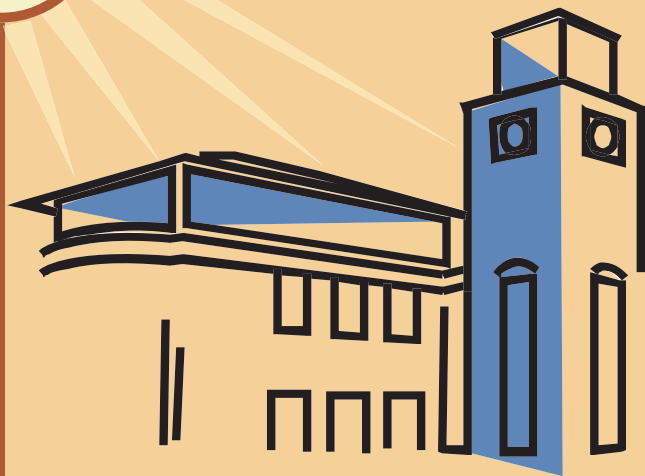




DOWNTOWN SUN PRAIRIE PHASE II PLANNING AREA

- Master Plan
- Design Guidelines
- Wayfinding System

December, 2004

City of Sun Prairie, Wisconsin
Dane County BUILD
Grant Program



PREPARED BY
Vandewalle & Associates
Madison, Wisconsin

Adopted December 20, 2004 (Plan Commission)
and December 21, 2004 (City Council)

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INTRODUCTION

PROJECT BACKGROUND

In 2004 the City of Sun Prairie received a \$17,500 BUILD grant to fund 50 percent of the cost of the Phase II Downtown Master Plan. BUILD grant funding, along with city matching funds, allowed the city to hire VANDEWALLE & ASSOCIATES, a planning, urban design, and economic development firm, to develop additional planning strategies and design guidelines for downtown Sun Prairie with a specific focus on pedestrian, vehicular circulation and parking improvements with the large block located immediately west of the Phase I redevelopment area.

Phase I redevelopment has been underway with the creation of mixed use developments including a new town square “Cannery Square” along Main Street, and residential and commercial uses. Downtown redevelopment has been guided by the City of Sun Prairie which has worked strategically to restore the district as the civic and social center of Sun Prairie as it located the new City Hall within downtown and prioritized the reuse of underutilized and vacant sites .

The Phase II planning area is located in downtown Sun Prairie, immediately south of and including the 100 and 200 blocks of the City’s Main Street business district. It is located immediately west of the City’s Phase I redevelopment area. The Phase II planning area is bounded by East Main Street, Bristol Street, Linnerud Drive, and Market Street.

PURPOSE OF DOWNTOWN MASTER PLAN PHASE II – The purpose of this plan is to build upon the *Business District Revitalization Plan* and Phase I Master Plan as it will recommend potential uses and outline specific short, mid, and long term projects. Phase II will provide a more in depth guide to the redevelopment of downtown in order to ensure that the planning redevelopment activities meet the long-term goals of the City. Phase II will further complement the *City of Sun Prairie Master Plan 2020* by addressing, refining, and adding detail to the key planning issues already identified for downtown initially through Main Street Alley redevelopment, and further with the development of wayfinding and signage recommendations, downtown design guidelines, and other strategies to provide a vision and guide for the next phases of downtown improvements.

This document is divided into the following sections:

- I. Introduction
- II. Vision
- III. Master Plan
- IV. Guidelines for Development
- V. Wayfinding/Promotion Concepts
- VI. Implementation
- VII. Appendices



PROJECT PROCESS

The development of the Phase II Master Plan has included:

1. Review of past planning initiatives, and other relevant documents:

- *City of Sun Prairie Master Plan 2020, 2000*
- *Sun Prairie Business District Revitalization Plan, 2001*
- *Cannery Square Market Analysis Study, 2003*

2. Land Use Inventory and Site Analyses:

- Topography
- Location of utilities
- Traffic circulation and parking
- Environmental
- Building conditions
- Business analysis

3. Project Management Team Meetings

- Project coordination
- Monthly update and input
- Planning progress

4. Stakeholder Focus Groups

- Stakeholder meetings with downtown property owners, business owners, and farmers' market representatives
- On site walks and discussions focused on the study area

5. Developer Coordination

- Housing market assessment through communication with a residential developer to determine the Sun Prairie housing market and potential.
- Assisted developer project progress by providing initial Master Plan sketches for the Phase II area, and creating preliminary site and building plans, and soliciting programmatic needs to determine uses and TIF increment financing.

6. Public Input Workshop

- A public input workshop included residents in the surrounding area, as well downtown property owners, business owners and farmers' market representatives.
- The public workshop presentation provided project background and solicited public feedback regarding: current perceptions, physical aspects and future aspirations for downtown Sun Prairie.



PUBLIC INPUT WORKSHOP SUMMARY

LANDMARKS that evoke the feeling of arrival into downtown Sun Prairie include: Old City Hall, New City Hall, Bank of Sun Prairie, and Sun Prairie Historical Museum

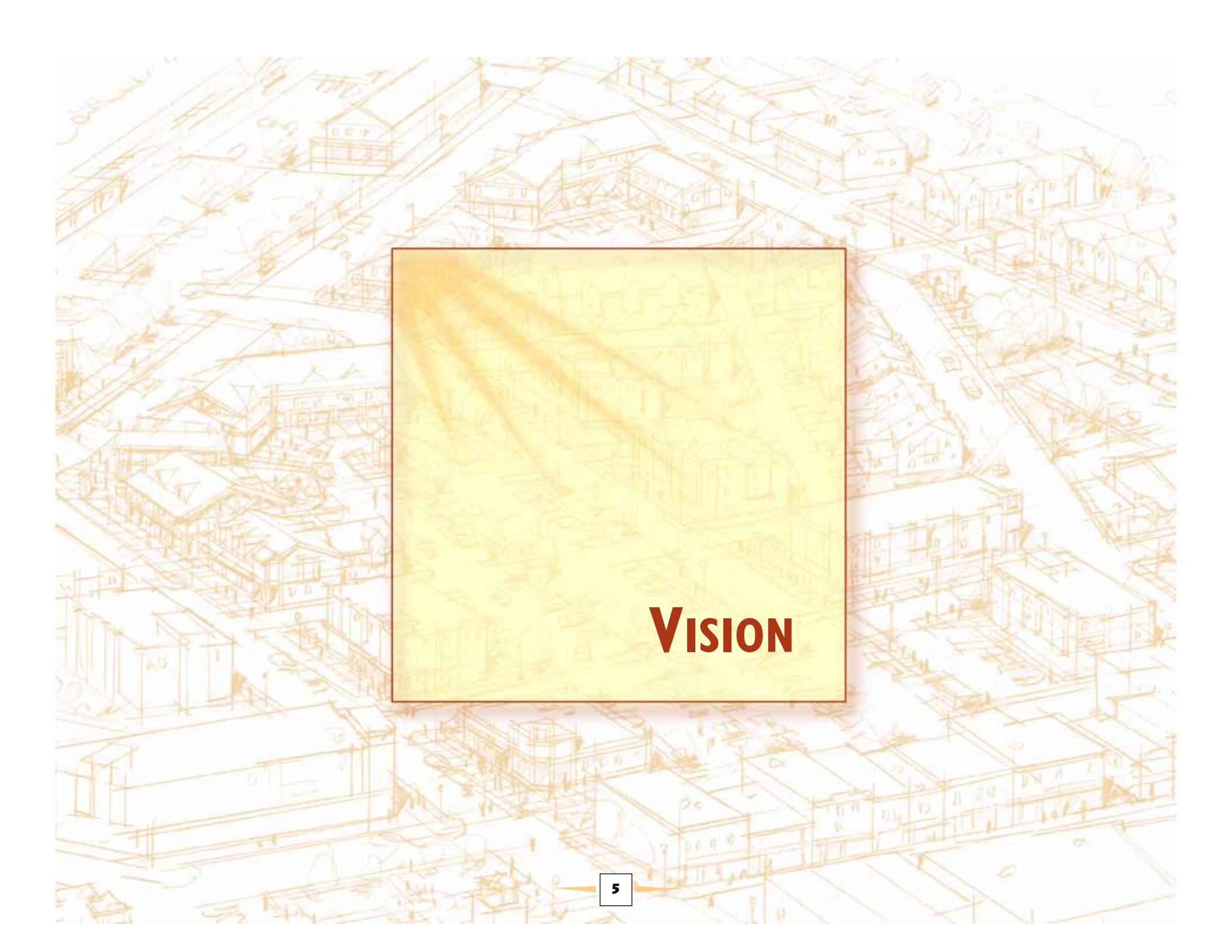
CURRENT PERCEPTIONS: downtown is inaccessible, there is no parking, nothing to do downtown, too much focus on niche market of antiques, heavy traffic through downtown

FUTURE RECOMMENDATIONS: rear façade improvements, rear access to Main Street businesses, parking improvements, wayfinding signage leading to downtown, lighting and aesthetic improvements, downtown should serve both local residents and visitors.

DESIRED BUSINESSES: restaurants, deli, grocery, market.

DESIRED PUBLIC EVENTS: music, concerts, craft and arts fairs, farmers' market, festivals.

PHASE II ACTIVITIES DESIRED: pedestrian, bike paths and amenities, increased access to downtown, upgrade to rear façades, draw visitors with shops and activities, encourage residential development on Bristol Street.



VISION



INTRODUCTION

Downtown Sun Prairie is the historic heart of the community. From the early 1900's downtown was the business, employment and industrial center, as well as the entertainment, civic, and social center of Sun Prairie. Over time downtown experienced a shift in character and uses, central amenities like the post office and library moved out of downtown, and neighborhood retail and service establishments moved to the sprawling outskirts of Sun Prairie as well. Today, a renaissance is underway in downtown Sun Prairie. In recent years the city, residents, and business and property owners have taken the initiative to upgrade their downtown from an industrial district to a living breathing downtown with a full mix of uses. The redevelopment of the Chiquita Cannery Site – now known as Cannery Square, and the Cannery Square residential buildings moved the Master Plan into action. The tremendous amount of redevelopment progress downtown has earned Sun Prairie a positive reputation for its recent downtown redevelopment.



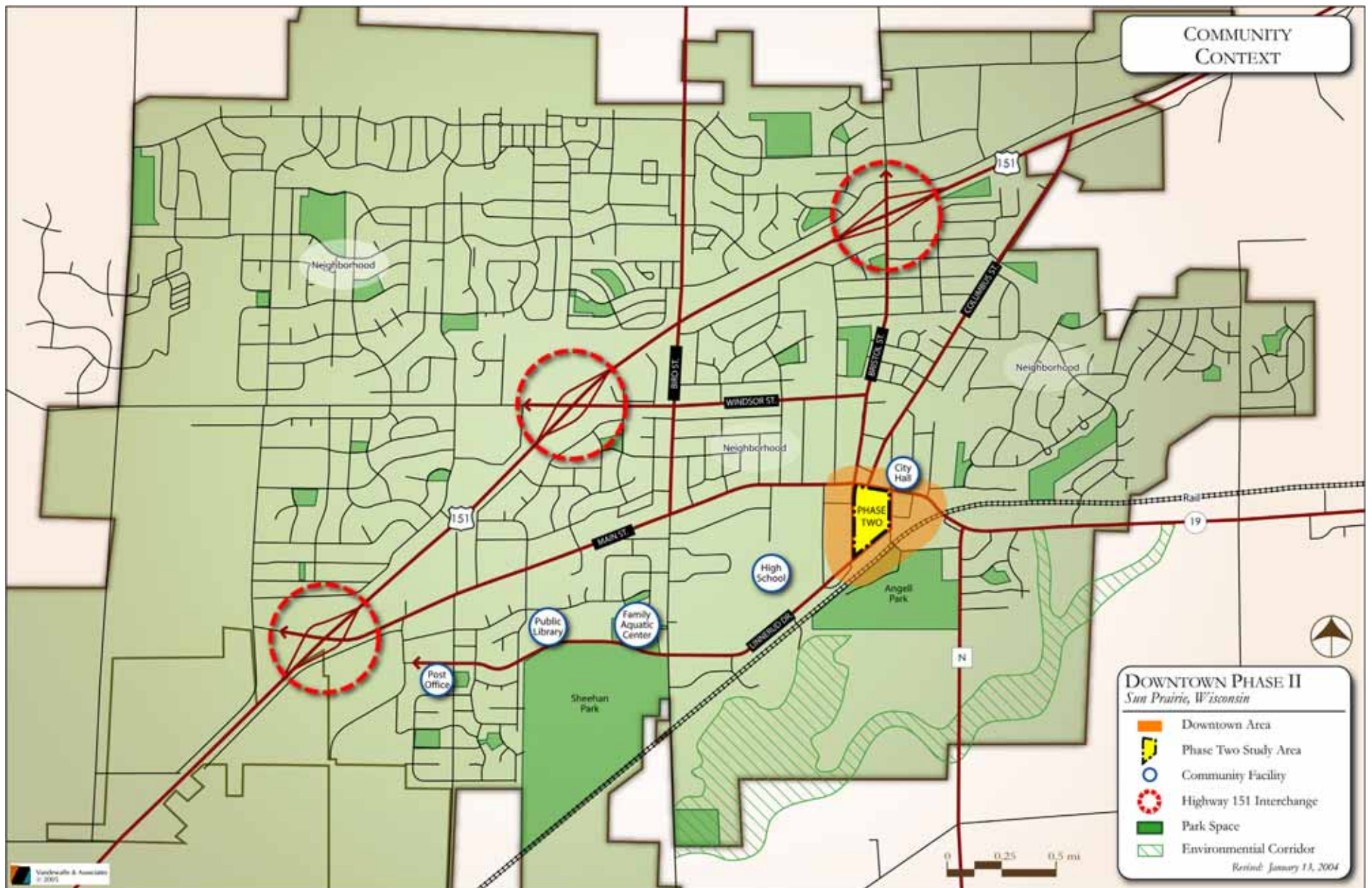
WHAT IS THE ROLE OF DOWNTOWN IN SUN PRAIRIE?

The symbolic role of downtown is the heart of the community, the historic civic center of Sun Prairie.

Contextually, downtown Sun Prairie is the:

- Location of choice for unique, local, boutique businesses;
- Place to experience a classic urban environment within Sun Prairie;
- Community's connection to rail;
- Crossroads of the community containing Highway 19 and Highway N;
- Utilized by both residents and visitors; and
- the regional center for the outlying eastern communities.





EXISTING CIVIC AND ECONOMIC ACTIVITY

The Phase II planning area, being the community's connection to the City's past, has numerous meaningful focal points of civic and economic activity including:

- Historic Main Street
- "Civic Center" including City Hall and Cannery Square
- Cannery Square reinvestment area
- Angell Park
- Landmarks existing throughout the area with both historic and community activity context include The American Legion, Historical Museum, Old City Hall and the former Strawberry Park.



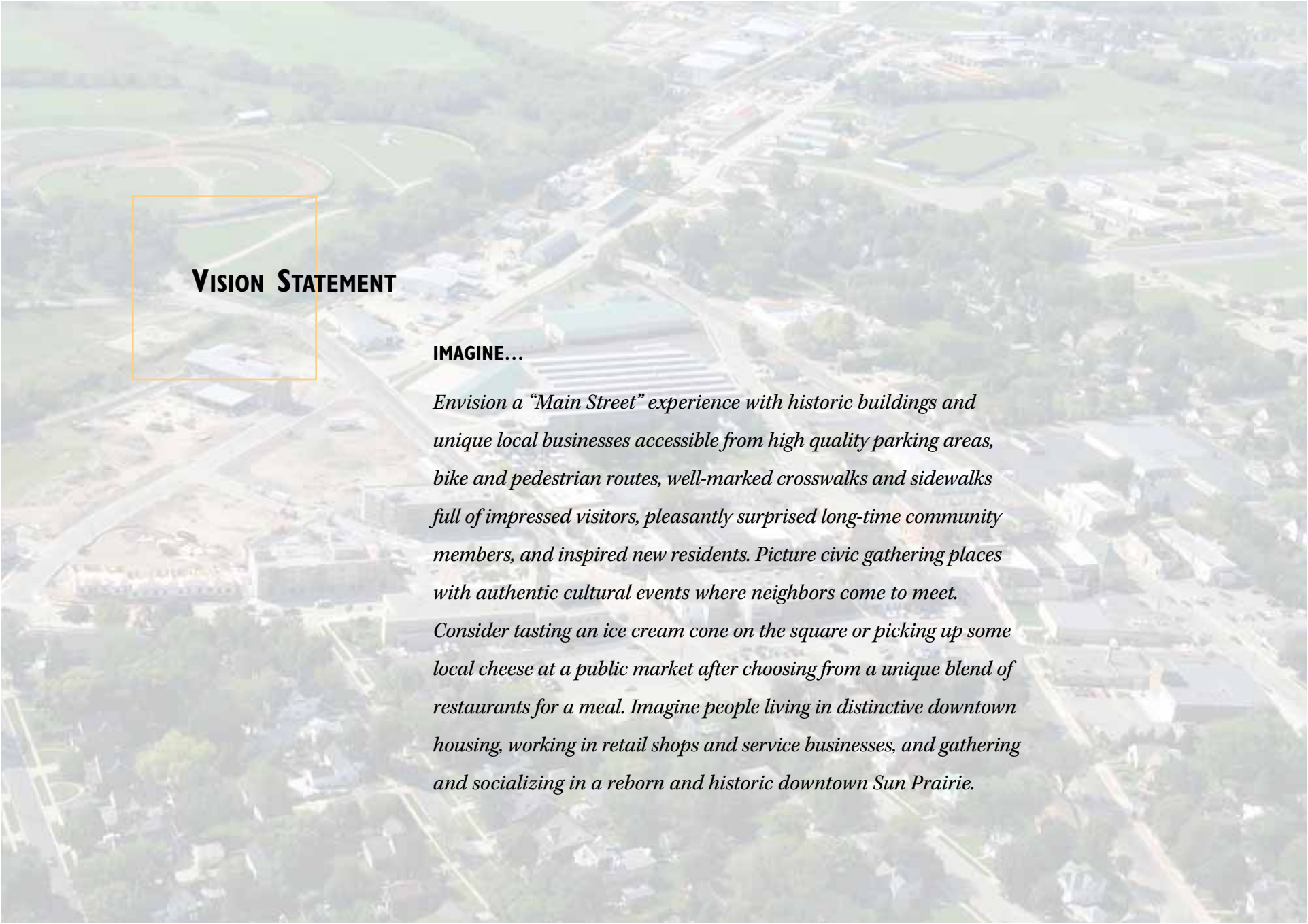
REDEVELOPMENT OPPORTUNITY DISTRICTS

MAIN STREET/ LANE STREET REDEVELOPMENT AREA: Change is already underway in the north and east quadrants of the Phase II area, and is continuing with redevelopment occurring south and west of the Phase I area. The Royle Communications property acquisition will allow for additional residential and business investment on Market Street and King Street and the development of public parking to service the redevelopment area.

WASHINGTON MILLS/CITY GARAGE SITES: This redevelopment area is controlled by two property owners (one being the City) and therefore will be easily collaborated following the relocation of existing uses, when and if this occurs. The potential transit station will be located south of these sites along Linnerud at Market Street, which will center the Washington Mills/City Garage sites downtown. The central location of this redevelopment area provides a tremendous opportunity for the City to rejuvenate the historic heart of Sun Prairie.

BRISTOL STREET DISTRICT: This redevelopment area has potential for incremental small to medium scale mixed use projects and opportunity to build off of Cannery Square and Main Street redevelopment success.

RAIL/LINNERUD DRIVE DISTRICT: This historic rail district is the location of the potential Sun Prairie transit station and park and ride. The rail proximity of this redevelopment area provides the City with a potential link to the future regional mass transit system.



VISION STATEMENT

IMAGINE...

Envision a “Main Street” experience with historic buildings and unique local businesses accessible from high quality parking areas, bike and pedestrian routes, well-marked crosswalks and sidewalks full of impressed visitors, pleasantly surprised long-time community members, and inspired new residents. Picture civic gathering places with authentic cultural events where neighbors come to meet.

Consider tasting an ice cream cone on the square or picking up some local cheese at a public market after choosing from a unique blend of restaurants for a meal. Imagine people living in distinctive downtown housing, working in retail shops and service businesses, and gathering and socializing in a reborn and historic downtown Sun Prairie.

TRENDS AND INITIATIVES

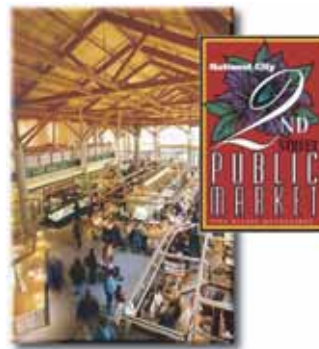
DOWNTOWN LIVING – Downtown living is on the rise, recent new construction has been filled by young professionals, empty-nesters, and young families looking to live close to amenities easily accessible in the downtown neighborhood.

LOCAL BUSINESS – Urban dwellers today are being drawn back to local businesses as opposed to national big boxes and chain retail superstores. Downtown neighborhoods are suited for local business districts with the appropriate scale and density, as well as vital character and pedestrian-friendliness. Downtown Sun Prairie is the place for residents and visitors from nearby rural areas to experience an urban village.



PUBLIC MARKETPLACE - Community supported agriculture is growing in demand, especially in the region surrounding Sun Prairie. In order to spiral off of Sun Prairie's already popular farmers' market, Sun Prairie is well-positioned to expand its local food market into a downtown public marketplace district. The public marketplace district will include food, goods, and crafts created in the local economy for consumption throughout the region.

FOOD – Downtown Sun Prairie is surrounded by local agriculture and food producers. The downtown local business district is the ideal location to gather a critical mass of local restaurants, diners, cafes, livestock and produce, and a small grocery for use by the local community.





MASTER PLAN



The Phase II Master Plan is a roadmap to guide downtown planning, design, revitalization, and redevelopment efforts of the City of Sun Prairie. It should also assist the business owners, property owners, and potential developers of the Phase II area in the immediate future continuing for the next 10 years or more as the renaissance of downtown continues to evolve.

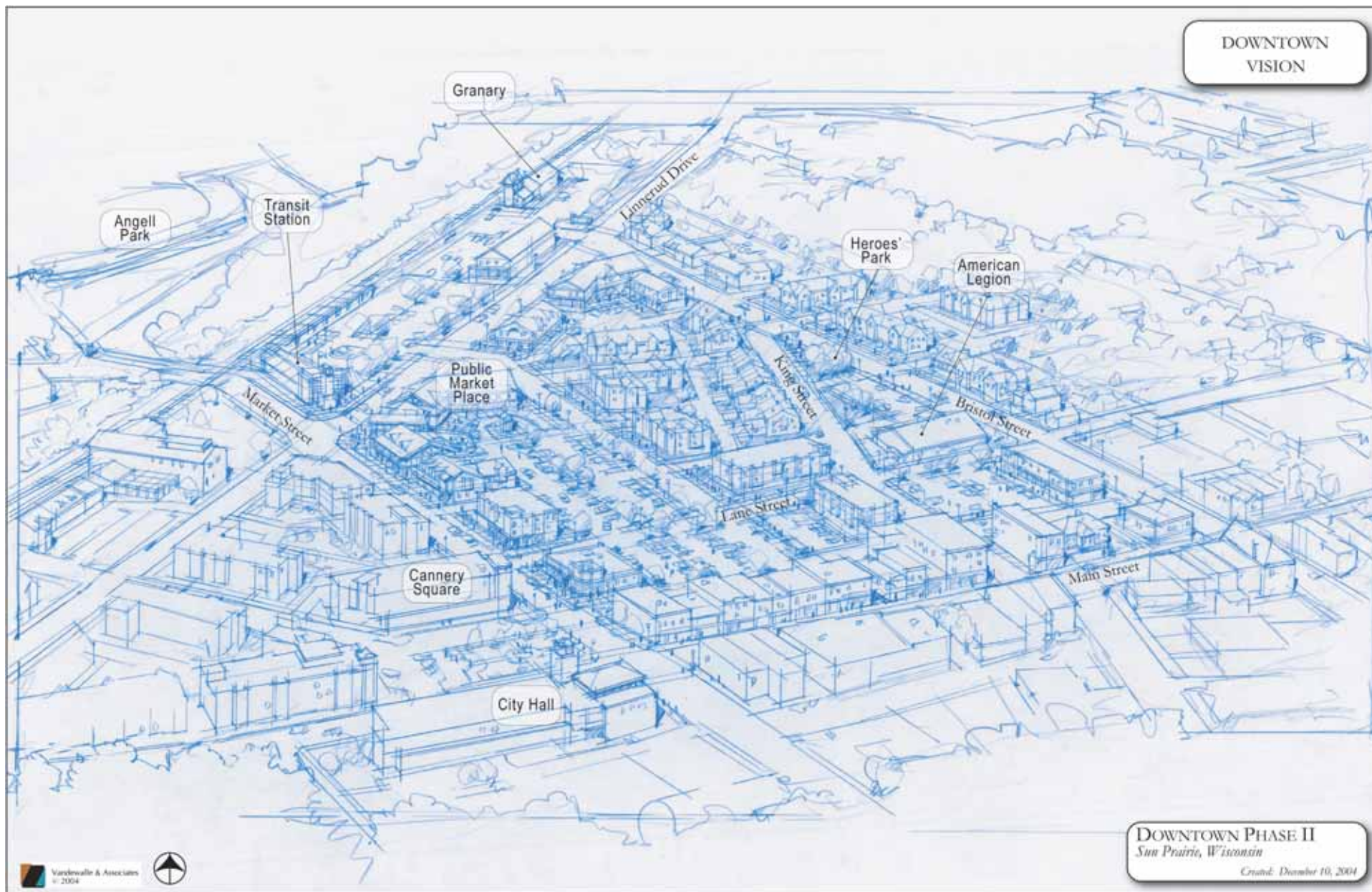
The plan lays out a vision for the patterns of development, new street configurations, levels of density, urban form, pedestrian and vehicular circulation, scale of proposed development, and design character. As the City facilitates future changes in the downtown, the Master Plan should guide its decisions and initiatives. As business and property owners plan their future business and investments, the Master Plan should be a guide for coordinated efforts, and public-private partnerships. The Master Plan also provides potential developers with clarification of the City's expectations and a conceptual design framework as they begin to plan their projects.

The Master Plan presents bold initiatives as well as realistic and phased redevelopment plans, and it proposes incremental private investment and public infrastructure support.

MASTER PLAN DESIGN GOALS

DESIGN GOALS OF THE MASTER PLAN INCLUDE...

- A cohesive, functional, and attractive downtown
- A “fit” with the character of downtown Sun Prairie
- Common places and civic spaces
- Active and attractive streetscapes
- Clear definition of urban streets
- Building presence on streets
- Appropriate building densities
- Pedestrian-scaled environments
- Coordinated and accessible public parking areas
- Safe and efficient pedestrian connections
- Functioning retail areas
- Urban neighborhoods
- Mix of uses



PHASE II MASTER PLAN

The following Phase II Master Plan graphic illustrates the recommended future “urban form” of the Phase II area. This physical design plan shows existing structures to remain, proposed continued development of Cannery Square, currently proposed projects near Main, Bristol, and Market Streets, and hypothetical projects in the downtown’s future. Some of this Master Plan will be implemented as represented and other areas will likely appear differently according to specific future needs and project intentions. The changes illustrated in the Master Plan will evolve over time.

The plan shows new public streets connecting Bristol, Market, and King Streets and Linnerud Drive, new and improved public parking areas to serve Main and Market Street businesses, small public spaces, and a complete pedestrian walkway system. A future transit station is illustrated near Market Street and the rail corridor.

The plan shows opportunities for both planned development on large sites (Washington Mills and City Garage) and smaller investment development sites (Bristol Street). A relatively dense development of structures defines streets, creates landmarks, creates urban spaces, and supports a mix of uses.

More detailed recommendations of the plan are described in the following redevelopment areas.



REDEVELOPMENT AREAS

Within the Master Plan, four redevelopment areas have been identified, each with its own potential, character, redevelopment time frame, and primary role in the downtown.

- Main Street/Lane Street District
- Washington Mills/City Garage Sites
- Bristol Street District
- Linnerud/Rail District





MAIN STREET/LANE STREET DISTRICT

The combination of the presence of City Hall, the success of the Cannery Square development, and the Main Street historic blocks have led to increased interest by both the City and private developers in the northern section (north of the Washington Mills parcel) of the Phase II area for immediate redevelopment and improvements.

Recommendations for this area include street, alley, and parking area improvements to better serve Main and Market Street businesses, increase the ease of use, and improve the image of the downtown experience. The plan reflects new commercial and residential development that will add vitality to the downtown and assist in public improvement financing. New amenities also include Heroes' Park, improved rear facades, and a pedestrian walkway system.

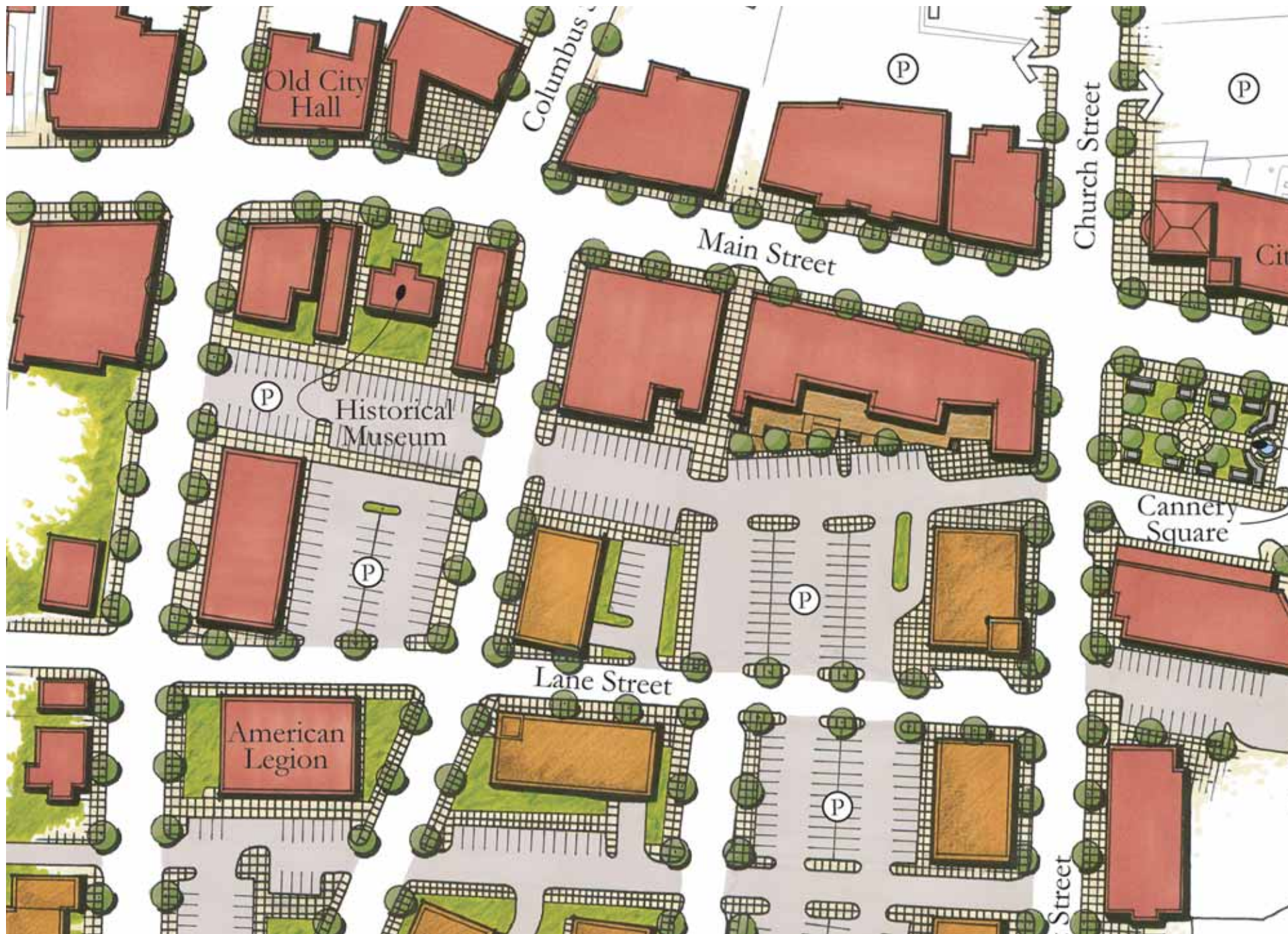
These improvement and redevelopment activities should be implemented in 2005 and 2006.



MAIN STREET/ LANE STREET DISTRICT

RECOMMENDATIONS AND BENEFITS

- ❑ Extend Lane Street between Bristol and Market Streets. Improve access to public parking areas and Main Street business, improve traffic flow, and provide access to a future connection to Linnerud Drive.
- ❑ Realign alley behind Main Street businesses. Improve access to public parking areas and Main Street business and improve traffic flow off of Main Street.
- ❑ Create a coordinated public parking area behind Main Street businesses (between Bristol Street and Market Street). Improve function and perception of downtown parking. Parking areas will be easily identified and well-lit, provide pedestrian connections to Main Street, and serve as flexible parking for the nearby businesses.
- ❑ Develop Heroes' Park (at the intersection of Bristol Street and King Street). The park will honor members of the Armed Services, Police, Fire and EMT Units who serve and have served their community, as well as provide a meaningful public openspace downtown.
- ❑ Enhance areas at the rear of Main Street businesses. This includes enhancement of building facades, business and tenant entries, business signage, the creation of activity areas, and the accommodation of waste removal and deliveries. Improve downtown Main Street shopping experience.
- ❑ Establish a new diner (on Market Street across from Cannery Square). Draw people to Market Street, Cannery Square, and the public area south of Main Street businesses and serve downtown residents as well as other Sun Prairie residents and visitors.
- ❑ Mixed-use redevelopment on Market Street (on Market Street and across from Cannery Square). Potential food-related retail business on ground level with residential units above.
- ❑ New residential redevelopment sites located at the corner of Lane and King Streets.
- ❑ Preserve and reuse Old City Hall building. This historic building helps to preserve important references to the civic history of Sun Prairie.



WASHINGTON MILLS/CITY GARAGE SITES

CITY GARAGE SITE

The relocation of the City Garage facilities, located in the southernmost portion of the Phase II area, will create a large parcel for redevelopment. This is a prominent site located on Linnerud Drive - an important community traffic artery. With changes in the uses and building conditions in the area between Linnerud Drive and the rail corridor, the implementation of the transit station, and reuse of the historic Granary, this site becomes especially valuable and viable.

These improvement and redevelopment activities should be implemented as the City is able to move the garage facilities and as the site becomes market feasible and critical for implementation of the Master Plan.

WASHINGTON MILLS SITE

Washington Mills is currently a valuable business and employer in downtown Sun Prairie. The Master Plan accommodates their continued operations throughout the short and mid-term redevelopment implementation. The site is located in the center of the Phase II area and, as the Master Plan reflects, the City should plan for the potential departure of the manufacturing facilities and redevelopment of the site over the long-term.

This important section of the Phase II area, located in the heart of the Master Plan, is key to unified development downtown. The connection of streets, pedestrian links, important development on Market Street and Heroes' park, and the development of a potential Public Marketplace will be possible with this redevelopment. Activities to revitalize this area should be planned for and accommodating when implementing short-term improvements.



CITY GARAGE SITE

- ☐ Relocate City Garage facilities, when it is determined to be appropriate and feasible.
- ☐ Construct a new curb cut on Linnerud Drive and the initial section of the connector street, this will provide a second access point to parking that is needed for new developments.
- ☐ Redevelop Linnerud Drive and Bristol Street frontages. Building uses can be driven by the market and preferably provide a variety in type. The sites hold potential for commercial services, retail, and residential uses. Take advantage of the visibility of the corner site at Linnerud and Bristol; this location should hold an anchor development. Locate structures to establish a strong presence on Bristol Street and Linnerud Drive.
- ☐ Construct private drive and parking areas to serve new developments.

WISCONSIN PORCELAIN/WASHINGTON MILLS SITE

- ☐ Relocate Washington Mills and prepare the site for redevelopment (including potential environmental assessments) when it is determined to be appropriate and feasible.
- ☐ Construct a north-south connector street between Lane Street and Linnerud Drive. This street will provide access to Market and King Street developments and provide internal public parking connections. This new connector street will provide a view corridor through which the rear of Main Street businesses will be visible from Linnerud Drive.
- ☐ Construct a second connector street between the new north-south connector street and King Street. This street will provide access to new development and connect Heroes' Park, the Transit Station, and the Public Marketplace. This street is aligned to the proximity of a major existing storm sewer.
- ☐ Create a continuous pedestrian walkway between Main Street and Linnerud Drive. This connectivity should increase the viability of Main Street and Linnerud Drive businesses and increase the level of activity in between. This pedestrian walkway will also connect parking areas and the Transit Station, creating a complete system of walkways.
- ☐ Develop a Public Marketplace on Market Street. This appropriate location near Cannery Square, Angell Park, and the Transit Station will allow the Public Marketplace to become an anchor, a symbol, and destination for downtown (see Public Marketplace). Further development, such as an inn and pub, could be developed in conjunction with the Public Marketplace.
- ☐ Create additional small public "plazas" that serve the Public Marketplace and relate to Heroes' Park and the Transit Station.
- ☐ Encourage residential redevelopment along the new north-south connector street, King Street, and Heroes' Park.



BRISTOL STREET DISTRICT

The west side of Bristol Street between Main Street and Linnerud Drive now includes a mix of residential, commercial, and processing uses, with building conditions that vary from well maintained/restored to poor condition. This area also includes several historic structures and a slaughter/rendering facility.

This area has the potential to play a significant role in downtown redevelopment. Bristol Street is a major downtown street and entryway; it is a connector between Main Street and Linnerud Drive, and a connector between the historic Main Street “four corners” and the historic Granary.

The City should encourage and facilitate reinvestment by businesses and smaller developers along the Bristol Street corridor. Unlike the Cannery Square project, this area should be able to redevelop incrementally and without City acquisition and assemblage of property, with the possible exception of the slaughter/rendering facility.

The City should target small businesses, entrepreneurs, and other investors in its recruitment efforts. The following recommended improvement and redevelopment activities should be implemented immediately in 2005 and continue on an ongoing basis.

- ☐ Relocate the slaughter/rendering facility on Bristol Street. Following site preparation, this site has potential for commercial, residential or mixed use redevelopment and is located across from the future Heroes' Park.
- ☐ Encourage redevelopment projects that include a mix of uses including residential, retail, commercial services, and offices. Examples of desirable businesses might include a day care facility, dental clinic, law firm, engineering or architectural firm, health care office, and art-related retail.
- ☐ Preserve existing restored structure(s).
- ☐ Relocate the slaughterhouse/rendering complex on Bristol Street. This site has potential for commercial, residential or mixed use redevelopment and is located across from the future Heroes' Park.



LINNERUD DRIVE DISTRICT

The south side of Linnerud Drive between Bristol Street and Market Street is an area of historic and future importance. Linnerud Drive is a major downtown street, entryway, and an important local artery connecting downtown Sun Prairie with important civic facilities and the areas west of downtown. The Linnerud Drive District also played an important role as the City's historic location of rail and agricultural activity.

The area now includes light industrial and business uses with building conditions that vary from well maintained to fair. This area also includes the historic Granary building and frontage on an important rail line. Given the possibility of commuter rail connection to Madison and beyond, a section of this area must be allocated for a station facility and parking.

The City should encourage reinvestment in the Granary building and recognize its symbolic importance (efforts to do so are currently underway by private investment). The City should also begin to work with businesses in this area to accommodate the potential rail and parking facilities.

Linnerud Drive property assemblage should be implemented within the expenditure period for TIF-8 and continue over the long-term as transit initiatives are further developed.



- ❑ Preserve and reuse the Granary building.
Restore the elevator towers and roof structure of this unique architectural landmark. Potential uses might include food processing and/or transfer related to community supported agricultural activities or a themed restaurant.

- ❑ Secure the site at the southwest corner of Market Street and Linnerud Drive. This site is in a strategic location on Market Street, near Angell Park, and on the rail line. Use the site for the initial implementation of the Public Marketplace while Washington Mills and City Garage sites are still in use. Long-term use of the site should be for the Transit Station and rail platform. Project financing should be attempted through private investors, and/or a public-private partnership.

- ❑ Coordinate the transition of other sites from light industrial businesses to Transit Station and park and ride facilities.

- ❑ Preserve and reuse Granary buildings.
These historic buildings help to preserve important references to the rail and agricultural history of Sun Prairie.



MAIN STREET ALLEY

The alley directly behind the Main Street businesses on the south side of Main Street is critical to the image and function of downtown as well as the success of these properties and their businesses. Planned public improvements and private redevelopment of the Royle Communications site opens up the opportunity to improve the function, appearance, and image of this alley.

Existing conditions in this alley include disorganized parking, unimproved rear entry areas, boarded windows, visible waste receptacles, and a variety of business operator uses behind existing businesses.

Main Street Alley has the potential to become a coordinated, functioning and exciting business district and public place. A combination of strategic redevelopment activities will create an improved Main Street Alley. Recommended improvements include: alley realignment, creation of public parking areas, enhancement of building facades, enhancement of business and tenant entryways, improved business signage; creation of activity/gathering areas, and the accommodation of waste removal and business deliveries by property and business owners.



EXISTING CONDITIONS



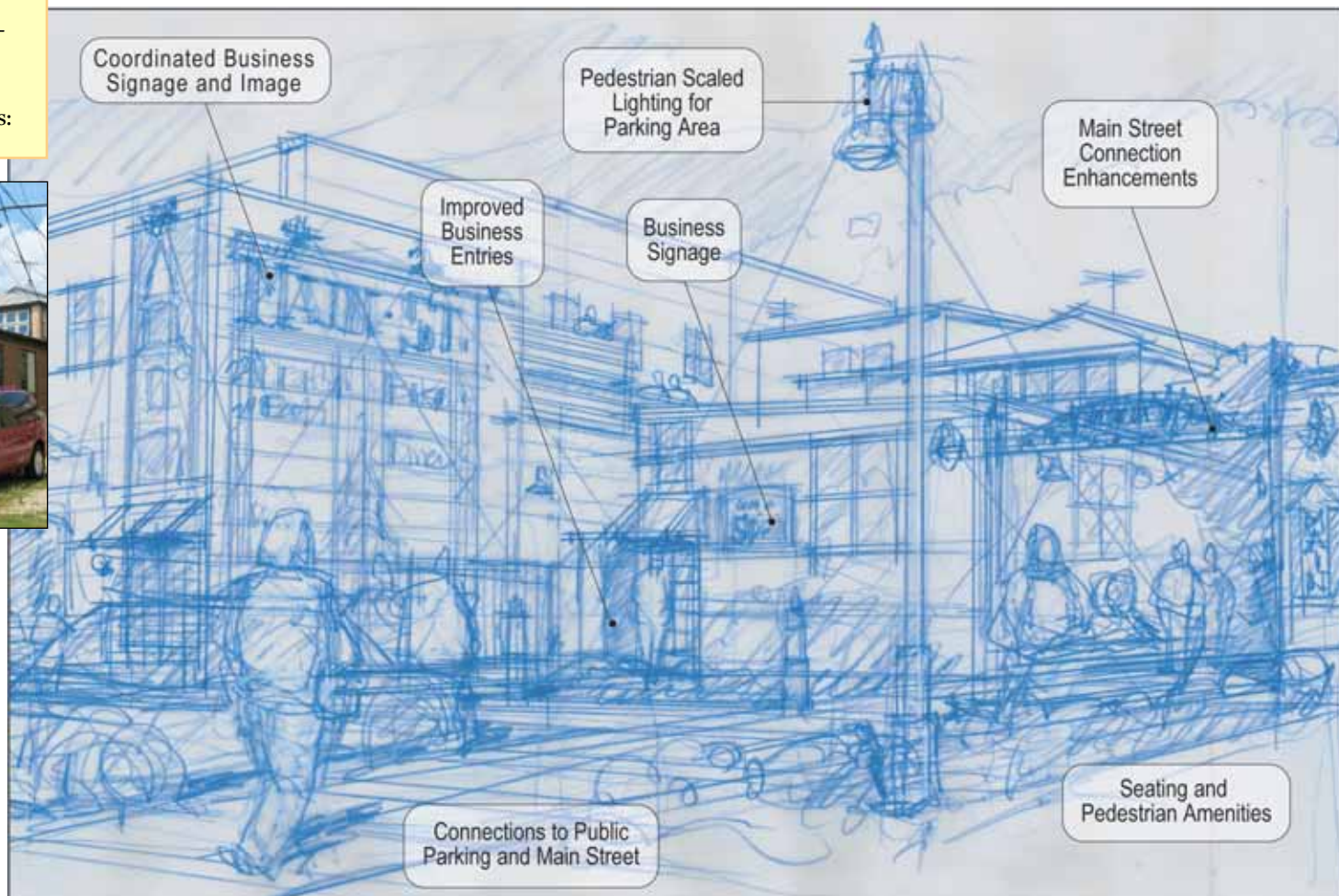
EXAMPLES OF POTENTIAL IMPROVEMENTS



- Enhance connections to Main Street.
- Improve the appearance of the alley and rear facades. (Facade improvement funding exists through the City's Facade Improvement Grant Program.)
- Develop pedestrian amenities.
- Install pedestrian-scaled lighting.
- Improve business signage.
- Enhance rear entryways.
- Connect businesses to parking areas.
- Coordinate branding of the retail district.



Cooperative design and promotion of the Main Street Alley and its businesses could create a new image of the area that is safe, accessible, functional, interesting, and attractive. The following are two design alternatives for this reconfiguration of the alley and enhancements to the rear areas of Main Street businesses:





OPTION A:

- Realign the alley to create a continuous connection between Cannery Square and Bristol Street.
- Locate parking spaces on the north side of the alley adjacent to the building rear entries.
- Construct a boardwalk behind alley businesses, to allow for the connection of businesses, rear entries, disabled access, ease of pedestrian circulation, outdoor dining areas, sidewalk sales, and gathering spots, etc.
- Rear entry access is provided by the common boardwalk.
- Some parcels will gain property north of the alley and adjacent to the buildings.
- Business coordination will be needed to implement the plan and manage waste and delivery procedures.
- Approximately 20 parking spaces will be available adjacent to the rear of alley buildings.



OPTION B:

- Realign the alley to create a continuous connection between Cannery Square and Bristol Street.
- Locate parking spaces on the north side of the alley adjacent to the rear building entries.
- Rear access to businesses for pedestrians will be at different heights and types of entryways.
- Rear entry access will be determined on a property by property basis.
- Some parcels will gain property north of the alley and adjacent to the buildings.
- Business coordination will be needed to implement the plan and manage waste and delivery procedures.
- Approximately 24 parking spaces will be available adjacent to the rear of the buildings.

PUBLIC ENHANCEMENTS

As part of the public/private partnership between the City of Sun Prairie and future private investors, the City will provide infrastructure and amenities to assist and support private development, as well as create a high quality environment for the downtown as a whole. Proposed enhancements include:

- ☐ Extend Lane Street between King Street and Market Street.
- ☐ Coordinate new connector streets or private drives between Lane Street extended, King Street, and Linnerud Drive.
- ☐ Increase the availability of public parking areas.
- ☐ Implement alley, walkway and parking improvements behind the south Main Street businesses.
- ☐ Implement streetscape improvements on Bristol, Market, Main, and King Streets, as well as Linnerud Drive.
- ☐ Develop Heroes' Park in partnership with the American Legion.
- ☐ Assemble property for and develop the Transit Station and park and ride facilities. (The City should seek grant and other sources of funding)
- ☐ Implement Park Street improvements between Linnerud Drive and Angell Park.
- ☐ Implement trail and recreational improvements in Angell Park.



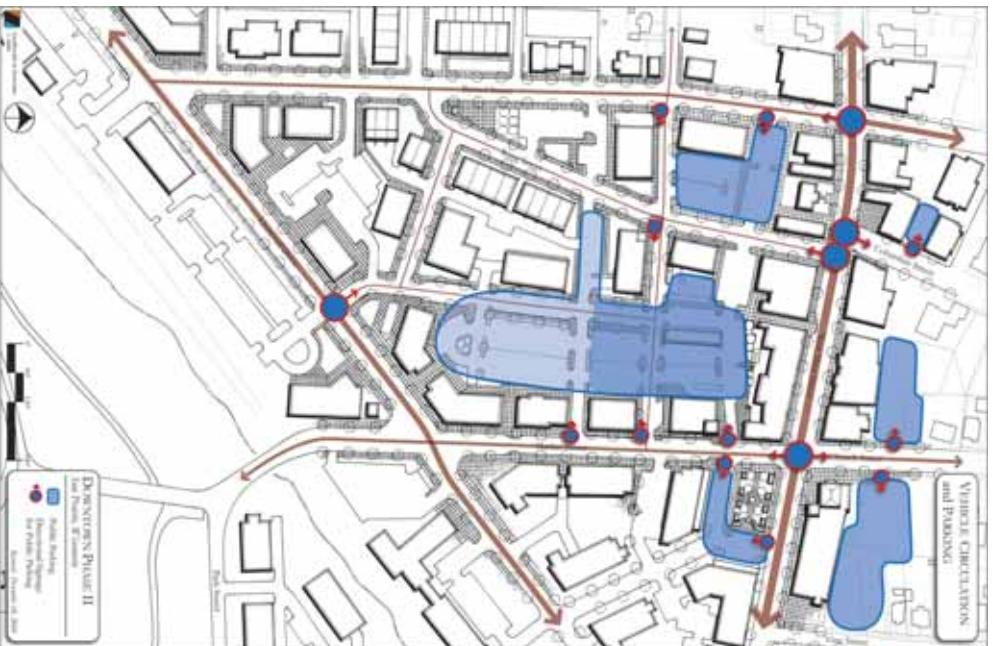
VEHICLE CIRCULATION AND PARKING

The Master Plan creates a hierarchy of public streets in downtown.

- Main Street is a major state and county highway with visitor, pass through, and local traffic. · Limerud Drive is a major local arterial.
- Market and Bristol Streets are secondary downtown streets accommodating the vehicles, bikes, and pedestrians utilizing and experiencing downtown.
- Tertiary streets include the extension of Lane Street and the new connector streets providing access to new development, public parking, and pedestrian scaled connections.

Parking is also a critical component of a successful downtown district. Creating a perception and a reality of accessible and available parking will be a primary ingredient in the creation of positive perceptions of downtown in the community of Sun Prairie.

The City should replace existing sign with new parking signage that captures the new image of downtown and clearly communicates the location of public parking areas. Initial directional signs should be located on Main Street and Limerud Drive and secondary directional signs should be located as shown on Bristol, Market, Church, and Columbus Streets.

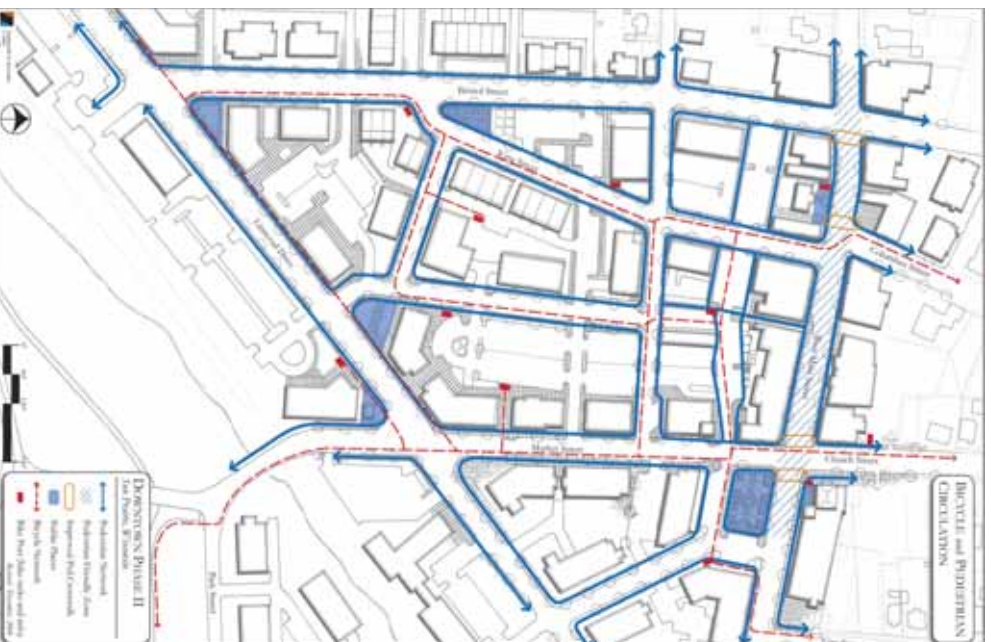


PEDESTRIAN AND BICYCLE CIRCULATION

The Master Plan creates a system of pedestrian walkways intended to provide safe access to downtown and efficient, safe and attractive pedestrian circulation within downtown.

The system connects Main Street businesses, Cannery Square, Historical Museum, Heroes' Park, City Hall, future Transit Station, Public Marketplace, Angell Park, parking areas, and new commercial and residential development into a pedestrian friendly downtown.

- Continue efforts to reroute heavy truck traffic around downtown
 - Connect downtown pedestrian walkways and bike routes with Angell Park
 - Provide bike racks at primary retail and public destinations
 - Improve pedestrian safety at Main Street crosswalks at Bristol, Columbus, Church, and Market Streets.
- Improvements could include pedestrian signage, lighting, crosswalk markings, and pedestrian "bump outs."
- Connect residential neighborhoods with downtown with a continuous system of bike trails and routes (i.e. Limerud Drive)
 - Connect downtown with regional recreation opportunities (i.e. Angell Park)



INCREMENTAL REDEVELOPMENT

The Master Plan will not be implemented all at once, but instead through ongoing and incremental efforts over time. Some efforts are already underway, others will be initiated in years to come. Some of these efforts will depend upon City led initiatives, while others will occur naturally with private interest and investment, and still others will depend on outside initiatives such as the future commuter rail system.

Current success, economic activity, and available land in the north section of the Phase II area (between Bristol Street and Market Street) has led to project planning for immediate redevelopment and improvements.

Relocation of the City Garage facilities will open up a large area, and prominent corner for redevelopment. If Washington Mills relocates from downtown Sun Prairie, this large site will open up prime property for redevelopment in the heart of downtown. This advancement will allow the plan for downtown connectivity to be realized.

Rehabilitation and redevelopment of the west side of Bristol Street will be ongoing and will accommodate smaller developer opportunities. The area between Linnerud Drive and the rail corridor will be redeveloped over time as well, and will include the preserved Granary structure along with the proposed Transit Station and park and ride facility as that plan becomes a reality.





The following series of plans illustrates a hypothetical scenario of incremental development. The series shows how development will evolve over time. The Phase II area proper will redevelop in three clear steps.

Surrounding Phase II, the Bristol Street area will develop incrementally as parcels become available and developer interest is shown, and redevelopment of the Linnerud Drive area will depend on timing of the public transportation facilities.

SHORT-TERM REDEVELOPMENT

- Northern section of Phase II area
 - Extension of Lane Street
 - Public parking and alley improvements
 - Enhancement of rear of Main Street business parcels
 - Diner development
 - Mixed use and residential projects
- Heroes' Park development
- Redevelopment of slaughter/rendering facility
- Preservation and reuse of Old City Hall building and historic Granary facility
- Initial planning and assembly of Transit Station site



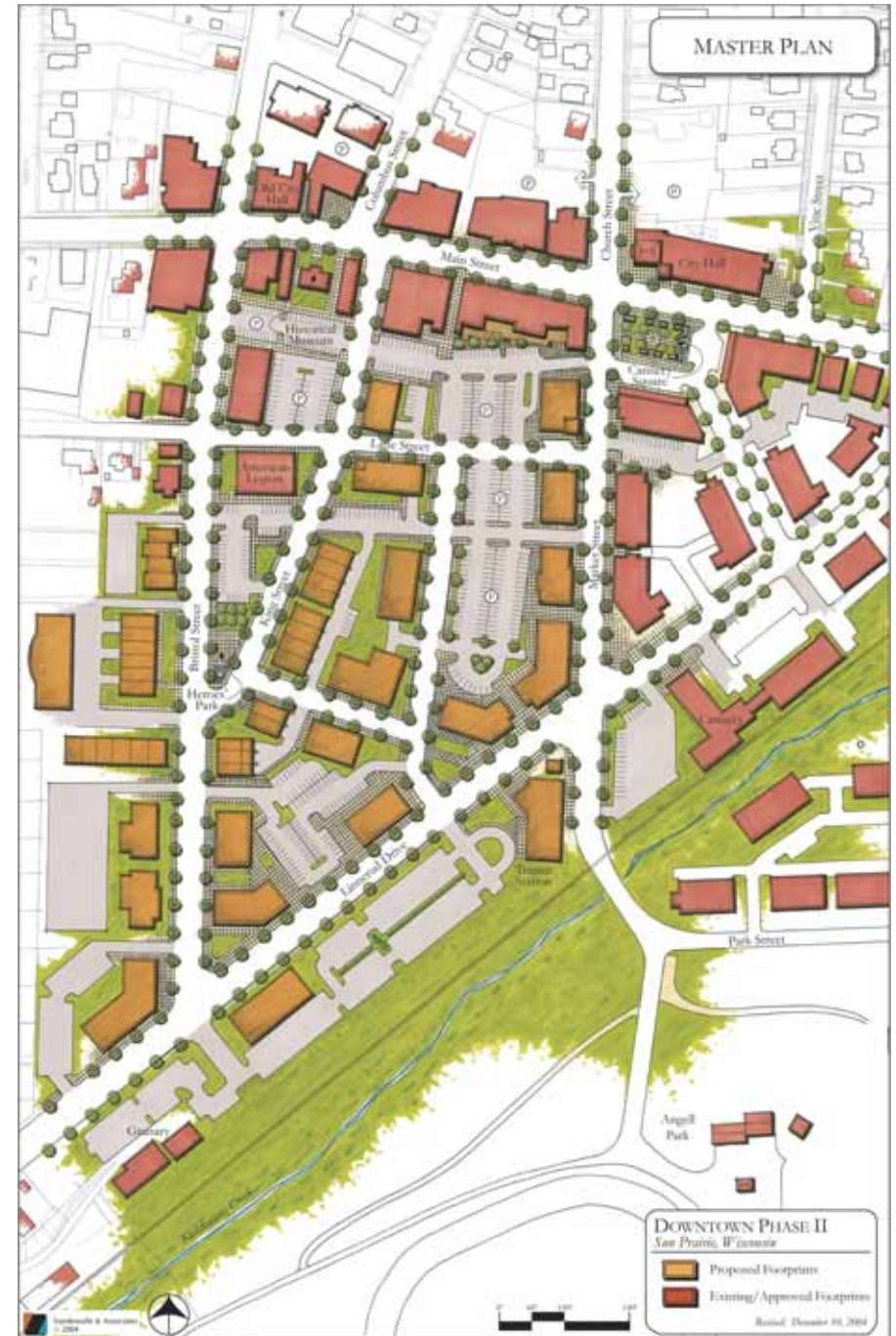
MID-TERM REDEVELOPMENT

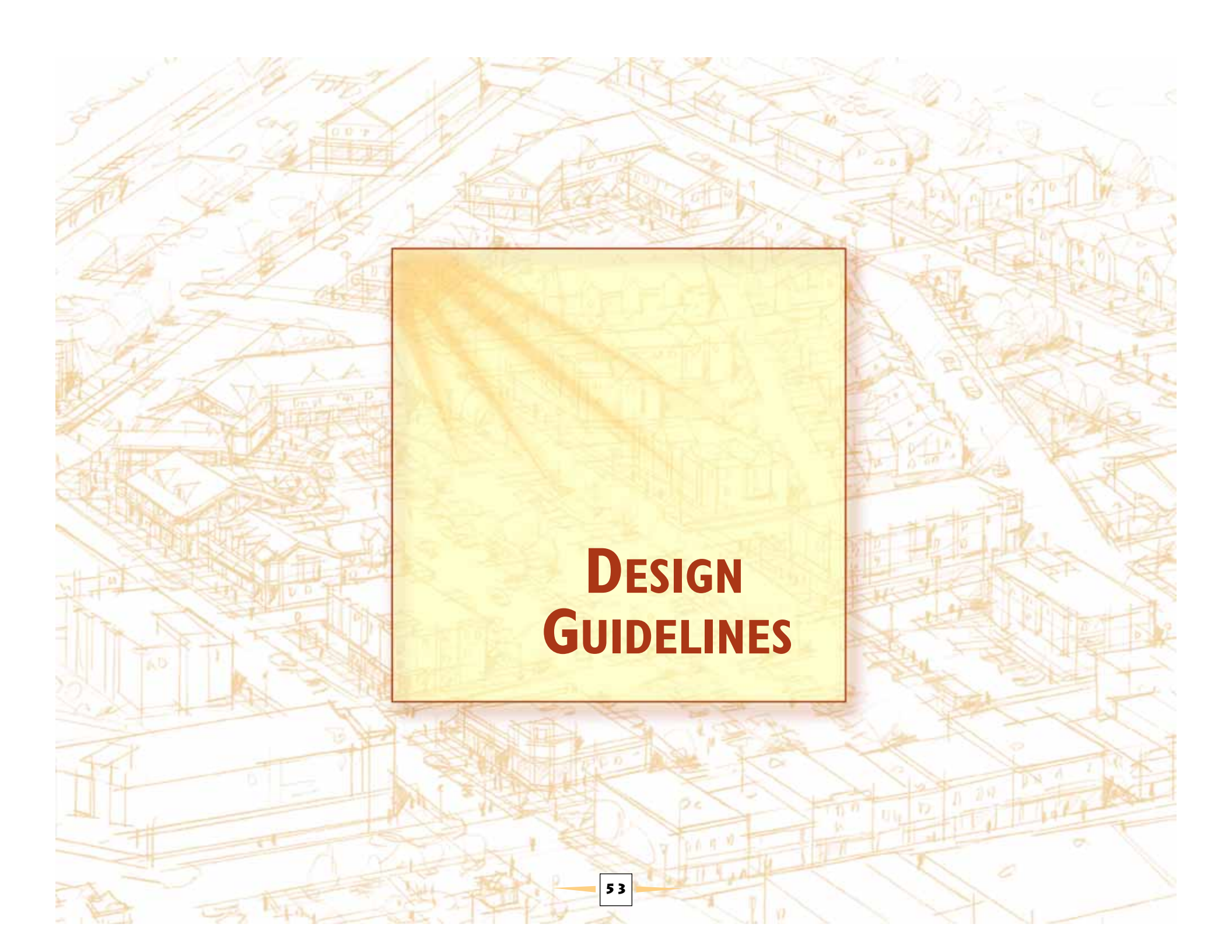
- Southern section of Phase II area
 - City Garage site vacated
 - Mixed use projects on Linnerud Drive and Bristol Street frontage
 - Public access and private drives to parking
- Redevelopment of additional Bristol Street parcels



LONG-TERM REDEVELOPMENT

- Central section of Phase II area
 - Washington Mills site relocated
 - Public street/private drive connections
 - Public walkway connections
 - Mixed use and/or residential projects on King and connector streets
 - Public Marketplace, inn and pub project(s)
 - Public plazas
- Redevelopment of additional Bristol Street parcels
- Development of Transit Station facilities





DESIGN GUIDELINES

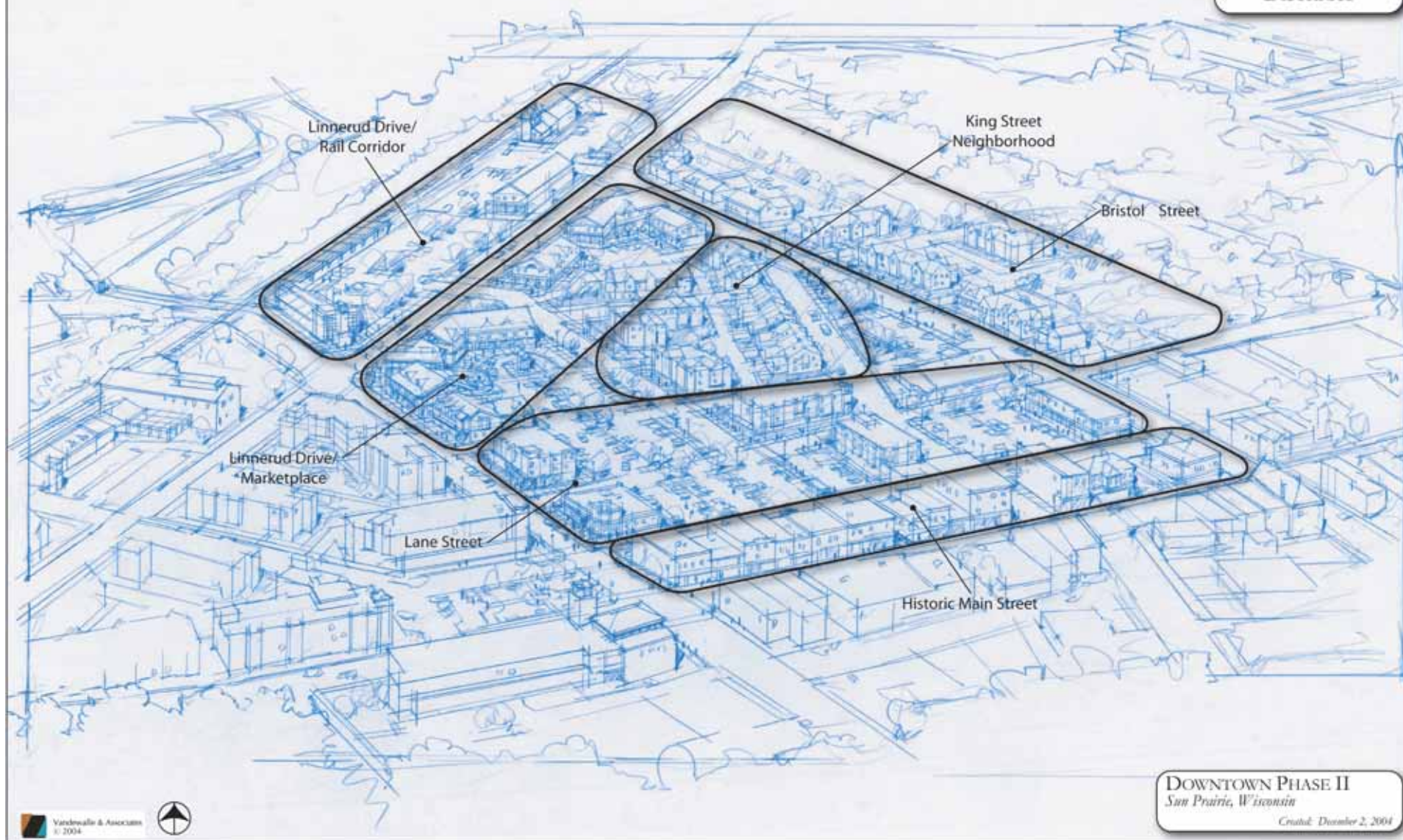


As the Master Plan is implemented, the intentions of the plan for appropriate “urban form” are guided by the following Design Guidelines. These guidelines provide the City with a consistent format to review development proposals and developers with a predictable set of criteria by which to design their proposed projects. The Guidelines define criteria that includes building locations and their relationship to the street, building height, plan and roof form, façade articulation and treatment, fenestration, materials, level of detail, landscaping, parking, and utility areas.

The intention of the Master Plan and the Design Guidelines is to create appropriately scaled structures and urban spaces, appropriately articulated and styled architecture, well proportioned and defined streetscapes, and attractive environments that “fit” downtown Sun Prairie and the desired future vision.

The area covered by the Design Guidelines includes the entire study area which is the Phase II area as well the Linnerud Drive and Bristol Street redevelopment areas already described. District-wide guidelines apply to all projects while more specific Design Guidelines are organized by six sub-areas as shown on the following perspective.

DESIGN GUIDELINE
DISTRICTS

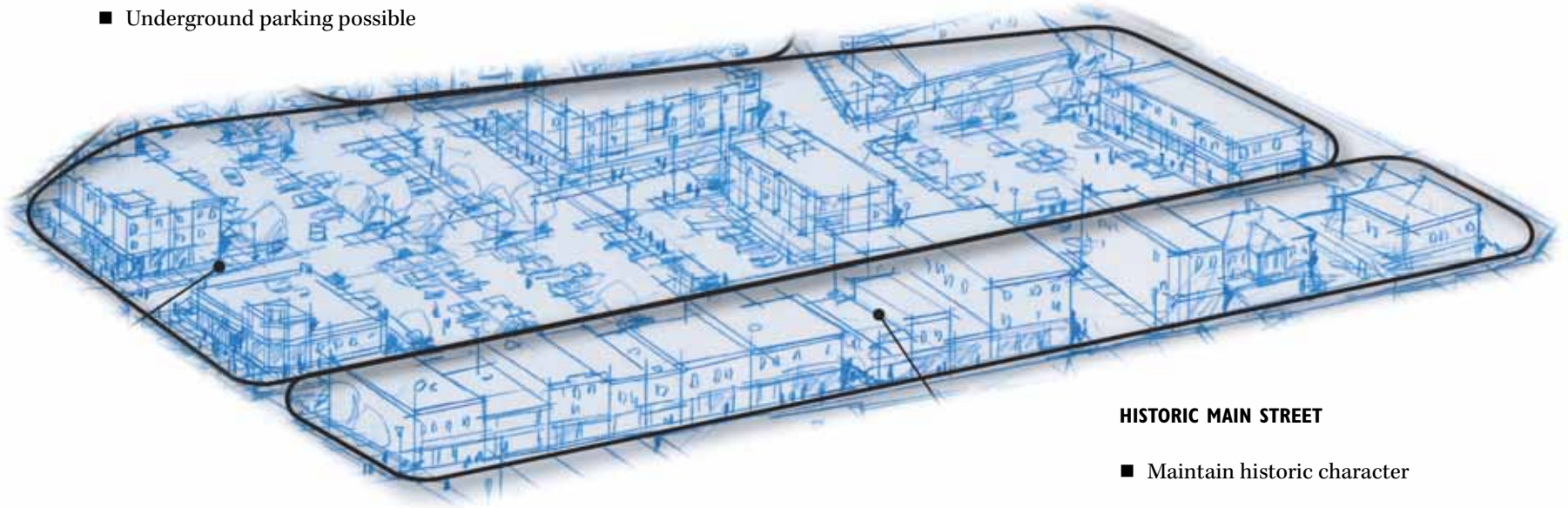


DOWNTOWN PHASE II
Sun Prairie, Wisconsin
Created: December 2, 2004



LANE STREET

- Urban in character
- Strong relationship with Main Street structures
- Height consistent with Main Street buildings
- Minimal setback from street
- Flat roof forms
- Brick as primary material
- Underground parking possible



HISTORIC MAIN STREET

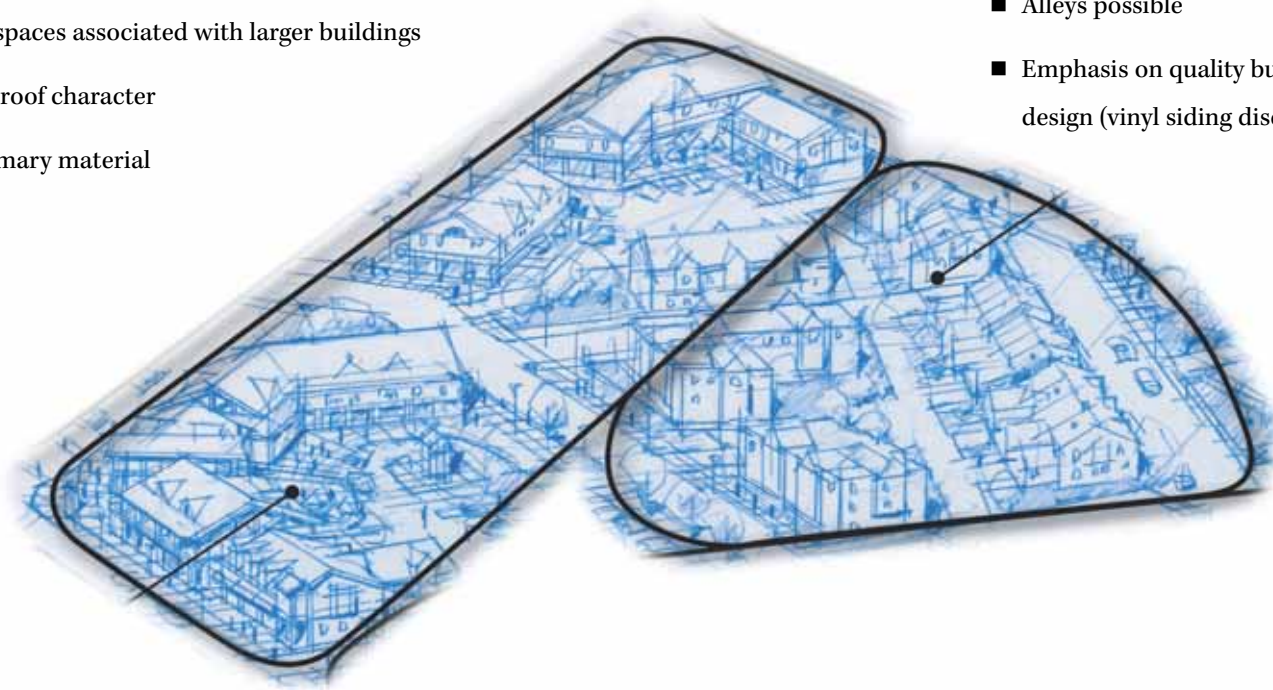
- Maintain historic character
- Preserve traditional building stock
- Retain all historic building elements
- Modifications and additions respect original building lines, character, materials, etc.

LINNERUD DRIVE/MARKETPLACE

- Relationship with rail/agricultural structures (Cannery and Granary)
- Larger scale appropriate to Linnerud Drive and Market Street
- Minimal to moderate setback from street
- Small civic spaces associated with larger buildings
- Articulated roof character
- Brick as primary material

KING STREET NEIGHBORHOOD

- Strong relationship with Bristol and King Streets
- Strong relationship with Heroes' Park
- Flat or sloped roof forms
- Pedestrian and residential character on King Street
- Residential oriented character on interior sites
- Minimal to moderate setbacks
- Alleys possible
- Emphasis on quality building materials and architectural design (vinyl siding discouraged/prohibited)

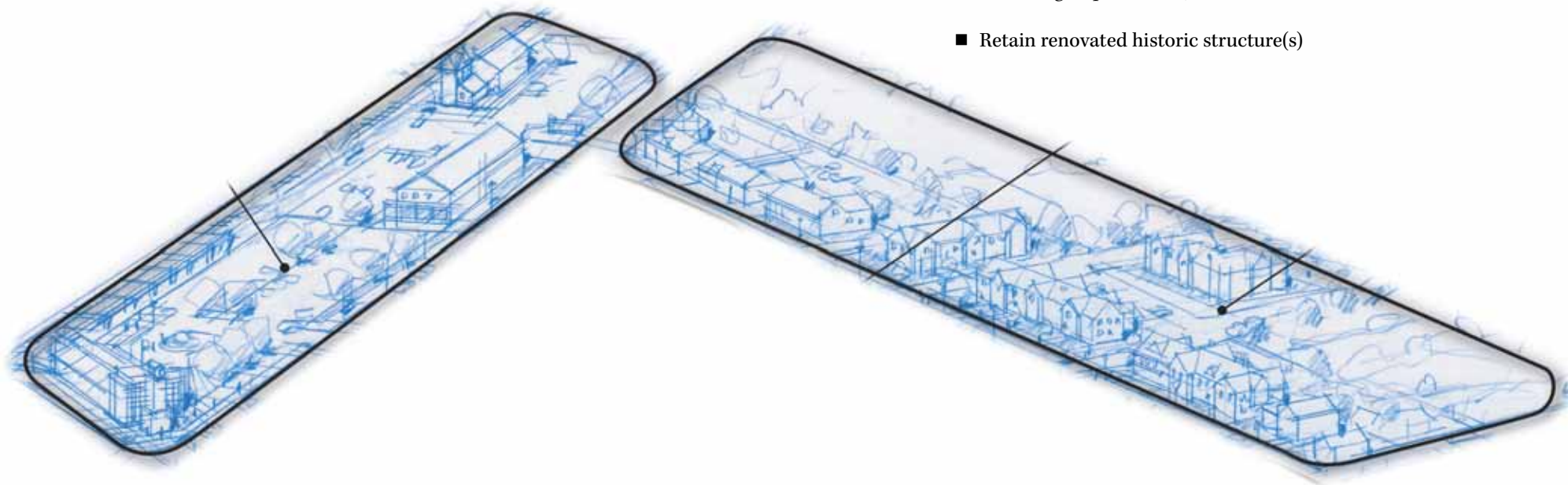


LINNERUD DRIVE/RAIL CORRIDOR

- Relationship with rail/agricultural structures (Cannery, Granary)
- Larger scale appropriate to Linnerud Drive and Market Street
- Minimal to moderate setback from street
- Small civic spaces associated with larger buildings
- Articulated roof character
- Brick as primary material
- Transit station to be a “landmark” structure

BRISTOL STREET

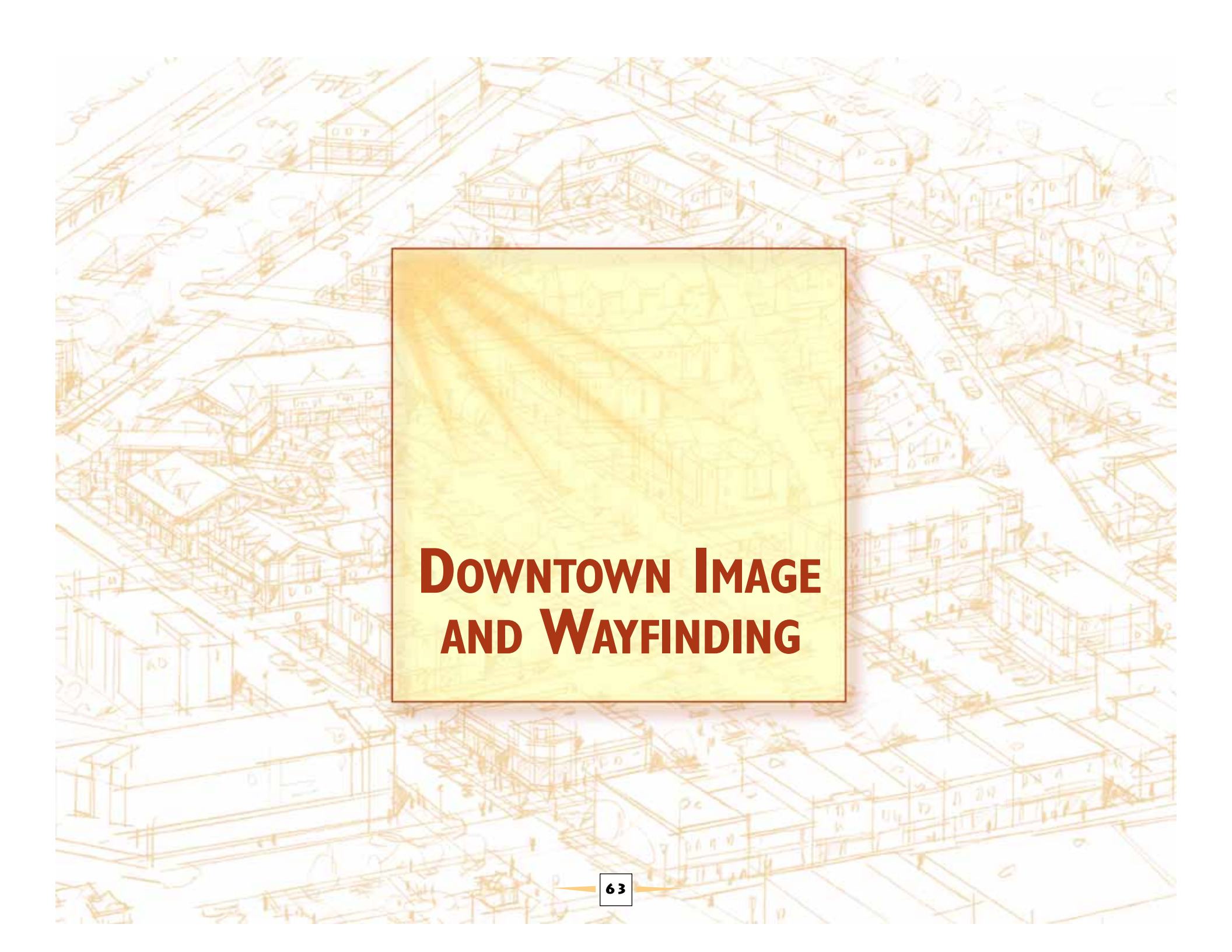
- Neighborhood character and relationship to street
- Sensitivity to adjacent residences
- Moderate setbacks
- Articulated facades and massing
- Brick or clapboard siding as primary materials (vinyl siding discouraged/prohibited)
- Retain renovated historic structure(s)



OVERALL GUIDELINES

1. Create “small-town” urban character and scale.
2. Develop at urban density.
 - Efficient layout of pedestrian areas, buildings, streets and parking
 - Medium-density commercial and residential building development
 - Two to four-story building heights
3. Develop efficient parking configurations. Avoid large monolithic parking areas, utilize parking under residential buildings, and utilize on-street parking.
4. Locate parking in coordinated internal parking areas. Parking areas should have limited visibility from primary thoroughfares.
5. Locate buildings at street front. Other buildings, located in the interior of the site, should create interior streets and passageways.
6. Create an internal, pedestrian-oriented network of walkways and places.
7. Maintain the “street face” of Market, Bristol, King, and Lane Streets, new connector streets and Linnerud Drive.
8. Use brick as primary building material, color to match existing downtown structures. Vinyl siding is strongly discouraged/prohibited in favor of more durable siding materials such as brick, wood, or fiber-cement siding.

	Lane Street	Linnerud Drive/ Marketplace	King Street Neighborhood	Bristol Street	Linnerud Drive/ Rail Corridor
Height	• 2-3 Stories • Ground level: 12 ft. minimum	• 2-3 Stories • Ground level: 12 ft. minimum	• 2-3 Stories	• 2-3 Stories	• 2-3 Stories • Ground level: 12 ft. minimum
Roof Form	• Flat	• Sloped	• Sloped	• Sloped	• Sloped
Materials & Colors	• Brick (no vinyl siding) • Match colors of Main St/ Cannery Square palette	6:12-9:12 (preferred) • Brick (no vinyl siding) • Roof Materials: standing seam or heavy duty shingles • Match colors of Main St/ Cannery Square palette	6:12-9:12 (preferred) • Brick, clapboard siding, or combination brick and clapboard (no vinyl siding) • Roof Materials: standing seam or heavy duty shingles • Match colors of Cannery Square palette or Cannery or granary structures	6:12-9:12 (preferred) • Brick, clapboard siding, or combination brick and clapboard (no vinyl siding) • Roof Materials: standing seam or heavy duty shingles • Match colors of Cannery Square palette or Cannery or granary structures	6:12-9:12 (preferred) • Brick (no vinyl siding) • Industrial roof materials (i.e. corrugated metal standing seam) • Match colors of existing Cannery or granary structures
Setback	• 0-10 feet	• 0-10 feet	• 5-15 feet	• 10-20 feet • No setback requirement for second tier development	• Varies
Street Frontage	• 80%	• 70%	• 80%	• 80%	• Varies
Build-out					
Facade	• Architecturally finished on all sides • Distinguish between lower and upper levels • Articulated building entries, cornices and facades • Primary facade shall face street • Facades not articulated with bays or recesses not to exceed 80 feet	• Architecturally finished on all sides • Distinguish between lower and upper levels • Articulated building entries, caves and facades • Primary facades shall face street & parking areas • Tower element on corner of Market & Linnerud encouraged • Facades not articulated with bays or recesses not to exceed 80 feet	• Architecturally finished on all sides • Distinguish between lower and upper levels • Articulated building entries, caves and facades • Primary facade shall face street	• Architecturally finished on all sides • Distinguish between lower and upper levels • Articulated building entries, caves and facades • Primary facade shall face street	• Architecturally finished on all sides • Distinguish between lower and upper levels • Articulated building entries, caves and facades • Primary facade shall face street • Tower element on transit station (on corner of f Linnerud & Market) encouraged • Facades not articulated with bays or recesses not to exceed 80 feet
 fenestration	• Commercial store fronts (below signage band) at least 75% transparent • Upper level: Vertical proportioned windows, 25 - 50% transparent	• Commercial store fronts (below signage band) at least 75% transparent • Upper level: Vertical proportioned windows, 25 - 50% transparent	• Well proportioned windows • All walls visible from street must have windows	• Commercial store fronts (below signage band) at least 50% transparent • Upper level: Vertical proportioned, 25 - 50% transparent	• Commercial store fronts (below signage band) at least 75% transparent • Upper level: Vertical proportioned, 25 - 50% transparent
Signage	• Meet existing signage code • Building mounted, integrated with architectural design • Externally lit	• Meet existing signage code • Building mounted, integrated with architectural design	• Meet existing signage code	• Meet existing signage code • Building mounted, integrated with architectural design	• Meet existing signage code • Building mounted, integrated with architectural design • Monument style sign within size limitations by code
Parking	• Locate under building or at rear • Screen where visible from public street	• Locate at rear • Screen where visible from public street	• Locate on interior of block or alley • Screen where visible from public street	• Locate at rear • Screen where visible from public street	• Locate at side or rear where possible • Screen where adjacent to public street
Landscaping	• Landscaped parking islands	• Landscaped parking islands • Landscaped plaza area		• Preserve existing vegetation when possible • Ground cover required on all impervious surfaces	• Landscaped parking islands
Utility Storage Areas	• Utility equipment fully screened and out of view from public rights-of-way (ground and roof-mounted) • Enclose all trash receptacles	• Utility equipment fully screened and out of view from public rights-of-way (ground and roof-mounted) • Enclose all trash receptacles	• Utility equipment fully screened and out of view from public rights-of-way (ground and roof-mounted) • Enclose all trash receptacles	• Utility equipment fully screened and out of view from public rights-of-way (ground and roof-mounted) • Enclose all trash receptacles	• Utility equipment fully screened and out of view from public rights-of-way (ground and roof-mounted) • Enclose all trash receptacles



DOWNTOWN IMAGE AND WAYFINDING



The BUILD Grant and public input feedback through the planning process both desire outcomes that offer a renewed image for downtown and a signage program to assist in the promotion of and access to downtown. The following section describes a new graphic image and wayfinding signage system for downtown Sun Prairie.

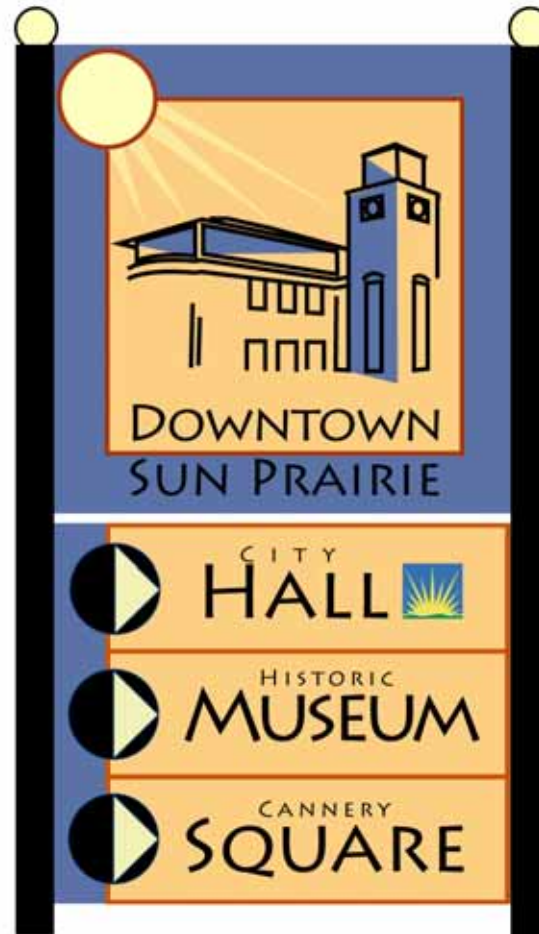
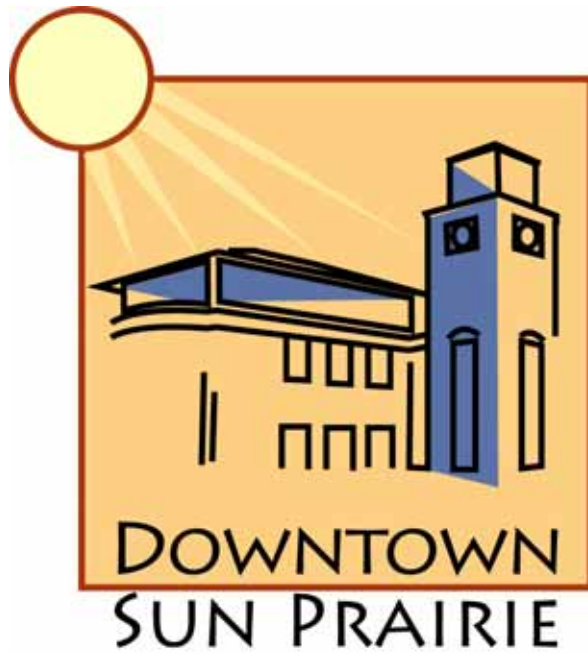
A new graphic look and logo reflect the recent downtown “renaissance” and desire for a rebirth of activity. This package can be used in many ways to create a new identity for downtown Sun Prairie. Utilizing this new graphic look, a system of wayfinding and parking-related signage will direct citizens and visitors to downtown destinations and public parking facilities.

Downtown destinations and locations for directional signage are illustrated on a Downtown Wayfinding Plan.

GRAPHIC IDENTITY SYSTEM

The Graphic Identity System for Downtown Sun Prairie is closely unified through colors, geometry and line style. This helps ensure that residents and visitors can readily recognize Downtown areas and Downtown landmarks, and can pick out relevant Downtown directional signs from other street and storefront signage. The system includes:

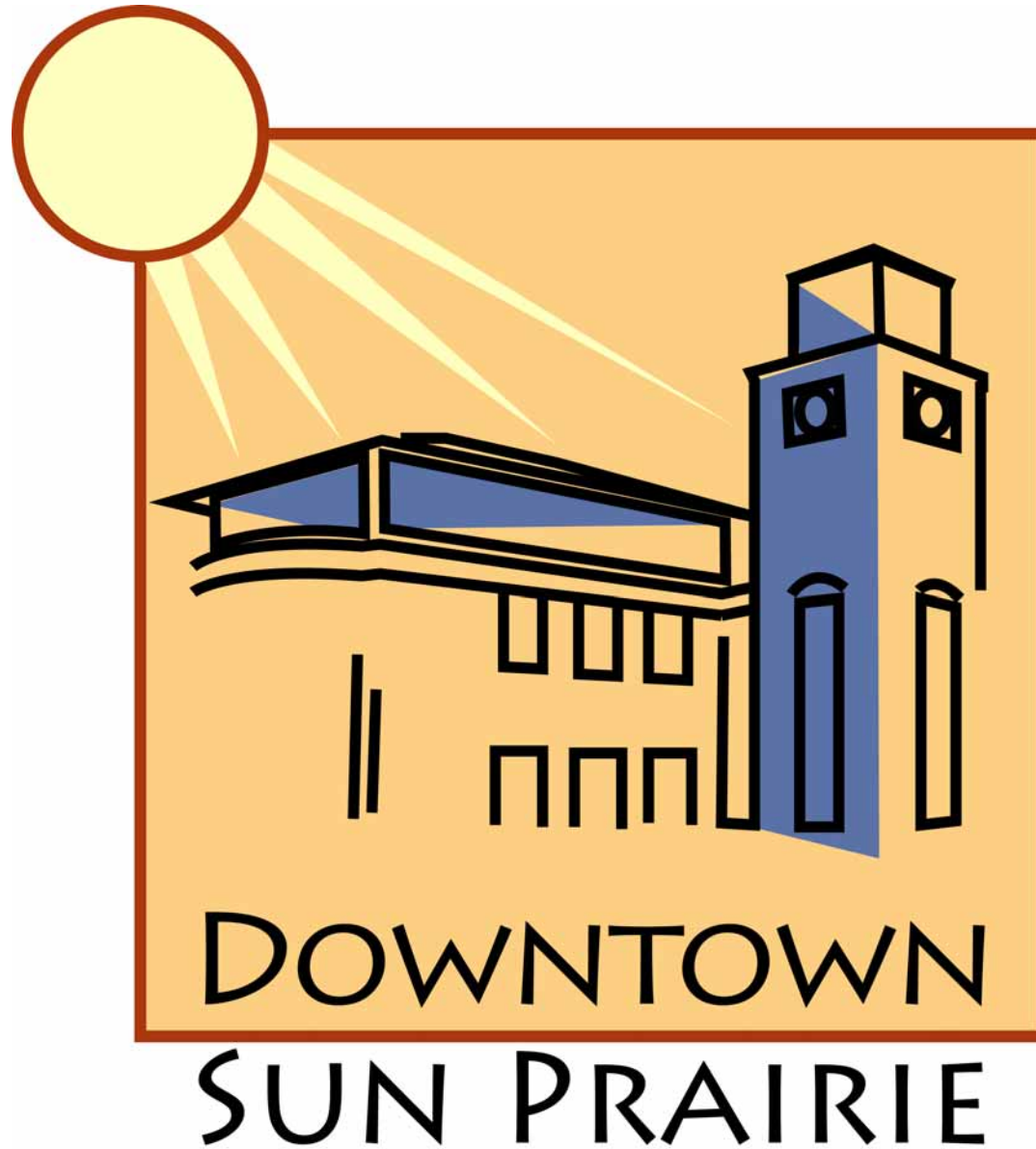
- Downtown logo
- Wayfinding signage
- Parking icon/signage



DOWNTOWN LOGO

The Downtown Logo graphically references Downtown Sun Prairie's evolution from past to present by featuring the New City Hall--a structure that borrows a tower, arches and other architectural lines from the Old City Hall. To a significant degree, residents cited both the Old and New City Halls as the top icons of Downtown Sun Prairie.

- New City Hall architecture is distinctive and place-specific
- Evolution of City Hall parallels Downtown's new energy - based on past community
- Warm gold color references Downtown's cream city brick
- Medium blue color picks up on the sky of the City's municipal logo
- Sun rays reference City's municipal logo
- Use of simple lines suggests contemporary energy
- Use of incomplete outlines and shadows references sunlight



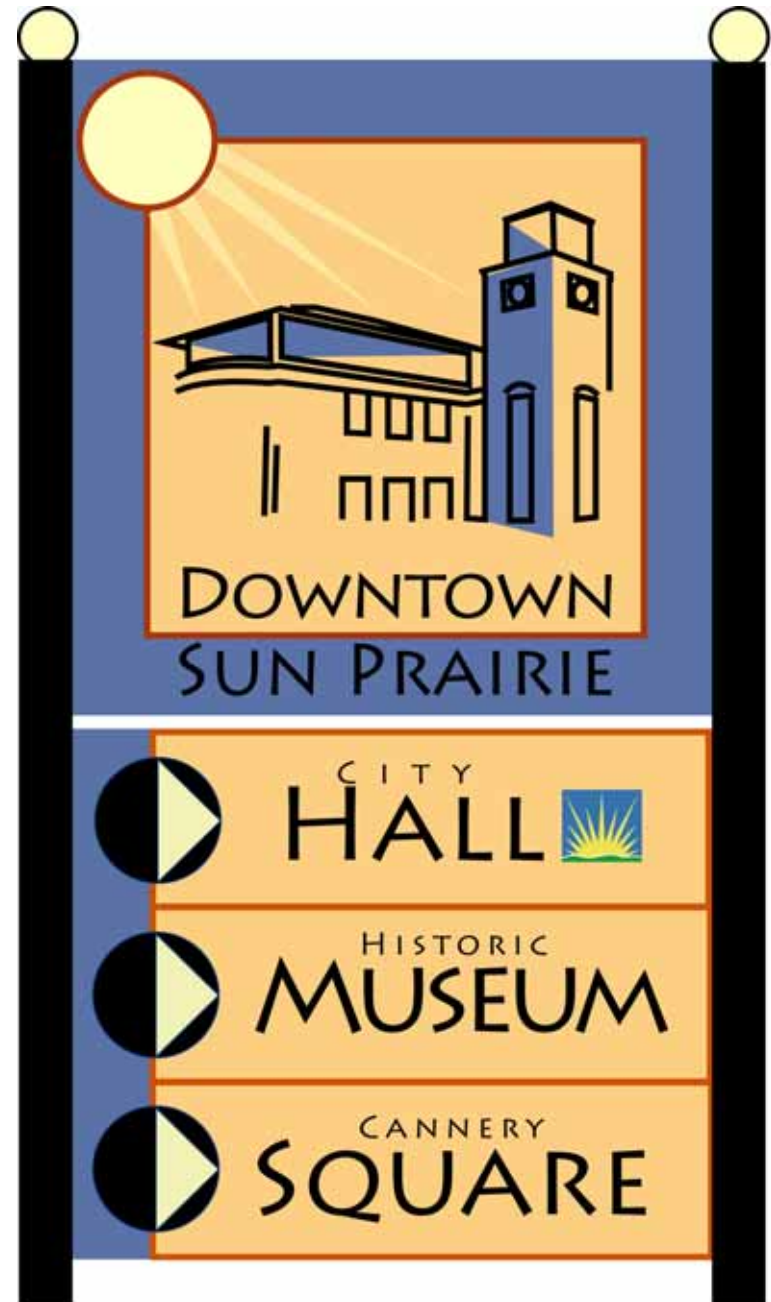
WAYFINDING SIGNAGE

Wayfinding signage helps direct visitors to Downtown, as well as to important destinations within Downtown itself.

- Place strategically at entry corridors to promote awareness of, and access to, Downtown
- Feature the new Downtown logo
- Use easy-to-read labels and arrows
- Augment the sense of place in the streetscape
- Use double-post construction to make Wayfinding more substantial and easy to spot
- Black post color complement the City light poles

FEATURED DESTINATIONS INCLUDE:

- City Hall
- Historical Museum
- Cannery Square
- Angell Park/Speedway
- Historic Water Tower
- Farmers' Market (seasonal)
- Police, Fire/EMS Stations
- Heroes' Park (Future)
- Public Marketplace (Future)
- Transit Station (Future)



PARKING ICON/SIGNAGE

The energetic lines of the Downtown logo are echoed in the parking signage. The “higher speed” signage is simple in design, and therefore easier for motorists to process.

The “lower speed” signage is more detailed for pedestrians and motorists who are slowing in speed as they approach their destination.

- Two-sign system
- Simple “P” and arrow graphics are the most commonly used symbols for parking
- The visual wit of the “P” moving into the word “PARKING” suggests that parking Downtown is easy, and that spaces are readily available



OTHER USES

Additional uses for the Downtown Graphic Identity System should also tie directly into the new Downtown logo and other signage graphics. Any additional graphics used should borrow from the System's visual language. Possible other uses include:

- Banners
- Event signage
- Flyers
- Letterhead (Downtown organization such as BID)

Other uses for the Graphic Identity System should follow strict criteria:

- Use of same colors
- Use of same font
- Use of unaltered Downtown logo
- Use of common visual language: arcs, color blocks, squares, circles, and triangles

DOWNTOWN WAYFINDING PLAN

The Downtown Wayfinding Plan shows the location of Downtown relative to the city as a whole and to regional highway connections. It identifies Downtown entry corridors, Downtown destinations, and proposed directional signage locations. The plan recognizes the importance of access to Downtown from Highway 151, residential neighborhoods, and State Highway 19 and County N.

Signage is located in entry corridors, and at Downtown entry locations and critical intersections. Signage would first direct visitors toward Downtown and then to specific destinations. Parking signage (as shown on the Vehicular Circulation and Parking Plan) is located in the Downtown area on Main, Bristol, Columbus, Church, and Market Streets and Linnerud Drive. Signage can be used to encourage visitors and residents in the City's Westside Neighborhood to visit Downtown as well.

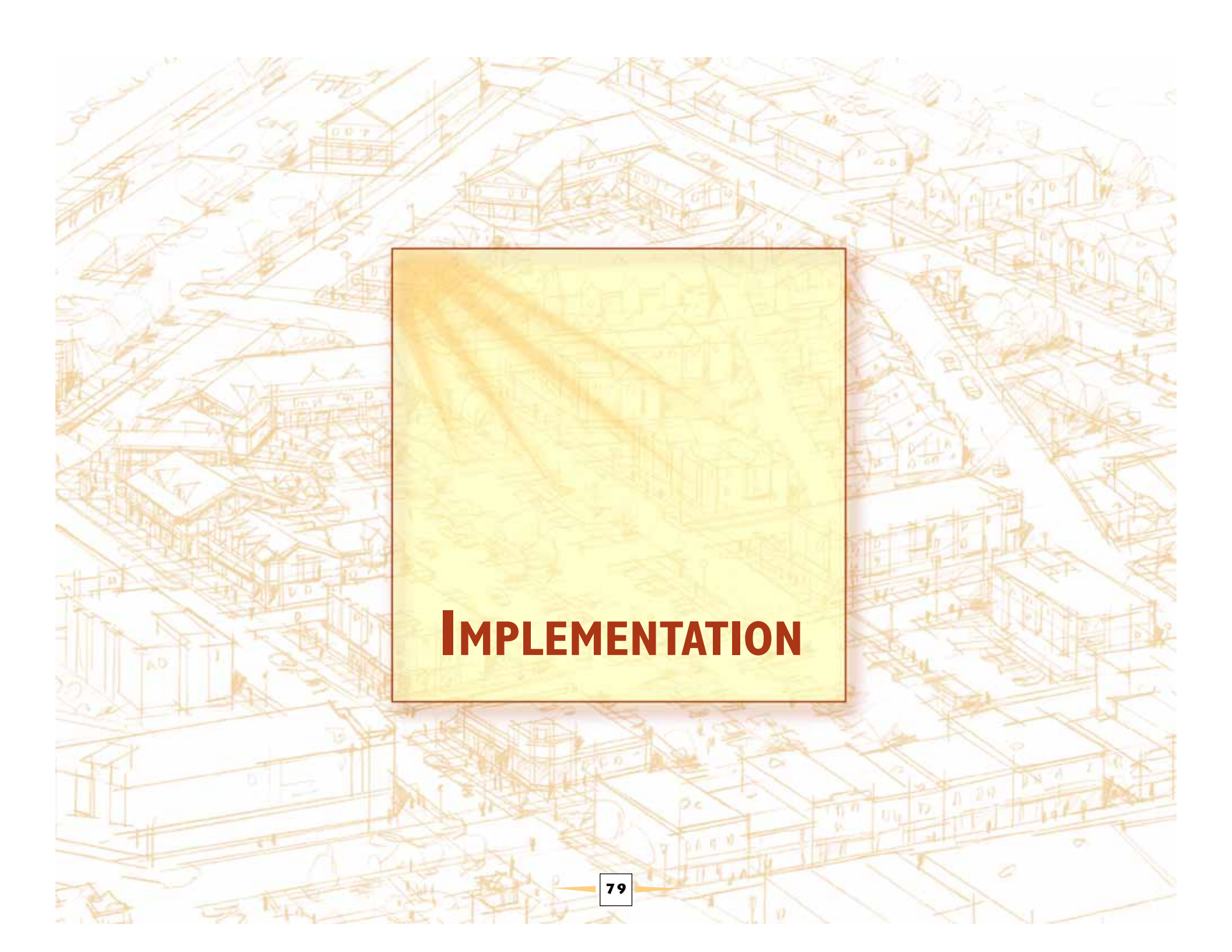
DESTINATIONS

- City Hall
- Historical Museum
- Cannery Square
- Angell Park/Speedway
- Historic Water Tower
- Farmers' Market (seasonal)
- Police, Fire/EMS Stations
- Heroes' Park (Future)
- Public Marketplace (Future)
- Transit Station (Future)

ENTRY CORRIDORS

- Main Street
- Bristol Street
- Windsor Street
- Linnerud Drive
- Highway 19
- Highway N





IMPLEMENTATION

Implementation of the Phase II Master Plan should include the following elements:

REDEVELOPMENT INITIATIVES

DOWNTOWN IMAGE AND WAYFINDING

Implementation of the downtown image and wayfinding program will help guide residents and visitors to downtown Sun Prairie, and ensure the easy identification of parking areas and other important downtown features and amenities.

TENANT & DEVELOPER MARKETING

Much of the land in the Phase II planning area is underutilized, in that it is not currently functioning in the highest or best manner for its location in downtown Sun Prairie.

To alleviate the underutilization of downtown properties, the city should continue to identify blighted parcels for future public or private use. Depending on the redevelopment project's location and role in the Master Plan, the City may 1. encourage redevelopment through private acquisition and investment in property, or 2. assemble property for public or private development projects. Developer recruitment, as with Phase I, will continue to be an important strategy for Phase II implementation.

Because many of the Phase II properties are current or former industrial sites, many of the properties to be redeveloped may require environmental assessment and remediation. The City should anticipate the environmental issues surrounding these properties when developing the redevelopment strategies for the properties.

Specific Redevelopment Projects:

- ☐ Developer and tenant ongoing recruitment

Tenant mix could include retail businesses such as a flower shop, deli, gourmet grocer, affordable art retailer, and a wine shop. Personal service businesses could include a salon, spa, day care, dry cleaner, and a clothing alteration business.

- ☐ Developer negotiations for the diner development

- ☐ Acquisition of future transit station site

- ☐ The City should continue the process of relocating the City Public Works (City Garage) facility outside of the Phase II area. Following relocation the City should market the property to potential developers through the RFP process.

- ☐ The City should continue the process of assisting the rendering/slaughterhouse facility to relocate from Bristol Street.

- ☐ Bristol Street West redevelopment should be ongoing; the smaller sites should be redeveloped without the City's acquisition of property.

- ☐ Over the long term the City should consider the relocation of Washington Mills and acquisition/redevelopment of the site. The site has been earmarked for residential development, with a portion of the site for public parking. The remainder of the site (Market Street frontage) should be redeveloped into the Sun Prairie Public Market location.

DOWNTOWN PUBLIC MARKETPLACE

The City should capitalize on the popularity of the existing Farmers' Market in Sun Prairie through the development of a Sun Prairie Public Marketplace. The Public Marketplace will work in conjunction with the redevelopment of downtown as a locally owned and consumed marketplace. A Public Marketplace implementation group should be formed to lead this initiative. The City should target a tenant mix that creates a destination for downtown, greater Sun Prairie, and regional residents.

Initial development of the Public Marketplace should begin with the acquisition of the Linnerud Drive properties identified as the future Transit Station and park and ride location. Transit Station redevelopment is a long term project; in the interim, the City should utilize the property as the location for the Sun Prairie Farmers' Market. The City should assist in the transformation of the Farmers' Market into the Sun Prairie Public Marketplace. This transition would include a shift from a seasonal market to a year-round market including the traditional locally produced foods, as well as general market commodities such as locally produced arts, crafts and soft goods. The Public Marketplace could begin at the acquired site in the parking lot with tent structures. After the Transit Station is constructed at the location, it could house the market temporarily until it transitions into the functioning Transit Station. The Sun Prairie Public Marketplace would be relocated to the its permanent location at the Washington Mills site along Market Street. Long-term branding of the Market Street corridor should make Sun Prairie's Market Street synonymous with the Sun Prairie Public Marketplace.

TRANSIT PLAZA

The location of a commuter rail transit station in downtown Sun Prairie would be a significant achievement for the City. Downtown Sun Prairie residents would be able to access rapid transit with a short walk to the station, and residents of neighboring transit-serviced communities would travel to and through Sun Prairie on a regular basis. Location of a transit station in downtown Sun Prairie would increase the rate of downtown revitalization as well as drive issues such as density and the determination of whether uses stay within downtown or are acquired for other public uses.

The City should actively pursue this opportunity through coordination with the regional transit authority. Regional transit conversations and planning will begin in 2005, at which time the rail transit infrastructure will be planned for. The City needs to show that it is positioned for transit improvements and have the political process underway to show the City's interest in the regional transit plan.

In the short term, the City should secure the future transit plaza property, which could be seen as a match in the transit funding process.

SUN PRAIRIE PHASE II PROJECT TIMELINE	2004	2005	2006	2007	2008	2009	Beyond
Plan Enforcement							
Phase II Master Plan and Design Guidelines adoption							
Design Guidelines as addendum to zoning code							
Creation and adoption of a zoning overlay district for Design Guidelines							
Programming & Managing							
Develop and coordinate community events at Angell Park and downtown							
Coordinate hours of operation among downtown businesses							
Develop and coordination of business district special events							
Downtown Image & Wayfinding							
Develop downtown logo materials – banners, signage, etc.							
Implement parking signage program							
Implement downtown wayfinding signage program							
Tenant & Developer Marketing							
Market to and recruit developers and downtown tenants							
Develop and implement downtown marketing strategies and materials							
Finalize developer negotiations for the diner development.							
Secure future Transit Station and park and ride sites							
Form the Public Marketplace implementation group							
Develop Public Marketplace plan							
Implement Public Marketplace plan							
Relocate Washington Mills and acquisition/redevelopment of the site							
Relocate the City Garage facilities outside of the Phase II area.							
Assist the slaughter/rendering facility in relocation from Bristol Street.							
Bristol Street Corridor redevelopment should be ongoing							
Facilitate environmental assessment and remediation of redevelopment properties							
Public Enhancements							
Extend Lane Street between King Street and Market Street.							
Develop new connector streets between Lane Street extended, King Street, and Linnerud Drive							
Increase the availability of public parking areas							
Implement alley, walkway and parking improvements behind the south Main Street businesses							
Implement streetscape improvements on Bristol, Market, Main, and King Streets, Linnerud Drive							
Develop Heroes' Park in partnership with the American Legion							
Assemble property for and develop the Transit Station and park and ride facilities							
Implement Park Street improvements between Linnerud Drive and Angell Park.							
Implement trail (bike and pedestrian) and recreational improvements in Angell Park.							

CHECKLIST

The following checklist has been created to guide the City in implementation of the Phase II Master Plan. Unless otherwise stated, implementation for the following projects should be initiated by the City.

PLAN ENFORCEMENT

- ☐ Adopt Phase II Master Plan and Design Guidelines
- ☐ Adopt Design Guidelines as addendum to zoning code
- ☐ Create and adopt a zoning overlay district for the Design Guidelines

PROGRAMMING & MANAGING

- ☐ Develop and coordinate community events at Angell Park and downtown
- ☐ Coordinate hours of operation among downtown businesses (BID)
- ☐ Develop and coordination of business district special events sidewalk sales, fairs, holiday events, etc. (BID)

DOWNTOWN IMAGE & WAYFINDING

- ☐ Develop downtown logo materials – banners, signage, etc.
- ☐ Implement parking signage program
- ☐ Implement downtown wayfinding signage program

REDEVELOPMENT INITIATIVES

- ☐ Market to and recruit developers and downtown tenants.
- ☐ Develop and implement downtown marketing strategies and materials (coordinate with the Cannery Square marketing materials).
- ☐ Finalize developer negotiations for the diner development.
- ☐ Secure future Transit Station and park and ride sites.
- ☐ Form the Public Marketplace implementation group.
- ☐ Develop Public Marketplace plan.
- ☐ Implement Public Marketplace plan.
- ☐ When Washington Mills ceases operations, acquire and promote redevelopment of the site for downtown housing and the creation of the Sun Prairie Public Marketplace and its parking.
- ☐ Relocate the City Garage facilities outside of the Phase II area. Following relocation the City should market the property to potential developers through the RFP process.

- ☐ Assist the slaughter/rendering facility in relocation from Bristol Street.
- ☐ Bristol Street Corridor redevelopment should be ongoing; the smaller sites should be redeveloped without the City's acquisition of property.
- ☐ Facilitate environmental assessment and remediation of redevelopment properties as necessary.

PUBLIC ENHANCEMENTS

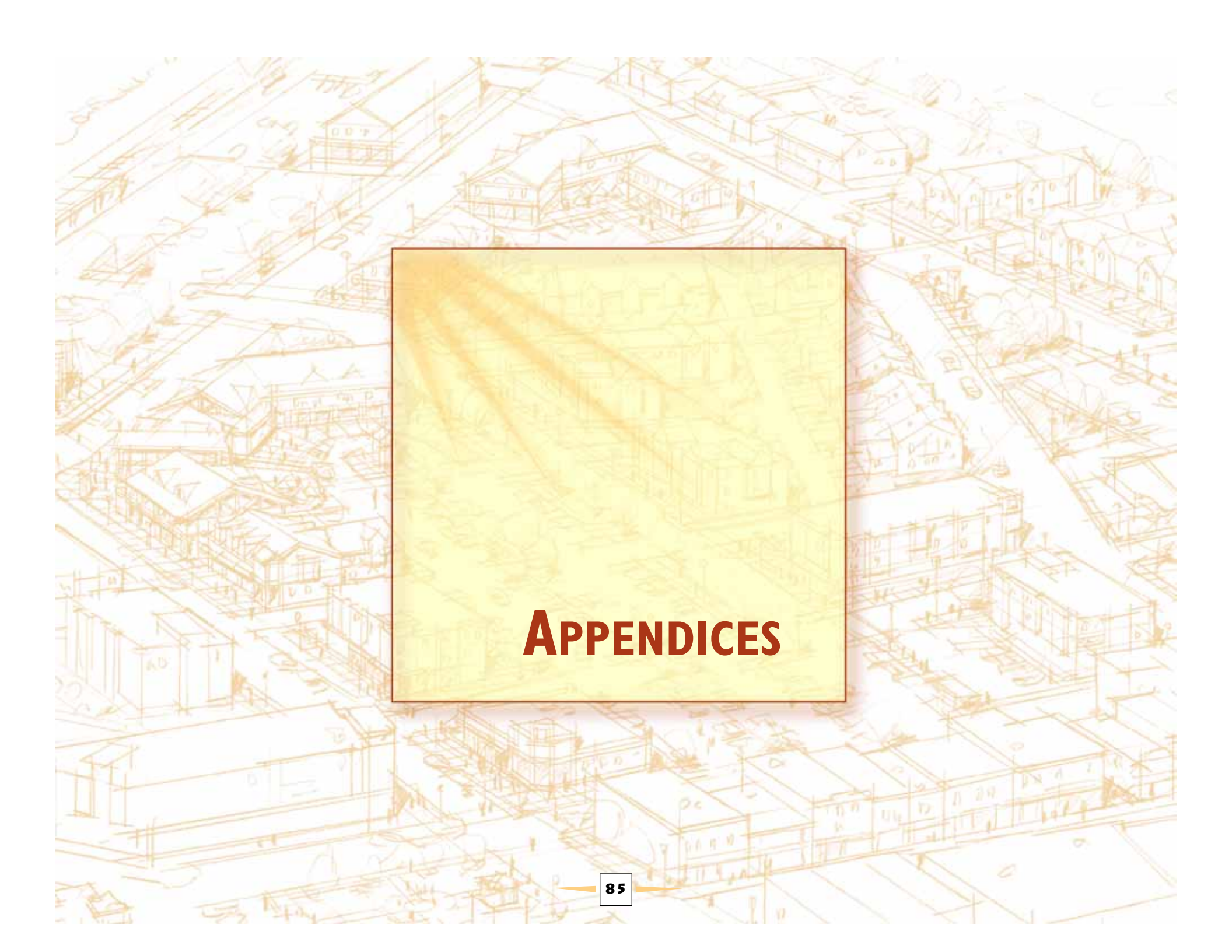
- ☐ Extend Lane Street between King Street and Market Street.
- ☐ Implement alley, walkway and parking improvements behind the south Main Street businesses.
- ☐ Increase the availability of public parking areas.
- ☐ Develop Heroes' Park in partnership with the American Legion.
- ☐ Implement streetscape improvements on Bristol, Market, Main, and King Streets, as well as Linnerud Drive.
- ☐ Develop new connector streets (or require private connecting drive) between Lane Street extended, King Street, and Linnerud Drive.
- ☐ Implement Park Street improvements between Linnerud Drive and Angell Park.
- ☐ Implement trail (bike and pedestrian) and recreational improvements in Angell Park.
- ☐ Assemble property for and develop the Transit Station and park and ride facilities. (The City should seek grant and other sources of funding)

FUNDING SOURCES

GRANTS - In the past, Sun Prairie has sought and secured state and federal grants for redevelopment and downtown activities. The City should continue to apply for resources including: economic development commerce, brownfield assessment and cleanup, historic tax credit and renovations, façade improvement, bike trail enhancement, and transportation funding.

TAX INCREMENT FINANCING – The City created a tax increment financing (TIF) district in order to facilitate property acquisition and redevelopment activities within downtown Sun Prairie. Significant Phase II public funding focus should center on the development of the public market concept. A separate committee and separate budget should be developed to be financed by TIF, foundation, and private investors.

PRIVATE FUNDING – Private fundraising should be sought on all levels, ranging from individual to corporate donations, for public enhancement programs that benefit the community. In particular financing should be sought for development of the public market.

The background is a detailed, light-colored architectural sketch of a city street scene, showing various buildings, streets, and possibly some figures. Overlaid on this is a large, semi-transparent yellow rectangle with a thin dark border. Inside this rectangle, the word "APPENDICES" is written in a bold, dark red, serif font.

APPENDICES

VII. APPENDICES

A. Public Input Workshop Summary

Sun Prairie Master Plan Phase II – Public Information/Input Workshop Summary

I. Current Perceptions

1. The first landmarks that evoke the feel of arrival into downtown Sun Prairie are Old City Hall, New City Hall (Municipal Building), Bank of Sun Prairie and the Historical Museum.
2. Current perceptions of downtown includes the ideas that no parking exists, there is too much focus on a niche market place (antiques), there is heavy traffic at times, and there is nothing to see or do downtown.
3. Issues facing the “Phase II” area that should be addressed by the Master Plan and Guidelines include parking (ease, directional signage, access) and getting Highway 19 travelers to stop in town, not just drive through. The traffic and traffic patterns as well as accessibility should also be addressed.

II. Quick Response

All or nearly all participants agreed upon the following:

- Downtown should be more pedestrian friendly
- Restaurant district
- Improvements to Angell Park for more daily use activities
- Coordination of shared public parking areas
- Improvement of directional signage to downtown
- Enhanced municipal parking signage
- Keep Farmers’ Market downtown
- Improved access from parking areas to Main Street business entries
- Preservation of the Sun Prairie Historical Museum
- Slaughterhouse facilities relocated from downtown area
- Additional common spaces (e.g. Cannery Square Plaza)
- Businesses that serve the senior community
- Advance cooperation between downtown businesses (i.e. business hours, events, etc.)
- Maintain the historic character of Main Street structures
- Deli/ small grocery in downtown
- Historic downtown structures identified with plaques, signs, etc.
- City should assist business owner with facade and building improvements
- Downtown hosting smaller summer events to bring people out
- Preservation of granary building at Bristol Street and Linnerud Drive
- Convenience of frequenting future retail/ commercial service locations in the Linnerud Drive area between Market Street and Bristol Street
- Local residents will walk and bike downtown to attend events if it is accessible and safe
- Connection of side streets near Main Street to improve traffic circulation

All or nearly all participants disagreed to the following:

Sun Prairie should be a bedroom community only and not focus on a downtown

Most participants remained neutral, but a few agreed and a few disagreed to the following:

City approval of year round street construction

Bristol Street should be the preferred entryway to downtown from Highway 151 because of its short distance and attractiveness

Participants evenly remained neutral, agreed, or disagreed to the following:

Heavy traffic is a detriment to Main Street downtown

King Street should be changed from vehicular to pedestrian use only

City Hall should install bells to ring on the hour

Approximately half of the participants were neutral and about half agreed:

Expanding educational and cultural facilities downtown

Promoting high-end medium density housing downtown

Encouraging fitness/ recreational facilities downtown

III. Future Recommendations

1. Most participants recommended improving the appearance of rear façades. Also important were accommodating customer access to the back of the businesses from parking areas and emphasizing improved customer access to Main Street entries from rear parking areas.

2. Most participants believed downtown Sun Prairie should equally serve both local residents and visitors.

3. Participants most often chose the following words to describe the future vision of downtown Sun Prairie: Historic, Walkable, Welcoming, Commercial

4. Most desired potential businesses downtown were restaurants and a deli/ grocery/ market.

5. Most desired future public events downtown were music/ concerts and craft/ art/ quilting fairs. Secondly ranked were Farmers' Market and Festivals/ Fun Days.

6 a. Most important in Phase Two were more pedestrian \ bike paths and amenities. Participants also wanted easier access to downtown, upgrade to rear façades, and to draw visitors with shops and activity.

b. Participants expressed interest in Bristol Street being residential.

c. Innerud was viewed as an East/ West connection and a circulation/ congestion relief.

B. Public Input Workshop Results

Sun Prairie Master Plan Phase II – Public Information/Input Workshop Results

I. Current Perceptions

1. When you come into downtown Sun Prairie, what is the first landmark, building, feature, or land form that makes you feel that you have arrived in downtown?

Old City Hall - 14
New City Hall (Municipal Building) - 10
Bank of Sun Prairie - 3
Historical Museum - 3
Construction - 2
Dense commercial buildings - 2
Early 20th century buildings connected together - 2
Bank Clock - 1
Canney Square - 1
Canning Factory - 1
Clock Tower - 1
Columbus Street watertower - 1
Fire station - 1
Flower Shop - 1
Herremann's Restaurant - 1
High school intersection - 1
New condos - 1

2. List current perceptions of downtown, including your own and others' opinions (its character, the experience of going downtown, its role in the community, etc.).

No parking - 8
Too focused on niche market place (antiques) - 4
Heavy traffic at times - 3
Nothing to see or do downtown - 3
Most residents ignore or don't know about downtown - 2
No place to eat/ dine - 2
No traffic flow/ congested - 2
Perceived lack of parking - 2
Not a retail center - 1
Only one or two retail "draws" - 1
Need variety of stores and shops - 1
No services to bring locals downtown - 1
Need to continue development of antique/ craft shops - 1
Not enough staple shops (groceries, shoes, clothes) - 1
Need to develop ways to bring outsiders in to support antique/ craft business group - 1
Great to shop older downtown area instead of strip malls - 1
Shops do not meet needs with product availability - 1
Would like a diversified shopping/ retail/ residential district - 1
Too many bars - 1
Would like downtown to be a place for entertainment/ relaxation for all ages - 1

- Create unique area to draw tourists - 1
- Farmers' Market should remain downtown - 1
- Need major events to draw people downtown - 1
- Parking is difficult to find/ access - 1
- Parking needs good signage and great lighting - 1
- Too many signs on light posts - 1
- There are no signs - 1
- Need plants, flowers, trees, benches in 200 block - 1
- Hear lots of positive about the improvements and beauty of old buildings - 1
- Anticipation - 1
- Too much truck traffic - 1
- Not what it used to be - 1
- Pleasant - 1
- Historic - 1
- Sometimes very busy - 1
- Role is limited to traffic node - 1
- No real community support - 1
- New residential areas are focused on access to Madison, not to the downtown - 1

3. List 3-5 issues facing the “Phase II” area today and possibly in the future that should be addressed by the Master Plan Phase II and Design Guidelines.

- Parking (ease, directional signage, access) - 5
- Get Highway 19 travelers to stop, not just in and out of downtown - 2
- Traffic and traffic patterns - 2
- Accessibility - 2
- Aesthetics - 1
- Band shell - 1
- Can businesses recoup their investment if they redo buildings to move downtown? - 1
- Convenience shops - 1
- Convenient walking areas needed - 1
- Disjointed property ownership - 1
- Easily accessible dining (drive-thru or pick-up) - 1
- Farmers' Market should stay downtown - 1
- Improve museum - 1
- Incorporate decent parking for buses - 1
- Increase diversity - 1
- Not enough population to support grocery store - 1
- Pedestrian safety - 1
- Predominance of manufacture base in Phase II - 1
- Restaurant - 1
- Signage - 1
- Specialty shops - 1
- Strengthen draw downtown - 1
- Too easy to go to chain stores - 1
- Train station - will rapid transit stop in Sun Prairie? - 1
- WI Porcelain Company - 1

II. Quick Response

Please mark how you feel about each of the following statements with 0 being equal to “Completely Disagree” and 4 being equal to “Completely Agree”.

1. Make downtown more pedestrian friendly (e.g. improve pedestrian sidewalks on Main Street)

0=1
1=2
2=4
3=5
4=13

2. Encourage the establishment of a cluster of restaurants to create a “restaurant district”

0=1
1=1
2=4
3=8
4=11

3. Make improvements to Angell Park for more daily use activities (vs. occasional big festival)

0=0
1=0
2=1
3=11
4=13

4. Coordinate shared public parking areas

0=0
1=0
2=2
3=7
4=16

5. Improve directional signage to downtown

0=0
1=0
2=2
3=7
4=16

6. Enhance municipal parking signage

0=0
1=1
2=1
3=5
4=18

7. Keep Farmers' Market downtown

0=0
1=0
2=2
3=5
4=18

8. Improve access from parking areas to Main Street business entries

0=0
1=0
2=1
3=7
4=17

9. Promote high-end medium density housing downtown

0=1
1=0
2=12
3=6
4=6

10. Preserve Sun Prairie Historical Museum on Main Street

0=0
1=0
2=3
3=5
4=17

11. Expand quality and quantity of educational and cultural facilities downtown

0=0
1=1
2=8
3=7
4=9

12. Encourage establishment of fitness/recreational facilities downtown

0=1
1=2
2=9
3=8
4=5

13. Relocate slaughterhouse facilities from downtown area

0=0
1=1
2=4
3=4
4=16

14. Create additional common spaces (e.g. Cannery Square Plaza)

0=0
1=0
2=8
3=12
4=5

15. Heavy traffic is a detriment to Main Street downtown

0=0
1=3
2=5
3=4
4=13

16. Encourage businesses that serve senior community (e.g. Colonial Club)

0=0
1=1
2=10
3=5
4=9

17. Advance cooperation between downtown businesses (i.e. business hours, events, etc.)

0=0
1=1
2=3
3=7
4=14

18. City should approve year round street construction downtown

0=7
1=2
2=12
3=2
4=2

19. Maintain historic character of Main Street structures

0=0
1=2
2=3
3=6
4=14

20. Provide for deli/small grocery in downtown

0=1
1=0
2=6
3=7
4=11

21. Identify historic downtown structures and sites with plaques, signs, etc.

0=1
1=1
2=4
3=9
4=10

22. City should assist business owner with façade and building improvements

0=0
1=1
2=3
3=8
4=13

23. King Street should be changed from vehicular to pedestrian use only

0=2
1=4
2=11
3=5
4=3

24. Downtown should host smaller summer events to bring people out (e.g. movies, music, etc.)

0=0
1=0
2=3
3=11
4=11

25. Preserve granary building at Bristol Street and Linnerud Drive

0=2
1=0
2=5
3=7
4=11

26. I would find it convenient to frequent future retail/ commercial service locations in the Linnerud Drive area between Market Street and Bristol Street

0=1
1=0
2=3
3=13
4=8

27. Sun Prairie should be a bedroom community only and not focus on a downtown

0=13
1=7
2=4
3=0
4=1

28. Local residents will walk and bike downtown to attend events if it is accessible and safe

0=0
1=0
2=1
3=10
4=14

29. Side streets near Main Street (e.g. Lane Street) should be connected to improve traffic circulation in downtown

0=1
1=0
2=9
3=3
4=12

30. City Hall should install bells to ring on the hour

0=6
1=6
2=8
3=3
4=2

31. Bristol Street should be the preferred entryway to downtown from Highway 151 because of its short distance and attractiveness

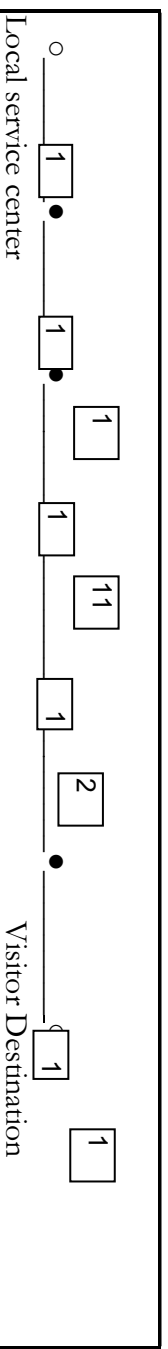
0=1
1=5
2=11
3=6
4=2

III. Future Recommendations

1. The appearance and function of the rear facades of businesses on the south side of Main St. are important to the success and impression of downtown. Which one or more of the following initiatives would you recommend?

- 21 - Improve the appearance of rear façades
- 9 - Screen service and waste activities from view
- 15 - Accommodate customer access to back of businesses from parking areas
- 5 - Encourage business activities at rear of Main St. buildings
- 15 - Emphasize improved customer access to Main St. entries from rear parking areas
- 8 - Coordinate design and management efforts between businesses

2. Downtowns typically serve some mix of both local residents and visitors from outside of the community. On the line below please mark where on this spectrum you believe downtown Sun Prairie should fall.



3. Describe your future vision of downtown Sun Prairie. Please circle the words you feel apply, and add any additional descriptive words.

- | | | |
|--|-----------------|----------------|
| • Residential 10 | • Cultural 9 | • Industrial 0 |
| • Historic 18 | • Commercial 13 | • Modern 3 |
| • Diverse 12 | • Classic 7 | • Midwestern 7 |
| • Rural 0 | • Urban 3 | • Suburban 0 |
| • Prestigious 3 | • Agrarian 0 | • Welcoming 16 |
| • Exclusive 1 | • Busy 6 | • Walkable 17 |
| • Spacious 0 | | |
| • Other descriptive words . . . | | |
| • Exciting 1 | • Active 2 | • Attractive 1 |

4. List potential businesses that (1) you would like to see and (2) you believe would work downtown.

Del/ grocery/ market - 11
 Restaurants - 11
 Antique shops - 4
 Specialty/ vintage/ other clothes - 3
 Brewpub - 2
 Drug store - 2
 Gift shops - 2
 Specialty craft shops - 2
 Bakery - 1
 Coffee shop - 1
 Fitness club - 1
 Hardware store - 1
 Ice cream shop - 1
 Movie theater - 1

5. List future public events that might be successful, appropriate, and beneficial to downtown.

Music/ concerts - 9
 Craft/ art/ quilting fair - 5
 Farmers' Market - 4
 Festivals/ Fun Days - 4
 Angell Park - 3
 Car shows - 2

- Outdoor movies - 2
- Carousel - 1
- Christmas tree lighting - 1
- Family activities - 1
- Focused on museum/ historic nature of area - 1
- Founder's Day celebration - 1
- Outdoor antique show in park - 1
- Parades - 1
- Street dance - 1

6. Given the current evolution of downtown, what role should/could the Phase II block play in the future? What role should Bristol Street play? Linnerud Street?

Linnerud = Circulation/ congestion relief - 2

East/ West connection - 2

Improve signage - 1

Bypass for Main Street - 1

Bristol = Residential - 2

Small Office - 1

Phase II =

More pedestrian \ bike paths and amenities - 3

Draw visitors with activity and shopping - 2

Easier access to downtown - 2

Upgrade rear facades - 2

Build from Cannery Square - redevelopment - 1

Additional commercial opportunities - 1

Surface level and below grade parking with landscaping - 1

Widen alley - 1

Refuse screening - 1

Bury utility lines - 1

Demolish Royal Building - 1

Purchase Angell Park - 1

Carousel - 1

Add mid-week farmers' market - 1

Expand museum - 1

Granary rehab - 1