

CENTRAL MAIN STREET CORRIDOR REDEVELOPMENT PLAN

CITY OF SUN PRAIRIE

MAY 2018



CITY OF
SUN PRAIRIE
Wisconsin



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CONTENTS

- 01 Chapter 1: Executive Summary**
- 07 Chapter 2: Issues and Opportunities**
- 11 Chapter 3: Strategic Objectives and Recommendations**
- 37 Chapter 4: Priority Redevelopment Concepts**
- 49 Chapter 5: Funding Sources and Partnerships**
- 57 Appendices**

Maps

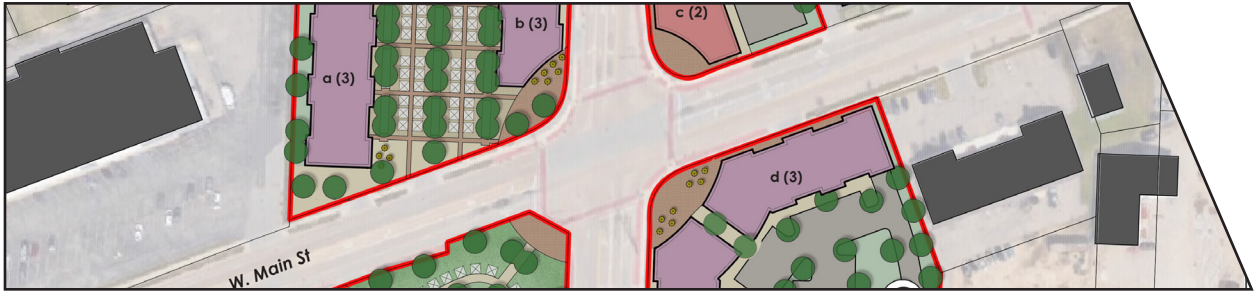
Map 1.1: W. Main & Bird Final Concept Drawing.....	5
Map 1.2: Central Main Street Corridor Redevelopment Plan	6
Map 3.1: Proposed Placemaking Strategies.....	15
Map 3.2: Proposed Future Land Uses within the Corridor.....	17
Map 3.3: Generalized Massing	18
Map 3.4: Existing Bicycle and Pedestrian Connections.....	26
Map 3.5: Proposed Bicycle and Pedestrian Connections	27
Map 4.1: W. Main & Bird Final Concept Drawing.....	40
Map 4.2: Central Main Street Corridor Redevelopment Plan - Phase 1	45
Map A.1.1: Planning Area	59
Map A.5.1: Average Annual Daily Traffic (AADT)	64
Map A.5.2: Current Zoning	65
Map A.5.3: Future Land Use, 2009 Comprehensive Plan.....	66
Map A.5.4: Urban Form	67
Map A.5.6: Property Condition.....	72
Map A.5.7: Assessed Improvement Value Per Acre	73
Map A.5.8: W. Main Street Infrastructure Assessment.....	74
Map A.5.9: Adjacent Street Infrastructure Assessment.....	75
Map A.6.1: Trade Area	76

Figures

Figure A.6.1: Trade Area Statistics & Trends.....	77
Figure A.6.2: Trade Area Demographic Profile	78
Figure A.6.3: Retail Property Asking Rent - Lease Trends	81
Figure A.6.4: Retail Property Asking Price Index - Sale Trends	81
Figure A.6.5: Office Property Asking Rent - Lease Trends	81
Figure A.6.6: Office Property Asking Price Index - Sale Trends.....	81
Figure A.6.7: Monthly Housing Costs as a Percentage	87

Tables

Table A.5.1: Property Condition	71
Table A.6.1: Trade Area Projections	78
Table A.6.2: Retail Supply & Demand for Central Main Street Corridor	79
Table A.6.3: Commercial Sectors Requiring Office Space (SIC)	80
Table A.6.4: Commercial Sectors Requiring Office Space (NAICS)	80
Table A.6.5: Spending Profile	81
Table A.6.6: Product and Consumer Behavior	82
Table A.6.7: Housing Units by Date Built.....	86
Table A.6.8: Gross Rent	87
Table A.6.9: Dane County Low Income Limits for Fair Market Rents.....	87



CHAPTER 1: EXECUTIVE SUMMARY

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1.1: Introduction

The Central Main Street Corridor Redevelopment Plan has been adopted as a component of the 2006 West Main Street Corridor Plan to refine recommendations and encourage investment within Tax Increment Financing District (TID) 11, a redevelopment oriented TID centered around the intersection of W. Main and Bird Streets. The Plan was developed with significant stakeholder and neighborhood input along with significant market research, in order to promote a realistic and achievable vision for the future of the Central Corridor area.

This corridor links the City's Westside Neighborhood with the Downtown, encompassing an important but declining commercial district that warrants the City's continued investment. This Plan provides direction to focus such investment toward the creation of a vibrant mixed-use environment that will be an asset for the community for decades to come. Such an approach will require aggressive action on the part of the City in order to

attract the level of private investment necessary to cause lasting change along the Corridor.

The Plan was developed with a significant level of public engagement through a combination of steering committee meetings, open public meetings, and public surveys. A public survey was distributed covering land use, site design, parking, business and economic considerations, while identifying the strengths, weaknesses, opportunities, and threats to the Corridor.

This planning process resulted in a Vision, Guiding Principles, Strategic Objectives, Recommendations organized by subject focus areas, and Priority Redevelopment Concepts.

There are three Strategic Objectives for this planning process and are integral to the well-being of the Corridor. From these came the Recommendation topics which include Built Environment; Placemaking & Branding; Pedestrian Access, Bicycle Movement, and Transit; Other Infrastructure; and Business Development.

VISION:

The City of Sun Prairie envisions the Central Main Street Corridor as a **connected**, pedestrian friendly, and walkable, **mixed-used** environment. The Central Main Street Corridor will be a healthy lifestyle environment not solely dependent on cars. The Corridor will be a **vibrant** place where patrons go to attain a **local** economic, social, and cultural experience.

1.2: Guiding Principles

Planning for future residential, commercial, and mixed-use redevelopment will consider the Central Main Street as a comprehensive or cohesive unit. Projects will be evaluated based on the ability to apply these planning principles, as well as the specific impacts of individual projects on the surrounding neighborhoods. The following principles provide guidance for the development of the Corridor.

Connected

Residents and visitors will be able to easily access Corridor sites, businesses, and attractions through a variety of transportation modes. The City will ensure the necessary cycling and pedestrian infrastructure is in place to accommodate these efforts, even if not located directly along Main Street. Likewise, the Corridor is situated along a heavily traveled corridor that links the Westside neighborhood to Downtown Sun Prairie. The City will ensure the Corridor connects to these areas physically, culturally, and aesthetically.

Local

The Corridor will provide residents and visitors with a distinctive experience by providing access to local small businesses and specialty landmarks. The Corridor will showcase the community's identity and bestow a sense of pride on adjacent residents. Nearby homes and businesses will look to the Corridor as a place for leisure, recreation, and shopping that is unique to Sun Prairie.

Mixed-Use

The Corridor will strive to be a resilient community with a diverse economy. Combinations of residential, institutional, retail, industrial, and professional uses allow communities to accommodate a variety of different business sectors that withstand short and long-term retractions in specific market sectors. The redevelopment initiatives in the Corridor will complement other sectors of the local economy while remaining sufficiently independent in case of market downturns. Varied uses also promote unity across diverse groups of people, each with an interest in the long-term stability and success of the community.

Vibrant

The redeveloped Corridor will be a place that residents and visitors want to experience at the pedestrian-scale. Encouraging mixed-use developments also promotes walkability and contributes to a lively pedestrian experience. The corridor will be a place where patrons go to attain an economic, social, and cultural experience.

1.3: Strategic Objectives

The strategic objectives identified through the planning process, are intended to complement the Corridor's competitive advantages and help the plan area capitalize on its market potential. These objectives include:

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; and
- Solidify the Corridor as a destination for retail spending and professional services that attract consumers from outside the primary trade area.

2) Promote a diverse mix of commercial, residential, and public uses.

- Promote mixed-use development where appropriate;
- Focus on form as much as use throughout the Corridor; and
- The desired built environment will be achieved by ensuring land uses are in harmony with the redevelopment phases.

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 spaces for community interaction; and
- Ensure uses at key redevelopment sites are demand driven by patrons of the community's primary trade area.

The planning process resulted in five principal recommendations. Each recommendation includes a thorough list of action steps necessary to ensure successful attainment organized by subject focus areas, which are the following:

- Built Environment
- Placemaking and Branding
- Pedestrian, Bicycle, and Transit
- Other Infrastructure
- Business Development

1.4: Priority Redevelopment Concepts

Map 1.1 shows the final concept design based on feedback from the steering committee, public meeting, and results from the online redevelopment concept survey. A detailed explanation of this concept is included in Chapter 4 of this Plan.

Site A on Map 1.1, located at the northwest corner of the W. Main & Bird Street intersection, includes a total area of 2.5 acres, a 0.5-acre public plaza, and 100 surface parking stalls accessible from Bird Street and Audley Drive. Two buildings are shown on site. Building a is a three-story, mixed-use building with 10,600 square feet of commercial space, 18 residential units, and 28 underground parking stalls. Building b is a three-story, mixed-use building that houses 12,000 square feet of commercial space, 20 residential units, and 32 underground parking stalls.

Site B on Map 1.1, located at the northeast corner of the W. Main & Bird Street intersection and is a 0.7-acre site that includes a 12,000 square foot, two-story commercial building along with 36 surface parking stalls. The parking lot is accessible from W. Main Street and Strasburg Street.

Site C on Map 1.1, is located at the southeast corner of the W. Main & Bird Street intersection and is a 2-acre site that has 80 surface parking stalls that can be accessed from Commercial Avenue. The site design shows a 40,000 square-foot, three-story commercial building, and two identical three-story mixed-use buildings. Both mixed-use buildings contain 10,500 square-feet of retail space, 18 residential units, and 29 underground parking stalls.

Site D on Map 1.1, is located at the southwest corner of the W. Main & Bird Street intersection and features a total area of 2.5 acres and 46 surface parking stalls which can be accessed from Lothe Street. The primary concept for the site is a public plaza and gathering space for pedestrians. The site could potentially host festivals, markets, concerts, and other desired programming. In addition, the site incorporates two, three-story buildings containing 36 residential units combined. It is anticipated the

site would incorporate Dane County Housing Authority units into the proposed development.

Sun Prairie recognizes that W. Main & Bird Street intersection cannot be the only area of immediate redevelopment focus. The City has identified other parcels within the study area that are ready or available for redevelopment.

Chapter 4 of the Plan identifies the potential properties that are or could be available for redevelopment in the near future. Map 1.2 details the properties likely ready for Phase 1 redevelopment.

1.5: Action Plan

Recommendations were developed to implement the community vision and deliver results within the next one to five years. To ensure the strategic objectives are achieved, the project team created an Action Plan to serve as a guide for both Sun Prairie and its partners. The Action Plan was designed to be realistic,

Map 1.1: W. Main & Bird Final Concept Drawing

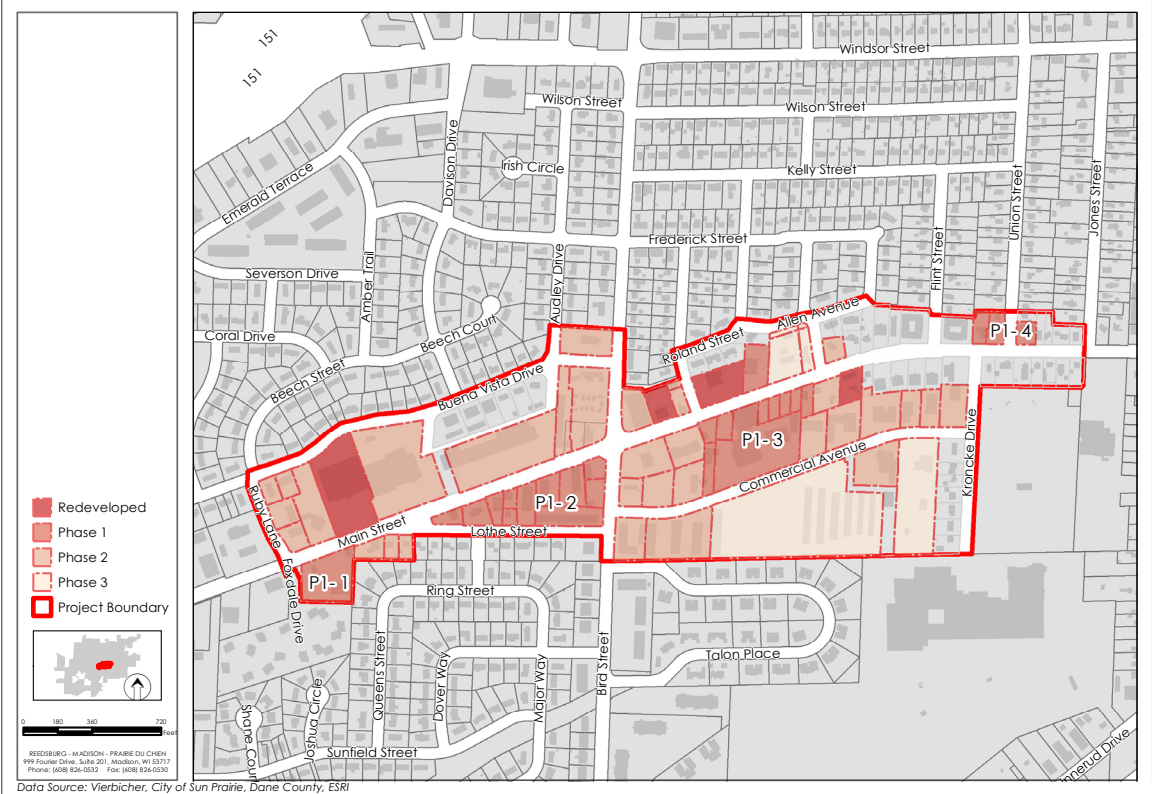


given existing budgets and staffing.

Each recommended action item in the Action Plan includes a specific time frame, priority, anticipated costs, and potential implementation and funding partners.

Successful project implementation will involve a broad range of partners and funding sources, identified in Chapter 5, and require the support of private, public, and nonprofit sectors. Each recommended action will require investments in public infrastructure and coordination between the City of Sun Prairie, property owners, developers, and other organizations.

Map 1.2: Central Main Street Corridor Redevelopment Plan - Phase 1





CHAPTER 2: ISSUES AND OPPORTUNITIES

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The Corridor's position between USH-151 and Downtown Sun Prairie, the Central Main Street Corridor is ideally suited to capture a large share of local residents and commuters. The U.S. Census Bureau data and the Wisconsin Department of Administration indicates a steady rise in population, number of households, and number of families in Sun Prairie's primary trade area. Using insights gained from research and public engagement process, the project team identified issues and opportunities impacting the Corridor. Issues are areas of concern that could produce harmful effects if not addressed, and opportunities are positive attributes that could lead to improved conditions in the Corridor if leveraged effectively.

Land Use & Design Issues

- Inconsistent building setbacks
- Vacant and deteriorated buildings and parking lots
- Lack of aesthetic cohesion

The pattern of streets and the built environment lay the groundwork for a vibrant and active area of Sun Prairie; however, the current state of land use and design in the Corridor fails to take advantage of this potential. Principal arterials, like W. Main Street, ideally support walkable commercial development, but the current buildings are not cohesively presented. The established development pattern negatively impacts pedestrians' ability to travel between sites within the Corridor. Similarly, aesthetics also impacts the number of pedestrians passing through an area as deteriorating buildings and empty parking lots fail to present an inviting experience. More cohesive aesthetics and design standards would help alleviate these issues when new development and redevelopment occurs within the Corridor. Additionally, the Main Street Overlay (MSO) District Standards adopted by the City provide an ideal toolkit to address these issues.

Land Use & Design Opportunities

- Large lots could allow for major projects
- Corner of Main & Bird serves as de facto Corridor center
- Walkability potential with nearby residential

The multiple large lots that double front W. Main Street and Commercial Avenue/Lothe Street can support larger redevelopment projects, such as a mid-rise multifamily residential development, or commercial projects, such as a brewery or entertainment venue. The shallower commercial lots positioned northeast of the W. Main Street and Bird Street intersections are best suited for small or medium-sized redevelopment projects. Different types of businesses exist on these lots, but many lots are underused relative to their design potential. New development or rehabilitation of these sites could see untapped economic potential. Likewise, the intersection of W. Main & Bird Street serves as a de facto center of the Corridor, which with a natural layout could capture pedestrians passing through the area.

Transportation Issues

- Heavy traffic
- Excess parking lots along W. Main Street
- Shortage of designated bike infrastructure
- Non-existent transit services in the Corridor

The Corridor's main issues regarding transportation relate to its auto-oriented nature. Parking lots fronting W. Main Street equate to large setbacks that push buildings away from the public realm, and cause too much space devoted to parking. The abundance of auto-oriented infrastructure invites more cars to the Corridor, thereby exacerbating

Trade Area

A trade area is defined as the region from which a majority of the demand is generated. The primary trade area represents the area from which the bulk of consumer demand is generated, or from which at least 50 percent of all consumers within the boundary are most likely to travel to Central Main Street to shop. The primary trade area only includes areas in which residents will shop for their regular retail needs; large or specialty items will usually be purchased in large, specialized trade centers with trade areas that overlap Sun Prairie for those types of goods or services. The trade area for this analysis is loosely defined by a 10-minute drive time radius from the Study area/TID No. 11 Boundary.

traffic problems and visually and physically crowding out the space for bicycles and pedestrians. Additionally, if the City wishes to redesign the Corridor to support more multimodal activity, it will need to increase the density of the area. Increasing density helps establish critical mass necessary to support local retail and a functioning multimodal corridor. Transit services function best in areas where riders will not be forced to commute long distances between stops and destinations.

Transportation Opportunities

- Mass transit potential
- Configuration of the built environment could accommodate more bicycles and pedestrians
- Available space for wayfinding and other pedestrian amenities

The Corridor is comprised of local and collector classified streets and an arterial street. The Corridor currently has limited transit services through the Sun Prairie shared-ride taxi service. However, nearby neighborhoods and the potential new residents and visitors to the Corridor, after revitalization, would serve as a ready ridership for future mass transit connection in the City. Likewise, the Corridor's central location within the greater Sun Prairie community bicycle network presents a wealth of locations where existing bicycle infrastructure could be extended to further expand transportation opportunities. Many of these opportunities could be realized in the short term through updated signage and painting of sharrows on local streets. The Corridor also possesses a wealth of space for wayfinding and pedestrian amenities that can exhibit a future unique brand or theme. These programmatic elements could give the Corridor a unique feel and sense of place.

Economic Development Issues

- Deteriorated and unattractive buildings
- Multiple underused properties
- Lack of aesthetic cohesion

Blighted and dilapidated structures depress the aesthetics of an area, which causes potential consumers to patronize businesses and public spaces elsewhere. The underused commercial properties along W. Main Street and Commercial Avenue, in particular, lack a uniform design theme and sense of aesthetic cohesion.

Economic Development Opportunities

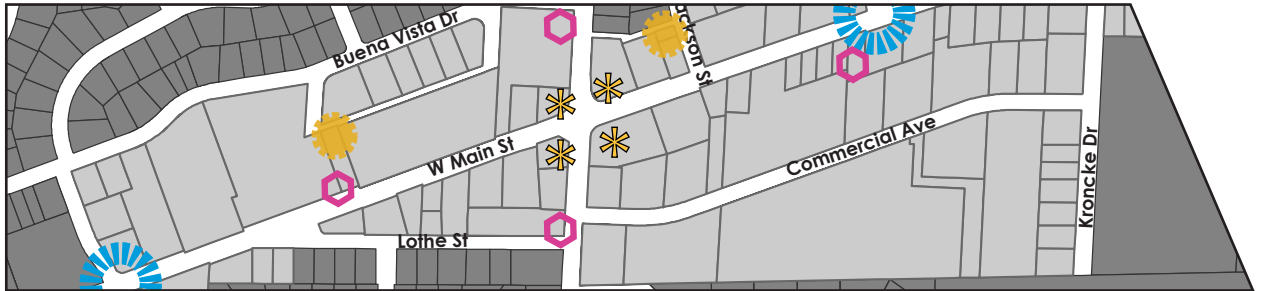
- Abundance of space
- Captive audience of residents and commuters passing through the area
- New fiber optic infrastructure could attract technology businesses

Despite having deteriorated structures and parking lots, many of the sites are fortunate to be configured with plenty of space to accommodate new development or redevelopment proposals. These lots also enjoy the advantage of a captive audience, both of nearby residents and commuters passing through the area. This population presents a readily available base of support for many different kinds of commercial or residential development projects.

Conclusion

These are a sample of the potential issues and opportunities facing the Corridor. The following chapters will explore these items in greater resolution; analyze more data, while compiling specific goals, objectives, and policies. The Corridor is a place with abundant potential. Staff, city officials, residents, and other stakeholders must work together to address these issues and explore options to take advantage of inherent strengths.

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CHAPTER 3: STRATEGIC OBJECTIVES AND RECOMMENDATIONS

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3.1: Introduction

This chapter outlines the strategic objectives, recommendations and Action Plan of the Central Main Street Corridor Redevelopment Plan and introduces the major planning elements which will achieve the vision. The Plan's intent is to communicate the purpose and specific implementation steps necessary for Sun Prairie's redevelopment goals to be achieved.

3.2: Strategic Objectives

Three strategic objectives have been generated as the foundation of the Central Main Street Corridor Redevelopment Plan. Together, these objectives enhance the Corridor's market position while also mitigating barriers that have diminished the Corridor's ability to fully capitalize on the local market. Each of these strategic objectives aims to achieve the vision featured under this plan. These objectives are as follows:

1) Encourage physical, cultural, and economic connectivity with surrounding areas

The Corridor is a defining area of Sun Prairie that serves as a crossroads of several adjacent neighborhoods and a connection between major arterial roads (US-151) and local streets. Travelers passing through the Corridor are a captive audience in this sense, making it possible to leverage the Corridor's geographic location to create a vibrant hub of cultural and economic activity. To accomplish this objective, the community needs to promote the following:

- 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; and
- Solidify the Corridor as a destination for shopping and professional services which attract consumers from outside the primary trade area.

LEFT and BELOW Example of medium-density mixed-use development with ground floor retail



Physical

Sun Prairie should ensure the Corridor fluidly connects to the multifamily residential areas along the southern edge and the single-family residential areas to the north and southwest. This connection should be physical—such that public infrastructure is built in a manner amenable to fluid movement between places. Additionally, the connection should be visual to the aesthetic qualities of the Corridor complement the residential areas nearby. Aesthetic qualities include attractive streetscape amenities and open space management. Directing the blend of auto-oriented traffic and pedestrians is critical to the Corridor's success. Map 3.5, page 27, illustrates proposed bicycle, pedestrian, and public transit connections. Section 3.5 narrates these proposed connections.

Amenities

Successful streets provide amenities to support a variety of activities. These include attractive waste receptacles to maintain cleanliness, street lighting to enhance safety, bicycle racks, and both private and public seating options; the importance of giving people the choice to sit where they want is generally underestimated. Sun Prairie should provide and cluster street amenities to support their use.

Open Space Management

Identifying an entity to manage the public open space is central to a corridor's success. This requires keeping the space clean and safe, but also managing tenants and programming the space to generate daily activity. Events can run the gamut from small street performances and sidewalk sales to cultural, civic or seasonal celebrations. Sun Prairie should actively manage the open space along the corridor, whether that be a city department managing or coordinating with an entity to manage the space.

Traffic, Transit and the Pedestrian

A successful street is easy to access and navigate; it is visible both from a distance and up close. Accessible spaces have high parking turnover and, ideally, are convenient to public transit while supporting walking and biking. Access and linkages to surrounding destinations must be a part of the planning process. Automobile traffic cannot dominate the space and preclude the comfort of other modes of transportation, as is the current situation in the corridor. These efforts are typically accomplished by slowing speeds and sharing street space with a range of transportation options. The recommended action plans, provided on the following pages, illustrate how to accomplish this in the corridor.

Cultural

Redevelopment of the Corridor should create a distinct sense of place. The Corridor has potential to cultivate public spaces that achieve harmony with the rest of the built environment. The City should promote the Corridor as a central gathering space for residents in the surrounding neighborhoods and other members of the Sun Prairie community, creating a sense of place. This can be accomplished through attractions and destinations, identity and image, and neighborhood preservation.

Map 3.1, page 15, illustrates the proposed placemaking strategies that will promote a sense of place and public space interaction.

Attractions and Destinations

Having something to do gives people a reason to come to a place—and to return repeatedly. In planning attractions and destinations, it is important to consider a wide range of activities for people of different ages; at different times of the day, week or year; and for people alone or in groups. The City should use seasonal strategies, like holiday markets, parades, and recreational activities to activate the corridor at all times of the year.

Attractions and Destinations Examples

Civic plazas that function as farmers markets and entertainment venues in spring and summer can transform into ice skating and ice sculpture gardens in winter. If a corridor offers a unique and attractive experience, weather is often less of a factor than people initially assume. The City can create an enticing marketing/branding campaign by linking together this variety of experiences.

Identity and Image

Whether a space has a good image and identity is key to its success. Designing a positive image requires keeping a place clean and well maintained, as well as fostering a sense of identity. Currently, the corridor does not have a positive image that fosters a sense of identity. This identity can originate in displaying local assets. Businesses, pedestrians, and motorists will then elevate their behavior to this vision and sense of place. The City can promote identity and image by focusing on the cultural aspect, providing amenities, and by connecting the surrounding areas.

Neighborhood Preservation

Great streets support the context around them. There should be clear transitions from commercial streets to near by residential neighborhoods, communicating a change in surroundings with an associated change in street character. The City should work to build great streets by incorporating pedestrian-friendly amenities, and managing open space.



RIGHT Example of medium-density mixed-use development with ground floor retail

BELOW: Example of pedestrian/community market



Economic

Full-service restaurants and niche retail are two main economic drivers in the age of online shopping. In the experienced-based economy, niche retailers provide memorable events that engage customers. Retailers will need to provide unique experiences that customers will want to share on social media.

Additional establishments in the Corridor would connect these areas of the economy with a large market of consumers in nearby residential areas. The City will need to actively promote the corridor as a place for these types of businesses.

Active Edge Uses

The ground floor of a building should be human-scaled to allow for interaction between indoors and outdoors. The ground floor can help or hinder public interaction of a place. Human-scaled ground floors include narrow buildings with many windows, or ensuring large, wide buildings are broken into comfortable units by use of design features (e.g., windows, awnings, balconies). Height is another element of the human-scaled building. Good retail spaces have higher heights, such as 15-18 foot ground floors. Preferably, active ground floor uses that create valuable experiences along a street for both pedestrians and motorists. For instance, a row of shops along a street is more interesting and safer than a blank wall or empty lot. Sidewalk activity also serves to slow vehicular traffic. At the very minimum, the edge connection should be visual, allowing a passersby to enjoy the activity and aesthetics of the indoor space. This edge should be active year-round and unite both sides of the street.

FOCAL NODES: Focal nodes are strategic points with intensive use, often located at transportation junctions. For example, if an event is created at the intersection of Bird and Main Street, this would be an opportunity to create a focal node due to the various modes of traffic traveling from each direction to attend. In addition, the future bus stops have potential to create inviting senses of place/focal nodes if benches and shops are near the bus stops. Even a small informational urban plaza can serve as a focal node for pedestrians and bicyclist.

KIOSKS: Kiosk locations are characterized by their proximity to high foot-traffic areas and population centers where residents will live, work, and play. There is an opportunity to provide place-based education to enhance the sense of place, as well as instill pride and personal ownership in the community. Additionally, double-sided kiosks can feature corridor information, highlighting intrinsic qualities, regional and local maps, community events, and photos of things to see and do. The location should include plantings, pavers, and benches with the intent to

improve site and corridor aesthetics.

MURALS: The mural locations were based on the current built environment and indicated on buildings with the highest view for residents and visitors. Murals are great examples of public art that can impact economic, environmental, social, and health issues. Murals promote public space interaction, have potential to engage youth in the community, and broaden community participation.

ENTRY NODES: The entry nodes are strategic points with higher, intensive use and signage. These nodes visually connect the Corridor to other segments of Main Street. The entry nodes provide significant opportunities to create vibrant pedestrian spaces through investment in infrastructure, infill, and redevelopment with careful attention to urban design. Entry nodes can include gateway signage, plazas, wayfinding signage, and other elements that create a sense of place.

Map 3.1: Proposed Placemaking Strategies



2) Promote a diverse mix of commercial, residential, and public uses

The success of the Corridor is primarily a function of the establishments that comprise it. If the area is too homogeneous, it is vulnerable to degradation during periods of economic hardship. To make the Corridor more resilient, a mix of uses should be developed that include a

variety of businesses, residences, and public space. The Corridor should also promote some structural diversity based on intended use while maintaining a consistent building and design standards:

- Promote mixed-use development where appropriate;
- Focus on form as much as use throughout the Corridor; and
- Ensure land uses are in harmony with the surrounding natural and built environment achieved through redevelopment phases.

Land Use

Sun Prairie should enforce consistent standards for building design and land use. Design standards should emphasize complementary signage, storefronts, façade treatments, and development standards to enhance Corridor aesthetics. New developments will be required to integrate structures that retain complementary architectural features and improve the pedestrian experience throughout the Corridor. Consistent design standards allow municipalities to locate multiple land uses in close proximity to each other without experiencing a disruption in the urban form.



RIGHT Example of mixed-use development with glass storefronts



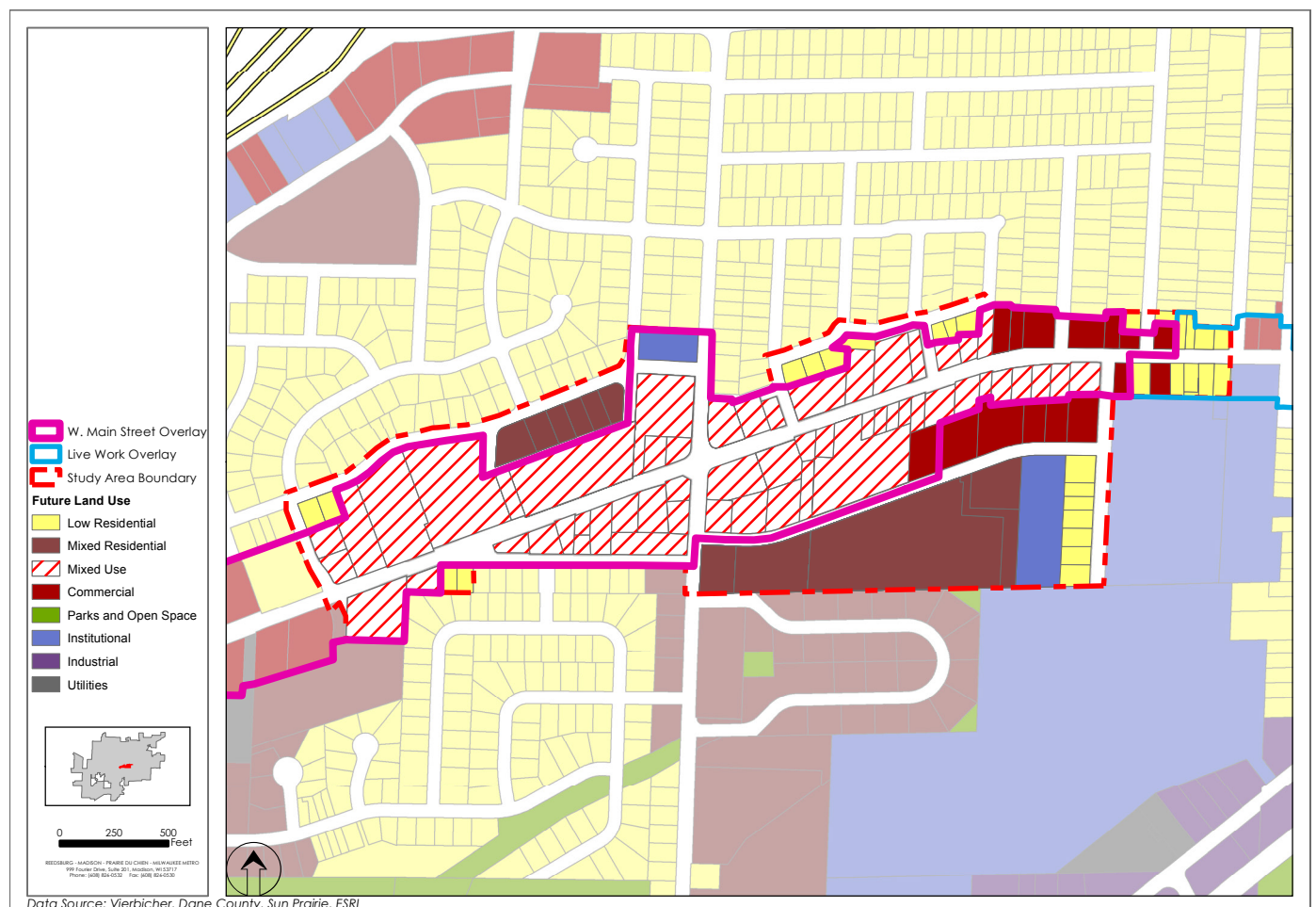
RIGHT Example of pedestrian congregation space

The Corridor has a zoning designation that allows for urban-commercial, mixed-residential and urban-residential uses. However, the provisions of the Main Street Overlay take precedence over the general zoning map, and more than 80 percent of the Corridor is comprised of this overlay. The overlay district allows for a variety of commercial and residential uses. The proposed future land use plan contains a variety of commercial and mixed-use opportunities.

and east of Williamson Avenue is now recommended as mixed-use. The mixed residential fronting the intersection of Flint and W. Main Street is now recommended as commercial, and the industrial district along both sides of Commercial Avenue is now recommended as commercial. The actual location of uses is dependent on a variety of market factors at the time of development (market drivers, site needs, access, lot size, etc.).

In Map 3.2, the future land uses differ slightly from the future land use map in the 2009 Comprehensive Plan. The properties at the corner of Lothe and S. Bird Street are now recommended as mixed-use. The low-density residential property north of W. Main Street

Map 3.2: Proposed Future Land Uses within the Corridor

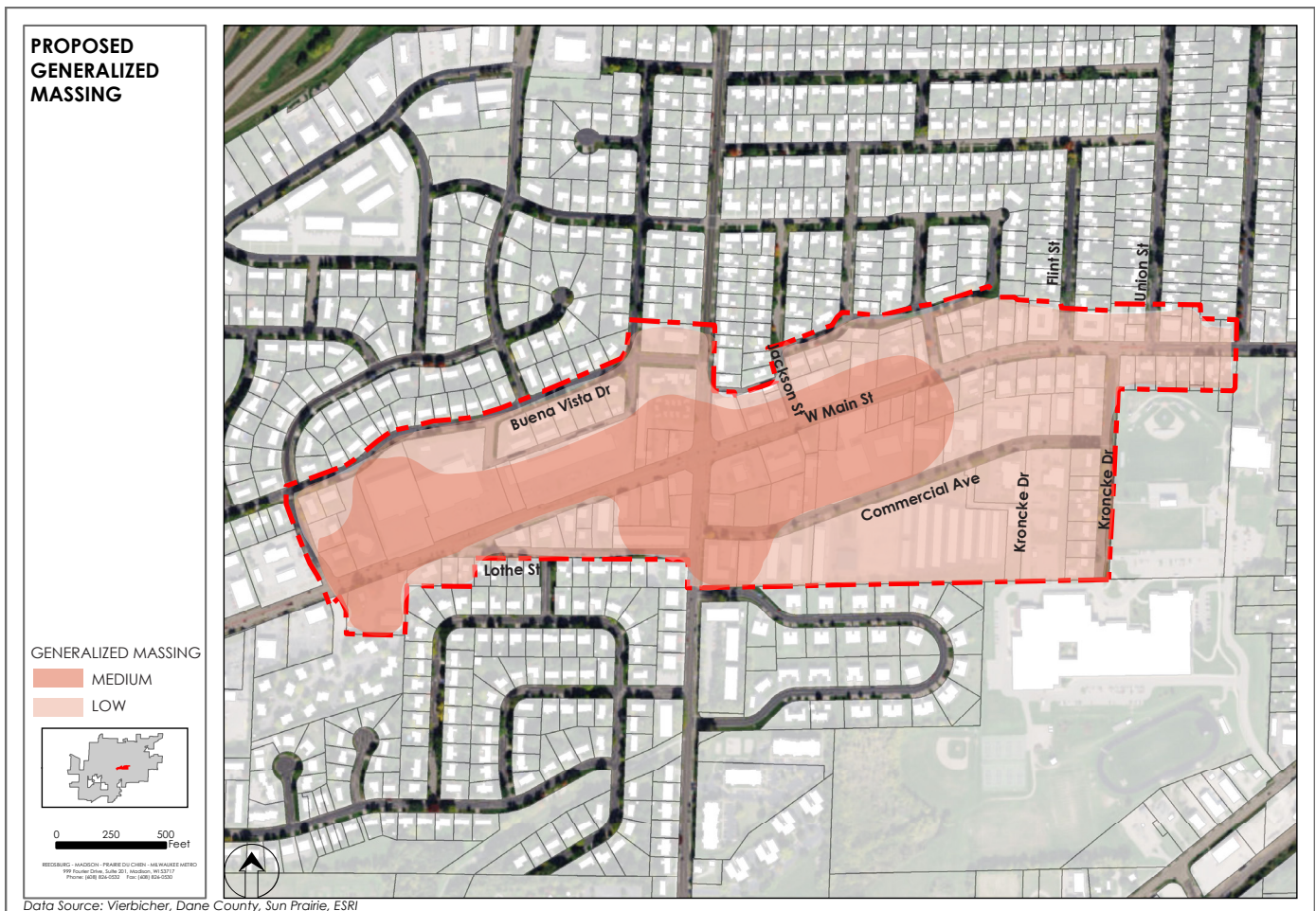


Massing

In master planned corridors that focus heavily on design, the urban form or generalized massing map tends to be more functional and more important than just the land use designations. Specific uses might locate in different areas of the Corridor than originally anticipated; therefore, the urban form or generalized massing map identifies the general form (height) of structures to ensure the building massing is compatible with the future vision. In the study area, as shown in Map 3.3, the tallest set of proposed structures should be located along Main Street to attract attention to the Corridor, but still have enough separation from the street to create a building form that is both pedestrian and vehicular focused.

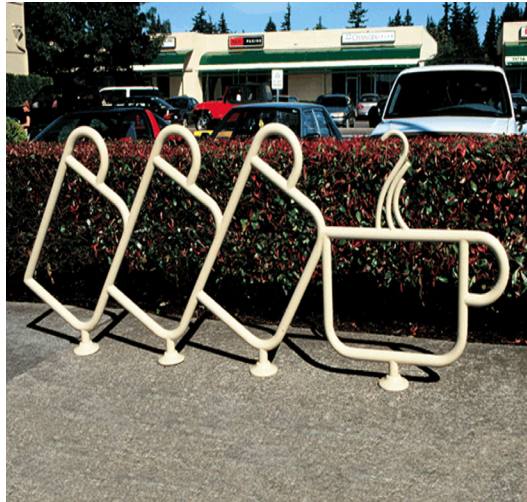
As you enter the District, the massing is a pedestrian-scale environment, away from the Main and Bird Street intersection. Low massing typically represents single- or two-story uses, and medium massing typically represents two- to five-story uses. High massing typically represents uses greater than five stories, but is not recommended for the character of the Central Main Street Corridor.

Map 3.3: Generalized Massing



Public Spaces

Public spaces help promote social interaction and a sense of community. A public space capitalizes on building design, scale, and architecture. It accommodates multiple uses and users. The space reflects the community's local character and personality. Consistent design standards offer the benefit of a harmoniously built environment, but they can also give spaces a generic feel that makes one place look like everywhere else. Therefore design standards should include accompanying plans to enhance the Corridor with elements of local culture and tradition that present a sense of place throughout the area. Landmarks, including monuments, memorials, gardens, splash pads, and entertainment spaces are great tools to attract members of the local community and add unique character to the area. Such landmarks also give Sun Prairie a chance to recognize citizens by name who have contributed to the betterment of the community through civic or philanthropic service. Public open spaces in the form of parks and pedestrian plazas offer opportunities to locate these landmarks. Having locals participate in the design and art selection is another way to encourage community sense of place.



TOP Example of decorative bike rack

MIDDLE Example of a national chain (McDonald's) with adaptive design to match municipal design standards and quasi-public spaces

BOTTOM Example of a mixed-use building with bottom floor retail and public spaces in the streetscape



3) Target key anchor sites as redevelopment priorities

The transformation of a few specific sites can cause a domino effect of redevelopment in a planning area. By focusing on the anchor sites, Sun Prairie could trigger additional redevelopment opportunities for adjacent properties that could benefit from rising land values caused by the anchor sites. Specific items that help to promote this objective include the following:

- Ensure anchor sites are large enough to accommodate impactful redevelopment projects;
- Ensure anchor sites create a sense of place and provide spaces for community interaction; and

- Ensure uses at key redevelopment sites are demand driven by patrons of the community's primary trade area.

Key anchor sites in the area include parcels at the intersection of W. Main Street and Bird Street, large parcels along Commercial Avenue, and parcels at the eastern and western gateways of the Corridor along W. Main Street. These sites were selected based on feedback from the public and the steering committee.

If developed appropriately, these sites have the potential to materially change the overall ambiance of the entire Corridor and influence subsequent development projects. Chapter 4 explains each site and expands on the features that make each site a good candidate for redevelopment.

TOP Example of a courtyard area for dining adjacent to mixed-use commercial development

BOTTOM Example of a medium-density commercial and residential development

RIGHT Example of a pedestrian wayfinding kiosk



3.3: Built Environment Recommendations

Focus on developing the W. Main & Bird Street intersection, creating a domino effect to expand the tax base.

Sun Prairie can take advantage of development trends in the greater South Central Wisconsin region by proactively targeting new developers and providing them with available development assistance programs, which are provided Chapter 5. Over the past five years, the assessed value of parcels in the study area has dropped by an average of nearly 5.5 percent, with most of this decrease happening between 2012 and 2014, as businesses continued feeling the negative effects of the recession. Since 2014, the Corridor has seen a rebound in assessed value, climbing an average of 3.2 percent per parcel over that period.

Redevelopment of any of the sites within the Corridor could have a major impact on assessed values. A single lot with a \$5 million redevelopment would increase the assessed value of the entire Corridor by over 16 percent. A parcel with a \$10 million redevelopment project would add almost 33 percent more assessed value to the Corridor as a whole. The City is already beginning to experience the domino effect of redevelopment with three development proposals over the past 18 months. The redevelopment will directly result in increased TID increment values. The location of development would determine if the new tax assessment would impact TID 11 increments or the general tax base.

Encouraging redevelopment within the TID would help bring increment levels back to pre-recession highs, while development outside of the TID would increase the net tax revenue for the general fund. Expanding the tax base as much as possible during the remaining years of the TID would ensure that once closed, the TID will be in a sustainable financial position.

The TID has an expenditure period that ends on December 5, 2036, and has a mandatory termination date of December 5, 2041, with final collection in 2042.

Review TID 11 annually for TID success with the following recommendations.

- 1) All infrastructure improvements should be consistent with the TID 11 Project Plan.
- 2) The City should prepare estimated future impact projections based on the current or potential development proposal. This step is more than the required TID report submitted to the Department of Revenue; however, the projections will illustrate the levels of development necessary to create general revenue and complete any proposed infrastructure projects to make the corridor more pedestrian and bicycle friendly.
- 3) As the multifamily and mixed-use market continues to expand, the City should conduct annual listening sessions with regional developers to listen to their development targets and needs. The City should follow the meeting with action plans detailing available subgrade infrastructure capacity, planned municipal capital improvement costs, identification of any zoning issues, and potential funding sources for any sites within the City that meets the needs of the developers, whether inside the TID or located elsewhere in the community.



LEFT Example of a pedestrian courtyard adjacent to mixed-use development

This plan provides recommendations based on five themes. At the end of each Recommendation section, a Action Plan is provided. Below is the Action Plan Key:

Action Plan Key:

- L** - Lead Role/ Responsible Party
- C** - Coordinator Role
- S** - Support Role

\$ - Primary internal staff time with limited outside funding

\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Continue to promote use of design guidelines for public and private improvements.

Create a relationship/connection with the W. Main Street businesses and land owners. Routinely meet and let the representatives know of any TID, infrastructure, business recruitment or other plans that could impact the area. They are potential partners in improving their business and others in the Corridor.

Action/Measurable Metric: Keep track of the W. Main Street improvements with photographs of businesses before and after any improvements.

Promote redevelopment of underutilized sites.

Several large lots along W. Main Street and Commercial Avenue are either vacant or are not being put to their highest and best use. These sites would make excellent priority sites for additional redevelopment within the Corridor.

Action: Compile a list of possible redevelopment sites and meet with the property owners to create a strategy for redevelopment.

Promote the Main Street Overlay District as a means to achieving greater design.

Annually meet with developers and place an emphasis on the MSO District as an incentive tool to expedite a redevelopment. Reinforcing the MSO District protects their investment by removing uncertainty into the future uses and designs of neighboring properties.

Built Environment Recommendation Action Plan

Implementation Strategies	Roles								Funding Source	Timeframe	Priority	Cost	
	City				Other								
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quas Municipal org or Business Org	County	Service Clubs	Residents/Property Owners	Federal, State, Local, Nonprofit, Private Sources	Timing	High, Medium, Low	Project and/or capital improvement cost
Built Environment													
Focus on developing the W. Main & Bird Intersection creating a domino effect to expand the tax base					C	S				Local	Ongoing	High	\$
Review TID No. 11 annually for TID success with recommendations on page 27		L			C					Local	Ongoing	Medium	\$
Continue to promote use of design guidelines for public and private improvements		S			L				S	Local	Ongoing	Medium	\$
Promote development of underused sites		S			L				S	-	Ongoing	High	\$
Promote the Main Street Overlay District as a means to achieving greater design.		S			L				S	-	Ongoing	High	\$

3.4: Placemaking and Branding Recommendations

Work with Chamber to create an identifiable brand to market the Corridor and to establish an entertainment focus as a way to stimulate development and create a sense of place.

An identifiable brand should include planning entertainment and destination events and attractions. The brand will help create a “top-of-mind” district for community gathering and entertainment.

Create streetscape design standards (i.g., banners, lighting, awnings, street furniture) based on the output of a marketing/branding campaign.

The streetscape designs should be based on the marketing/branding campaign that is community driven. Banners and other street-appropriate details that highlight local events or culture are great ways to create a sense of place.

Develop a community-wide wayfinding signage system and establish gateway features at all community entrances with improved landscaping at entrances.

Wayfinding prompts visitors and residents to explore places. If wayfinding is easy to navigate, people are more likely to patronize a business and visit cultural or entertainment sites.

Action: Work with the appropriate departments and groups to develop an implementation plan for wayfinding and gateway features with a goal of completing in two years.

Establish gateway features at Corridor entrances.

The gateways features are part of the entry nodes that are additional strategic points with intensive use. The gateways provide significant opportunities for creating vibrant spaces.

Create Housing Strategy- Identify sites and promote sites to developers for new, infill or rehabilitation

The future land map designates areas for the City to consider where housing should be placed. However, as areas in the Corridor begin to develop, the development can change those strategies.

Action: The City should make sure that the Corridor includes housing. If the catalyst redevelopment areas are not developed with housing, the City needs to identify additional sites for such housing.

Establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.



LEFT Example of wayfinding signage

BELOW Example of gateway signage



Action Plan Key:

L - Lead Role/
Responsible Party
C - Coordinator Role
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\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Improve landscaping at Corridor entrances

Landscaping plants that require less water and maintenance should be selected and officials should plan and provide adequate maintenance for plantings.

Action: The gateway landscaping should be developed in coordination with the design of the gateway feature. Connecting with local horticulturists will ensure plants that require less water, less maintenance, and are native to the area are planted.

Irrigation should be encouraged on all major redevelopment projects and at key gateway sites to promote the development of an attractive and well-maintained streetscape.

Create brand focused marketing materials to promote available sites within the Corridor.

Creating marketing materials that

reflect the brand of the Corridor helps reflect the look and feel to attract prospective businesses while quickly, and easily identifying sites to locate their establishments.

Action: Compile a list of possible redevelopment sites and meet with property owners to create a strategy for redevelopment. Use the list to annually meet with potential developers.

Placemaking and Branding Recommendation Action Plan

Implementation Strategies	Roles								Funding Source	Timeframe	Priority	Cost	
	City				Other								
Placemaking & Branding	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quasi Municipal org or Business Org	County	Service Clubs	Residents/Property Owners	Federal, State, Local, Nonprofit, Private Sources	Timing	High, Medium, Low	Project and/or capital improvement cost
Work with Chamber to create an identifiable brand to market the city and to establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.	S	S				L*	S	S		Local, Nonprofit	1-2 years	Medium	\$
Create streetscape design standards (i.e., banners, lighting, awnings, street furniture) based on the output of marketing/branding campaign.		C	S		L*	S	S			Local	1-2 years/3-5 years	Medium	\$\$
Develop community-wide wayfinding signage system and establish gateway features at all community entrances with improved landscaping at entrances.					L*			S		Local	1-2 years	High	\$
Establish gateway features at all community entrances.					L			S		Local	1-2 years	High	\$
Create Multifamily Housing Strategy- I identify and promote sites to developers for new, infill or rehabilitation.					L					Local	1-2 years	Medium	\$
Establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.					L	L		S		Local, Private, Nonprofit	1-2 years/3-5 years	Low	\$\$\$\$
Improve landscaping at community entrances.			S		L					Local, Private, Nonprofit	1-2 years	High	\$

3.5: Pedestrian Access, Bicycle Movement and Transit Recommendations

Designing a vibrant, mixed-use urban corridor requires ample public amenities, bicycle facilities, and pedestrian connections. The Corridor is already served by bicycle and pedestrian paths along some streets as indicated in Map 3.4, on page 26, but a functional multi-modal experience requires connections throughout the Corridor. The following recommendations expand on the existing connections along with providing a better traffic flow and increasing safety.

Continue to work with Metro Transit for future transit stops in the Corridor.

Map 3.5, on page 27, illustrates two potential transit locations located on N. Bird and Main Street. These are only suggestions and based on potential land development. The actual locations will need to be discussed and planned with Metro Transit.



LEFT: Examples of attractive landscaping, pedestrian amenities, and walkable plazas

Require new developments within the corridor to install 10-foot-wide multi-use paths. Once a critical mass has been achieved, install the remaining multi-use path to complete the network.

Action/Measurable Metric: Monitor developments in the corridor and track whether the development installed sidewalks or repaired sidewalks.

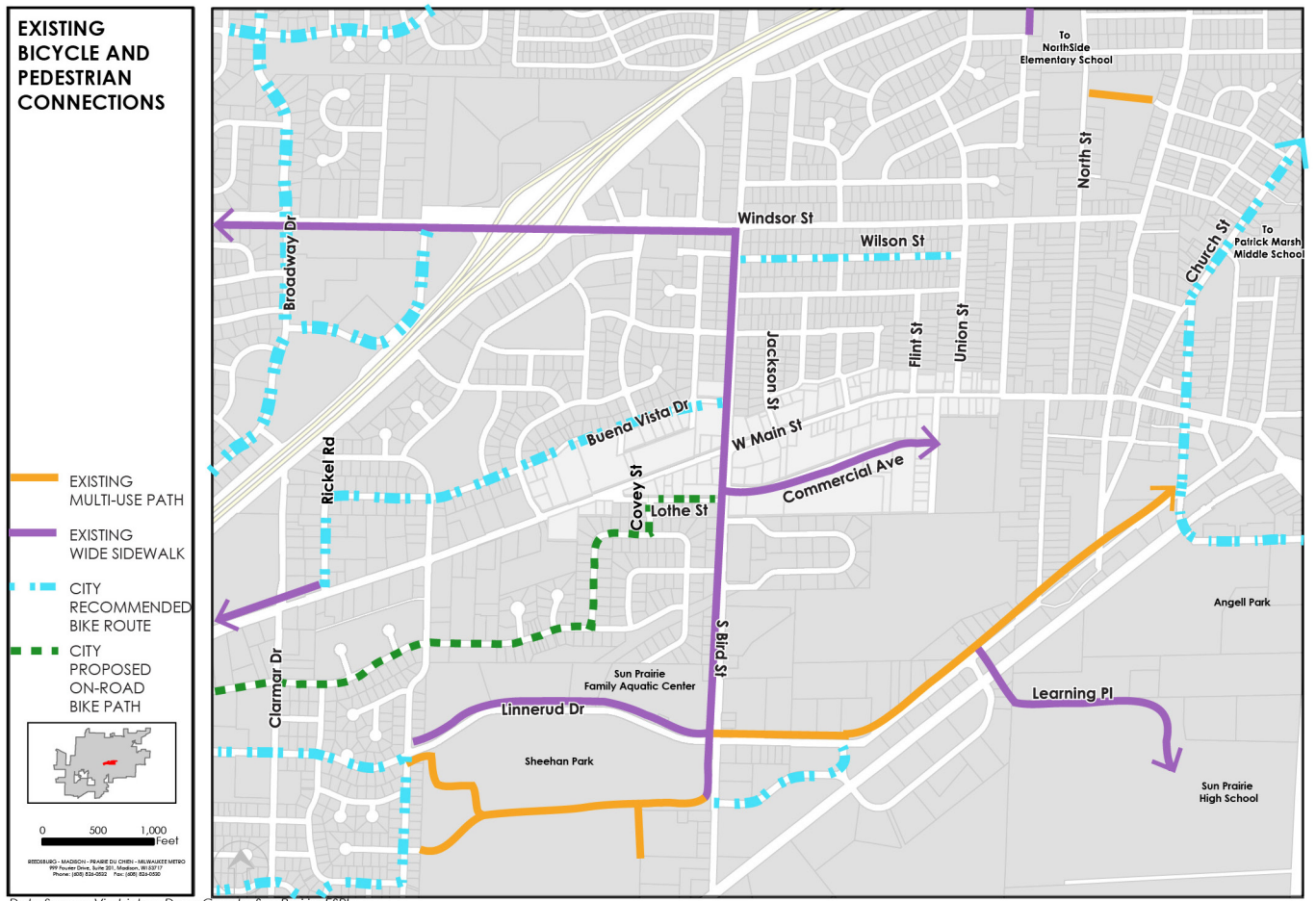
Develop a process to determine where and who installs bike racks within the Corridor.

Continue working with the County and WisDOT to collaborate on any future roadway or bicycle improvements and additions.

Add on-street bicycle facilities or convert Lothe Street into a designated bicycle facility.

The multi-use path along Commercial Avenue could be improved by providing additional east-west connections. The section of Lothe Street from Bird Street to Main Street would be a good place to begin the extension. Lothe Street has many advantages, including low vehicle speeds, low traffic volume, proximity to destinations on Main Street, and prospects for additional connections to the south and southwest. Creating a designated bicycle facility does not require structural changes to the right-of-way or adjustments to lane lines;

Map 3.4: Existing Bicycle and Pedestrian Connections



so it would be an effective, short-term action that would greatly improve mobility in the area. Sun Prairie could then expand the bicycle network by adding connections down Covey Street and other local streets leading south to Sheehan Park and toward Madison.

Add signage, sharrows, or a designated bicycle facility to Buena Vista Drive.

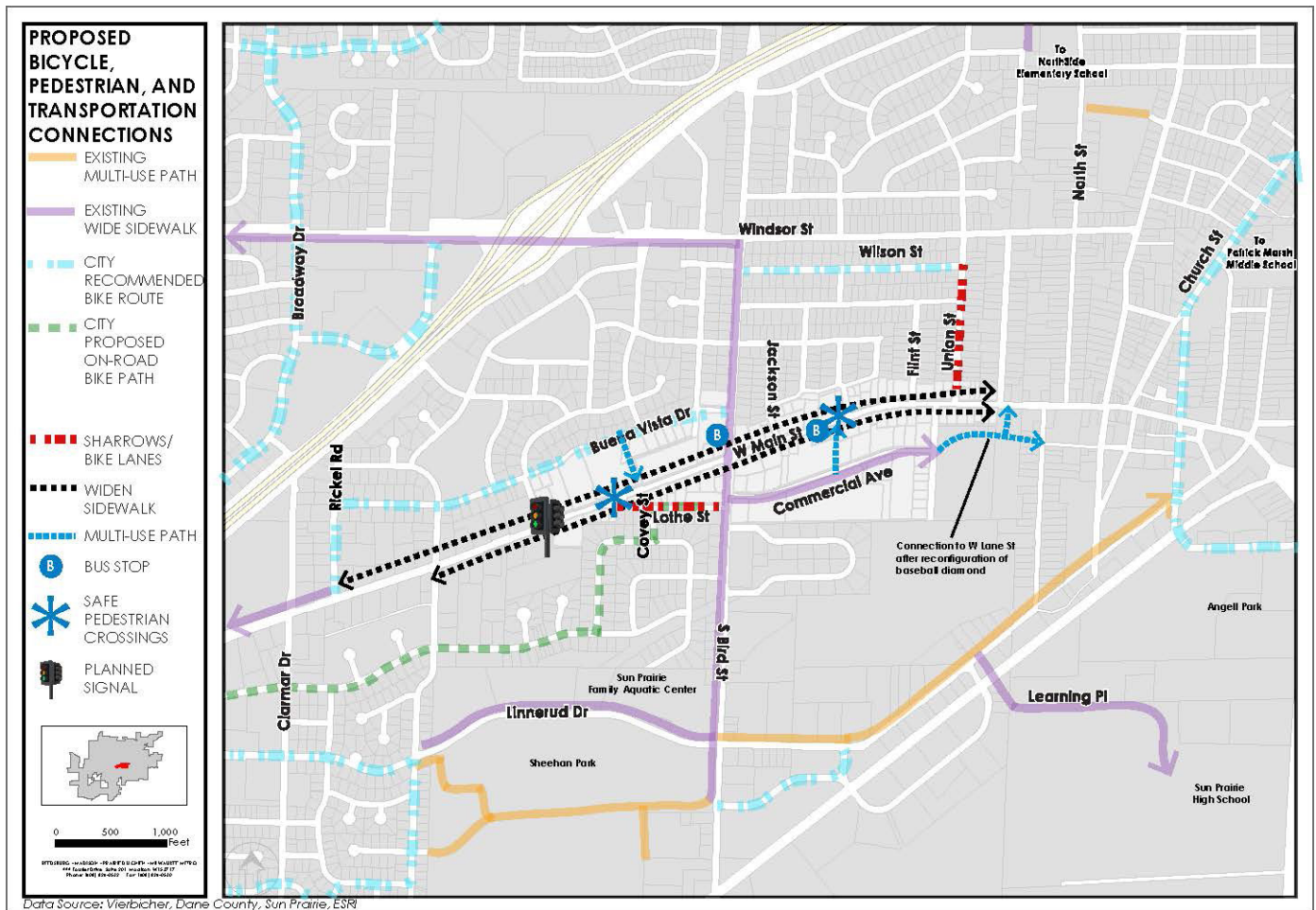
This recommendation aligns with Sun Prairie's most recent Bicycle Routes Map and Comprehensive Plan, which designates Buena Vista Drive as a recommended bicycle facility. Similar to Lothe Street, Buena Vista Drive has many advantages, including local traffic volumes, low vehicle speeds, and easy access to commercial destinations along Main Street. In the long term,

Sun Prairie should consider adding an on-street bicycle lane or a multi-use path the next time the Department of Public Works makes structural changes or repaints the right-of-way. Adding signage to make the road a designated bicycle route (as defined by the 2015 Bicycle Routes Map) is an easy and effective, short-term solution that would improve bicycle connectivity and better inform motorists of the right to use the road by other modes.

Add mid-block pedestrian crossings, pedestrian islands, curb extensions, and bump-outs along Main Street, Bird Street, and Commercial Avenue.

Besides sidewalks, the Corridor noticeably lacks structural features to accommodate pedestrian mobility. Block lengths along Main Street, Bird

Map 3.5: Proposed Bicycle and Pedestrian Connections



Street, and Commercial Avenue are long and provide few locations for pedestrians to safely navigate across vehicular traffic. Main Street and Bird Street are arterial roads with higher traffic volumes and wide rights-of-way-conditions that function as substantial obstacles for pedestrians.

Adding pedestrian islands is a long-term solution because it will require structural changes to the right-of-way. Painting mid-block crossings and adding attendant signage is a short- to medium-term method for improving pedestrian access that will not require physical changes to the right-of-way.

Studies have shown that narrower traffic lanes calm vehicle speeds. Bump outs and curb extensions work in a similar manner, as drivers have less room for error and must pay closer attention when negotiating structural changes in the right-of-way. Lower vehicle speeds, combined with shorter travel distances for foot traffic, combine for a more pleasant and accessible pedestrian experience. Sun Prairie should consider

the inclusion of these structural features in its long-term plans for right-of-way updates. Pedestrian accessibility is an essential component of increasing foot traffic in the Corridor. Not all features are appropriate for every street within the Corridor. The City would have to study each street in order to recommend the appropriate features.

Work with owner of 641 W. Main Street to construct a pedestrian pathway.

Commercial Avenue does not have any north-bound cross streets between Bird Street and Kroncke Drive. The length of the block acts as a major barrier for pedestrians seeking to access retail and dining establishments along Main Street and the Upper Middle School. A paved walking path across the property located at 641 W. Main Street would encourage more pedestrian contact with businesses adjacent to the area, a move that could result in increased retail sales and a greater sense of place. The property is almost exactly halfway between Bird Street and Kroncke Drive- and would instantly improve pedestrian connectivity.

Implement visual traffic calming techniques along the corridor as a way to slow vehicular traffic and increase pedestrian and bicycle traffic.

Traffic calming can be accomplished by visually introducing a variety of design and placemaking measures, such as placing buildings closer to the street and installing trees, planters, and/or light pole banners. Adding these visual elements makes drivers more uncomfortable and encourages drivers to slow down, making it a safer environment.

Action/Measurable Metric: Have two to three visual traffic-calming solutions implemented each year until complete. Consideration should be given to completing similar projects at the same time to reduce cost and improve efficiencies of scale.

BELOW Example of attractive pedestrian street crossing designs



Add additional mid-block crossings to increase awareness of pedestrian zones and provide signage alerting motorists of pedestrian crossings.

Action: Include these efforts as part of the traffic-calming solutions, where two to three solutions would be implemented each year.

Install signage/wayfinding directing users to points of interests throughout the Corridor and community.

Action: The wayfinding design should be completed in conjunction with the branding efforts to ensure design consistency. The signs should be designed for pedestrians and vehicles.

Action Plan Key:
See Action Plan key on page 30.

Pedestrian, Bicycle, and Transit Recommendation Action Plan

Implementation Strategies	Roles								Funding Source	Timeframe	Priority	Cost	
	City				Other								
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quasi-Municipal or Business Org	County	Service Clubs	Residents/Property Owners				
Pedestrian, Bicycle, and Transit													
Continue to work with Metro Transit for future transit stops in the Corridor.		L	C		S					Local, Private	Ongoing	Medium	\$
Require new developments within the corridor to install 10-foot-wide, multi-use paths. Once a critical mass has been achieved, install the remaining paths to complete the network.		L	S		C					Local, Private	Ongoing	Medium	\$
Develop a process to determine where and who installs bicycle racks within the Corridor.		L	S		C					Local, Private	Ongoing	Low	\$
Continue working with the County and WisDOT to collaborate on any future roadway or bicycle improvements and additions.		C	L				S			Local, State, Federal	Ongoing	Medium	\$
Add on-street bicycle facilities or convert Lothe Street into a designated bicycle facility.		L	S		C					Local, Private	1-2 years	Medium	\$
Add signage, sharrows, or a designated bike lane to Buena Vista Drive.		L	C		S					Local, Private	1-2 years	Low	\$
Add mid-block pedestrian crossings, pedestrian islands, curb extensions, and bump outs along Main Street, Bird Street, and Commercial Avenue.		L	C		S					Local, Private	1-2 years	Medium	\$\$
Work with owner of 641 W. Main Street to construct a pedestrian pathway.			S		L					Local, Private	1-2 years	Medium	\$
Implement visual traffic-calming techniques along the corridor as a way to slow vehicular traffic and increase pedestrian and bicycle traffic via aesthetics.		C	L		S		S			Local, State, Federal	3-5 years	High	\$\$
Add additional mid-block crossing to increase awareness of pedestrian zones and provide signage alerting motorists of pedestrian crossings.		C	S		L		S			Local, State, Federal	3-5 years	Low	\$\$
Install signage/wayfinding directing users to points of interest throughout the Corridor and community.	C	C		L						Local, Nonprofit	1-2 years	High	\$\$

3.6: Other Infrastructure

Plan future infrastructure needs by keeping in mind accessibility, safety, and connection points within the Corridor.

Infrastructure goals shall always be oriented toward future needs. The anticipation of future needs regarding transit, vehicle movement, and demographic changes should guide the City's actions.

Action/Measurable Metric: Infrastructure planning efforts shall incorporate an element tracking future accessibility, safety, and connection points; decision-making figures should incorporate this information into policy.

Optimize use of existing parking.

The Corridor currently has more than enough parking to accommodate businesses and residents. Until sites are redeveloped, the City should not encourage any municipal parking lots.

Action: Planning staff shall draft creative placemaking initiatives to put existing parking spaces to more efficient use. Examples include parklets, pop-up markets, festivals, and exhibitions that could be hosted in strip mall parking lots and other areas with large amounts of impervious surface.

Install streetscape amenities to match marketing/branding efforts.

Examples include trees/planters, pedestrian-scaled street lighting, benches/sitting zones, banners, and trash receptacles all designed to exude a sense of place. Staff and City officials should ensure all streetscape amenities and marketing materials follow a consistent branded theme. The theme should be tastefully incorporated into accent features throughout the built environment.

Action: Hire a branding consultant or work with officials in-house to draft and vote on a consistent and recognizable brand for the Corridor. Consistently implement the brand during Phase 1 redevelopment efforts.

Action Plan Key:

L - Lead Role/
Responsible Party
C - Coordinator Role
S - Support Role

\$ - Primary internal staff time with limited outside funding

\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Other Infrastructure Recommendation Action Plan

Implementation Strategies	Roles									Funding Source	Timeframe	Priority	Cost
	City					Other							
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning/Community Development	BID/Quasi Municipal org or Business Org	County	Service Clubs	Residents/Property Owners	Federal, State, Local, Nonprofit, Private Sources	Timing	High, Medium, Low	Project and/or capital improvement cost
Plan future infrastructure needs by keeping in mind accessibility, safety, and connection points within the corridor.					L*	S	S	S	S	Local	Ongoing	High	\$\$\$\$
Optimize use of existing parking.			S		L				S	Local, private	1-2 years	Medium	\$
Install streetscape amenities to match marketing/branding efforts.		C	S	S	L*	S		S	S	Local, Private, Nonprofit	3-5 years	Low	\$\$

3.7: Business Development

Conduct annual business climate meetings with business owners in the Corridor.

Coordination between business owners, staff, and public officials is useful for strengthening communication ties and ensuring that all stakeholders are oriented toward common goals. City staff should prioritize business retention targets within the Corridor with whom to meet one-on-one, and work with the Chamber to annually meet with all business owners in a group setting.

Action: Formally track whether staff or public officials have completed an annual “check-in” meeting or other retention efforts

Define and update Market Analysis biennially to track retail needs of the City.

Action: Define a set of data that should be tracked and from what sources. Set calendar dates for completion of the Market Analysis update every two years. Either hire an outside consultant or agree upon a methodology for the Analysis and complete it in-house.

Action: Educate businesses on how to use Market Analysis data to make smarter business decisions.

Update Economic Development Strategy biennially incorporating Business Retention & Expansion (BR&E) information.

The macroeconomic landscape is ever-changing. Since industries continuously pass through stages of ascent and decline, the City should analyze its Economic Development efforts every two years to ensure it is positioned well for the short-, medium-, and long-term future. A Business Retention & Expansion (BR&E) program is useful because it can identify problems and implement corrective measures before businesses are forced to relocate or close. A BRE

program also opens communication lines between businesses and customers to ensure the needs of both parties are better met.

Action: Set targeted business recruitment and retention goals by business type, as well as goals for the overall business mix and residential density. Forward these as recommendations to the Comprehensive Planning Committee.

Action: Establish, maintain and distribute a list of business resources to businesses in the corridor that include assistance with financing, marketing, hiring, etc.

Action: Incorporate succession planning and annual needs assessments via surveys and questionnaires into outreach efforts with Corridor businesses.

Create a Business Recruitment Committee to recruit businesses to the City and fill vacant retail sites.

Proactive economic development officials seek desired business types and work with prospective business owners to incorporate their business seamlessly into the existing commercial landscape. A Business Recruitment Committee conveys a welcoming business climate and signals to recruit businesses that the community actively wishes to see them succeed.

Action: Set a deadline for the formation of the committee. Strategies, and ongoing composition of the committee can be determined after the committee has formed.

Coordinate with appropriate agencies and resources to provide entrepreneurship classes and workshops aimed at growing businesses in the City and Corridor.

The benefits of entrepreneurship are self-evident. Successful entrepreneurs are more likely to keep businesses in the communities where they launch and are more likely to support and patronize other local businesses. Local entrepreneurs also instill confidence in

local consumers who 'know the people behind the product.' Possible resources include the Madison College Small Business Initiative, the UW Small Business Development Center, and UW Law School Center for Entrepreneurship.

Action: Incorporate entrepreneurship workshops into Sun Prairie's overall Economic Development Strategy and set specific dates to hold these events.

Streamline the business startup and development process.

Identify the possible barriers to entry that prevent prospective entrepreneurs and existing businesses from entering the marketplace. Strive to simplify the business creation and development process while simultaneously upholding existing zoning and site design principles.

Action: As part of annual business owner meetings and entrepreneurship workshops, invite feedback on the business creation and development process. Implement feasible solutions based on feedback to streamline these processes.

Explore starting a Business Improvement District (BID) program to assist with business development and programmatic opportunities in the Corridor.

Wisconsin Statutes §66.1109 governs the creation of BIDs, which are useful tools for fostering a healthy level of cooperation among businesses, managing shared costs, implementing desired improvements, and meeting strategic challenges.

Action: Create a forum to allow business owners to petition for a BID. If the idea receives enough support, the City should collaborate on a specific timeframe for filing the necessary paperwork with the State of Wisconsin to create the BID.

Business Development Recommendation Action Plan

Implementation Strategies	Roles										Funding Source	Timeframe	Priority	Cost
	City					Other								
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quasi-Municipal Org or Business Org	County	Service Clubs	Residents/Property Owners		Federal, State, Local, Nonprofit, Private Sources	Timing	High, Medium, Low	Project and/or capital improvement cost
Business Development														
Conduct annual business climate meetings with business owners within the corridor.	L	C					S	S			Local	Ongoing	Low	\$
Define and update Market Analysis biennially to track retail needs of the City.		C			L*						Local	Ongoing	Low	\$\$
Update Economic Development Strategy biennially, incorporating Business Retention & Expansion (BR&E) information.		C			L*						Local	Ongoing	Low	\$\$
Create a Business Recruitment Committee to recruit businesses to the City and fill vacant retail sites.		C		L	S	S	S				Local	1-2 years	High	\$
Explore starting a Business Improvement District (BID) program to assist with business development and programmatic opportunities in the Corridor.		C		L	S		S	S			Local, Nonprofit	1-2 years/3-5 years	High	\$
Coordinate with appropriate agencies and resources to provide entrepreneurship classes and workshops aimed at growing businesses in the City and Corridor.		S				C	S	S			Local, Nonprofit	Ongoing	Medium	\$
Streamline business startup and development process.		C		L							Local	Ongoing	Medium	\$
Create marketing brochure to promote available sites within the Corridor.		C	S	L		S					Local	1-2 years	High	\$
Work with property owners in the corridor on succession planning and annual needs assessment.		C		L		S		S			Local	1-2 years	Low	\$

Action Plan Key:

L - Lead Role/
Responsible Party
C - Coordinator Role
S - Support Role

\$ - Primary internal staff time with limited outside funding

\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Recommendations Action Plan Combined

	Roles								Funding Source	Timeframe	Priority	Cost	
	City				Other								
Implementation Strategies	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quas Municipal Org or Business Org	County	Service Clubs	Residents/Property Owners	Federal, State, Local, Nonprofit, Private Sources	Timing	High, Medium, Low	Project and/or capital improvement cost
Built Environment													
Focus on developing the W. Main & Bird Intersection creating a domino effect to expand the tax base					C	S				Local	Ongoing	High	\$
Review TID No. 11 annually for TID success with recommendations on page 27		L			C					Local	Ongoing	Medium	\$
Continue to promote use of design guidelines for public and private improvements		S			L				S	Local	Ongoing	Medium	\$
Promote development of underused sites		S			L				S	-	Ongoing	High	\$
Promote the Main Street Overlay District as a means to achieving greater design.		S			L				S	-	Ongoing	High	\$
Placemaking & Branding													
Work with Chamber to create an identifiable brand to market the city and to establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.	S	S				L*	S	S		Local, Nonprofit	1-2 years	Medium	\$
Create streetscape design standards (i.e., banners, lighting, awnings, street furniture) based on the output of marketing/branding campaign.		C	S		L*	S		S		Local	1-2 years/3-5 years	Medium	\$\$
Develop community-wide wayfinding signage system and establish gateway features at all community entrances with improved landscaping at entrances.					L*				S	Local	1-2 years	High	\$
Establish gateway features at all community entrances.					L				S	Local	1-2 years	High	\$
Create Multifamily Housing Strategy- Identify and promote sites to developers for new, infill or rehabilitation.					L					Local	1-2 years	Medium	\$
Establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.					L	L			S	Local, Private, Nonprofit	1-2 years/3-5 years	Low	\$\$\$
Improve landscaping at Corridor entrances.			S		L					Local, Private, Nonprofit	1-2 years	High	\$

Action Plan Key:

- L - Lead Role/
Responsible Party
- C - Coordinator Role
- S - Support Role

\$ - Primary internal staff time with limited outside funding

\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Recommendations Action Plan Combined

Implementation Strategies	Roles										Funding Source	Timeframe	Priority	Cost	
	City					Other									
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quasi Municipal Org or Business Org	County	Service Clubs	Residents/Property Owners						
Pedestrian, Bicycle, and Transit															
Continue to work with Metro Transit for future transit stops in the Corridor.		L	C		S						Local, Private	Ongoing	Medium		\$
Require new developments within the corridor to install 10-foot-wide, multi-use paths. Once a critical mass has been achieved, install the remaining paths to complete the network.		L	S		C						Local, Private	Ongoing	Medium		\$
Develop a process to determine where and who installs bicycle racks within the Corridor.		L	S		C						Local, Private	Ongoing	Low		\$
Continue working with the County and WisDOT to collaborate on any future roadway or bicycle improvements and additions.		C	L					S			Local, State, Federal	Ongoing	Medium		\$
Add on-street bicycle facilities or convert Lothe Street into a designated bicycle facility.		L	S		C						Local, Private	1-2 years	Medium		\$
Add signage, sharrows, or a designated bike lane to Buena Vista Drive.		L	C		S						Local, Private	1-2 years	Low		\$
Add mid-block pedestrian crossings, pedestrian islands, curb extensions, and bump outs along Main Street, Bird Street, and Commercial Avenue.		L	C		S						Local, Private	1-2 years	Medium		\$\$
Work with owner of 641 W. Main Street to construct a pedestrian pathway.			S		L						Local, Private	1-2 years	Medium		\$
Implement visual traffic-calming techniques along the corridor as a way to slow vehicular traffic and increase pedestrian and bicycle traffic via aesthetics.		C	L		S			S			Local, State, Federal	3-5 years	High		\$\$
Add additional mid-block crossing to increase awareness of pedestrian zones and provide signage alerting motorists of pedestrian crossings.		C	S		L			S			Local, State, Federal	3-5 years	Low		\$\$
Install signage/wayfinding directing users to points of interest throughout the Corridor and community.	C	C		L							Local, Nonprofit	1-2 years	High		\$\$
Other Infrastructure															
Plan future infrastructure needs by keeping in mind accessibility, safety, and connection points within the Corridor.					L*	S	S	S	S		Local	Ongoing	High		\$\$-\$
Optimize use of existing parking.			S		L				S		Local, private	1-2 years	Medium		\$
Install streetscape amenities to match marketing/branding efforts.		C	S	S	L*	S		S	S		Local, Private, Nonprofit	3-5 years	Low		\$\$

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\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5

Recommendations Action Plan Combined

Implementation Strategies	Roles								Funding Source	Timeframe	Priority	Cost	
	City				Other								
	Elected Officials	City Administration	City Public Works/Engineering	City Parks and Recreation	Planning Community Development	BID/Quasi Municipal org or Business Org	County	Service Clubs					Residents/Property Owners
Business Development													
Conduct annual business climate meetings with business owners within the corridor.	L	C					S	S		Local	Ongoing	Low	\$
Define and update Market Analysis biennially to track retail needs of the City.		C			L*					Local	Ongoing	Low	\$\$
Update Economic Development Strategy biennially, incorporating Business Retention & Expansion (BR&E) information.		C			L*					Local	Ongoing	Low	\$\$
Create a Business Recruitment Committee to recruit businesses to the City and fill vacant retail sites.		C			L	S	S	S		Local	1-2 years	High	\$
Explore starting a Business Improvement District (BID) program to assist with business development and programmatic opportunities in the Corridor.		C			L	S		S	S	Local, Nonprofit	1-2 years/3-5 years	High	\$
Coordinate with appropriate agencies and resources to provide entrepreneurship classes and workshops aimed at growing businesses in the City and Corridor.		S				C	S	S		Local, Nonprofit	Ongoing	Medium	\$
Streamline business startup and development process.		C			L					Local	Ongoing	Medium	\$
Create marketing brochure to promote available sites within the Corridor.		C	S		L		S			Local	1-2 years	High	\$
Work with property owners in the corridor on succession planning and annual needs assessment.		C			L		S	S		Local	1-2 years	Low	\$

Action Plan Key:

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Responsible Party
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\$ - Primary internal staff time with limited outside funding

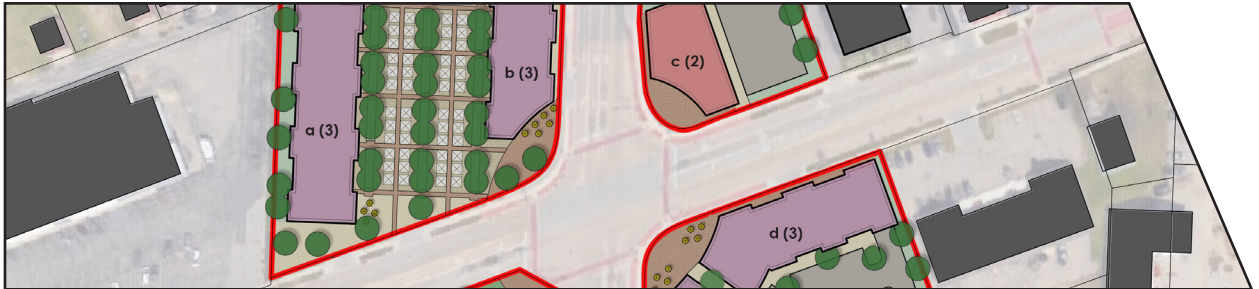
\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - Capital improvements greater than \$100,000 but less than \$1,000,000

\$\$\$\$ - Multi-million dollar public-private capital project investment

* Consultant needed if no in-house expertise

Potential funding sources listed in Chapter 5



CHAPTER 4: PRIORITY REDEVELOPMENT CONCEPTS

CHAPTER 4: PRIORITY REDEVELOPMENT CONCEPTS

4.1: Introduction

This Chapter discusses the Main Street Overlay Design Standards and how the standards relate to the Corridor. The Redevelopment Plan identifies specific corridor aspirations and action steps that will have a measurable and visual impact on the built environment and measurable impacts on the economic growth within the Corridor. The W. Main and Bird Street Intersection was selected as the priority area with each corner having its own unique design but within a unifying concept. The land uses and programming that define the character of each corner is a result of public engagement. The Phase 1 Development Plan provides details for the priority sites, along with potential funding sources.

4.2: Continuance of Main Street Overlay Design Standards

Sun Prairie adopted the Main Street Overlay (MSO) Zoning District in 2010 to provide a coherent set of design standards for redevelopment and new development projects along W. Main Street. The Overlay District calls for an expedited staff review timeline for projects that substantially meet the District's criteria for both site and building design. The standards articulated in the MSO are intended to set a minimum level of quality while also allowing developers and property owners some flexibility in how they develop and

redevelop land along W. Main Street. The majority of the Central Main Street Corridor planning area is included in the MSO.

The MSO places a greater focus on site and building design, rather than land use. This is a departure from previous zoning regulations along the Corridor. The site plan review process is significantly shortened due to this shift in focus away from land use to the extent that a proposal meets minimum design criteria. If a development cannot fully comply with the standards, then there is the need for the higher level of scrutiny in the approval process by way of a conditional use permit (CUP) or outright prohibition. A complete list of conditionally permitted and prohibited uses is included on Sun Prairie's MSO Illustrated Design Standards document found on Sun Prairie's website or in the Zoning Code under Section 17.16.200.

Site design standards covered under the purview of the MSO include the following:

- Build-to Zone
- Parking Location
- Parking Lot Landscaping—Street Edge
- Residential Buffer
- Cross Access
- Pedestrian Connections
- Crosswalks
- Drive-Thru Lanes
- Loading, Refuse
- Fueling Canopies
- Mechanicals
- Signage
- Vending

The intended goal for these elements is to create a holistic aesthetic that uniformly fits the desired urban character of the Corridor at the site level. The build-to zone mandates a simultaneous maximum and minimum setback from the street. This is intended to encourage a consistent street wall



LEFT Design standards showcasing an attractive façade, building materials, and site layout

of building façades throughout the Corridor.

The MSO standards prioritize the pedestrian experience by encouraging parking behind or beside buildings and adhering to tasteful landscaping along right-of-ways. Residential buffers are intended to separate lower-intensity, single-family residential areas from the more lively and active Corridor area through screening, fencing, and natural plantings. Cross access easements with neighboring properties, provide safer and pedestrian and vehicular connections between developments and the residential areas. The cross access easements will expand the network of paths and walkways through adjacent parcels. Thus, expanding the network of paths and walkways creates a more walkable area because of the reduced barriers, such as additional time to walk or limiting pedestrian/vehicle traffic. Pedestrians are more likely to walk than to drive when access is easy to navigate. The City should discourage development from taking up entire blocks with massive, impenetrable buildings, and encourage partition development along larger blocks to encourage pedestrian engagement.

A more complete and detailed list of site design standards is included within the MSO Illustrated Design Standards document on Sun Prairie's website and under Section 17.16.200 of the Zoning Code. Building design standards covered under the purview of the MSO include the following:

- Primary Building Materials
- Accent Materials
- Pitched Roofs
- Flat Roofs
- Windows
- Entrances
- Façades
- Building Base and Top
- Building Height
- Ceiling Height
- Building Colors

The intended goal for these elements

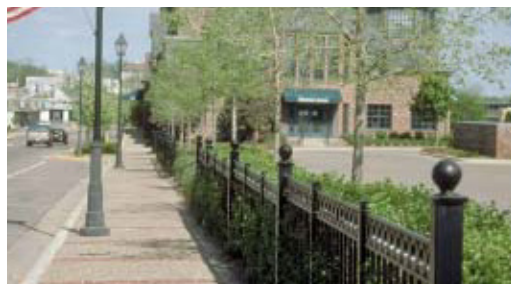
is to focus on individual structures when promoting a uniform urban design aesthetic. The MSO stresses the use of quality building materials and appropriate building orientation. Materials, such as stone, brick, stained or finished concrete, wood, and fiber cement are encouraged for use as primary building materials that compose the foundations of structures.

Building design standards also prioritize the pedestrian experience by mandating minimum façade coverage of windows. Entrances should be oriented toward the W. Main Street frontage, with some exceptions. The standards also encourage the construction of façades that reflect the desired downtown storefront aesthetic. Colors most appropriate for the Corridor include earth tones and natural colors that match the surrounding landscape. A complete list of all building design standards can be found within the MSO Illustrated Design Standards document on Sun Prairie's website and under Section 17.16.200 of the Zoning Code.

The Main Street Overlay (MSO) District has proven successful in several ways. It has helped the city implement workforce housing in the district by implementing clear and understandable design standards. It has also streamlined



RIGHT Design standards showcasing an attractive site layout



RIGHT Design standards showcasing attractive building materials

the municipal review process for development proposals and established predictable and consistent form-based standards. By emphasizing design, rather than strictly use, developers are able to provide needed services that could have been restricted under traditional zoning standards. Overall, the program has been successful and should be continuously implemented in the future.

4.3: Priority Redevelopment

Redevelopment of an existing corridor must be taken in an incremental approach. As such, the planning process identified several priority redevelopment sites requested by the public. The public identified the parcels located in and around the intersection of W. Main and Bird Street.

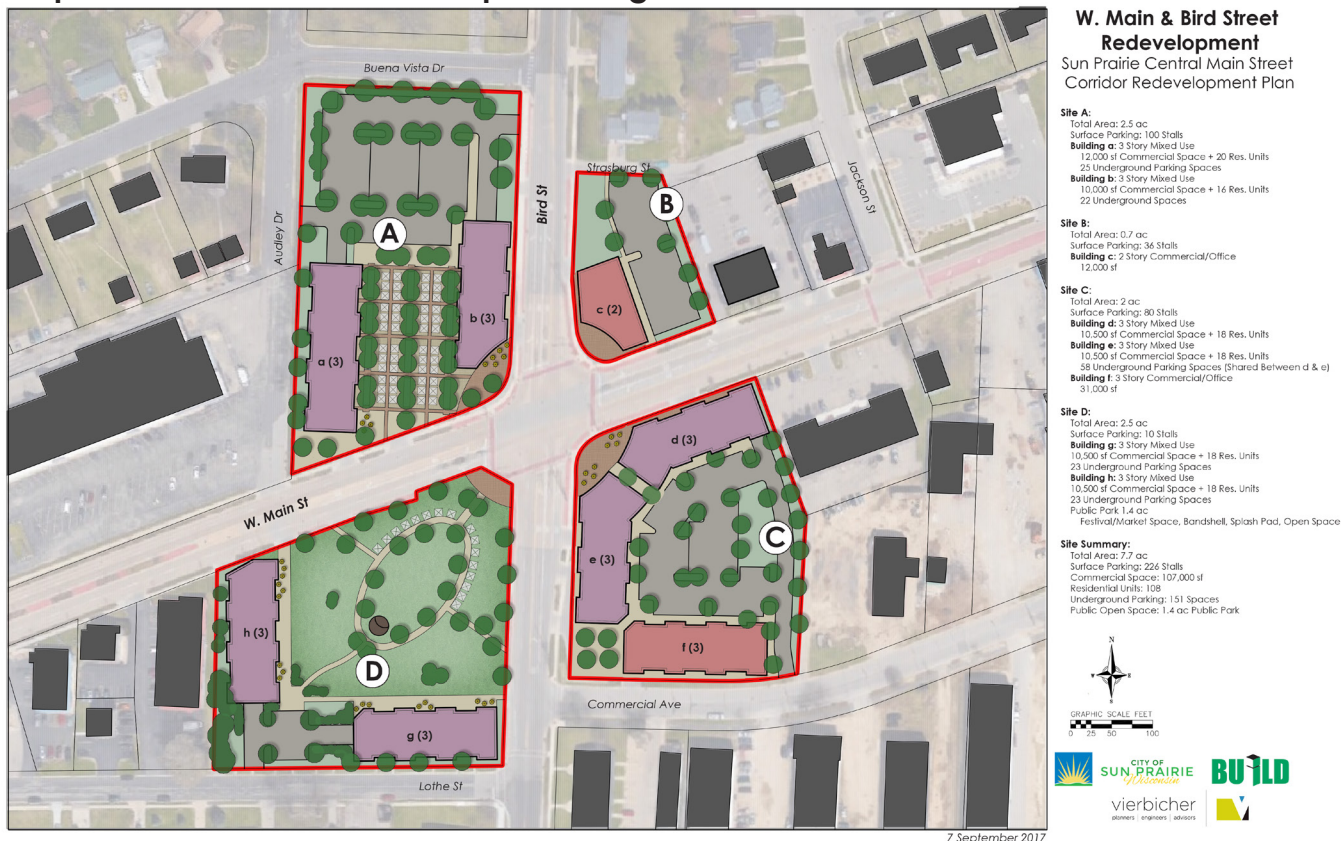
While the illustrated concepts provide a possible development scenario, they are meant to be conceptual in nature and

do not represent a final development proposal, nor do they provide detailed engineering designs or construction-ready drawings. Implementation of this will require a partnership with private developers to designate public versus private space. The complete redevelopment of the intersection will set the stage for Sun Prairie to advance ongoing revitalization efforts in this area.

4.4: Redevelopment Overview

Once the W. Main and Bird Street Intersection was selected as the priority area, the sites were separated into four corners, with each corner having its own unique design within a unifying concept. The land uses and programming that define the character of each corner is a result of the SWOT and Market Analyses.

Map 4.1: W. Main & Bird Concept Drawing



Northwest Corner (A)

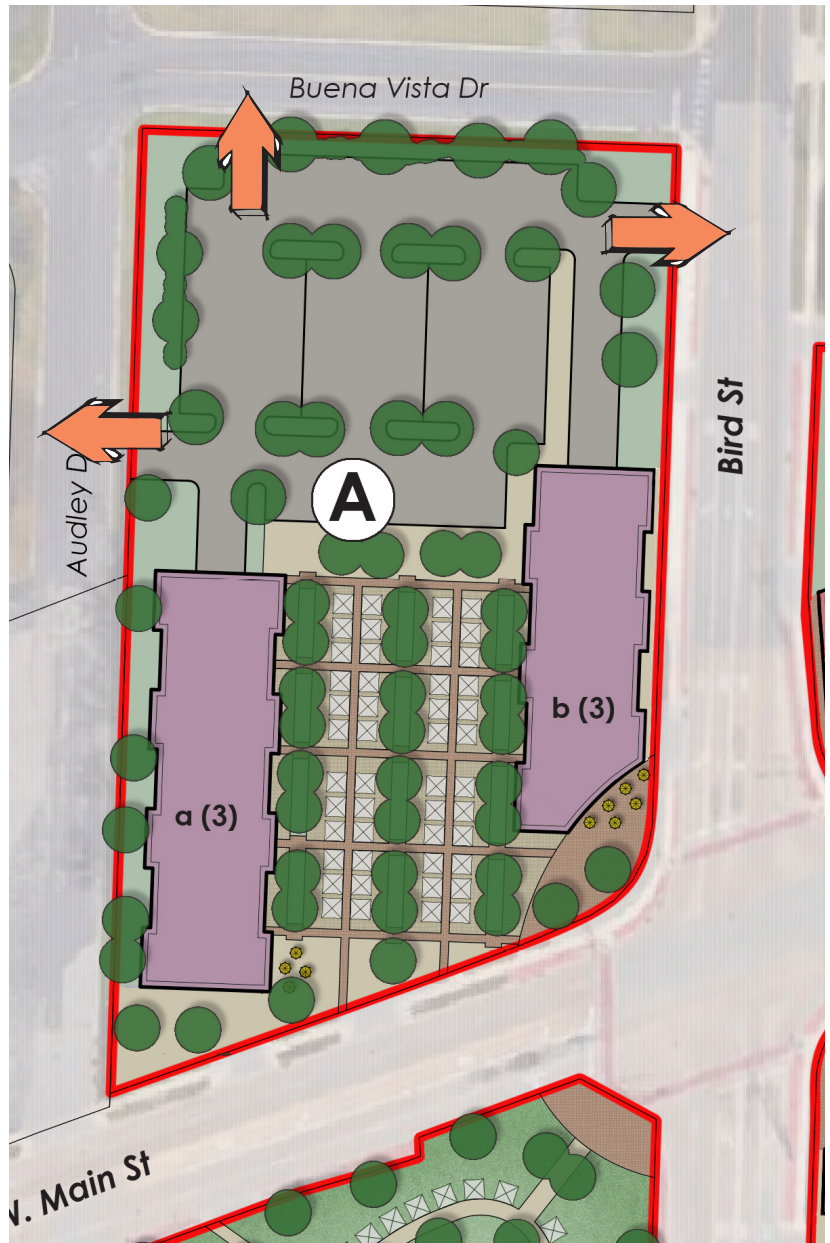
The following concept was selected by the public and Steering Committee for the northwest corner of the W. Main and Bird Street priority area. The conceptual design includes a total area of 2.5 acres, a 0.5-acre public plaza, and 100 surface parking stalls. In addition, it contains two separate buildings. Building a is a three-story mixed-use building with 10,600 square feet of commercial space, 18 residential units, and 28 underground parking stalls. Building b is also a three-story mixed-use building that houses 12,000 square feet of commercial space, 20 residential units, and 32 underground parking stalls.

Parcel Redevelopment Action Plan (Developer led parcel assembly)

1. Meet with potential developers and identify interests in corridor site(s).
2. If the site is selected, work with the developer to review concept plan.
3. Review concept plan against MSO standards and Central Main Street Redevelopment Plan.
4. Enter into development agreement if requesting funding assistance.

Parcel Redevelopment Action Plan (City led parcel assembly)

1. Meet with stakeholders (landowners, businesses, and the County because of unpaid taxes).
2. Inventory the privately held parcels necessary to assemble enough land for development.
3. Create a redevelopment plan (funding sources, timeframes, targeted developers, etc.).
4. Enter into negotiations to purchase the land.
5. Land bank the parcel or identify a developer for the site.
6. Enter into a development agreement with the potential developer.
7. Remove structures or work with a developer to remove structures.
8. Transfer ownership to a developer.
9. Continue with steps 1-3 above.



Key Design Elements

Cross access between properties to reduce entry and exit to W. Main and Bird Streets.

Mixed-use buildings with a central plaza and patio for residents and patrons.

Surface and underground parking to accommodate residents and patrons.

Signature corner building feature.

Northeast Corner (B)

The following concept was selected by the public and Steering Committee for the northeast corner of the W. Main and Bird Street priority area. This conceptual design consists of 0.7 acres and includes a two-story commercial office building with 12,000 square feet and 36 surface parking stalls.

Parcel Redevelopment Action Plan (Developer led parcel assembly)

1. Meet with potential developers and identify interests in corridor site(s).
2. If the site is selected, work with the developer to review concept plan.
3. Review concept plan against MSO standards and Central Main Street Redevelopment Plan.
4. Enter into development agreement if requesting funding assistance.

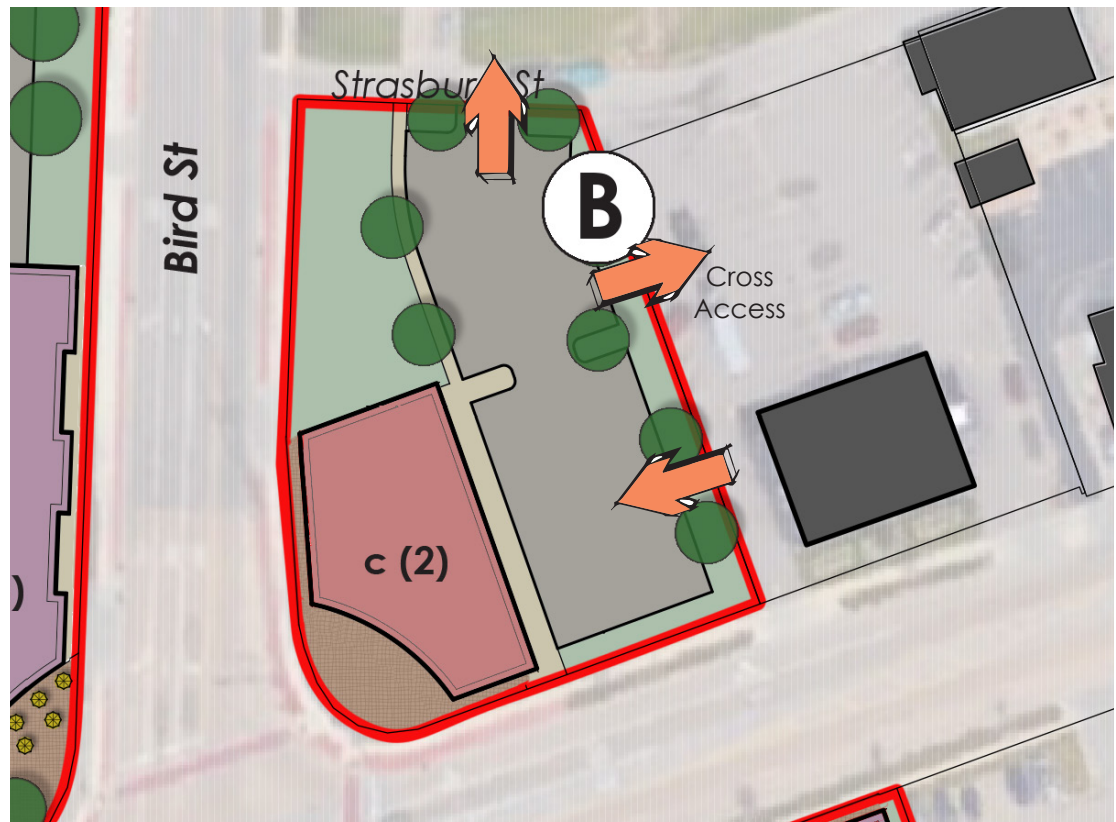
Parcel Redevelopment Action Plan (City led parcel assembly)

1. Meet with stakeholders (land owners, businesses).
2. Create a redevelopment plan (funding sources, timeframes, targeted developers, etc.).
3. Enter into negotiations to purchase the land.
4. Land bank the parcel or identify a developer for the site.
5. Enter into a development agreement with a potential developer.
6. Remove structures or work with a developer to remove structures.
7. Transfer ownership to a developer.
8. Continue with steps 1-3 above.

Key Design Elements

Cross access between properties to reduce entry and exit to W. Main and Bird Streets.

Signature corner building feature.



Southeast Corner (C)

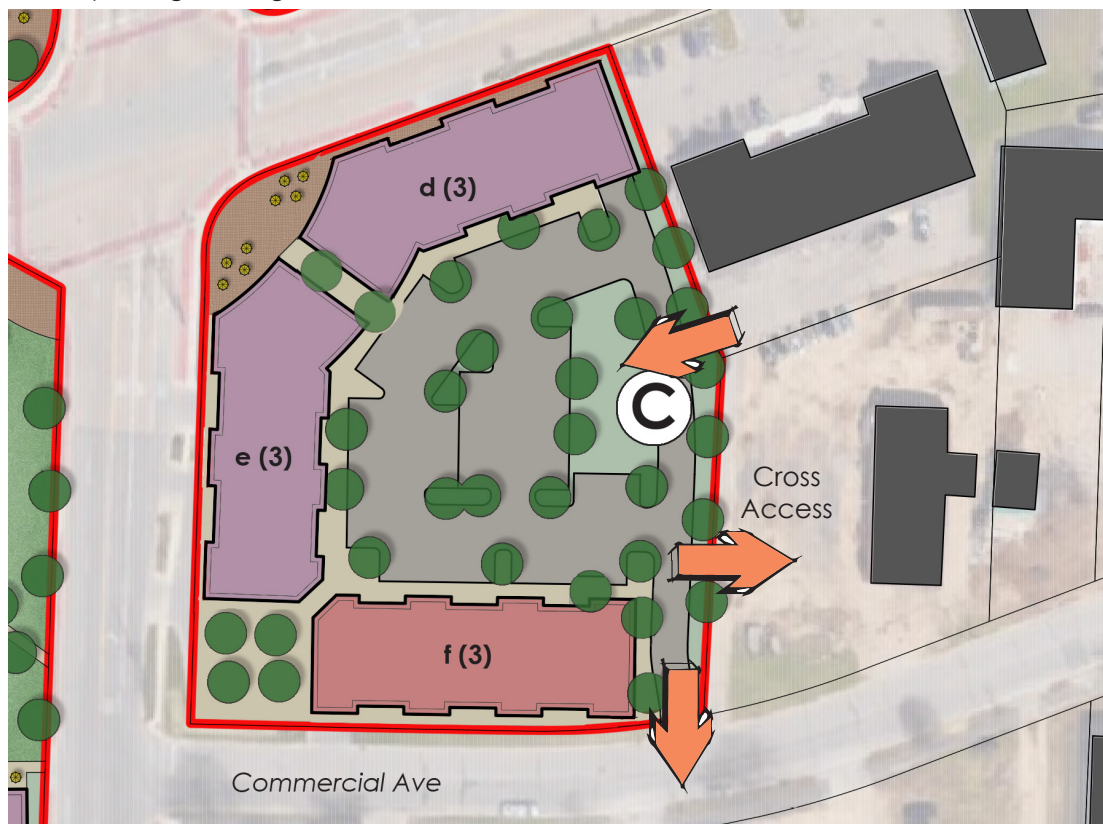
The following concept was selected by the public and Steering Committee for the southeast corner of the W. Main and Bird Street priority area. This concept consists of a total area of 2 acres and has 80 surface parking stalls. The concept also contains one three-story commercial office building with 40,000 square feet and two identical, mixed-use buildings, each containing three stories with 10,500 square feet of retail space, 18 residential units, and 29 underground parking stalls.

Parcel Redevelopment Action Plan (Developer led parcel assembly)

1. Meet with potential developers and identify interests in corridor site(s).
2. If the site is selected, work with a developer to review concept plan.
3. Review concept plan against MSO standards and Central Main Street Redevelopment Plan.
4. Enter into development agreement if requesting funding assistance.

Parcel Redevelopment Action Plan (City led parcel assembly)

1. Meet with stakeholders (land owners, businesses).
2. Create a redevelopment plan (funding sources, timeframes, targeted developers, etc.).
3. Enter into negotiations to purchase the land.
4. Land bank the parcel or identify a developer for the site.
5. Enter into a development agreement with a potential developer.
6. Remove structures or work with a developer to remove structures.
7. Transfer ownership to a developer.
8. Continue with steps 1-3 above.



Key Design Elements

Cross access between properties to reduce entry and exit to W. Main Street and Commercial Avenue.

Mixed-use buildings with a central plaza and patio for residents and patrons.

Surface and underground parking to accommodate residents and patrons.

Signature corner building feature.

Southwest Corner (D)

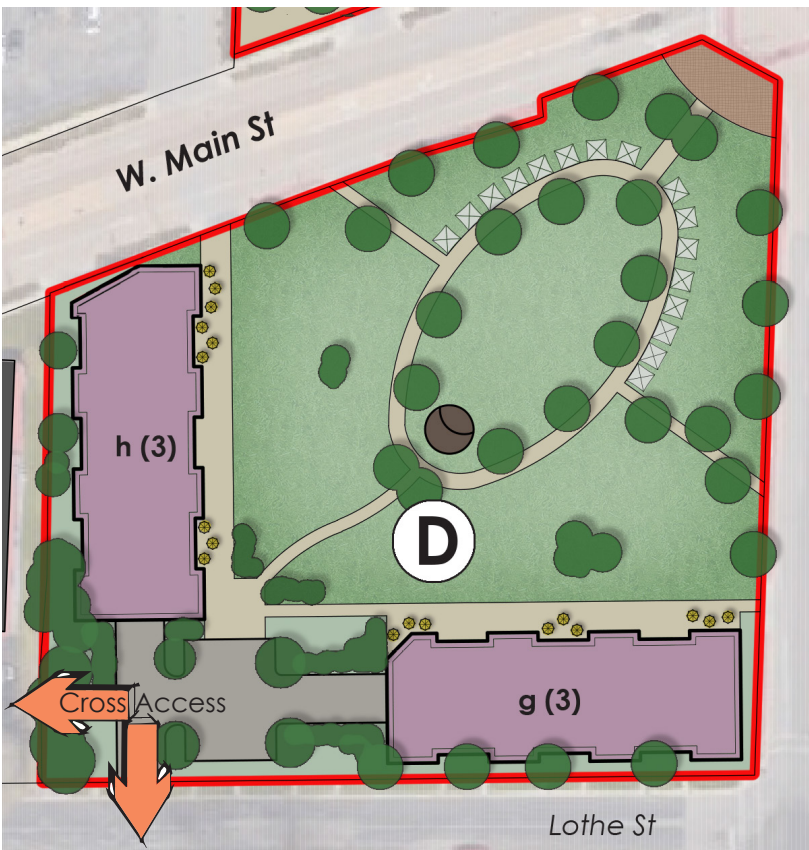
The following concept was selected by the public and CDA for the southwest corner of the W. Main and Bird Street priority area. This concept consists of a total area of 2.5 acres and has 46 surface parking stalls. The primary function of this concept is a public plaza gathering space for community residents and visitors to the corridor to partake in various festivals, markets, concerts, or desired programming. The plan also incorporates two three-story mixed-use buildings containing 36 units combined. It is anticipated the site would also incorporate Dane County Housing Authority units back into the proposed development.

Parcel Redevelopment Action Plan (Developer led parcel assembly)

1. Meet with potential developers and identify interests in corridor site(s).
2. If the site is selected, work with developer to review concept plan.
3. Review concept plan against MSO standards and Central Main Street Redevelopment Plan.
4. Split parcel into development parcel and plaza parcel.
5. Enter into development agreement if requesting funding assistance and to transfer plaza parcel to the City.

Parcel Redevelopment Action Plan (City led parcel assembly)

1. Meet with stakeholders (land owners, businesses, Dane County Housing Authority).
2. Create a redevelopment plan (funding sources, timeframes, targeted developers, etc.).
3. Enter into negotiations to purchase the land.
4. Split parcel into development parcel and plaza parcel.
5. Land bank the parcel or identify a developer for the site.
6. Enter into a development agreement with a potential developer.
7. Remove structures or work with a developer to remove structures.
8. Transfer ownership to a developer.
9. Continue with steps 1-3 above.



Key Design Elements

Cross access between properties to reduce entry and exit to W. Main and Lothe Streets

Shared parking with surrounding uses to serve the site and plaza

Mixed-use buildings with a central plaza and patio for residents and patrons

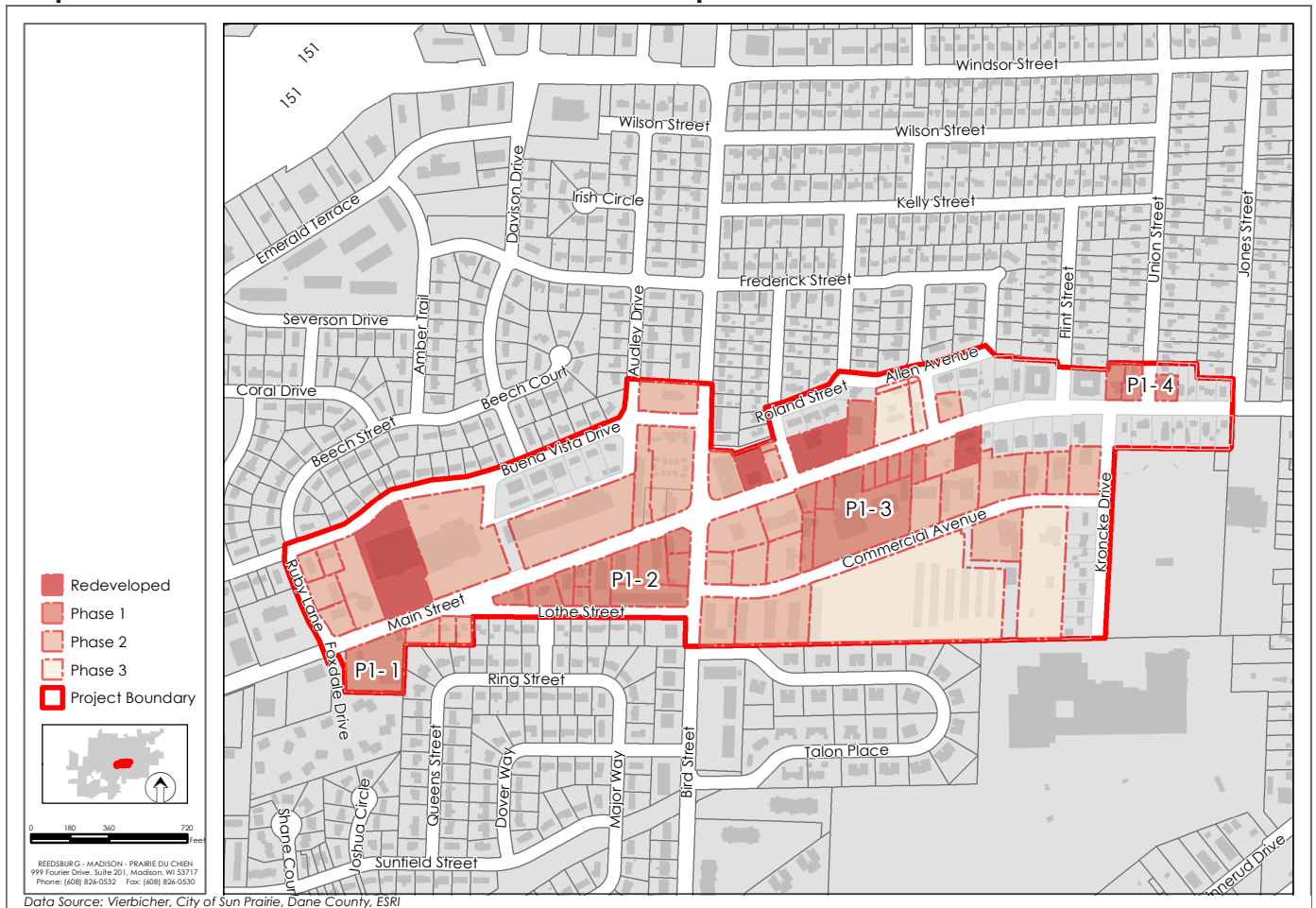
Surface and underground parking to accommodate residents and patrons

Signature corner plaza feature

4.5: Phase 1 Development Plan

Sun Prairie recognizes that the W. Main and Bird Street intersection cannot be the only area of immediate redevelopment focus. The City has identified other parcels within the study area that are ready or ripe for redevelopment. The remainder of this chapter of the Plan identifies the potential properties that are or could be available for redevelopment in the near future. The Map 4.2 details the properties likely ready for Phase 1 redevelopment. Several of these properties could be completed solely by a private developer(s), but several would likely require City assistance and/or control (acquisition and assembly) to incentivize development.

Map 4.2: Central Main Street Corridor Redevelopment Plan - Phases

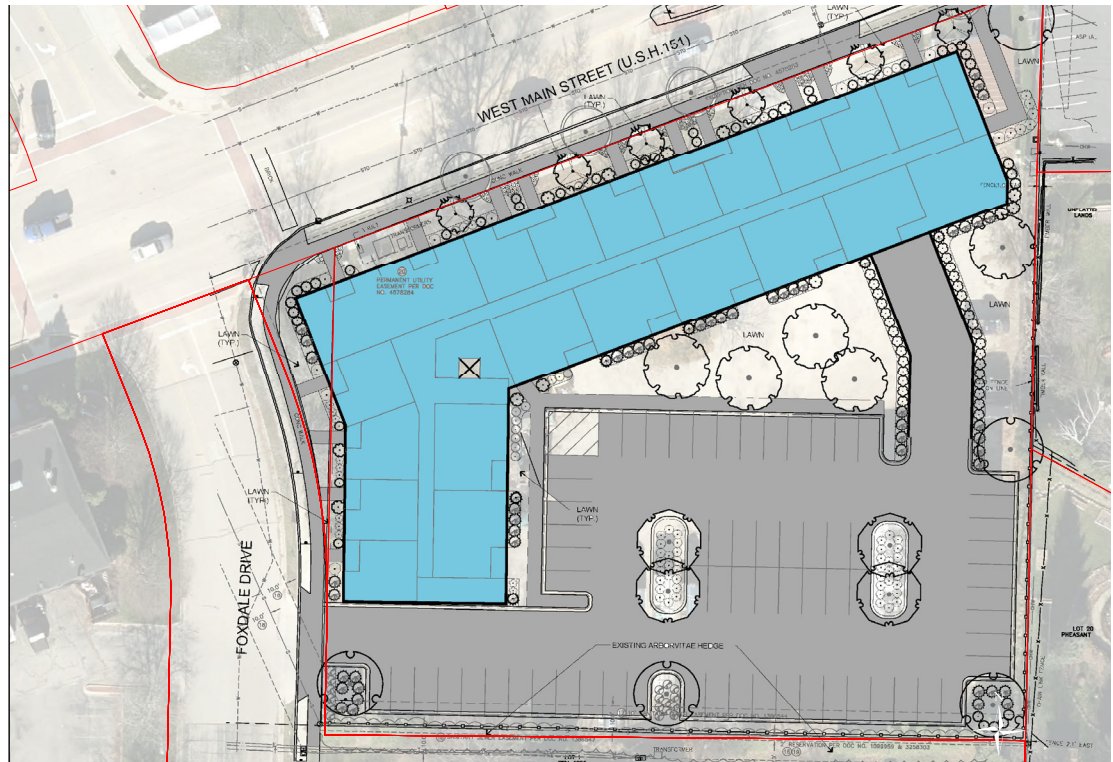


Phase 1, Area 1 (P1.1) - 1141 W. Main Street (Tuschen Trucking Site)

This 1.5-acre site is immediately ready for redevelopment, and a development proposal was recently approved by the City of Sun Prairie. The City should continue to work with the developer to complete the approval to redevelop the Tuschen Trucking site under the guidance of the MSO.

2017 Assessed Value: \$541,500

Potential Funding Sources: Private developer equity, Tax Increment Financing, Dane County CDGB (if tied to low-income jobs/housing), WHEDA - Low-Income Housing Tax Credit



TOP Tuschen Site

MIDDLE Proposed Tuschen Site Plan

BOTTOM Proposed Tuschen Site Rendering

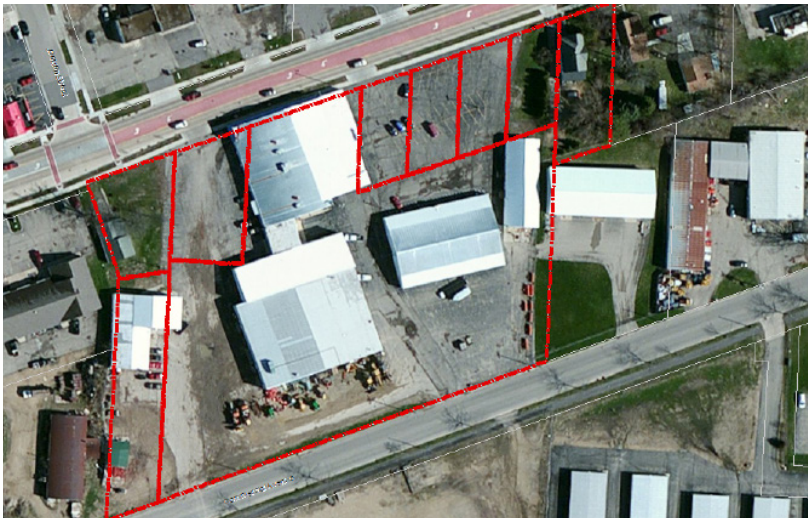
Phase 1, Area 2 (P1.2) - 641 W. Main Street (Hanley Site)

This 4.79-acre site would require acquisition and assembly by a developer or the City of Sun Prairie to transition the site into a mixed-use property. Redevelopment of this site would create the opportunity for an anchor redevelopment that incorporates a variety of retail use and a mix of market-rate and affordable housing. This site has the lowest current assessed value per acre than any other redevelopment sites listed in this Phase 1 Redevelopment Plan, therefore, could have the greatest positive increment to TID No. 11 if it is redeveloped in the next few years. The site could be a candidate for Community

Development Investment Grant (WEDC) as it would assist in the redevelopment of a key site and could provide financial incentives for shovel-ready projects with an emphasis on, but not limited to, commercial, downtown, and community-driven efforts. Grant recipients must demonstrate significant, measurable benefits in job opportunities, property values, and/or leveraged investment by local and private partners.

2017 Assessed Value: \$1,448,400

Potential Funding Sources: Private developer equity, Tax Increment Financing, Dane County CDGB (if tied to low-income jobs/housing), WHEDA - Low-Income Housing Tax Credit



TOP Hanley Site

LEFT Proposed Hanley Site Rendering

Phase 1, Area 3 (P1.3) - Triangle Development Site

This 3.4-acre site would require acquisition and assembly by a developer or the City of Sun Prairie in partnership with the Dane County Housing Authority to convert the site into a mixed-use development. This development could be the entire parcel or a portion of the parcel. The inclusion of the Dane County Housing Authority property into this site would enable the better use of land and create the opportunity for a signature building and entry into the corridor from the south.

2017 Assessed Value: \$2,144,800

Potential Funding Sources: Private developer equity, Tax Increment Financing, Dane County CDGB (if tied to low-income jobs/housing), Dane County Housing Authority, WHEDA - Low-Income Housing Tax Credit, City Park Fund for open space and trail improvements

Phase 1, Area 4 (P1.4) – Union Street Node

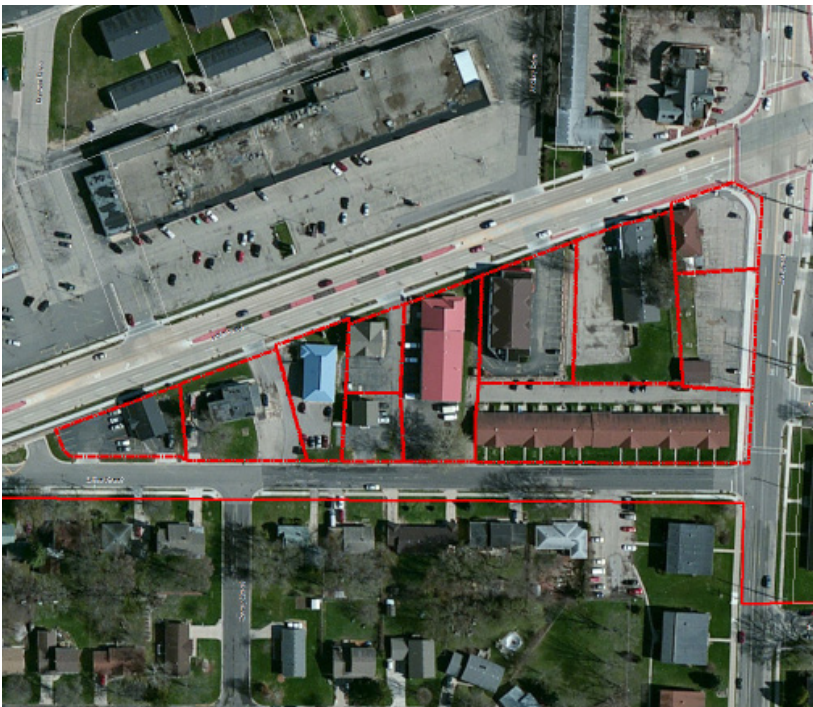
Parcels on both sides of Union Street make up this 0.9-acre site. This redevelopment would require acquisition and assembly by a developer to create a neighborhood-level commercial and/or multifamily development. Redevelopment of this site would create the opportunity for a small signature entry node into the corridor from the east. Improvements to this site would also clean the last remaining open brownfield in the corridor.

2017 Assessed Value: \$657,900

Potential Funding Sources: Private developer equity, Tax Increment Financing, Dane County CDGB (if tied to low-income jobs/housing), WHEDA - Low-Income Housing Tax Credit, Brownfield Site Assessment Grant (WEDC), Environmental Improvement Assistance For Redevelopment (WEDC)

LEFT Triangle Development Site Area

RIGHT Union Street Node





CHAPTER 5: FUNDING SOURCES AND PARTNERSHIPS

Brownfield Site Assessment Grant (WEDC)

The Wisconsin Economic Development Corporation (WEDC) administers a Brownfield Site Assessment Grant (SAG). The WEDC program helps local governments conduct initial activities and investigations of known or suspected environmentally contaminated property. The program requires a 50 percent match. The grant funds can be used to conduct Phase I and Phase II environmental assessments, site investigations, structural demolition, and underground storage tank removal. Grant funds are based on a project's ability to promote economic development and the level of environmental impact the project will have on the area.

Environmental Improvement Assistance For Redevelopment (WEDC)

Wisconsin's Brownfields Grant Program provides grant funds to assist with the assessment and remediation of environmental contamination of abandoned, idle or underused industrial or commercial facilities or sites. This program helps convert contaminated sites into productive properties that are attractive and ready for redevelopment. Phase I and Phase II Environmental Reports must be completed prior to seeking Brownfields Grant Program funding. Grant recipients are required to contribute at least 50 percent of the amount of the grant to the project. Brownfields Grant Program funds may be used for brownfields redevelopment or associated environmental remediation activities on sites with demonstrated soil, groundwater or vapor contamination. Eligible costs are determined during a review of the grant application. However, grant funds may typically be used for the following activities:

- The environmental investigation, remediation or monitoring of the site
- The removal of hazardous waste containers
- Soil removal, capping, barrier installation, and vapor intrusion systems

- Demolition activities that will facilitate redevelopment in a brownfield project

Community Development Investment Grant (WEDC)

Applications for the WEDC program can be submitted in one of three tiers of projects. The program has a rolling deadline as long as funds are available and are focused on funding catalytic projects in a community. Examples include preservation of a landmark historic structure, redevelopment of a key site, and gap financing to make a large development project move forward. However, a city can only submit one application for a larger-tier project per year (\$250,000 and up), and the grant can only comprise 25 percent of project costs. Smaller planning or feasibility study projects of up to \$50,000 can also be submitted.

Ready for Reuse Grant/Loan (DNR)

The Wisconsin Department of Natural Resources (DNR) also administers funding through the Wisconsin Brownfields Coalition (WBC) for the Ready for Reuse (RR) Loan and Grant Program. The RR program accepts applications for mitigation of hazardous substances year-round, and proposed sites must meet the federal definition of an eligible brownfield site. Loans are only available for entities defined as "municipalities" under Wisconsin Statutes. Municipalities, tribes, and nonprofit organizations are eligible for grant funding under the terms of this program.

Community Development Block Grant 'CDBG' (Dane County)

The Community Development Block Grant (CDBG) Entitlement Program provides annual grants on a formula basis to entitled cities and counties to develop viable urban communities by providing decent housing and a suitable living environment, and by expanding economic opportunities, principally for low- and moderate-income persons. The

program is authorized under Title 1 of the Housing and Community Development Act of 1974, as amended. The funds that Dane County receives from HUD are distributed across the County (outside of Madison) and available to a variety of sub-recipients, including municipalities, non-profit, and for-profit entities. Funds may be used for the acquisition, construction, reconstruction, rehabilitation, or installation of public improvements or public facilities. Funds may also be used for the acquisition of land, buildings, machinery, and equipment; site preparation; clearance of land; rehabilitation of buildings; and working capital.

HOME Investment Partnership (Dane County)

The HOME Investment Partnership (HOME) Program is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. HOME provides formula grants to states and localities that communities use, often in partnership with local nonprofit groups, to fund a wide range of activities that build, buy, and/or rehabilitate affordable housing for rent, homeownership or provide direct rental assistance to low-income people.

Dane County Revolving Loan Fund

The Office of Economic and Workforce Development offers low-interest loans to businesses and organizations located outside of Madison that commit to creating or retaining jobs for low- and moderate-income residents of Dane County. CDBG loans are generally intended for high-risk borrowers that have difficulty securing financing from non-federal sources. Loans must be used for eligible CDBG activities, including (but not limited to) fixed assets, machinery and equipment, and working capital. Dane County has two revolving loan funds (RLFs) that have separate, ongoing application cycles. Both funds

have been crucial in providing funding for small business development and expansion in the Dane County Urban Consortium.

- Commercial Revitalization Loan Fund (CRLF) provides financing to businesses and real estate development projects that help revitalize downtown and commercial districts.
- Economic Development Revolving Loan Fund (ED-RLF) provides gap financing to businesses that create jobs, 51 percent of which must go to low-and-moderate-income persons.

The objectives of the Dane County RLF programs include the following:

- Expand or modernize existing or locally owned and managed enterprises.
- Promote infill development and commercial redevelopment in downtown and traditional business districts.
- Encourage the creation or retention of employment opportunities for low- and moderate-income county residents.
- Leverage new private investment in downtown business districts and traditional business districts.
- Promote developments that are pedestrian friendly, that encourage a range of transportation options, and that enhance civic life.
- To implement Dane County and local community revitalization goals and objectives.

City of Sun Prairie Revolving Loan Fund

Community Development Block Grant (CDBG) funds are received from the U.S. Department of Housing and Urban Development. The Department of Administration (DOA) is the recipient and contracts with the Wisconsin Economic Development Corporation to manage activities associated with Economic Development. To encourage

private redevelopment consistent with the objectives of this Plan, Sun Prairie, 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.

City of Sun Prairie Park Fund

The City of Sun Prairie is expected to continue to experience steady growth over the next two decades.

This anticipated growth will require additions to the City's existing park and playground facilities. The City of Sun Prairie imposes a park impact fee on new permits within new developments to fund park land purchases and park improvements.

General Obligation 'G.O.' Bonds or Notes

Sun Prairie may issue G.O. Bonds or Notes to finance the cost of projects included in 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.

Bonds Issued to Developers, "Pay as You Go" Financing

Sun Prairie 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, Sun Prairie'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 Sun Prairie and, therefore, do not count against Sun Prairie's statutory borrowing capacity.

Tax Increment Revenue Bonds

Sun Prairie has the authority to issue revenue bonds secured by the tax increments to be collected. These bonds may be issued directly by Sun Prairie 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 Sun Prairie and therefore do not count against Sun Prairie's statutory borrowing capacity. To the extent tax increments collected are insufficient to meet the annual debt service requirements of the revenue bonds, Sun Prairie 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.

Special Assessment “B” Bonds

Sun Prairie 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 Sun Prairie determines that special assessments are appropriate, Sun Prairie 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 Sun Prairie's statutory borrowing capacity. If special assessments are levied, Sun Prairie must reduce the total eligible Project Costs under this Plan in an amount equal to the total collected.

Low-Income Housing Tax Credit (WHEDA)

The Low-Income Housing Tax Credit (LIHTC) program was created in 1986 to encourage private investment in the development and rehabilitation of rental housing for low- to moderate-income families, seniors, and persons with special needs. LIHTCs are governed by Section 42 of the Internal Revenue Code and corresponding federal regulations. The federal government allocates LIHTCs to each state according to a population-based formula. At the state level, Housing Credit Agencies administer the LIHTCs to owners of housing developments according to their state Qualified Allocation Plan, which must meet federal guidelines. The Wisconsin Housing and Economic Development Authority is responsible for allocating and administering LIHTCs in Wisconsin. Since the inception of the LIHTC program, WHEDA has allocated \$326.2 million in tax credits, creating 51,940 units of housing in 1,135 developments across the state. These developments are located in 69 counties and 303 municipalities throughout Wisconsin.

New Markets Tax Credit Program (WHEDA)

The federal New Markets Tax Credit (NMTC) program serves as a resource to help fuel job creation and economic development efforts by promoting equity investment in low-income urban and rural communities. WHEDA awards NMTCs to enhance financing for projects in highly distressed areas throughout Wisconsin that have demonstrable community impact.

Employment-Based Fifth ‘EB5’ Program

The purpose of the EB5 program is to encourage immigrants to invest in, or manage, U.S. companies that benefit the U.S. economy. If an individual wishes to immigrate to the U.S. and is willing to invest \$500,000, they and their family (spouse and any unmarried children under 21) can receive a “conditional” green card valid for two years. After two years, if they have maintained the investment and created at least 10 jobs, the conditional status is removed and they become a “permanent” green card holder, eligible for U.S. citizenship. As an EB5 immigrant, they may either invest in their own company or invest their money (along with other EB5 immigrants) in qualified projects.

Opportunity Zone Funds (WHEDA)

In 2015, the Economic Innovation Group (EIG) – a bipartisan public policy firm – developed the Opportunity Zone concept, which was conceived as a systematic approach to helping address the uneven economic recovery and persistent lack of growth that have left too many American communities behind. Final implementation of zones to be complete Q42018 - Q12019.

Investors are eligible to receive certain tax benefits on unrealized capital gains reinvested in Opportunity Zones through pooled Opportunity Funds. The program is designed to minimize cost and risk to the taxpayer. Investors bear the risk on all their originally deferred capital gains, minus a modest reduction

for long-term holdings, regardless of whether subsequent investments have increased or decreased in value. Neither tax credits nor public-sector financing is involved.

5.2: Community Development Partners

Sun Prairie should partner with the following organizations where necessary to implement the various elements of this Plan.

- City of Sun Prairie
- Dane County
- Sun Prairie Business and Education Partnership
- Madison Region Economic Partnership (MadREP)
- Wisconsin Economic Development Corporation (WEDC)
- Workforce Development Board of South Central Wisconsin ((WDBSCW)
- Sun Prairie Chamber of Commerce
- Dane County Economic Development Resources
- Sun Prairie Business Improvement District (BID)
- Land Owners
- Developers
- Sun Prairie Bicycling Advocacy Group
- UW-Extension

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