

BUILD Central Main Street Corridor Redevelopment Plan Public Meeting No. 3

September 14, 2017



vierbicher
planners | engineers | advisors



Follow Up

Questions raised at the June meeting:

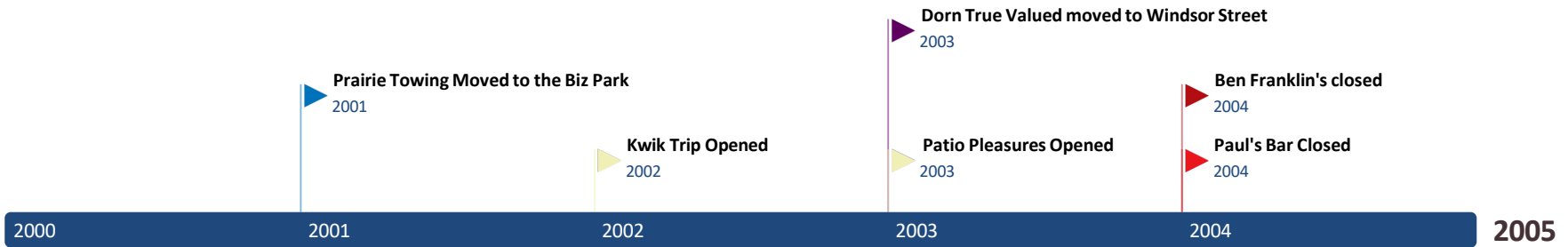
- **Why are we doing this? Can't we just keep this area the same?**
- **Traffic questions**
- **Questions about the purpose of the concept plans**



Main Street – 2002

- **Pamida Store had closed (Off-Road Liquidators)**
- **Main Street “Anchors”**
 - **Sentry**
 - **Hanley Hardware**
 - **Dorn True Value**
- **Variety Store**
- **Golf Store**
- **Main Street was the City’s Primary Retail Area**
 - **Downtown had not yet seen any redevelopment**
 - **Westside was years off**
 - **Windsor Street area was anchored by a vacant Kohl’s grocery store**



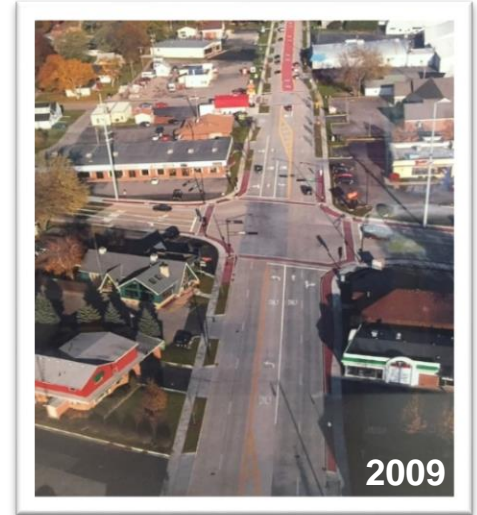


2008



Hanley's closes doors after 79 years

Patrons lined up Thursday, May 8 just before the doors opened at Hanley Co. Inc. at 8 a.m. (photo by Chris Mertes).



Heckle's Marine
Opened

2005

Hanely Closed
Jul 2008

TID 10
Opened
Jan 2009

Main Street Full Infrastructure
Reconstruction
Jun 2009

2005

2006

2007

2008

2009

2010



2011



2012



2013



2013

2010

2011

2012

2013

2014

2015

Sir Hobos Fire
Feb 2011

Advance Auto Opened
Jun 2011

Salvatore's Open
Nov 2011

Sir Hobos Re-opens
Apr 2012

Marathon Station Closed
(final time, tanks removed)
2013

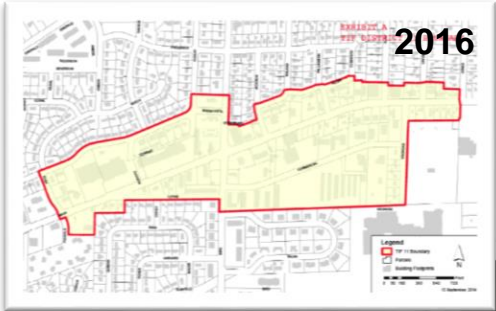
Paul's Bar torn down
Jan 2013

Sentry Closed
Sep 2013

St. Vincent de Paul Opened
Nov 2013

Dane County Housing Authority
purchased site
Apr 2014

Hanley site
purchased
by Main Street
SP LLC
Nov 2014



2016



2016-17



2016-17



2017-18

2015 2016 2017 2018 2019

Today

Masonic Lodge Closed
Oct 2015

TID 11 Opened
Jan 2016

The Rock Opened
Mar 2016

Jennings & Woldt broke ground
Aug 2016

McHenry Apartments broke ground
Nov 2016

**Site Plan Submitted to PC for Tuchsén
Trucking Site**
Aug 2017

**Hanely site purchased by Catlyst on Main
LLC (Forward Management)**
Sep 2017

Gotham Bagels Opening
Oct 2017

**McHenry Apartments anticipated tenant
move in**
Jan 2018

Sep 1 - Oct 5
Central Main Street Corridor Redevelopment Plan

Development Inquiries – 2002 – 2017

- Used Car Lots
- Contractors' Yards
- Vehicle Rentals and Storage
- Warehousing & Distribution
- Convenience Store
- Body Shop
- Research & Development – Bio-Hazardous Materials
- Assembly/Light Manufacturing
- Strip Club



Trends

- **Main Street has been in decline.**
- **'No Change' is probably not an option. The area is and has been changing.**
- **We have options:**
 - **Do nothing – wait and see where this leads us.**
 - **Be proactive, encourage investment and try to create an alternative future for the area.**



Traffic Concerns – From June Public Meeting

- **Traffic volumes on Main – what volumes were planned for when reconstructed?**
- **Turning movements are difficult already – won't redevelopment make this worse?**
- **How will new residential development impact volumes?**



Traffic Comparisons

- **64-Unit Apartment Building:** 425 trips/day
- **Drugstore (15K sf):** 1,440 trips/day
- **Convenience Store (5K sf):** 4,230 trips/day
- **Sit-Down Restaurant (10K sf):** 1,270 trips/day
- **Hardware Store (15K sf):** 770 trips/day
- **Strip Mall (10K sf):** 443 trips/day
- **Grocery Store (20K sf):** 2,050 trips/day
- **Fast Food Restaurant (6K sf):** 2,980 trips/day

(Estimates per the Institute of Transportation Engineers Trip Generation Manual, 9th Edition)



Central Main Street Concept Plans – Purpose

- To highlight the potential of the area
- To illustrate possible redevelopment scenarios
- To raise interest and excitement about the opportunities available in the area
- No pending plans for site acquisition or redevelopment
- No existing property owner will be forced out of their properties



Road Map for Discussion

- 1. Recap the Planning Process**
 1. Scope and Timeline
 2. Steps in the Process
- 2. Strategies and Recommendations**
 1. Final input to be incorporated into Plan
- 3. Main & Bird Intersection Redevelopment Concepts**
 1. Site A: Northwest Corner
 2. Site B: Northeast Corner
 3. Site C: Southeast Corner
 4. Site D: Southwest Corner
- 4. Bicycle and Pedestrian Map**
 1. Existing Connections
 2. Proposed Connections
- 5. Placemaking Strategies**
 1. Review of focal nodes, kiosks, murals, and entry nodes
- 6. Implementation Plan**
- 7. Workshop Stations & Next Steps**
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Project Timeline

	Month Week	March				April				May					June				July				August					September				October						
		1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4			
Engagement																																						
Project Management / Communication		1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17																																				
Staff / Consultant / Steering Committee Meetings																			1	2	3	4	5															
Dates																			4.6	5.11	6.8	8.10	9.28															
Public Engagement/Public Meeting																			1	2	3																	
Dates																			4.27	6.22	9.14																	
Stakeholder Focus Groups Panel ¹																			1	1																		
Developer Focus Group Panel																			1																			
Plan Commission and City Council																			PC	CC																		
Assessment																																						
Document Review																																						
Existing Site Conditions																																						
Market Analysis																																						
Strategy																																						
Vision Statement																																						
Land Use, Transportation, Urban Form Recommendations																																						
Redevelopment Priorities																																						
Implementation																																						
Detailed Implementation Plan																																						
Funding Strategies																																						
Document																																						
Draft and Final Documents																			●	●	●	●	●															

● Draft Document ● Final Document

Notes

¹ Stakeholder focus groups could include Plan Commission, City Committees of Jurisdiction, Chamber of Commerce, neighborhood and civic associations, business owners, developers, City residents, etc.

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Strategic Recommendations

- Encourage physical, cultural, and economic connectivity with surrounding areas.
- Promote a mix of commercial, residential, and public uses.
- Target key anchor sites as redevelopment priorities.

Strategy 1

- Encourage physical, cultural, and economic connectivity with surrounding areas.
 - Establish a visual and physical connection to residential areas surrounding the Corridor;
 - Promote accessibility by designing rights-of-way that accommodate cyclists and pedestrians in addition to motor vehicles;
 - Solidify the Corridor as a destination for retail spending and professional services that attracts consumers from outside the primary trade area

Strategy 2

- Promote a mix of commercial, residential, and public uses.
 - Promote mixed-use development where appropriate
 - Focus on form rather than use throughout the Corridor
 - Ensure land uses are in harmony with the surrounding natural and built environment

Strategy 3

- Target key anchor sites as redevelopment priorities.
 - Ensure anchor sites are large enough to accommodate impactful redevelopment projects
 - Ensure anchor sites create a sense of place and provide collision spaces for community
 - Ensure uses at key redevelopment sites are demand driven by members of the community or market area
 - Purchase redevelopment sites for land assembly of larger development

Vision Statements

- Connected
 - Residents and visitors will be able to easily access Corridor sites, businesses, and attractions through a variety of transportation modes.
- Local
 - The Corridor will provide residents and visitors with a distinctive experience by allowing access to local small businesses and specialty landmarks.
- Mixed Use
 - Corridor will strive to be a resilient community with diverse economies.
- Vibrant
 - The Corridor will be a place where patrons go to attain an economic, social and cultural experience.

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Public Meeting No. 1

Central Main Street Corridor Redevelopment Plan Process

Priority Redevelopment Areas



vierbicher
ARCHITECTS ENGINEERS INTERIORS

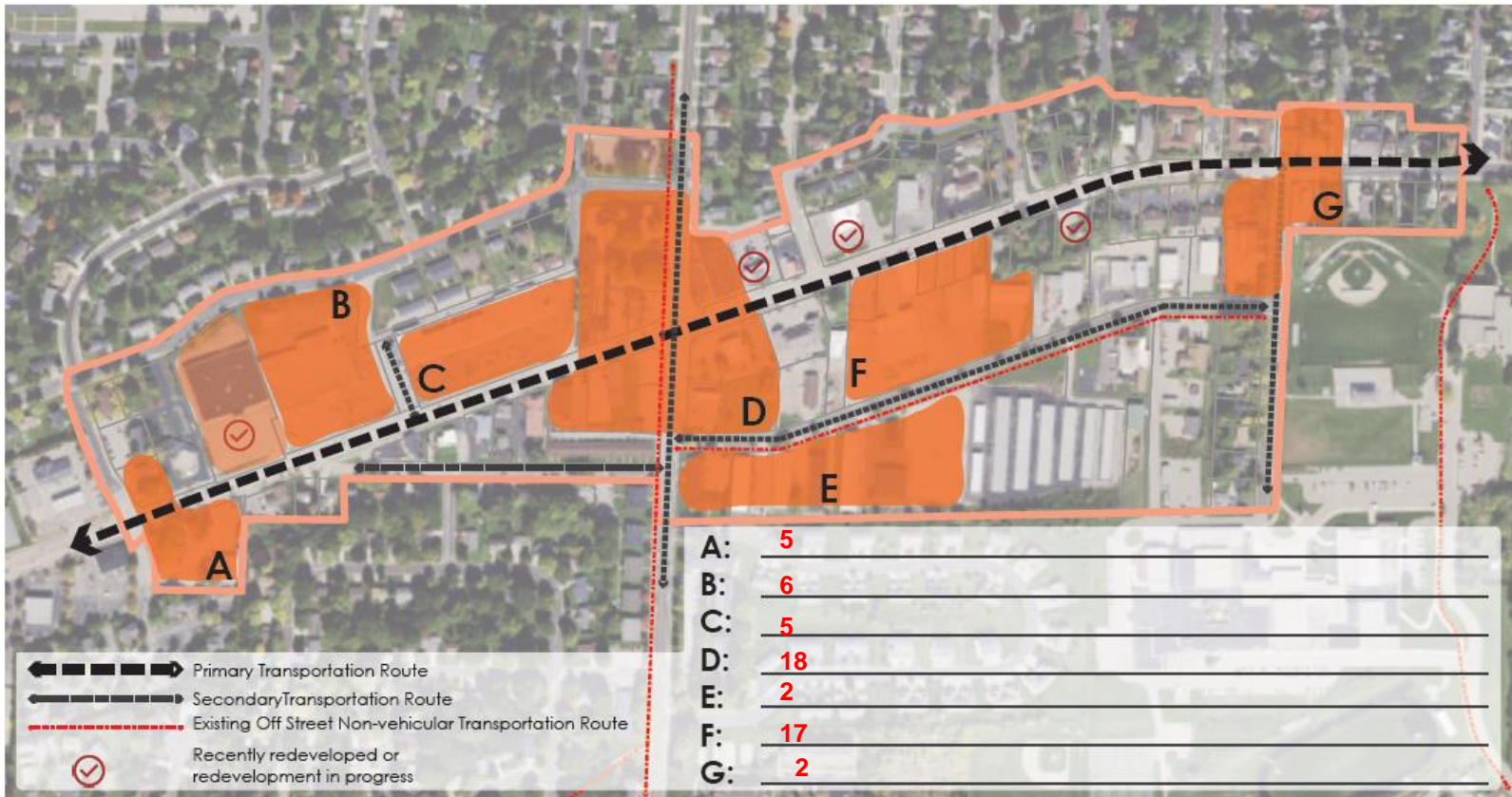


MARK THE FOLLOWING WITH THE DOTS PROVIDED:
Areas of the highest redevelopment need
Please place a "Post-it" note with any additional comments or concerns



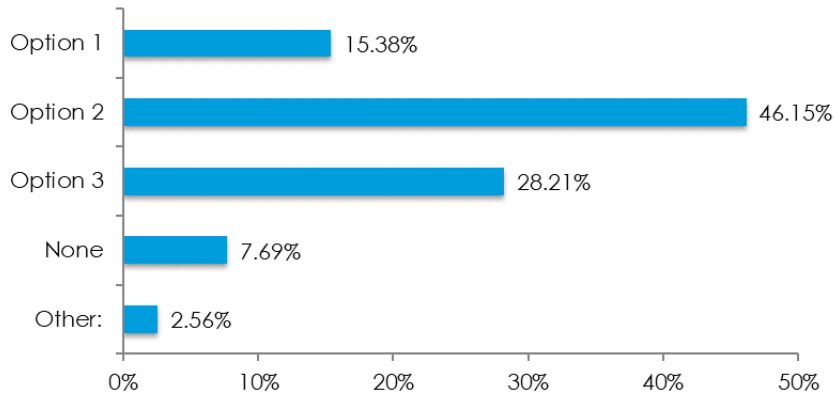
Redevelopment Site and ID

A

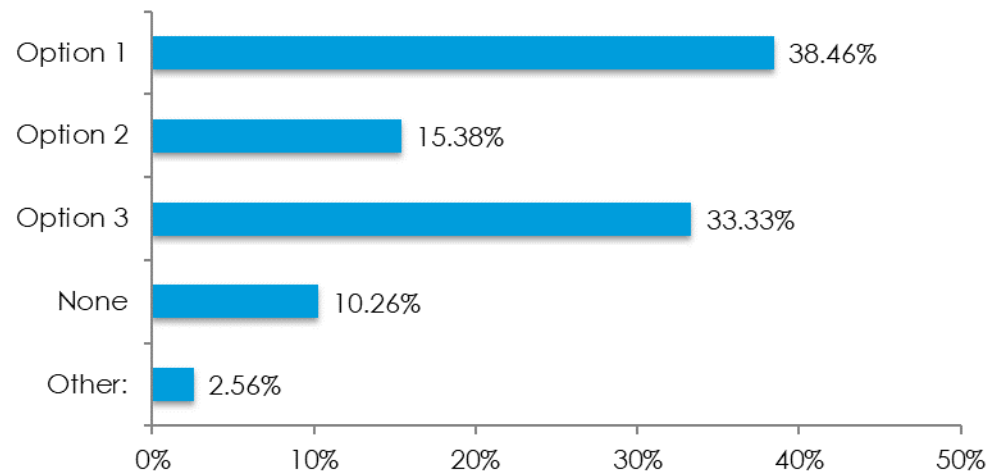


Redevelopment Concepts

Which do you prefer for Corner A?

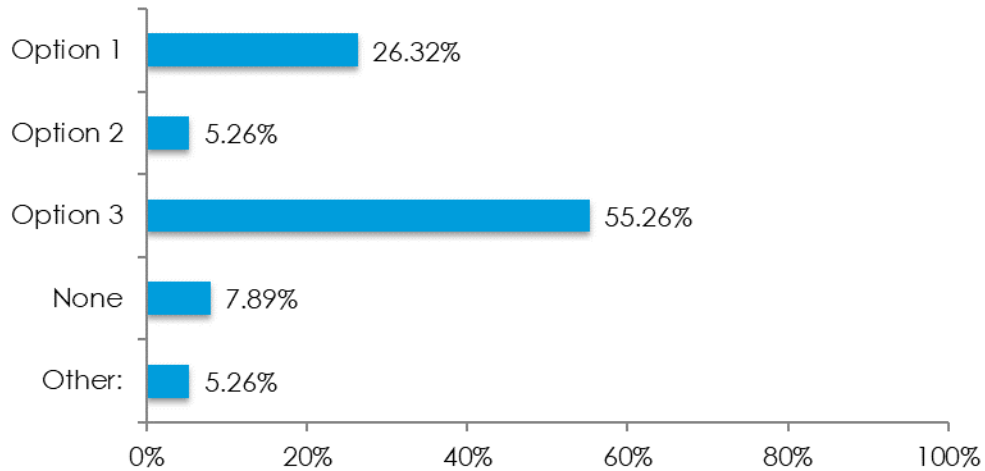


Which do you prefer for Corner B?

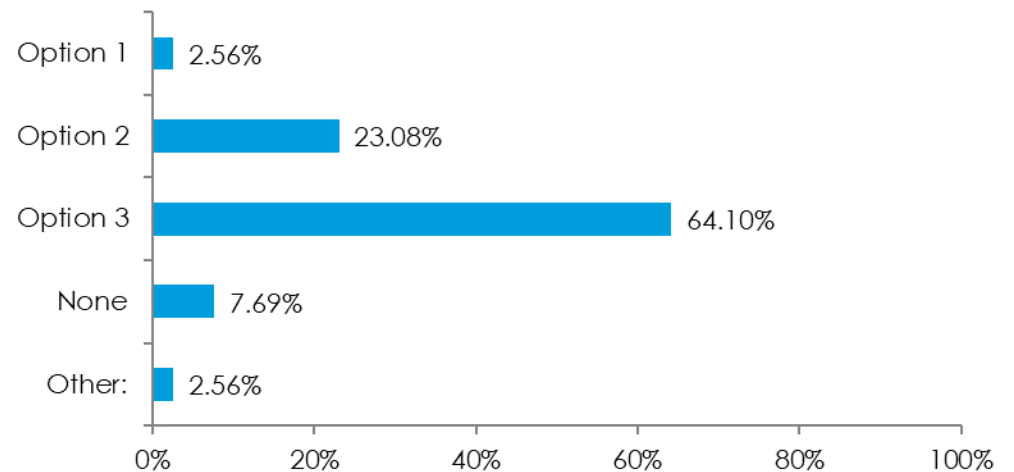


Redevelopment Concepts

Which do you prefer for Corner C?



Which do you prefer for Corner D?



Redevelopment Concept



W. Main & Bird Street Redevelopment Sun Prairie Central Main Street Corridor Redevelopment Plan

- Site A:**
 Total Area: 2.5 ac
 Surface Parking: 100 Stalls
Building a: 3 Story Mixed Use
 12,000 sf Commercial Space + 20 Res. Units
 25 Underground Parking Spaces
Building b: 3 Story Mixed Use
 10,000 sf Commercial Space + 16 Res. Units
 22 Underground Spaces
- Site B:**
 Total Area: 0.7 ac
 Surface Parking: 36 Stalls
Building c: 2 Story Commercial/Office
 12,000 sf
- Site C:**
 Total Area: 2 ac
 Surface Parking: 80 Stalls
Building d: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
Building e: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 58 Underground Parking Spaces (Shared Between d & e)
- Site D:**
 Total Area: 2.5 ac
 Surface Parking: 10 Stalls
Building g: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 23 Underground Parking Spaces
Building h: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 23 Underground Parking Spaces
 Public Park 1.4 ac
 Festival/Market Space, Bandshell, Splash Pad, Open Space
- Site Summary:**
 Total Area: 7.7 ac
 Surface Parking: 226 Stalls
 Commercial Space: 76,000 sf
 Residential Units: 108
 Underground Parking: 151 Spaces
 Public Open Space: 1.4 ac Public Park



7 September 2017

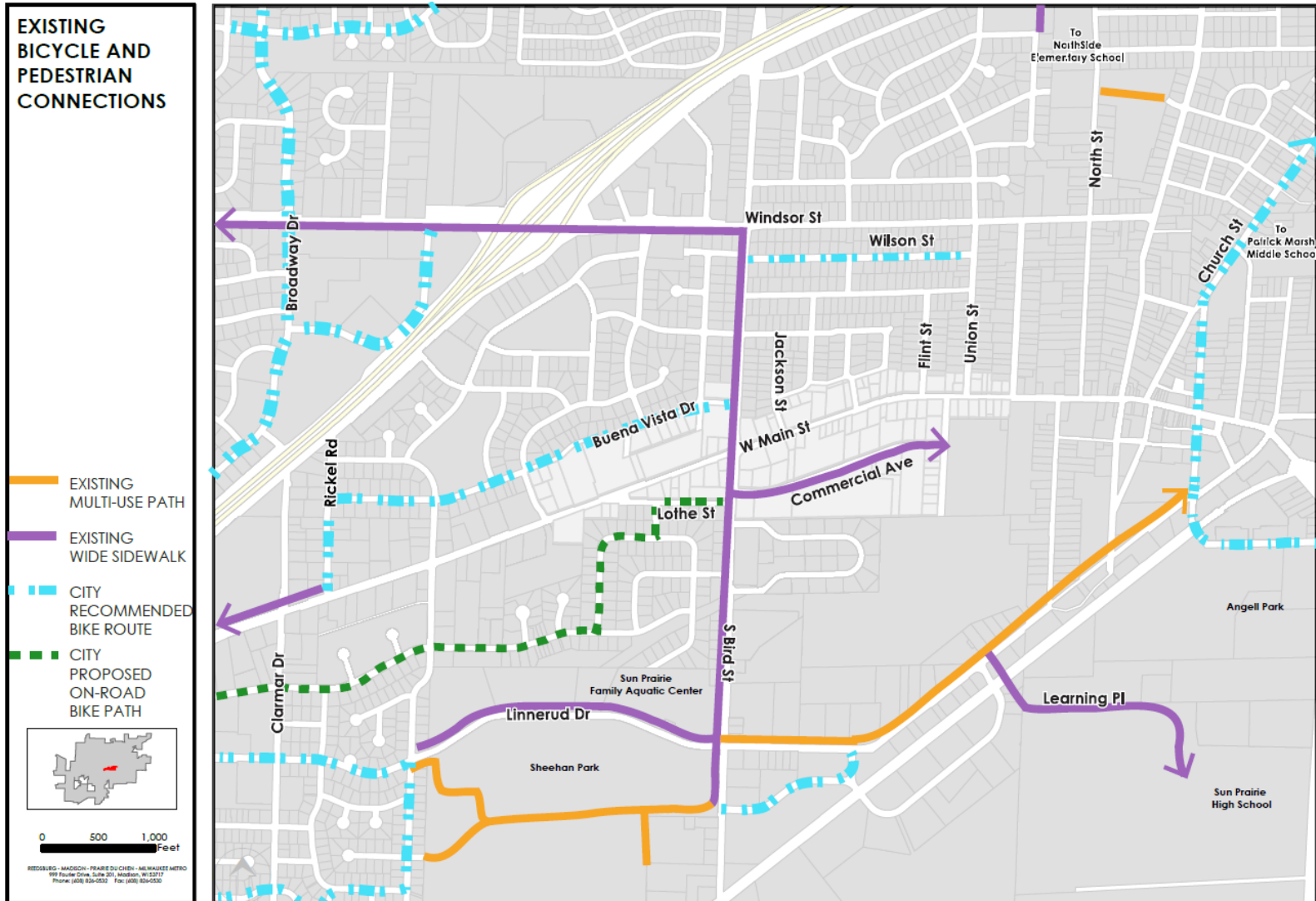
Examples of Development



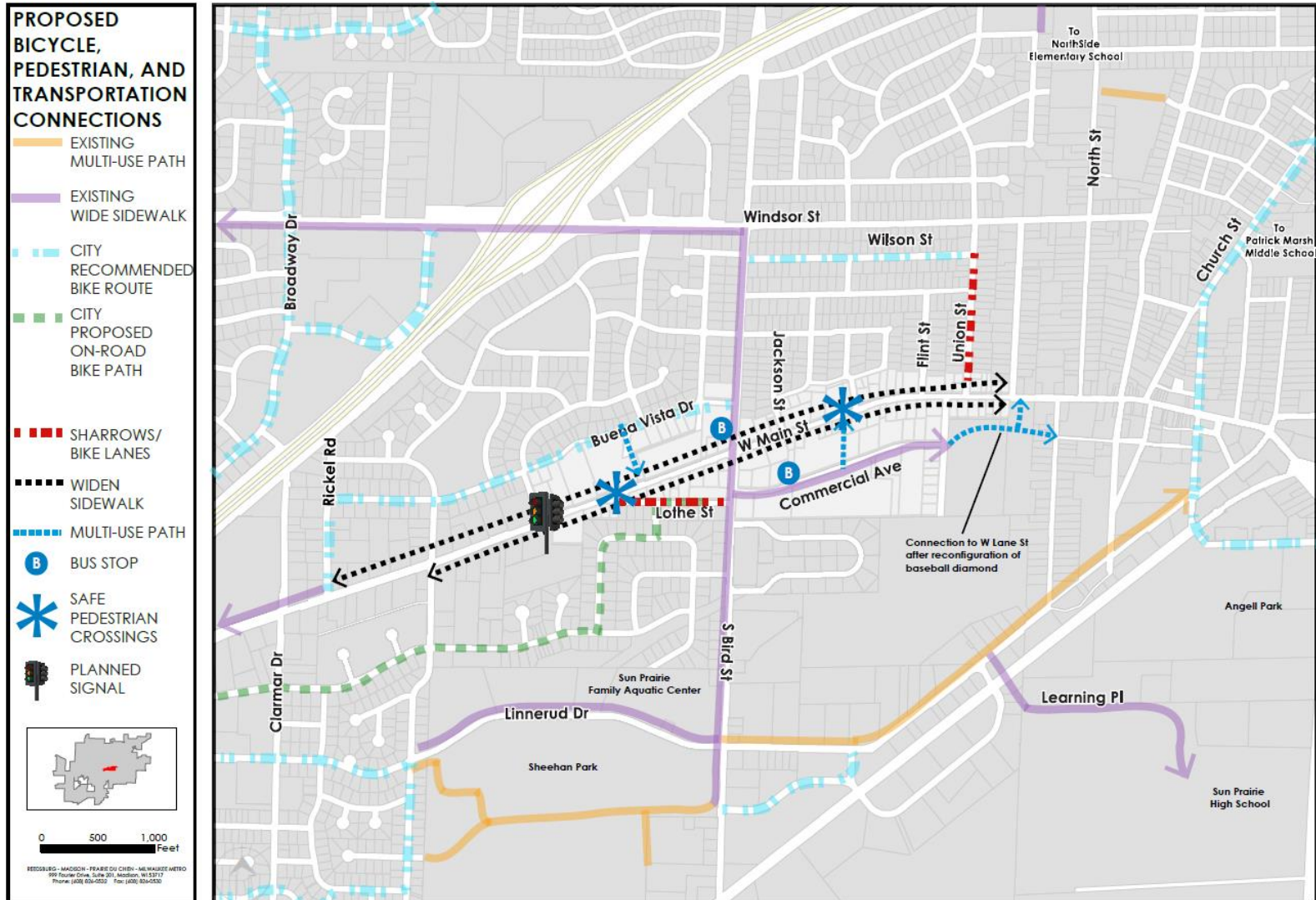
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Existing Connections



Proposed Connections



Data Source: Vierbicher, Dane County, Sun Prairie, ESRI

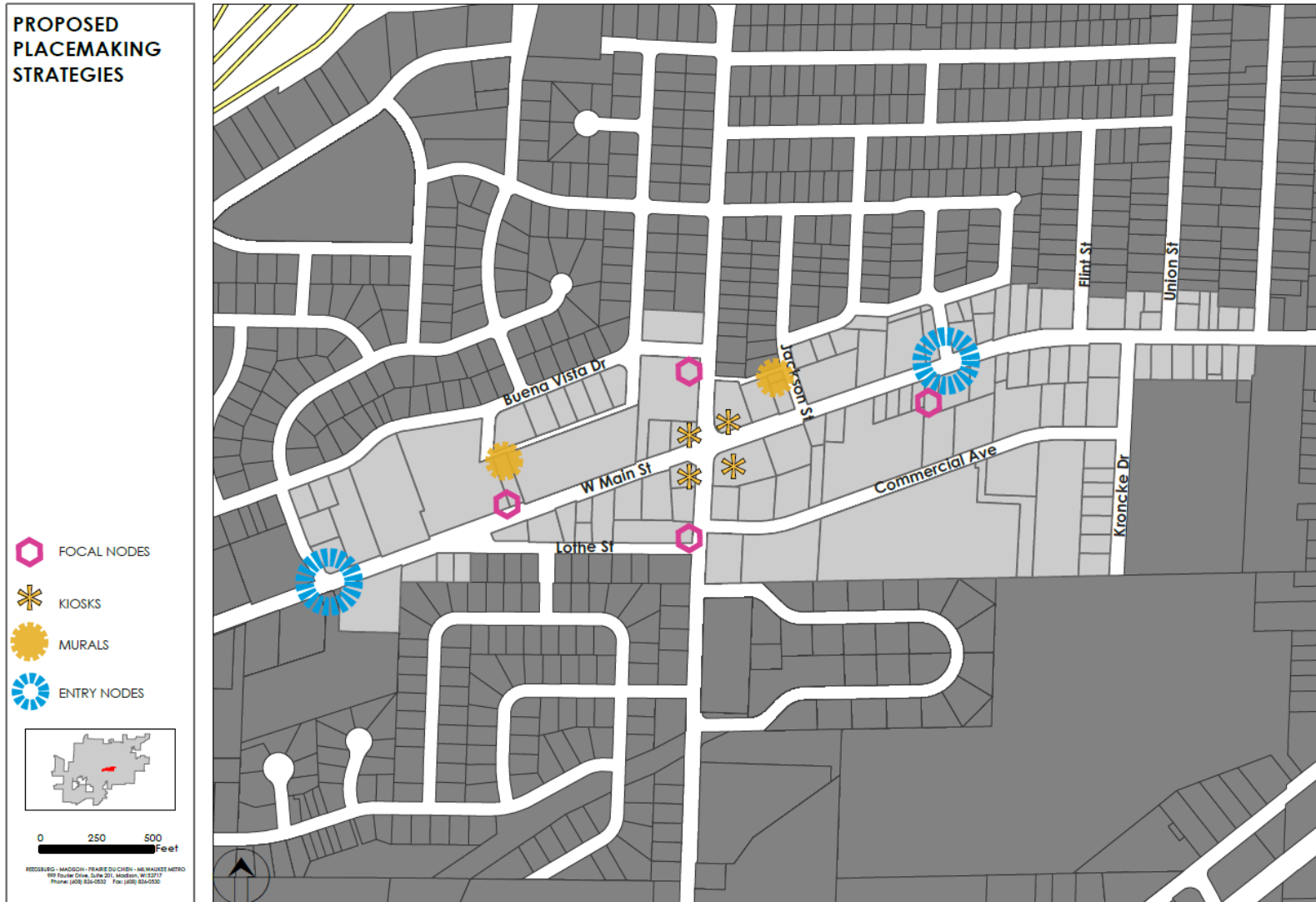
Proposed Pedestrian Crossings



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Placemaking Strategies



Data Source: Vierbicher, Dane County, Sun Prairie, ESRI

Place Making Strategies



Place Making Strategies



Place Making Strategies



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Implementation Strategies

Chapter	Implementation Strategies	Roles								Action	Timeframe	Cost	
		City				Other							
		Elected Officials	City Administration	City Public Works/Engineering	City Parks & Recreation	Planning Community Development	BID	County	Service Clubs	Residents/Property Owners	Program or regulatory change	Priority and Timing	Project and/or capital improvement cost
	Placemaking					I*				S	P	T1	\$
	Develop community-wide wayfinding signage system.					L				S	P	T1	\$
	Establish gateway features at all community entrances.					L					P	T1	\$
	Create Multi-family Housing Strategy- Identify sites and promote sites to developers for new, infill, or rehabilitation.					L					P	T1	\$
	Consider adaptive reuse by turning old warehouses or large vacant buildings into live-work uses.					L					R	T2	\$
	Create a flexible street program to allow for street closures for economic development and recreational uses.		C	L			S	S	S	S	P	T2	\$\$
	Work the Chamber to create an identifiable brand to market city.	S	S				L*	S	S		P	T1	\$

L= Lead Role/ Responsible Party

C= Coordinator Role

S= Support Role

*= Consultant needed if no in-house expertise

T1= High Priority Complete within 1-2 years

T2= Medium Priority Complete within 3-5 years

T3= Low Priority Complete after year 5

Ongoing = Continuous improvement item

Next Steps



- Community Development Authority
 - September 25, 2017
- Plan Commission
 - October 2017
- Final approval
 - Common Council



**BUILD Central Main Street Corridor
Redevelopment Plan
Public Meeting No. 3**
September 14, 2017

