



October 1, 2014

Project Plan for the Creation of Tax Incremental District No. 11



Organizational Joint Review Board Meeting Held:	November 11, 2014
Public Hearing Held:	November 11, 2014
Adoption by Plan Commission:	November 11, 2014
Adoption by Common Council:	December 2, 2014
Approval by the Joint Review Board:	Scheduled for: December 17, 2014



Tax Incremental District No. 11 Creation Project Plan

City of Sun Prairie Officials

Common Council

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Russell Fassbender	Council Member
George Frank	Council Member
Andrea Gage	Council Member
Al Guyant	Council Member
Hariah Hulkowski	Council Member
Mary Polenske	Council President
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Neil Stechschulte	Director of Economic Development
Timothy Semmann	Principal Planner
Diane J. Hermann-Brown	City Clerk
Mark Leonard	City Attorney

Plan Commission

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SECTION 1: Executive Summary

Description of District

Type of District, Size and Location

Tax Incremental District No. 11 (the “TID” or “District”) is a proposed blighted area district, approximately 70 acres in size, and located generally within the area identified as the West Main Street Corridor. A map of the proposed boundaries is located in Section 3 of this Project Plan (the “Plan”). This District is intended to supersede and replace Tax Incremental District No. 10 which currently includes the same properties. TID No. 10, created on September 30, 2008, presently has a negative incremental value of \$10,268,800 resulting from successive years of economic depreciation in property values resulting from the Great Recession. Since this negative incremental value presents a significant impediment to investment in redevelopment, and further given that the City has not incurred any significant project costs for TID No. 10, it has determined that abandoning TID No. 10 and creating a new TID No. 11 is the best option for achieving the City’s original redevelopment objectives for the area. The City did consider resetting the base value of TID No. 10, now permitted as a result of 2013 Wisconsin Act 183, however, the fact that seven years have already elapsed since TID No. 10’s creation was also determined to be an impediment to redevelopment given the shortened horizon for project cost recovery.

Estimated Total Project Expenditures

The City anticipates making expenditures of approximately \$14.37 million to undertake the projects listed in this Project Plan, which includes estimated interest expense on associated long term debt. It is expected that the projects will be completed in three or more phases. For planning purposes, expenditures phases are shown in 2015, 2018 and 2021. Actual timing of expenditures will coincide with opportunities for development and redevelopment projects. The City may continue to make expenditures for a period of 22 years, commencing from the date of adoption of the Creation Resolution by the Common Council. The projects to be undertaken pursuant to this Project Plan are expected to be financed with General Obligation Bonds issued by the City, however, the City may use other alternative financing methods which may provide overall lower costs of financing, preserve debt capacity, mitigate risk to the City, or provide other advantages as determined by the Common Council. A discussion and listing of other possible financing mechanisms, as well as a summary of project financing by phase is located in Section 10 of this plan.

Economic Development

As a result of the creation of this District, the City projects that additional land and improvements value of approximately \$38 million will be created as a result of redevelopment. This additional value will be a result of the improvements made and projects undertaken within the District. A table detailing assumptions as to the timing of new development and redevelopment, and associated values is located in Section 10 of this plan. In addition, creation of the District is expected to result in other economic benefits as detailed in the Summary of Findings hereafter.

Expected Termination of District

Based on the Economic Feasibility Study located in Section 10 of this plan, this District would be expected to generate sufficient tax increments to recover all project costs by the year 2036; six years earlier than the 27 year maximum life of this District.

Summary of Findings

As required by Wisconsin Statutes Section 66.1105, and as documented in this Project Plan and the exhibits contained and referenced herein, the following findings are made:

1. **That “but for” the creation of this District, the development projected to occur as detailed in this Project Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City.** In making this determination, the City has considered the following information:
 - Redevelopment within the District has not occurred at the pace that would be expected under normal market conditions. Obstacles to redevelopment include increasing traffic congestion, limited area for right-of-way expansion, poor and limited access, irregular lot patterns, numerous non-conforming development sites, poor aesthetics and a competitive disadvantage compared with the new Westside development and downtown revitalization projects.
 - In order to make areas included within the District suitable for redevelopment, the City will need to make a substantial investment to pay for the costs of some or all of the following types of eligible Project Costs: property acquisition for development, acquisition of rights-of-way, acquisition of easements, relocation costs, environmental audits and remediation, demolition, site grading, sanitary sewer system improvements, water system improvements, stormwater management system improvements, electric service, gas service, communications infrastructure, street improvements, streetscape and landscaping, contributions to the Community Development Authority, revolving loan/grant programs, cash grants to owners or lessee or developers of land located within the district (development incentives), professional and organizational services, administrative costs, and finance costs. Due to the extensive investment that will be required to promote the type of redevelopment that the City has identified for the area, it has been determined that it is not likely to occur solely as a result of private investment. Accordingly, the City finds that absent the use of tax incremental financing (“TIF”), redevelopment of the area is unlikely to occur in a manner consistent with that desired by the City.
 - One of the conclusions and recommendations found in the *Implementation Strategies* section of the City’s West Main Street Corridor Plan dated June of 2006 was that the City could provide an important financial impetus for redevelopment within the study area by creating a Tax Incremental District, and that it ought to do so as soon as possible.
2. **The economic benefits of the Tax Incremental District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements.** In making this determination, the City has considered the following information:
 - As demonstrated in the Economic Feasibility Section of this Project Plan, the tax increments projected to be collected are more than sufficient to pay for the proposed project costs. On this basis alone, the finding is supported.
 - The redevelopment expected to occur is likely to preserve approximately 150 jobs with the potential to generate up to 100 additional jobs over the life of the District, with an average wage of between \$8.45 and \$121.34 (*Source: City of Sun Prairie and May 2013 Metro and Non-Metro Area Occupational Employment & Wage Estimates, Madison, WI*).

- The redevelopment expected to occur within the District would preserve and create approximately 250 residential units, providing housing opportunities for workers (*Source: City of Sun Prairie*).
3. **The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions.**
 - If approved, the District’s creation would become effective for valuation purposes as of January 1, 2014. As of this date, the values of all existing development would be frozen and the property taxes collected on this base value would continue to be distributed amongst the various taxing entities as they currently are now. Taxes levied on any additional value established within the District due to new construction, renovation or appreciation of property values occurring after January 1, 2014 would be collected by the TID and used to repay the costs of TIF-eligible projects undertaken within the District.
 - Since the development expected to occur is unlikely to take place or in the same manner without the use of TIF (see Finding #1) and since the District will generate economic benefits that are more than sufficient to compensate for the cost of the improvements (see Finding #2), the City reasonably concludes that the overall benefits of the District outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions. It is further concluded that since the “but for” test is satisfied, there would, in fact, be no foregone tax increments to be paid in the event the District is not created. As required by Wisconsin Statutes Section 66.1105(4)(i)4., a calculation of the share of projected tax increments estimated to be paid by the owners of property in the overlying taxing jurisdictions has been made and can be found in Appendix A of this plan.
 4. Not less than 50% by area of the real property within the District is a blighted area within the meaning of Wisconsin Statutes Section 66.1105(2)(ae)1. Furthermore, any property standing vacant for the entire seven years preceding adoption of the Creation Resolution does not comprise more than 25% of the area in the District in compliance with Wisconsin Statutes Section 66.1105(4)(gm)1.
 5. Based upon the findings, as stated above, the District is declared to be a blighted area District based on the identification and classification of the property included within the District.
 6. The project costs relate directly to promoting the elimination of blight consistent with the purpose for which the District is created.
 7. The improvement of such area is likely to enhance significantly the value of substantially all of the other real property in the District.
 8. The equalized value of taxable property of the District, plus the value increment of all existing tax incremental districts within the City, does not exceed 12% of the total equalized value of taxable property within the City.
 9. The City estimates that approximately 30% of the territory within the District will be devoted to retail business at the end of the District’s maximum expenditure period, pursuant to Wisconsin Statutes Sections 66.1105(5)(b) and 66.1105(6)(am)1.
 10. The Project Plan for the District in the City is feasible, and is in conformity with the master plan of the City.

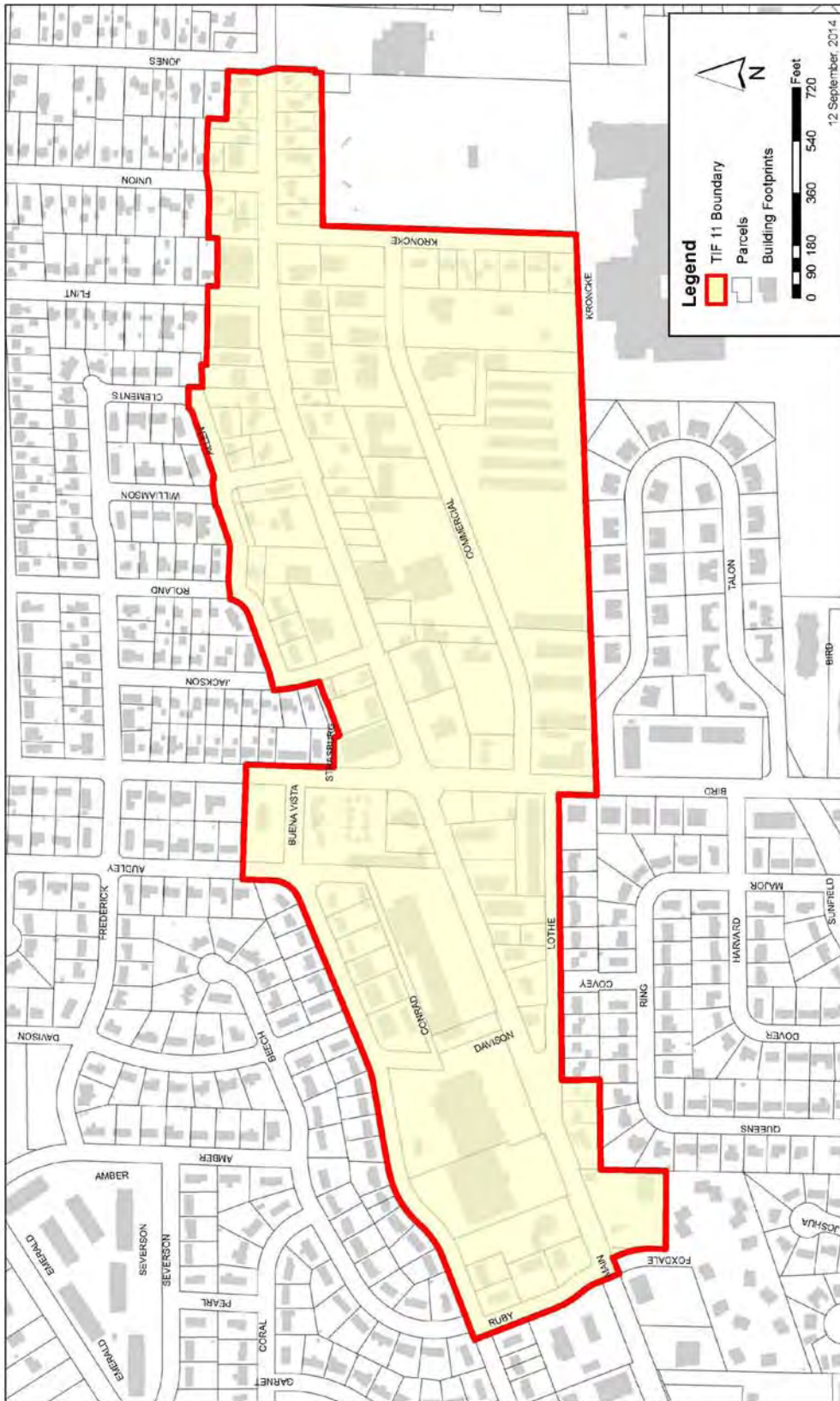
SECTION 2: Type and General Description of District

The District is being created by the City under the authority provided by Wisconsin Statute Section 66.1105. The District is created as a “Blighted Area District” based upon a finding that at least 50%, by area, of the real property within the District is blighted. In Section 5 of this Plan, the City has identified those properties within the District that meet the criteria of “blighted areas” as defined in Wisconsin Statutes Section 66.1105(2)(ae)1 and relies on these characterizations as the basis for making the above finding.

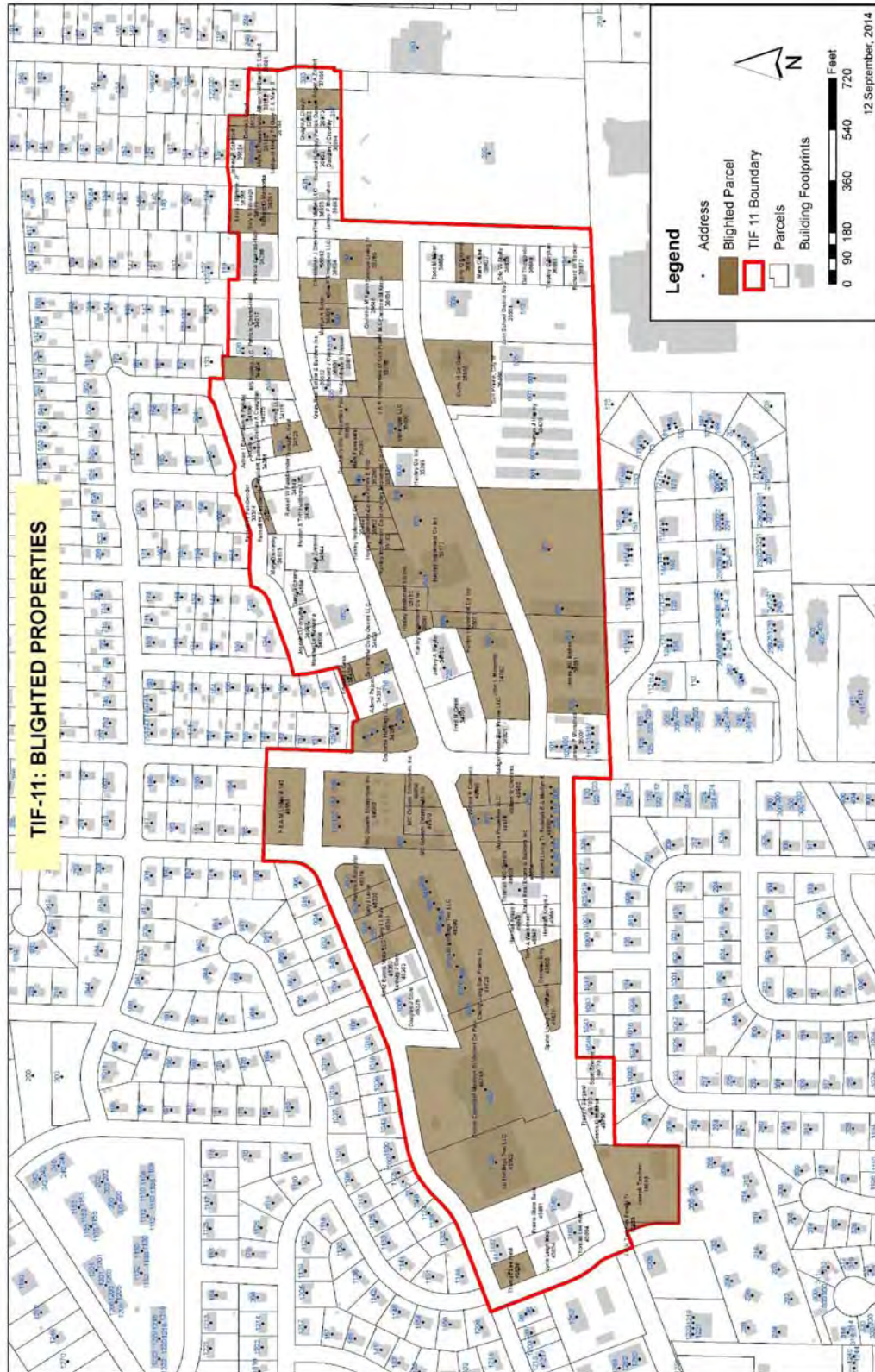
Property standing vacant for seven years immediately preceding adoption of the Creation Resolution for this District will not comprise more than 25% of the area in the District in compliance with Wisconsin Statutes Section 66.1105(4)(gm)1. A calculation demonstrating compliance with this test is found as part of the Preliminary Parcel List in Section 5 of this plan.

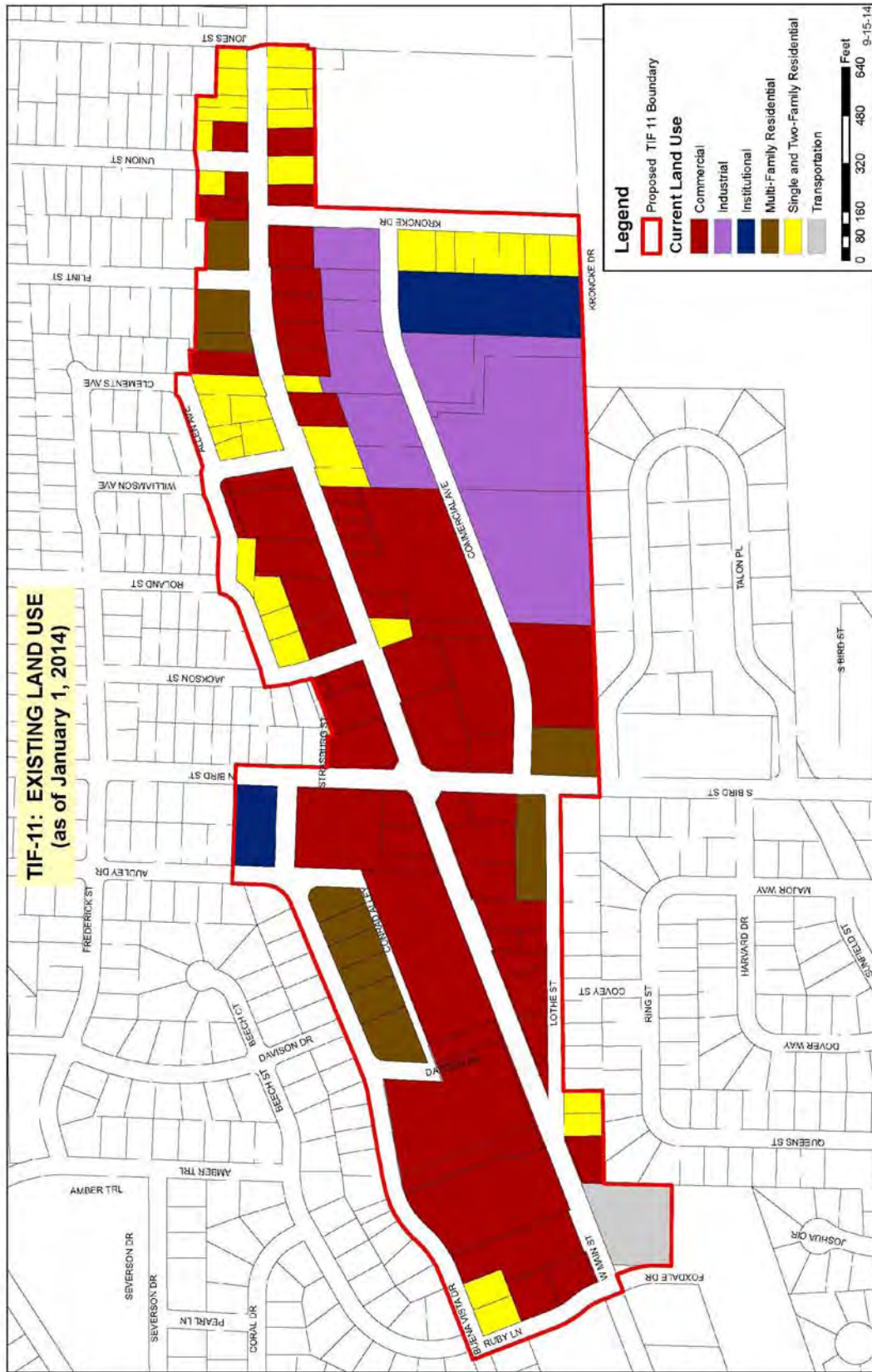
The City of Sun Prairie intends to use Tax Incremental Financing (TIF) to promote redevelopment within the District consistent with the City’s objectives as outlined in the West Main Street Corridor Plan, which has been adopted as a component of the City’s Comprehensive Plan. A detailed description and explanation of these objectives can be found within Chapter 5 of that document, which is incorporated as Appendix B to this Project Plan.

SECTION 3: Map of Proposed District Boundary



SECTION 4: Map Showing Existing Uses and Conditions





SECTION 5: Preliminary Parcel List and Analysis

Preliminary Parcel List Begins on Next Page

City of Sun Prairie, Wisconsin

Tax Increment District # 11

Base Property Information

Property Information						Assessment Information (1/1/2014)				Equalized Value				District Classification		Comments	
Parcel Number	Street Address	Owner	Acres	Municipally Owned		Land	Imp	PP	Total	Equalized Value Ratio (2013)	Land	Imp	PP	Total	Blighted	Vacant	
081105333072	600 W Main St	Russell W. Fassbender	0.095			\$200	\$0	\$0	200	100.51%	199	0	0	199	0.095	0.095	
081105333142	600 W Main St	Russell W. Fassbender	0.028			\$4,000	\$0	\$0	4,000	100.51%	3,980	0	0	3,980	0.028	0.028	
081105340172	508 W Main St	Patricia Conrad-Hebl	0.588			\$190,400	\$518,200	\$2,700	711,300	100.51%	189,434	515,571	2,686	707,691	0.399	0.000	
081105340546	530 W Main St	Mcrents LLC	0.399			\$106,800	\$206,100	\$7,700	320,600	100.51%	106,258	205,054	7,661	318,973	0.399	0.000	
081105341492	600 W Main St	Russell W. Fassbender	0.303			\$85,900	\$139,100	\$1,600	226,600	100.51%	85,464	138,394	1,592	225,450		0.000	
081105342099	622 W Main St	Huston & Tritt Holdings LLC	0.907			\$184,000	\$215,100	\$31,000	430,100	100.51%	183,066	214,009	30,843	427,918		0.000	
081105343847	730 W Main St	Doucette Holdings LLC	0.678			\$154,100	\$472,800	\$0	626,900	100.51%	153,318	470,401	0	623,719	0.678	0.000	
081105343972	710 W Main St	Ademi Pajazit	0.500			\$124,000	\$426,300	\$27,400	577,700	100.51%	123,371	424,137	27,261	574,769		0.000	
081105344097	704 W Main St	Sun Prairie Dairy Queen LLC	0.237			\$67,200	\$96,400	\$58,600	222,200	100.51%	66,859	95,911	58,303	221,073	0.237	0.000	
081105344202	120 Jackson St	Edward J. Cass	0.068			\$19,100	\$60,800	\$3,000	82,900	100.51%	19,003	60,491	2,985	82,479	0.068	0.000	
081105346252	658 W Main St	Advance Stores Company Inc	0.992			\$195,000	\$436,500	\$0	631,500	100.51%	194,011	434,285	0	628,296		0.000	
081105346442	632 W Main St	Paul A. Zimbrich	0.673			\$153,400	\$184,900	\$29,700	368,000	100.51%	152,622	183,962	29,549	366,133		0.000	
081105347012	743 W Main St	4601 West North LLC	0.981			\$193,500	\$396,800	\$74,700	665,000	100.51%	192,518	394,787	74,321	661,626		0.000	
081105347521	705 W Main St	Jeffery A. Playter	0.759			\$165,000	\$406,600	\$10,200	581,800	100.51%	164,163	404,537	10,148	578,848		0.000	
081105347629	714 Commercial Ave	John L. McMahan	1.343			\$116,500	\$32,600	\$0	149,100	100.51%	115,909	32,435	0	148,343	1.343	1.343	
081105348011	21 S Bird St	Badger Wash Sun Prairie	0.407			\$108,200	\$129,600	\$21,400	259,200	100.51%	107,651	128,942	21,291	257,885		0.000	
081105350017	101 S Bird St	James P. McMahan	0.808			\$137,700	\$334,600	\$2,400	474,700	100.51%	137,001	332,902	2,388	472,291		0.000	
081105350517	703 Commercial Ave	James Mc Mahon	1.825			\$142,500	\$560,600	\$400	703,500	100.51%	141,777	557,755	398	699,930	1.825	0.000	
081105350713	688 Commercial Ave	641 Main Inc	0.353			\$73,900	\$0	\$0	73,900	100.51%	73,525	0	0	73,525	0.353	0.353	
081105350919	689 W Main St	641 Main Inc	0.244			\$68,900	\$1,400	\$0	70,300	100.51%	68,550	1,393	0	69,943	0.244	0.244	
081105351525	Main St	641 Main Inc	0.269			\$76,200	\$0	\$0	76,200	100.51%	75,813	0	0	75,813	0.269	0.269	
081105351732	641 W Main St	641 Main Inc	2.762			\$250,600	\$254,500	\$0	505,100	100.51%	249,328	253,209	0	502,537	2.762	0.000	
081105351802	651 Commercial Ave	A+ Storage Inc	3.600			\$269,500	\$190,000	\$0	459,500	100.51%	268,133	189,036	0	457,168	3.600	3.600	
081105351927	645 W Main St	641 Main Inc	0.155			\$21,900	\$0	\$0	21,900	100.51%	21,789	0	0	21,789	0.155	0.155	
081105352024	637 W Main St	641 Main Inc	0.154			\$21,800	\$0	\$0	21,800	100.51%	21,689	0	0	21,689	0.154	0.154	
081105352122	625 W Main St	641 Main Inc	0.154			\$21,800	\$0	\$0	21,800	100.51%	21,689	0	0	21,689	0.154	0.154	
081105352220	617 W Main St	641 Main Inc	0.154			\$21,800	\$0	\$0	21,800	100.51%	21,689	0	0	21,689	0.154	0.154	
081105353998	600 Commercial Ave	641 Main Inc	0.709			\$88,900	\$46,100	\$0	135,000	100.51%	88,449	45,866	0	134,315		0.709	
081105354202	601 Commercial Ave	A+ Storage, Inc.	4.215			\$314,700	\$1,006,100	\$2,000	1,322,800	100.51%	313,103	1,000,995	1,990	1,316,088		0.000	
081105357501	526 Commercial Ave	J&R Enterprises of Sun Prairie, LLC	1.043			\$100,300	\$247,600	\$66,400	414,300	100.51%	99,791	246,344	66,063	412,198	1.043	0.000	
081105358000	550 Commercial Ave	Vanengen LLC	0.883			\$94,800	\$208,300	\$11,500	314,600	100.51%	94,319	207,243	11,442	313,004	0.883	0.000	
081105358500	537 W Main St	Convenience Stores Leasing & Management LLC	0.425			\$111,100	\$75,400	\$0	186,500	100.51%	110,536	75,017	0	185,554	0.425	0.425	
081105361443	326 W Main St	Lindquist Living Tr, Gary E & Mary S	0.265			\$75,000	\$150,800	\$0	225,800	100.51%	74,619	150,035	0	224,654	0.265	0.000	
081105362611	400 W Main St	Richard D. Machotka	0.165			\$46,600	\$38,800	\$0	85,400	100.51%	46,364	38,603	0	84,967	0.165	0.165	
081105362728	412 W Main St	Gary S. Silbaugh	0.300			\$85,000	\$61,200	\$1,800	148,000	100.51%	84,569	60,889	1,791	147,249	0.300	0.300	
081105362882	111 Flint St	Patricia Conrad-Hebl	0.533			\$176,800	\$572,900	\$2,300	752,000	100.51%	175,903	569,993	2,288	748,184		0.000	
081105366019	527 W Main St	Edward J. Cass	0.330			\$84,100	\$183,100	\$19,500	286,700	100.51%	83,673	182,171	19,401	285,245		0.000	
081105366126	513 W Main St	Dijon LLC	0.331			\$84,200	\$179,500	\$8,500	272,200	100.51%	83,773	178,589	8,457	270,819		0.000	
081105366233	509 W Main St	Red Rock Partners	0.331			\$84,400	\$223,800	\$17,800	326,000	100.51%	83,972	222,664	17,710	324,346	0.331	0.000	
081105366340	503 W Main St	Sun-P Enterprise LLC	0.331			\$84,400	\$188,600	\$7,200	280,200	100.51%	83,972	187,643	7,163	278,778	0.331	0.000	
081105366457	510 Commercial Ave	John A. Denman	0.441			\$77,600	\$172,300	\$21,300	271,200	100.51%	77,206	171,426	21,192	269,824		0.000	
081105366564	516 Commercial Ave	John A. Denman	0.441			\$77,600	\$134,400	\$5,400	217,400	100.51%	77,206	133,718	5,373	216,297		0.000	
081105367852	50 Kroncke Dr	Ronald P. Riechers	0.695			\$125,500	\$163,700	\$0	289,200	100.51%	124,863	162,869	0	287,733	0.695	0.000	
081105369123	425 W Main St	Care Property Partners LLC	0.474			\$119,500	\$346,400	\$22,100	488,000	100.51%	118,894	344,642	21,988	485,524		0.000	
081105369230	407 W Main St	Tres Miguel LLC	0.258			\$73,000	\$276,200	\$28,100	377,300	100.51%	72,630	274,799	27,957	375,386		0.000	

City of Sun Prairie, Wisconsin

Tax Increment District # 11

Base Property Information

Property Information					Assessment Information (1/1/2014)				Equalized Value				District Classification		Comments	
Parcel Number	Street Address	Owner	Acreage	Municipally Owned	Land	Imp	PP	Total	Equalized Value Ratio (2013)	Land	Imp	PP	Total	Blighted	Vacant	
081105369534	329 W Main St	Suburban Studio	0.336		\$95,000	\$95,400	\$4,600	195,000	100.51%	94,518	94,916	4,577	194,011		0.000	
081106455028	1120 W Main St	Schlueter Number 5 LLC	2.567		\$413,700	\$27,800	\$0	441,500	100.51%	411,601	27,659	0	439,260	2.567	2.567	
081106455368	85 Ruby Ln	Thomas L. Hebl	0.288		\$102,000	\$243,500	\$900	346,400	100.51%	101,482	242,264	895	344,642	0.288	0.000	
081106458543	45 Ruby Ln	Thomas L. Hebl	0.410		\$108,700	\$185,100	\$5,400	299,200	100.51%	108,148	184,161	5,373	297,682		0.000	
081106458641	1150 W Main St	Thomas L. Hebl	0.420		\$110,400	\$177,100	\$5,800	293,300	100.51%	109,840	176,201	5,771	291,812		0.000	
081106458810	1140 W Main St	Prairie State Bank	1.243		\$214,800	\$600,000	\$109,100	923,900	100.51%	213,710	596,956	108,546	919,212		0.000	
081106463528	941 Buena Vista Dr	Renz Buena Vista LLC	0.321		\$72,000	\$174,900	\$0	246,900	100.51%	71,635	174,013	0	245,647	0.321	0.000	
081106463635	951 Buena Vista Dr	Gordon A. Laufenberg	0.410		\$136,000	\$242,900	\$4,700	383,600	100.51%	135,310	241,667	4,676	381,654		0.000	
081106463751	1005 Buena Vista Dr	Buena Vista Apartments LLC	0.604		\$136,000	\$242,900	\$1,600	380,500	100.51%	135,310	241,667	1,592	378,569		0.000	
081106495600	820 W Main St	MC Govern Enterprises Inc	1.952		\$284,300	\$568,700	\$30,900	883,900	100.51%	282,857	565,814	30,743	879,415	1.952	0.000	
081106495708	818 W Main St	MC Govern Enterprises Inc	0.355		\$99,400	\$0	\$0	99,400	100.51%	98,896	0	0	98,896	0.355	0.355	
081106495806	818 W Main St	MC Govern Enterprises Inc	0.301		\$85,200	\$196,700	\$20,100	302,000	100.51%	84,768	195,702	19,998	300,468	0.301	0.000	
081106495904	938 W Main St	Schlueter Number 5 LLC	3.085		\$527,700	\$742,600	\$0	1,270,300	100.51%	525,022	738,832	0	1,263,854	3.085	0.000	
081106496001	1052 W Main St	Ten Fifty-Two Ltd Partnership	0.731		\$588,900	\$1,004,000	\$0	1,592,900	100.51%	585,912	998,906	0	1,584,817	0.731	0.000	
081106496501	1110 W Main St	Ten Fifty-Two Ltd Partnership	3.363		\$161,400	\$0	\$0	161,400	100.51%	160,581	0	0	160,581	3.363	3.363	
081106497500	1109 W Main St	Dennis C. Midthun	0.354		\$99,200	\$200,800	\$7,100	307,100	100.51%	98,697	199,781	7,064	305,542		0.000	
081106498205	1035 W Main St	Spahn Living Tr, William H	0.257		\$72,900	\$144,100	\$12,500	229,500	100.51%	72,530	143,369	12,437	228,335	0.257	0.000	
081106498401	1015 W Main St	Pisces Real Estate LLC	0.337		\$85,800	\$317,700	\$6,500	410,000	100.51%	85,365	316,088	6,467	407,920		0.000	
081106498483	1001 W Main St	Herman Kraus J	0.168		\$42,700	\$175,100	\$9,300	227,100	100.51%	42,483	174,212	9,253	225,948		0.000	
081106498545	929 W Main St	Ronald P. Riechers	0.494		\$110,600	\$277,100	\$14,000	401,700	100.51%	110,039	275,694	13,929	399,662		0.000	
081106498616	1000 Lothe St	Suntax Real Estate LLC	0.152		\$34,500	\$124,400	\$0	158,900	100.51%	34,325	123,769	0	158,094		0.000	
081106499508	917 W Main St	Thomas Mc Govern	0.454		\$116,200	\$553,600	\$14,700	684,500	100.51%	115,610	550,791	14,625	681,027	0.454	0.000	
081106499606	820 Lothe St	Dane County Housing Authority	0.810		\$183,600	\$409,600	\$14,600	607,800	100.51%	182,668	407,522	14,526	604,716	0.810	0.000	
081106499704	817 W Main St	Vizun Properties LLC	0.616		\$129,300	\$123,500	\$9,000	261,800	100.51%	128,644	122,873	8,954	260,472	0.616	0.616	
081106499802	100 S Bird St	Humphrey Properties, LLC	0.328		\$92,900	\$7,900	\$0	100,800	100.51%	92,429	7,860	0	100,289	0.328	0.328	
081106499900	807 W Main St	Humphrey Properties, LLC	0.213		\$90,300	\$0	\$0	90,300	100.51%	89,842	0	0	89,842	0.213	0.213	
081107120306	1143 W Main St	J & H Tuschen Family Tr	0.029		\$100	\$0	\$0	100	100.51%	99	0	0	99	0.029	0.029	
081107185103	1141 W Main St	Tuschen Family Tr, J & H	1.484		\$238,400	\$237,300	\$42,800	518,500	100.51%	237,190	236,096	42,583	515,869	1.484	1.484	
081105354602	535 Commercial Ave	Sun Prairie, City of	0.847	X	\$0	\$0	\$0	0	100.51%	0	0	0	0		0.000	Police Evidence Building
081105356511	509 Commercial Ave	Joint School District No 2	2.840		\$0	\$0	\$0	0	100.51%	0	0	0	0		0.000	School District Office
081106495502	152 N Bird St	F & A M Lodge # 143	0.857		\$0	\$0	\$0	0	100.51%	0	0	0	0	0.857	0.000	
081105356002	525 Commercial Ave	Curtis H. De Golier	1.073		\$97,000	\$231,800	\$4,300	333,100	100.51%	96,508	230,624	4,278	331,410	1.073	0.000	
081105340304	528 W Main St	Mathew Huggett	0.072		\$14,800	\$91,500	\$0	106,300	100.51%	14,725	91,036	0	105,761		0.000	
081105340322	526 W Main St	Jael Dobbe	0.072		\$14,800	\$89,000	\$0	103,800	100.51%	14,725	88,548	0	103,273		0.000	
081105340340	524 W Main St	Sharon R. Carroll	0.072		\$14,800	\$100,300	\$0	115,100	100.51%	14,725	99,791	0	114,516		0.000	
081105340368	522 W Main St	Krista N. Hanley	0.072		\$14,800	\$98,700	\$0	113,500	100.51%	14,725	98,199	0	112,924		0.000	
081105340751	538 W Main St	Joshua A. Coughlan	0.416		\$46,600	\$99,200	\$0	145,800	100.51%	46,364	98,697	0	145,060		0.000	
081105340868	557 Allen Ave	Khalid R. Zamane	0.137		\$23,500	\$127,100	\$0	150,600	100.51%	23,381	126,455	0	149,836		0.000	
081105340966	551 Allen Ave	Guy J. Moret	0.117		\$23,500	\$125,800	\$0	149,300	100.51%	23,381	125,162	0	148,542		0.000	
081105341054	545 Allen Ave	Rose M. Freidel	0.226		\$42,700	\$201,400	\$0	244,100	100.51%	42,483	200,378	0	242,861		0.000	
081105341152	544 W Main St	Comeg LLC	0.343		\$44,600	\$118,500	\$0	163,100	100.51%	44,374	117,899	0	162,272		0.000	
081105341250	550 W Main St	Thomas L. Hebl	0.282		\$45,500	\$90,800	\$0	136,300	100.51%	45,269	90,339	0	135,608	0.282	0.000	
081105345756	129 Roland St	Luke Deibele	0.222		\$42,500	\$82,600	\$0	125,100	100.51%	42,284	82,181	0	124,465		0.000	
081105345863	125 Roland St	Gary G. Cherry	0.270		\$44,800	\$109,300	\$0	154,100	100.51%	44,573	108,745	0	153,318		0.000	
081105345970	113 Roland St	Joseph C. Forsythe	0.217		\$42,200	\$133,000	\$0	175,200	100.51%	41,986	132,325	0	174,311		0.000	

City of Sun Prairie, Wisconsin

Tax Increment District # 11

Base Property Information

Property Information					Assessment Information (1/1/2014)				Equalized Value				District Classification		Comments	
Parcel Number	Street Address	Owner	Acreage	Municipally Owned	Land	Imp	PP	Total	Equalized Value Ratio (2013)	Land	Imp	PP	Total	Blighted	Vacant	
081105346086	103 Roland St	Cynthia Peterson	0.231		\$42,900	\$121,100	\$0	164,000	100.51%	42,682	120,486	0	163,168		0.000	
081105352668	609 W Main St	Patrick E. Fritz	0.255		\$44,400	\$85,300	\$0	129,700	100.51%	44,175	84,867	0	129,042	0.255	0.000	
081105352971	603 W Main St	Mark Pawasarat	0.562		\$53,300	\$109,800	\$5,100	168,200	100.51%	53,030	109,243	5,074	167,347	0.562	0.000	
081105358706	535 W Main St	Katherine B. Wessel	0.165		\$41,100	\$117,700	\$0	158,800	100.51%	40,891	117,103	0	157,994		0.000	
081105360917	302 W Main St	Daniel S. Edlund	0.159		\$41,100	\$68,100	\$0	109,200	100.51%	40,891	67,754	0	108,646		0.000	
081105361121	308 W Main St	Jo A. Will	0.217		\$42,700	\$92,600	\$0	135,300	100.51%	42,483	92,130	0	134,613		0.000	
081105361238	318 W Main St	Debra L. Opyd	0.156		\$41,100	\$56,100	\$0	97,200	100.51%	40,891	55,815	0	96,707	0.156	0.000	
081105361336	322 W Main St	John J. Beirne	0.187		\$41,300	\$122,100	\$0	163,400	100.51%	41,090	121,480	0	162,571	0.187	0.000	
081105361541	113 Union St	Amanda L. Powers	0.139		\$43,200	\$120,800	\$0	164,000	100.51%	42,981	120,187	0	163,168		0.000	
081105362504	112 Union St	Louis J. Barone Jr	0.167		\$40,600	\$100,000	\$0	140,600	100.51%	40,394	99,493	0	139,887		0.000	
081105368044	152 Kroncke Dr	Todd M. Miller	0.396		\$45,300	\$129,100	\$0	174,400	100.51%	45,070	128,445	0	173,515		0.000	
081105368160	160 Kroncke Dr	Heidi A. Dodge	0.198		\$41,800	\$96,400	\$0	138,200	100.51%	41,588	95,911	0	137,499	0.198	0.000	
081105368277	164 Kroncke Dr	James C. Deegan	0.198		\$41,800	\$110,800	\$0	152,600	100.51%	41,588	110,238	0	151,826		0.000	
081105368384	172 Kroncke Dr	Eric W. Stoltz	0.264		\$44,800	\$91,100	\$0	135,900	100.51%	44,573	90,638	0	135,210		0.000	
081105368491	180 Kroncke Dr	Dale Gay	0.262		\$44,700	\$85,700	\$0	130,400	100.51%	44,473	85,265	0	129,738		0.000	
081105368615	186 Kroncke Dr	Timothy D. Bryhan	0.262		\$44,700	\$83,000	\$0	127,700	100.51%	44,473	82,579	0	127,052		0.000	
081105368722	194 Kroncke Dr	Richard W. Becker	0.311		\$43,100	\$130,300	\$600	174,000	100.51%	42,881	129,639	597	173,117		0.000	
081105369436	401 W Main St	James P. McMahon	0.335		\$47,000	\$117,300	\$0	164,300	100.51%	46,762	116,705	0	163,466		0.000	
081105369730	323 W Main St	Amy E. Ludwiczak	0.224		\$43,000	\$90,800	\$0	133,800	100.51%	42,782	90,339	0	133,121		0.000	
081105369945	317 W Main St	Lee A. Schroeder	0.238		\$43,600	\$113,300	\$0	156,900	100.51%	43,379	112,725	0	156,104		0.000	
081105370139	317 Main St W	Lee A. Schroeder	0.040		\$100	\$0	\$0	100	100.51%	99	0	0	99		0.040	
081105370335	313 W Main St	Dwight A. Clough	0.251		\$42,900	\$129,600	\$0	172,500	100.51%	42,682	128,942	0	171,625	0.251	0.000	
081105370559	303 W Main St	Roger A. Zickert	0.285		\$45,600	\$74,400	\$0	120,000	100.51%	45,369	74,022	0	119,391		0.000	
081106455262	1137 Buena Vista Dr	Linda E. Doucette	0.144		\$18,000	\$72,600	\$0	90,600	100.51%	17,909	72,232	0	90,140		0.000	
081106455282	1141 Buena Vista Dr	Frances M. Sharpee	0.144		\$18,000	\$72,600	\$0	90,600	100.51%	17,909	72,232	0	90,140		0.000	
081106463199	917 Buena Vista Dr	Patrick A. Schaefer	0.309		\$46,000	\$186,500	\$0	232,500	100.51%	45,767	185,554	0	231,320	0.309	0.000	
081106463304	925 Buena Vista Dr	G&J Investments LLC	0.339		\$46,800	\$177,300	\$0	224,100	100.51%	46,563	176,400	0	222,963	0.339	0.000	
081106463411	933 Buena Vista Dr	G&J Investments LLC	0.333		\$46,700	\$167,800	\$0	214,500	100.51%	46,463	166,949	0	213,412	0.333	0.000	
081106497608	1101 W Main St	Tracy A. Sargent	0.224		\$42,600	\$113,400	\$0	156,000	100.51%	42,384	112,825	0	155,208		0.000	
081106497706	1057 Lothe St	Scott Cremer	0.232		\$43,000	\$112,700	\$0	155,700	100.51%	42,782	112,128	0	154,910		0.000	
081106498303	1023 W Main St	Dennis J. Sieg	0.460		\$47,800	\$166,200	\$0	214,000	100.51%	47,557	165,357	0	212,914	0.460	0.000	
Other Personal Property							\$322,200	322,200	100.51%	0	0	320,565	320,565			
			Total Acreage	69.51	11,090,500	21,424,300	1,130,500	33,645,300		11,034,225	21,315,590	1,124,764		39.372	17.143	
													56.64%	24.66%		
													Estimated Base Value	33,474,580		

SECTION 6: Equalized Value Test

The following calculations demonstrate that the City is in compliance with Wisconsin Statutes Section.66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property in the proposed District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

The equalized value of the increment of existing tax incremental districts within the City, plus the base value of the proposed District, totals \$139,970,980. This value is less than the maximum of \$289,618,668 in equalized value that is permitted for the City of Sun Prairie. The City is therefore in compliance with the statutory equalized valuation test and may proceed with creation of this District.

City of Sun Prairie, Wisconsin				
Tax Increment District # 11				
Valuation Test Compliance Calculation				
Creation Date	11/4/2014			
	Valuation Data Currently Available 2014	Dollar Charge	Percent Change	Valuation Data Est. Creation Date
Total EV (TID In)	2,413,488,900			2,413,488,900
12% Test	289,618,668			289,618,668
Increment of Existing TIDs				
TID #6	5,349,300			5,349,300
TID #7	34,748,400			34,748,400
TID #8	65,092,300			65,092,300
TID #9	1,306,400			1,306,400
TID #10	0			0
Total Existing Increment	106,496,400			106,496,400
Projected Base of New or Amended District	33,474,580			33,474,580
Total Value Subject to 12% Test	139,970,980			139,970,980
Compliance	PASS			PASS

SECTION 7:

Statement of Kind, Number and Location of Proposed Public Works and Other Projects

The following is a list of public works and other TIF-eligible projects that the City expects to implement in conjunction with this District. Any costs necessary or convenient to the creation of the District or directly or indirectly related to the public works and other projects are considered "Project Costs" and eligible to be paid with tax increment revenues of the District.

Property, Right-of-Way and Easement Acquisition

Property Acquisition for Redevelopment

In order to promote and facilitate development and/or redevelopment the City may acquire property within the District. The cost of property acquired, and any costs associated with the transaction, are eligible Project Costs. Following acquisition, other Project Costs within the categories detailed in this Section may be incurred in order to make the property suitable for development and/or redevelopment. Any revenue received by the City from the sale of property acquired pursuant to the execution of this Plan will be used to reduce the total project costs of the District. If total Project Costs incurred by the City to acquire property and make it suitable for development and/or redevelopment exceed the revenues or other consideration received from the sale or lease of that property, the net amount shall be considered "real property assembly costs" as defined in Wisconsin Statutes Section 66.1105(2)(f)1.c., and subject to recovery as an eligible Project Cost.

Acquisition of Rights-of-Way

The City may need to acquire property to allow for installation of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire rights-of-way are eligible Project Costs.

Acquisition of Easements

The City may need to acquire temporary or permanent easements to allow for installation and maintenance of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire easement rights are eligible Project Costs.

Relocation Costs

If relocation expenses are incurred in conjunction with the acquisition of property, those expenses are eligible Project Costs. These costs may include, but are not limited to: preparation of a relocation plan; allocations of staff time; legal fees; publication of notices; obtaining appraisals; and payment of relocation benefits as required by Wisconsin Statutes Sections 32.19 and 32.195.

Site Preparation Activities

Environmental Audits and Remediation

There have been no known environmental studies performed within the proposed District. If, however, it becomes necessary to evaluate any land or improvement within the District, any cost incurred by the City related to environmental audits, testing, and remediation are eligible Project Costs.

Demolition

In order to make sites suitable for redevelopment, the City may incur costs related to demolition and removal of structures or other land improvements, to include abandonment of wells or other existing utility services.

Site Grading

Land within the District may require grading to make it suitable for development and/or redevelopment, to provide access, and to control stormwater runoff. The City may need to remove and dispose of excess material, or bring in fill material to provide for proper site elevations. Expenses incurred by the City for site grading are eligible Project Costs.

Utilities

Sanitary Sewer System Improvements

To allow redevelopment to occur, the City may need to construct, alter, rebuild or expand sanitary sewer infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: collection mains; manholes and cleanouts; service laterals; force mains; interceptor sewers; pumping stations; lift stations; and all related appurtenances. To the extent sanitary sewer projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand sanitary sewer infrastructure located outside of the District. That portion of the costs of sanitary sewer system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Water System Improvements

To allow redevelopment to occur, the City may need to construct, alter, rebuild or expand water system infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: distribution mains; manholes and valves; hydrants; service laterals; pumping stations; wells; water treatment facilities; and all related appurtenances. To the extent water system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand water system infrastructure located outside of the District. That portion of the costs of water system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Stormwater Management System Improvements

Redevelopment within the District will cause stormwater runoff and pollution. To manage this stormwater runoff, the City may need to construct, alter, rebuild or expand stormwater management infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: stormwater collection mains; inlets, manholes and valves; service laterals; ditches; culvert pipes; box culverts; bridges; stabilization of stream and river banks; and infiltration, filtration and detention Best Management Practices (BMP's). To the extent stormwater management system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan,

are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand stormwater management infrastructure located outside of the District. That portion of the costs of stormwater management system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Electric Service

In order to create sites suitable for redevelopment, the City may incur costs to provide, relocate or upgrade electric services. Relocation may require abandonment and removal of existing poles or towers, installation of new poles or towers, or burying of overhead electric lines. Costs incurred by the City to undertake this work are eligible Project Costs.

Gas Service

In order to create sites suitable for redevelopment, the City may incur costs to provide, relocate or upgrade gas mains and services. Costs incurred by the City to undertake this work are eligible Project Costs.

Communications Infrastructure

In order to create sites suitable for redevelopment, the City may incur costs to provide, relocate or upgrade infrastructure required for voice and data communications, including, but not limited to: telephone lines, cable lines and fiber optic cable. Costs incurred by the City to undertake this work are eligible Project Costs.

Streets and Streetscape

Street Improvements

To allow redevelopment to occur, the City may need to construct or reconstruct streets, highways, alleys, access drives and parking areas. Eligible Project Costs include, but are not limited to: excavation; removal or placement of fill; construction of road base; asphalt or concrete paving or repaving; installation of curb and gutter; installation of sidewalks and bicycle lanes; installation of culverts, box culverts and bridges; rail crossings and signals; utility relocation, to include burying overhead utility lines; street lighting; installation of traffic control signage and traffic signals; pavement marking; right-of-way restoration; installation of retaining walls; and installation of fences, berms, and landscaping.

Streetscaping and Landscaping

In order to attract redevelopment consistent with the objectives of this Plan, the City may install amenities to enhance development sites, rights-of-way and other public spaces. These amenities include, but are not limited to: landscaping; lighting of streets, sidewalks, parking areas and public areas; installation of planters, benches, clocks, tree rings, trash receptacles and similar items; and installation of brick or other decorative walks, terraces and street crossings. These and any other similar amenities installed by the City are eligible Project Costs.

CDA Type Activities

Contribution to Community Development Authority

As provided for in Wisconsin Statutes Sections 66.1105(2)(f)1.h and 66.1333(13), the City may provide funds to its CDA to be used for administration, planning operations, and capital costs, including but not limited to real property acquisition, related to the purposes for which it was established in furtherance of any redevelopment or urban renewal project. Funds provided to the CDA for this purpose are eligible Project Costs.

Revolving Loan/Grant Program

To encourage private redevelopment consistent with the objectives of this Plan, the City, through its CDA, may provide loans or grants to eligible property owners in the District. Loan or grant recipients will be required to sign an agreement specifying the nature of the property improvements to be made. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or as otherwise specified by the CDA in the program manual. Any funds returned to the CDA from the repayment of loans made are not considered revenues to the District, and will not be used to offset District Project Costs. Instead, these funds may be placed into a revolving loan fund and will continue to be used for the program purposes stated above. Any funds provided to the CDA for purposes of implementing this program are considered eligible Project Costs.

Miscellaneous

Cash Grants (Development Incentives)

The City may enter into agreements with property owners, lessees, or developers of land located within the District for the purpose of sharing costs to encourage the desired kind of improvements and assure tax base is generated sufficient to recover project costs. No cash grants will be provided until the City executes a developer agreement with the recipient of the cash grant. Any payments of cash grants made by the City are eligible Project Costs

Projects Outside the Tax Increment District

Pursuant to Wisconsin Statutes Section 66.1105(2)(f)1.n, the City may undertake projects within territory located within one-half mile of the boundary of the District provided that: 1) the project area is located within the City's corporate boundaries and 2) the projects are approved by the Joint Review Board. The cost of projects completed outside the District pursuant to this section are eligible project costs, and may include any project cost that would otherwise be eligible if undertaken within the District. **The City intends to make the following project cost expenditures outside the District: utility improvements and relocation, to include fiber; street improvements; and streetscaping and landscaping. It is the intent of the City that Joint Review Board approval of the creation of this District further constitutes approval of the expenditure of funds within these Project Cost categories within ½ mile of the boundaries of the District without need to seek further approval.**

Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within this Plan, are eligible Project Costs. Professional services include, but are not limited to: architectural; environmental; planning; engineering; legal, audit; financial; and the costs of informing the public with respect to the creation of the District and the implementation of the Plan.

Administrative Costs

The City may charge to the District as eligible Project Costs reasonable allocations of administrative costs, including, but not limited to, employee salaries. Costs allocated will bear a direct connection to the time spent by City employees in connection with the implementation of the Plan.

Financing Costs

Interest expense, debt issuance expenses, redemption premiums, and any other fees and costs incurred in conjunction with obtaining financing for projects undertaken under this Plan are eligible Project Costs.

With all projects the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

In the event any of the public works project expenditures are not reimbursable out of the special TIF fund under Wisconsin Statutes Section 66.1105, in the written opinion of counsel retained by the City for such purpose or a court of record so rules in a final order, then such project or projects shall be deleted herefrom and the remainder of the projects hereunder shall be deemed the entirety of the projects for purposes of this Project Plan.

The City reserves the right to implement only those projects that remain viable as the Plan period proceeds.

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred, by the City and as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges. To the extent the costs benefit the municipality outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this Plan are preliminary estimates made prior to design considerations and are subject to change after planning is completed. Prorations of costs in the Plan are also estimates and subject to change based upon implementation, future assessment policies and user fee adjustments.

SECTION 8: Map Showing Proposed Improvements and Uses



SECTION 9: Detailed List of Project Costs

All costs are based on 2014 prices and are preliminary estimates. The City reserves the right to increase these costs to reflect inflationary increases and other uncontrollable circumstances between 2014 and the time of construction. However, for increases in excess of 25% over the cost of inflation of total project costs, the City would pursue an amendment to the Plan in accordance with the amendment procedures specified in Wisconsin Statutes Section 66.1105(4)(h), which include review by the Joint Review Board. The City also reserves the right to increase certain project costs to the extent others are reduced or not implemented, without amending the Plan. The tax increment allocation is preliminary and is subject to adjustment based upon the implementation of the Plan.

This Plan is not meant to be a budget nor an appropriation of funds for specific projects, but a framework within which to manage projects. All costs included in the Plan are estimates based on best information available. The City retains the right to delete projects or change the scope and/or timing of projects implemented as they are individually authorized by the Common Council, without amending the Plan.

Proposed TIF Project Cost Estimates

City of Sun Prairie, Wisconsin		
Tax Increment District # 11		
TIF Project Cost Estimates ¹		
Project Name/Type	Total	Expenditure Out of District ⁴
Development Incentives ²	6,700,000	
Public Infrastructure ³	1,410,000	X
Planning/Administration/Professional Services	762,200	
Debt Issuance Related Expenses	262,100	
Interest on Long Term Debt	<u>5,233,981</u>	
Total Projects	<u>14,368,281</u>	
Notes:		
1 Estimated development incentive, public infrastructure and planning/administration/professional services per N. Stechschulte e-mail dated 9-18-2014.		
2 For land acquisition; environmental remediation; demolition & site preparation; and general economic incentives.		
3 Including utility improvements & relocation (to include fiber); street improvements; and streetscaping and landscaping.		
4 Portions of the projects indicated may be located outside of, but within 1/2 mile of, the TID boundaries and are eligible project costs under Wis. Stats. 66.1105(2)(f)1.n.		

SECTION 10: Economic Feasibility Study, Financing Methods, and the Time When Costs or Monetary Obligations Related are to be Incurred

The information and exhibits contained within this Section demonstrate that the proposed District is economically feasible insofar as:

- The City has available to it the means to secure the necessary financing required to accomplish the projects contained within this Plan. A listing of “Available Financing Methods” follows.
- The City expects to complete the projects in one or multiple phases, and can adjust the timing of implementation as needed to coincide with the pace of redevelopment. A discussion of the phasing and projected timeline for project completion is discussed under “Plan Implementation” within this Section. A table identifying the financing method for each phase and the time at which that financing is expected to be incurred is included.
- The redevelopment anticipated to occur as a result of the implementation of this Plan will generate sufficient tax increments to pay for the cost of the projects. Within this Section are tables identifying: 1) the redevelopment expected to occur, 2) a projection of tax increments to be collected resulting from that redevelopment and other economic growth within the District, and 3) a cash flow model demonstrating that the projected tax increment collections and all other revenues available to the District will be sufficient to pay all Project Costs.

Available Financing Methods

Implementation of this Plan may require that the City issue debt obligations to provide direct or indirect financing for the Projects to be undertaken. The following is a list of the types of obligations the City may choose to utilize.

General Obligation (G.O.) Bonds or Notes

The City may issue G.O. Bonds or Notes to finance the cost of projects included within this Plan. The Wisconsin State Constitution limits the principal amount of G.O. debt that the community may have outstanding at any point in time to an amount not greater than five percent of its total equalized value (TID IN). As of the date of this plan, the City has a G.O. debt limit of \$120,674,445, of which \$74,715,752 is currently unused and could be made available to finance Project Costs.

Bonds Issued to Developers (“Pay as You Go” Financing)

The City may issue a bond or other obligation to one or more developers who provide financing for projects included in this Plan. Repayment of the amounts due to the developer under the bonds or other obligations are limited to an agreed percentage of the available annual tax increments collected that result from the improvements made by the developer. To the extent the tax increments collected are insufficient to make annual payments, or to repay the entire obligation over the life of the District, the City’s obligation is limited to not more than the agreed percentage of the actual increments collected. Bonds or other obligations issued to developers in this fashion are not general obligations of the City and, therefore, do not count against the City’s statutory borrowing capacity.

Tax Increment Revenue Bonds

The City has the authority to issue revenue bonds secured by the tax increments to be collected. These bonds may be issued directly by the City or as a form of lease revenue bond by a Community Development Authority. Tax Increment Revenue Bonds and Lease Revenue Bonds are not general obligations of the City and therefore do not count against the City’s statutory borrowing capacity. To the extent tax increments collected are insufficient to meet the annual debt service requirements of the revenue bonds, the City may be subject to either a permissive or mandatory requirement to appropriate on an annual basis a sum equal to the actual or projected shortfall.

Utility Revenue Bonds

The City can issue revenue bonds to be repaid from revenues of its various systems, including revenues paid by the City that represent service of the system to the City. There is neither a statutory nor constitutional limitation on the amount of revenue bonds that can be issued, however, water rates are controlled by the Wisconsin Public Service Commission and the City must demonstrate to bond purchasers its ability to repay revenue debt with the assigned rates. To the extent the City utilizes utility revenues other than tax increments to repay a portion of the bonds the City must reduce the total eligible Project Costs in an equal amount.

Special Assessment “B” Bonds

The City has the ability to levy special assessments against benefited properties to pay part of the costs for street, curb, gutter, sewer, water, storm sewers and other infrastructure. In the event the City determines that special assessments are appropriate, the City can issue Special Assessment B bonds pledging revenues from special assessment installments to the extent assessment payments are outstanding. These bonds are not counted against the City’s statutory borrowing capacity. If special assessments are levied, the City must reduce the total eligible Project Costs under this Plan in an amount equal to the total collected.

Plan Implementation

Projects identified will provide the necessary anticipated governmental services to the area. A reasonable and orderly sequence is outlined on the following page. However, public debt and expenditures should be made at the pace redevelopment occurs to assure increment is sufficient to cover expenses.

It is anticipated developer agreements between the City and property owners will be in place prior to major public expenditures. These agreements can provide for development guarantees or a payment in lieu of development. To further assure contract enforcement, these agreements might include levying of special assessments against benefited properties.

The order in which public improvements are made should be adjusted in accordance with development and execution of developer agreements. The City reserves the right to alter the implementation of this Plan to accomplish this objective.

Interest rates projected are based on current market conditions. Municipal interest rates are subject to constantly changing market conditions. In addition, other factors such as the loss of tax-exempt status of municipal bonds or broadening the purpose of future tax-exempt bonds would affect market conditions. Actual interest expense will be determined once the methods of financing have been approved and securities or other obligations are issued.

If financing as outlined in this Plan proves unworkable, the City reserves the right to use alternate financing solutions for the projects as they are implemented.

Implementation and Financing Timeline

City of Sun Prairie, Wisconsin					
Tax Increment District # 11					
Estimated Financing Plan					
	G.O. Bond 2015	G.O. Bond 2018	G.O. Bond 2021	Cash Paid	Totals
Projects¹					
Development Incentives ²	1,450,000	1,650,000	3,600,000		6,700,000
Public Infrastructure ³	750,000	300,000	360,000		1,410,000
Planning/Administration/Professional Services	79,700			682,500	762,200
Debt Issuance Related Expenses				262,100	262,100
Interest on Long Term Debt				5,233,981	5,233,981
Total Project Funds	2,279,700	1,950,000	3,960,000	6,178,581	14,368,281
Estimated Finance Related Expenses					
Financial Advisor	20,200	18,900	23,800		
Bond Counsel	10,000	10,000	10,000		
Rating Agency Fee	10,500	12,500	14,500		
Paying Agent	675	675	675		
Underwriter Discount	15.00 38,325	15.00 30,375	15.00 60,975		
Capitalized Interest	199,544				
Total Financing Required	2,558,944	2,022,450	4,069,950		
Estimated Interest	0.50% (5,699)	0.25% (2,438)	0.25% (4,950)		
Assumed spend down (months)	6	6	6		
Rounding	1,756	4,988	0		
Net Issue Size	2,555,000	2,025,000	4,065,000		
Notes:					
1 Estimated development incentive, public infrastructure and planning/administration/professional services per N. Stechschulte e-mail dated 9-18-2014.					
2 For land acquisition; environmental remediation; demolition & site preparation; and general economic incentives.					
3 Including utility improvements & relocation (to include fiber); street improvements; and streetscaping and landscaping.					

Development Assumptions

City of Sun Prairie, Wisconsin											
Tax Increment District # 11											
Development Assumptions ¹											
Construction Year		Actual	Hanley Site	SW Corner Main & Bird	Main St. Redev Proj ²	Annual Total	Construction Year				
1	2015		12,000,000			12,000,000	2015	1			
2	2016					0	2016	2			
3	2017					0	2017	3			
4	2018			6,000,000		6,000,000	2018	4			
5	2019					0	2019	5			
6	2020					0	2020	6			
7	2021				20,000,000	20,000,000	2021	7			
8	2022					0	2022	8			
9	2023					0	2023	9			
10	2024					0	2024	10			
11	2025					0	2025	11			
12	2026					0	2026	12			
13	2027					0	2027	13			
14	2028					0	2028	14			
15	2029					0	2029	15			
16	2030					0	2030	16			
17	2031					0	2031	17			
18	2032					0	2032	18			
19	2033					0	2033	19			
20	2034					0	2034	20			
21	2035					0	2035	21			
22	2036					0	2036	22			
23	2037					0	2037	23			
24	2038					0	2038	24			
25	2039					0	2039	25			
26	2040					0	2040	26			
Totals		0	12,000,000	6,000,000	20,000,000	38,000,000					

Notes:
 1 Development assumptions per N. Stechschulte e-mail dated 9-18-2014.
 2 Includes redevelopment of Main Street Shopping Center, Sentry & Heckel's.

Increment Revenue Projections

City of Sun Prairie, Wisconsin Tax Increment District # 11 Tax Increment Projection Worksheet										
Type of District	Blighted Area			Base Value	33,474,580		Apply to Base Value			
Creation Date	November 4, 2014			Appreciation Factor	0.00%					
Valuation Date	Jan 1,	2015		Base Tax Rate ¹	\$25.64					
Max Life (Years)	27			Rate Adjustment Factor						
Expenditure Periods/Termination	22	11/4/2036		Tax Exempt Discount Rate	4.00%					
Revenue Periods/Final Year	26	2042		Taxable Discount Rate	5.50%					
Extension Eligibility/Years	Yes	3								
Recipient District	Yes									

Construction Year	Value Added	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment	Tax Exempt NPV Calculation	Taxable NPV Calculation	
1	2015	12,000,000	2016	0	12,000,000	2017	\$25.64	307,654	295,821	291,615
2	2016	0	2017	0	12,000,000	2018	\$25.64	307,654	580,264	568,027
3	2017	0	2018	0	12,000,000	2019	\$25.64	307,654	853,767	830,029
4	2018	6,000,000	2019	0	18,000,000	2020	\$25.64	461,481	1,248,243	1,202,544
5	2019	0	2020	0	18,000,000	2021	\$25.64	461,481	1,627,546	1,555,639
6	2020	0	2021	0	18,000,000	2022	\$25.64	461,481	1,992,261	1,890,326
7	2021	20,000,000	2022	0	38,000,000	2023	\$25.64	974,237	2,732,601	2,560,053
8	2022	0	2023	0	38,000,000	2024	\$25.64	974,237	3,444,467	3,194,864
9	2023	0	2024	0	38,000,000	2025	\$25.64	974,237	4,128,953	3,796,582
10	2024	0	2025	0	38,000,000	2026	\$25.64	974,237	4,787,113	4,366,930
11	2025	0	2026	0	38,000,000	2027	\$25.64	974,237	5,419,958	4,907,544
12	2026	0	2027	0	38,000,000	2028	\$25.64	974,237	6,028,464	5,419,975
13	2027	0	2028	0	38,000,000	2029	\$25.64	974,237	6,613,566	5,905,691
14	2028	0	2029	0	38,000,000	2030	\$25.64	974,237	7,176,163	6,366,086
15	2029	0	2030	0	38,000,000	2031	\$25.64	974,237	7,717,123	6,802,479
16	2030	0	2031	0	38,000,000	2032	\$25.64	974,237	8,237,276	7,216,121
17	2031	0	2032	0	38,000,000	2033	\$25.64	974,237	8,737,423	7,608,200
18	2032	0	2033	0	38,000,000	2034	\$25.64	974,237	9,218,334	7,979,838
19	2033	0	2034	0	38,000,000	2035	\$25.64	974,237	9,680,748	8,332,102
20	2034	0	2035	0	38,000,000	2036	\$25.64	974,237	10,125,377	8,666,001
21	2035	0	2036	0	38,000,000	2037	\$25.64	974,237	10,552,905	8,982,493
22	2036	0	2037	0	38,000,000	2038	\$25.64	974,237	10,963,990	9,282,486
23	2037	0	2038	0	38,000,000	2039	\$25.64	974,237	11,359,263	9,566,839
24	2038	0	2039	0	38,000,000	2040	\$25.64	974,237	11,739,334	9,836,368
25	2039	0	2040	0	38,000,000	2041	\$25.64	974,237	12,104,787	10,091,846
26	2040	0	2041	0	38,000,000	2042	\$25.64	974,237	12,456,183	10,334,005
Totals		38,000,000		0		Future Value of Increment	21,792,145			

Notes:
 1 Actual 2013/14 TID Interim Rate from DOR From PC-202, adjusted to reflect projected impact of Wisconsin Act 145 on MATC rate.

Cash Flow

City of Sun Prairie, Wisconsin

Tax Increment District # 11

Cash Flow Projection

Year	Projected Revenues			Projected Expenditures										Balances			Year			
	Tax Increments	Proceeds of Long Term Debt	Total Revenues	G.O. Bond 2,555,000 Dated Date: 05/01/15 Principal (2/1) Est. Rate Interest			G.O. Bond 2,025,000 Dated Date: 05/01/18 Principal (2/1) Est. Rate Interest			G.O. Bond 4,065,000 Dated Date: 05/01/21 Principal (2/1) Est. Rate Interest			Development Incentives ¹	Public Infrastructure ²	Planning, Admin. & Prof. Services	Debt Related Expense		Total Expenditures	Annual	Cumulative
2015		2,555,000	2,555,000			22,356						1,250,000	50,000	52,500	79,700	1,402,056	1,152,944	1,152,944	2,555,000	2015
2016			0			89,425						100,000	700,000	52,500		889,425	(889,425)	263,519	2,555,000	2016
2017	307,654		307,654	95,000	3.50%	87,763						100,000	0	52,500		282,763	24,891	288,410	2,460,000	2017
2018	307,654	2,025,000	2,332,654	100,000	3.50%	84,350		25,313				1,250,000	50,000	52,500	72,450	1,582,113	750,541	1,038,951	4,385,000	2018
2019	307,654		307,654	105,000	3.50%	80,763	60,000	5.00%	99,750			200,000	250,000	52,500		795,513	(487,859)	551,093	4,220,000	2019
2020	461,481		461,481	105,000	3.50%	77,088	65,000	5.00%	96,625			200,000	0	52,500		543,713	(82,232)	468,861	4,050,000	2020
2021	461,481	4,065,000	4,526,481	110,000	3.50%	73,325	65,000	5.00%	93,375		60,975	3,000,000	10,000	52,500	109,950	3,522,625	1,003,856	1,472,717	7,940,000	2021
2022	461,481		461,481	115,000	3.50%	69,388	70,000	5.00%	90,000	110,000	6.00%	240,600	300,000	350,000	52,500	1,344,988	(883,507)	589,210	7,645,000	2022
2023	974,237		974,237	120,000	3.50%	65,275	75,000	5.00%	86,375	115,000	6.00%	233,850	300,000	0	52,500	995,500	(21,263)	567,947	7,335,000	2023
2024	974,237		974,237	125,000	3.50%	60,988	80,000	5.00%	82,500	120,000	6.00%	226,800	300,000	0	52,500	995,288	(21,050)	546,896	7,010,000	2024
2025	974,237		974,237	130,000	3.50%	56,525	80,000	5.00%	78,500	130,000	6.00%	219,300	300,000	0	52,500	994,325	(20,088)	526,809	6,670,000	2025
2026	974,237		974,237	130,000	3.50%	51,975	85,000	5.00%	74,375	140,000	6.00%	211,200	300,000	0	52,500	992,550	(18,313)	508,496	6,315,000	2026
2027	974,237		974,237	135,000	3.50%	47,338	90,000	5.00%	70,000	145,000	6.00%	202,650	300,000	0	52,500	989,988	(15,750)	492,745	5,945,000	2027
2028	974,237		974,237	140,000	3.50%	42,525	95,000	5.00%	65,375	155,000	6.00%	193,650	300,000	0	52,500	991,550	(17,313)	475,432	5,555,000	2028
2029	974,237		974,237	145,000	3.50%	37,538	100,000	5.00%	60,500	165,000	6.00%	184,050	200,000	0	52,500	892,088	82,150	557,582	5,145,000	2029
2030	974,237		974,237	150,000	3.50%	32,375	105,000	5.00%	55,375	175,000	6.00%	173,850	200,000	0	52,500	891,600	82,637	640,219	4,715,000	2030
2031	974,237		974,237	160,000	3.50%	26,950	110,000	5.00%	50,000	185,000	6.00%	163,050				695,000	279,237	919,456	4,260,000	2031
2032	974,237		974,237	165,000	3.50%	21,263	115,000	5.00%	44,375	195,000	6.00%	151,650				692,288	281,950	1,201,405	3,785,000	2032
2033	974,237		974,237	170,000	3.50%	15,400	120,000	5.00%	38,500	210,000	6.00%	139,500				693,400	280,837	1,482,243	3,285,000	2033
2034	974,237		974,237	175,000	3.50%	9,363	130,000	5.00%	32,250	225,000	6.00%	126,450				698,063	276,175	1,758,417	2,755,000	2034
2035	974,237		974,237	180,000	3.50%	3,150	135,000	5.00%	25,625	235,000	6.00%	112,650				691,425	282,812	2,041,229	2,205,000	2035
2036	974,237		974,237				140,000	5.00%	18,750	250,000	6.00%	98,100				506,850	467,387	2,508,616	1,815,000	2036
2037	974,237		974,237				150,000	5.00%	11,500	265,000	6.00%	82,650				509,150	465,087	2,973,703	1,400,000	2037
2038	974,237		974,237				155,000	5.00%	3,875	285,000	6.00%	66,150				510,025	464,212	3,437,915	960,000	2038
2039	974,237		974,237							300,000	6.00%	48,600				348,600	625,637	4,063,552	660,000	2039
2040	974,237		974,237							320,000	6.00%	30,000				350,000	624,237	4,687,789	340,000	2040
2041	974,237		974,237							340,000	6.00%	10,200				350,200	624,037	5,311,827	0	2041
2042	974,237		974,237												0	974,237	6,286,064	0	0	2042
Total	21,792,145	8,645,000	30,437,145	2,555,000		1,055,119	2,025,000		1,202,938	4,065,000		2,975,925	8,600,000	1,410,000	840,000	262,100	24,151,081			Total

Notes:

- 1 For land acquisition; environmental remediation; demolition & site preparation; and general economic incentives.
- 2 Including utility improvements & relocation (to include fiber); street improvements; and streetscaping and landscaping.

Projected TID Closure

SECTION 11: Annexed Property

There are no lands proposed for inclusion within the District that were annexed by the City on or after January 1, 2004.

SECTION 12: Estimate of Property to be Devoted to Retail Business

Pursuant to Wisconsin Statutes Sections 66.1105(5)(b) and 66.1105(6)(am)1, the City estimates that 30% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period.

SECTION 13: Proposed Zoning Ordinance Changes

The City does not anticipate that the District will require any changes in zoning ordinances to implement this Project Plan. To the extent current zoning of individual parcels is inconsistent with the future uses of land listed in this plan, the City may consider rezoning of those parcels. The City reserves the right to consider and adopt zoning changes if appropriate.

SECTION 14: Proposed Changes in Master Plan, Map, Building Codes and City of Sun Prairie Ordinances

This Project Plan is complementary to the City of Sun Prairie 2020 Master Plan and the West Main Street Corridor Plan which has been adopted as part of the City's Comprehensive Plan. There are no proposed changes to the master plan, map, building codes or other City of Sun Prairie ordinances required for implementation of this Plan.

SECTION 15: Relocation

Redevelopment may result in a need to relocate persons or businesses. In the event relocation or the acquisition of property by eminent domain becomes necessary at some time during the implementation period, the City will follow applicable state statutes as required in Wisconsin Statutes Chapter 32.

SECTION 16: Orderly Development of the City of Sun Prairie

Creation of the District contributes to the orderly development and redevelopment of the City by providing a mechanism through which the City can implement the objectives of its West Main Street Corridor Plan, and other plans of the City.

SECTION 17: List of Estimated Non-Project Costs

Non-Project costs are public works projects that only partly benefit the District or are not eligible to be paid with tax increments, or costs not eligible to be paid with TIF funds. Examples would include:

- A public improvement made within the District that also benefits property outside the District. That portion of the total project costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total project costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

The City does not expect to incur any non-project costs in the implementation of this Project Plan.

SECTION 18:
Opinion of Attorney for the City of Sun Prairie Advising
Whether the Plan is Complete and Complies with
Wisconsin Statutes 66.1105



OFFICE OF THE CITY ATTORNEY

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November 20, 2014

Mayor Jonathan Freund
City of Sun Prairie
300 E. Main Street
Sun Prairie, WI 53590

RE: City of Sun Prairie, Tax Incremental District No. 11

Dear Mayor Freund:

In my capacity as City Attorney, I have reviewed the Project Plan, and in my opinion have determined that it is complete and complies with Wisconsin Statute §66.1105(4)(f). I agree with the plan conclusion that "but for" the creation of the district, the development projected to occur: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. I believe creation of the district will provide both short and long-term benefits to our community.

Very Truly Yours,

Mark Leonard
City Attorney
City of Sun Prairie

Exhibit A:
**Calculation of the Share of Projected Tax Increments
 Estimated to be Paid by the Owners of Property in the
 Overlying Taxing Jurisdictions**

Estimated portion of taxes that owners of taxable property in each taxing jurisdiction overlaying district would pay by jurisdiction.						
Statement of Taxes Data Year:			2013		Percentage	
County			7,055,451		11.24%	
Municipality			21,854,983		34.81%	
Technical College			4,167,268		6.64%	
Sun Prairie Area School District			29,711,026		47.32%	
Total			62,788,728			
Revenue Year	County	Municipality	Technical College	Sun Prairie Area School District	Total	Revenue Year
2017	34,570	107,086	20,419	145,579	307,654	2017
2018	34,570	107,086	20,419	145,579	307,654	2018
2019	34,570	107,086	20,419	145,579	307,654	2019
2020	51,856	160,628	30,628	218,368	461,481	2020
2021	51,856	160,628	30,628	218,368	461,481	2021
2022	51,856	160,628	30,628	218,368	461,481	2022
2023	109,473	339,104	64,660	461,000	974,237	2023
2024	109,473	339,104	64,660	461,000	974,237	2024
2025	109,473	339,104	64,660	461,000	974,237	2025
2026	109,473	339,104	64,660	461,000	974,237	2026
2027	109,473	339,104	64,660	461,000	974,237	2027
2028	109,473	339,104	64,660	461,000	974,237	2028
2029	109,473	339,104	64,660	461,000	974,237	2029
2030	109,473	339,104	64,660	461,000	974,237	2030
2031	109,473	339,104	64,660	461,000	974,237	2031
2032	109,473	339,104	64,660	461,000	974,237	2032
2033	109,473	339,104	64,660	461,000	974,237	2033
2034	109,473	339,104	64,660	461,000	974,237	2034
2035	109,473	339,104	64,660	461,000	974,237	2035
2036	109,473	339,104	64,660	461,000	974,237	2036
2037	109,473	339,104	64,660	461,000	974,237	2037
2038	109,473	339,104	64,660	461,000	974,237	2038
2039	109,473	339,104	64,660	461,000	974,237	2039
2040	109,473	339,104	64,660	461,000	974,237	2040
2041	109,473	339,104	64,660	461,000	974,237	2041
2042	109,473	339,104	64,660	461,000	974,237	2042
	<u>2,448,742</u>	<u>7,585,230</u>	<u>1,446,338</u>	<u>10,311,835</u>	<u>21,792,145</u>	

Notes:
 The projection shown above is provided to meet the requirements of Wisconsin Statute 66.1105(4)(i)4.

Exhibit B:
West Main Street Corridor Plan (Section 5)

5

CORRIDOR CONCEPT AND ILLUSTRATIVE MASTER PLAN

5.1 OVERALL PLANNING CONCEPT

The West Main Street Corridor will occupy a crucial role in connecting the expanding Westside development with the rejuvenated Downtown. As the region develops, the corridor will no longer just be a connecting route from the Highway 151 interchange to downtown. The corridor will become a central hub repositioned to serve several new mixed-use developments as well as existing City neighborhoods.

The general pattern of development along the corridor should become more “urban” characterized by a change from the current pattern of one story buildings with large parking lots to a more compact form of

development that includes two- to four-story buildings, mixed uses, and improved site development to meet parking needs as well as improve pedestrian activation and accommodation. An “infill” strategy, guided by a regulating plan to provide coordinated development, can ensure that the West Main Street Corridor provides an integrated set of experiences between the new Westside development and the Downtown. The plan is based upon a few fundamental concepts that can be summarized as follows:

- Place buildings near the street edge to help define a consistent “street façade”
- Discourage large parking lots in front of buildings; place parking to the rear or side
- Locate active uses, such as retail and sidewalk cafes, along pedestrian routes.
- Create guidelines to encourage coordinated development and quality architectural character.

This chapter offers a description of each corridor zone and refers to an illustrative master plan drawing (fig. 5.1) which indicates a representative outcome of development as outlined in the regulating plan. The drawings are not meant to show a “required” outcome but to offer a visual example of desired patterns.

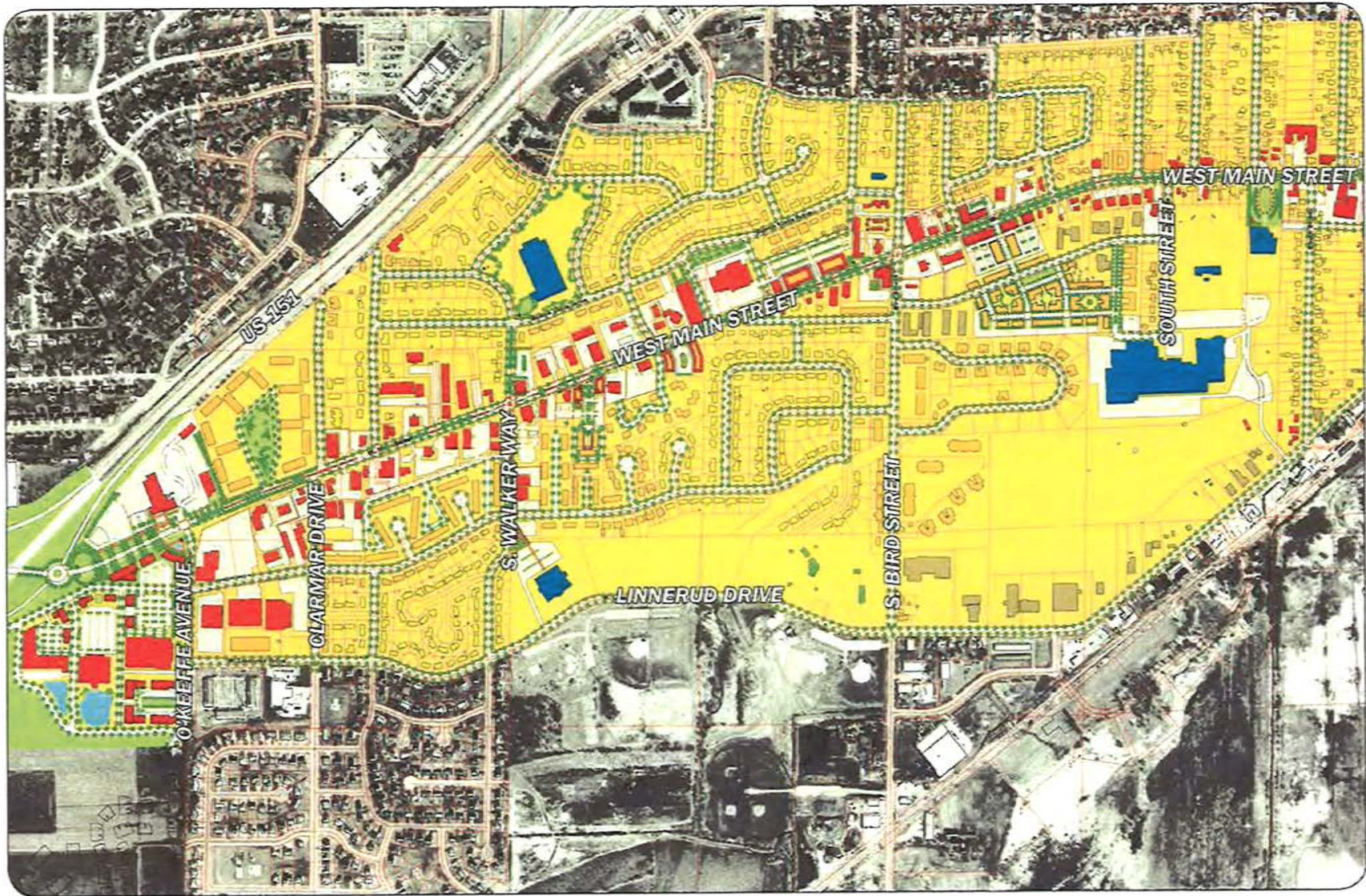


fig. 5.1 Corridor Illustrative Plan: 1"=1000'

5.2 ROADWAY DESIGN : TYPICAL SECTIONS

West Main Street Road Design

The City of Sun Prairie is in the process of conducting traffic studies and planning the possible reconstruction of West Main Street. An engineering consultant will complete a traffic study with recommendations for specific improvements to improve traffic flow through the corridor. Some preliminary work has been started, but the City will delay completion of the engineering study until this corridor planning project is complete. This will allow roadway improvements to be coordinated and consistent with the recommendations made by this plan.

Critical Issues for Roadway Design

PDI met with MSA Engineering and City of Sun Prairie engineering and planning staff on July 29, 2005 to present some initial thoughts on the roadway design. Several critical issues regarding the roadway design and its impact on the corridor were outlined to guide the planning process. Critical considerations include:

- Maximize creation of economic value for the city

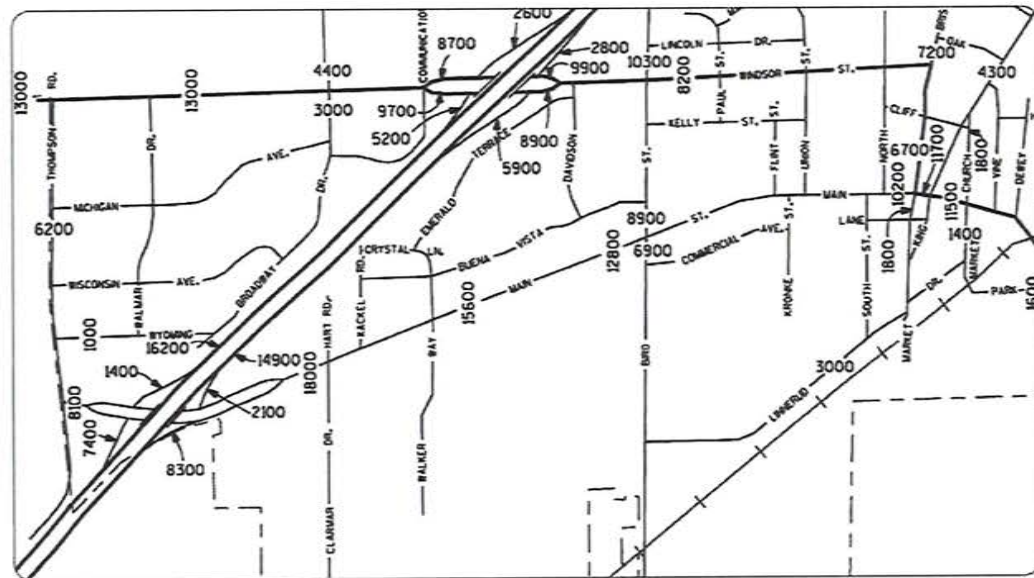


fig. 5.2 Average daily traffic counts (2002)

- Achieve a balance between vehicular, pedestrian, aesthetic and redevelopment needs within the corridor and for the community as a whole
- Develop an overall integrative strategy for the corridor while recognizing the need for specific planning initiatives that address each corridor district.
- Investigate potential for streetscape/landscape features to improve the street image and to encourage private investment along the corridor
- Create a more accommodating and attractive environment for pedestrians
- Improve circulation of vehicular access between parcels through shared drives: investigate possibilities for cross-parcel easements as redevelopment occurs
- Minimize impact of widening/road design on existing property
- Investigate infrastructure costs vs. benefits and impacts on property values

Roadway Design Concept

MSA has prepared several potential options for roadway cross sections and lane configurations ranging from one vehicular lane in each direction to options with two vehicular lanes in each direction. All options feature a shared left turning lane down the middle of the road for the length of the corridor. Based on those options, which are only preliminary, the following observations and recommendations are made:

- The roadway cross section design should not be one uniform design across the entire length of the corridor, but should adapt to the conditions present in specific segments. For example, an option with four driving lanes is probably appropriate from the Highway 151 interchange to Bird Street. A two driving lane design can then lead into

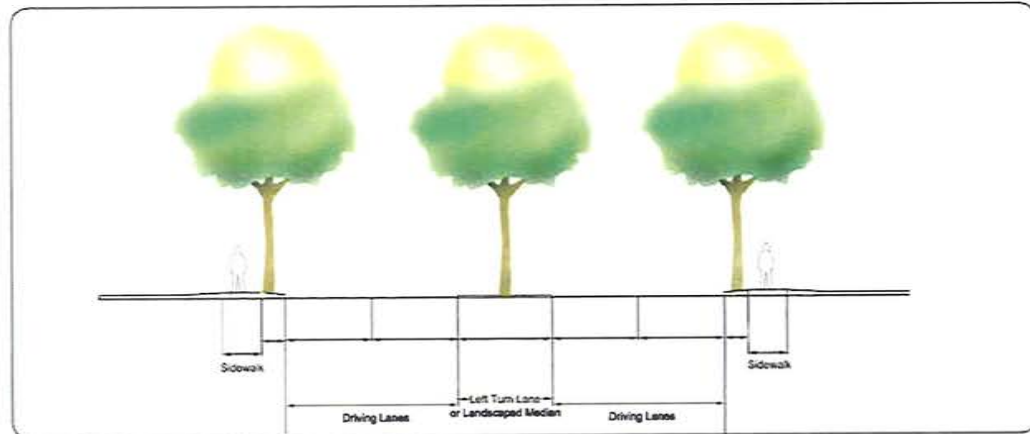


fig. 5.4 Potential Main Street road concept: section

the downtown, reflecting the “main street” character of this portion of the corridor.

- Land use and planning policies should encourage the elimination of as many curb cuts as possible along the corridor over time.

Figures 5.3 and 5.4 illustrate an idea that should be investigated as the detailed engineering of the street proceeds. The

figures illustrate the notion of adding amenities to the center turning lane (colored asphalt, colored concrete, or pavers) broken at intervals with a landscaped median where allowable. The medians would be installed where left turn movements were not required or appropriate. Crosswalks should be marked by the same special pavement material. Additional landscape elements would be provided between the curb and the sidewalk depending on the width of the right-of-way. The feasibility of providing any or all of these amenities will depend on many factors yet to be determined including the total number of lanes; the width of the right-of-way; and the locations and number of curb cuts (driveways) along the corridor.

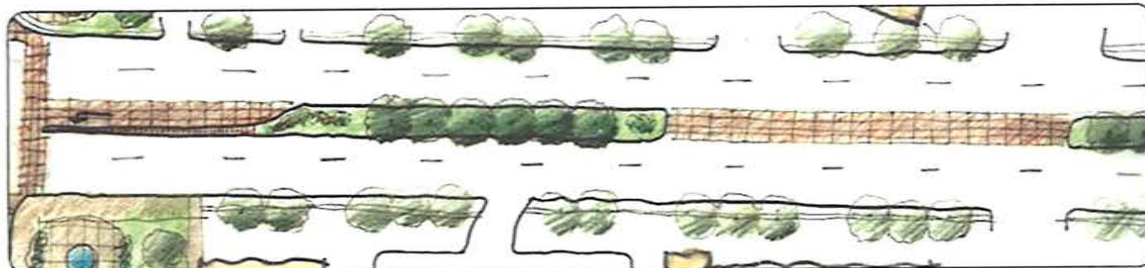


fig. 5.3 Potential Main Street road concept: plan

5.3 WEST ILLUSTRATIVE PLAN

The West Study Area presents a unique set of challenges and opportunities. A key objective for this area will be to establish a gateway entrance into Sun Prairie through building placement, facade improvements, and landscape development. In addition, traffic movement patterns should be revised to create more access points and circulation routes through the area. For example, a more traditional city block and street pattern is proposed for the current "big box" development. The plan drawing for the West Study Area (fig. 5.5) outlines a number of key concepts and recommendations. The numbers are explained on pages 30-31.

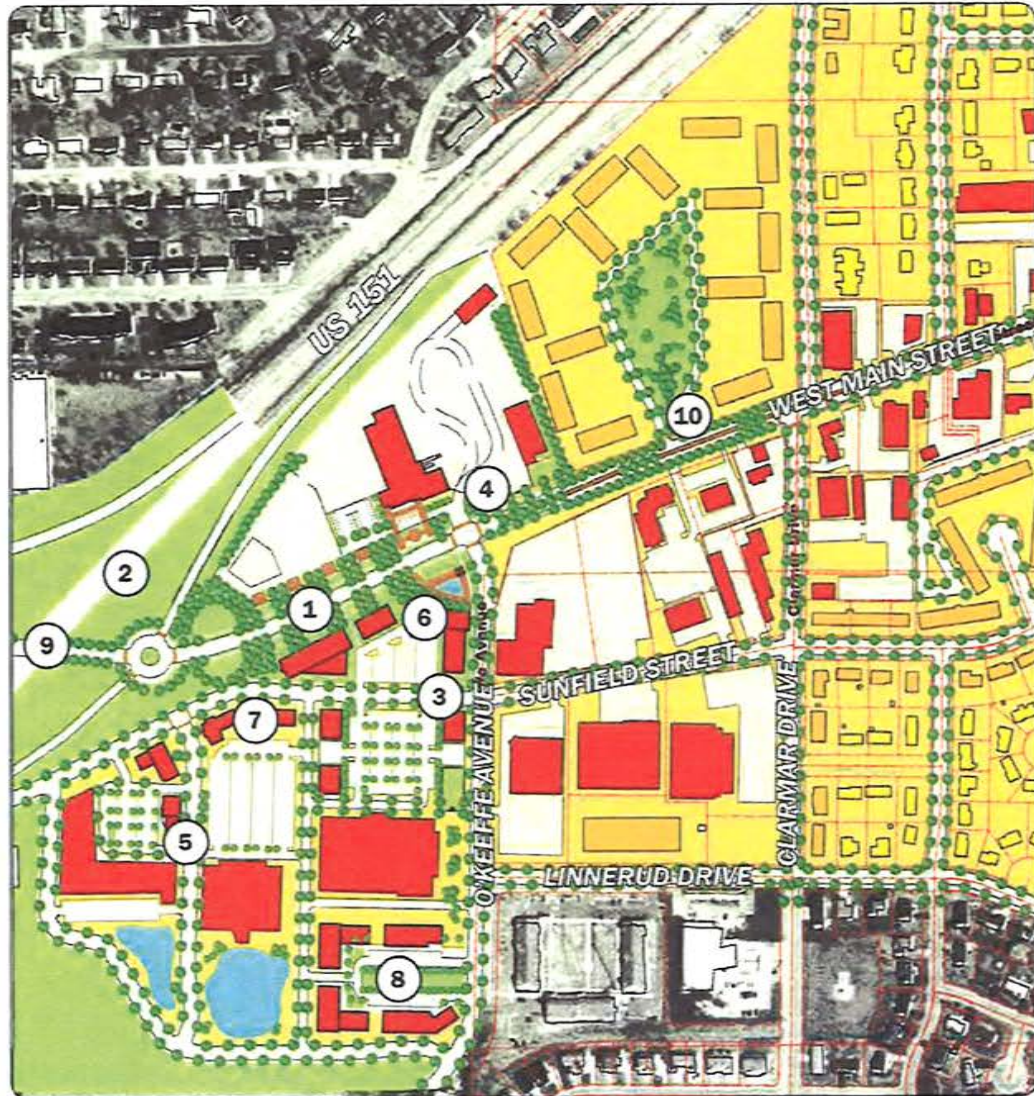
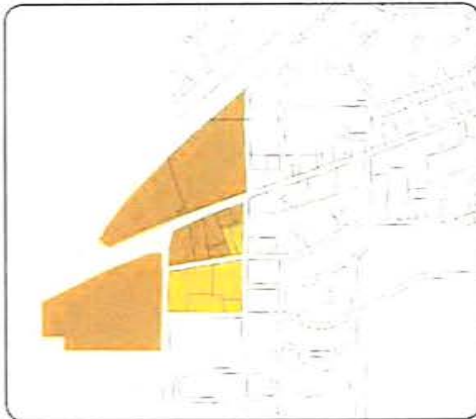


fig. 5.5 West Illustrative Plan: numbers are explained on pages 30-31.

1. Gateway Landscape/Streetscape: Create tree massings with new coordinated landscape in both the right-of-way (fig. 5.8) and along private lot edges. In addition, pedestrian-friendly features should be used, such as decorative fencing, lighting, and active building edges where possible.

2. Controlled intersection/roundabout at West Main Street and Highway 151 off-ramp: Changes should be considered to create more of an intersection condition

at the Highway 151 off ramp and West Main Street. A roundabout is an option which should be considered.

3. Re-route McCoy Road to intersect with Sunfield Street: McCoy Road should be re-aligned to intersect with O’Keeffe Avenue at Sunfield Street. This will move the intersection further to the south in order to create a clear entrance point for the “big box” area as well as free up the southwest corner of O’Keeffe Avenue and Main Street for redevelopment.

4. Brooks Tractor renovations: A new building proposal is under consideration by Brooks Tractor. This proposal offers an opportunity to move the building closer to the street and use the display areas for equipment as integral components of the gateway landscape.

5. Create a street/block system for “big box” area: As the area changes over time, extend a street grid into the development zone to provide a coherent pattern that

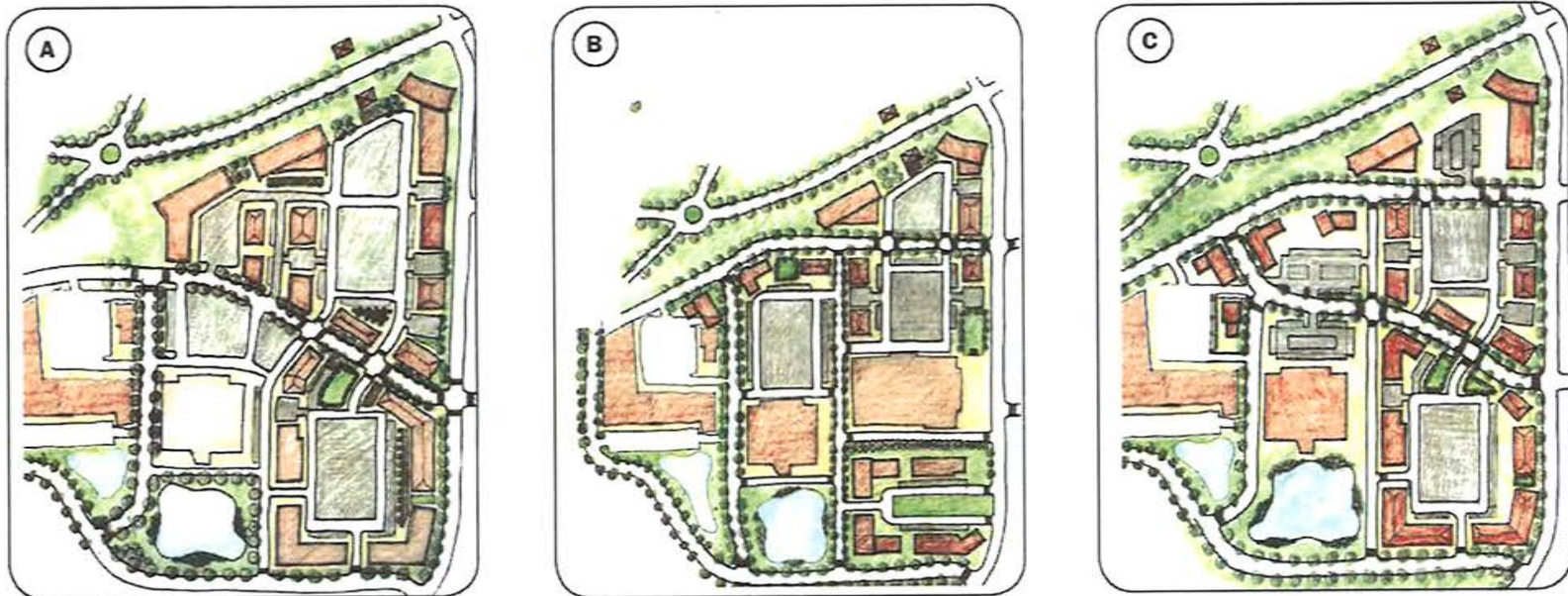


fig. 5.6 Creating a street/block system for the “Big Box” area allows for development flexibility as indicated in these three scenarios. Alternatives A and C include an extension of Linnerud Drive westward to link with McCoy Road. The management of stormwater runoff may require unique or unconventional solutions, such as underground storage under paved parking lots.



fig. 5.7 Proposed character of development, Main and O’Keeffe Streets

incorporates structures, access points, circulation flow, required parking, and pedestrian routes (fig. 5.6).

- 6. **Develop new retail at O’Keeffe Avenue and West Main Street:** Re-routing the McCoy Road/O’Keeffe intersection to the south will give rise to a parcel of land which could become a gateway commercial development along the south



fig. 5.8 Proposed “Gateway” character along West Main Street

side of West Main Street (fig. 5.7). A public plaza is proposed at the corner that functions as a gateway feature.

- 7. **“Liner buildings” to create “town square” character:** Infill development is proposed around the current “big box” stores, creating a more inviting and pedestrian-oriented character to the area (fig 5.9).
- 8. **Neighborhood mixed-use center:** Opportunities exist for adding residential uses to the area, in the form of housing on the second and third floors above ground floor retail.
- 9. **Landscape/streetscape improvements under the Highway 151 bridge:** This area will become an important connection point between the current West Main Street Corridor and the future



fig. 5.9 Proposed pedestrian character

Westside core commercial development. To integrate the areas, design the street approaches and the underside of the bridge to become part of the overall streetscape character so that there is no “gap” between the two corridors.

- 10. **West Main Street road design and streetscape:** Street reconstruction will focus on addressing traffic flow; turning movements; pedestrian accommodation and safety; and streetscape improvements. Access to existing businesses during construction will also be an important concern.

5.4 CENTRAL ILLUSTRATIVE PLAN

Concepts for the Central Study Area include incremental infill projects, as well as road and streetscape improvements that can serve to provide a more integrated image and character for the currently fragmented strip development. The plan drawing for the Central Study Area (fig. 5.10) outlines a number of key concepts and recommendations. The numbers are explained on page 33.

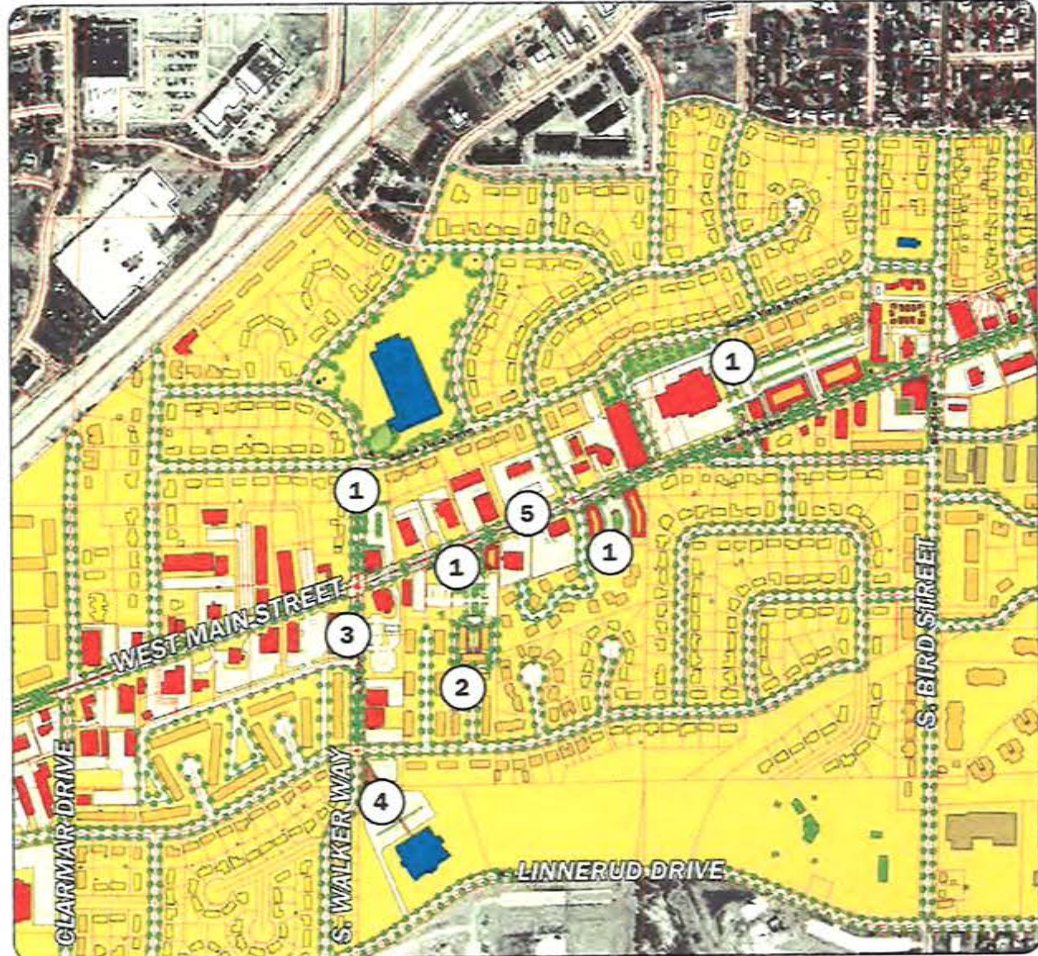
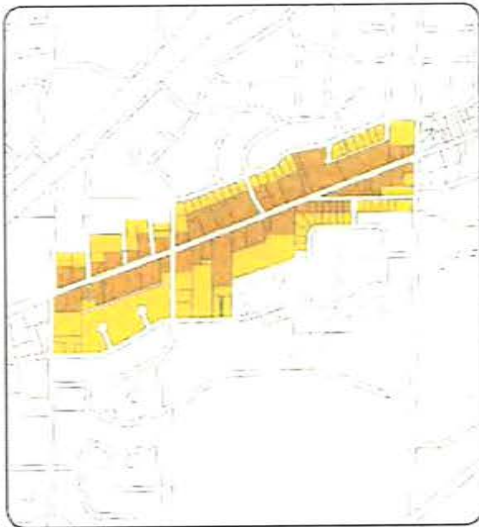


fig. 5.10 Central Illustrative Plan. The numbers are explained on page 33

1. Commercial Redevelopment Activity on “properties susceptible to change”: As redevelopment occurs along West Main Street, new development patterns as outlined in the regulating plan will replace the current auto-dependent strip commercial pattern (figs. 5.13 & 5.14). These patterns, in general, place buildings near the street edge, with parking located to the side or rear of the lot (fig 5.11 & fig 5.12).

2. Multifamily residential redevelopment activity on “properties susceptible to change”: Redevelopment on the deeper parcels may include residential uses to the rear of the property as commercial activity can be expected to be located closest to West Main Street. This change also offers an opportunity to utilize multifamily as a buffer between commercial activity and the existing single and multifamily uses that adjoin the corridor.

3. Boulevard street connection along Walker Way: A boulevard median is proposed along Walker Way between the Westside Elementary School and the Library (figs. 5.15 - 5.18). This boulevard



fig. 5.11 Proposed mixed-use character in which building face defines the street edge

would create a civic axis and relate these two important public buildings to West Main Street and allow a more attractive pedestrian connection between the two structures. Pedestrian safety enhancements at the intersection, such as textured crosswalks, on-demand signal



fig. 5.12 Parking located to side of retail lot

timing to aid pedestrians, and additional hours of crossing guard assistance should be considered.

4. Library plaza: A small plaza is proposed at the southern terminus of the boulevard, connecting it to the tree-lined walkway (fig. 5.16) that extends north from the Library entrance through the parking lot.

5. West Main Street road design and streetscape: Street reconstruction will focus on addressing traffic flow, pedestrian accommodation and safety, turning movements, and streetscape improvements.



fig. 5.13 Existing strip commercial development-Main Street Shopping Center

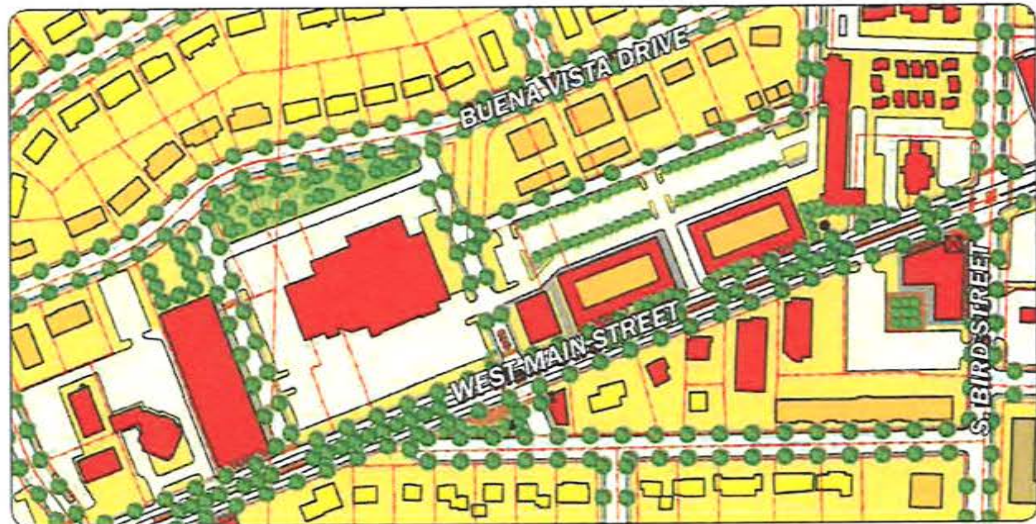


fig. 5.14 Proposed mixed-use development



fig. 5.15 Proposed boulevard character : Walker Way

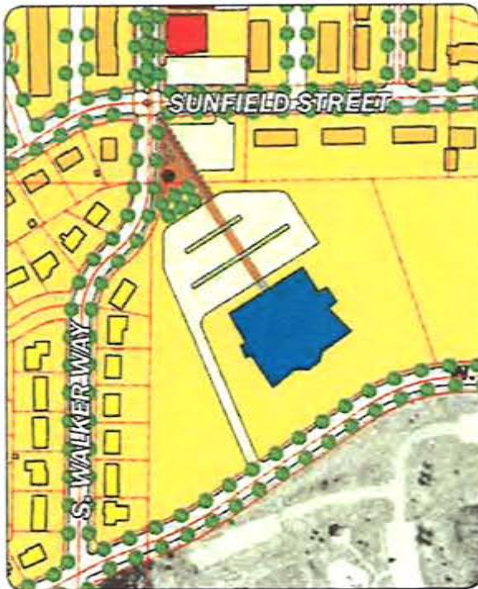


fig. 5.16 Library Plaza at boulevard terminus



fig. 5.17 Opportunity to connect Civic Buildings

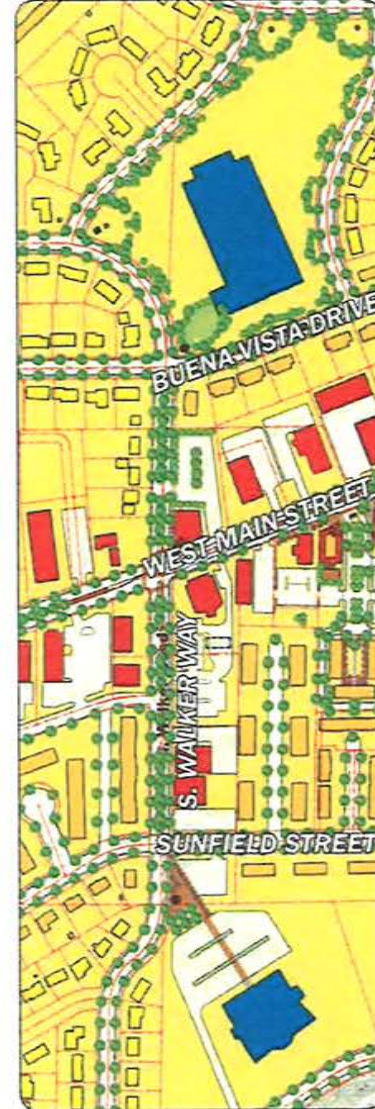


fig. 5.18 Boulevard connection : Walker Way

5.3 EAST ILLUSTRATIVE PLAN

Concepts for the East Study Area include incremental infill projects and road and streetscape improvements that can serve to enhance the commercial and residential “Main Street” character that exists. The plan drawing for the East Study Area (fig. 5.19) outlines a number of key concepts and recommendations. The numbers are explained on page 37.

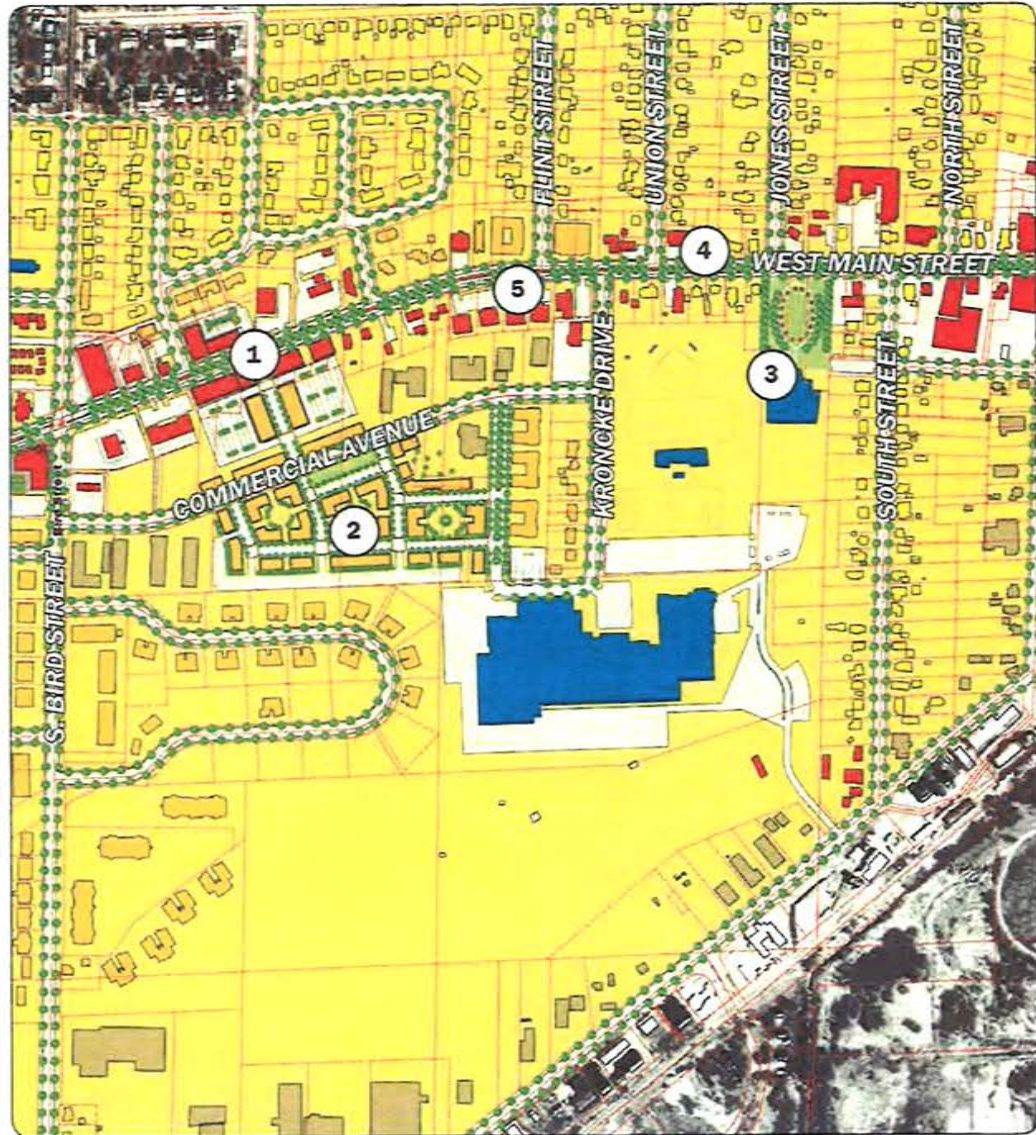


fig. 5.19 East Illustrative Plan. The numbers are explained on page 37

1. Commercial Redevelopment Activity on “properties susceptible to change”: As redevelopment occurs along West Main Street, new development patterns (fig. 5.20-22) as outlined in the regulating plan will replace the current auto-dependent strip commercial pattern . These patterns, in general, place buildings near the street edge, with parking located to the side or rear of lots.

2. Multifamily residential redevelopment activity on “properties susceptible to change”: Redevelopment on the deeper parcels may include residential uses to the rear of the property as successful commercial activity can be expected to be located closest to West Main Street.



fig. 5.20 Proposed multifamily character



fig. 5.21 Street-defining buildings

This strategy also offers an opportunity to utilize multifamily as a buffer between commercial activity and the existing single and multifamily uses that adjoin the corridor.

3. Greenspace Enhancements: Improvements for the existing green space in front of the YMCA are proposed, including removing the

fence; adding landscape elements; and retaining and enhancing the existing prairie restoration area to provide a more unified and noticeable image from Main Street; and better pedestrian access.



fig. 5.22 Potential mixed-use infill redevelopment

4. Preservation of “residential downtown” character: Guidelines are proposed to retain the residential scale of this area which provides a transition into the downtown.

5. West Main Street road design and streetscape: Street reconstruction will focus on addressing traffic flow, pedestrian accommodation and safety, turning movements, and streetscape improvements.