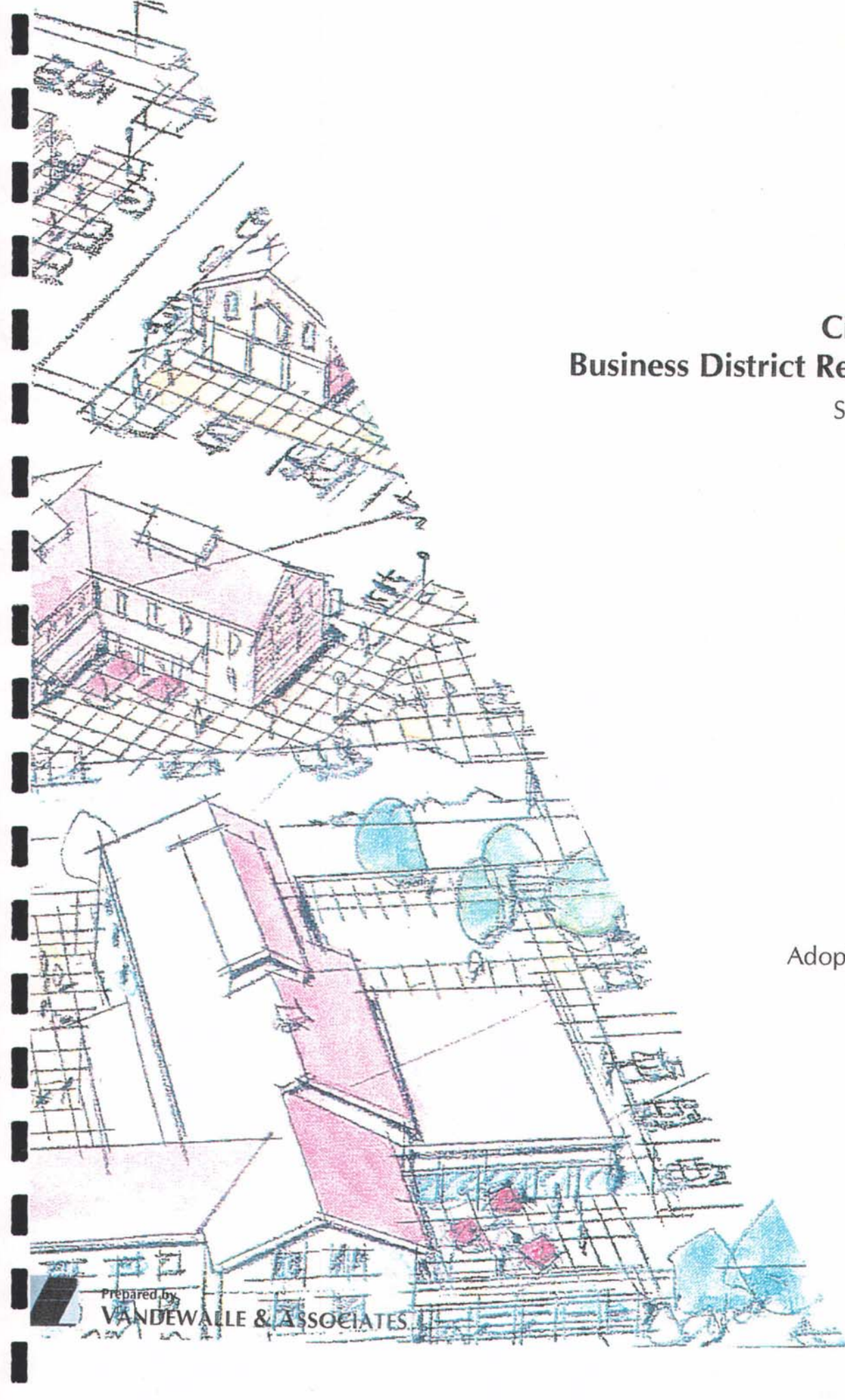


An aerial sketch of a city grid, showing streets, buildings, and trees. The drawing is done in a loose, artistic style with colored pencils or markers. A prominent pink building is visible in the lower left, and several blue trees are scattered throughout the grid.

City of Sun Prairie Business District Revitalization Plan

Sun Prairie, Wisconsin

Adopted: March 13, 2001

Prepared by

VANDEWALLE & ASSOCIATES

ACKNOWLEDGEMENTS

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I. INTRODUCTION

A. BACKGROUND

In February of 2000 the City of Sun Prairie was awarded Community Development Block Grant (CDBG) funding to prepare a revitalization plan for the City's Downtown Business District. In the summer of 2000, the City of Sun Prairie commissioned VANDEWALLE & ASSOCIATES, a planning, urban design, and economic development firm, to develop a comprehensive revitalization strategy for the Downtown. This plan will be adopted as the Downtown element of the *City of Sun Prairie Master Plan 2020*.

PURPOSE

The purpose of this document, the City of Sun Prairie Business District Revitalization Plan, is to provide a guide for the redevelopment of the Downtown in order to ensure that the planning redevelopment activities meet the long-term goals of the City. The Plan will complement the City of Sun Prairie Master Plan 2020 by addressing, refining, and adding to the key planning issues identified for the Downtown.

The revitalization study area generally borders Jones Street to the West, Dewey Street to the East, the South boundary is the railroad, and the North boundary is approximately one block north of Main Street (See Map One). The revitalization study area encompasses 172 parcels.

This document is divided into the following sections:

- I. Introduction
- II. Planning Inventory of the Downtown Business District
- III. Public Participation
- IV. Opportunities
- V. Recommendations for the Downtown
- VI. Implementation
- VII. Appendices

B. THE PLANNING PROCESS

In the fall of 2000, VANDEWALLE & ASSOCIATES, at the request of the City, conducted an assessment of the economic and redevelopment opportunities for Downtown Sun Prairie. The steps of the assessment were as follows:

1. Reviewing Sun Prairie's history, past planning initiatives, and other relevant documents including the following:
 - *City of Sun Prairie Master Plan 2020*, 2000;
 - *City of Sun Prairie Development Status Map*, 2000;
 - *Landmark Commission Report*, 1999;
 - *Parks and Open Space Plan*, 1995-2000;
 - *Downtown Storefront and Renovation Study*, City of Sun Prairie BID, 1991;
 - *City of Sun Prairie Comprehensive Master Plan*, 1987;
 - *City of Sun Prairie Comprehensive Plan*, 1968; and
 - *City of Sun Prairie Zoning Ordinance*, 1989.

2. Land use inventory and conditions analysis, including the following:
 - Type of land use
 - Condition of properties
 - Historic structures
 - Parking
 - Transportation
3. Facilitation of a community forum
 - The community forum was held at Prairie View Middle School on October 9, 2000. Approximately 38 people participated in this 3-hour event. A summary of the forum activities and worksheets are attached as Appendix A.
4. Personal interviews and focus groups
 - Interviews were conducted with key public officials, property owners, business owners, and local market experts in November of 2000. Approximately 42 interviews were conducted. Resident, business owner, and senior focus groups were held in November of 2000.
5. Using the information obtained from steps one through four, identification and formation of opportunities and recommendations.
6. Community presentation
 - A Presentation of the draft report to gain community input was held on January 15, 2001
7. Role of the Central Business District Revitalization Steering Committee
 - The Central Business District Revitalization Steering Committee provided oversight, review, and guidance of the planning process. Six meeting were held during the planning process.
8. The City of Sun Prairie Business District Revitalization Plan was created for adoption as the Downtown component of the City of Sun Prairie Master Plan 2020.

C. PAST REVITALIZATION EFFORTS

- **Tax Increment Finance District (TIF) #1:** Set up in 1981, provided funds to improve pedestrian lighting, curbs, sidewalks, trees, benches, trash containers, as well as the purchase and demolition of two buildings for parking lots. TIF #1 was dissolved in 1990.
- **The Downtown Storefront Renovation Study (1991):** The Business Improvement District (BID), hired an architectural firm to conduct this study; the study's intent included the following:
 - To provide specific and constructive information on how the buildings along Downtown Main Street can be improved;
 - To provide a more attractive unified street environment;
 - To enhance the historic character of Downtown architecture;
 - To provide information that would increase business Downtown;
 - To create a more viable business environment

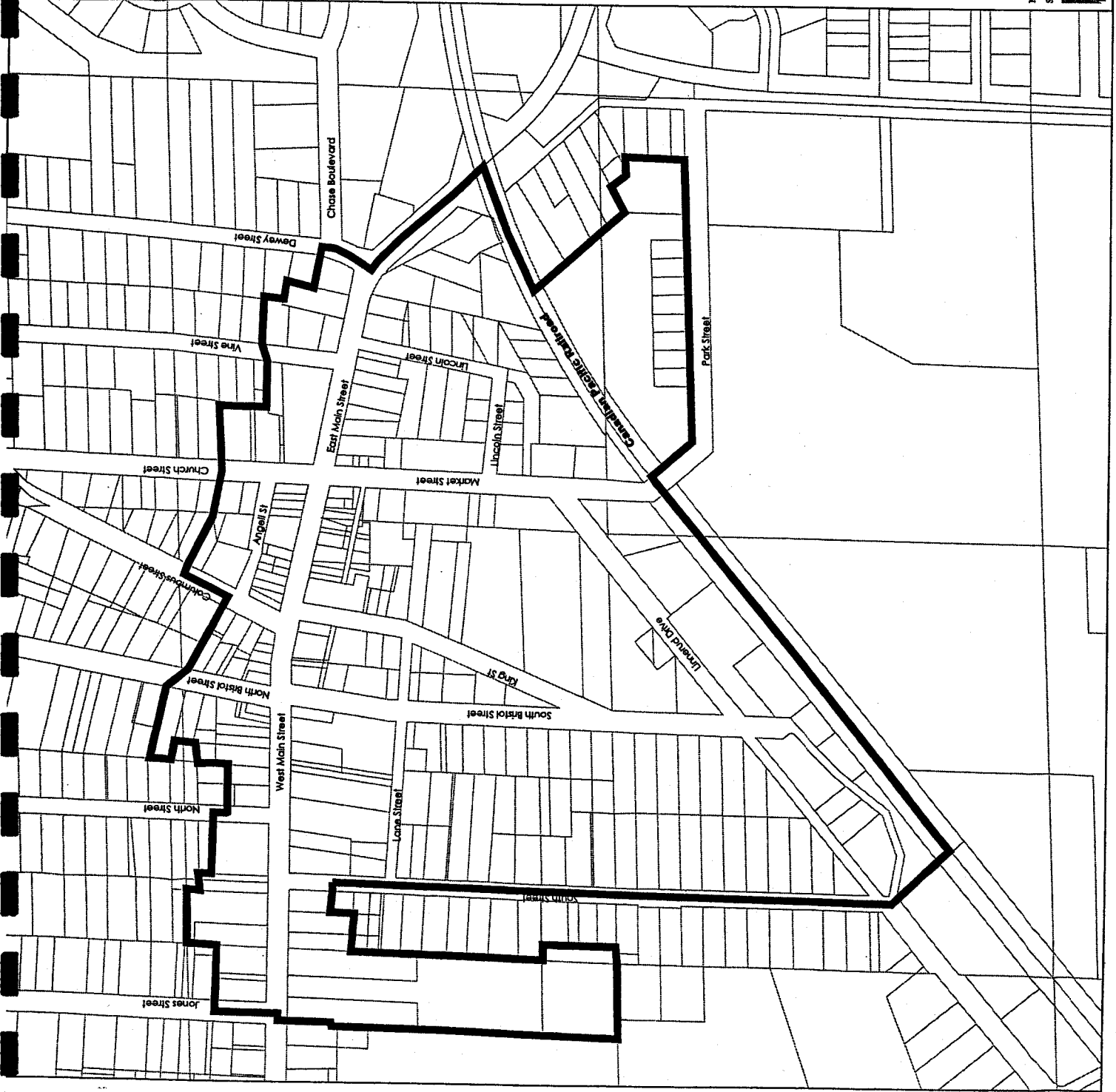
- Grant and Low Interest Loan Program: Administered by the BID.
- **Feasibility Study:** To retain the Municipal Building in the Downtown Business District.

Despite these steps, the Downtown Business District has continued to struggle with essential pieces of the puzzle of economic revitalization. While the number of vacant storefronts is not overwhelming (see Map 2 and Figure 2), their location in the core of the Downtown Business District creates the impression that Main Street is suffering. The current business mix throughout the study area is not adequate to create the kind of shopping environment that attracts the numbers of pedestrians that are crucial to a successful Downtown Business District.

MAP 1 STUDY AREA



0 400 Feet



II. PLANNING INVENTORY OF THE DOWNTOWN BUSINESS DISTRICT

Historically, the Downtown Business District in Sun Prairie has played a very significant role in the community. In the early 1900's, the Downtown Business District was the primary business and entertainment district. People frequented the local grocer, pharmacy, hardware store, garment store, and furniture store. The intersection of Main and Bristol Street, which included the City Hall, the Hebel Hotel, and the Crosse House, was the heart of Downtown. City Hall, in particular, was not only the center of government but also a social center as it contained a ballroom and theater.



As the Downtown Business District evolved through the mid-1900s, restaurants and shops came and went. Today, as new commercial and residential development occurs primarily along the western edge of Sun Prairie along the Business District at Highway 151, the character and support of the Downtown Business District has shifted. The post office and library, once located in the Downtown Business District have moved. Neighborhood retail and commercial establishments such as grocers, pharmacies, and dry cleaners have followed the new sprawling developments. The Downtown Business District core is now struggling to compete with the west side of the City for patrons.

A. EXISTING LAND USE

The Business District Revitalization Study Area is a mix of commercial, office, mixed-use, residential, industrial, and civic uses (See Map 2).

Below is a description of the existing land use pattern in the Downtown Business District and is keyed to Map 2. Figure 1 shows the approximate acreage of each land use category in the Downtown Business District.

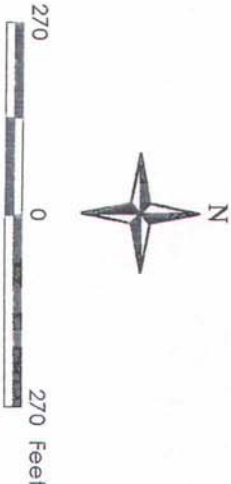


The land uses in the Downtown Business District include: business, residential, office, industrial, municipal, and institutional. The map categories include:

- **General Business:** Retail and service-related businesses in the Downtown Business District not on Main Street.
- **Central Business:** Retail and service-related businesses on Main Street from Jones Street to the west and Vine Street to the east.
- **Single Family Residential:** Single-family housing.
- **Multi-family Residential:** Two-or more-family housing.
- **Mixed Use-Business & Residential:** First floor business use, second floor residential use.
- **Office:** Office-support, service-oriented office.
- **General Industrial:** Light industrial, indoor manufacturing, storage uses.
- **Heavy Industrial:** Heavy industrial, equipment and storage uses visibly present.
- **Municipal:** Government-related uses.
- **Institutional:** Public buildings, including schools.
- **Municipal Parking:** Parking for public use.
- **Private Parking:** Parking typically for business patrons, employees, or residents.

MAP 2
EXISTING LAND USE

- Vacant Parcels
- ◻ Study Area
- Existing Land Use
 - General Business
 - Central Business
 - Single Family Residential
 - Multi-Family Residential
 - Mixed Use--Business & Residential
 - Office
 - General Industrial
 - Heavy Industrial
 - Rail
 - Municipal
 - Institutional
 - Municipal Parking
 - Private Parking



March, 2001

Sources: City of Sun Prairie, Dane County
Regional Planning Commission, Vandewalle
& Associates Site Inventory.

Vandewalle & Associates
Madison, Wisconsin 53706
Planning - Consulting - Starchitecting



FIGURE 1: EXISTING LAND USE SUMMARY

LAND USE	ACRES	PERCENT OF TOTAL
Commercial	12.74	14%
Central Business	2.98	3%
General Business	6.77	8%
Office	1.22	1%
Mixed-use (Business/Residential)	1.77	2%
Residential	15.2	18%
Single Family	12.97	15%
Multi-family	2.23	3%
Industrial	25.2	29%
General Industrial	6.16	7%
Heavy Industrial	19.04	22%
Recreation	0.0	0%
Government-related	12.26	14%
Municipal	6.17	7%
Institutional	6.09	7%
Transportation	21.28	25%
Municipal Parking	0.49	1%
Private Parking	2.24	3%
Rail	3.88	4%
Roads	14.67	17%
Total	86.68	100%

1. LAND USE PATTERNS

The Downtown Business District is dominated by industrial uses, including 29% of the total area. Residential and recreational uses encompass 18% and 0% respectively. Commercial uses account for 14% of total land area in the Downtown Business District.

a. Commercial/Retail

Commercial uses encompass 12.74 acres, or 14% of the total Downtown Business District, and are dispersed throughout. Most of the recent commercial growth in the City has occurred west of the Downtown Business District along Highway 151.

Central Business: Main Street uses include craft/quilting/antique stores, other retail, restaurants, taverns, office, personal service-oriented businesses, government uses, and vacant storefronts (See Map 2 and Figure 2).

FIGURE 2: MAIN STREET INVENTORY

Type	Number	Percent
Crafts, quilting, antique retail	13	28%
Other retail	11	23%
Restaurants	3	6%
Taverns	4	9%
Office	4	9%
Personal-service-oriented businesses	4	9%
Government	2	3%
Vacant first floor storefronts	6	13%
TOTAL	47	100%

- There are approximately 48 storefronts on Main Street.
- Currently Main Street has a vacancy rate of 13% of first floor buildings, turnover and vacancies changed continuously during this study.
- Dining options include the three restaurants and four taverns on Main Street.
- Nine percent of the storefronts are occupied by office and personal-service-orientated businesses.
- Over half (51%) of the Main Street District is retail oriented.
- Average rents range from \$1.34 to \$1.60 per square foot for retail space in the Main Street Downtown Business District.¹
- Average rents range from \$0.62 to \$0.82 per square foot for office space in the Main Street Downtown Business District.²
- There is a major concentration of businesses that are related to crafts, country-theme home decorating accessories, and antiques in the Downtown Business District, representing 28% of the storefronts.
- According to the Chamber of Commerce and the local business property owners the turnover rate is high. Businesses' reasons for leaving, include: the inability to expand, lack of parking, lack of accessibility from Highway 151, and new west-side development.³

General Business: General business includes businesses in the Downtown Business District which are not along Main Street.

- Approximately nine businesses are located in the Downtown Business District, south of Main Street.

¹ Average rents were provided by retail business owners during the business owner focus group sessions.

² Average rents for office space were provided by the Chamber of Commerce.

³ This information was obtained through interviews of business owners who had a storefront on Main Street and recently moved outside of Downtown or closed their business permanently.

b. Residential

Single family: Single family housing exists on approximately 15.2 acres or 15% of the total Downtown Business District. Most of the single-family homes are north of Main Street.

Multi-family: Multi-family housing exists on approximately 2.23 acres, or 3% of the total Downtown Business District.

- Multi-family housing is located primarily on Main Street.
- Most buildings on Main Street have second and in some cases third story residential housing.
- The Colonial Club Senior Center, is located east of the Downtown Business District that serves all of Dane County. Approximately 250 seniors live in the Colonial Club campus apartments, located one-half mile from the Downtown Business District.

c. Industrial

Heavy Industrial: Heavy industrial uses dominate the east side of the Downtown Business District, encompassing 19.04 acres or 22% of the total District. The following two long-time industries occupy the Downtown Business District:

- Chiquita, a food processing facility also known as the Friday Canning Company, established in the early 1900's, is the oldest industry in Sun Prairie. Due to the nature of Chiquita's business, employment is mostly seasonal.
- The Wisconsin Porcelain Company, formerly the American Spark Plug and Porcelain company dates back to 1919. The company is in the process of moving their facility across from the east side to the west side of Market Street. Wisconsin Porcelain also owns parcels on the 300 block of East Main Street.

General Industrial: General industrial is located mostly along Linnerud Drive, encompassing 6.16 acres, or 7% of the total Downtown Business District.

- Royle Communications Group is located on Market Street.
- Other general industrial businesses include a trucking company, a sign company, and a sand and gravel establishment. These businesses are located south of the Downtown Business District on Linnerud Drive.

d. Recreational

- Angell Park is located on the southeast side of the Downtown Business District study area, on the corner of Highway 19 and County Highway N; it is owned and managed by the Sun Prairie volunteer Fire Department. The Park is 57.4 acres and formerly was the site for the city swimming pool. In 1992, it was razed and the new Family Aquatic Center, opened on Linnerud Street, on the edge of Sun Prairie. The *Parks and Open Space Plan* lists Angell Park as the community and citywide park serving the Downtown resident district. All park amenities, however, have been removed.

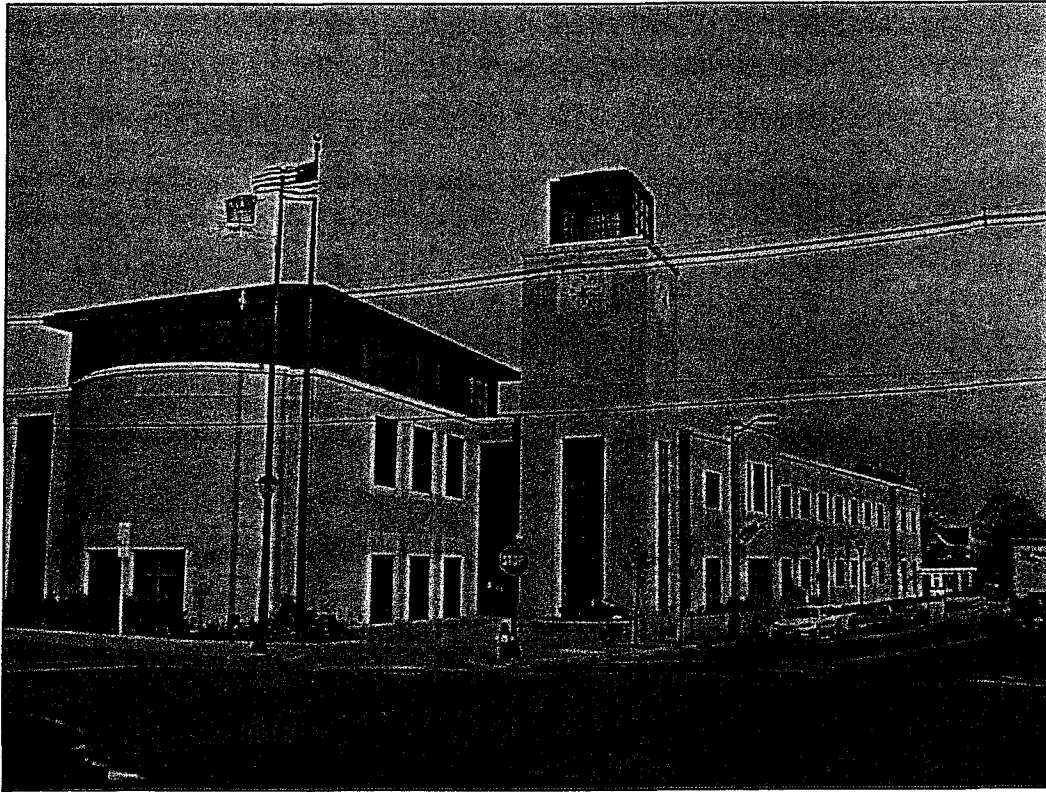
- Angell Park represents historic value to the city. The park was named for Colonel William Angell, who with Charles H. Bird founded the Village of Sun Prairie in 1846. Angell Park was the home of community dances, industrial fairs, and farm shows in the past. Today, the Sweet Corn Festival and midget auto racing take place in Angell Park, fees are charged by the Fire Department for entry to the festival and the racetrack.



- Blankenheim Park is located on the far east side of the study area and is 0.6 acres in size. This park is classified in the *Parks and Open Space Plan* as a neighborhood park, which by Plan definition serves a neighborhood for a radius of approximately one fourth a mile.⁴ This park has shrunk to half of its original size since 1979, when it was 1.4 acres.⁵
- Youth: The high school and the YMCA located on the west side of the study area serves the functional needs of the Sun Prairie youth. The YMCA has expressed the need for more space for their programs; however, if they were to expand they would need to relocate. The YMCA has a number of programs, some on site, including a teen center and some off-site programs at the local schools. The YMCA serves approximately 9,000 people living in the Sun Prairie area.
- Senior: The Senior Activity Center, located east of the Downtown Business District, currently serves 4000 seniors from all areas of Dane County. The Center provides recreational programs, trips, and classes for their members. Dane County residents 55 and over are eligible to become members at the charge of \$120 per year. The Senior Center is growing and plans to expand in the near future.

⁴ City of Sun Prairie Recreation Plan, 1995

⁵ City of Sun Prairie Recreation Plan, 1979



e. Municipal

- The Municipal Building, constructed in 1995, provides an anchor on the east side of Downtown Business District.
- The Historical Library and Museum is located on the south side of Main Street. The museum has limited hours and is limited in size. The museum portrays the history of Sun Prairie with items from the settlement and formation of local government and historical businesses and industries.

f. Institutional

- The Bank of Sun Prairie is located in the Downtown Business District. The Bank draws people to the downtown to do their banking transactions.
- The High School and YMCA are located on the west side of the Downtown Business District; the YMCA is on the edge of the western entry to the Main Street Business District.

B. CONDITIONS OF PROPERTIES

Based on a visual assessment, approximately 22 acres in the Downtown Business District were determined to be in poor condition (See Map 3). Properties that were determined to be in poor condition include sites that contain structures, buildings or improvements, which by means of dilapidation, deterioration, age or obsolescence are determined to be aesthetically unappealing and substantially impair or arrest the sound growth of the community.

- **Commercial/Retail:** the majority of these sites were found to be in fair to good condition; 1.80 acres are in poor condition.
- **Residential:** the majority of these sites were found to be in good condition; 1.28 acres are in poor condition.
- **Industrial:** almost all of the industrial sites in the Downtown Business District were found to be in poor condition; 17.24 acres are in poor condition.
- **Recreational:** Although no recreational uses are located in the Downtown Business District, Angell Park borders the District and was in fair condition.
- **Municipal:** the majority of these sites were found to be in good condition; 1.03 acres are in poor condition.

C. HISTORIC PROPERTIES

The State of Wisconsin Historical Society and the Landmark Commission has identified twenty-three of the structures in the Downtown Business District to be historically significant (See Map 3). The most significant of these historic sites include:

- Crosse House (listed on the National Register of Historic Places)
- Old City Hall
- Historic Hebl Hotel
- Sun Prairie Historical Library and Museum

D. PARKING

VANDEWALLE & ASSOCIATES conducted a parking inventory of both the private and public parking in the Downtown Business District (See Map 4).

- There are a total number of 923 parking stalls in the Downtown Business District.
- 26% (244) of these stalls are designated public municipal parking.
- 74% (679) of these stalls are designated for private parking.
- The Municipal Building and the downtown branch of the Bank of Sun Prairie have 175 and 68 employees⁶ respectively (243 total), while only 158 lot parking stalls and 66 on street parking stalls (224 total) are available for employee and customer use. These parking stalls must also accommodate parking needs generated by the businesses on the north side of Main Street from Vine to Columbus Street.

Overall the Downtown Business District suffers from a lack of adequate, well-marked parking; future reconstruction on Main Street will accelerate the problem.

- Parking location, time limits, and type are not clear from the existing signages.⁷
- 11 stalls will be eliminated in 2002 on the corner of Main and Church Street to allow for traffic lights and a 100' radius of parking will also be lost in 2002 from the intersection of Main and Bristol Street.

⁶ Sun Prairie Industrial and Major Employer Guide

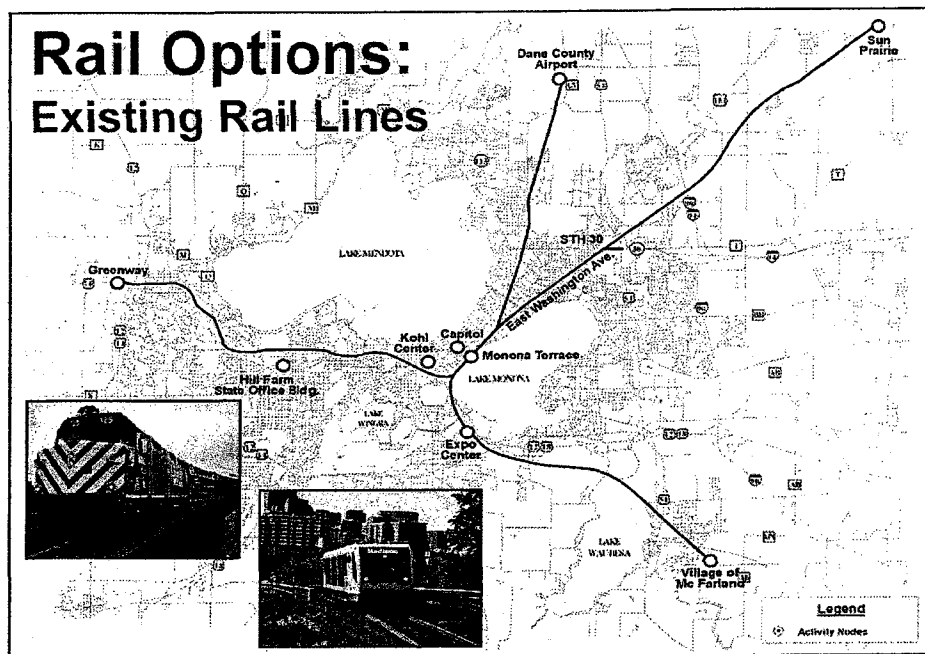
⁷ Transportation Alternatives Analysis for the Dane County/ Greater Madison Metropolitan Area, 2001

E. TRANSPORTATION

- **Roadways:** Downtown Sun Prairie can be accessed by State Highway 19 which runs east-west through the Downtown Business District on Main Street, as well as County Trunk Highway N which runs north-south through the middle of the Downtown. Main Street is 2 miles from Highway 151. Interstate 90/94 runs along the southwestern edge of Sun Prairie.
- Main Street is Highway 19.
- The projected Average Daily Traffic (ADT) for 2002 on Main Street from Bristol to Dewey Street is 13,675.⁸
- 602 trucks, or 4.4% of total traffic, are estimated to travel along Main Street daily.⁹
- Linnerud Drive will be being reconstructed in 2001. The corner of Main and Church Street will be redesigned to include traffic lights and the intersection of Main and Bristol Street will be reconfigured in 2002.
- **Commuter Rail:** Rail line runs along the southern border of the Downtown Business District and is operated by the Canadian Pacific Railroad. This line currently serves freight rail transport only.

Dane County is currently in the process of conducting an Alternatives Analysis to determine transportation strategies to handle projected population growth. Sun Prairie has been identified as a crucial link to the County commuter rail system. This system will provide a network from Sun Prairie to the east, the Dane County airport to the north, Middleton to the west, and McFarland to the south (See Figure 1). Commuter rail service is expected to begin within the next five years.

FIGURE 3: PROPOSED COMMUTER RAIL CORRIDOR FOR DANE COUNTY



⁸ This information was obtained from the Wisconsin Department of Transportation (WisDOT) and KL Engineering.

⁹ This information was obtained from the Wisconsin Department of Transportation (WisDOT) and KL Engineering.

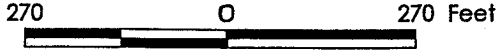
- **High Speed:** The Wisconsin State Department of Transportation (WISDOT) is currently developing a *State Rail Plan* as part of the state's overall planning strategy to develop create a multi-modal transportation system for Wisconsin. High speed rail will run through Sun Prairie. High speed rail will provide the following:
 - An increase in the feasibility of the Dane County commuter rail system by upgrading the track.
 - Rail crossings will be safer due to the stringent safety requirements of high speed rail.
 - Trains running through will be quieter on the tracks.
 - Certification of meeting safety requirements will allow the trains to blow their horns less.
- **Public Transportation (Shared Ride):** The service offered by Sun Prairie Taxi is considered "shared ride" taxi service. These taxis include sedans and a van. Advanced time calls may be arranged from 2 to 72 hours in advance. Sun Prairie Taxi operates curb-to-curb service. All trips are one-way trips and any stop enroute entails an additional charge.
- **Bicycle and Pedestrian Facilities:** The City does not have designated bicycle routes in the Downtown Business District. All of the streets in the Downtown Business District have sidewalks to accommodate pedestrian movement. Downtown residents and business owners have expressed a concern that heavy traffic along Main Street is a safety issue. The installation of a traffic light at the corner of Main and Church Street should make this crossing safer for pedestrians and bicyclists. Once Linnerud Street is extended, the crossing to Dewey Street must be carefully designed for pedestrian safety.

MAP 3
HISTORIC SITES &
CONDITIONS

-  Historic Buildings*
-  Poor Building Conditions**
-  Study Area

*Historic Sites: Sites determined by cross-referencing lists from the State of Wisconsin Historical Society as sites recognized as architecturally and historically significant and the study conducted for the proposed Historic District by the Landmark Commission.

**Poor Site Conditions: Sites determined by visual assessment of parcels containing structures, buildings or improvements, which by means of dilapidation, deterioration, age or obsolescence is aesthetically unappealing and substantially impairs or arrests the sound growth of the community.



March, 2001

Sources: City of Sun Prairie, Dane County
Regional Planning Commission, Vandewalle
& Associates Site Inventory.

 **Vandewalle & Associates**
Madison Milwaukee Colorado Springs
Planning - Creating - Rebuilding



CITY OF SUN PRAIRIE
BUSINESS DISTRICT REVITALIZATION PLAN

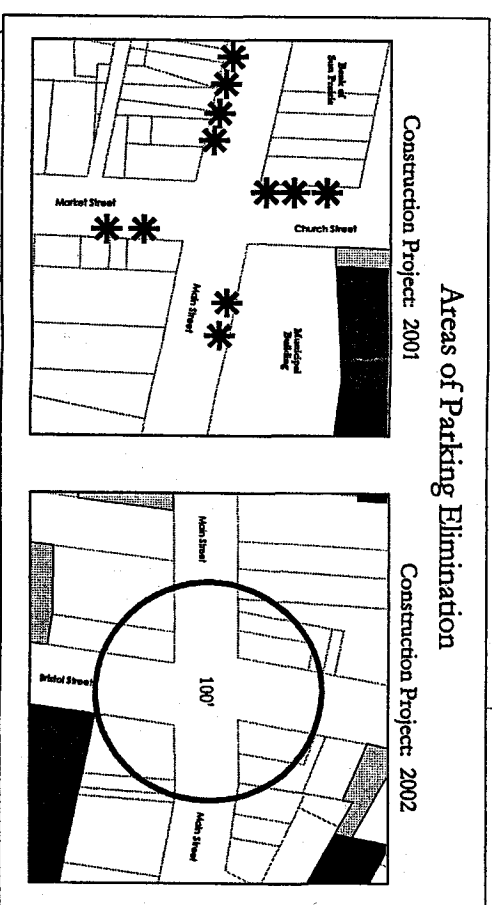
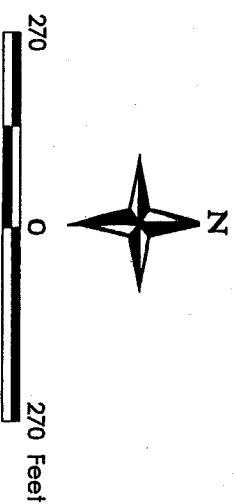
MAP 4
EXISTING PARKING

- Study Area
- Private (679)
- Public (244)
- Parking Stalls Eliminated
Due to Future Road Construction

Note: All "On-Street" parking is limited to 2 hours unless otherwise noted and is enforced Monday-Saturday 7 a.m. to 6 p.m.

Numbers on map represent the number of parking spaces in a given area and letters correspond with following list of specific buildings, workplaces, or apartments.

- A. Hometown News
- B. Magné's Bar
- C. Christian Day Care
- D. Office Building
- E. Reserved for Apartments
- F. Sun Prairie Health Care Center & Retirement Home
- G. Hertenstein's Super Club
- H. Shuppe's Auto Shoppe
- I. Barber Enterprises
- J. Canning Company
- K. Wisconsin Potcelain
- L. City Service Center
- M. American Legion
- N. Royle Publishing
- O. Bank of Sun Prairie
- P. Municipal Building
- Q. Police Parking
- R. Wisconsin Tenant Building



March, 2001
Source: City of Sun Prairie, Vandewelle & Associates Site Inventory, & S.P. Master Plan 2020.

Vandewelle & Associates
Master Plan
Planning - Consulting - Redesign

III. PUBLIC PARTICIPATION

A. COMMUNITY FORUM

Key issues raised by the forum participants included the following:

- **Land Use:** Moving the industrial uses outside of the Downtown Business District; Enhancing parking availability and accessibility;
- **Community Facilities:** More areas of open and green space in the Downtown Business District. Creating a community square;
- **Transportation:** Accommodations to plan for rail transit;
- **Housing:** Increasing residential development in the Downtown Business District;
- **Redevelopment:** Revitalization of the block across from City Hall.

(See Appendix B-complete forum results)



B. INTERVIEWS AND FOCUS GROUPS

The key issues emerging from the interviews included:

- Opportunities for redevelopment;
- Opportunities for business development and expansions;
- The urgency of working with the County and State to ensure rail service benefits the City and Downtown revitalization;
- Interest by local developers to do Downtown projects;
- Lack of coordination by the Chamber of Commerce, BID, and the Downtowners;
- The need to capitalize on special events, the history of the Downtown Business District, and the niche of the Downtown retail stores;
- Inconsistent retail businesses hours and high turnover of stores;

- The need for incentives for façade improvements and business recruitment and start-up;
 - Lack of accessible parking and related signage;
 - The need for a Downtown focal point, like a town square.
- a. **Resident Focus Group:** The resident focus group provided input on what is needed in the Downtown neighborhood and expressed priorities for redevelopment; six Downtown residents participated. The group identified the following services to be lacking in the Downtown Business District:
- Video store
 - Café/bakery
 - Convenience/small grocery store
 - Post office
 - Open and green space
 - Office supply store
 - Greeting card shop
 - Bookstore/newspaper store
 - Food co-op/organic foods
 - Larger farmer's market
 - Bike Trails
 - Recreational Opportunities
 - Areas of Open Space
 - Community gathering places

The residents also voiced some of the problems they deal with in regards to negative externalities, such as the noise from the racetrack at Angell Park and the unpleasant odor and insects that result from the industrial activities occurring in the Downtown Business District.

- b. **Senior Focus Group:** Eleven members of the Colonial Club Senior Activity Center Advisory Council made up this group. The senior focus group claimed the existing Downtown Business District did not provide the basic services and shopping activities they desired, other than banking. The accessibility of parking downtown was expressed as a problem as well as the lack of lower-income housing options in the Downtown area. The group also expressed a desire for the following:
- Pharmacy
 - Daytime café/bakery
 - Small landscaped park
 - Post office
 - Grocery store
 - Clothing store
 - Dimestore
 - Ice cream shop
 - Theater
 - Community square
 - Amphitheater

- c. **Business Owner Focus Groups:** The business owner focus group sessions were held on two days, in coordination with personal interviews. Business owners shared information about their relationships with other business owners, the City, and various Downtown groups. The major concerns the business owners expressed were the following:
- Lack of complimentary services for their customers including:
 - affordable alternatives for eating lunch
 - public restrooms to use while shopping
 - Space to accommodate growing businesses
 - Inadequate parking for customers
 - Problem with inconsistent store hours
 - Desire to see coordinated efforts from Downtown groups for Downtown small businesses
 - Desire to develop strong marketing strategy
 - Existing intersections do not accommodate pedestrian movement and safety, particularly Main Street and Bristol Street intersections
 - Access to businesses during Main Street reconstruction
 - Poor traffic flow in the Downtown Business District
 - Truck traffic through the Downtown Business District creates many problems

IV. OPPORTUNITIES

The City of Sun Prairie's geographic location and historic assets define the opportunities for redevelopment, land use, and economic development. The location and historic assets give rise to numerous opportunities and recommendations regarding commercial and residential development, retail niche strategies, cultural and historic preservation, and generally improving the physical and economic viability of the Downtown.

A. REGIONAL CONNECTIONS:

(See Figure 4)

- Commuter rail will connect the City of Sun Prairie to other communities in Dane County and the Dane County Airport.
- The City is strategically located along the Highway 151 corridor.
- Highway N runs through the Downtown, connecting to Cottage Grove and Stoughton, to Highway 12, and to Interstate 90 and 94 to Milwaukee.
- Interstate 90/94 running from Milwaukee to Madison is met just outside of the City.
- Proximity of Dane County Airport.
- Highway 19 connects Sun Prairie to Interstate 90 and 94 and to Chicago and La Crosse respectively.

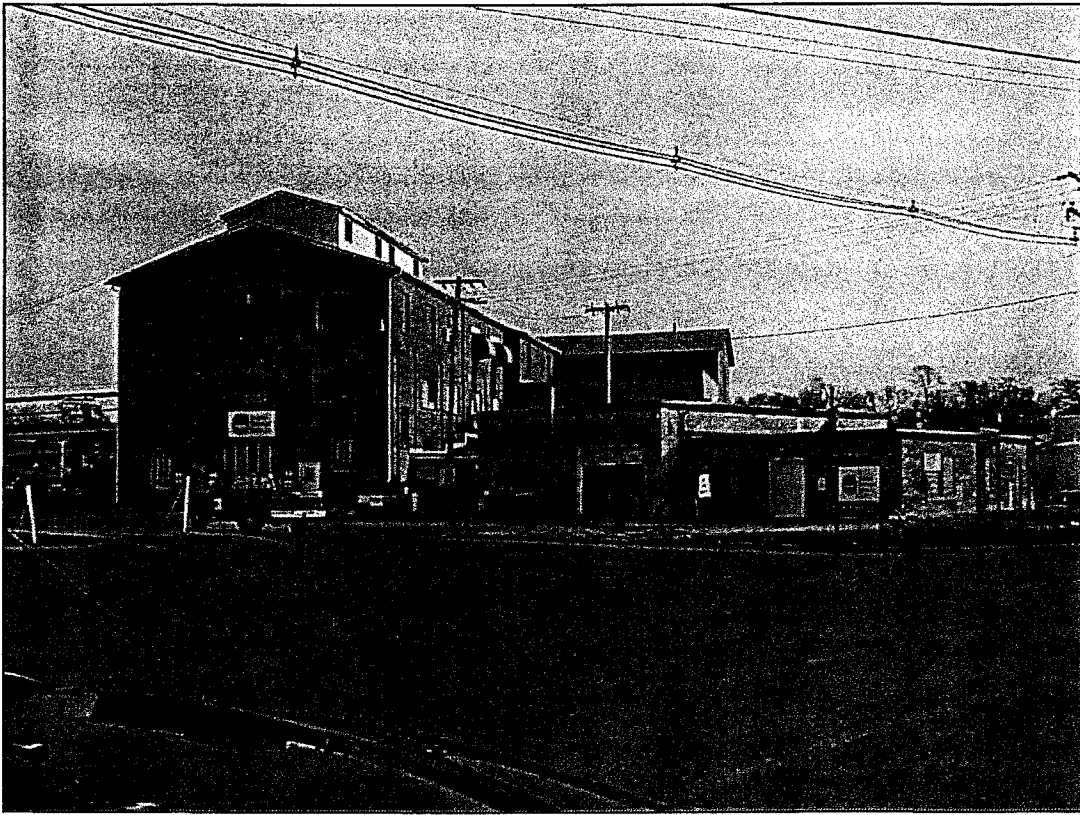
B. COMMUTER RAIL:

(Refer back to page 21 for commuter rail explanation).

- Increase consumers traveling to the Downtown Business District.
- Link Sun Prairie to other communities.
- Provide direct access to the Downtown Business District that was previously lacking.
- Provide the economic ingredient to spur redevelopment.
- Create an environment where transit-oriented development (TOD) including higher density, mixed use development is economically feasible.

C. CHANGING LAND USE:

- Chiquita is shutting down operations permanently at the end of 2001, they do not plan to resume operations in the future, opening up a large parcel of land for redevelopment.
- Wisconsin Porcelain is selling their land east of Market Street.
- Royle Communications Group on Market Street is in the process of moving their facilities to Bird Street.



D. POPULATION GROWTH:

- The City projects their population to increase by 41% to 26,985 by 2015.
- Sun Prairie is a small City offering a high quality of living in a proximal location to Madison and Milwaukee business centers.
- Madison is ranked 5th in the United States for leading bio-technology research and activities. As these high-tech fields advance, new residents will be moving to Dane County searching for a place to live.
- The current housing market is tight, vacancy rates are estimated as 0.5% for owner-occupied units and 2.8% in rental units.
- Housing developments on the eastside of Sun Prairie are increasing. The City is planning for 509 dwelling units to be developed as new parcels on the eastside of Sun Prairie¹⁰.

E. CUSTOMER BASE:

- **Downtown Workers:** Downtown has a workforce of 2204¹¹ to tap into. This number does not include people that travel to Downtown for appointments, meetings, etc. The employees and Downtown travelers present an untapped market for the Downtown District, each of these people need to eat lunch and dinner, do errands, buy basic needs, clothing, and accessory items.

¹⁰ City of Sun Prairie Development Status Map, November 8, 2000

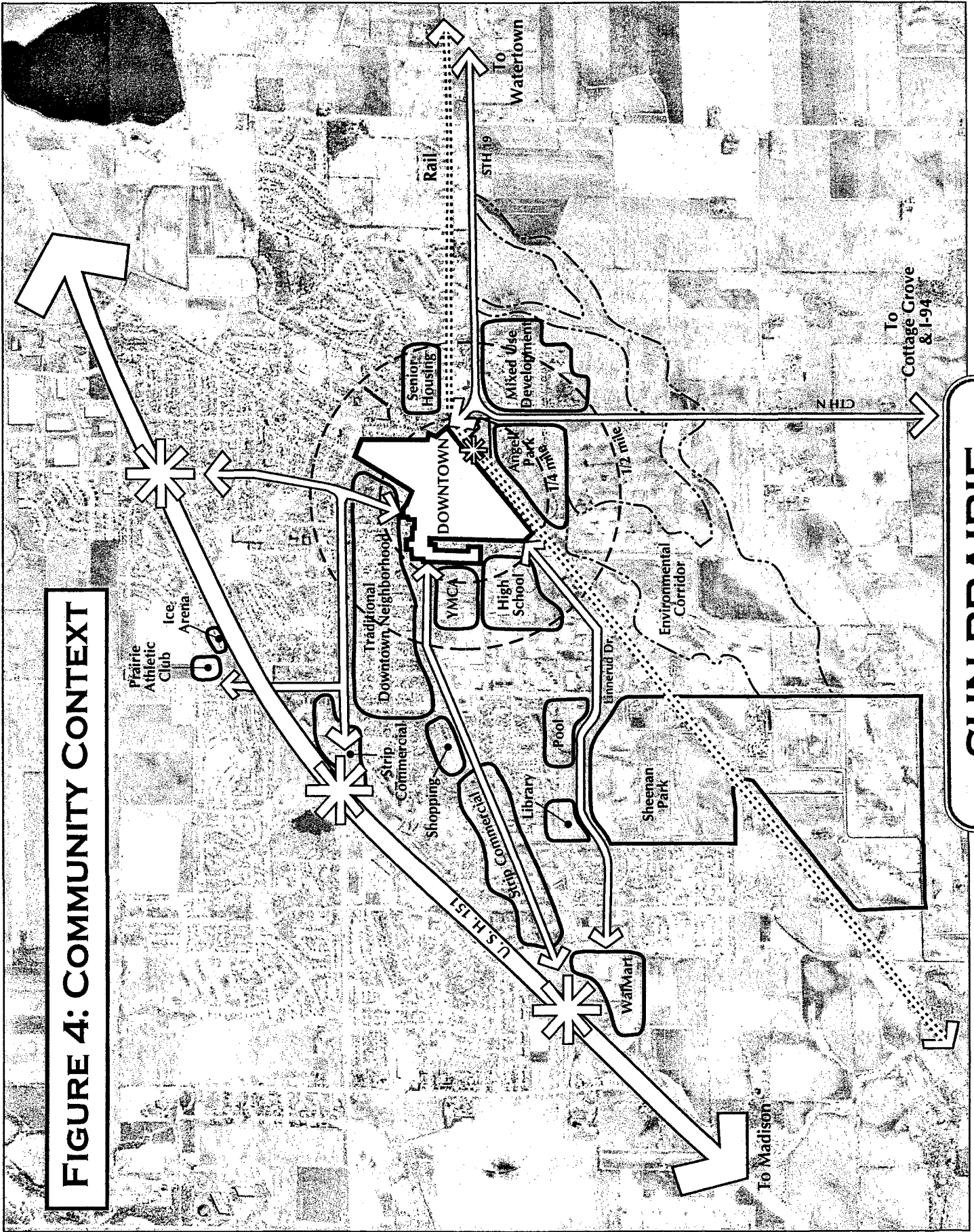
¹¹ This number includes, Royle Communications Downtown office (70), Sun Prairie Concrete (12), Wisconsin Porcelain (135), City employees (175), Sun Prairie Bank (68), Sun Prairie Power and Light Commission (26), Sun Prairie High School staff (158); this information was collected from the *Sun Prairie Industrial and Major Employer Guide* and personal interviews.

- **Students:** The Downtown Business District also houses the Sun Prairie High School on Kronke Drive. Approximately 1543¹² students are enrolled at the school. The High School is in walking distance of the Downtown Business District and could provide a location for students to eat and shop.
- **Seniors:** The Colonial Club Senior Activity Center has 250 housing units and is planning for 200 more units to accommodate the growing senior population. In addition to their residents, the Colonial Club Senior Activity Center draws approximately 4000 senior members from all areas of Dane County. The Senior Center is planning to expand in the near future to serve their increasing number of members.
- **Local Neighborhood Residents:** Middle to upper-income women support the craft stores. Over 84 residences exist in the Downtown Business District. The City is planning for 509 dwelling units to be developed on the eastside of Sun Prairie. These new neighborhoods do not have sufficient commercial services and present an untapped customer base for the Downtown. Dane County is evolving into a high-tech business center, attracting empty nesters and families from all over the country. Sun Prairie could capture this growth by enhancing their amenities.
- **Sun Prairie Residents:** Relative to the state and county, Sun Prairie has a high median household income of \$53,401 and a disposable income of \$41,517¹³. Sun Prairie residents are an important consumer base that is not using Downtown to its full capacity for shopping and services.
- **Visitor:** Future rail initiatives will expand Downtown's consumer market. Proximity to the airport is an asset for the City; also City access from Highway 151 and 90/94 is significant. Appropriate signage leading newcomers and out-of-towners to the Downtown is essential. Many visitors are looking for Downtown to offer something area malls do not; a small town feel and high quality of service. Sun Prairie's craft niche attracts visitors from distant areas.

¹² Sun Prairie High School enrollment in 2001(1543).

¹³ www.sunprairiewis.com (Website for the Sun Prairie Economic Development Council)

FIGURE 4: COMMUNITY CONTEXT



SUN PRAIRIE

DOWNTOWN

V. RECOMMENDATIONS FOR THE DOWNTOWN

One of the goals of the *City of Sun Prairie Business District Revitalization Plan* is to strengthen the Downtown as the heart of the community, to attract residents and visitors. Through public improvements and private redevelopment the Downtown will support community events, recreation, retail and service activities. *The City of Sun Prairie Business District Revitalization Plan* recommends drawing on Sun Prairie's heritage as a source of pride, an economic driver, and a unifying theme. Recommendations for the Downtown recommendations are divided into the following marketing Districts: Main Street Historic District, the Historic Four Corners District, and the Market Street District (See Figure 5). The districts are defined as follows:

- A. Main Street Historic District- The current retail district for Downtown, encompassing Main Street from Bristol Street to Church Street.
- B. Historic Four Corners District- The western entryway into Downtown, including the intersection of Main Street and Bristol Street, extending down South Bristol to Linnerud.
- C. Market Street District- The corridor extending from the Municipal Building and the Bank of Sun Prairie to the rail depot and proposed transit-oriented development. This District includes the Canning Company and Wisconsin Porcelain sites.

A. OVERALL RECOMMENDATIONS

The following recommendations are keyed to the Master Plan Map (See Figure 6). The labels are lettered to signify the following:

- R - **Redevelopment**- Rehabilitation, reuse, or expansion of a building.
- T - **Transportation**- Street patterns, closures, and redesign.
- S - **Streetscaping and Wayfinding**- The visual image of a street, including the combination of buildings, parking, signs, lighting, and street furniture.
- P - **Parking**- Expansion and reconfiguration of parking.

FIGURE 5: MARKETING DISTRICTS

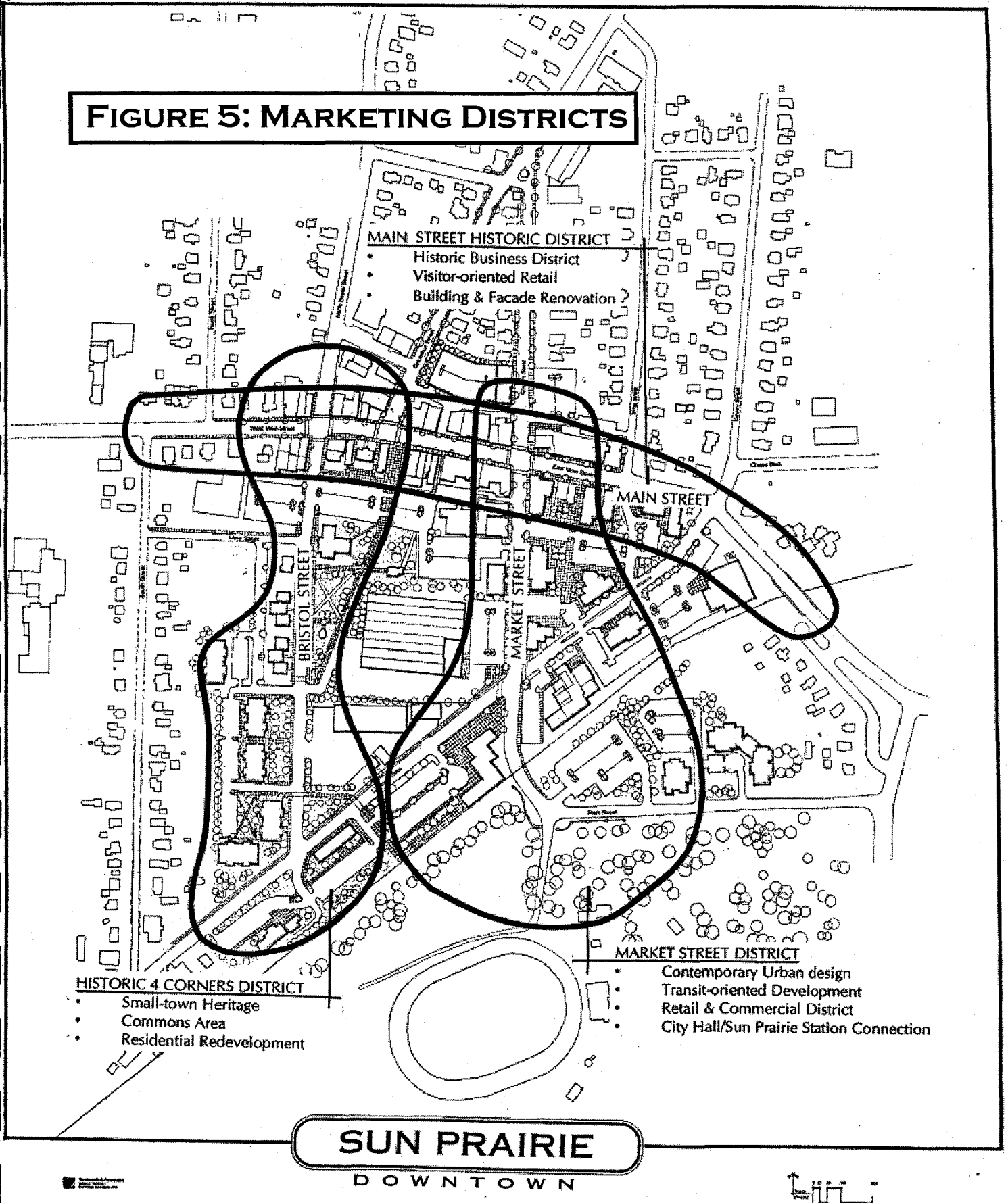


FIGURE 7: MASTER PLAN



FIGURE 6: DOWNTOWN VISION



SUN PRAIRIE

DOWNTOWN

1. MAIN STREET HISTORIC DISTRICT

Main Street is the heart of the Downtown. This district must maintain all the attributes of a core downtown area including a pedestrian friendly environment, adequate streetscaping and wayfinding, a dense clustering of retail opportunities, and a unified urban design. In the past, efforts have been made to improve aspects of the downtown. The purpose of the following recommendations is to coordinate and enhance existing and past efforts.

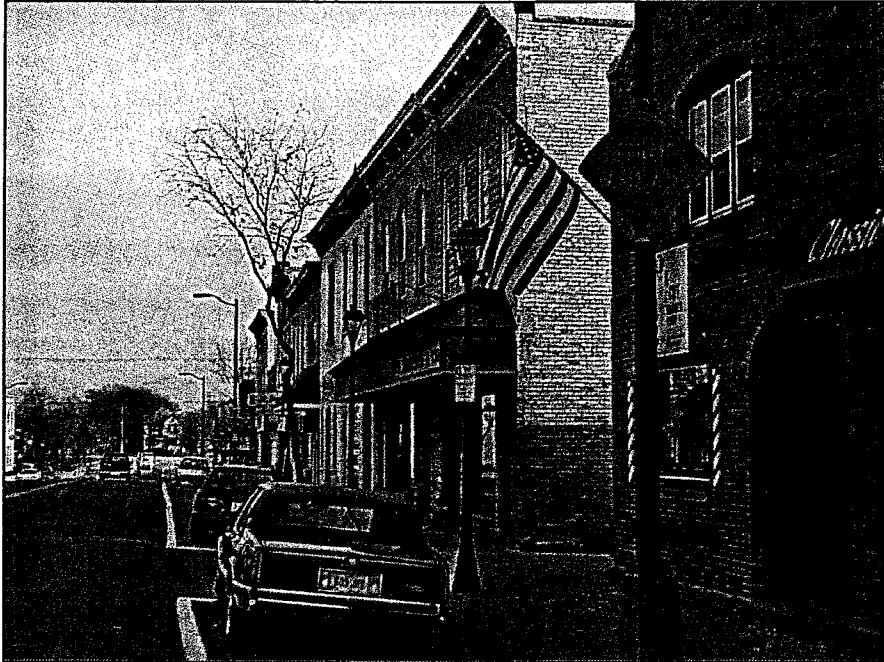


FIGURE 8: MAIN STREET HISTORIC DISTRICT (MASTER PLAN)

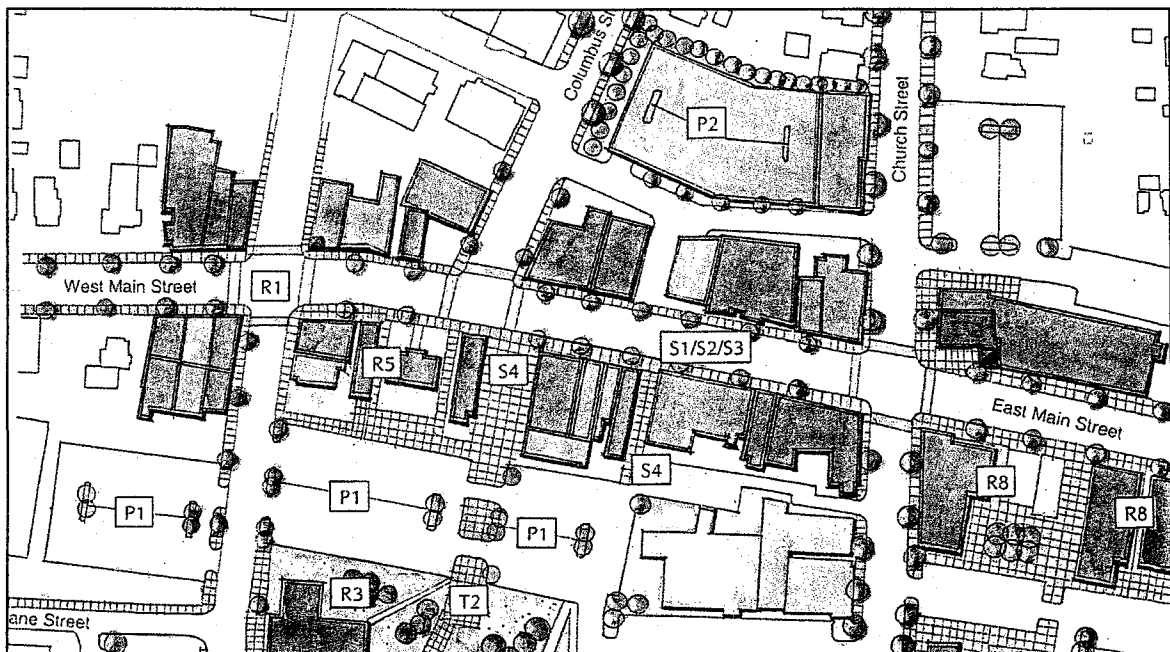
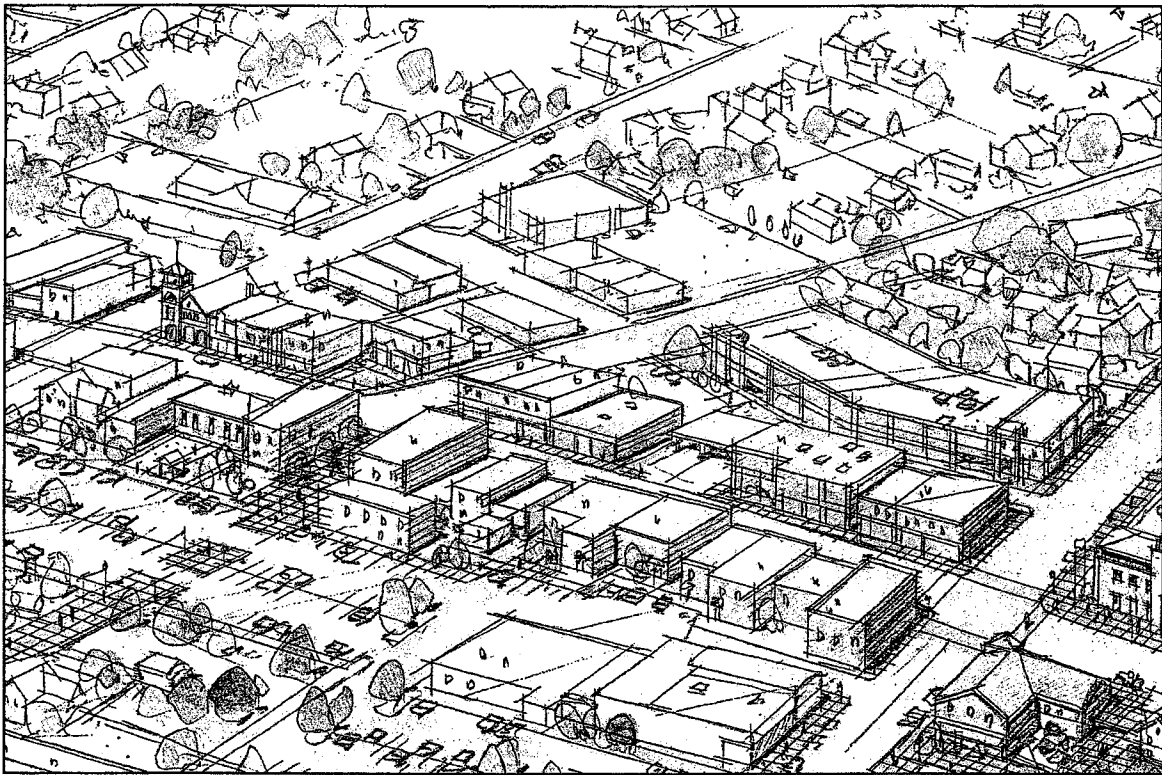


FIGURE 9: MAIN STREET HISTORIC DISTRICT (DOWNTOWN VISION)

a. **Parking and Roads:** Creating an efficient layout would provide the Downtown with significantly more public parking. Downtown parking would be less complicated and be buffered with increased landscaping.

- **P1:** The parcels south of Main Street, behind the retail shops should be reconfigured as the primary public parking area for the Downtown Business District. This parking area would provide direct and easy access to Main Street retail. Designating one area as space for public parking would eliminate confusion. The need for an accessible, highly visible area is critical because of the planned elimination of parking stalls on Main Street and adjacent streets due to construction in the next few years.
- **P2:** A parking deck should be installed behind the Bank of Sun Prairie which would serve the Municipal and Bank employees' needs, freeing up ground level parking for shoppers.
- Parking restrictions on Main Street must be more strictly enforced so long-term users park in designated areas.
- Parking areas should be landscaped to buffer from surrounding uses.
- A plan must be made to accommodate Downtown parking during periods of construction. This plan should include an effort to make parking alternatives clear, through the distribution of informational flyers/brochures, temporary signage, and advertisements.

b. **Auto and Pedestrian Traffic:** Downtown business owners sight truck traffic as a major problem along Main Street.

- The City should work with the DOT to reroute truck traffic from the Downtown to Highway 151 to County Highway VV back to Highway 19.

- During Main Street construction the street width should be designed to slow traffic and create a pedestrian-friendly environment.
 - **T1:** Pedestrian crossings in the Downtown Business District, particularly along Main Street, should be improved by enhancing the visibility of the crossing through distinguishable materials and the installation of pedestrian crossing signals.
 - **T2:** The crossing from Linnerud Drive to Dewey Street should be constructed carefully to accommodate future high levels of pedestrian use.
 - **T3:** A railway viaduct should be constructed over Main Street to improve safety and traffic flow for upcoming rail service.
- c. **Business Mix:** Main Street's craft and country niche should be further developed. Small establishments, which offer snacks and refreshments to shoppers, are critical to the serve the needs of store patrons.
- Encourage expansion of niche through recruitment plan.
 - Recruit small cafes and bakeries.
 - Recruit specialty food stores, such as candy stores, ice cream shops, or delis.
 - Recruit gourmet and/or organic food store.
 - Recruit businesses that complement the gift store theme such as toy stores, greeting card shops, book stores, and clothing boutiques.
- d. **Streetscaping and Wayfinding:** As mentioned, some work has been done to improve the streetscaping on Main Street. A much stronger effort to create a unified and pleasant urban village theme must be made.
- **S1:** A unified plan for street trees and planters should be created within the City's capital improvement plan for street improvements. Street trees should be regularly spaced; and located a uniform distance from the curb.
 - **S2:** Street furniture should be part of the capital improvement plan, including seating and litter baskets to increase Downtown's comfort level and to capitalize on its potential as a social environment.
 - **S3:** Coordinated gateway signage should be installed notifying travelers that the Downtown holds the rail depot, the Sun Prairie Historical Library and Museum, the Crosse House, as well as other significant sites.
 - **S4:** Well-defined links between the proposed, expanded parking and Main Street retail must be made, through landscaping, paths, and patterns of materials.
 - A wayfinding plan should create a system of signage and other features for the Downtown Business District. This plan should identify the best location of these wayfinding elements which would guide visitors to parking, retail, restaurants, and other cultural sites. The Downtown Business District as a whole, is an undefined maze to many visitors as well as a number of City residents. Signage guiding people to parking must be increased and strategically located. Signage distinguishing public and private parking should be clear and increased.
- e. **Design Guidelines:** Detailed design guidelines should be established and adopted.
- Existing character

- Historic “Main Street” of Sun Prairie
- Pedestrian-scaled commercial/residential use
- High traffic counts, on-street parking
- Sidewalks from curb to face of buildings
- Two-story structures with zero setbacks (typical)
- Italianate, contemporary styles (typical)
- Larger setbacks at east and west entry corridors
- Design strategy
 - Prioritize preservation of key landmark structures (i.e., old City Hall).
 - Enhance facades of historic commercial structures.
 - Reinforce the historic “Main Street” streetscape character.
 - Maintain existing scale of streetscape and pedestrian ways.
- Improvements and guidelines
 - Renovate architectural landmarks.
 - Express Market Street design elements on Main Street (Market Street to Linnerud Dr.).
 - Improve intersections at Bristol, Columbus, and Market Streets.
 - Update streetscape furnishings and lighting.
 - Create pedestrian-scaled walkways with amenities (Main Street to parking lots).
 - Coordinate landscape design of Main Street entry corridors.
 - Follow new development and renovation guidelines for Main Street core:
 - Zero setback,
 - Two-story height, proportional width,
 - Brick, color compatible,
 - Transparent facades at lower level (50% minimum),
 - “Storefront” window proportions at lower level,
 - Parapet roof form,
 - Integrated signage,
 - Accessible from rear parking where possible.

2. HISTORIC FOUR CORNERS DISTRICT

It is difficult to identify Downtown Sun Prairie. The corridor from Highway 151 to downtown has been primarily developed in a conventional, auto-oriented commercial manner, this corridor provides little identity for Sun Prairie as a place. The Four Corners District has the potential to be the gateway and identity point for the east side of Downtown.

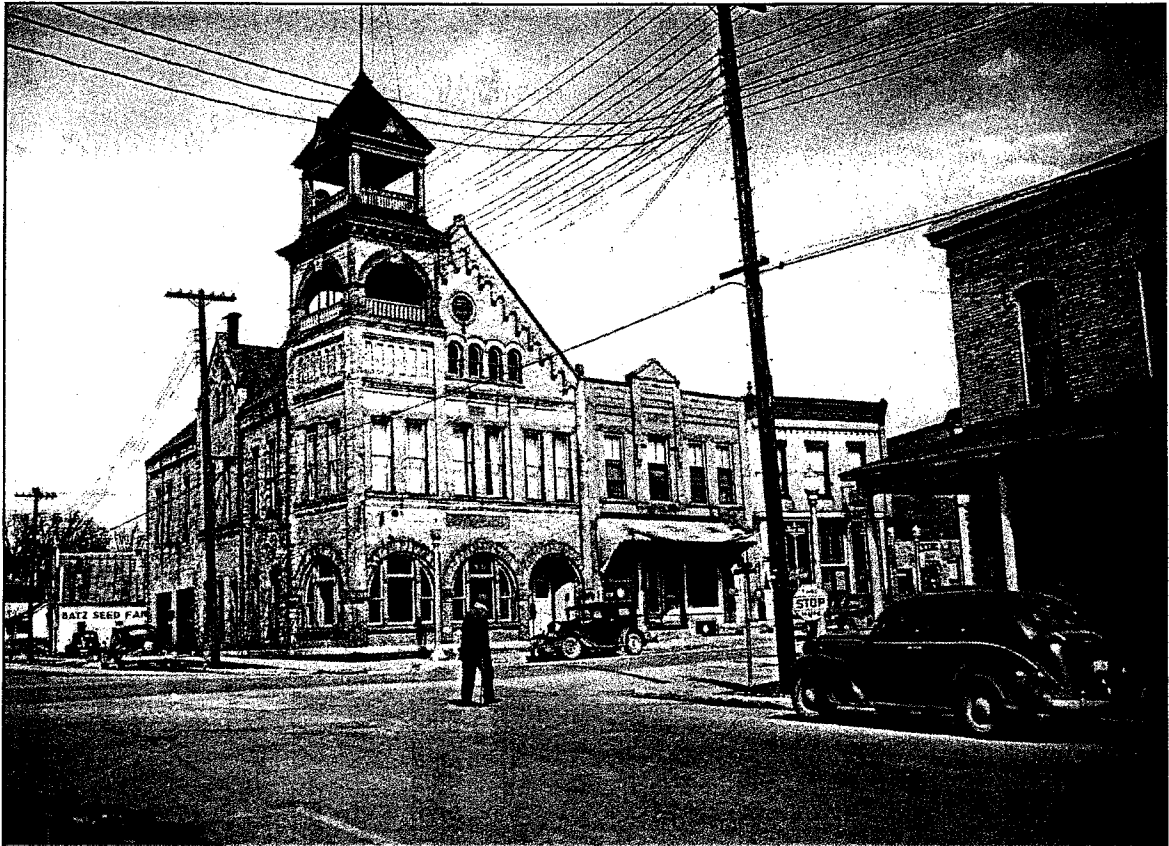
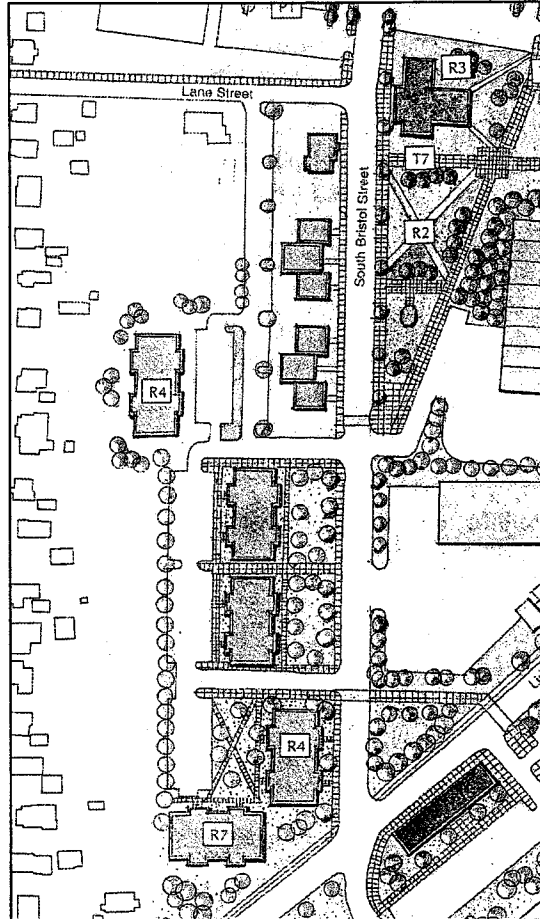
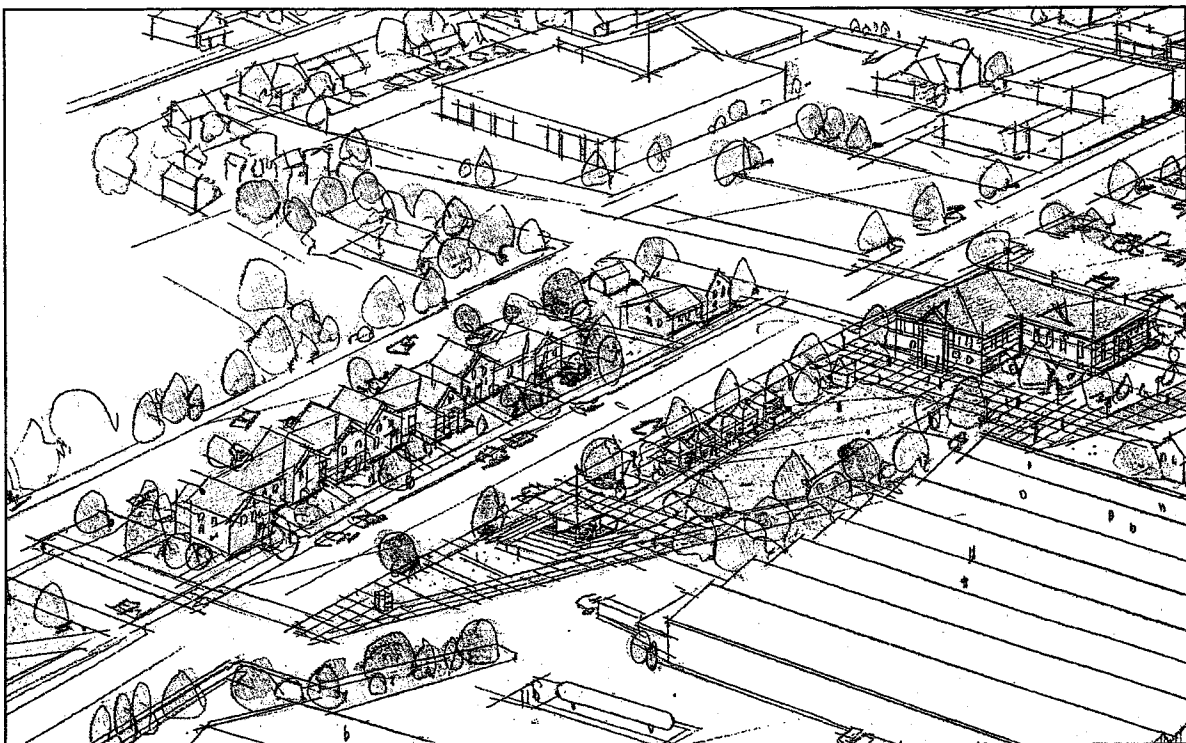


FIGURE 10: HISTORIC FOUR CORNERS DISTRICT (MASTER PLAN)**FIGURE 11: HISTORIC FOUR CORNERS DISTRICT (DOWNTOWN VISION)**

a. **Redevelopment, Rehabilitation and Reuse:** The buildings on this significant corner are in need of rehabilitation of various intensities.

- **R1:** The owners of the buildings on the corner of Main and Bristol Street, particularly the Old City Hall which is the most visible, should be strongly encouraged to rehabilitate or redevelop these buildings. The historic buildings on the corner of Main and Bristol Streets need to be redefined as the historic entryway into the urban village of Sun Prairie.
- **R2:** Linked to the prominent corner on Main and Bristol Streets, Strawberry Point would provide a civic commons and green, open space, which the downtown lacks. This civic commons would provide a community-gathering place for a farmers' markets, as well as craft and art fairs.
- **R3:** Public facilities including a community information kiosk and restrooms are needed to serve Main Street retail, this could be developed as part of the overall parking redevelopment behind the retail shops between Market and Bristol Street.
- **R4:** Bristol Street multi-family residential development that fits with the historic residential neighborhood on South Street would increase residential density and support existing and proposed commercial development.
- **R5:** The Sun Prairie Historical Library and Museum is an important asset to the Downtown Business District and it should be expanded.
- **R6:** The old historic granary can be seen from the intersection of Main and Bristol Street. Redevelopment of this building is important because it is highly visible. This building should be retained because of its historic significance; it could be reused as a restaurant or entertainment center. Reuse of this building should complement and contribute to the City's history and heritage.
- **R7:** Mixed-use development should be encouraged north of Linnerud Drive to buffer the train from the residential neighborhood.

b. **Streetscaping and Wayfinding:** In order to create a presence for the downtown, it is necessary to create a physical and visual entrance, which begins along the Highway 151 corridor.

- Signage on the highway would let travelers know which exit to take to go downtown, immediately after people come off the exit ramp signage to direct people to the downtown is necessary.
- **S5, S6:** As people travel to Main Street from the west and east the creation of a prominent entry way can be achieved through a combination of entryway features, such as signage, a comprehensive streetscaping program, appropriate building orientation, and the creation and implementation of design guidelines.
- Improved signage should provide clear direction to Downtown retail, historic, and public facilities as well as enhanced parking.
- A plan defining coherent and comprehensive streetscaping will unify and enhance the overall appearance of the Downtown and provide a visual entryway.
- **S7:** Old City Hall needs to be renovated and its tower should be restored. Old City Hall is a beacon that can be seen along the Highway 151 corridor, leading people to the Downtown Business District.

- c. **Business Mix.** Historic preservation and displaying the heritage of the City of Sun Prairie is the main theme of this district. This district should celebrate the old and capitalize on the future opportunities of the City. Increasing community gathering space and new housing development, which fits with the neighborhood, will make this district an attractive entrance into the Downtown.
- Recruit stores that capitalize on the heritage and history of Sun Prairie and complement the historic buildings.
 - Recruit entertainment businesses to redevelop the historic granary.
 - Move the farmer's market to the historic "Strawberry Point" and surround this triangle with complementary garden-themed shops.
 - Bed & Breakfast establishments should be developed to the north and south of Main Street on Bristol Street.
 - Expand the Sun Prairie Historical Library and Museum and add a small gift shop to the building.
- d. **Transportation:** The Main Street businesses need more parking spaces for their customers and employees. The reuse of Strawberry Point as a community gathering area, creates the need for more parking in this area.
- T4, T5 King and Lane Street, South of Main Street, should be vacated to create adequate parking and open space as well as to control and simplify traffic patterns South of Main Street.
- e. **Design Guidelines:** Detailed design guidelines should be established and adopted.
- Existing character
 - Symbolic community intersection
 - Historic structures including old City Hall, museum, etc.
 - Bristol Street: mix of uses, poor condition structures
 - Industrial, maintenance, and rail-related businesses
 - Poor quality pedestrian ways
 - Design strategy
 - Improve image of historic four corners.
 - Redevelop underutilized sites on Bristol Street
 - Provide new downtown green space.
 - Buffer impact of remaining industrial uses.
 - Improve pedestrian circulation.
 - Improvements and guidelines
 - Prioritize preservation of landmark structures at Main and Bristol Streets.
 - Redevelop west side of Bristol Street with high-quality residential structures.
 - Maintain existing character of reused Cargill elevator and related buildings.
 - Improve intersections at Bristol & Main and Linnerud.
 - Landscape proposed parking areas.
 - Create multi-purpose open space and pedestrian connections through park.

- Provide high-quality through pedestrian walkways between proposed and transit center.
- Screen City Service Center and Wisconsin Porcelain.
- Improve Bristol Street streetscaping to match Main Street
- Design residential structures as follows:
 - Two to three-story height,
 - Wood-frame or brick,
 - Scale of building elements to match South Street residences.
- Design potential structure at Bristol & Lane Street as follows:
 - Brick,
 - Historic style,
 - Two-story.

3. MARKET STREET DISTRICT

Some timely opportunities are available for the Market Street area of Downtown. The city has the ability to assemble large parcels, previously used for industrial purposes, for redevelopment.

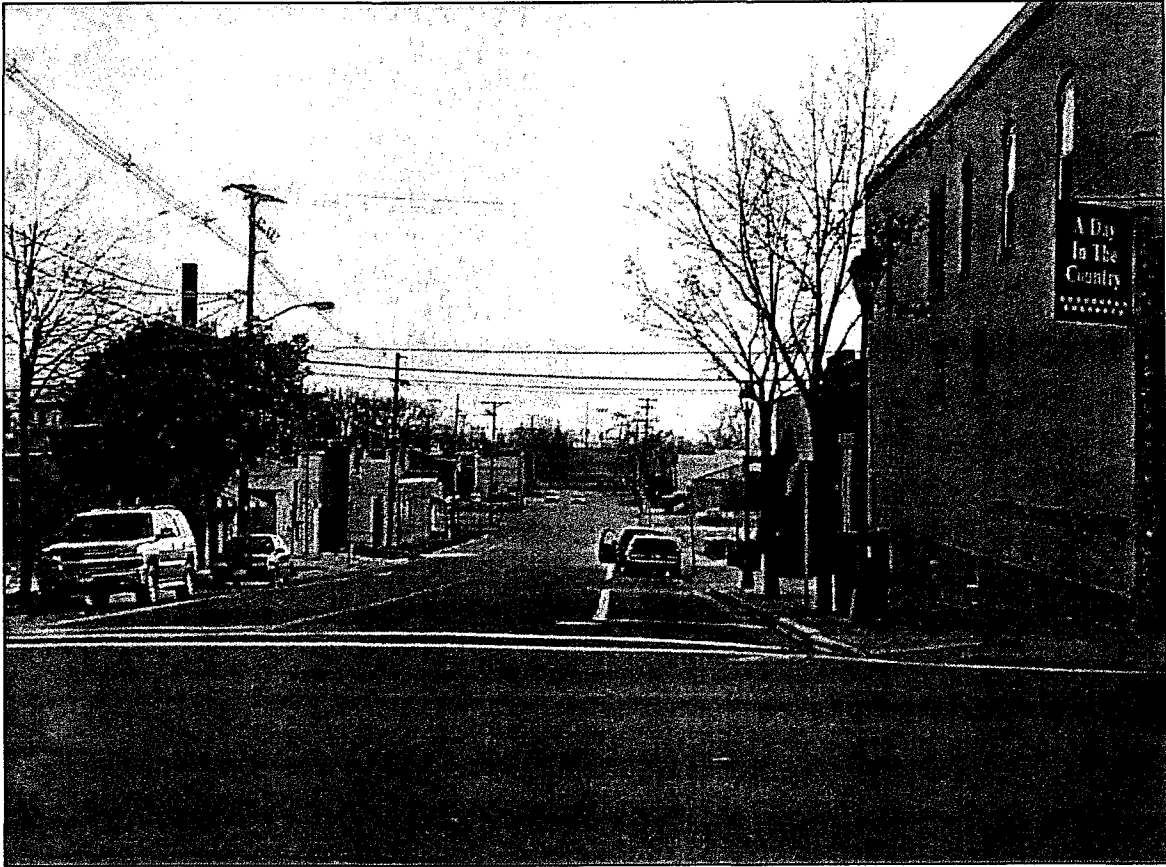
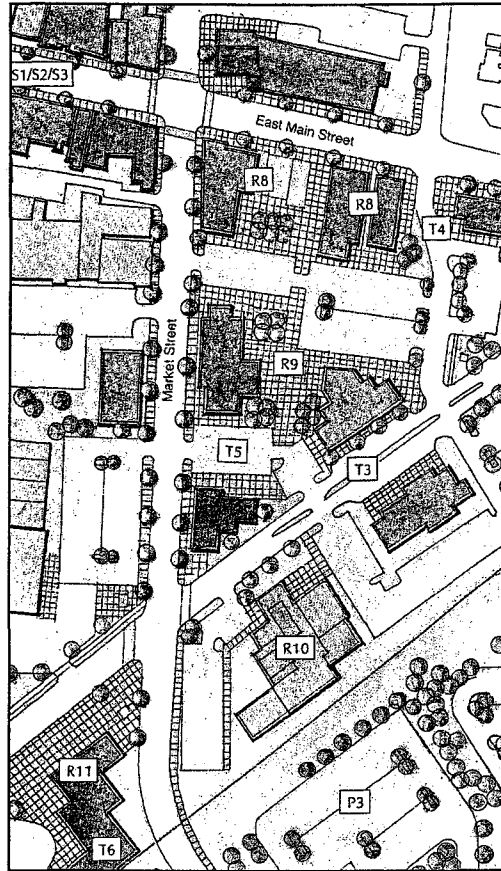
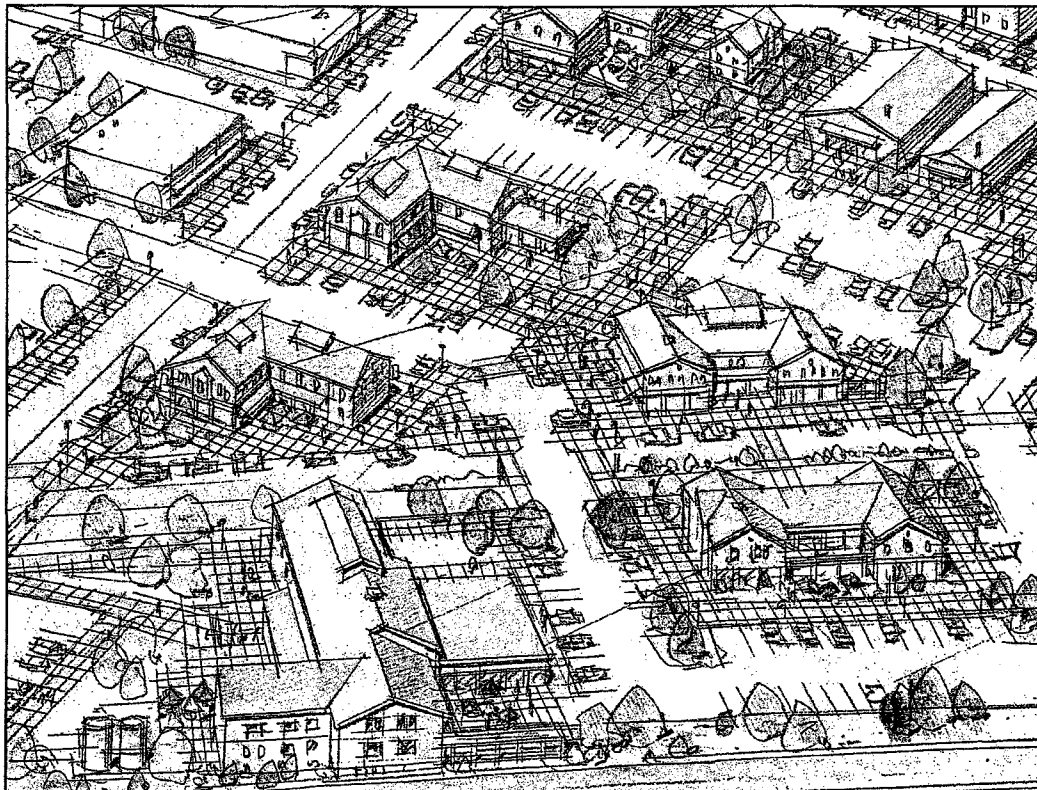


FIGURE 12: MARKET STREET DISTRICT (MASTER PLAN)**FIGURE 13: MARKET STREET DISTRICT (DOWNTOWN VISION)**

- a. **Redevelopment, Rehabilitation and Reuse:** The assemblage of industrial parcels on the east side of Downtown will play a critical role in the success of Downtown Sun Prairie. The Canning Company's land holdings represent a significant and highly visible parcel of land. Their announcement to close their operations in December of 2000, presents an opportunity for assembling and redeveloping these parcels to ensure the highest and best use for the community. The parcels owned by Wisconsin Porcelain north of the Canning Company on Market Street and fronting Main Street are also available.
- **R8:** The buildings across from the Municipal Building, on the south side of Main Street are very significant to the Downtown; they are part of the east entry way to Downtown and represent the face to the proposed urban village of the Market Street District. The buildings should be reused as galleries and retail shops to complement the proposed use of artisan studios and related retail in the proposed urban village.
 - **R9:** Wisconsin Porcelain is one of the oldest industries in Sun Prairie. Drawing on this theme and existing manufacturing capabilities, the existing buildings may be reused for studios and retail shops which capitalize on the heritage of the City. This area has many possibilities, an artisan theme using the kilns would complement the craft and handmade goods niche. Georgia O'Keeffe's heritage could be used to market the artisan theme.
 - **R10:** The Canning Company is Sun Prairie's first industry. The existing building has water facilities, which could lend itself well to a brewery and restaurant. The building could also become an entertainment complex with bowling, video and virtual reality games for all ages, and recreational activities, due to its size.
 - **R11:** Transit-oriented development should occur on Market Street and Linnerud Drive. This site is significant to the Downtown, given its visibility for travelers from Highway 19 and Highway N. Transit oriented development in this area is necessary to serve the demands of the travelers coming to the transit center by various modes. Retail centers should include a flower shop, newspaper and bookstands, a dry cleaning establishment, coffee and bakery shop, and a day care. These businesses could provide employment opportunities for low and-moderate income residents.
 - **R12:** The size of the area between Main and Lincoln Street allows for a building with a large footprint. Redevelopment of this area could include a mid-sized grocery store, a hardware store, or a pharmacy/convenience store.
 - **R13:** Angell Park has the capacity to serve as the primary site for recreational uses for Downtown residents. The City must reconfigure their relationship with the Volunteer Fire Department to redevelop the park so it will serve the community's needs and complement the Downtown.
- b. **Streetscaping and Wayfinding:** As the entry to Downtown from the east Market Street district is an important face for Downtown Sun Prairie.
- Signage for transit center parking should be part of the comprehensive signage plan.

- **S6:** Entry and directional signage is needed to welcome and assist people traveling into Downtown from the EaStreet
 - Signage to the new Library and Aquatic Center should be included along Linnerud Drive.
- c. **Business Mix:** The development of this district should be primarily based on transit-oriented development while preserving the history and artesian-theme of Georgia O'Keefe and Wisconsin Porcelain. The proximity of Angell Park and the availability of large parcels of land will allow the City to shape this area into a entertainment and recreation destination for residents and visitors alike.
- Business development that enhances the artesian, hand-made theme.
 - Transit-oriented business development to serve the needs of the transit center users including: newspaper and bookstand, drycleaner, coffee and bakery shop, day-care center, hair salon, tanning salon, and camera/film developing store.
 - The large parcels of land available for redevelopment should be developed as a hardware store, grocery store, or a pharmacy.
 - Recruit entertainment, recreation, and art-centered businesses, such as restaurants, brew pubs, sporting good stores, art-framing stores, and pottery galleries.
- d. **Parking and Roads:** Parking, which is accessible to the rail depot and transit-oriented development uses, must be designated.
- **P3:** Parking for the intermodal transit center and mixed-use development should be efficiently laid out and properly landscaped to accommodate heavy periods of parking.
 - Market Street and Linnerud Drive should be reconstructed to improve pedestrian and cyclist access.
 - **T6:** Linnerud Drive should extend to intersect with Dewey Street to create a safer intersection for pedestrians and automobiles and enhance the navigability of the street network for out-of-town visitors
- The extension of Linnerud Drive will allow the street to serve as the spine for the redevelopment district, and will relieve Main Street traffic. It will serve as the entrance to the redevelopment district and provide access to the commuter rail station. In addition, the extension will serve increased consumer traffic due to the proposed "double-loaded" street, where businesses would be developed on both sides, as well as accommodating traffic generated by the transit center. Linnerud Drive will form the southern side of a visible district and shape for the proposed urban village.
- **T7:** Lincoln Street and Vine Street should be realigned to improve traffic flow and make the intersection safer to pedestrians and automobiles.
 - **T8:** The west/east section of Lincoln Street should be closed to cars. Reconstructed as a boulevard, the flow of pedestrian and cyclist traffic would enliven the area. Lincoln Street, running north and south should be reconstructed to intersect with Linnerud Street.

e. **Transit Center (Intermodal):**

- **T9:** The transit center should be located at the corner of Linnerud Drive and Market Street.
- The opportunity to develop transit-oriented development in the reuse of the Canning company site, the reuse of the mishmash of light industrial businesses for parking, and the linkage to the civic center in Downtown makes this site the most logical location for the transit center. This location also alleviates concerns of buffering the train station from Downtown residential uses.
- This transit center would be a hub and accommodate for all forms of transportation, automobiles, taxis, buses, and bicycles.

f. **Design Guidelines :** Detailed design guidelines should be established and adopted.

- Existing character
 - Landmarks: Municipal building, rail-related industrial buildings
 - Active industrial uses
 - Market Street vistas to water tower and Angell Park
 - Poor quality pedestrian ways
- Design strategy
 - Recreate vitality and pedestrian character of Market Street.
 - Create a pedestrian-oriented "Village Center".
 - Create transit center as a community landmark.
 - Enhance visual links between landmark towers (water, municipal, transit).
- Improvements and guidelines
 - Improve intersections at Market & Main Streets and Linnerud Drive.
 - Enhance preserved industrial structures and kilns.
 - Create "village character" for new development.
 - Recreate new street face on east side of Market Street.
 - Create pedestrian connections through "Village Center".
 - Reflect rail heritage, depot character in design of transit center.
 - Build tower on Market Street façade of transit center.
 - Improve Market Street public entry to Wisconsin Porcelain.
 - Improve Market Street streetscaping to match Main Street
 - Enhance entry to Angell Park, preserve existing stone walls.
 - Follow new development and renovation guidelines:
 - Two-story height,
 - Brick,
 - Transparent facades at lower level (50% minimum),
 - Two-story height,
 - Accessible from rear where possible,
 - Integrated signage,
 - Zero setback at east side of Market Street

B. RETAIL-SPECIFIC RECOMMENDATIONS

1. RECRUITMENT STRATEGIES

The Downtown groups should work to accomplish the following coordinated recruitment efforts:

a. Downtown Manager

Hire a Downtown Manager to manage recruitment and marketing programs.

b. Property Inventory Database for the Downtown Business District

An inventory of all the properties located in the Downtown Business District. The database should be updated regularly as vacancies arise or are filled, new developments come on the market, businesses expand, and ownership changes. The purpose of the database is to provide up-to-date information for new businesses based on their needs. The BID Board and the Downtowners should work together to determine who will undertake the collection and compilation of the data.

c. Increasing Restaurant and Café Options

In order to draw a large lunch and dinner crowd, the Downtown Business District must have a high concentration of restaurants that provide customers with a myriad of choices. In addition, there is a symbiotic relationship between shopping and eating; they feed off each other in terms of their customer base and attracting pedestrian traffic, restaurants have the ability to draw high numbers of customers. A restaurant niche would attract customers from the resident population, the local employee population, commuters, and people from the outside trade area who are interested in a particular restaurant. The presence of a restaurant attracts other businesses. In order to be successful, the Downtown Business District must have a concentration of restaurants at different price levels, different types of food, and different levels of service.

d. Recruiting desired businesses

A committee should be formed to identify target businesses, franchises, and suppliers and conduct outreach activities. Once this list is formed an action strategy should be put into place to move forward. These efforts should include the development of a community profile brochure, development of a niche market insert, and a site-specific information insert.

e. Coordinated Advertising and Promotional Campaigns

Through a powerful revitalization strategy of the surrounding area, Sun Prairie could capitalize on the craft retail niche that has struggled to form in the Downtown. The success of this unique group of specialty shops depends on more than just the clustering of businesses that sell similar or complimentary merchandise, it must cater to the population base that will support its businesses and services. These merchants must engage in specialized advertising and promotional campaigns to completely take advantage of the power of a retail niche and outreach to the population base.

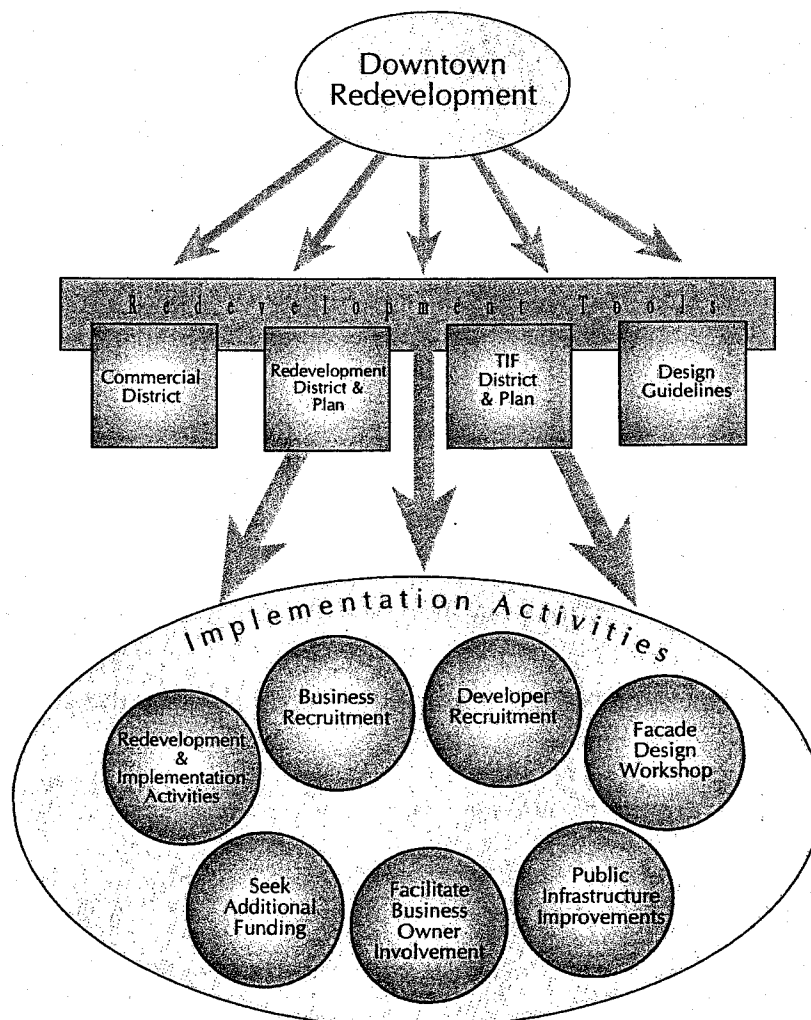
VI. IMPLEMENTATION

A. COMPREHENSIVE APPROACH TO REDEVELOPMENT

The redevelopment of Downtown should be undertaken as a comprehensive strategy that includes planning, financing, and implementation components. Figure 14 describes the necessary elements of a comprehensive redevelopment strategy. Specifically, these elements include the following:

- Creation of the City of Sun Prairie Downtown Business District Revitalization Plan, to guide the redevelopment of the Downtown Business District, completed by the City in March of 2001;
- Creation of a redevelopment plan for the Downtown Redevelopment District;
- Identification and creation of financing strategies, including tax increment finance, state and federal grant programs, and private donations;
- Creation of a coherent implementation strategy to actively pursue and coordinate public and private redevelopment as well as economic development.

FIGURE 14: REDEVELOPMENT TOOLS



B. PROJECT ADMINISTRATION

The following narrative identifies the different entities required, either in existence or proposed, to effectively administer the programs to effectively revitalize the Downtown.

a. Community Development Authority (CDA)

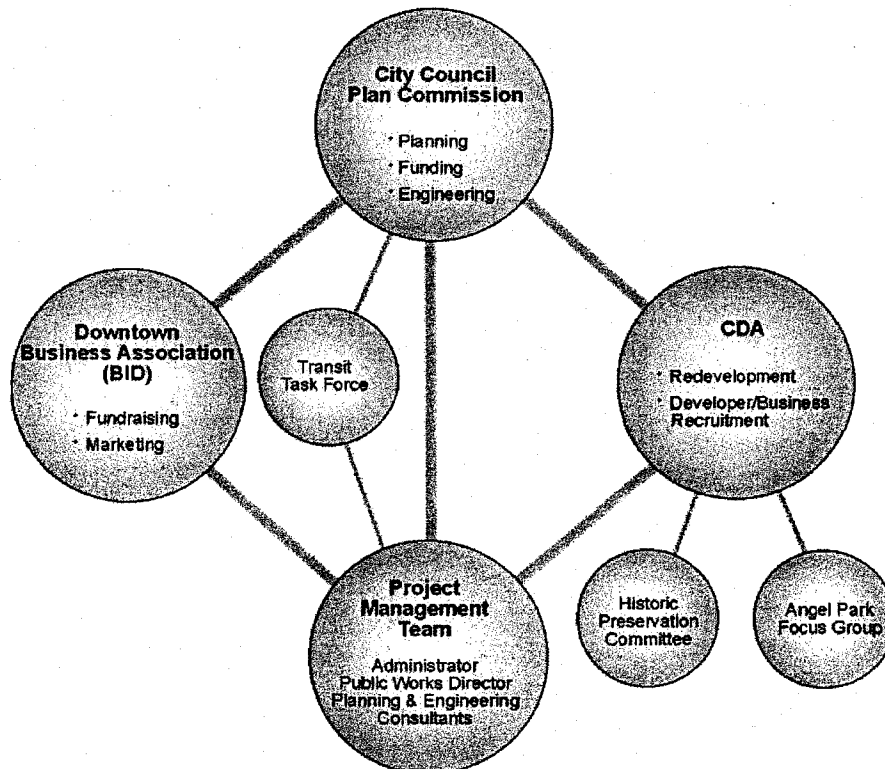
The Community Development Authority (CDA) is established to actively participate in the redevelopment activities in the Downtown. The formation of a CDA is necessary to establish redevelopment districts and to participate in the assemblage of property for private development. The CDA is effectively the redevelopment arm of the City. Powers of the CDA, subject to City Council approval, can include the following:

- Own, lease, sell, acquire, and operate property/housing projects
- Bond, borrow, invest, and raise funds
- Acquire, assemble, relocate, demolish, and prepare sites in relation to redevelopment sites
- Recruit developers
- Administer redevelopment projects

b. Project Management Team (PMT)

The Project Management Team (PMT) is composed of city staff and consultants. The PMT administers the day-to-day operations of the implementation process.

FIGURE 15: ENTITIES INVOLVED IN REDEVELOPMENT



c. City of Sun Prairie

The City of Sun Prairie councils, commissions, and staff will play a vital role in the implementation process. The City Council will continue to be the policy and decision makers with regards to funding and public expenditures as well as with regards to financing tools (i.e., TIF, special assessment districts, grants etc.). The Plan Commission will continue to be the policy and decision makers with regards to land use, zoning, and development issues. Neither the City Council nor the Plan Commission will actively participate in the day-to-day activities of the implementation process.

C. FUNDING STRATEGIES

The following strategies should be used to fund redevelopment activities.

a. Tax Increment Finance

TIF is a commonly used financing tool in downtown revitalization. Typical projects that are funded by TIF include redevelopment activities such as property assemblage, redevelopment financing programs, land write down, planning, and public infrastructure improvements. The general concept of TIF is to capture the new tax increment that results from the new development within the proposed district that might not have otherwise occurred without TIF. In order to create a TIF the City Council must establish a boundary and adopt a project plan that identifies all project costs within the boundary. These costs must contribute to the orderly growth of the district as well as encourage new development. There is currently a seven year spending period and a twenty-three year retirement period for all TIF districts in Wisconsin. The City is currently in the process of creating a Downtown TIF District.

b. State and federal Programs

There are numerous state and federal grants available for downtown revitalization projects. Some of these include, but are not limited to, the Community Development Block Grant program (CDBG), historic tax credits, low interest loans, Community Based Economic Development program (CBED), state and federal brownfields grant programs, transit funding, TEA and other programs administered through the State of Wisconsin Department of Commerce.

c. Business Improvement District

Once the implementation process is underway, the Business Improvement District (BID) will play an integral role in this revitalization process. The primary responsibilities of the BID include business recruitment and retention, marketing, promotion, special events, and providing the RDA and City with input regarding redevelopment and public infrastructure improvements. TIF funds should be used to fund the BID activities.

d. Private Donation Program

Private donation programs allow the private sector to participate in funding some of the improvements through the purchasing of specialty streetscape amenities in addition to larger features. The corporate community should be approached to fund the large gift items. Angell Park enhancements should be funded by this private donation program.

D. STEPS FOR IMPLEMENTATION

a. Downtown Redevelopment Implementation Timeline

Implementation of the recommendations contained in this plan will require the coordinated efforts of both the public and the private sectors over a period of years. The attached timeline outlines the implementation strategies, including lead roles and funding sources, over a five year period of time. The implementation strategy is broken down into the following thirteen steps:

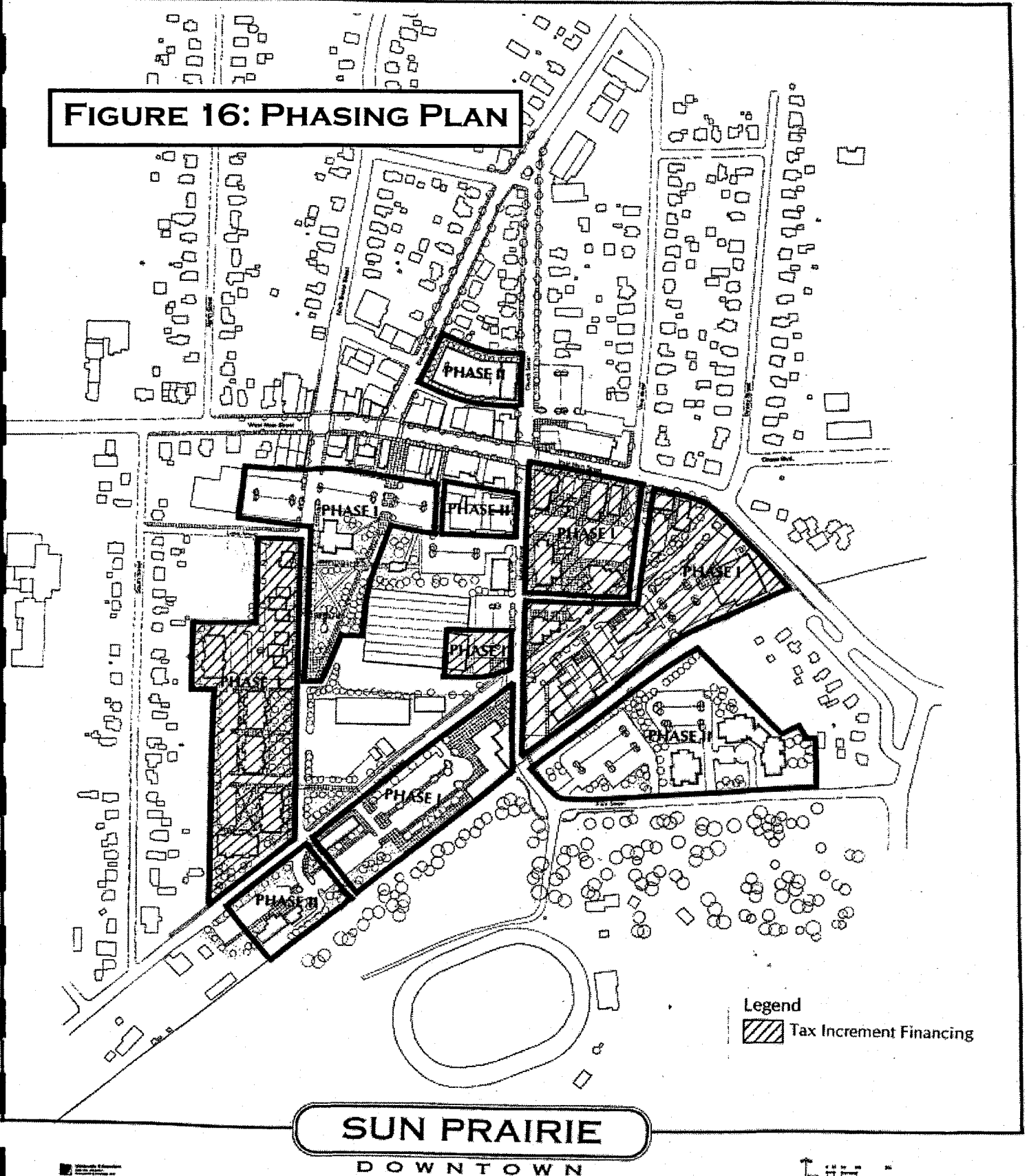
1. Creation of zoning overlay district
2. Creation of the statutory planning tools
3. Project development and administration
4. Plan refinement for the redevelopment sites
5. Plan refinement for the rehabilitation sites
6. Public improvements
7. Environmental assessment and remediation
8. Property owner negotiations and acquisition
9. Developer recruitment
10. Historic preservation
11. Transit
12. Downtown Business district marketing and coordination
13. Angell Park

Each of these steps is further broken down into specific tasks in the attached timeline (Table 1). The redevelopment has been broken into two phases. Phase I is to begin immediately upon the creation of all the necessary planning tools; phase II to be undertaken within the spending period of the proposed TIF. The phases have been prioritized based on the following three criteria:

1. Private sector opportunities
2. Importance to the community
3. Ability to produce adequate tax increment

The ultimate goal of the implementation of this plan, is revitalize downtown Sun Prairie, through the joint efforts of the public and private sectors, using self sustaining funding sources (i.e., TIF) or public monies (i.e., state and federal grants).

FIGURE 16: PHASING PLAN



City of Sun Prairie, Wisconsin

Downtown Redevelopment

Implementation Strategies

Lead
Role

2001

2002

2003

2004

2005

1st

2nd

3rd

4th

1st

2nd

3rd

4th

1st

2nd

3rd

4th

1st

2nd

3rd

4th

1st

2nd

3rd

4th

Funding Source:

1 Zoning Overlay District

- a. Create a zoning overlay district for the downtown to ensure proposed land use changes can be implemented

Plan
Commision

2 Statutory Revitalization Planning Tools

- a. Undertake a blight determination for the downtown district per *Wis. Stats. 66.1333*
- b. Create a Redevelopment District for the downtown per *Wis. Stats. 66.1333 and 66.1337*
- c. Create a Tax Increment Finance District and project plan for the downtown per *Wis. Stats. 66.1105*
- d. Prepare and file a Relocation Plan per *Wis. Stats. 66.1333 and 66.1337*

CDA
CDA
Plan
Commision
City

3 Project Development and Administration

- a. Direct the existing CDA to undertake the redevelopment of downtown
- b. Create a Project Management Team to assist the CDA

City Council
City Council

4 Plan Refinement – Redevelopment Sites

- a. Prioritize redevelopment sites and other properties
- b. Create development standards for each site (land use, design guidelines)

CDA
CDA

5 Plan Refinement – Rehabilitation Projects

- a. Prioritize rehabilitation/reuse opportunities (City Hall, historic granary, original canning factory, other Main Street properties)
- b. Analyze adaptive reuse possibilities
- c. Establish standards and design guidelines

CDA
CDA
CDA

6 Public Improvements

- a. Prioritize public improvements (Parking, Strawberry Point, Linnerud Drive, Streetscaping)
- b. Develop design standards
- c. Engineering and feasibility

CDA/City
CDA/City
CDA/City

7 Environmental Assessment and Remediation

- a. Identify and prioritize potential brownfields
- b. Application for State and Federal brownfields funding
- c. Brownfields remediation

CDA
City Council
City Council

8 Property Owner Negotiations and Acquisition

- a. Create a Real Estate Negotiation Team (RENT)
- b. Identify property ownership
- c. Prioritize negotiations based on Tasks 4, 5, & 6 above

CDA

City general fund

TIF

TIF

TIF

TIF

TIF/DOT

DOC/DNR/USEPA

TIF

City of Sun Prairie, Wisconsin

Downtown Redevelopment

Implementation Strategies

9 Developer Recruitment

- Prepare Request for Proposal (RFP) and Request for Qualification Packets (RFQ)
- Market development projects
- Developer interviews
- Developer selection

Lead
Role

CDA

10 Historic Preservation

- Establish Historic Preservation Committee (HPC) to coordinate the rehabilitation and marketing of historic properties
- Prepare guidelines for the rehabilitation of historic properties
- Identify financing resources for historic properties
- Develop a marketing plan for historic Sun Prairie

CDA

HPC/CDA

HPC/CDA

HPC/CDA

11 Transit

- Establish a Transit Task Force (TTF) to coordinate and analyze transit related issues (excursion rail, commuter rail, high-speed rail, re-routing of truck traffic)
- Pursue excursion rail from Sun Prairie to downtown Madison for weekend sporting events
- Coordinate activities with State high-speed rail initiative
- Participate in Dane County commuter rail initiative
- Pursue funding to analyze the impact and feasibility of rail
- Funding for commuter rail depot and other transit improvements

City

TTF

City staff

City staff

TTF/City

TTF/City

12 Downtown Business District Marketing & Coordination

- Consolidate activities of the Business Improvement District Committee, the Downtowners Association, and the Chamber of Commerce into one downtown organization
- Analyze retail, recruitment, and marketing guidelines outlined by National Main Street Program
- Develop and implement retail guidelines (hours of operation, signage, etc.) and marketing and recruitment strategies
- Create and fund a downtown manager position to manage the recruitment and marketing programs for the downtown and to represent the business community on the CDA and PMT

City/DT
Business

DT Org

DT Org

DT Org

13 Angell Park

- Work with the Fire Department to create a focus group to analyze future role of Angell Park
- Identify potential expansions and future uses (race track expansion, museum facilities, other facilities)

CDA

CDA

2001

1st

2nd

3rd

4th

2002

1st

2nd

3rd

4th

2003

1st

2nd

3rd

4th

2004

1st

2nd

3rd

4th

2005

1st

2nd

3rd

4th

Funding Source:

TIF

TIF

TEA 21/DOT/Dane County

TIF/BID

TIF/community fundrai

DOWNTOWN SUN PRAIRIE PLANNING PROCESS:**Step One: Team Formation**

10 min. _____

SP consultants will break into four planning teams that will develop independent recommendations for downtown Sun Prairie. Each team should contain 7 to 12 members.

Step Two: Selection of Lead Planner, Expediter and Recorder

5 min. _____

SP consultant teams will select a Lead Planner, a Project Expediter, and a Project Recorder.

- The Lead Planner is responsible for facilitating the process and, where necessary, making the final call on disputed decisions – *an impossible job for which you are paid piteously*;
- The Project Expediter is responsible for keeping all tasks on schedule – *a thankless job*; and
- The Project Recorder is responsible for writing and tabulating – *insight and neatness are a plus*.

Step Three: Brainstorming on Downtown's Role & Function

30 min. _____

SP consultants will use the attached **Worksheet 1** to reach consensus on the most appropriate role and function for the downtown. The Project Expediter will allow 10 minutes for individual brainstorming and 20 minutes for group decision – a tough task. The Lead Planner will dictate decisions that settle all disputes. The Project Recorder will make a neat copy of the final decisions.

Step Four: Brainstorming on Downtown's Form

30 min. _____

SP consultants will use the attached **Worksheet 2** to reach consensus on the most appropriate form for the downtown. The Project Expediter will allow 10 minutes for individual brainstorming and 20 minutes for group decision – a tough task. The Lead Planner will dictate decisions that settle all disputes. The Project Recorder will make a neat copy of the final decisions.

Step Five: Team Specialization:

10 min. _____

SP consultants will split each planning team into three specializations of 1 to 4 members:

- *Land Use Planners* concerned with the types of land uses and activities;
- *Economic Development Specialists* concerned with the promotion of the downtown to developers, to targeted businesses and residents, and to shoppers and visitors; and,
- *Urban Designers* concerned with the look, layout, and connections of and to the downtown.

The Lead Planner will ensure that the work of these three groups is coordinated. The Project Expediter will ensure that all three groups remain on schedule. The Project Recorder will observe the work of each group and will distill the key strategic elements of each groups' work. The Project Expediter may join one of the specializations. The Lead Planner and Project Recorder must "float".

Step Six: Concept Development

45 min. _____

The Project Expediter will ensure that the three groups work independently for 15 minutes using **Worksheets 3L, 3U and 3E** to develop preliminary project concepts. The Lead Planner will then help the groups present and rectify these concepts into a complementary General Project Concept.

Step Seven: Final Concept Development

45 min. _____

Each group will elaborate on the General Project Concept. **Worksheets 3L, 3E & 3U** will be completed. The Project Expediter will ensure timely completion. The Lead Planner will ensure a coordinated development proposal. The Project Recorder will prepare a succinct presentation.

Step Eight: Project Presentations

60 min _____

The Project Recorder and/or Lead Planner will present the Team's Proposal for Downtown Sun Prairie using Worksheets 3L, 3E & 3U, and the layout model in **ten minutes**. The Team will stand *literally and figuratively* behind their model. The adoring audience will gather around the sides and front of the model. The audience will rotate to each model – bumping a model is punishable.

WORKSHEET 1: DOWNTOWN'S ROLE AND FUNCTION STEP 3

What role should the new downtown play in the life of Sun Prairie? Take some clues from your observations of downtowns that you know. Three levels should be considered in this Step:

1. What is the overall / over-arching role & meaning of the downtown in the community?
2. What are the key component functions of this role? -- Focus on identifying the key activity groupings, not specific land uses or business types (They will appear in Worksheet 3L.)
3. Are there particular activities or other problems present in other downtowns that should be avoided if possible?

What do you recommend for Sun Prairie's new downtown? You have 10 minutes for brainstorming on your own, and you have 20 minutes for discussions with your team.

WORKSHEET 1: DOWNTOWN'S ROLE & FUNCTION

Downtowns In Communities 5,000-30,000 That I Know Best:			My Recommendations for Sun Prairie:
1: _____	2: _____	3: _____	
Main Overall Role:	Main Overall Role:	Main Overall Role:	Main Overall Role:
Key DT Functions:	Key DT Functions:	Key DT Functions:	Key DT Functions:
Problems Issues:	Problems Issues:	Problems Issues:	Problems Issues:
Other Observations:	Other Observations:	Other Observations:	Other Observations:

WORKSHEET 2: DOWNTOWN'S FORM AND LINKAGES STEP 4

What form should the new downtown of Sun Prairie take? Think about the role, functions and problem areas you just identified. Think about what works and fails in downtowns that you know. Four areas of the downtown should be considered in this step:

1. The heart of the downtown – its main focal point
2. The surrounding core area that sets the overall image of the downtown
3. The transitional fringe of the downtown as it blends or contrasts with adjacent areas
4. The connecting features to the remainder of the community and region by pedestrian trails, transit, and auto wayfinding

These four areas exhibit their form in both pattern and texture:

- a. Patterns include street networks, building placement, height and scale, and public spaces
- b. Textures include building materials & styles, street furnishings, landscaping and signage
- c. Gateways are features of landscaping, streetscaping, and signage that provide an entry experience to the downtown

What do you recommend for Sun Prairie's new downtown? You have 10 minutes for brainstorming on your own, and you have 20 minutes for discussions with your team.

WORKSHEET 2: DOWNTOWN'S ROLE & FUNCTION

Downtowns In Communities 5,000-30,000 That I Know Best:			My Recommendations for Sun Prairie:
1: _____	2: _____	3: _____	
DT Heart: Patterns:	DT Heart: Patterns:	DT Heart: Patterns:	Downtown Heart: Patterns:
Textures:	Textures:	Textures:	Textures:
DT Core: Patterns:	DT Core: Patterns:	DT Core: Patterns:	Downtown Core: Patterns:
Textures:	Textures:	Textures:	Textures:
DT Fringe: Patterns:	DT Fringe: Patterns:	DT Fringe: Patterns:	Downtown Fringe: Patterns:
Textures:	Textures:	Textures:	Textures:
Gateways	Gateways	Gateways	Gateways
Connections: Patterns:	Connections: Patterns:	Connections: Patterns:	Connections: Patterns:
Textures:	Textures:	Textures:	Textures:

WORKSHEET 3L: DOWNTOWN'S LAND USES**STEPS 6,7 & 8L**

What types of specific land uses and activities should be located in downtown Sun Prairie? Think about the role, functions and problem areas you identified in Step 3, and the form, patterns and textures you identified in Step 4. Identify *specific* lists for each:

1. What land uses and activities are essential?
2. What land uses and activities are desirable?
3. What land uses and activities are acceptable?
4. What land uses and activities should be prohibited?
5. Are there special or additional uses and roles for the areas located south of the railroad, including Angell Park?

These land uses and activities may be best placed in the heart, core or fringe of the downtown. Some may be very appropriate at the transition points between these areas. There may be some uses that are naturally complementary or conflicting.

What do you recommend for Sun Prairie's new downtown? You have 15 minutes for concept development in Step 6 with your group, and 10 minutes for concept coordination with your team. For Steps 7 & 8, prepare a refined version of this Worksheet with the Recorder. Help the designers!

WORKSHEET 3L: DOWNTOWN'S LAND USE & ACTIVITIES**My Recommendations for Sun Prairie:**

Essential Land Uses & Activities	Desirable Land Uses & Activities	Acceptable Land Uses & Activities	Prohibited Land Uses & Activities
DT Heart:	DT Heart:	DT Heart:	DT Heart:
DT Core:	DT Core:	DT Core:	DT Core:
DT Fringe:	DT Fringe:	DT Fringe:	DT Fringe:
Transitions:	Transitions:	Transitions:	Transitions:
Area South of RR	Area South of RR	Area South of RR	Area South of RR

WORKSHEET 3E: DOWNTOWN'S ECONOMIC DEV. STEPS 6,7 & 8E

How can you best promote the new downtown? What strategies for complementary land uses, development patterns and promotion will be most effective? Think about the role, functions and problem areas you identified in Step 3, and the form, patterns and textures you identified in Step 4. Identify *specific* lists for each:

1. What community images are most appropriate?
2. What organizations and/or organizational strategies are essential?
3. What promotional strategies will be most effective?
4. What media will you select to get your message across?

These images, organizations, organizational, promotional, and media strategies may be best targeted at the heart, core or fringe of the downtown. Some may be very appropriate for the transition points between these areas. There may be some that are naturally complementary or conflicting.

What do you recommend for Sun Prairie's new downtown? You have 15 minutes for concept development in Step 6 with your group and 10 minutes for concept coordination with your team. For Steps 7 & 8, prepare a refined version of this Worksheet with the Recorder. Help the designers!

WORKSHEET 3E: DOWNTOWN'S ECONOMIC DEVELOPMENT STRATEGIES

My Recommendations for Sun Prairie:

Best Community Images	Key Organizational Strategies	Key Promotional Strategies	Most Effective Media
DT Heart:	DT Heart:	DT Heart:	DT Heart:
DT Core:	DT Core:	DT Core:	DT Core:
DT Fringe:	DT Fringe:	DT Fringe:	DT Fringe:
Transitions:	Transitions:	Transitions:	Transitions:

WORKSHEET 3U: DOWNTOWN'S URBAN DESIGN

STEPS 6, 7 & 8U

How should Sun Prairie's new downtown be laid out? What types of specific urban design elements should be used in downtown Sun Prairie? Think about the role, functions and problem areas you identified in Step 3, and the form, patterns and textures you identified in Step 4. Find out what specific land uses and activity areas are being recommended by the Land Use group.

STEP 6:

Tackle Step 6 in the following steps for Concept Plan development:

- b. Look over the air photo map. Relate to the scale (100ft=1in on the map). Observe the surrounding development pattern.
- c. Where are the key site constraints and opportunities in relation to the exiting development pattern?
- d. What location would make the best heart of the downtown? Does it balance the constraints and opportunities? How does it connect most effectively to the existing road pattern and surrounding development?
- e. How should the downtown transition most effectively into the surrounding properties?
- f. Generally, how will the heart and fringe areas of the downtown vary in terms of the pattern and texture of development?

Make very light pencil marks on your air photo that outline these ideas in "bubbles" of similar urban design.

What do you recommend for Sun Prairie's new downtown? You have 15 minutes for concept development in Step 6 with your group, and 10 minutes for concept coordination with your team.

STEP 7: PHOTO SCALE IS ABOUT 1 INCH ON THE MAP = 100 FEET. ONE LEGO "DOT" IS ABOUT 15 FEET.

You will run out of time for Step 7. The following approach may be most efficient for 30 minutes:

- a. **Lay out a rough street pattern.** Main and Bristol are 75' wide = 5 Lego dots.
 - Blocks are typically between 200' (2") and 500' (5") long and 200' to 400' (2'-4") deep
 - Legos are 1 story tall. Stack legos to make multi-story buildings

Sketch the road pattern in lightly with a pencil. (5 minutes recommended 10 max.)

- b. Determine building height range and setback for each block
 - Parallel parking is 10' wide, single row of parking needs 45', sketch in desired landscaping?
 - Typical house front setback is 8-15' in older neighborhoods, 25'-30' in newer;
 - Rear house yard area varies between 20' and 50'. Side yard areas vary between 0' and 15'

Write in the height & setback recommendations lightly on each block (3-5 minutes)

- c. Determine the use mix for each block (get input from Land Use Group & write it in lightly)
- | | | |
|------------------------|----------------------|------------------------------|
| ■ Red = Commercial | White = Office | Blue = Institutional |
| ■ Yellow = Residential | Green = Recreational | Black = Industrial & Transp. |

Write in the use mix noting vertical (multi-storied) & horizontal (different buildings) mixes

- d. Make and place "buildings" as fast as possible. Remember – you're working with Legos!
- Typical house (2x3 or 2x4 Lego, could be 1-3 stories – both yellow)
 - Typical storefront of "shops & small offices (2x2, 2x3, or 2x4 Lego), could be multi-storied, could combine red & white on first floor with yellow above, or stack red, white, yellow)
 - Draw in parking lots and other paved areas with pencil
 - Get help from your land use planners and economic development specialists ASAP!
 - Seek help from highly-regarded & charming experts in the community

A. REOCCURRING POINTS ON THE FORUM MAP EXERCISE

- Accommodations for commuter rail as well as high speed rail
 - encourage transit-oriented development-commercial development around depot
 - address safety issues regarding tracks
 - ensure Angell Park will not be cut off from downtown
- Revitalization of the block across from City Hall (East Main Street)
- Increased residential uses downtown
- Enhance parking
 - more accessible
 - make parking locations more obvious
 - address perception of parking deficit
- Pedestrian-safe crossings
- More open space and green space areas
- Move industrial uses to areas outside of downtown
- Increase the amount of green space downtown
- Designate a historic shopping district
- Place the train depot near the old train station
- Create commercial/residential development near train depot
- Reuse the WI Porcelain site as a recreational facility/civic center
- Redirect traffic to north of Main Street/reroute truck traffic along Bailey Road
- Change Main Street to one-way diagonal parking
- Develop more parking near depot and north of Main Street
- Create a bus/trolley loop
- Strategically design crosswalks for pedestrians and bicyclists
- Expand and market the existing museum and the Crosse house
- Develop a Bed and Breakfast in the old hotel
- Ensure that high-speed rail does not cut off the downtown from Angell Park
- Reuse the WI Porcelain site as a civic center and green space
- Establish a Town Center (South of Main Street-in between Market and Lincoln Street)-government quad connecting Municipal Building and new civic center
- Move industrial uses out of downtown with TIF funding

- Encourage retail/hotel development near train depot/Canning Company Land as an anchor (the triangle section between the railroad corridor and Market Street)
- Encourage restaurant development at Bristol and Main Streets
- Develop mixed-residential development on Bristol Street and South of railroad tracks
- Make Strawberry Point-neighborhood park
- Develop bike lanes-down Main, Market, Church Streets, along rail corridor, and through alleys
- Reuse the WI Porcelain site as an entertainment/recreational/business center, including a sports complex, theatre, band shell, and open green space, as well as commercial and office
- Encourage commercial development and more parking along rail corridor South of Linnerud Street
- Encourage residential and commercial development along west side of Bristol
- Encourage residential development north of the Canning Company
- Develop more parking
- Establish gateways (viaduct on the east side/near YMCA on west side of Main Street)
- Create more green space (especially where industrial uses currently exist)
- Create an open square in the middle
- Develop the commuter rail depot south end of Market Street
- Create a downtown trolley and boardwalk
- Develop Strawberry Point as an open space for flea/farmers markets
- Make Linnerud Street bike friendly
- Create historic landscaping/lighting/buildings pattern

TABLE 2: DOWNTOWN'S LAND USE AND ACTIVITIES

ESSENTIAL LAND USES & ACTIVITIES	DESIRABLE LAND USES AND ACTIVITIES	ACCEPTABLE LAND USES & ACTIVITIES	PROHIBITED LAND USES & ACTIVITIES
■ Cultural, music, drama, art, anchor store, gathering places-outdoor/indoor ■ Pedestrian Access ■ Food, bakery, recreation-biking ■ Parking lots ■ Build development along planned rail corridor and station ■ Make DT a social center ■ Expanded parking to make DT attractive to consumers ■ DT-make historic district ■ Buffer any remaining industries ■ Hwy 19 needs to be addressed ■ Put Bed & Breakfast in old hotel ■ Viaduct as entrance on east side	■ Specialty retail, antiques, gifts, and crafts ■ Recreational attraction DT, bike paths, park development, Fireman's Park, environmental corridor ■ Signage for roadways and parking ■ Traditional neighborhood setup ■ Building maintenance ■ Family-orientated activities Draw in youth ■ Mixed use living/working ■ Increased residential on downtown perimeter ■ Inns, Bed & Breakfasts ■ Minimize traffic traveling through DT-reroute to outer streets ■ Designated pedestrian path ■ Restaurant on the corner of North Bristol & Main ■ Grocery store near Market & Main ■ More green space ■ South Bristol-all residential ■ East corner-retail, depot, hotel, anchor	■ Taverns, bars, alternative uses ■ Rail station/depot ■ Effective drive through town	■ Industrial uses, high rise-above 5 stories, heavy truck traffic ■ Bikes on sidewalks ■ Convenience stores/gas stations ■ Activities that are environmentally contaminating ■ Billboards ■ High speed rail cutting off Angell Park

TABLE 3: DOWNTOWN'S ECONOMIC DEVELOPMENT STRATEGIES

BEST COMMUNITY IMAGES	KEY ORGANIZATIONAL STRATEGIES	KEY PROMOTIONAL STRATEGIES	MOST EFFECTIVE MEDIA
■ Historical/heritage ■ Gathering place ■ Bed & Breakfasts on the fringe of DT ■ More retail ■ Maintenance of buildings ■ Overall appearance ■ Unique specialty shops ■ Foot traffic ■ Open thinking/eliminate paradigms/change attitude	■ Library branch ■ Post Office branch ■ Daily essentials ■ Train stopping in SP ■ Pedestrian street for a few blocks ■ Dress shop ■ Corner grocery store, pharmacy, breakfast place, video store, dry cleaners ■ Shops hold consistent hours ■ Parks, more residential-town homes and apartments ■ City-wide ■ Incentives to businesses-otherwise they have no will to do it ■ City cooperation ■ Work with what exists	■ Gathering place ■ "Yesterday's planned community today" ■ Target Sun Prairie's people and people from Dane County-inform them of businesses ■ Gathering place ■ "What's in it for you" ■ "No need to drive for today's essentials" ■ Rotating review of different buildings in SP ■ Georgia O'Keefe ■ Matching funds ■ Farmer's Market ■ Recruitment promotions ■ "Spend the day strolling among the parks, visit quaint antique stores and buildings, also gift and craft stores, museums, and unique restaurants" ■ Preservation in progress ■ Pride of ownership ■ More special events ■ Accessibility ■ Develop and market new civic center	■ Television ■ Internet-expand web site ■ Newspaper-The Star

TABLE 4: PARTICIPANT RECOMMENDATIONS

Business	Image/Community Center	Land Use	Auto/Pedestrian Transp.
■ Specialty shopping, things you cannot get at East Towne ■ Stores need longer hours ■ No real side street business ■ Increase retail diversity ■ Where to spend money ■ Make DT a destination ■ Commerce is difficult due to Wal-Mart/big boxes ■ Need major retail in DT to Bird Street ■ No parking problems for businesses ■ Incentives ■ Commercial not well supported by citizens ■ Quilting museum ■ Entertainment district ■ Commerce DT suffers because of Wal-Mart	■ Bring people DT, sense of community ■ Social gathering place ■ Should be community center ■ Need a square and or a park DT ■ Focal point for the City ■ Identity as center of town ■ Better maintenance ■ Center of old town retaining the good neighbor philosophy ■ City center identity-historic element, gathering place, cultural center, heart ■ Where to celebrate city ■ Welcoming people to a safe, warm environs ■ Capitalize on the historic center ■ Name the City neighborhoods ■ Where to find stuff our-information center ■ Festivals that include streets ■ Better maintenance ■ Image-maker ■ Gathering places-bars ■ Parades ■ Government, emergency, banking services ■ Maintain higher standard of appearance ■ Too close to Madison ■ Expand museum ■ No main draw for people-need theme ■ Tourist attracting ■ Special exhibits ■ Festivals that include streets ■ Old fashioned signage ■ Select major streets and give them a look ■ Build civic center ■ City Hall is the heart of the DT	■ Move industrial uses ■ DT needs more grass ■ Mix of residential ■ Possible business offices ■ Incentives to developers ■ Entertainment ■ Expand HS/schools to stay DT ■ Unified quality of buildings ■ Empty lots ■ Deal with growth of west side ■ Growth boundary east of City Hall ■ Use Industrial areas for retail expansion ■ Keep DT fully occupied ■ Conduit to other places ■ Combination of business and shopping ■ No offices-offices don't bring shoppers ■ Improve lighting ■ Absentee landlords ■ Hwy 19, utilize unused buildings ■ Remove old structures ■ Bed&Breakfasts ■ DT is to spread out ■ DT is too small ■ Perceived length of DT ■ Empty lots ■ Deal with growth of west side ■ Growth boundary east of City Hall ■ Use Industrial areas for retail expansion ■ Buildings under 3 stories ■ Old brick or stone ■ Textures and patterns should be standardized ■ Cleanliness and code enforcement-particularly backs of businesses ■ More public space ■ Mini-parks	■ Highway traffic through middle ■ Need a walk over ■ Spaces parking patrons will use ■ No parking problems for businesses ■ Transportation alternatives-ped., bike, train ■ Aesthetics of streets ■ Alternative traffic routes ■ Better signage for parking ■ Accessibility ■ Access to highways ■ Reroute truck traffic ■ Improve parking, more restaurants, increase pedestrian safety ■ Perimeter bike paths ■ Walking trail ■ Improve alleyways and parking lots