105,664
City of Monona	\$ 82,579	\$ 108,161
City of Middleton	\$ 78,537	\$ 117,803
Dane County	\$ 78,452	\$ 106,739
City of Fitchburg	\$ 78,218	\$ 105,506
City of Madison	\$ 70,466	\$ 101,190
City of Stoughton	\$ 67,272	\$ 93,295
State of Wisconsin	\$ 67,080	\$ 85,623

Source: 2021 5-Year ACS Estimate

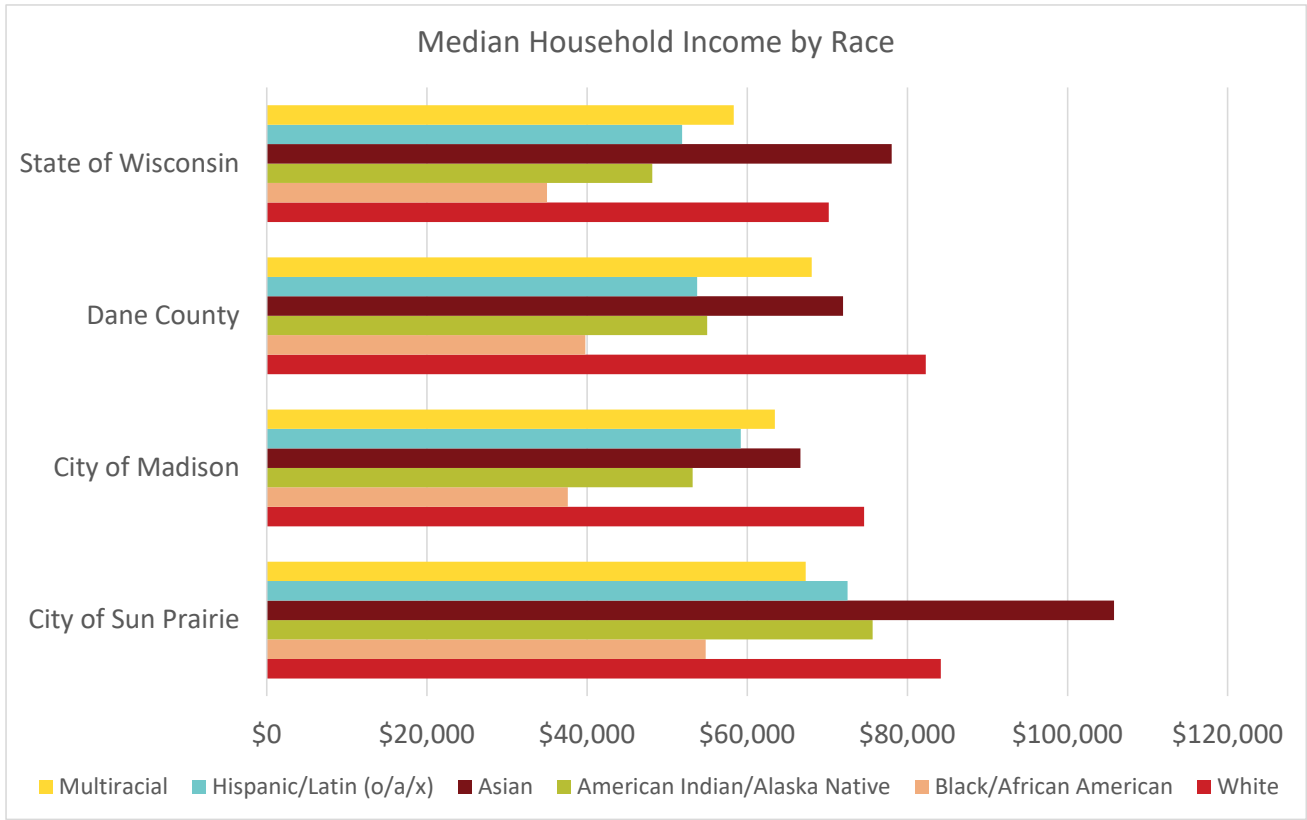
A family consists of two or more people related by birth, marriage, or adoption residing in the same home. A household consists of all people who occupy a home regardless of relationship.

Figure 6-3



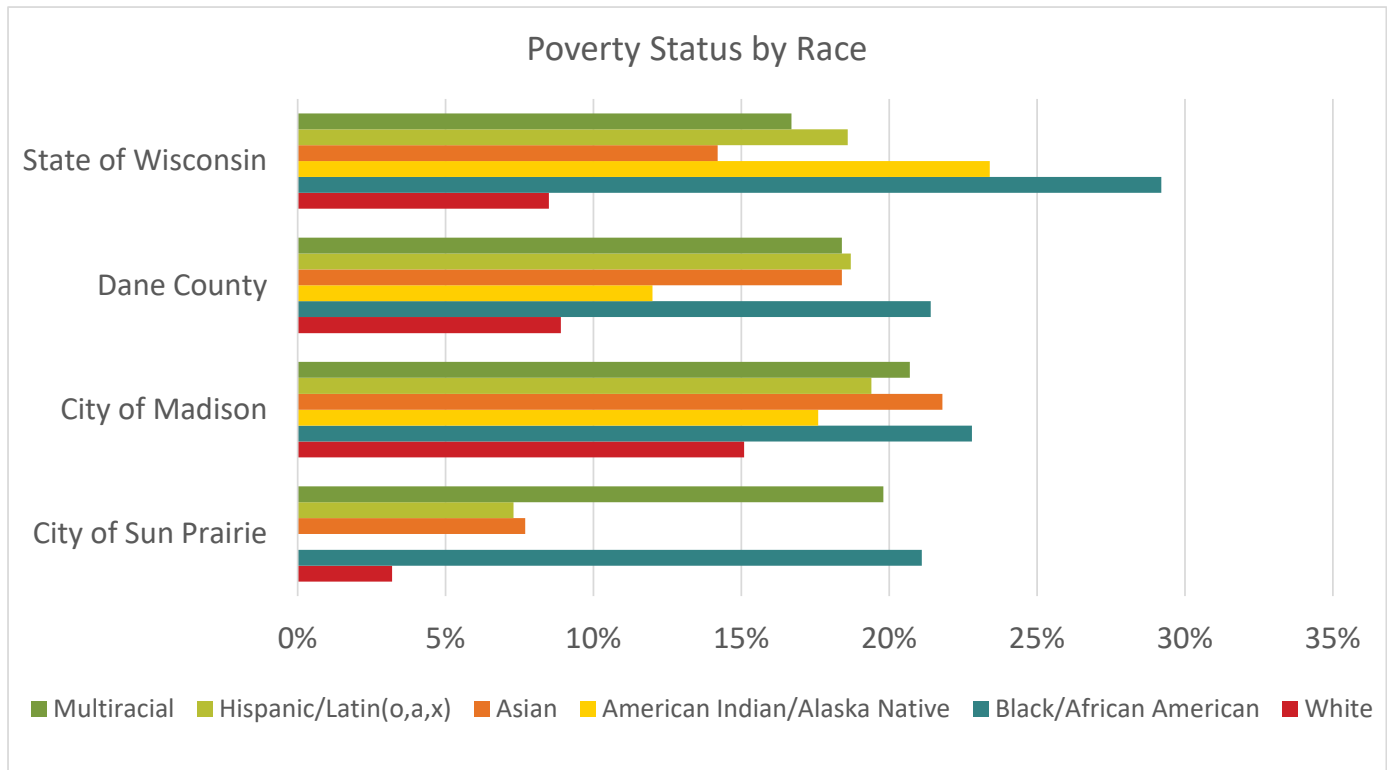
Source: 2021 5-Year ACS Estimate

Figure 6-4



Source: 2021 5-Year ACS Estimate

Figure 6-5



Source: 2021 5-Year ACS Estimate

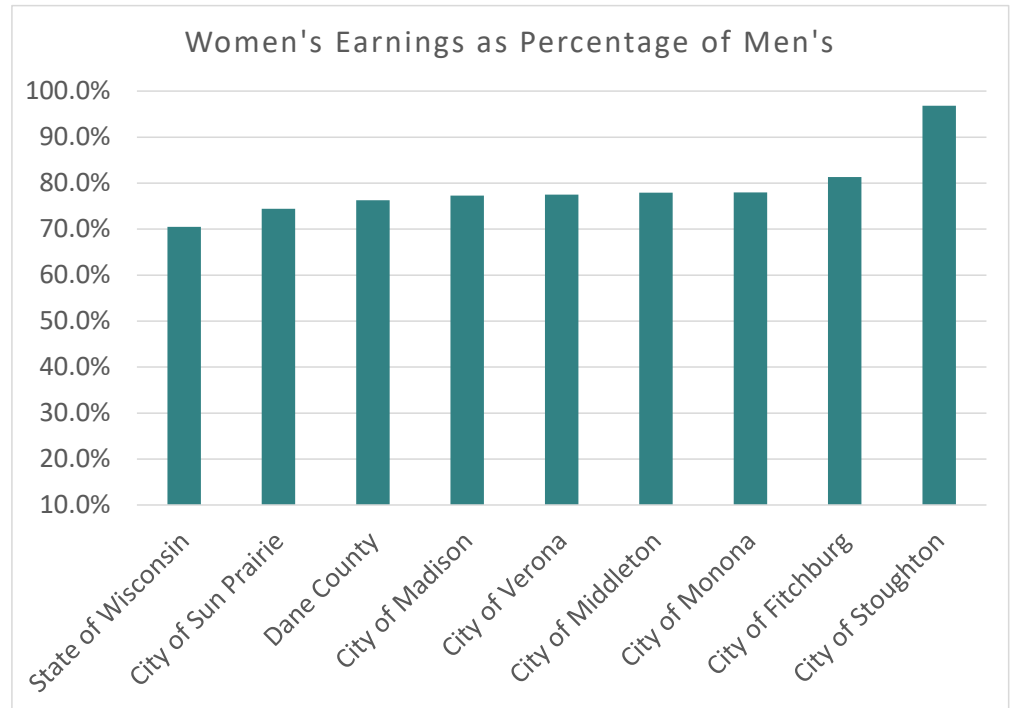
Gender

Sun Prairie also has the lowest women’s earnings as a percentage of men’s in the County, at 74.4%. Only the State of Wisconsin, at 70.5%, is lower (see Figure 6-6).

The reasons for these race and gender-based wage gaps for women and minorities are multifaceted and can vary depending on factors such as industry, occupation, and education. Despite legal protections, discrimination, implicit biases, and stereotypes can influence hiring, promotion, and salary decisions.

Women and minorities are also generally underrepresented in senior leadership roles and high-paying positions, which can contribute to the overall income gap. Barriers to entry and advancement, including limited access to networks and mentorship opportunities, can hinder career progression.

Figure 6-6

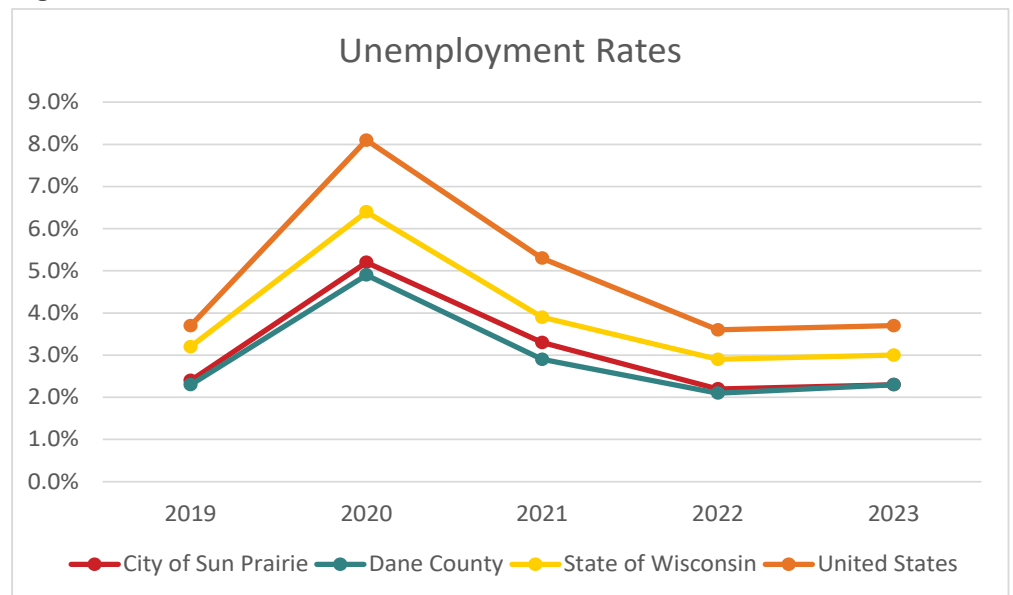


Source: 2021 5-Year ACS Estimate

Unemployment

Sun Prairie, and the Dane County region in general, continue to have lower unemployment rates than the State and nation (see Figure 6-7). With the exception of 2020, when the COVID-19 pandemic caused a spike in unemployment due to lockdowns and business closures, the City’s unemployment rate has hovered around 2.3-3% over the last five years. This indicates a strong market for those looking for employment, but also a difficult market for employers trying to fill positions. Consequently, companies can find it difficult to expand their operations even when demand supports it.

Figure 6-7



Source: Wisconsin Department of Workforce Development, 2023

Occupation & Employment Industry

Occupation & Industry

The terms “occupation” and “employment industry” refer to different aspects of a person’s work and the broader economic context in which they operate. “Occupation” pertains to the specific job roles individuals perform, whereas “employment industry” refers to the larger economic sector or category of economic activity that encompasses those jobs.

Figure 6-8 compares the occupation type of Sun Prairie residents with residents of other benchmark populations. Based on 2021 ACS data, more workers throughout Dane County and the State are employed in “Management, business, science, and arts” occupations than in any other employment

category - over 50% of Sun Prairie workers are employed in this category. The second highest occupation category is “sales and office” occupations. Over 20% of workers in Sun Prairie are employed in this category.

Figure 6-9 lists the top paying jobs by industry in Dane County based on 2021 data. The highest-paying industries are those in the “information” and “professional and business services” industries.

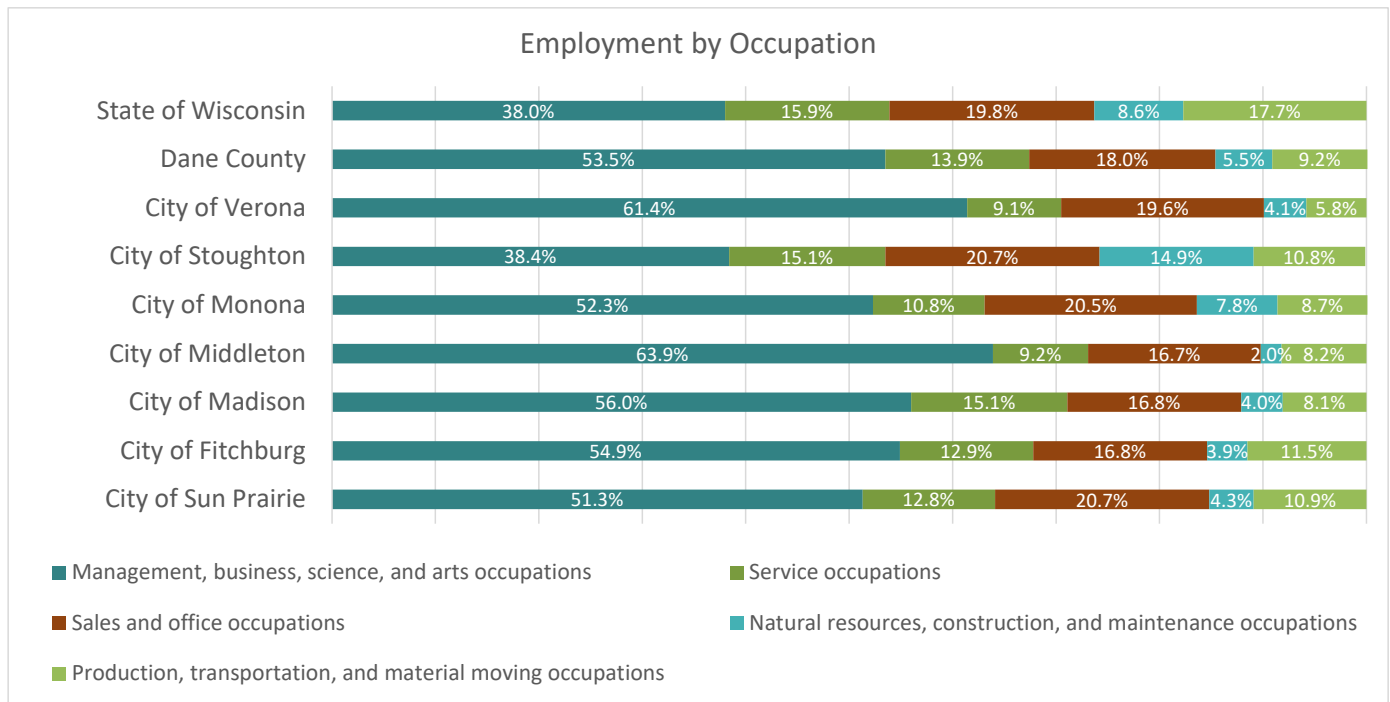
Top Employers

The Sun Prairie Area School District, QBE North America, and Costco top the list of Sun Prairie employers, according to data from the Sun Prairie Chamber of Commerce (see Figure 6-10).

The University of Wisconsin-Madison and UW Health are the largest employers in Dane County and are conveniently located in Madison.

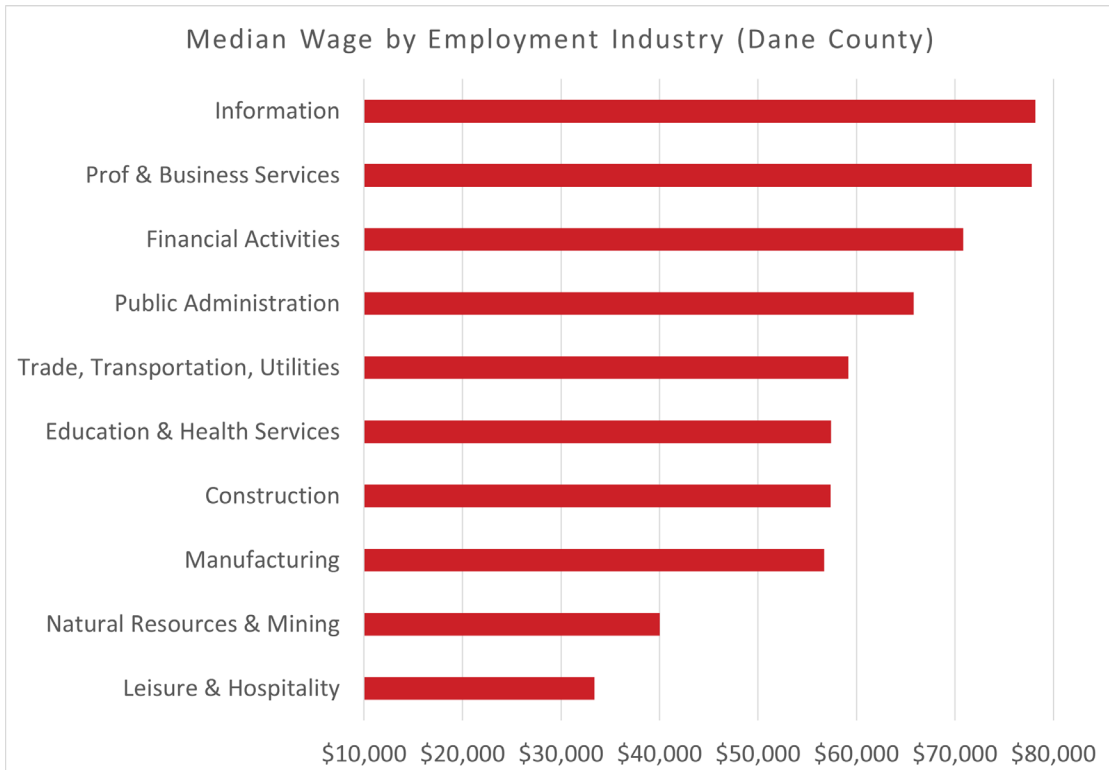
American Family Insurance, another large employer, is also located very near Sun Prairie on the far east side of Madison. Trek Bicycle Corporation has a manufacturing facility located just east of Sun Prairie in Waterloo that employs several hundred people. These large employers provide additional convenient job opportunities to Sun Prairie residents.

Figure 6-8



Source: 2021 5-Year ACS Estimate

Figure 6-9



Source: 2021 5-Year ACS Estimate

Figure 6-10

Company Name	Total Employees
Sun Prairie Area School District	1132
QBE North America	500
Costco	419
Trachte Building Systems	285
Prairie Athletic Club	280
Target	274
Royle Printing Co	251
Continental ContiTech Fluid Technologies	250
Milwaukee Tool, Imperial Blades LLC	250
Walmart Store Sun Prairie	250
Village Hearth - Pan-O-Gold	243
Wisconsin Distributors	234
City of Sun Prairie	213
Marcus Palace Cinema	200
Bass Pro Shop	165
Cardinal Heating & Air Conditioning Inc	150
Palmer Johnson Power Systems	150
Kobussen Buses Ltd	130

Source: Sun Prairie Chamber, 2023

PARTNERS, PROGRAMS & RESOURCES



Sun Prairie Farmer's Market, Downtown Sun Prairie

Economic Development Partners

Sun Prairie is fortunate to be served by many effective organizations that assist in various economic development related activities, including business plan writing, financial assistance, and location assistance. The City's primary partners are the Sun Prairie Chamber of Commerce, Madison Region Economic Partnership, and the Wisconsin Economic Development Corporation. For a full list of partners and services check out the Madison Region Economic Partnership's website: <https://madisonregion.org/start-your-business/>.

City of Sun Prairie

Economic Development staff provide assistance as needed to help facilitate new investment and re-investment in the community. The Economic Development Depart-

ment currently has three full-time and one part-time staff: an Economic Development Director, Economic Development Specialist, Downtown Business Improvement District Manager, and a part-time Farmer's Market Manager. The City has a strong history of using available financial tools to encourage economic development and attract investment in the community.

Sun Prairie Chamber of Commerce

The Sun Prairie Chamber of Commerce is a dynamic and influential organization dedicated to promoting and supporting the local business community. They provide a platform for businesses to thrive, connect, and collaborate, while also offering valuable resources and events to drive economic growth and community development. Learn more at www.sunprairiechamber.com.

Madison Region

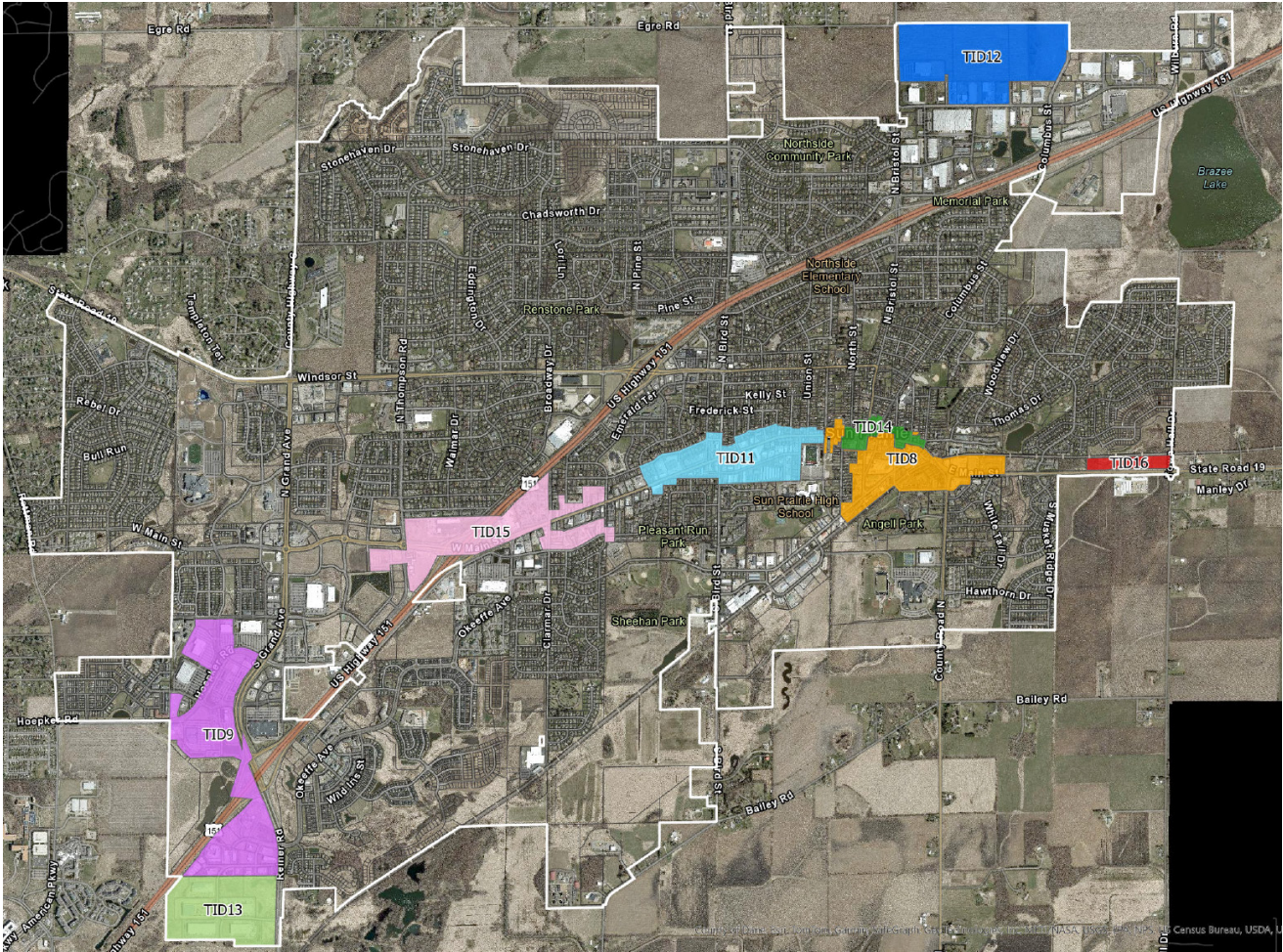
Economic Partnership

The Madison Region Economic Partnership (MadREP) is the economic development agency for an eight-county region, serving Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties. Under the strategic vision of the "Elevate Madison Region Strategy," MadRep's mission is to foster economic growth and innovation across the Madison region through a series of targeted initiatives. For more information go to www.madisonregion.org.

Wisconsin Economic Development Corporation

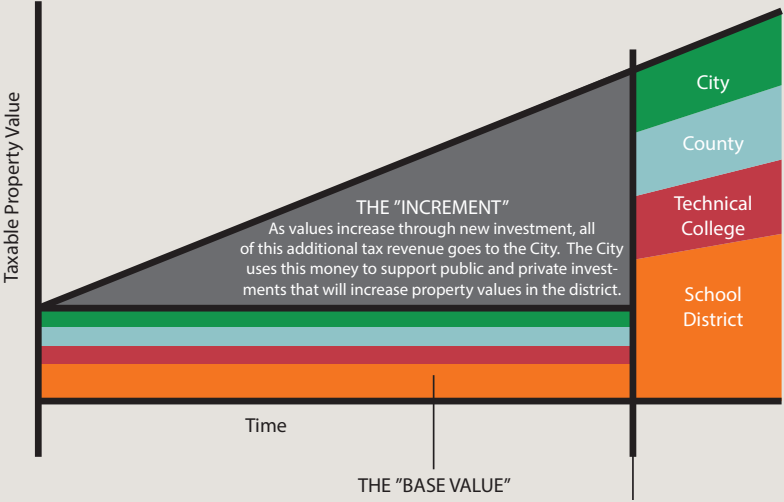
As the State's leading economic development organization, the Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial

Figure 6-11: TIF Districts (See Map 6-1 in Appendix D)



Tax Incremental Financing (TIF) is a means by which municipalities can help to increase the taxable value of property. A TIF district’s revenue (the “tax increment”) comes from the increased assessed value of property and improvements that occur within the district. When a TIF district is established, the value of assessed land at that time becomes the “base” and all taxing entities continue to get tax revenue on that base value. As investment occurs in the district, the assessed valuation of those properties increases. Property owners continue to pay taxes on that value as they normally would and that tax revenue, including the taxes levied by each taxing entity (City, County, School District, Tech. School) is captured by the City and used to pay for public infrastructure projects or to give direct assistance to private developers for projects that will further increase property values in the district.

The maximum life of a TIF District is 23-27 years, depending on the type. When the district closes and the district expenditures are repaid, the taxing jurisdictions then begin receiving revenue from the increased value.



assistance to companies, partners, and the communities they serve. The WEDC administers a variety of economic and community development programs for private businesses and municipalities. Visit <https://wedc.org/> to learn more.

Financing Programs

Tax Incremental Financing (TIF)

The City has successfully utilized Tax Incremental Financing (TIF) to support numerous economic development and housing projects. TIF was used in the development of the Sun Prairie Business Park; Prairie Lakes Shopping District; and an industrial park for businesses such as Milwaukee Tool, Trachte Building Systems, Sani-Matic, and a professional volleyball league (League One Volleyball).

The City also used TIF to successfully revitalize Downtown Sun Prairie and create significant investment in the Main Street corridor. Most recently, Tax Increment District (TID) 16 was created to provide affordable family and age-restricted housing on E. Main St.

The City has financing guidelines and policies which provide direction and processes to evaluate requests for financial assistance through active TIF districts. The City's open TIF districts are summarized below and identified in Figure 6-11 on the preceding page.

TIF District #8 is a redevelopment TID that was created to revitalize a former industrial area within the City's historic downtown into a mixed-use destination. TID 8 was created in 2001. Construction began for the first phase of develop-

ment, Cannery Square, in 2003. From there, redevelopment has continued steadily over the last 20 years. As of 2018, approximately \$17.6 million in TIF assistance was used for demolition, environmental remediation, infrastructure installation, beautification, and direct economic incentive payments, creating approximately \$57 million in new value within the TID boundary. TID 8 will close in 2026, with 2025 increment allocated to the Affordable Housing Fund.

TIF District #9 is a mixed-use TID that was created in 2007 to facilitate the assembly of land and installation of infrastructure for the creation of a healthcare campus on the City's southwest side near the US 151/Reiner Rd. interchange. Approximately 17 acres is owned by SSM Health Care and is currently being developed into an approximately 90,000 sq. ft. ambulatory surgery center. The City owns two additional lots adjacent to the SSM property. In 2013, the TID boundary was adjusted to extend across US 151 and encompass a portion of the growing Prairie Lakes Shopping District. This boundary amendment helped incentivize the development of a movie theater, a large sporting goods store and a hotel. TID 9 will close in 2026, with 2025 increment allocated to the Affordable Housing Fund.

TIF District #11 is a redevelopment TID created in 2014 to spur investment along the Central Main Street corridor between Ruby Ln. and Kroncke Dr. Since creation, several sites have redeveloped, including a former hardware store site into a four-story, 145-unit apartment building with first floor commercial at 641 W. Main St.; a former trucking site into a three-story, 65-unit apartment building with affordable housing at 1141 W.



TID 9 - Hilton Garden Inn, Prairie Lakes Shopping District



TID 12 - Quarra Stone Headquarters, 1760 Columbus St.



TID 14 - Bougie Building, 410 E. Main St.



TID 15 - Wildwood Apartments, 160 Schneider Rd.

Main St.; and a former vacant commercial building into a four-story, 74-unit apartment building with 5,000 square-feet of commercial space. Various other sites have completed major renovations since the creation of TID 11. This district is projected to close in 2033.

TIF District #12 is an industrial TID created in 2016 which serves as the sixth addition to the Sun Prairie Business Park, north of the US 151/N. Bristol St. interchange. The City purchased 65 acres in 2017 and amended the boundary of the TID to include this land, along with a portion of the existing business park. With these additions, the district now totals 100-acres. TID 12 is home to the AprilAire Innovation Center and the headquarters of Quarra Stone, a world-renowned artistic stone cutting operation. This district is estimated to close in 2037.

TIF District #13 is an industrial TID created in late 2017. It consists of 94.5 acres located on the southwest side of the City, south of TID 9 and along Innovation Way and Reiner Rd. The area is a private industrial park called Park 151. As of 2024, it was fully built out and it has added \$60 million in value since creation. TID 13 is projected to close in 2032.

TIF District #14 is a rehabilitation and conservation TID created in 2020, which overlays part of TID 8 and encompasses approximately 11.96 acres in downtown Sun Prairie. The district is located within the study area of the 2020 Sun Prairie Stronger Master Plan, which was written as a response to the 2018 gas explosion at the northwest corner of Main St. and Bristol St. The TID has aided in the redevelopment of 410 W. Main St. from a former auto repair shop to a new

mixed-use building housing a restaurant and 9 residential units. In addition, The Monarch will open in summer of 2024 at the southwest corner of Main St. and Bristol St., adding 92 residential units and lower level commercial space to the downtown.

TIF District #15 is a mixed-use TID created in 2021. It contains approximately 87 acres oriented generally along W. Main St. from N. Wildwood St. to N. Walker Way. The district will focus on public infrastructure improvements in the area, as well as increasing access to housing and services for disadvantaged populations. The district has already facilitated the development of 172-affordable housing units along W. Main St.

TIF District #16 is a mixed-use TID created in 2023 comprised of 12.9 acres subdivided for residential and commercial development. The land is located on the north side of E. Main Street, just west of Town Hall Rd. Sky Ridge Apartments and Townhomes, a 75-unit affordable housing project is currently under construction. When complete, there will be 61 affordable age-restricted apartments for seniors and 14 townhome rental units open to all ages.

Industrial Revenue Bonds

Industrial Revenue Bonds (IRBs) are designed to help Wisconsin municipalities support industrial development through the sale of tax-exempt bonds. IRBs can be used to stimulate capital investments and job creation by providing private borrowers access to financing at interest rates that are typically lower than conventional bank loans. The Wisconsin Economic Development

Corporation (WEDC) allocates the bonding authority or the volume cap for the program.

Rural Economic Development Grant Program

The Rural Economic Development (RED) Early Planning Grant Program is designed to assist rural businesses with twenty-five employees or less. Grants may only be used for professional services, such as preparation of a feasibility study, market study, or business plan.

Transportation Facilities Economic Assistance and Development Program

This grant program funds transportation facility improvements (e.g. road, rail, and air) that are part of an economic development project. It is administered by the Wisconsin Department of Transportation.

Opportunity Zone

The Opportunity Zone Program encourages private investment in high-need areas. For census tracts to qualify for the program, they must meet one of five federal low-income criteria. If a census tract qualifies, a federal tax incentive is available to investors who bring private capital and jobs to that area. The incentive includes a permanent exclusion from capital gains if the property is held for at least ten years. Additionally, the investor can receive a tax deferral if the capital gains are reinvested in a State Opportunity Fund. Sun Prairie's Opportunity Zone is the triangular area between the three intersections of Main St. and US 151, Main St. and N. Bristol St., and N. Bristol St. and US 151.

Community Development Block Grants

Public Facilities for Economic Development Program

The Community Development Block Grant - Public Facilities for Economic Development (CDBG-PFED) is a federally funded program administered by the Wisconsin Department of Administration (WI DOA). This grant is designed to assist communities desiring to expand or upgrade their infrastructure to accommodate businesses that will create new jobs.

Economic Development Program

The Dane County Community Development Block Grant – Economic Development (CDBG-ED) program offers low-interest loans to businesses and organizations located outside of Madison that commit to creating or retaining jobs for low- and moderate-income residents of Dane County. These loans are generally intended for high-risk borrowers that have difficulty securing financing from non-federal sources. Loans must be used for eligible CDBG activities, including, but not limited to, fixed assets, machinery and equipment, and working capital.

Educational & Training Resources

Sun Prairie Area School District

The Sun Prairie Area School District maintains a “Career and Technical Education” (CTE) program that is designed to “empower students in grades 6 through 12 with

the knowledge and skills necessary for career development and life success in a technological and global society.” Students are able to earn industry certifications in many CTE areas. The CTE Department partners with Madison College and numerous area businesses to make these opportunities for certification available to students.

In addition, the program provides a variety of activities ranging from internships and apprenticeships, partnerships with businesses for professional projects, technical writing and advanced composition courses, mock interviews for career-oriented students, and a job fair for students to meet with local employers. Apprenticeship opportunities are available to Sun Prairie students in the following areas: finance, automotive technician, diesel technician, engineering, nursing assistant, biotechnology, manufacturing and welding, veterinary technician, agriculture, and construction. Most of these opportunities are provided in partnership with local employers.

The City also facilitates opportunities for direct interaction between teachers and local employers who hire young adults. To accomplish this, Economic Development Division staff attend Chamber events to make connections with employers in a variety of industries with the goal of facilitating classroom learning opportunities, facility tours and continuing education courses. The goal is to facilitate communication between employers and teachers so that teachers may tailor their curricula to address the needs of the current job market.

Sun Prairie Business and Education Partnership

The Sun Prairie Business and Education Partnership (SPBEP) started in 1989 with a small budget and one or two projects each year. Over the past 30+ years, the SPBEP has grown from a few school-to-business partnerships to a wide variety of programs serving all students of all levels in the Sun Prairie area.

The partnership provides opportunities for local employers to interact with students and teachers. Local employers volunteer every quarter to provide mock interviews at the high school and upper middle school. Twice per year the partnership hosts Reality Rocks, which is a financial literacy event. Close to 100 volunteers from local companies volunteer their time to help with this event.



Reality Rocks Volunteers

Junior Achievement

Junior Achievement (JA) is the world’s largest organization dedicated to educating students in grades K-12 about entrepreneurship, work readiness and financial literacy through experiential, hands-on programs. JA has been promoting business education since 1919, first through an after-school secondary program, and later through in-school partnerships with educators.



Reality Rocks (Sun Prairie Business and Education Partnership's Financial Literacy Event)

JA programs help prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs which make their communities more robust, and how to apply entrepreneurial thinking to the workplace. Students put these lessons into action and learn the value of contributing to their communities.

JA's unique approach allows volunteers from the community to deliver quality curriculum while sharing personal experiences with students. Embodying the heart of JA, classroom volunteers transform the key concepts of the lessons into a message that inspires and empowers students to believe in themselves.

Madison College

Madison College is a Technical College that provides education, training, and professional development opportunities. The Center for Entrepreneurship at Madison College promotes partnerships between organizations and agencies within our district to support entrepreneurs through education, innovation, and collaboration.

Professional and Continuing Education at Madison College gives community members opportunities to grow as professionals. Additionally, a program called Business and Industry Services gives area employers a resource to improve employee performance with specialized training.

Workforce Development Board of South-Central Wisconsin

The Workforce Development Board of South-Central Wisconsin builds public and private partnerships that address solutions to workforce development within Columbia, Dane, Dodge, Jefferson, Marquette, and Sauk Counties. The Board's focus includes helping employers navigate the recruitment and hiring process as well as facilitating partnerships between businesses and training providers so businesses can retain a skilled workforce.

The Urban League

The Urban League of Greater Madison works to improve the social and economic conditions of minority groups and disadvantaged populations, focusing specifically on Black and African Americans. To achieve this, the Urban League offers free job training, job placement, coaching services, and networking with some of the region's top employers. The Urban League also offers opportunities for youth, including tutoring, exploration of college and career options, and after-school programming.

Boys & Girls Club

The Boys & Girls Club offers youth development programs, including after-school programs and summer camps. These programs focus on college-readiness, goal setting, career decision-making, resume-building, interview preparation, assistance with college applications, and mentorship opportunities. The Boys & Girls Club of Dane County has a location in Sun Prairie on Windsor St.

YMCA

The YMCA offers after-school programs, summer camps, and education and leadership programs. Activities focus on helping kids set and achieve personal and educational goals, and helping kids explore their own unique talents and interests. The City has a YMCA branch location on O’Keeffe Ave. in Smith’s Crossing.



Sun Prairie Boys & Girls Club



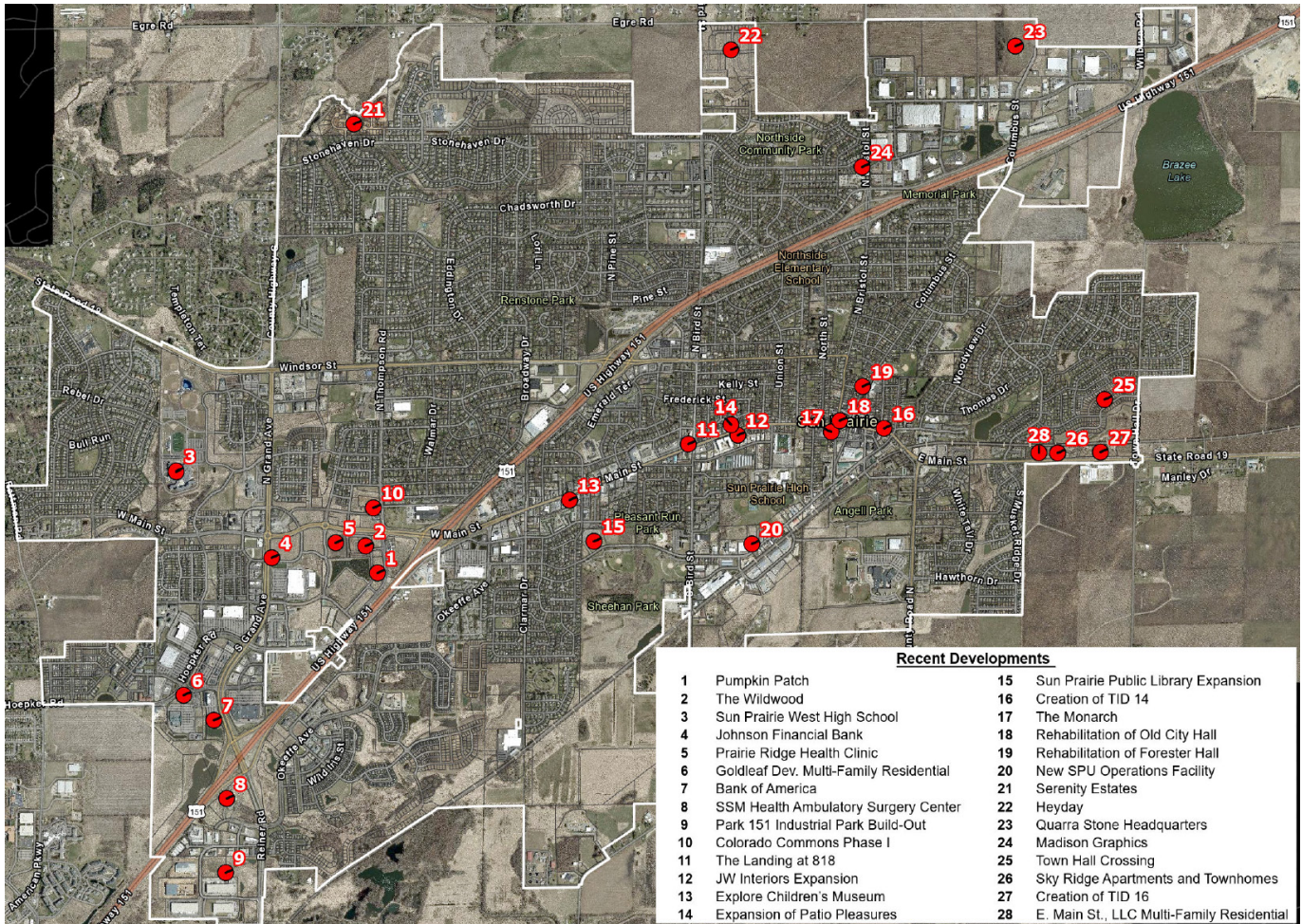
Sun Prairie YMCA

Sun Prairie Job Fair



RECENT PROJECTS & FUTURE PRIORITIES

Figure 6-12: Recent Projects (See Map 6-2 in Appendix D)



Recent Projects

The amount of new construction and business expansion in a community is a good indicator of economic conditions. Sun Prairie continues to be one of the fastest growing communities in Wisconsin. The following is a summary of the major development and redevelopment activities that have happened in the City since 2020. The list is not all inclusive. The numbered list corresponds to the map in Figure 6-12 above.

West Side

1. Pumpkin Patch: development of 51 acres for commercial and multi-family uses (S. Thompson Rd.).
2. The Wildwood: 172-unit afford-

- able multi-family housing development utilizing WHEDA tax credits (160 Schneider Rd.).
3. Development and construction of a second community high school on 100 acres (2850 Ironwood Dr.).
4. Johnson Financial Bank (186 S. City Station Dr.).
5. Prairie Ridge Health Clinic (155 S. Mallard Dr.).
6. Goldleaf Development: 106 units of multi-family residential (1244 and 1256 Cabela Dr.).
7. Bank of America (1353 Cabela Dr.).
8. SSM Health ambulatory surgery center (2850 O'Keefe Ave.).
9. Park 151: industrial park full build-out completed (Innovation Way and Capitol Dr.).

10. Colorado Commons Phase I: 108 market-rate multi-family residential units (143 & 145 N. Wildwood St.).

Central Main Street Corridor

11. The Landing at 818: development of 100 units of age-restricted affordable multi-family housing utilizing WHEDA tax credits (818 W. Main St.).
12. JW Interiors expansion: redevelopment of a property into a 10,000 square foot multi-tenant commercial building (603 W. Main St.).
13. Revitalization of commercial space for the development of Explore Children's Museum (1433 W. Main St.).
14. Expansion of Patio Pleasures (622 W. Main St.).



Town Hall Crossing - Habitat for Humanity Development



603 W. Main St. Redevelopment - J & A Commercial Properties



2850 O'Keeffe Ave. - SSM Health Clinic Exterior Rendering



1050 E. Main St. - Sky Ridge Apartments and Townhomes Exterior Rendering

- Sun Prairie Public Library expansion: addition of 25,000 square feet, plus outdoor amphitheater (1350 Linnerud Dr.).

Downtown

- Creation of TID 14 overlaid with TID 8 for a mixed-use building, including a restaurant and 9 multi-family residential units (410 E. Main St.).
- The Monarch by Lokre Development: a mixed-use building with 92 market-rate multi-family residential units and 9,000 square feet of first floor commercial space (110 S. Bristol St. & 119 W. Main St.).
- Rehabilitation of Old City Hall as an event space, including restoration of the old bell tower (100 E. Main St.).
- Rehabilitation of Forester Hall as a new commercial space (146 Cliff St.).
- Construction of a new 82,250 square foot operations facility for Sun Prairie Utilities (510 Linnerud Dr.).

North Side

- Serenity Estates Development: attachment of 35 acres from the Village of Windsor for development of 38 single-family lots (north of Stonehaven Dr. and west of N. Thompson Rd.).
- Heyday Development: annexation of 41 acres from the Town of Bristol for the development of 202 units of single-family attached rental homes (corner of Egge Rd. & N. Bird St.).

Business Park

- Construction of Quarra Stone headquarters (1760 Columbus St.).
- Construction of a 16,500 square foot multi-tenant commercial building anchored by Madison Graphics (1320 N. Bristol St.).

Far East Side

- Town Hall Crossing: a Habitat for Humanity development, which includes 118 single-family lots, approximately 40% of which will be Habitat homes (west of Town Hall Dr. and north of railroad).
- Sky Ridge Apartments and Townhomes: 61 units of affordable age-restricted apartments and 14 affordable townhomes (1050 E. Main St.).
- Creation of TID 16 for the development of Sky Ridge Apartments and Townhomes in Partnership with Habitat for Humanity and Northpointe Development (1050 E. Main St.).
- 998 East Main Street, LLC: 163 units of market-rate multi-family residential (998 E. Main St.).

Priority Development Areas

Certain parts of the City have been identified as key areas for economic development based on several factors, such as alignment with broader city development goals, investment readiness, the presence of outdated or underutilized properties, and potential for economic growth. After reviewing multiple locations, City staff and the Community Development Authority selected five areas to prioritize (Figure 6-13).

Development Area 1 (Downtown)

Downtown continues to be a priority development area, offering a range of desirable sites for housing, business, and civic use. There have been successful revitalization efforts since the early 2000s, but aging buildings and infrastructure still require ongoing

maintenance. Community support remains strong, and in 2024, the City launched a streetscape plan and updated its vision for Cannery Square. Staff continue to focus on upgrading older buildings, enhancing pedestrian and bike infrastructure, and improving public spaces.

**Development Area 2
(Town Hall Drive)**

The intersection of Town Hall Dr. and E. Main St. is a prime growth area due to its importance as the eastern gateway to the City. In 2021, Habitat for Humanity of Dane County launched their largest project to date, creating a total of 118 single-family lots, approximately 40% of which will be Habitat homes. In addition, Habitat partnered with Northpointe Development to sell land for the construction of 61 age-restricted affordable rental units and 14 af-

fordable three-bedroom townhome units. Several other developable sites remain available in this area.

**Development Area 3
(Sun Prairie Business Park)**

Sun Prairie has a successful business and industry park, and one of the few in the region with room for expansion. The City currently has 65 acres under contract for development, and additional lands remain available. The future connection of Egre Rd. to US 151 will become a key transportation link for existing and future businesses. Nearby properties offer the potential for diverse housing options that provide convenient access to jobs within the business park.

**Development Area 4
(Central Main Street)**

This area extends along W. Main St. from Kroncke Dr. to the US 151

interchange. This is a priority area due to several factors: its location at the City’s geographic center, aging commercial and multi-family buildings, its role as a key transportation corridor with bus service, close proximity to numerous neighborhoods, the presence of two existing tax increment districts, and a substantial rise in investment over the past five years.

**Development Area 5
(St. Hwy 19/US 151 Interchange)**

As the highest traffic corridor in the City due to the State Hwy 19 (Windsor St.)/US 151 interchange, this aging commercial area offers numerous redevelopment opportunities. Currently, there are no existing planning documents for this area, and given its age, there are infrastructure and utility concerns that will need to be addressed with any proposed redevelopments.

Figure 6-13: Priority Development Areas (See Map 6-3 in Appendix D)

