



Sun Prairie Makers Market

CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039
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Volume 2: Goals, Policies & Actions

TABLE OF CONTENTS

6-2 ISSUES & OPPORTUNITIES

- Quality of Life
- Equitable & Inclusive Growth
- Housing Accessibility
- Workforce Development
- Transportation & Mobility
- Childcare
- Economic Challenges
- Development Strategy

6-10 GOALS, POLICIES & ACTIONS

Economic Development



ISSUES & OPPORTUNITIES

The City of Sun Prairie is committed to building a vibrant community and economy by supporting local businesses, fostering strategic partnerships, and expanding access to opportunities. The City prioritizes sustainable development, racial and social equity, efficient land use, and desirable community design. Sun Prairie's economic development activities are a means to advance whole community well-being.

Growth in Sun Prairie is due to several factors, notably its geographic location. Sun Prairie benefits from its proximity to the Dane County Regional Airport, the American Center office park, the University of Wisconsin-Madison, Wisconsin State Government Offices, and other large employers within the Madison region. Sun Prairie is located along Highway 151 and less than 10 miles from Interstates 39, 90 and 94, which facilitates commerce and access to jobs. Sun Prairie is home to many people who commute to other areas for work, and many moderate-income jobs are in Sun Prairie that draw workers from other nearby communities. As retail centers on the east side of Madison aged, Sun Prairie benefited from business relocations and a new wave of retail investment.

Sun Prairie's economic development strategies have adapted over the years, following changes in professional practice. These strategies move beyond economic metrics and strive for policies and programs that support broader community well-being. These changes recognize that strong economies are dependent on factors such as housing accessibility, mobility, education, racial equity, environmental protection, vibrant public spaces, and regional cooperation. The common purpose of the goals, policies, and actions in this Chapter is to expand economic success while advancing these broader community values.

Traditional economic activities remain relevant in this people-focused approach. These activities focus on how businesses contribute to quality of life. Some employment sectors are particularly important to these quality-of-life strategies, making them a focus for the City's and region's efforts. These sectors include child-care, education, and healthcare.

Quality of Life



Sun Prairie Sweet Corn Festival

Creating and maintaining a stable economy means leveraging natural and cultural assets, and investing in systems that reinforce quality of life.

Quality of life strategies:

- Providing high quality education and public schools.
- Creating vibrant public spaces and amenities.
- Promoting neighborhoods with a diverse range of housing types and price points.
- Creating mixed-use districts that include businesses, housing, and public spaces.
- Supporting local businesses and entrepreneurs.
- Promoting arts, culture, and recreation.
- Creating inclusive transportation systems.
- Reducing environmental impacts of growth.
- Focusing on equity and inclusion.

These strategies tend to be mutually reinforcing, advancing economic growth and resiliency while making the community more attractive for residents and businesses.

Equitable & Inclusive Growth



Sun Prairie Multicultural Fair

The City recognizes that not all individuals have the same opportunities to realize the benefits from economic growth. The City acknowledges that historical policy decisions made at all levels of government and society have created barriers to success and have caused harm and injustice to people based upon their race, sex, gender identity, religion, and culture.

Equitable development strategies address the barriers that often occur in historically disadvantaged communities by guiding resources to those with the greatest need. Examples of these strategies include expanding small businesses, with a focus on women and minority owned businesses; improving access to jobs and skills training; creating a complete transportation network that includes public transit, bike and pedestrian infrastructure, and shared ride services; facilitating the development and preservation of affordable housing; and partnering with community organizations to offer support services such as housing navigation and financial literacy.

While many of the root causes are beyond the capacity of a city to affect, some barriers can be reduced or overcome through local action. Sun Prairie strives to eliminate disparities, remove barriers to opportunities, and lead community-wide strategies to achieve equitable outcomes. Economic development activities are key components of this strategy.

According to the University of Wisconsin, in 2019, Wisconsin ranked 50th for the rate of business ownership among non-white populations. Wisconsin businesses owned by people of color represented just 10.9%, despite people of color representing 19.2% of the State's total population. Business ownership is an important tool for economic advancement, and this disparity reinforces historic inequities.

Housing Accessibility



Habitat for Humanity Neighborhood, Town Hall Crossing

During the City's business and industry survey, business leaders highlighted housing as the main challenge in recruiting and retaining employees. Difficulty finding housing due to lack of supply has pushed some workers to commute from outlying communities, has created a barrier to worker relocations, and has caused some families to leave the region entirely to seek out a lower cost of living elsewhere. Housing access and affordability is also among the most entrenched drivers of racial and economic disparity, which reinforces housing as a top economic priority.

Wisconsin has the second-highest gap in median household income in the country, with White residents earning approximately 50% more than their Black neighbors. In addition, Black persons in Wisconsin are 244% more likely to be in poverty than White people. Nationally, income disparities by race have worsened since 1970, and the median household net worth of a typical White family has grown to 10 times that of a Black household.

The 2022 Sun Prairie Housing Study identified a shortage of at least 835 homes that are affordable to moderate income households. The study also stated that nearly 1 in 3 households in Sun Prairie are cost burdened - paying over 30% of their income on housing. Using the Capital Area Regional Planning Commission's updated population projections, the 2024 Dane County Housing Strategy estimated that Sun Prairie needs to add 518 homes annually to meet demand; nearly 7,000 homes are needed annually County-wide. This lack of housing is driving up costs in Sun Prairie and the region, creating affordability challenges, wealth inequalities, and difficulties recruiting and retaining a workforce.

Workforce Development



Sun Prairie Job Fair

The shortage of qualified workers ranked as the second most pressing concern among employers in the City's business and industry survey and interviews. Employers cited ongoing job vacancies and rising wage pressures as key challenges impacting their competitiveness and constraining growth. A major factor behind this issue is the limited availability and affordability of housing. Job creation is outpacing the development of new housing, driving up housing costs and increasing commuting challenges—both of which contribute to labor shortages and intensify wage pressures.

Dane County continues to have among the lowest unemployment rates in the Country, with the average 2024 rate of 2.1% being below the County's already low average of 3.1%.

To address labor market challenges, the City's economic development activities are focused on expanding housing and transportation choice and improving workforce readiness. City staff coordinate with area education and workforce development agencies to facilitate connections between residents and local employers. City staff also provide support for efforts between the Sun Prairie Chamber of Commerce, Sun Prairie Area School District, and Madison College to reach local employers, calibrate training programs, and to communicate and make these programs available for both youth and adults.

Remote and Hybrid Work

Over the past two decades, expanded access to high-speed internet has steadily increased the ability for people to work remotely, whether full-time or in hybrid arrangements. While remote work surged during the COVID-19 pandemic, its prevalence remains well

above pre-2019 levels. In the U.S., the share of workers logging four or more days from home per week grew from 8% in 2019 to about 15% in 2024, while those in hybrid roles rose from 28% to around 50%. Analysts expect continued growth in both.

Remote and hybrid work are especially common in industries like information technology, finance, accounting, human resources, and digital customer service. This shift to remote work has many impacts on community growth.

Key impacts relevant to Sun Prairie include:

- Reduced demand for office space, leading to higher vacancies and limited new development.
- Greater emphasis on work-life flexibility, including location and hours.
- Workforce relocation, as people prioritize housing, affordability, amenities, and recreation.
- More home workspace needs, influencing housing choices and increasing daytime neighborhood activity—driving demand for local services like cafés and restaurants.
- Changing business district dynamics, with some areas losing foot traffic and others gaining vitality from a more home-based population.
- Transportation shifts, as traditional commuting declines and interest in walking and biking for recreation grows.

While offering many benefits, remote and hybrid work also poses challenges that require adaptation by communities, organizations, and individuals. The long-term influence on cities and economic development is still unfolding.



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

Transportation & Mobility



Multi-Use Path

Interviews with Sun Prairie business leaders indicated that transportation for business operations and their employees is the third barrier to success; this includes for both sustaining current operations and expanding operations. Employers expressed that their workers must travel long distances due to the lack of nearby affordable housing, limiting their pool of available talent. Employers also recognized the impacts of these transportation costs on the well-being of their workers, impacting morale and productivity, reliability, and employee retention. These commuting patterns compound other household stresses affecting workforce availability, such as housing costs and childcare.

This issue affects many residents in our community, who face challenges ranging from minor inconveniences like increased travel time or cost, to more serious hardships caused by long commuting distances, limited resources, or a lack of transportation options. This is corroborated by a U.S. Bureau of Labor Statistics 2023 study that estimates the average Sun Prairie household allocates 20% of their annual income on transportation, far greater than the 15% considered to be the threshold for affordability.

Local and regional commuting patterns created by land use and infrastructure decisions stress both households and businesses. The most recent American Community Survey (2021) indicated that only 21% of jobs in Sun Prairie are held by Sun Prairie residents, and 86% of employed Sun Prairie residents commute outside of the City for employment. Regionally, approximately 111,000 workers commute into Dane County for work. American Community Survey data indicates 55% of Sun Prairie residents commute greater than 10 miles one-way, and 18% greater than 25 miles. For people commuting into Sun Prairie for work, 55% are

commuting greater than 10 miles, and 30% greater than 25 miles.

To help alleviate commuting challenges, Sun Prairie began expanding mobility options by launching local bus service through Madison Metro Transit in 2023 and introducing bus rapid transit in 2024. Public transportation can lower household expenses and improve job access, especially for those who cannot afford or operate a vehicle. The Sun Prairie School District and local employers have shown interest in transit route planning to enhance access for both employees and students. The City is also exploring future service improvements.



Madison Metro Bus Service

Local employers also shared that shipping and delivery delays are a growing challenge for their businesses. Heavy traffic from regional commuters often causes congestion in key locations, slowing down trucks that transport materials and goods. In Sun Prairie, the Business Park is especially affected because it only has one access point to Highway 151 at North Bristol Street, creating a traffic bottleneck that impacts both businesses and nearby residents. Additionally, State Highway 19 runs through downtown and several neighborhoods, serving as both a local road and a truck route. This mix of users leads to traffic delays, affects property access, and creates frustration for both drivers and residents.



EV Charging Stations, City Hall

Childcare



Fall Fun Fest

Workforce development has traditionally been a key part of economic growth, aimed at connecting people with careers in local businesses and industries. However, the COVID-19 pandemic exposed weaknesses in this system. Childcare disruptions forced many parents to stay home, limiting their ability to return to work. At the same time, rising childcare costs are consuming a larger share of household income. These challenges not only strain families - especially those with low to moderate incomes or additional barriers like limited transportation - but also reduce the overall availability of workers, slowing local economic development.

Reliable childcare is essential for a strong economy. It helps businesses by providing a more stable, productive workforce; workers are more focused and available when they know their children have safe, high-quality care. Childcare choices have a big impact on families, from affordability and access, to how those choices affect employers and the broader economy. Quality childcare also plays a key role in early childhood development and long-term population success.



Dine in the Dream Park, 2023

The City of Sun Prairie can support childcare through both traditional and innovative economic development tools. In 2023, the City used a DreamUp Childcare Grant to study local needs and support childcare facilities and workforce training. Moving forward, strategies could include removing barriers to opening or expanding childcare centers, encouraging facilities in areas where they are most needed, and fostering partnerships between childcare providers and employers. Workforce development and lending programs could also be directed toward new and existing childcare providers.

Improving childcare access is both a short- and long-term strategy to promote equitable economic growth and enhance quality of life, especially for women and low- to moderate-income families.

Economic Challenges



Downtown Sun Prairie

In recent years, inflation and interest rates have emerged as significant challenges for local employers and real estate developers, marking the first time in a generation these factors have been so impactful. The Federal Reserve Bank's building material cost index surged 26% between 2020 and 2024, with periods of extreme volatility when materials costs doubled or tripled, if the materials were available at all. Concurrently, construction and homebuying interest rates remain higher than at any point since 2002. This has hindered business investment in communities and increased housing prices, creating more need for city investment in projects, particularly housing and redevelopment. The rising costs of consumer goods and services over the past five years have also significantly impacted business plans and household spending choices.

These economic pressures are made worse by the ongoing unpredictability of the retail sector, which makes up a significant share of Sun Prairie's employment base. The continued growth of online shopping,

instability among major national and regional retailers, and the rapid expansion of home delivery services like Amazon pose challenges for businesses of all sizes. Even well-established retailers are closing local stores, often leaving behind large vacant buildings that are difficult to reuse.



Prairie Lakes Shopping Center

In response, Sun Prairie has focused on investing in mixed-use redevelopment, especially in the downtown area, to support a vibrant center of commerce, government, and community life. These efforts include expanding housing and commercial space, restoring historic buildings, and enhancing public spaces. However, the City still faces ongoing challenges such as attracting and retaining businesses, managing high redevelopment costs, and staying competitive with nearby markets. This shows why careful planning and smart investment are needed for a strong local economy.



*JCAP Mixed-Use Redevelopment,
Downtown Sun Prairie*

Development Strategy



The Monarch Redevelopment, 110 S .Bristol St.

The Comprehensive Plan serves as the City of Sun Prairie's overarching development strategy, integrating values, goals, policies and initiatives to guide future growth. A key part of this strategy is economic development, which focuses on supporting financial growth, attracting investment, developing the workforce, and ensuring equitable outcomes across the community. By addressing both current challenges and emerging opportunities, the City is committed to fostering sustainable and inclusive development that benefits all residents and businesses.

Sun Prairie continues to experience significant demand for new land to accommodate industrial, commercial, and residential development. City goals necessitate a strategic and balanced approach to new developments, particularly around the City's edges. While this growth can bring economic benefits, it also raises concerns about infrastructure capacity, long-term costs, environmental impacts, and the effect on established neighborhoods.

The City has identified priority development areas (see Chapter 6, Volume 1, Figure 6-13) to guide planning, infrastructure investment, and real estate development activities. These locations have been selected for their potential to support citywide goals such as expanding the tax base, using land and infrastructure efficiently, reducing environmental harm, supporting economic growth, increasing housing options.

Revitalization and Redevelopment

The City prioritizes redeveloping underused properties that already have access to public services. This approach makes better use of existing land and infrastructure, reducing the need to extend utilities and services to the City's edges. Redevelopment efforts aim to increase the use of these sites by allowing higher

intensity and mixed uses that can take advantage of existing transportation routes, utilities, and other key amenities.

Infill and redevelopment projects inherently support environmental and fiscal sustainability, by reducing pressures on the environment caused by urban sprawl and by reducing the need for costly new road and utility extensions. These projects also play a critical role in enhancing community vibrancy and addressing housing affordability.



The Landing at 818 Redevelopment, 818 W. Main St.

Targeted Planning Efforts

Over the next five to ten years, the City intends to create plans for each of the priority development areas. These plans will focus on integrating land uses, improving transportation options, and fostering design standards that reflect the City's commitment to sustainability, social equity, and quality growth. Existing examples of area plans include the Central Main Street Corridor Plan and the Sun Prairie Stronger Plan. These plans prepare the City to be proactive in guiding community change in these areas.

A critical component of these planning efforts will be engaging with residents and other stakeholders to ensure that the development reflects local needs, values, and aspirations. This inclusive approach will help build consensus, address concerns, and create plans that gain broad public support.

Tax Increment Financing

Tax increment financing (TIF) serves as a critical tool in Sun Prairie's economic development strategy. The City evaluates TIF investment opportunities based on their alignment with the following principles:

- **Advancing City Goals:** Projects must align with and contribute to the City's plans and long-term goals.

Priority is given to projects that promote innovation, sustainability, and equity.

- **Redevelopment and Revitalization:** Investments that involve the preparation or redevelopment of underutilized or blighted properties.
- **Financial Viability:** The City assesses the financial feasibility of projects to ensure that a TIF investment in private development is necessary and that public investment will yield long-term benefits to the public.
- **Infrastructure and Sustainability:** Projects efficiently use existing infrastructure and minimize environmental impacts.

Communities cannot use regulation alone to create desirable conditions. By utilizing TIF strategically, Sun Prairie aims to shape the City intentionally by investing in high-quality developments and community amenities while wisely utilizing public resources. The City's evaluation process ensures that its investments deliver measurable long-term benefits to the community.

Sustainability & Environmental Stewardship

Sun Prairie understands that local, regional, and global environmental sustainability is essential to maintaining a strong, resilient, and thriving economy. As a result, all economic development goals, policies, and actions must be viewed through an "environmental lens." This means consistently considering how human activity affects the environment, both directly and indirectly.

Development tools, such as Tax Increment Financing (TIF), should align with the City's land use, housing, and transportation goals to support positive environmental outcomes. The City recognizes that every policy and action involves tradeoffs and is committed to minimizing negative environmental impacts while working towards economically sustainable solutions.

Sun Prairie is committed to environmental stewardship. The 2021 Sustainability Report outlined strategies to reduce the City's impact, from recycling to smarter land use. By 2024, the City sourced 100% of its municipal electricity from renewable energy. In 2025, it is developing a Climate Action Plan to create a data-driven path toward citywide carbon neutrality. Achieving this goal will require action from both residents and businesses.

Promoting sustainability also creates business opportunities. By adopting environmentally friendly practices, businesses can lower costs, reduce risks, and develop innovative products and services. The City can support this by partnering with businesses and organizations to encourage investment in green technologies, sustainable practices, and eco-friendly services.



Solar Installation at City Wastewater Treatment Plant

Business Park Expansion

Sun Prairie's Business Park strategy focuses on creating a dynamic hub for employment growth by fostering a mix of diverse businesses, providing critical infrastructure, and promoting long-term sustainability. With an emphasis on business coordination, strategic investments, and efficient land use, the City aims to attract high-quality businesses while maintaining flexibility for future expansion.

The Sun Prairie Business Park spans over 300 acres and supports a thriving business network with access to major transportation routes and regional markets. The business park is home to a wide variety of businesses, ranging from advanced manufacturing and logistics to professional services and technology firms, anchored by industry leaders such as Colony Brands, Pan-O-Gold Bakery, MacDon, Milwaukee Tool, Quarra Stone, and Trachte Building Systems.



MacDon, Sun Prairie Business Park

To support future expansion of the Business Park, planning and infrastructure investment are essential. The City began addressing this need by purchasing land in 2017 and partnering with developers to create shovel-ready sites. It has also launched studies to improve stormwater management, extend sewer and water services, and upgrade road networks—including plans for a second highway access point at Egge Road and County Highway VV.

A cooperative agreement with the Town of Bristol further supports future Business Park growth. The City will continue to collaborate with the Town on proactive planning and coordinated infrastructure development.

Healthcare Sector

Healthcare access is integral to overall quality of life, as it directly impacts residents' well-being, workforce productivity, and the City's ability to attract families and businesses. While the region benefits from proximity to several world-class healthcare clinics and hospitals, there remains a need to address gaps in local access, particularly for underserved populations who may face barriers such as transportation or affordability. Expanding healthcare services and access locally would not only improve health outcomes but also create jobs and support related businesses while improving equitable care for all residents.



SSM Health Outpatient Center, 2850 O'Keeffe Ave.

Addressing current healthcare gaps gives Sun Prairie an opportunity to strengthen its healthcare system through regional partnerships. Collaborating with nearby providers and economic development groups, the City could pursue initiatives like expanding telehealth, supporting local clinics, improving public transit, or offering mobile health services to better serve vulnerable populations. These efforts align with Sun Prairie's commitment to enhancing quality of life while capitalizing on healthcare's potential to drive long-term economic growth and community resilience.

GOALS, POLICIES AND ACTIONS



Old City Hall, Main Street

GOAL #1: Support Economic Growth

Economic growth is necessary for expanding the local tax base, increasing access to opportunity, and maintaining the vitality of the Sun Prairie community. With a strategic focus on business retention, expansion, and attracting new businesses, the City may facilitate job creation, a diversified economy, reduction in racial inequities, and a higher standard of living for all residents.

Policies

1. Focus on infill and redevelopment as a key economic growth strategy, promoting efficient use of land and infrastructure.
2. Facilitate the expansion of business parks by preparing land and infrastructure, collaborating with developers and employers, and promoting industrial growth.
3. Guide physical development toward the creation and vitality of compact mixed-use activity centers. Neighborhoods incorporate complementary commercial and employment uses, including home-based businesses. Avoid single use, low-density retail developments and office parks.

4. Reinforce relationships and strategies to continue expanding Downtown Sun Prairie as a center for commerce and culture.
5. The City may acquire property to control, guide, and accelerate redevelopment of key sites and investment in strategic uses.

Actions

1. Create area plans for each of the priority development areas.
2. Identify desired industries and types of businesses for the business parks and priority development areas and market directly to them.
3. Create a growth plan for the Sun Prairie Business Park, urban service area expansion, and future connection of Egge Road to US Highway 151.
4. Develop investment packages for specific sites that target developers or businesses to locate or expand within identified development areas.

GOAL #2: Build Strong Partnerships

Communities thrive through collaboration. Collaborations and partnerships enable efficient use of resources, effective problem-solving, and unified approaches to challenges. Through joint efforts, the City and partner organizations can offer more to residents and businesses. Strong partnerships lay the foundation for a more connected and vibrant community, where businesses and residents alike feel supported and engaged. This collective strength fuels the City's ability to tackle big-picture challenges while fostering a sense of unity and shared purpose.

Policies

6. The City will engage in ongoing collaboration with the Chamber of Commerce, School District, Business Improvement District, and other local and regional organizations to improve effectiveness of and alignment with community development priorities.
7. Maintain and actively engage a network of key stakeholders to support ongoing dialogue and engagement in development opportunities, city processes, and community priorities.
8. Create collaborative marketing campaigns with local organizations to promote Sun Prairie as a key destination for businesses and tourism.

Actions

5. Create connections with entrepreneurial and small business organizations to provide direct introductions with local businesses for specialized services and promote these opportunities to help local businesses expand.
6. Collaborate with regional healthcare providers to evaluate services and related businesses to understand potential gaps, opportunities, and strategies to expand local access and quality healthcare services.
7. Partner with the Sun Prairie Chamber of Commerce and regional organizations to co-create marketing materials that showcase the City's economic opportunities and attractions.
8. Create a public participation plan and strategy to help guide projects where the City is creating or updating an economic development program or investing in a development.

9. Support economic development staff and officials to actively participate in local, regional, and state-wide economic development associations and professional networks.

GOAL #3: Enhance Workforce Development

Workforce development is key to ensuring that Sun Prairie's residents are equipped to contribute to and benefit from the regional economy. As businesses evolve and new industries emerge, it is critical that people have access to the skills and training needed to succeed. Well-designed workforce development initiatives open pathways to economic mobility, expand opportunities, reduce inequities, and strengthen the local economy. Investing in people creates a positive cycle of success, which benefits individuals pursuing new opportunities and businesses in need of skilled talent.

Policies

9. Collaborate with workforce program providers to ensure that programs are accessible to and benefit area businesses and residents.
10. Ensure historically underserved or marginalized populations are well served and benefitted by workforce development activities.
11. Support efforts that enable accessible, affordable, and high-quality childcare options and parental support.
12. Invest in public transportation and mobility infrastructure to ensure safe and effective mobility choices for residents, and improve access to local businesses, events, and services.

Actions

10. Collaborate with educational institutions and workforce development organizations to maintain strong connections with programs and initiatives that build the local talent pipeline, particularly in high-growth and targeted sectors, and to expand opportunities for historically marginalized and at-risk populations.
11. Understand the regional job training opportunities and what they have to offer residents and businesses in our area. Invest in opportunities for con-

nections between existing programs, businesses, and potential employees.

12. Support programing and infrastructure for businesses and employees that operate in hybrid work environments.
13. Create or support existing programs to remove barriers to quality and affordable childcare, support the development and expansion of childcare enterprises, such as mini-grants, tuition support, connection to workforce development resources, and support services for parents.
14. Create or support existing culturally competent educational programs and events that assist residents in the pursuit of personal and financial wellness.

GOAL #4: Invest in a Sustainable and Inclusive Economy

A prosperous community is one that is ecologically sustainable as well as socially inclusive, equitable, and just. Environmentally conscious design and efficient land use helps long-term economic growth, reduces social inequities, and preserves natural resources. Sustainable practices reduce the community's environmental impact and create healthier living spaces for residents. Increasing housing options and supporting childcare providers ensures that all residents – regardless of income or family structure – have access to essential services. By intentionally and critically assessing development activities and programs, Sun Prairie can help expand fair access to opportunities and reduce existing disparities. The City aims to lead by example, promoting economic growth while upholding environmental sustainability and social responsibility.

Policies

13. Ensure development promotes economic mobility and addresses disparities. Foster systems of community development that prioritize social inclusion, equitable access to resources, shared prosperity, and elimination of racial disparities. Apply an equity lens to the design and implementation of all policies, programs, and processes.
14. Promote equitable access to housing, jobs, and resources through focused programs and development efforts.
15. Remove barriers to the development of a housing market with plentiful and diverse housing choices that are affordable and accessible to current and future residents. Invest in programs and opportunities to expand housing consistent with community needs. Ensure housing is affordable to all income levels and provide convenient access to transit choices so that employment does not require vehicle ownership.
16. Implement design guidelines and standards for developments seeking city investment or special zoning permissions to align with the City's sustainability, social equity and inclusion, and affordable housing goals.
17. Policies and activities are regularly evaluated to fully understand the environmental, social, and financial costs and benefits.
18. Partner with other institutions and community organizations to lead a whole-community approach to equity, inclusion, and sustainability.

Actions

15. Create zoning incentives for developers who incorporate affordable housing, public amenities, and higher environmental standards into their projects.
16. Create a portfolio of effective housing initiatives that expand housing supply, affordability, and improvement in existing housing stock.
17. Work with businesses to pursue opportunities to facilitate investment in green technologies and services, as well as opportunities to integrate environmentally and socially preferable practices, such as renewable energy, resource efficiency, and mobility choices into their buildings and activities.
18. Create or expand partnerships with organizations that serve or support historically marginalized populations, such as the Black Chamber of Commerce, Centro Hispano, Sunshine Place, and others, to continuously inform city programs to effectively pursue city goals.
19. Develop or adopt an equitable development framework to guide evaluations of economic development policies and programs.

GOAL #5: Boost Community Engagement

Community and visitor engagement contribute to a vibrant, welcoming city. For residents, a strong sense of community enhances quality of life, encourages civic pride, reinforces acceptance and inclusion, and fosters lasting connections. Engaged citizens, strong cultural identity, and attractive public amenities also make Sun Prairie an appealing place for businesses to locate, grow, and invest. Tourism and economic development go hand in hand, strengthening the City's reputation as a great destination, a smart place to do business, and a desirable community for employees. A vibrant local culture, high quality of life, and strong sense of belonging play a key role in attracting and retaining talent, employers, and investment.

Policies

19. Showcase the City as a dynamic place to live, work, and grow a business through the creation of initiatives promoting Sun Prairie's events, amenities, and unique identity.
20. Position the City as an attractive location for economic development and tourism by promoting a unified brand and messaging for Sun Prairie that emphasizes livability, culture, opportunity, and progress.

Actions

20. Support programs for teens, seniors, and other marginalized or at-risk groups to expand social engagement for all people in the community.
21. Collaborate with arts, culture, and recreational departments, organizations and enterprises to expand programming that enhances resident opportunities and strengthens the City's attractiveness to visitors and to business seeking vibrant locations for employees.
22. Work with local organizations to expand and promote public events, festivals, tournaments, and other cultural activities that create community vitality and help build the City's reputation regionally as an active, energetic destination for visitors and businesses.
23. Develop and launch a targeted marketing campaign that showcases Sun Prairie's strengths as a competitive destination for businesses and tourism, emphasizing its economic opportunities, community amenities, and quality of life.

Main Street

