

CENTRAL MAIN STREET CORRIDOR REDEVELOPMENT PLAN

CITY OF SUN PRAIRIE
MAY 2018



CITY OF
SUN PRAIRIE
Wisconsin



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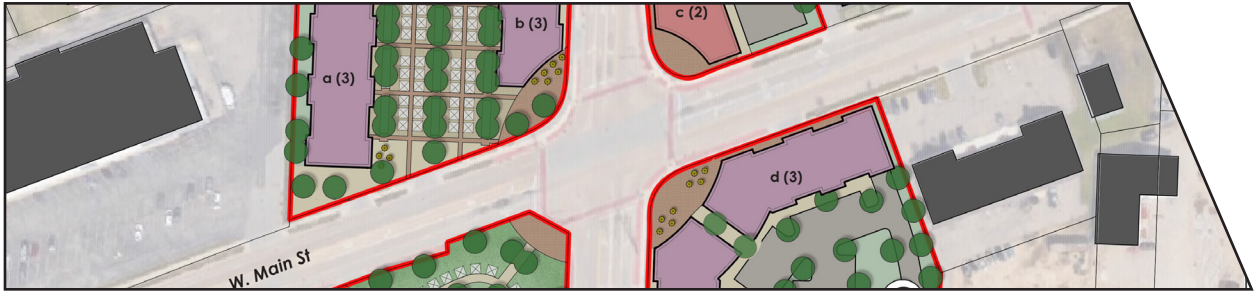
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CHAPTER 1: EXECUTIVE SUMMARY

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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





CHAPTER 2: ISSUES AND OPPORTUNITIES

CHAPTER 2: ISSUES AND OPPORTUNITIES

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

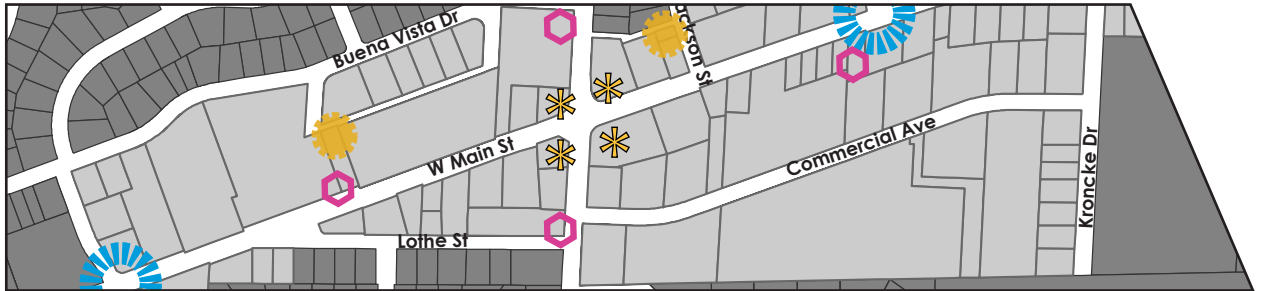
- Abundance of space
- Captive audience of residents and commuters passing through the area
- New fiber optic infrastructure could attract technology businesses

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



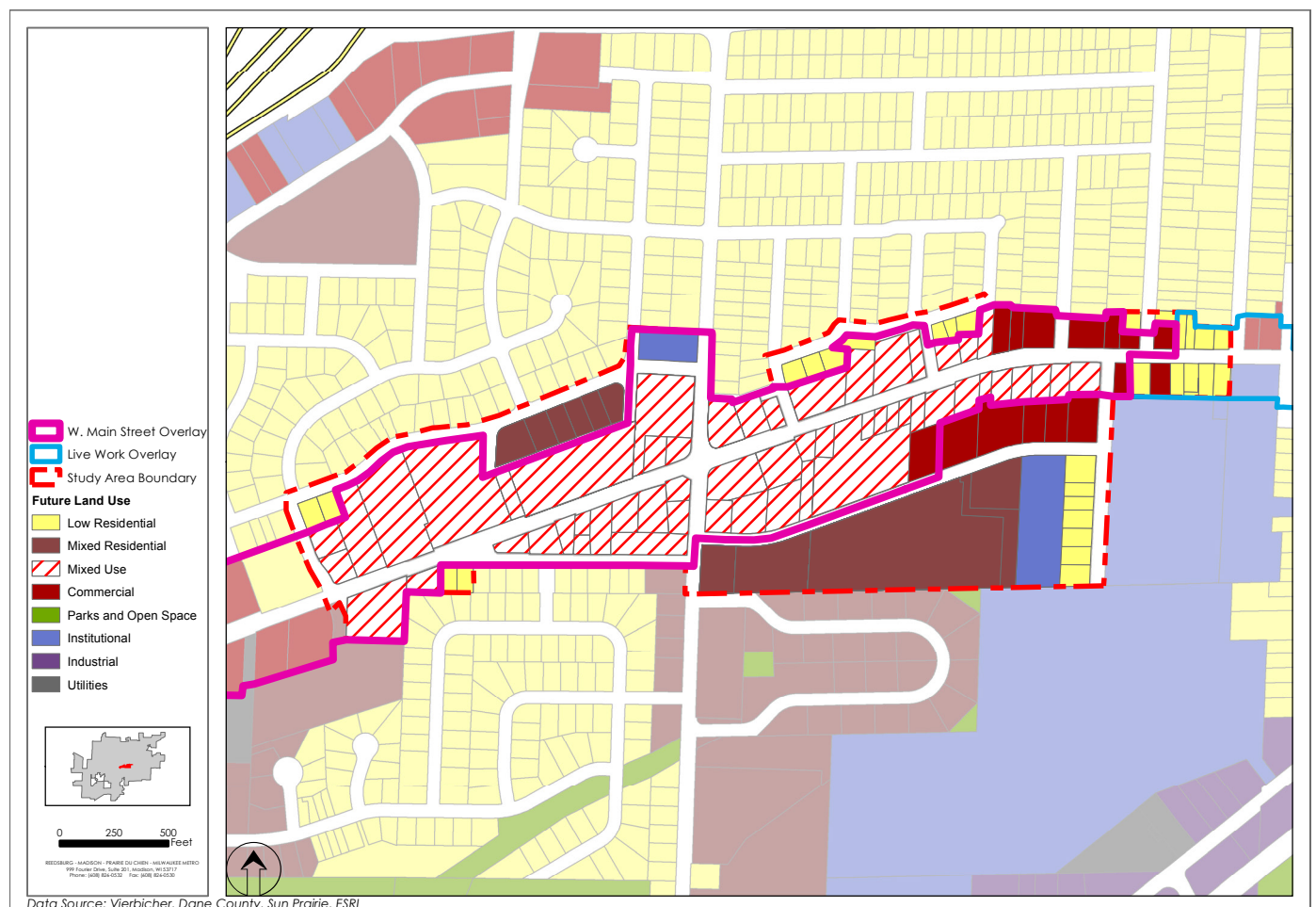
RIGHT Example of pedestrian congregation space

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

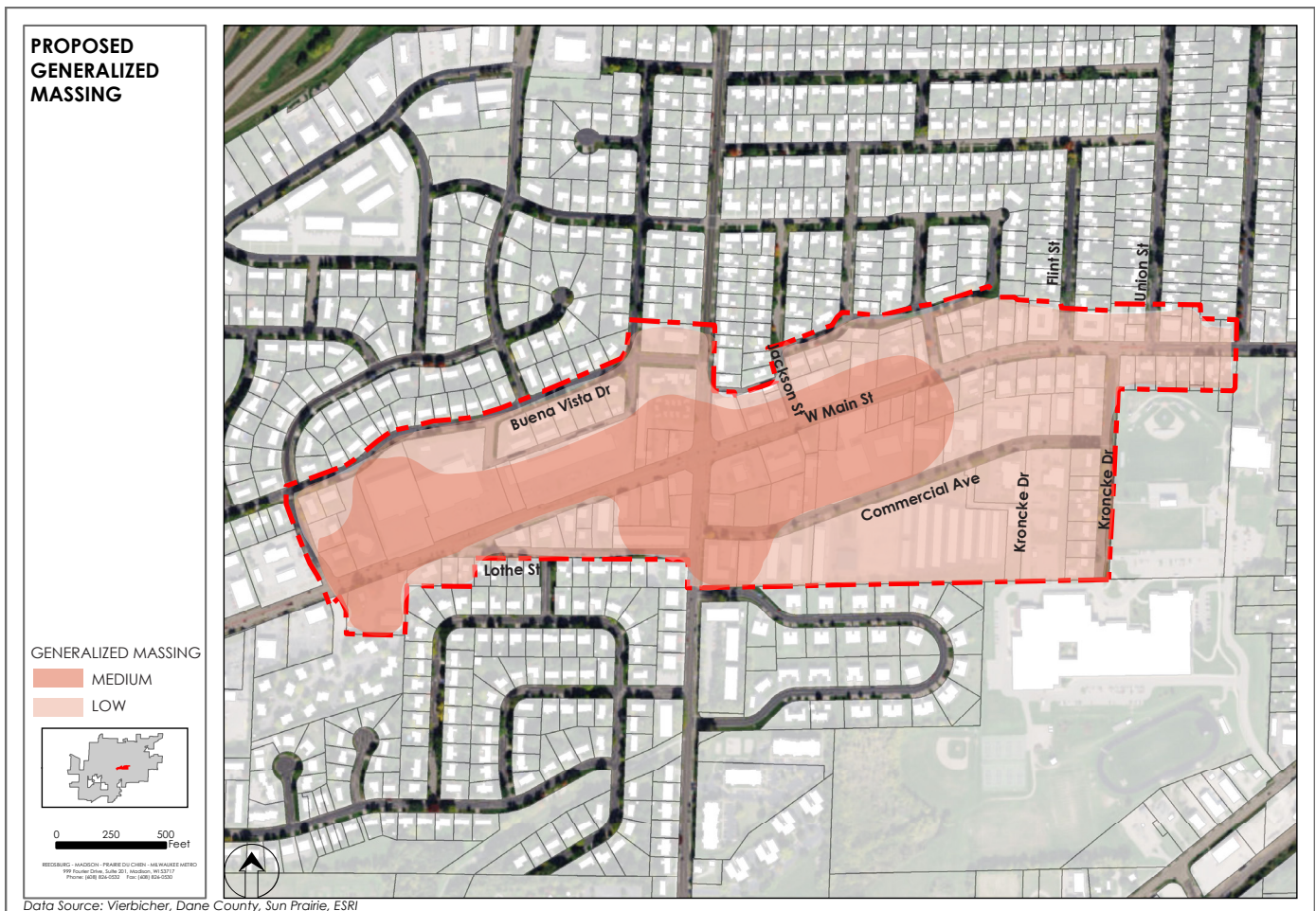


Massing

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.

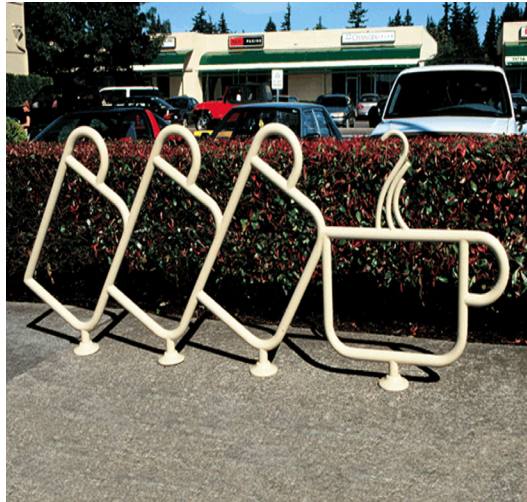
As you enter the District, the massing is a pedestrian-scale environment, away from the Main and Bird Street intersection. Low massing typically represents single- or two-story uses, and medium massing typically represents two- to five-story uses. High massing typically represents uses greater than five 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
S - Support 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.

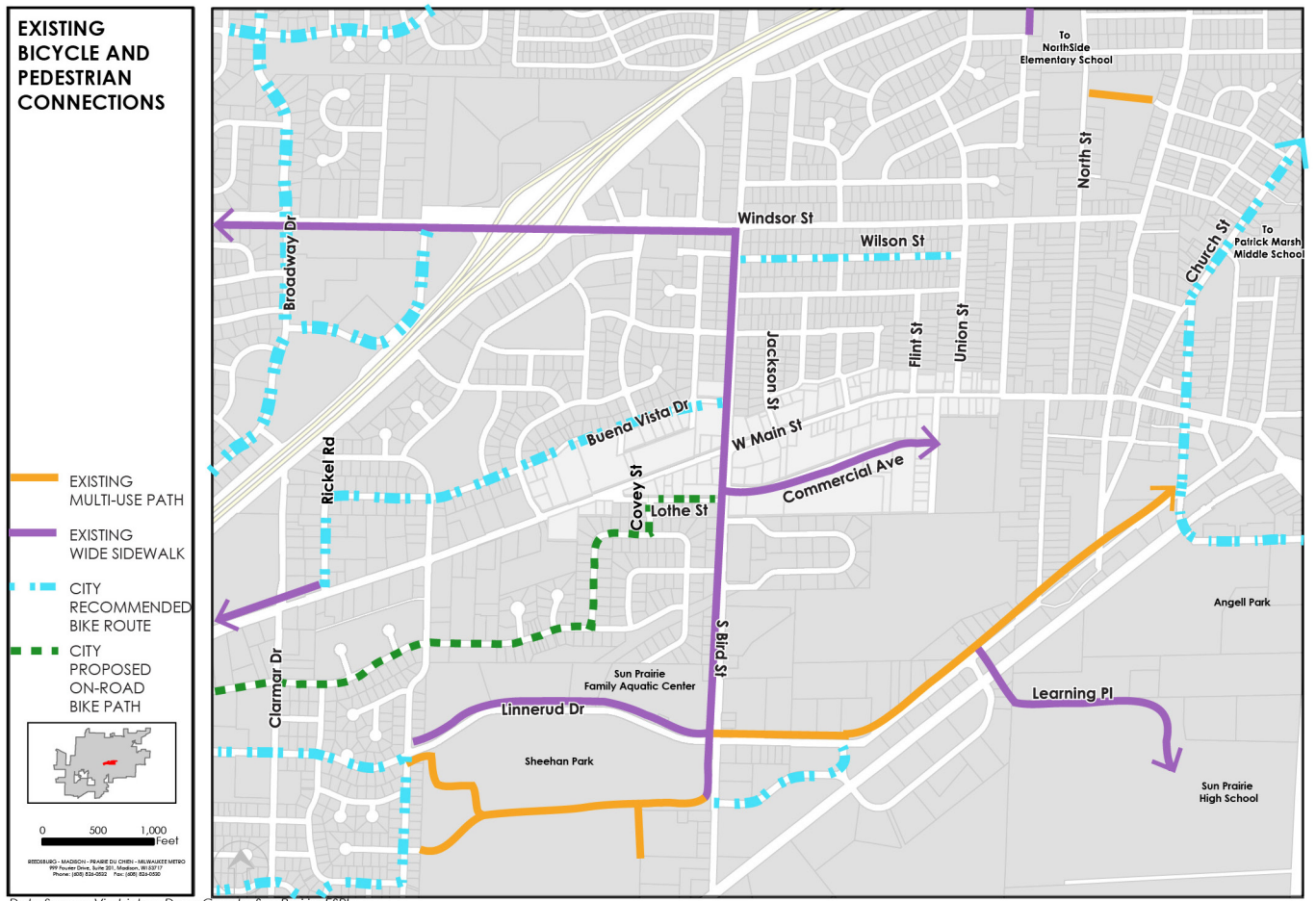
Develop a process to determine where and who installs bike racks within the Corridor.

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.

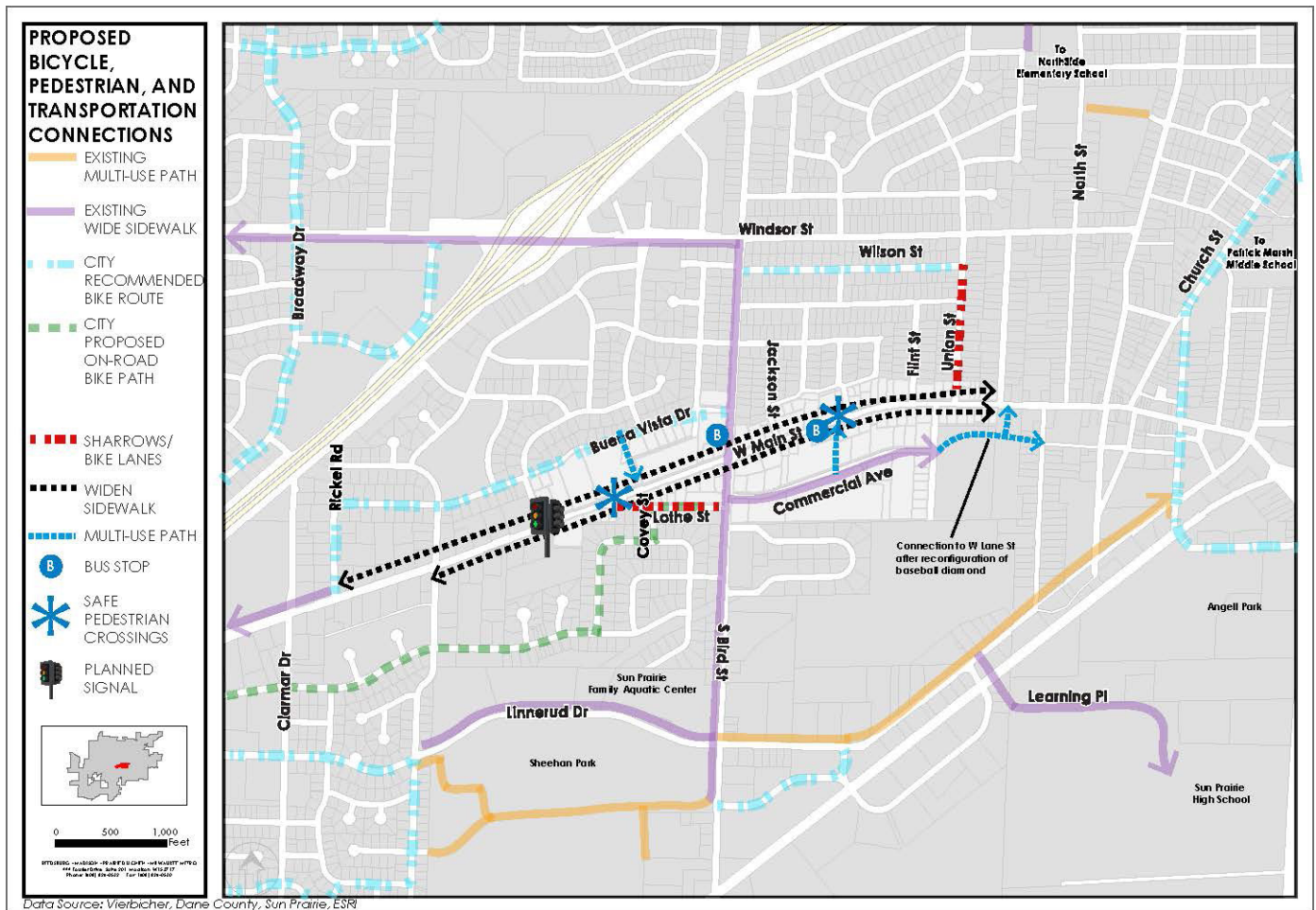
This recommendation aligns with Sun Prairie's most recent Bicycle Routes Map and Comprehensive Plan, which designates Buena Vista Drive as a recommended bicycle facility. Similar to Lothe Street, Buena Vista Drive has many advantages, including local traffic volumes, low vehicle speeds, and easy access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

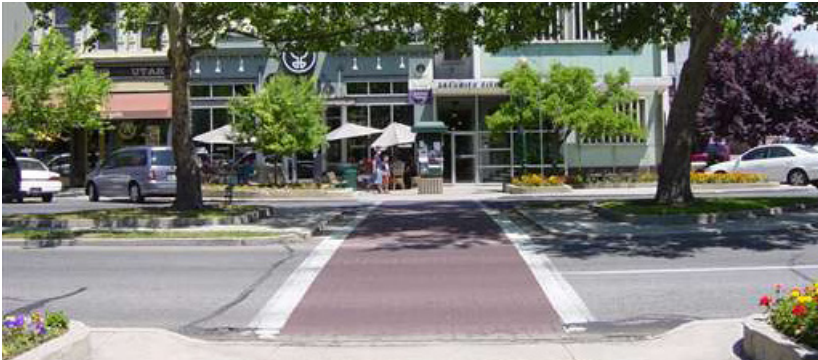
Commercial Avenue does not have any north-bound cross streets between Bird Street and Kroncke Drive. The length of the block acts as a major barrier for pedestrians seeking to access retail and dining establishments along Main Street and the Upper Middle School. A paved walking path across the property 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:

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Responsible Party
C - Coordinator Role
S - Support 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

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							Project and/or capital improvement cost
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			\$\$

Action Plan Key:

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\$\$\$ - 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
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

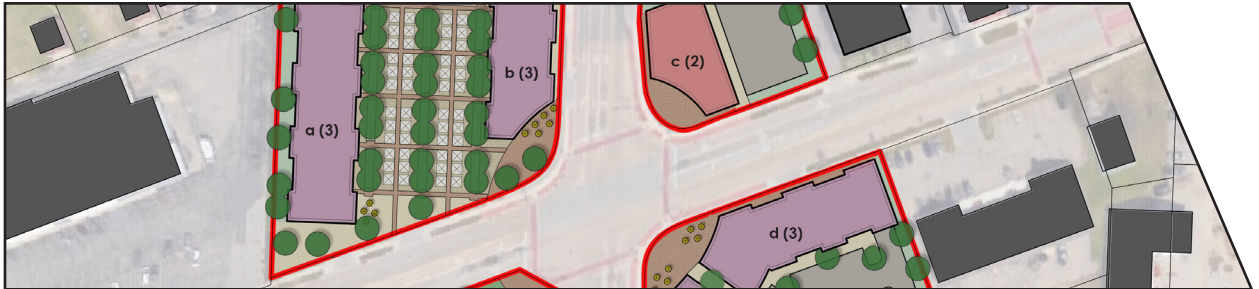
\$\$ - Outside consultant services assistance needed and/or capital improvements greater than \$25,000 but less than \$100,000

\$\$\$ - 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

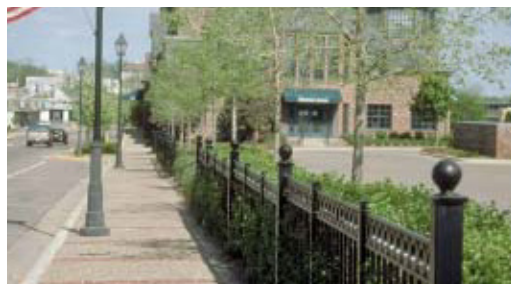
is to focus on individual structures when promoting a uniform urban design aesthetic. The MSO stresses the use of quality building materials and appropriate building orientation. Materials, such as stone, brick, stained or finished concrete, wood, and fiber cement are encouraged for use as primary building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

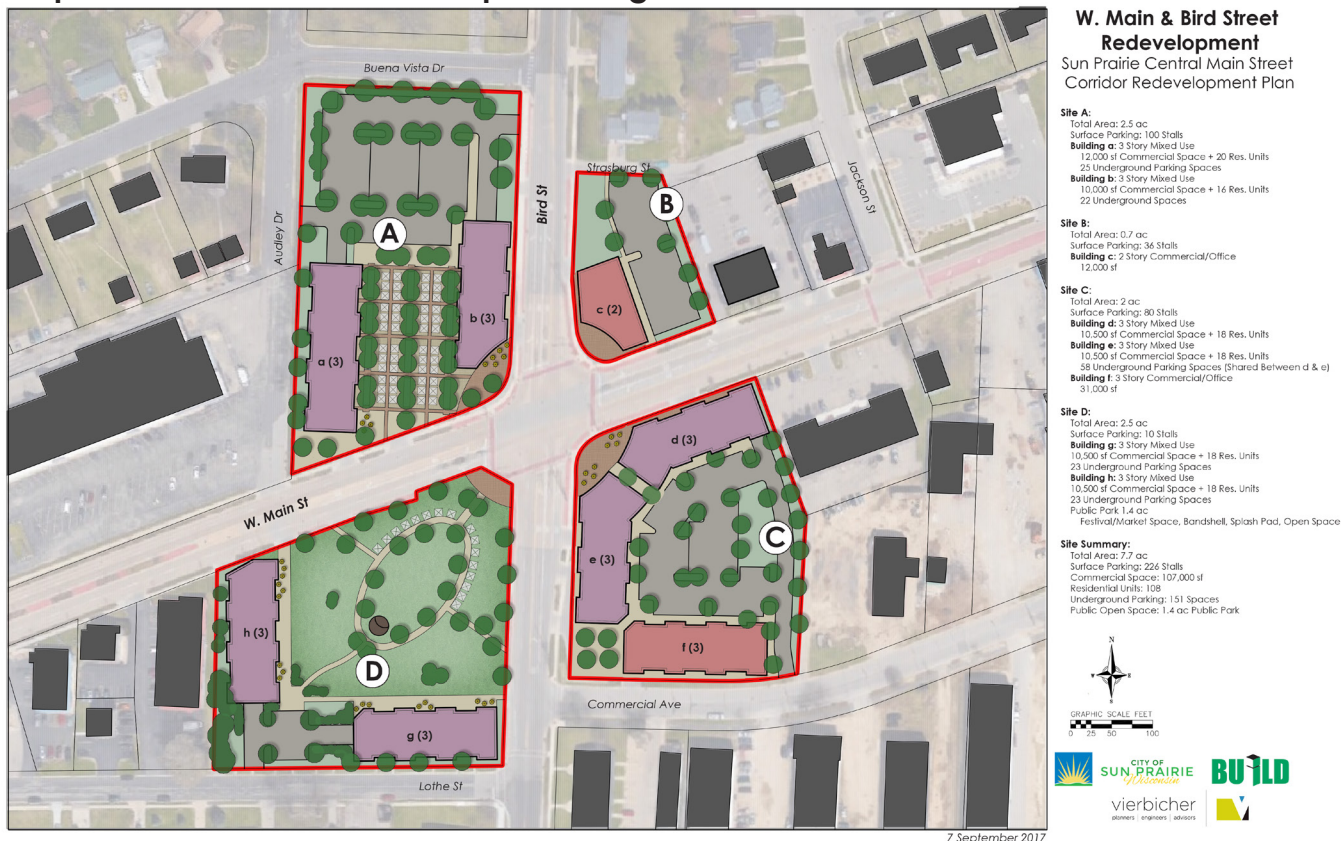
While the illustrated concepts provide a possible development scenario, they are meant to be conceptual in nature and

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)

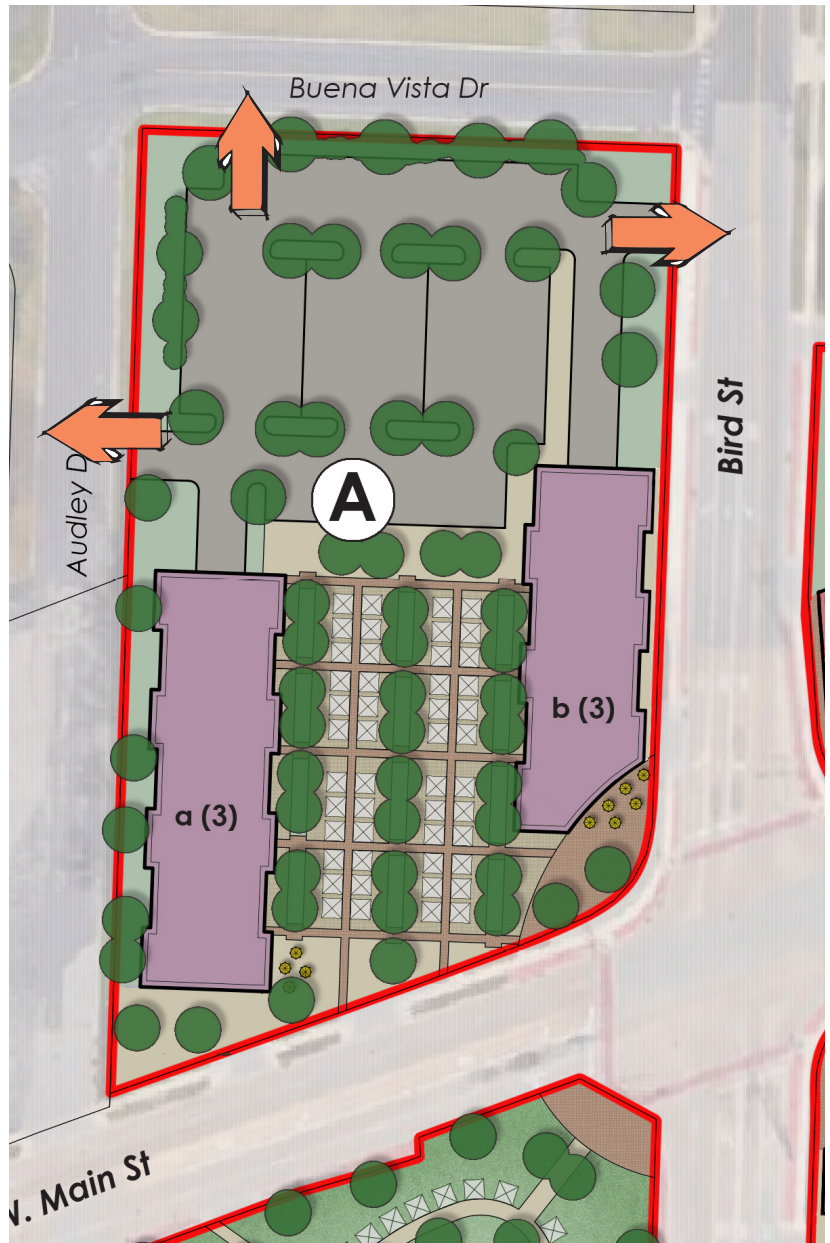
The following concept was selected by the public and Steering Committee for the northwest corner of the W. Main and Bird Street priority area. The conceptual design includes a total area of 2.5 acres, a 0.5-acre public plaza, and 100 surface parking stalls. In addition, it contains two separate buildings. 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.

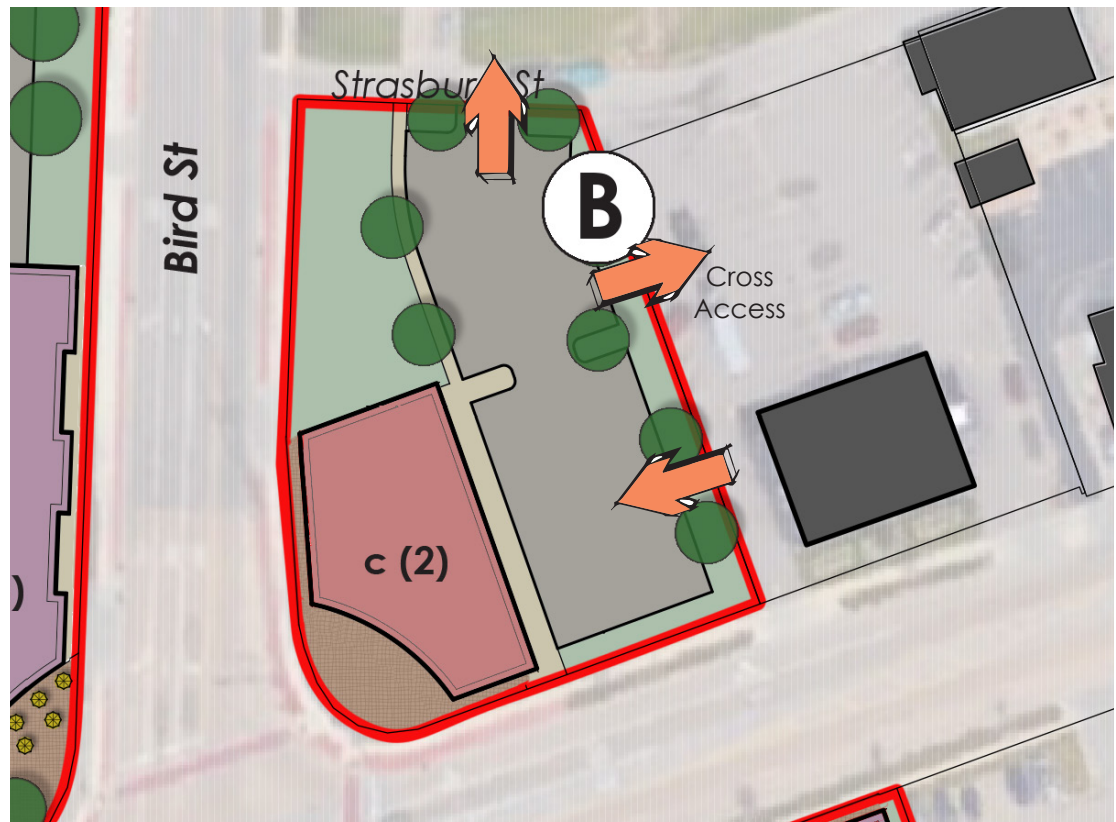
Parcel Redevelopment Action Plan (City led parcel assembly)

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)

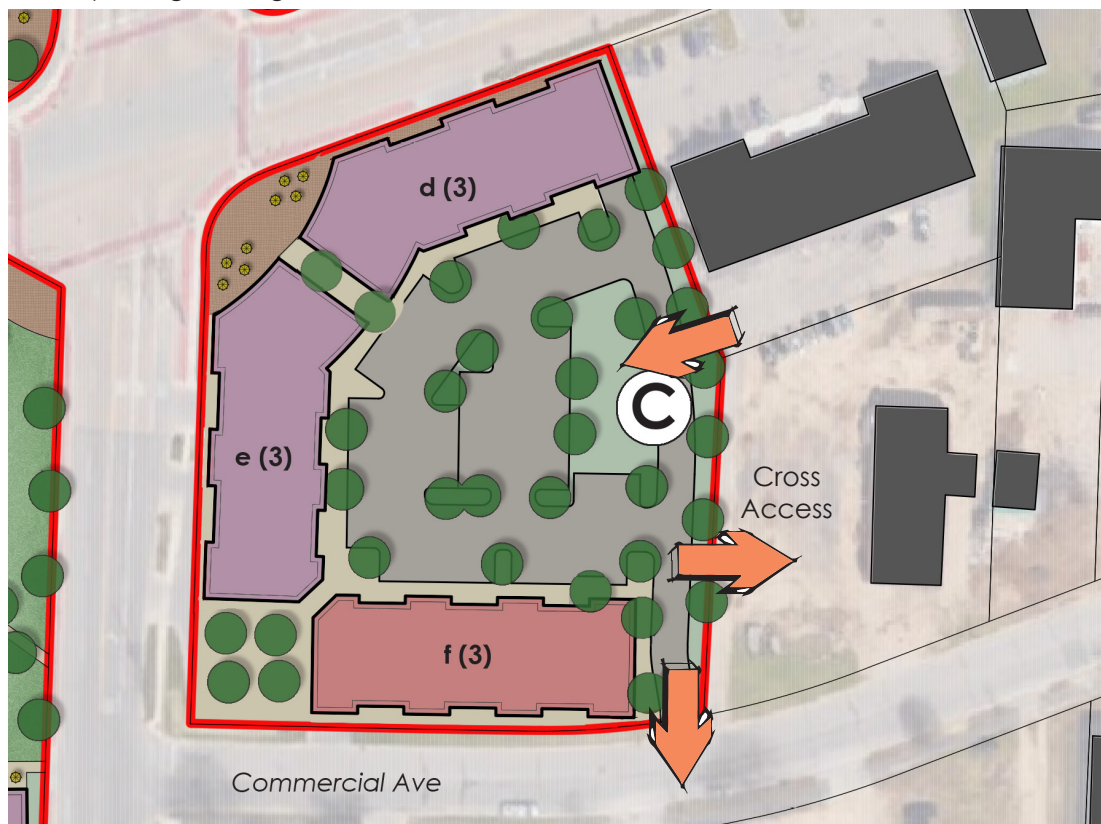
The following concept was selected by the public and Steering Committee for the southeast corner of the W. Main and Bird Street priority area. This concept consists of a total area of 2 acres and has 80 surface parking stalls. The concept also contains one three-story commercial office building with 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)

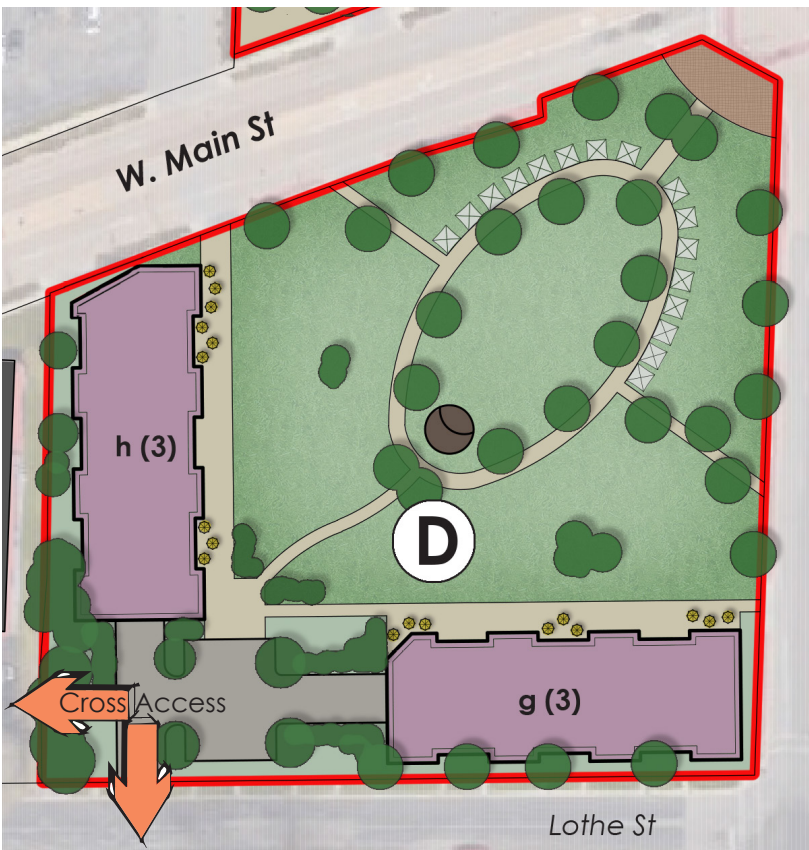
The following concept was selected by the public and CDA for the southwest corner of the W. Main and Bird Street priority area. This concept consists of a total area of 2.5 acres and has 46 surface parking stalls. The primary function of this concept is a public plaza gathering space for community residents 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

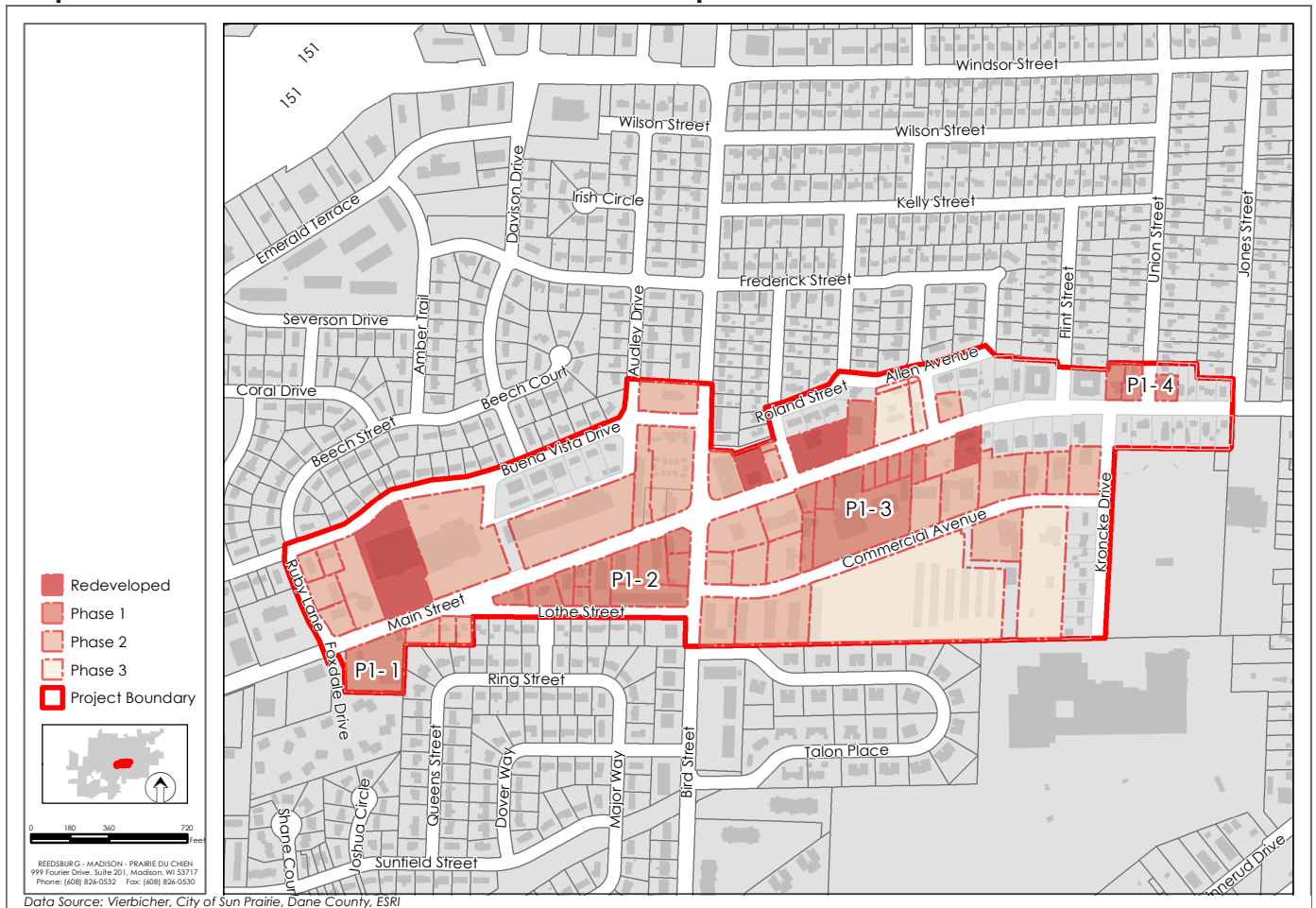
Surface and underground parking to accommodate residents and patrons

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

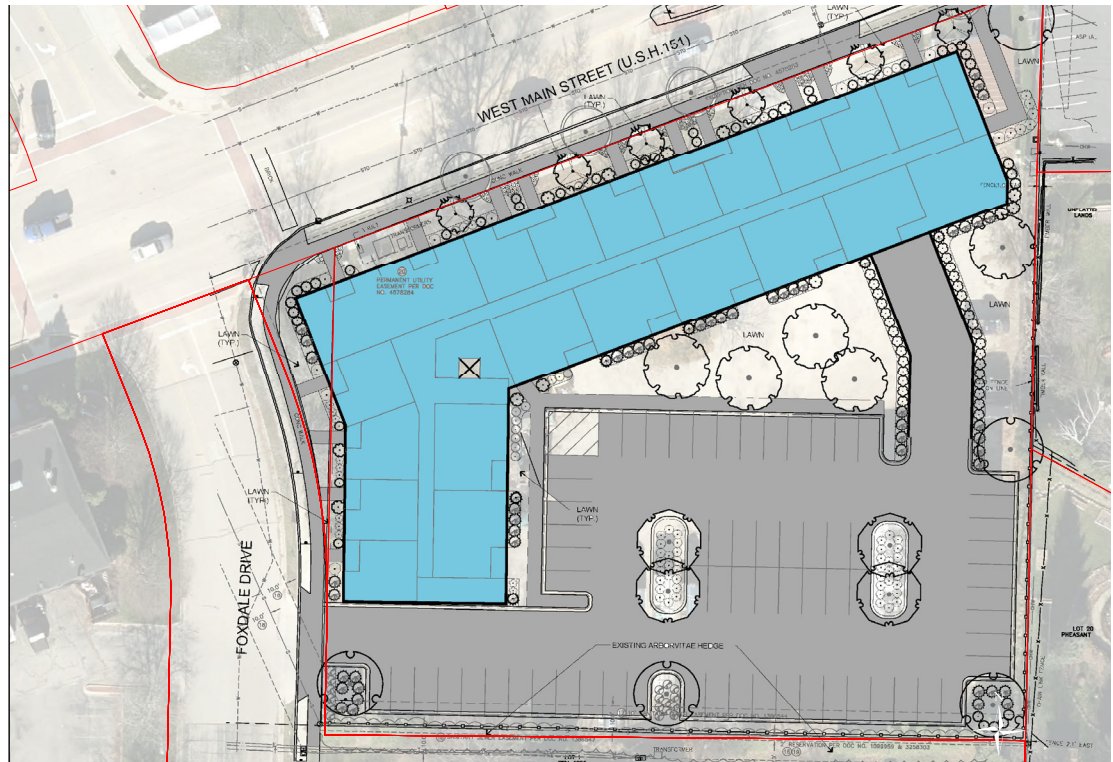


Phase 1, Area 1 (P1.1) - 1141 W. Main Street (Tuschen Trucking Site)

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

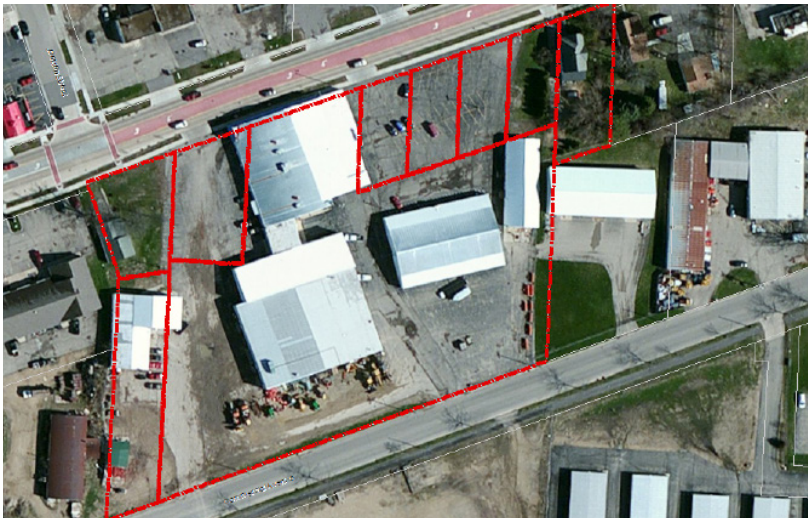
Phase 1, Area 2 (P1.2) - 641 W. Main Street (Hanley Site)

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

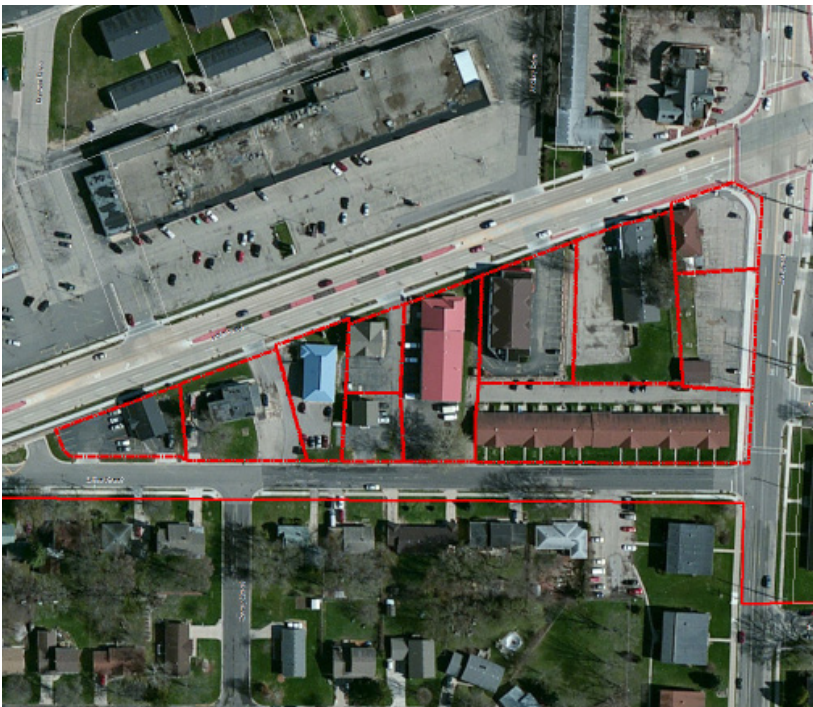
Parcels on both sides of Union Street make up this 0.9-acre site. This redevelopment would require acquisition and assembly by a developer to create a neighborhood-level commercial and/or multifamily development. Redevelopment of this site would create the opportunity for a small signature entry node 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

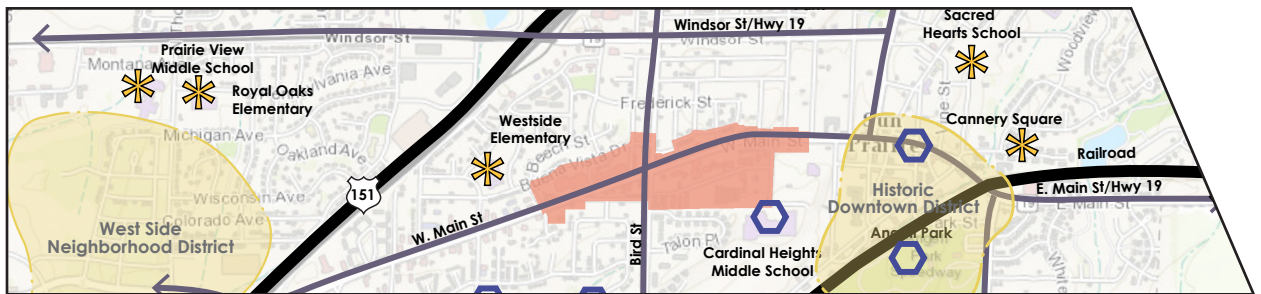
BUILD

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planners | engineers | advisors



CITY OF
SUN PRAIRIE
Wisconsin





CHAPTER A: STATE OF THE CORRIDOR

CHAPTER A: STATE OF THE CORRIDOR

A.1: Introduction and Purpose

The State of the Corridor Report provides a physical and market assessment of the Central Main Street Corridor, herein known as the “Corridor,” and the immediate surrounding area. This analysis is made up of the physical context, information about the Corridor’s location, its inherent characteristics, linkages with other parts of Sun Prairie and the region, and the history. This report is not comprehensive of all the data and project history for the study area; however, it does attempt to gain insight into the physical and market forces that provide the foundation for the objectives, strategic recommendations, and actions described within this Plan.

A.2: Location and Boundary

Map A.1, on page 59, identifies the study area known as the Central Main Street Corridor and as Tax Increment District (TID) 11. The Corridor is approximately 89 acres. Two major areas of investment lie to the west of the study area: the Westside Neighborhood and the Prairie Lakes Development. Additionally, Downtown revitalization has occurred to the east of the study area. Sun Prairie is concerned with ensuring the Corridor’s continued success as it is positioned between the growing areas to the east and west.

A.3: History and Background

The Central Main Street Corridor serves as the main entryway into Sun Prairie and connects the heart of Downtown with the growing westside. The district is composed primarily of older commercial strip development that includes retail stores, professional offices, restaurants, and several nontaxable entities. Single-

family, detached houses also front the street along the east end of the study area, serving as entryways to adjacent neighborhoods. While sidewalks run the length of the Corridor and allow access to pedestrians, most development is auto-oriented and low density.

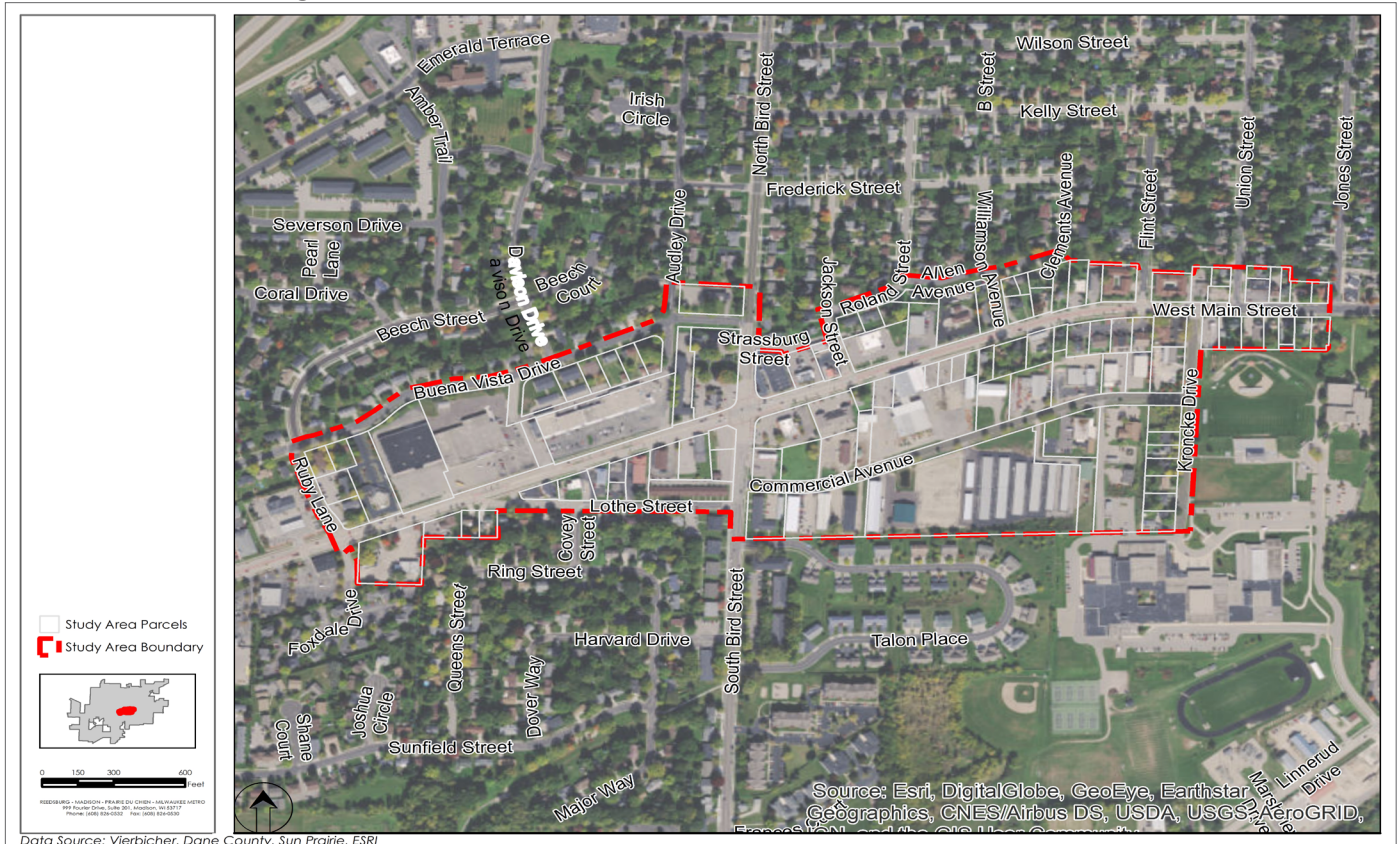
A.4: Existing Planning Documents Assessment

Previous Sun Prairie planning documents that directly or indirectly impact the Central Main Street Corridor Plan include the existing West Main Street Corridor Plan, the Westside Neighborhood Plan, the 2009 Sun Prairie Comprehensive Plan, the Downtown Revitalization Plan, the Tax Increment District 11 Project Plan, the 2015 Dane County Bicycle Transportation Plan, along with various other school district long-range plans, traffic studies, zoning standards, and documents deemed appropriate by the City of Sun Prairie. It is important that current planning efforts are consistent with the goals and recommendations of these plans, and that the work of previous steering committees and public bodies is considered.

West Main Street Corridor Plan

Sun Prairie adopted the West Main Street Corridor Plan on August 1, 2006. The purpose of the plan was to guide growth and development along the 1.75-mile stretch from U.S. Highway 151 to North Street. The plan includes discussion of steps that can be taken to improve the appearance and functional uses of land and transportation routes through the Corridor. The plan divided the study area into West, Central, and East districts. The Central Main Street Corridor studied in this plan spans portions of both the Central and East districts. Further organization of the

Map A.1.1: Planning Area



project was broken into the following components: collection and analysis of background data, identification and analysis of key issues and opportunities, preparation of concept plans, preparation of a Corridor Master Plan, and implementation of planning and action steps. Recommendations of the plan that pertain to the Central Main Street Corridor include the following:

- Redevelopment of specific parcels consistent with the regulating plan block code and design guidelines;
- Removal of the acute angle at the intersection of W. Main Street and Lothe Street and coordination of driveway entrance of the parcel to the north of W. Main Street; and
- Work with the school district to coordinate development as the status of the high school site changes.

Westside Neighborhood Plan: Land Use and Transportation Study

Sun Prairie approved the Westside Neighborhood Plan on February 4, 2004. The plan defines the boundaries of the Westside Neighborhood planning area as State Highway 19 to the north, Thompson Road to the east, U.S. Highway 151 to the south, and Rattman Road to the west. Rapid growth in the Westside Neighborhood necessitated the creation of a plan. The document was created through a consensus-based planning process that integrated land use recommendations, traffic system upgrades, and economic development approaches. The purpose of the study was to guide the area's future development and improve the community's infrastructure. The plan promotes the construction of a variety of uses including low-density residential,

mixed uses, townhomes, condominiums, civic areas, and open space. The plan relates to the Central Main Street Corridor through the following actions:

- Promoting a fluid transition from the Westside Neighborhood to the Main Street Corridor;
- Recommending additional lanes on Main Street and a minimum right-of-way of 100 feet between intersections to accommodate through traffic;
- Enhancing gateways to establish a sense of identity for surrounding neighborhoods;
- Creating unique neighborhood spaces; and
- Promoting walkable neighborhoods and accessible community amenities.

City of Sun Prairie 2009 Comprehensive Plan

Sun Prairie adopted its current Comprehensive Plan in 2009. The plan addresses the importance of planning for multiple modes of transportation and provides an account of Sun Prairie's existing multimodal facilities. The Plan's recommendations include

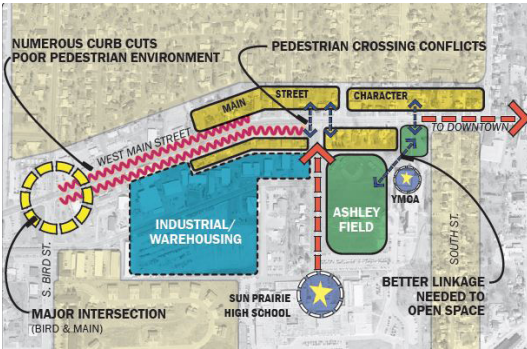
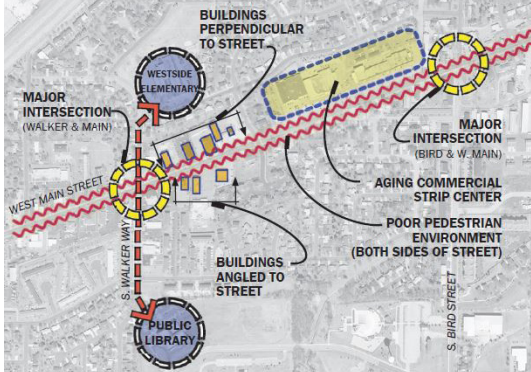
adopting a Complete Streets policy to ensure that right-of-way planning and design considers the needs of all users, adopting a trail plan to provide access to parks, schools, public facilities, and surrounding communities, and requiring cross-access easements between high-traffic use properties that are part of new development or redevelopment.

Business District Revitalization Plan

Sun Prairie adopted the Business District Revitalization Plan to guide the redevelopment of the downtown area. The planning area lies directly east of the Central Main Street Corridor planning area. The plan defines the study area boundaries as Jones Street to the west, Dewey Street to the east, the railroad line to the south, and approximately one block above W. Main Street to the north. Funds from a Community Development Block Grant (CDBG) were used to prepare the plan. The purpose of the plan was to complement Sun Prairie's Comprehensive Plan by focusing and refining the plan's goals for the downtown area. Important elements of the plan that relate to the Central Main Street Corridor include the following:

- Make the Main Street corridor into the heart of the community;
- Maintain a pedestrian-friendly environment;
- Ensure the district has adequate streetscaping and wayfinding; and
- Give the Main Street corridor a unique and identifiable character.

RIGHT Images from the West Main Street Corridor Plan



Phase II Downtown Master Plan

The Phase II Downtown Master Plan was adopted in December 2004 as an addendum to the 2001 Business District Revitalization Plan and Phase I Master Plan for downtown Sun Prairie. The planning area for the Phase II Plan lies to the east of the Central Main Street Corridor planning area and is bounded by E. Main Street, Bristol Street, Linnerud Drive, and Market Street. The document was written to refine issues related to downtown redevelopment, including the development of wayfinding and signage recommendations, downtown design guidelines, along with strategies to guide future downtown improvements. Elements of the plan that relate to the Central Main Street Corridor include the following:

- Consistent streetscape and signage between the study area and Central Main Street Corridor;
- Consistent “fit” with the character of downtown;
- Improvements to the pedestrian experience along Main Street; and
- Coordination of parking areas to allow pedestrians to easily access Main Street shopping and amenities.

Tax Increment District (TID) 11 Project Plan

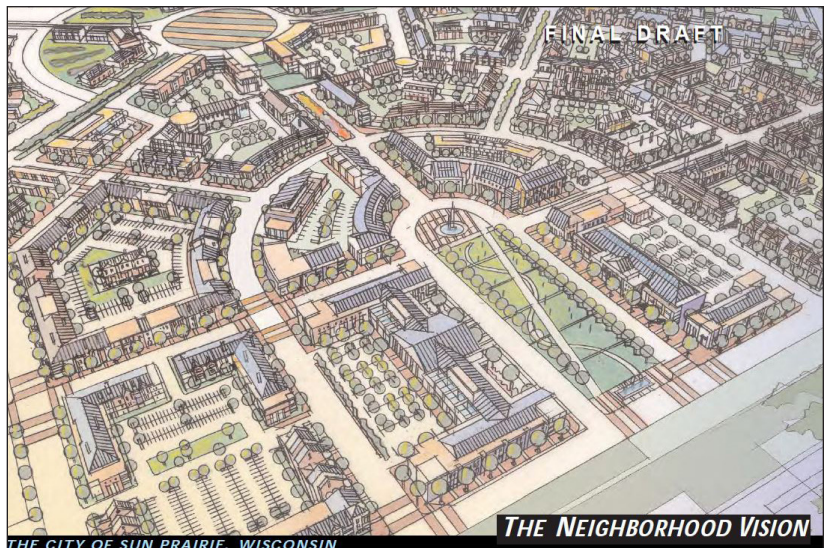
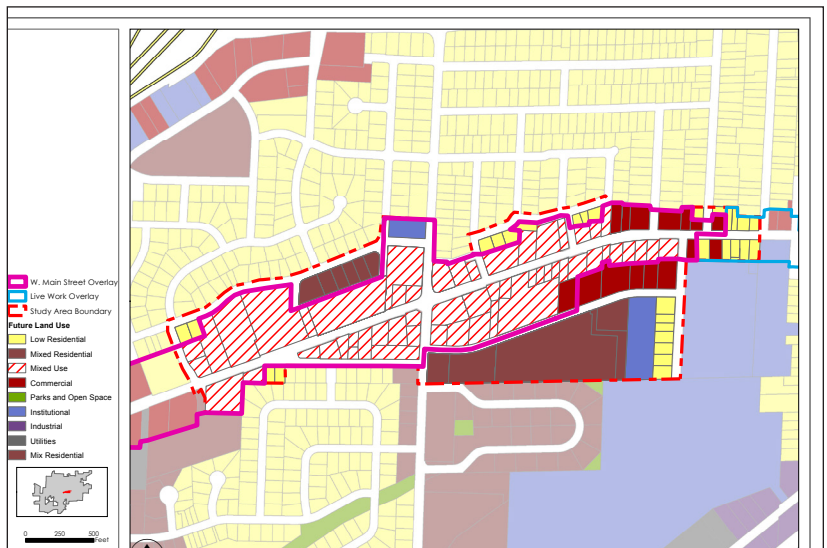
The City Council created Tax Incremental District 11 on December 2, 2014. The Project Plan boundaries are identical to the Central Main Street Corridor Plan boundaries, map A.1.1, on page 59, illustrates the boundary. All proposed improvements included in the project plan were established with the intent of attracting private investment to areas of blight and underdevelopment.

The TID 11 Project Plan makes several recommendations related to the improvement of the area, including:

- Encouraging neighborhood mixed-use redevelopment;
- Incorporating multifamily residential redevelopment in certain areas;
- Creating “town square” character via liner buildings;
- Creating a library plaza;
- Establishing gateway improvements;
- Identifying and adopting proposed zoning changes;
- Implementing green space enhancements; and
- Implementing streetscape and wayfinding improvements.

TOP: Proposed Future Land Uses within the Corridor

BOTTOM: Westside Neighborhood Plan Vision



2015 Dane County Bicycle Transportation Plan

The Madison Area Transportation Planning Board serves as the metropolitan planning organization (MPO) for Dane County and the greater Capital Region. The Board's 2015 Plan stated the organization's intention to weave a coordinated bicycle network throughout the region, meaning that bicycle paths for Sun Prairie are intended to connect to paths within adjacent municipalities throughout the region.

In addition, the project team evaluated the 2015 Madison Area Transportation Planning Board Bicycle Transportation Plan to ensure that the recommendations for bicycle connectivity aligned with previous planning documents.

The Network Plan Map indicates the existing shared-use path along Bird Street, and also identifies roads that are in need of new or improved on-street facilities. The Plan recommends adding on-street facilities to W. Main Street throughout the entirety of the study area, as well as adding on-street facilities to Bird Street. Local streets in the Corridor function as vital connections between several collector roads prioritized for bikeway expansion.

Sun Prairie Area School District (SPASD) 2015-2020 Strategic Plan

The plan's vision is to make SPASD a high-performing district of choice that reflects the cultures of the diverse community. The plan's mission is to inspire and prepare every child, every day by providing relevant, engaging, and innovative learning experiences both in and out of the classroom. SPASD currently operates seven elementary schools, two lower middle schools, one upper middle school, one high school, and one alternative high school. SPASD is opening two new elementary schools in August 2018 and is researching a

possible new high school in the near future. Similar to how Sun Prairie seeks to continuously improve its services for residents and visitors, SPASD seeks to deliver better educational experiences for its students. The Strategic Plan's foundational thread seeks to "use evidence-based quantitative and qualitative methods to improve the effectiveness, efficiency, and equity of service delivery processes in classrooms, schools and the district toward the pursuit of better service and outcomes for all students." Elements of the plan that relate to the goals of the Central Main Street Corridor Plan include the following:

- Recruitment and retention of workforce talent that meets community needs;
- Engaging members of the community to promote positive outcomes for students and citizens; and
- Using resources efficiently and effectively to ensure continued access to high-quality community facilities.

2008-2013 SPASD Safe Routes to School Plan

SPASD approved its SRTS Plan in 2008. The plan identifies eight issues for the entire community of Sun Prairie along with specific issues for each individual school in Sun Prairie and then provides recommendations to address all of these issues.

The Plan lists the following items as community-wide issues:

- Lack of sidewalks;
- Excessive traffic volumes;
- Excessive vehicle speeds; and
- Walking and biking not seen as a "real" transportation choice.

To remedy these issues, the plan recommends encouraging walking and

biking for trips under two miles, requiring sidewalks in all new developments, and working with staff and public officials to develop pedestrian islands, or center island medians, to provide a place of refuge for pedestrians crossing the street, among other measures.

Cardinal Heights Upper Middle School and Westside Elementary School are both located adjacent to the study area. Westside Elementary is listed as a participating school within the Safe Routes to School Plan, while Cardinal Heights Upper Middle school is not included. Students, staff, and teachers from all SPASD schools would benefit greatly from a safer and more convenient commute each day. The implementation of the Safe Routes to School Plan has made Sun Prairie eligible for more grant funding to use for infrastructure improvements and student programs.

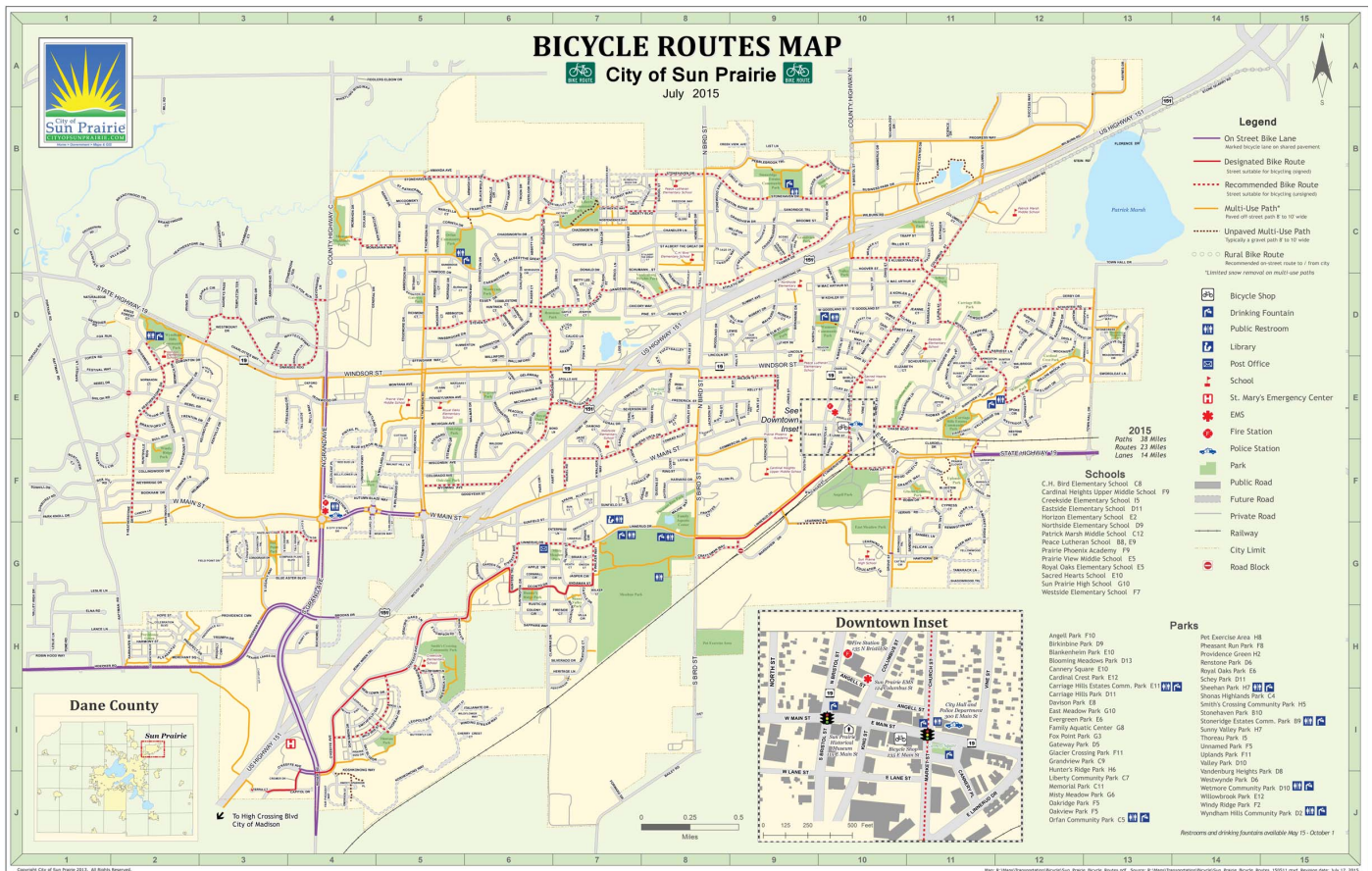
A.5: Existing Context – Regional Context

Sun Prairie resides in the Madison Metropolitan Statistical Area (MSA). The Madison MSA forms the second-largest MSA in Wisconsin, following the Milwaukee-Waukesha-West Allis MSA, and is the center of the state government, the state flagship research university, and a highly diversified economy.



LEFT An off-street bicycle path.

BELOW Sun Prairie Bicycle Routes Map

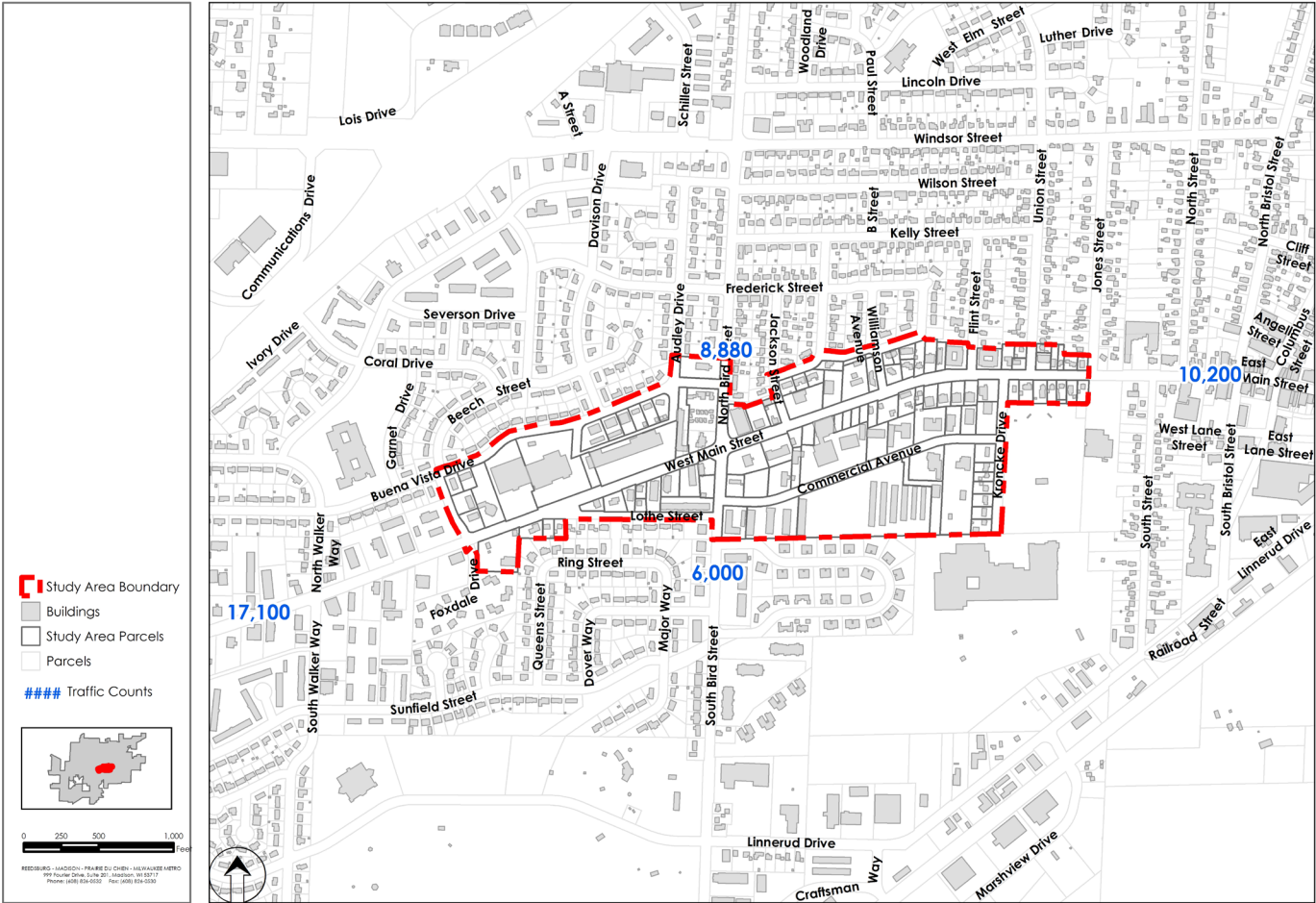


The urban core of the Madison MSA is served by U.S. Highways: 12, 14, 18, 51, and 151. These roads are all major highways that service Sun Prairie and the Greater Madison MSA, and connect to cities, such as Dubuque, Iowa; along with La Crosse, Janesville, Manitowoc, and Fond du Lac. The beltline is an expanded interstate highway that runs along the south and west sides of Madison, connecting the metropolitan core with suburbs primarily to the south and west. I-39 and I-90 intersect with I-94 close to Sun Prairie on the east side of the MSA, connecting Sun Prairie to Chicago, Milwaukee, and the Twin Cities. I-39 and I-90 are currently undergoing work to widen the roads to six lanes from Madison to the border with Illinois and eight lanes in the City of Janesville.

The following four traffic counts are located on roads leading into the study area and provide a useful approximation of annual average daily traffic counts. The following list reflects average annual daily traffic counts, as shown on Map A.5.1:

- Bird Street between Frederick Street & Buena Vista Drive—8,800;
- Bird Street between W. Main Street & Commercial Avenue—6,000;
- W. Main Street between Walker Way & Ruby Lane—17,100; and
- W. Main Street between North Street & State Highway 19—10,200.

Map A.5.1: Annual Average Daily Traffic



Data Source: Vierbicher, Dane County, Wisconsin Department of Transportation (Traffic Counts), Sun Prairie, ESRI

Land Use and Zoning Assessment

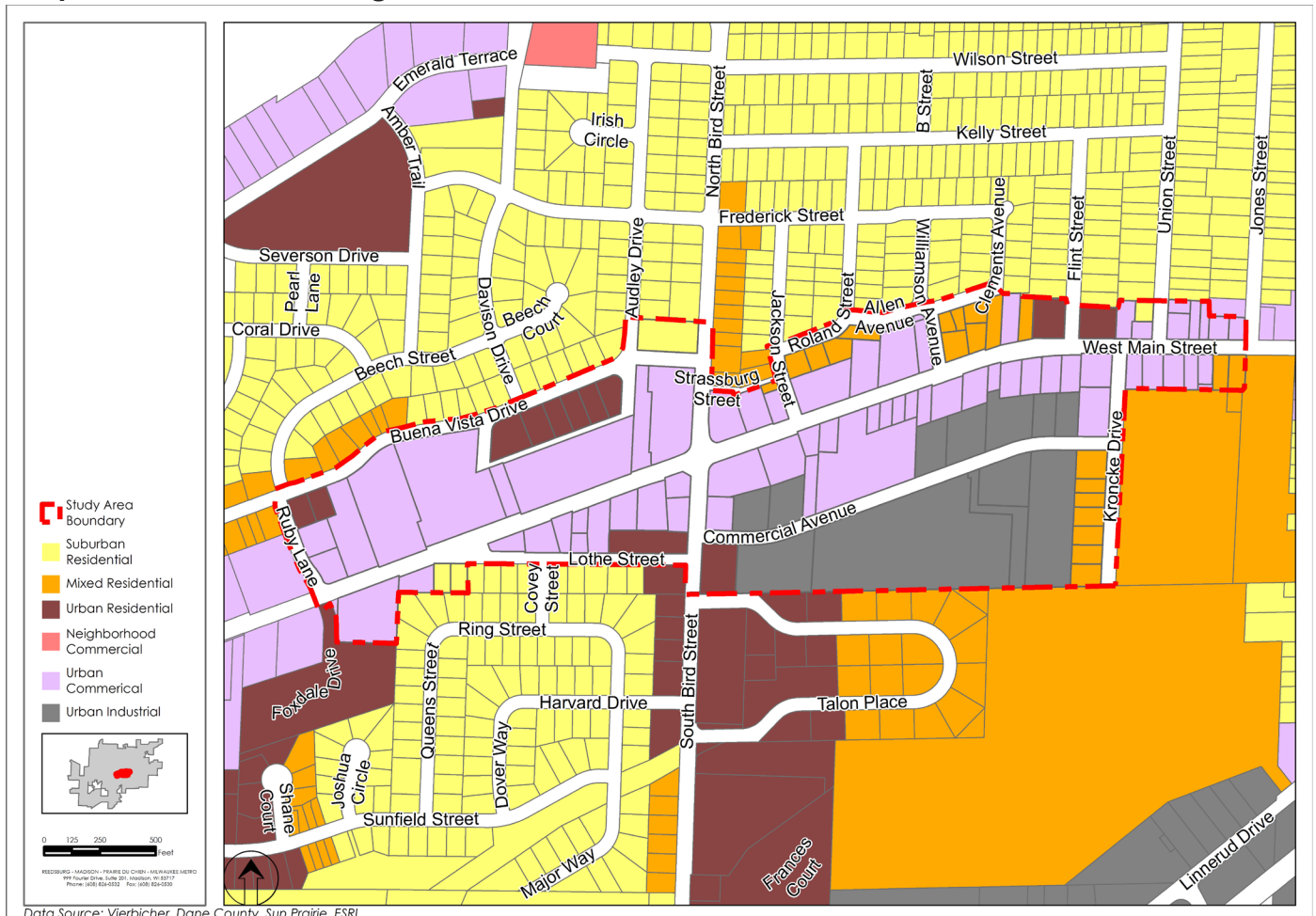
In the process of corridor revitalization, factors like the spatial arrangement and concentration of existing land uses influence the redevelopment potential of neighboring parcels. Other important elements include existing zoning, the presence and future mitigation of land use conflicts, and any planned long-term land use recommended changes.

The Central Main Street Corridor contains parcels classified under five distinct zoning districts: Urban Commercial (UC), Mixed Residential (MR-8), Urban Residential (UR), Central Commercial (CC), and Suburban Office (SO). The Corridor also contains an overlay district that encompasses the entire project study area—the Main Street Overlay.

Urban Commercial (UC) encapsulates the vast majority of the parcels in the Corridor. The UC zoning district is primarily comprised of both pedestrian and auto-oriented retail and professional office space fronting W. Main Street. Sun Prairie's municipal code states that the district is, "intended to permit both large and small-scale commercial development at intensities which provide significant incentives for infill development and the continued economic viability of existing development."

The Main Street Overlay is a specific zoning district designed to advance implementation of the recommendations contained in the West Main Street Corridor Plan. One such goal is the encouragement of high-quality redevelopment and revitalization of lands located within the Corridor.

Map A.5.2: Current Zoning



Future Land Use

When comparing existing land use and zoning to the future land use found in Sun Prairie's 2009 Comprehensive Plan, the Corridor is planned for a transition to a primarily mixed-use district of walkable, urban scale buildings and sites. Land use compatibility considers the types of uses that exist in proximity to one another, whether commercial, mixed-use, residential or other uses. Incompatible land uses detract from convenience within the District and could negatively influence user experience. Therefore, a proactive transition approach to compatible uses will help ensure the Corridor is successful in the future.

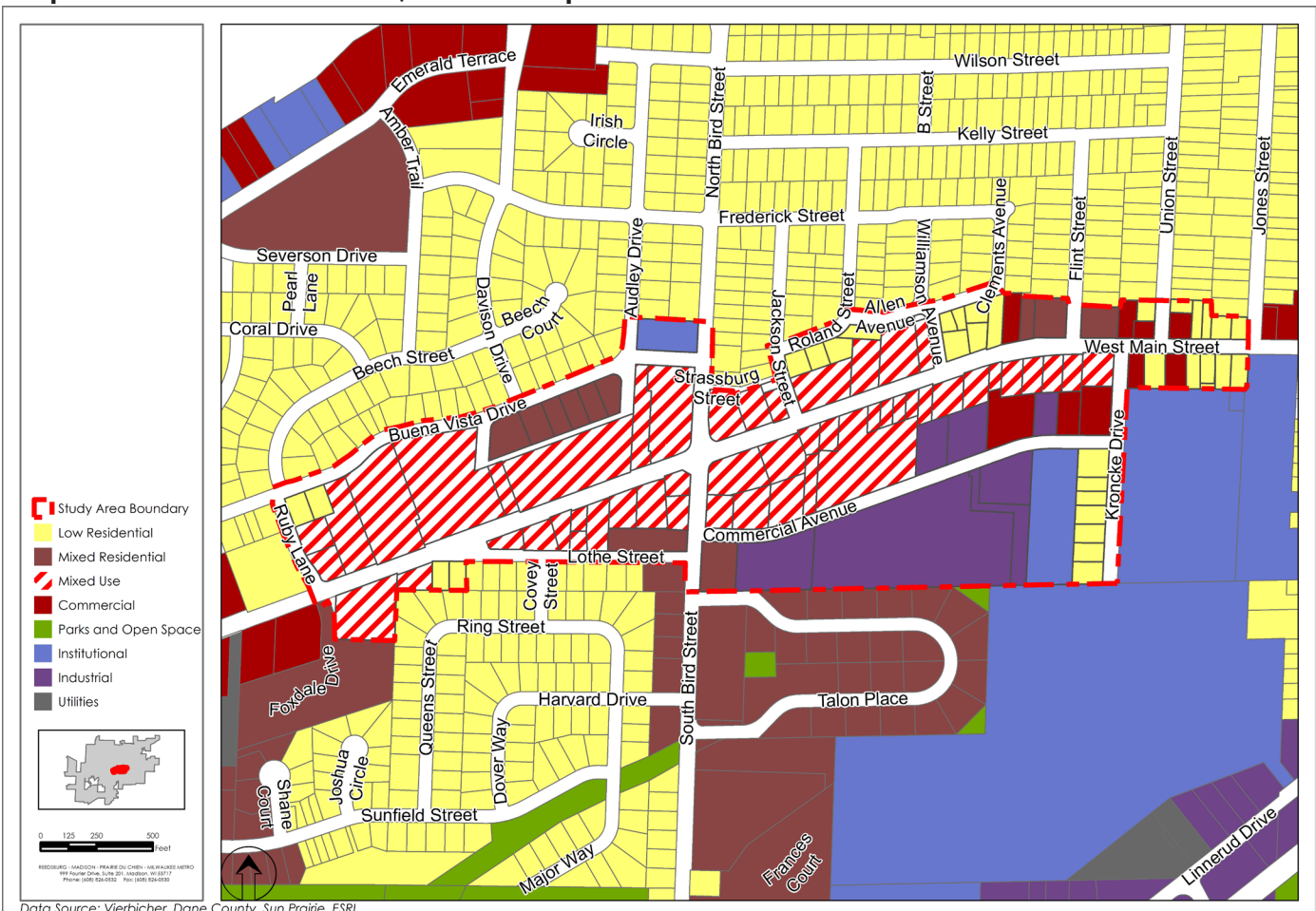
Urban Form Assessment

To organize discussion of the physical layout of the Corridor, Kevin Lynch's elements of city image and physical form are used. Lynch's book "The Image of The City," divides the elements into five categories: paths, edges, districts, nodes, and landmarks. The combination of these elements creates an area's urban form and, ultimately, the strength of its sense of place. Map A.5.4, on page 67, illustrates these elements within the planning area.

Paths

Paths are the channels along which people move. From here, people observe other elements in the environment. Paths can be simple and one dimensional, like a bike path, or

Map A.5.3: Future Land Use, 2009 Comprehensive Plan



they may take on a room-like quality in the case of a well-formed urban corridor. The main pedestrian paths through the planning area follow W. Main Street running east-west and Bird Street running north-south. The two paths cross at the corner of W. Main and Bird Street, forming a de facto center of the Corridor. While Bird Street is outfitted with an off-street multi-use path/widened sidewalk accommodating bicycle traffic, W. Main Street currently does not contain an on-street bike lane, multi-use path, or designated bike route. Buena Vista Drive, which runs parallel to W. Main Street one block north, is designated as a recommended bicycle facility; and Commercial Avenue, which runs parallel to W. Main Street one block south, contains a multi-use path.

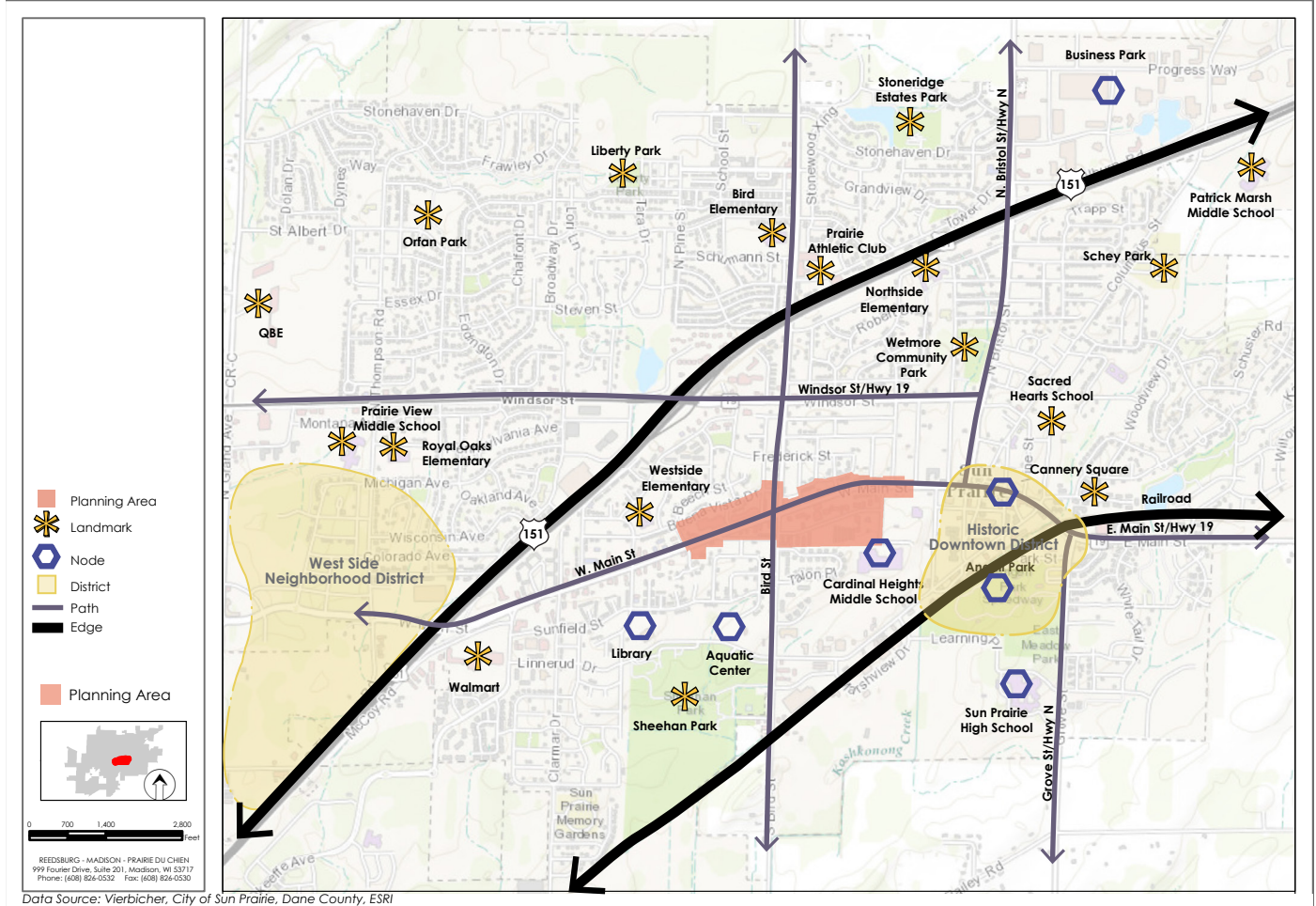
Edges

Edges are linear elements seen as boundaries between two faces. Some edges are barriers that close one area off from another and are, therefore, hard to penetrate. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area. The only identifiable edge within Sun Prairie is U.S. 151, which defines the boundary of the West Side Neighborhood from the rest of Sun Prairie.

Districts

Districts are medium to large sections of a community that a user enters, and are recognizable by their common identifying character. Examples of character include land use and density.

Map A.5.4: Urban Form



The two principal districts in Sun Prairie are the West Side Neighborhood District to the west of the planning area and the Historic Downtown District to the east.

Nodes

Nodes are strategic points with intensive use often located at junctions or connections. Examples may include a break in transportation, a crossing or convergence of paths, or moments of the shift from one structure to another. Nodes may also be a concentration of one particular use or physical characteristic. Nodes located near the planning area include the Library, the Aquatic Center, Cardinal Heights Middle School, Cannery Square, Angell Park, and the Sun Prairie High School campus.

Landmarks

Landmarks are external physical objects that can be used as a point of reference. Some landmarks are high and can be seen from long distances. These are often used as radial references. Other landmarks are lower and more local, and can only be seen from certain approaches. These contribute to the identity of an area. Landmarks are frequently used for wayfinding and seem to be increasingly relied upon as a journey becomes more and more familiar. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. They may have, but in this context may not possess, some level of historical significance. Landmarks found near the planning area include Westside Elementary, Sheehan Park, Walmart, and the Sun Prairie Memory Gardens, along with other schools, parks, and public spaces.

Combined Physical Design Assessment

As a crossroads for business, leisure, and commuter activity, the Central Main Street Corridor should be accessible and easy to navigate for a variety of transportation modes. The Corridor is currently dominated by auto-oriented development, but nearby residential areas and sidewalks running the length of W. Main Street provide potential opportunities to improve walkability.

Architectural Design Theme

There is no distinctive architectural style present in the Corridor or the immediate surrounding area. Inconsistent land uses and differences in the age of structures pose challenges to enforcing uniform design standards. Several contiguous blocks within the Corridor feature properties with limited aesthetic appeal, either because of vacancy, deferred maintenance, incompatibility with adjacent structures or storefront treatments limiting interaction between the street and the building. The presence of clusters of buildings that have not been maintained or were poorly designed with respect to the public realm can limit pedestrian activity, resulting in diminished economic activity in certain areas of the Corridor.

Current Tax Increment Finance planning for the area encourages construction of multi-use, a pedestrian-scale development that will attract private investment. Implementation of these recommendations would contribute to a more holistic, attractive architectural aesthetic in the Corridor.

Pedestrian Connections

While Map A.5.4 illustrates a variety of landmarks and nodes that attract pedestrian activity, the planning area's current layout is not amenable to connecting these places. Destinations

further than a quarter-mile are generally not visible and require a greater commitment. Furthermore, visual barriers often deter pedestrians from walking to areas they are unable to see. Encouraging trips of greater distance can be accomplished through an emphasis on wayfinding, visual landmarks, engaging streetscapes, and cross-marketing between destinations and businesses.

W. Main Street's current inventory of pedestrian crossings is insufficient for promoting non-vehicular traffic along the Corridor. Because blocks tend to be long throughout the Corridor, particularly along the heavily traveled W. Main Street, Sun Prairie should take steps to enable greater mobility for pedestrians and cyclists. The installation of pedestrian islands in the middle of W. Main Street and mid-block crossings would help alleviate such accessibility issues.

To the south of W. Main Street, Lothe Street and Commercial Avenue serve as natural pathways for pedestrian activity where vehicle traffic is light and speed limits are lower than nearby arterial roads. Sun Prairie should promote these streets as east-west pathways for pedestrian activity in conjunction with redevelopment projects that draw in visitors. Cardinal Heights Upper Middle School is situated immediately southeast of the study area. The school, along with adjacent sports fields, serves as an activity node for surrounding families and others seeking to use the facilities provided by the school.



TOP Example of dated architecture in the corridor

MIDDLE Example of new construction

LEFT W. Main Street Section

Bicycle Connections

Few existing bike facilities serve the Corridor, and W. Main Street's high concentration of motor vehicles act as a barrier between cycling routes on the adjacent local roads. Bird Street contains an off-street, multi-use path/widened sidewalks, which cyclists can use to access residential areas to the north and south of W. Main Street. Local road pavement widths are wide enough to account for designated bicycle accommodations, but there are limited bicycle storage facilities at businesses and other destinations; therefore, visitors and users would likely need to search for places to store a bicycle.

The project team evaluated the inventory of existing on-street bicycle lanes, designated bicycle facilities, multi-use paths, and wide sidewalks. One sidewalk runs along the western side of Bird Street, connecting a multi-use path running along State Highway 19 in the north to Linnerud Drive and Sheehan Park in the south. The multi-use path runs along Commercial Avenue between Bird Street and Kroncke Drive. To the west of the study area, there is also a wide sidewalk along W. Main Street running from Rickel Road to N. Thompson Street, where the sidewalk then becomes an on-street bicycle facility running to Grand Avenue.

The study area also contains portions of two recommended bicycle facilities. Recommended bicycle facilities are streets deemed suitable for cycling because of low traffic volumes, low-speed limits, and high accessibility. One recommended bicycle facility runs parallel to W. Main Street on Buena Vista Drive, of which the eastern half is contained within the study area. The other recommended bicycle facility is Union Street running south toward W. Main Street.

Streetscape Character

In general, the streetscape character of the Corridor has room for additional improvements since the W. Main Street reconstruction in the mid-2000s. Inconsistent tree plantings cause visual disconnections as pedestrians and commuters traverse the length of W. Main Street, and worn pavement needs repair along some portions of the Corridor. Introducing common public and privately controlled streetscape and site elements would reinforce a sense of place, as well as lead to popular destinations. The addition of bike lanes, bump outs, terrace paving/planters, and street furniture in these areas would help draw pedestrian traffic into the Corridor. Diversity in streetscaping could also help generate a sense of place and assist in wayfinding. Streetscape enhancements, district divisions, and themes are discussed in the recommendations chapter of the report.

Public Spaces

There are no distinctive public spaces for residents, tourists, and Corridor patrons to use. All of the existing spaces in the planning area are private patios used by business patrons or yards and porches along single-family detached houses. Public spaces should be enhanced with pedestrian amenities, including benches, trash/recycling receptacles, lighting, signage, and other themed elements.

Public Parking

There are no off-street public parking areas in the Corridor. The lack of public parking requires each business to construct parking. Surface parking in urban, mixed-use areas creates disconnections in the urban fabric/theme. Concentrating parking into one or several central locations in the Corridor would allow for a better use of space and higher density.

Wayfinding

The Corridor does not have a system of directional/wayfinding signage to direct motorists, pedestrians, and bicyclists to points of interest in and around the Corridor.

Property Condition Assessment

The project team conducted a physical assessment of the Corridor and reaffirmed the majority of the findings in the TID 11 Project Plan blight determination. The Corridor has many parcels that are currently blighted or underused but that also have the potential for redevelopment. The Corridor also has 11 brownfields, of which 10 are closed and one is open. The open brownfield is located at 400 W. Main Street, the former site of Prairie Foreign Cars. Landowners wishing to redevelop parcels designated as open or closed brownfields may need to complete additional remediation actions before approval of any projects. In such cases, developers should consult the Wisconsin DNR in the early stages of project planning. Map A.5.6, on page 72, and Table A.5.1, on page 71, detail these findings.

Property Value Assessment

The extent to which land is productively used is a good predictor of economic value and vitality of an area. One useful measure of economic use is the improvement value per acre. Vacant and underused parcels in the Corridor present major opportunities

for redevelopment. Examples of these include areas near the intersection of W. Main Street and Bird Street and several large parcels along Commercial Avenue. Redevelopment of the major large commercial properties within the Corridor should coincide with the relocation of any existing businesses elsewhere in Sun Prairie, where lower-density commercial development is more appropriate. Map A.5.7, on page 73, illustrates these findings.

Infrastructure Assessment

The project team observed that adjacent surface parking located just off W. Main Street is overbuilt, reference Map A.5.8 on page 74 and Map A.5.9 on page 75. Individual surface parking accompanies nearly every non-residential building along the Corridor, and are underused most of the time. The impact of past parking requirements now discourages pedestrians from walking to access these businesses, potentially limiting economic activity.

Furthermore, the lack of cross-access easements and shared parking agreements contribute to the overparked nature of the corridor. A significant portion of the parking lots are blighted or in need of repairs. Replacing worn parking areas presents significant construction costs, which could be reduced through the implementation of shared parking agreements between uses and the construction of more multi-use structures with limited surface parking.

Table A.5.1: Property Condition

BRTS No	Activity Name	Address	Municipality	Start Date	End Date	Status	Activity Type
03-13-548068	PRAIRIE FOREIGN CARS	400 W MAIN ST	SUN PRAIRIE	2006-08-16	0000-00-00	OPEN	LUST
03-13-100723	HANLEY CO INC	641 W MAIN ST	SUN PRAIRIE	1996-05-15	2002-08-22	CLOSED	LUST
02-13-221815	MAIN SHOPPING CENTER	980 W MAIN ST	SUN PRAIRIE	1999-05-18	2010-11-01	CLOSED	ERP
03-13-182590	MARATHON STATION #2066	537 W MAIN ST	SUN PRAIRIE	1998-02-16	2016-07-11	CLOSED	LUST
03-13-178375	HANLEY CO	691 COMMERCIAL AVE	SUN PRAIRIE	1997-12-02	1999-10-14	CLOSED	LUST
03-13-119810	HARDEES RESTAURANT	745 W MAIN ST	SUN PRAIRIE	1997-03-18	2003-04-10	CLOSED	LUST
03-13-111801	SCHUCH LANDMARK ENGINE SERVICE	526 COMMERCIAL AVE	SUN PRAIRIE	1996-10-30	2001-03-15	CLOSED	LUST
03-13-002602	LANGER-CORNING TRUST PROPERTY	662 W MAIN ST	SUN PRAIRIE	1995-05-02	2001-07-17	CLOSED	LUST
03-13-002019	TUSCHEN TRUCKING	1141 W MAIN ST	SUN PRAIRIE	1993-08-17	2008-05-02	CLOSED	LUST
03-13-001046	TUSCARORA PLASTICS	550 COMMERCIAL AVE	SUN PRAIRIE	1991-06-05	1994-11-23	CLOSED	LUST
03-13-000432	AMOCO #18698	626 W MAIN ST	SUN PRAIRIE	1990-04-06	2009-08-31	CLOSED	LUST
				Leaking Underground Storage Tank (Petroleum)		Non-Petroleum (ERP)	

What Is a Brownfield?

A Brownfield is a former industrial or commercial property where future use is affected by actual or perceived environmental contamination.

Closed Brownfield:

Sites where investigation and cleanup of the contamination has been completed and the state has approved all clean-up action.

The lack of higher-density structures and an unintuitive mix of land uses deter visitors and prevents the Corridor from becoming a destination for leisure, entertainment, and shopping. Nearby single- and multi-family housing located in adjacent neighborhoods gives the area great potential for becoming an economic focus for Sun Prairie. The Corridor could capture a large number of nearby residents seeking walkable business and entertainment options.

Public Transit Assessment

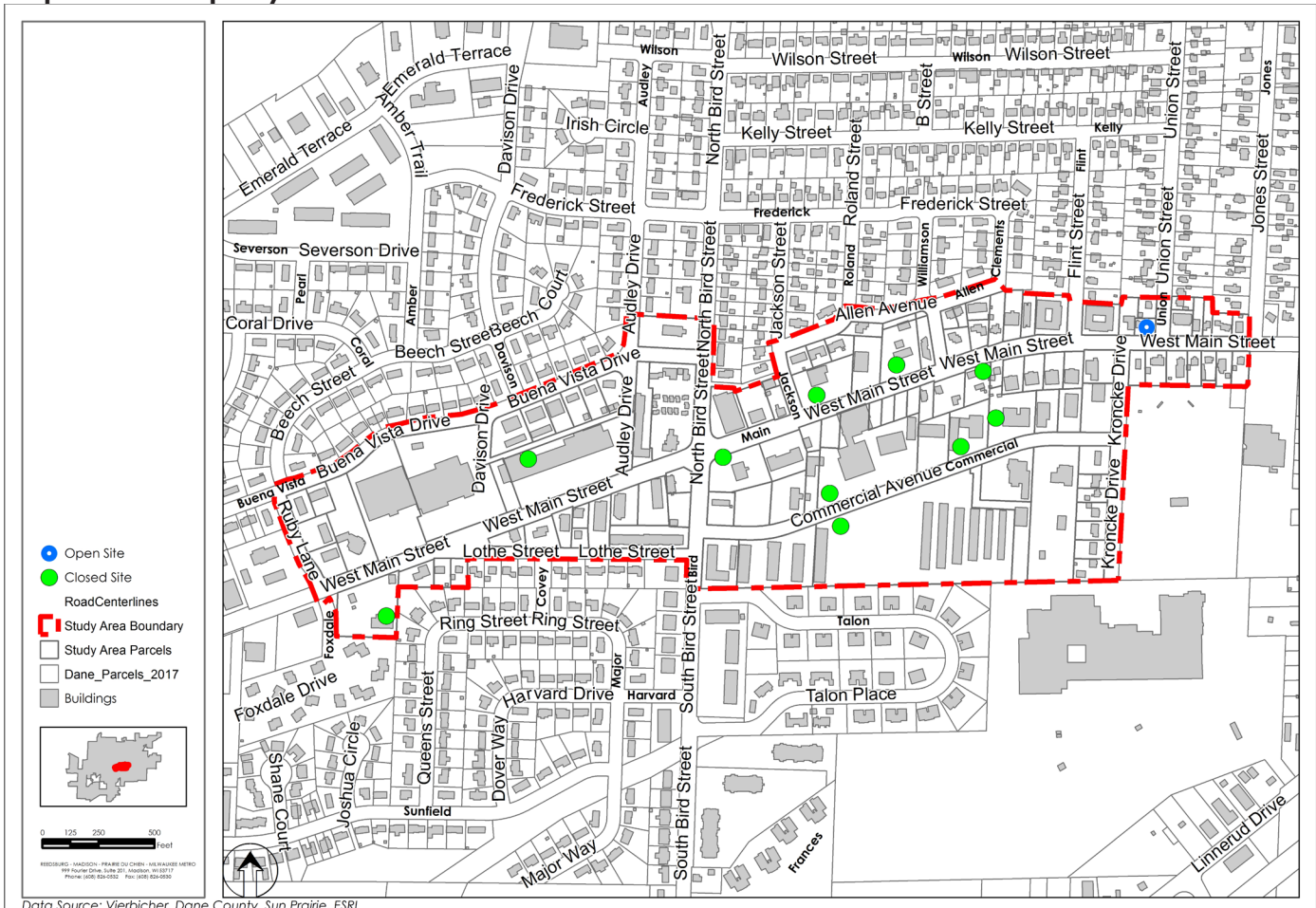
There are currently no functioning public transit organizations that serve the immediate area. As Sun Prairie and the Corridor continue to grow and redevelop, the City should consider working in conjunction with Madison

Metro to explore the expansion of bus service routes to Sun Prairie. The transit impact will have to be monitored as the Corridor continues to redevelop with a higher concentration of land uses dependent on visitors, customers, and residents.

A.6: Market Analysis

The City's geographic location puts it in the unique position of having a good visitor and customer base to draw from, yet also having competition from surrounding businesses and retailers. The City has been proactive in providing suitable commercial and industrial land for development, managing targeted programs to promote private investment, and undertaking initiatives to revitalize the Corridor. However, the

Map A.5.6: Property Condition



City is close enough to other competing markets that it needs to be creative to secure its economic place in the region and draw visitors/customers to the Corridor.

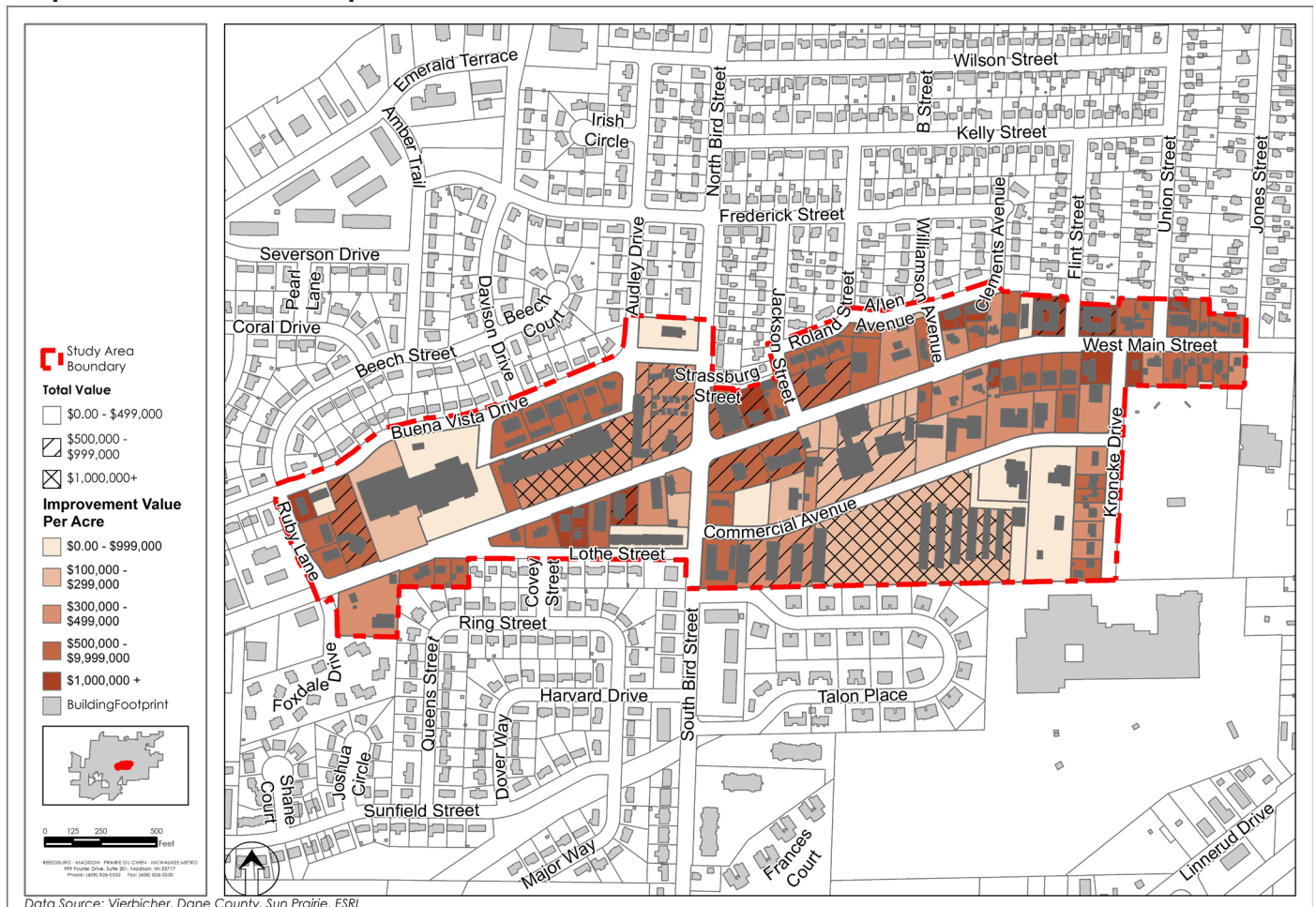
Overview

The market analysis provides an overview of the current and emerging trends associated with the Corridor's retail, housing, and commercial markets. Opportunities for growth within each of these markets are identified to help focus future initiatives to align with anticipated market demand. In addition to gathering market information, a group of local stakeholders met to provide feedback on local business issues, potential market opportunities, and perceptions of the Central Main

Street Corridor in the marketplace.

To appropriately define local market opportunities, the study analyzed key economic and demographic variables. These variables form the basis for future supply and demand projections within each of the researched areas. These projections are developed based on census data, historical trend data, and projections provided by ESRI®, one of the leading demographic and spatial data software firms in the world. Other data sources include the U.S. Decennial Census, the Census' American Community Survey, 2015 Applied Geographic Solutions estimates, and the UW Extension Center for Community and Economic Development. All analysis and projections are based on nationwide demographic trends for similar

Map A.5.7: Assessed Improvement Value Per Acre



environments, project team calculations, and affirmed by local observations. These assumptions and calculations are used to project demand for the Central Main Street Corridor and for its trade area, which is defined as a 10-minute drive time radius.

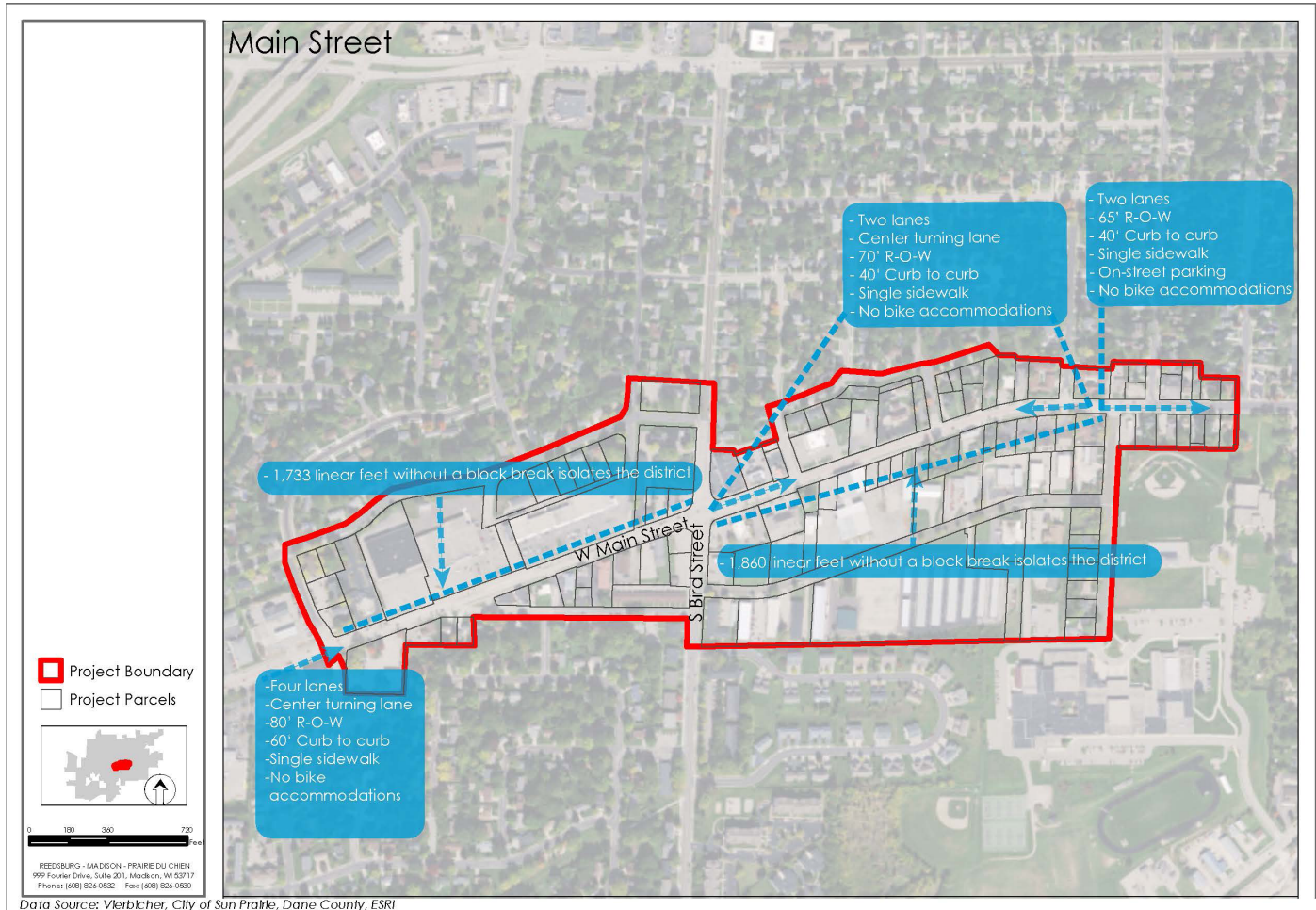
Trade Area Population Trends

The demand for local housing, goods, services, and employment was derived from the Central Main Street Corridor's 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 Central Main Street Corridor trade area is heavily influenced by the market forces of Sun Prairie and the other trade centers in the Madison Metropolitan Area. The trade area is also influenced by other nearby competing communities like Madison. Because of these local market forces and current supply of significant commercial activity, the Plan's trade area likely does not extend beyond Sun Prairie's boundaries,

Map A.5.8: W. Main Street Infrastructure Assessment

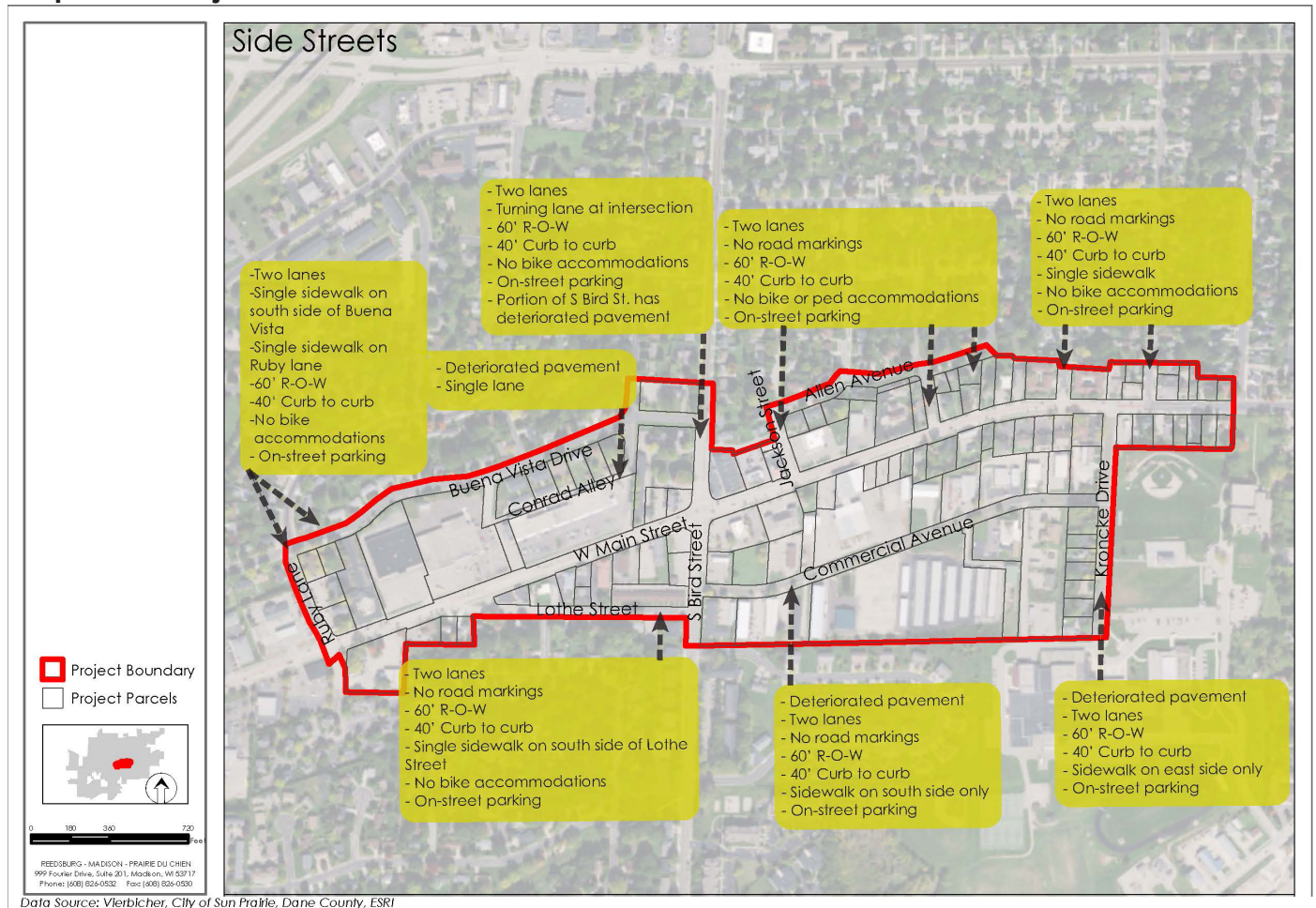


particularly in the west, where much of the remaining portions of the municipality fall outside the Central Main Street Corridor primary trade area.

Residential population growth is the simplest and often the main factor in contributing to economic development. An increase in population, either from migration into a community or natural increase from births, creates the need for additional housing and expanded retail trade. New jobs are created to provide these needs for the growing community. ESRI 2015 data and the American Community Survey projects the Central Main Street Corridor trade area population to increase by 7% between 2016 and 2021, Table A.6.1 on page 78.

One of the biggest demographic and residential trends facing many communities is an aging population. However, the median age in the Central Main Street Corridor study area is expected to stay relatively stable, due to the number of younger families moving into the area and the increase in workforce housing. The number of households and families are expected to increase at a slower pace than the population growth, as people are starting families later in life. However, because of the increase in the total number of households, the number of housing units could increase by 1,400 or more units by 2021, Table A.6.1 on page 78.

Map A.5.9: Adjacent Street Infrastructure Assessment

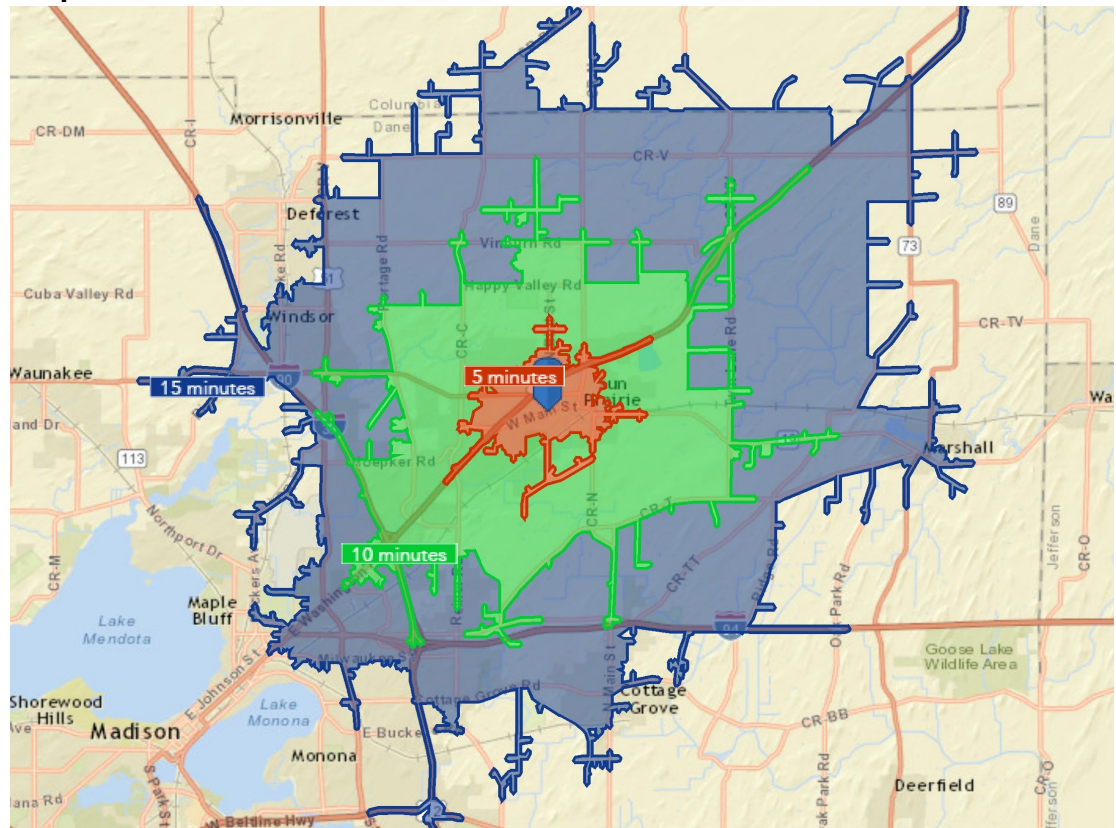


Retail Market Analysis

Sun Prairie is on the edge of a growing metro area and continues to experience rapid residential and employment growth, thus translating into additional commercial development opportunities. However, the size and proximity of neighboring trade centers restricts the Corridor's ability to expand the trade area's geographic boundaries, in which it provides daily or regular shopping and services. This restriction occurs because other market areas of the metro area absorb many of the regular shopping and service needs. Despite being located within a "full-service" metropolitan area, growth in consumer spending has not been evenly distributed among retail sectors, and there are several retail types which demonstrate sufficient surplus demand to support additional businesses. Retail gaps exist in most of the analyzed industry groups, as seen on the following pages.

Retailers in the corridor attract customers from the immediate neighborhood, but no business is able to capture 100 percent of the dollars being spent on a particular category of goods within any population group. Primary convenience retailers with little competition (i.e., local grocer) may be able to retain as much more local spending than smaller retailers in more competitive market sectors. Customers have numerous choices when it comes to retail offerings, and they make decisions based on proximity, price, quality of goods, customer experience, and convenience. Retailers in an aging shopping district, such as the Central Main Street Corridor, must especially rely on their ability to provide a unique product, service or experience, which will allow them to attract and retain a larger share of customers and even additional customers from a broader trade area.

Map A.6.1: Trade Area



Distance to Major Markets	
Madison	9 miles
Milwaukee	73 miles
Chicago	153 miles
Minneapolis	270 miles
Janesville	40 miles
La Crosse	144 miles
Green Bay	129 miles
Appleton	93 miles
Rockford	80 miles
Dubuque	110 miles

Source: ESRI

For this reason, including medium- and higher-density residential uses near the corridor will be important. Finding ways to assist local retailers in identifying and collectively marketing to these broader groups located in or traveling to the corridor will help boost spending throughout the community.

Table A.6.2, page 79, details Corridor primary trade area retail supply and demand, indicating the ability to support retail establishments based on local demand alone. The presence of a supply gap is a potential indicator that additional retailers could be supported in the area. The retail gap analysis compares the retail demand (potential sales) with the retail supply (current sales) for 31 different industry groupings within the trade area. The trade area encompasses a full-service urban area of over 42,000 people and nearly 17,000 households. The majority of the industry groups have a retail gap potential; however, once the analysis expands to

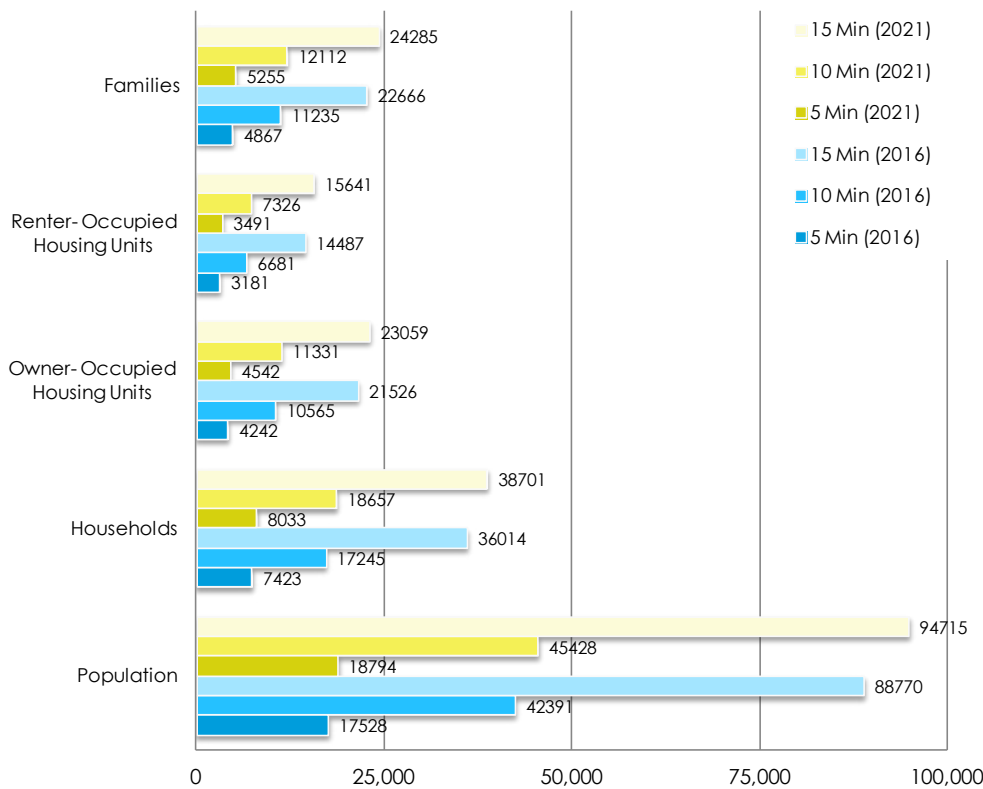
a 15-minute drive time radius, less than one-third of the industry groups exhibit any retail potential. The large retail gap difference between the two trade areas illustrates the importance of providing an experience rather than simply a product. People will drive greater distances for products if they are not encouraged to shop more locally for a better or authentic experience.

In the table, a positive retail gap shows excess demand (identified in green) and negative retail gap shows excess supply (identified in red). Additionally, the current sales (supply) of items for each category are divided by the number of existing businesses to get an idea of sales per business. That number is then compared to the amount of excess demand for those products to see if the excess demand can support the retail sales needed per establishment. This number is called the leakage/surplus factor. Generally, a factor greater than 20 means additional establishments

Families defined by the United States Census:
 A group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

Household defined by the United States Census:
 A household is composed of one or more people who occupy a housing unit. Not all households contain families. Non-family households consist of people who live alone or who share their residence with unrelated individuals.

Figure A.6.1: Trade Area Statistics & Trends



may be possible to fill this lack of supply. Negative factors and factors less than 20 indicate there is little to no additional demand in the area to support the sales needed to keep an additional establishment in business.

Sun Prairie could target business growth in any of the sectors in the 10-minute drive time with a retail gap factor; however, for those industry groups with “low” new business potential (retail gap factor less than 20), new businesses would be fighting for a smaller market share with competitors that may be better located in more established trade centers. While a grocery store, for example, may choose to locate in a larger shopping center, full-service restaurants, clothing stores, health and personal care stores (i.e., Walgreens or CVS), lawn and garden equipment and supply stores, specialty food stores, and furniture stores are all appropriate targets for the study area.

It is important to note that while some categories may have a retail

supply gap, they may also not be an appropriate fit for the future use of the Corridor. As an example, a larger generic lawn and garden store would also have to compete with similar stores, as well as building materials stores, and could require significant indoor and outdoor storage space. Such a store might not be appropriate for the corridor; however, a smaller specialty lawn and garden store offering unique local garden art and other specialty items might be a good candidate. Furthermore, the Food and Beverage store category also seems to have an opportunity in the Specialty Food store category. A food store specializing in local food items that cater to visitors could be a good candidate for the local-experience shopper. Finally, furniture stores also seem to have retail potential; however, the City could struggle to recruit a larger chain/big box furniture retailer to the Corridor that would otherwise prefer to locate along a highly visible freeway. Conversely, a local or higher-end handcrafted furniture shop or an “upcycle” furniture store could thrive in the Corridor.

Table A.6.1: Trade Area Projections

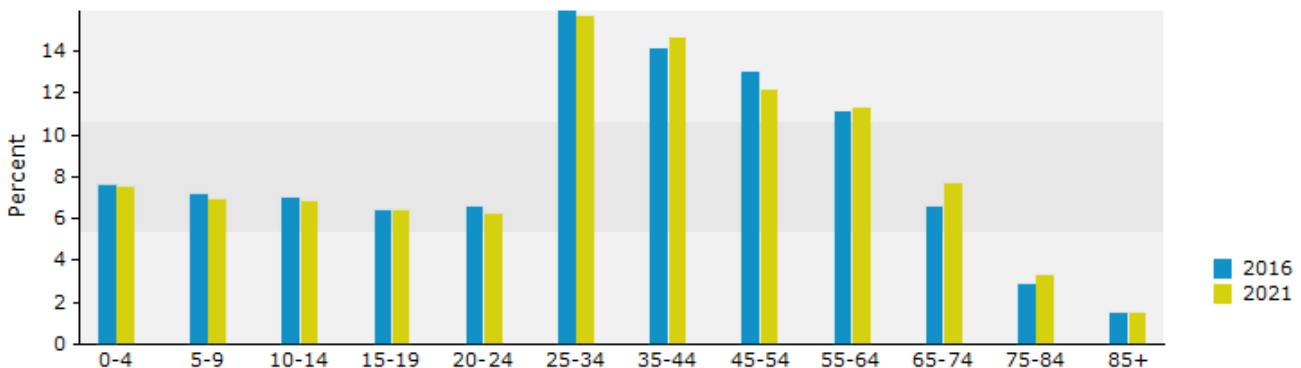
	2016	2021	Percent Change
Population	42,391	45,428	7%
Households	17,245	18,657	8%
Families	11,235	12,112	8%
Median Age	35.9	36.3	1%
Median Household Income	\$69,800	\$78,817	13%

SOURCE: 2015 American Community Survey, ESRI

Market Potential Index

There is also an opportunity to capture additional sales by providing goods and services that address areas of highest demand and spending within the local trade area. Table A.6.5, starting on page 82, shows spending categories in Sun

Figure A.6.2: Trade Area Demographic Profile



SOURCE: 2015 American Community Survey, ESRI

Prairie. This table includes the average annual spending in these categories by household and the total spending for all of Sun Prairie. The table also includes the Spending Potential Index (SPI), which represents the amount spent for a product or service relative to the national average (100). Households in Sun Prairie spend more than the national average in all top-level categories. Many of these goods and services may be targeted for business growth in Sun Prairie.

Critical Mass Business Recruitment

There are several factors Sun Prairie may be able to implement in order to capture the maximum amount of commuter expenditures. The agglomeration of comparison shopping

stores can create a critical mass of retail activity. Location on key commuting routes, such as W. Main Street, with clear visibility of available businesses ensures consumers are fully aware of their retail options. The critical mass of other businesses will make a stop more convenient. For this reason, any new commercial development should be directed to the Central Main Street Corridor's existing commercial areas. Because competition from trade areas and communities adjacent to and surrounding the Central Main Street Corridor trade area is considerable, finding ways to pool resources and share the cost of marketing among multiple retailers may make businesses more competitive.

A new development with one or more

Table A.6.2: Retail Supply & Demand for Central Main Street Corridor Trade Area

Industry Group	NAICS	10- Min Drive Time					15- Min Drive Time				
		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap/Surplus	Leakage/Surplus Factor	No. of Businesses	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap/Surplus	Leakage/Surplus Factor	No. of Businesses
Motor Vehicle & Parts Dealers	441	\$163,040,620	\$395,980,732	-\$232,940,112	-41.7	30	\$322,357,607	\$655,782,762	-\$333,425,155	-34.1	60
Automobile Dealers	4411	\$132,071,741	\$371,691,838	-\$239,620,097	-47.6	14	\$261,407,507	\$604,952,388	-\$343,544,881	-39.7	23
Other Motor Vehicle Dealers	4412	\$21,052,111	\$2,473,991	\$18,578,120	79.0	3	\$41,352,592	\$17,958,667	\$23,393,925	39.4	7
Auto Parts, Accessories & Tire Stores	4413	\$9,916,768	\$21,814,904	-\$11,898,136	-37.5	14	\$19,597,508	\$32,871,707	-\$13,274,199	-25.3	29
Furniture & Home Furnishings Stores	442	\$20,752,582	\$13,174,991	\$7,577,591	22.3	11	\$40,872,458	\$49,934,801	-\$9,062,343	-10.0	29
Furniture Stores	4421	\$12,897,868	\$7,296,861	\$5,601,007	27.7	5	\$25,585,231	\$33,883,144	-\$8,297,913	-14.0	14
Home Furnishings Stores	4422	\$7,854,714	\$5,878,131	\$1,976,583	14.4	6	\$15,287,227	\$16,051,657	-\$764,430	-2.4	15
Electronics & Appliance Stores	443	\$36,374,936	\$26,685,066	\$9,689,870	15.4	18	\$71,894,652	\$100,413,515	-\$28,518,863	-16.6	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$41,751,860	\$18,940,446	\$22,811,414	37.6	16	\$81,085,492	\$98,290,471	-\$17,204,979	-9.6	38
Bldg Material & Supplies Dealers	4441	\$37,034,997	\$15,163,461	\$21,871,536	41.9	12	\$71,896,337	\$90,741,218	-\$18,844,881	-11.6	31
Lawn & Garden Equip & Supply Stores	4442	\$4,716,863	\$3,776,985	\$939,878	11.1	4	\$9,189,154	\$7,549,253	\$1,639,901	9.8	7
Food & Beverage Stores	445	\$112,802,288	\$103,999,255	\$8,803,033	4.1	22	\$224,612,217	\$230,376,652	-\$5,764,435	-1.3	48
Grocery Stores	4451	\$96,579,482	\$93,146,186	\$3,433,296	1.8	11	\$192,280,447	\$207,910,480	-\$15,630,033	-3.9	23
Specialty Food Stores	4452	\$10,807,828	\$6,401,776	\$4,406,052	25.6	8	\$21,514,754	\$11,168,685	\$10,346,069	31.7	15
Beer, Wine & Liquor Stores	4453	\$5,414,978	\$4,451,293	\$963,685	9.8	4	\$10,817,016	\$11,297,487	-\$480,471	-2.2	9
Health & Personal Care Stores	446,4461	\$39,359,406	\$26,895,647	\$12,463,759	18.8	17	\$77,779,200	\$194,308,514	-\$116,529,314	-42.8	46
Gasoline Stations	447,4471	\$50,897,923	\$37,502,085	\$13,395,838	15.2	10	\$100,785,522	\$105,875,539	-\$5,090,017	-2.5	27
Clothing & Clothing Accessories Stores	448	\$27,077,388	\$15,823,608	\$11,253,780	26.2	19	\$53,946,649	\$97,568,276	-\$43,621,627	-28.8	76
Clothing Stores	4481	\$17,853,837	\$9,585,403	\$8,268,434	30.1	11	\$35,610,576	\$69,986,772	-\$34,376,196	-32.6	51
Shoe Stores	4482	\$3,713,108	\$3,276,227	\$436,881	6.3	3	\$7,406,625	\$17,354,899	-\$9,948,274	-40.2	14
Jewelry, Luggage & Leather Goods Stores	4483	\$5,510,443	\$2,961,978	\$2,548,465	30.1	4	\$10,929,448	\$10,226,605	\$702,843	3.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$16,629,332	\$51,159,162	-\$34,529,830	-50.9	16	\$32,994,353	\$92,894,870	-\$59,900,517	-47.6	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,811,509	\$49,741,673	-\$35,930,164	-56.5	15	\$27,391,890	\$82,137,172	-\$54,745,282	-50.0	38
Book, Periodical & Music Stores	4512	\$2,817,823	\$1,417,489	\$1,400,334	33.1	1	\$5,602,463	\$10,757,697	-\$5,155,234	-31.5	5
General Merchandise Stores	452	\$134,018,285	\$371,114,117	-\$237,095,832	-46.9	7	\$266,026,549	\$697,517,083	-\$431,490,534	-44.8	23
Department Stores Excluding Leased Depts.	4521	\$106,397,770	\$106,110,766	\$287,004	0.1	3	\$211,191,688	\$387,400,569	-\$176,208,881	-29.4	13
Other General Merchandise Stores	4529	\$27,620,515	\$265,003,351	-\$237,382,836	-81.1	4	\$54,834,861	\$310,116,514	-\$255,281,653	-69.9	10
Miscellaneous Store Retailers	453	\$29,275,107	\$19,204,397	\$10,070,710	20.8	23	\$58,012,341	\$55,288,568	\$2,723,773	2.4	61
Florists	4531	\$1,239,358	\$1,095,349	\$144,009	6.2	4	\$2,405,550	\$2,417,603	-\$12,053	-0.2	7
Office Supplies, Stationery & Gift Stores	4532	\$5,965,532	\$3,344,691	\$2,620,841	28.2	6	\$11,827,182	\$8,776,055	\$3,051,127	14.8	16
Used Merchandise Stores	4533	\$5,519,139	\$3,597,305	\$1,921,834	21.1	6	\$10,930,935	\$13,849,651	-\$2,918,716	-11.8	19
Other Miscellaneous Store Retailers	4539	\$16,551,079	\$11,167,052	\$5,384,027	19.4	8	\$32,848,675	\$30,245,259	\$2,603,416	4.1	19
Nonstore Retailers	454	\$21,840,189	\$5,910,109	\$15,930,080	57.4	5	\$43,303,927	\$90,900,761	-\$47,596,834	-35.5	12
Electronic Shopping & Mail-Order Houses	4541	\$17,289,765	\$5,300,316	\$11,989,449	53.1	4	\$34,264,108	\$83,803,282	-\$49,539,174	-42.0	7
Vending Machine Operators	4542	\$1,743,527	\$609,794	\$1,133,733	48.2	1	\$3,468,625	\$4,034,698	-\$566,073	-7.5	3
Direct Selling Establishments	4543	\$2,806,898	\$0	\$2,806,898	100.0	0	\$5,571,194	\$3,062,781	\$2,508,413	29.1	1
Food Services & Drinking Places	722	\$73,514,261	\$70,233,485	\$3,280,776	2.3	90	\$146,124,660	\$168,611,199	-\$22,486,539	-7.1	202
Special Food Services	7223	\$1,798,122	\$263,872	\$1,534,250	74.4	1	\$3,553,698	\$1,453,210	\$2,100,488	42.0	3
Drinking Places - Alcoholic Beverages	7224	\$5,106,847	\$5,896,897	-\$790,050	-7.2	6	\$10,156,544	\$11,621,071	-\$1,464,527	-6.7	21
Restaurants/Other Eating Places	7225	\$66,609,291	\$64,072,716	\$2,536,575	2	83	\$132,414,418	\$155,536,918	-\$23,122,500	-8	178

anchor businesses or activities could regularly draw customers and users from an area much larger than the primary convenience trade area and impact individual retail nodes by providing additional commercial traffic through the corridor. This type of destination presents opportunities to increase traffic by encouraging customers to patronize adjacent and/or complementary businesses. Providing complementary support infrastructure can also reinforce these clusters as they emerge.

Experience-Based Economy

An additional way to capture consumer spending is to think about the experience-based economy. In the experience-based economy, businesses provide memorable events for their customers, and the memory becomes the product. The Harvard Business Review put it, "a company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event."

Businesses have to provide more than a product now to compete with online and discount shopping. They have to provide an authentic experience and unique products that engage customers. Businesses will need to add experience to add value. Customers want to do something unique while shopping, something with a story they can tell to family and friends later, and something they can share on social media.

Real Estate Analysis

The availability of suitable land and real estate has a significant impact on the ability of businesses to grow and expand in a community. Sun Prairie currently has a supply of available land for redevelopment, which can be used to add new or refurbished commercial space.

Many businesses opt for a location along commercial corridors due to increased visibility of space. However, there is only one industrial property and two commercial properties listed for sale on commercial listing sites, including LoopNet and Locate In Wisconsin; so, providing reasonable estimates of rents is difficult. As such, Sun Prairie should consider providing TIF assistance and incentives based on the scope and economic impact of any proposed developments. Figures A.6.3 through

Table A.6.3: Commercial Sectors Requiring Office Space (SIC) in Trade Area

Sector (SIC)	Businesses	Employees
Banks, Savings & Lending Institutions	93	500
Securities Brokers	26	203
Insurance Carriers & Agents	263	8166
Real Estate, Holding, Other Investment Offices	100	1498
Health Services	91	1788
Legal Services	15	94
Other Services	431	4970
Government	33	987
Total	1,052	18,206

SOURCE: ESRI

Table A.6.4 : Commercial Sectors Requiring Office Space (NAICS) in Trade Area

Sector (NAICS)	Businesses	Employees
Information	29	640
Central Bank/Credit Intermediation & Related Activities	94	501
Securities, Commodity Contracts & Other Financial Investments	26	203
Insurance Carriers & Related Activities; Funds, Trusts	63	8166
Real Estate, Rental & Leasing	111	592
Professional, Scientific & Tech Services	160	1837
Management of Companies & Enterprises	2	878
Administrative & Support	64	726
Health Care & Social Assistance	146	2919
Other Services (except Public Administration & Vehicle Repair)	220	1572
Public Administration	33	987
Total	948	19,021

SOURCE: ESRI

A.6.6 illustrate data for the state, county, and the metro area, which is the Madison area. The data only drills down to the metro level.

In contrast to the industrial and retail sectors, there are no specific industry classifications which correspond to the need for professional office space, but rather a number of classifications which may hint at potential needs for office space. As consumer needs have shifted from a downtown-centered model to a more regional trade area, downtown storefront use has shifted; professional service tenants have found that first-floor storefront spaces provide greater visibility, marketing, and customer convenience.

Tables A.6.3 and A.6.4, page 80, illustrate the number of businesses and employees in 2015 in the trade area (10-minute drive time from the Central Main Street Corridor) in those business sectors, suggesting the need for commercial office space. Data is provided using two separate industry classification systems to best capture the total commercial office space needs, as the ways businesses are counted and reported vary from system to system; however, using both classification systems allows us to determine that there are likely between 948 and 1,052 businesses employing between 18,000 and 19,000 employees in the trade area that require commercial office space.

Housing Analysis

A housing market analysis provides an overview of local demographics, income, and social factors, which contribute to the demand for housing in the study area. The analysis examines the impact of household size, income, age, and ownership status of Sun Prairie's population. By studying the relationship and changes in these factors over time, we can identify current and future gaps in supply based

Figure A.6.3: Retail Property Asking Rent - Lease Trends

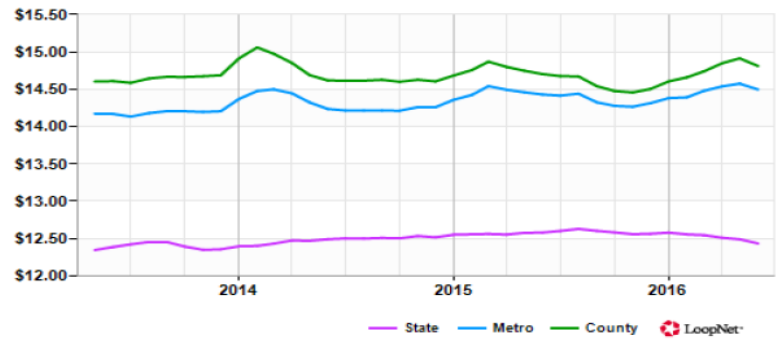


Figure A.6.4: Retail Property Asking Price Index- Sale Trends

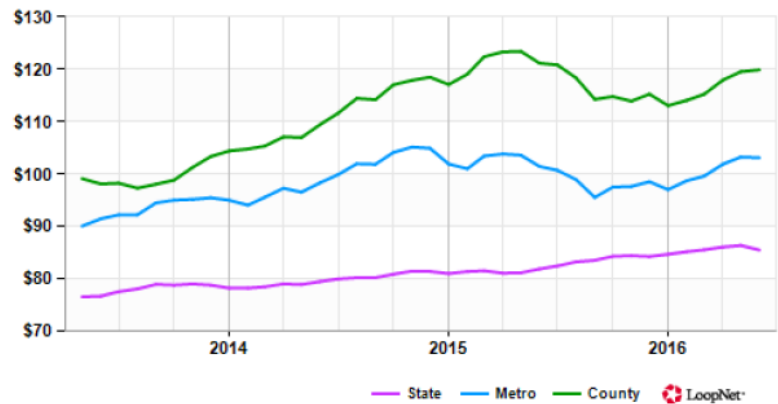


Figure A.6.5: Office Property Asking Rent - Lease Trends

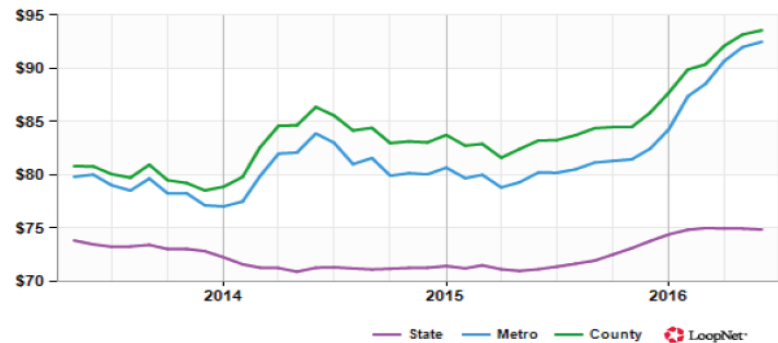
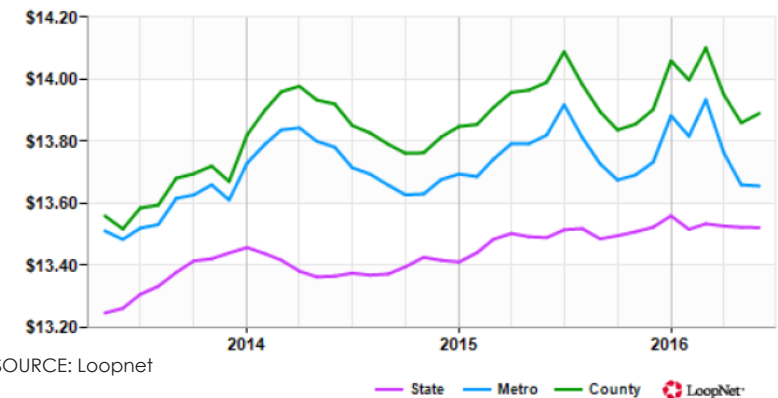


Figure A.6.6: Office Property Asking Price Index- Sale Trends



SOURCE: Loopnet

Table A.6.5: Spending Profile

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	110	\$2,207.31	\$38,065,069
Men's	109	\$437.59	\$7,546,163
Women's	108	\$737.47	\$12,717,652
Children's	115	\$369.67	\$6,374,976
Footwear	109	\$468.88	\$8,085,801
Watches & Jewelry	110	\$113.85	\$1,963,262
Apparel Products and Services (1)	111	\$79.86	\$1,377,214
Computer			
Computers and Hardware for Home Use	113	\$195.82	\$3,376,930
Portable Memory	114	\$5.35	\$92,214
Computer Software	114	\$14.71	\$253,637
Computer Accessories	109	\$19.35	\$333,635
Entertainment & Recreation	108	\$3,150.86	\$54,336,503
Fees and Admissions	113	\$652.94	\$11,259,898
Membership Fees for Clubs (2)	109	\$209.03	\$3,604,759
Fees for Participant Sports, excl. Trips	118	\$105.82	\$1,824,943
Tickets to Theatre/Operas/Concerts	108	\$56.87	\$980,699
Tickets to Movies/Museums/Parks	117	\$77.68	\$1,339,568
Admission to Sporting Events, excl. Trips	112	\$59.89	\$1,032,792
Fees for Recreational Lessons	116	\$142.81	\$2,462,766
Dating Services	120	\$0.83	\$14,371
TV/Video/Audio	106	\$1,276.78	\$22,018,096
Cable and Satellite Television Services	104	\$934.94	\$16,123,064
Televisions	111	\$122.04	\$2,104,575
Satellite Dishes	114	\$1.67	\$28,715
VCRs, Video Cameras, and DVD Players	112	\$9.03	\$155,680
Miscellaneous Video Equipment	124	\$9.57	\$165,120
Video Cassettes and DVDs	109	\$20.21	\$348,594
Video Game Hardware/Accessories	113	\$28.98	\$499,789
Video Game Software	116	\$15.98	\$275,576
Streaming/Downloaded Video	115	\$20.89	\$360,312
Rental of Video Cassettes and DVDs	113	\$18.53	\$319,597
Installation of Televisions	118	\$1.09	\$18,818
Audio (3)	110	\$89.80	\$1,548,567
Rental and Repair of TV/Radio/Sound Equipment	103	\$4.04	\$69,689
Pets	106	\$566.23	\$9,764,651
Toys/Games/Crafts/Hobbies (4)	109	\$125.13	\$2,157,882
Recreational Vehicles and Fees (5)	111	\$119.85	\$2,066,880
Sports/Recreation/Exercise Equipment (6)	110	\$182.33	\$3,144,345
Photo Equipment and Supplies (7)	114	\$62.88	\$1,084,371
Reading (8)	104	\$136.27	\$2,349,984
Catered Affairs (9)	110	\$28.44	\$490,396
Food	108	\$8,755.09	\$150,981,491
Food at Home	107	\$5,330.41	\$91,922,979
Bakery and Cereal Products	106	\$714.27	\$12,317,612
Meats, Poultry, Fish, and Eggs	107	\$1,183.34	\$20,406,633
Dairy Products	105	\$557.38	\$9,611,998
Fruits and Vegetables	108	\$1,030.32	\$17,767,917
Snacks and Other Food at Home (10)	108	\$1,845.10	\$31,818,819
Food Away from Home	111	\$3,424.67	\$59,058,512
Alcoholic Beverages	109	\$558.18	\$9,625,847

SOURCE: ESRI

*Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$7,758.53	\$133,795,901
Value of Retirement Plans	100	\$26,270.03	\$453,026,673
Value of Other Financial Assets	104	\$1,171.57	\$20,203,727
Vehicle Loan Amount excluding Interest	112	\$2,736.16	\$47,185,141
Value of Credit Card Debt	107	\$610.79	\$10,533,083
Health			
Nonprescription Drugs	103	\$127.64	\$2,201,141
Prescription Drugs	99	\$416.49	\$7,182,403
Eyeglasses and Contact Lenses	103	\$92.26	\$1,591,096
Home			
Mortgage Payment and Basics (11)	111	\$9,508.86	\$163,980,247
Maintenance and Remodeling Services	105	\$1,840.50	\$31,739,372
Maintenance and Remodeling Materials (12)	105	\$380.74	\$6,565,831
Utilities, Fuel, and Public Services	105	\$5,116.95	\$88,241,855
Household Furnishings and Equipment			
Household Textiles (13)	108	\$93.87	\$1,618,785
Furniture	112	\$549.97	\$9,484,221
Rugs	108	\$26.30	\$453,629
Major Appliances (14)	107	\$303.61	\$5,235,684
Housewares (15)	111	\$92.69	\$1,598,384
Small Appliances	107	\$50.28	\$867,125
Luggage	113	\$10.44	\$179,967
Telephones and Accessories	112	\$79.59	\$1,372,596
Household Operations			
Child Care	121	\$511.48	\$8,820,462
Lawn and Garden (16)	102	\$414.05	\$7,140,234
Moving/Storage/Freight Express	110	\$70.04	\$1,207,873
Housekeeping Supplies (17)	107	\$749.89	\$12,931,818
Insurance			
Owners and Renters Insurance	102	\$474.23	\$8,178,128
Vehicle Insurance	107	\$1,202.63	\$20,739,403
Life/Other Insurance	103	\$426.34	\$7,352,309
Health Insurance	104	\$3,527.74	\$60,835,939
Personal Care Products (18)	109	\$474.35	\$8,180,155
School Books and Supplies (19)	112	\$183.39	\$3,162,574
Smoking Products	97	\$397.23	\$6,850,271
Transportation			
Payments on Vehicles excluding Leases	111	\$2,301.56	\$39,690,377
Gasoline and Motor Oil	108	\$3,310.40	\$57,087,837
Vehicle Maintenance and Repairs	107	\$1,109.23	\$19,128,599
Travel			
Airline Fares	110	\$501.71	\$8,651,924
Lodging on Trips	108	\$500.95	\$8,638,800
Auto/Truck Rental on Trips	110	\$26.44	\$455,958
Food and Drink on Trips	108	\$475.37	\$8,197,774

SOURCE: ESRI

*Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Table A.6.6: Product and Consumer Behavior (Market Potential Index)

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to family restaurant/steak house in last 6 mo	25,085	79.6%	107
Went to family restaurant/steak house 4+ times/mo	9,518	30.2%	110
Spent at family rest/steak hse last 6 months: <\$31	1,875	6.0%	84
Spent at family rest/steak hse last 6 months: \$31-50	2,467	7.8%	95
Spent at family rest/steak hse last 6 months: \$51-100	5,112	16.2%	108
Spent at family rest/steak hse last 6 months: \$101-200	4,145	13.2%	110
Spent at family rest/steak hse last 6 months: \$201-300	2,153	6.8%	126
Spent at family rest/steak hse last 6 months: \$301+	2,981	9.5%	129
Family restaurant/steak house last 6 months: breakfast	4,383	13.9%	111
Family restaurant/steak house last 6 months: lunch	6,361	20.2%	107
Family restaurant/steak house last 6 months: dinner	17,079	54.2%	117
Family restaurant/steak house last 6 months: snack	699	2.2%	117
Family restaurant/steak house last 6 months: weekday	11,366	36.1%	119
Family restaurant/steak house last 6 months: weekend	14,934	47.4%	115
Fam rest/steak hse/6 months: Applebee`s	8,309	26.4%	112
Fam rest/steak hse/6 months: Bob Evans Farms	1,065	3.4%	92
Fam rest/steak hse/6 months: Buffalo Wild Wings	3,510	11.1%	131
Fam rest/steak hse/6 months: California Pizza Kitchen	1,014	3.2%	96
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	1,266	4.0%	129
Fam rest/steak hse/6 months: The Cheesecake Factory	2,385	7.6%	116
Fam rest/steak hse/6 months: Chili`s Grill & Bar	5,157	16.4%	135
Fam rest/steak hse/6 months: CICI`s Pizza	1,371	4.4%	112
Fam rest/steak hse/6 months: Cracker Barrel	3,794	12.0%	120
Fam rest/steak hse/6 months: Denny`s	3,043	9.7%	105
Fam rest/steak hse/6 months: Golden Corral	2,683	8.5%	106
Fam rest/steak hse/6 months: IHOP	4,126	13.1%	117
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,178	3.7%	109
Fam rest/steak hse/6 months: LongHorn Steakhouse	2,109	6.7%	140
Fam rest/steak hse/6 months: Old Country Buffet	486	1.5%	89
Fam rest/steak hse/6 months: Olive Garden	6,553	20.8%	120
Fam rest/steak hse/6 months: Outback Steakhouse	3,662	11.6%	123
Fam rest/steak hse/6 months: Red Lobster	3,962	12.6%	105
Fam rest/steak hse/6 months: Red Robin	2,610	8.3%	136
Fam rest/steak hse/6 months: Ruby Tuesday	1,970	6.3%	103
Fam rest/steak hse/6 months: Texas Roadhouse	3,245	10.3%	136
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,620	8.3%	110
Fam rest/steak hse/6 months: Waffle House	1,925	6.1%	116
Went to fast food/drive-in restaurant in last 6 mo	29,124	92.5%	103
Went to fast food/drive-in restaurant 9+ times/mo	13,520	42.9%	109
Spent at fast food/drive-in last 6 months: <\$11	1,152	3.7%	85
Spent at fast food/drive-in last 6 months: \$11-\$20	1,893	6.0%	81
Spent at fast food/drive-in last 6 months: \$21-\$40	3,616	11.5%	97
Spent at fast food/drive-in last 6 months: \$41-\$50	2,267	7.2%	95
Spent at fast food/drive-in last 6 months: \$51-\$100	5,671	18.0%	108
Spent at fast food/drive-in last 6 months: \$101-\$200	4,003	12.7%	106
Spent at fast food/drive-in last 6 months: \$201+	4,770	15.1%	125

SOURCE: ESRI

*MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	12,289	39.0%	107
Fast food/drive-in last 6 months: home delivery	2,775	8.8%	115
Fast food/drive-in last 6 months: take-out/drive-thru	16,446	52.2%	113
Fast food/drive-in last 6 months: take-out/walk-in	7,060	22.4%	115
Fast food/drive-in last 6 months: breakfast	11,085	35.2%	109
Fast food/drive-in last 6 months: lunch	17,740	56.3%	113
Fast food/drive-in last 6 months: dinner	15,604	49.5%	112
Fast food/drive-in last 6 months: snack	4,221	13.4%	111
Fast food/drive-in last 6 months: weekday	20,020	63.6%	109
Fast food/drive-in last 6 months: weekend	15,833	50.3%	110
Fast food/drive-in last 6 months: A & W	821	2.6%	94
Fast food/drive-in last 6 months: Arby`s	5,168	16.4%	103
Fast food/drive-in last 6 months: Baskin-Robbins	975	3.1%	94
Fast food/drive-in last 6 months: Boston Market	1,171	3.7%	109
Fast food/drive-in last 6 months: Burger King	9,788	31.1%	102
Fast food/drive-in last 6 months: Captain D`s	926	2.9%	86
Fast food/drive-in last 6 months: Carl`s Jr.	1,893	6.0%	108
Fast food/drive-in last 6 months: Checkers	892	2.8%	99
Fast food/drive-in last 6 months: Chick-fil-A	7,901	25.1%	140
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,117	13.1%	126
Fast food/drive-in last 6 months: Chuck E. Cheese`s	1,245	4.0%	118
Fast food/drive-in last 6 months: Church`s Fr. Chicken	945	3.0%	91
Fast food/drive-in last 6 months: Cold Stone Creamery	1,106	3.5%	116
Fast food/drive-in last 6 months: Dairy Queen	4,744	15.1%	107
Fast food/drive-in last 6 months: Del Taco	1,356	4.3%	119
Fast food/drive-in last 6 months: Domino`s Pizza	3,818	12.1%	102
Fast food/drive-in last 6 months: Dunkin` Donuts	3,819	12.1%	102
Fast food/drive-in last 6 months: Hardee`s	1,436	4.6%	79
Fast food/drive-in last 6 months: Jack in the Box	3,446	10.9%	132
Fast food/drive-in last 6 months: KFC	6,651	21.1%	100
Fast food/drive-in last 6 months: Krispy Kreme	1,531	4.9%	105
Fast food/drive-in last 6 months: Little Caesars	4,290	13.6%	120
Fast food/drive-in last 6 months: Long John Silver`s	1,239	3.9%	77
Fast food/drive-in last 6 months: McDonald`s	17,923	56.9%	103
Went to Panda Express in last 6 months	2,995	9.5%	124
Fast food/drive-in last 6 months: Panera Bread	4,865	15.4%	136
Fast food/drive-in last 6 months: Papa John`s	3,713	11.8%	132
Fast food/drive-in last 6 months: Papa Murphy`s	2,069	6.6%	155
Fast food/drive-in last 6 months: Pizza Hut	6,022	19.1%	95
Fast food/drive-in last 6 months: Popeyes Chicken	2,702	8.6%	110
Fast food/drive-in last 6 months: Quiznos	1,204	3.8%	119
Fast food/drive-in last 6 months: Sonic Drive-In	3,760	11.9%	116
Fast food/drive-in last 6 months: Starbucks	5,834	18.5%	126
Fast food/drive-in last 6 months: Steak `n Shake	1,940	6.2%	122
Fast food/drive-in last 6 months: Subway	11,757	37.3%	115
Fast food/drive-in last 6 months: Taco Bell	11,021	35.0%	113
Fast food/drive-in last 6 months: Wendy`s	9,356	29.7%	107
Fast food/drive-in last 6 months: Whataburger	1,630	5.2%	123
Fast food/drive-in last 6 months: White Castle	837	2.7%	92

*MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

SOURCE: ESRI

on household need. Categories which are projected to have potential needs are divided based upon the type of housing which is most commonly demanded by these groups.

For instance, the need for rental housing and affordable housing, as well as active senior and retirement communities, are frequently areas of future need in our aging society. As with the retail trade area, housing demand comes from a broader geographic region than just the study area. This larger pool includes employees who currently work in or near the Central Main Street Corridor and would prefer to live closer to their place of employment, newly forming households as a result of children exiting their parents' household, and senior migration from rural areas to be closer to available services and medical care.

Sun Prairie experienced a housing boom in the 1990s and 2000s and is still experiencing strong, single-family housing growth. Housing construction peaked in the 2000-2009 decade when 5,559 housing units were built in the Corridor trade area (Table A.6.7). The ESRI data projects the number of households in the Corridor trade area to increase from approximately 17,245 in 2016 to 18,657 in 2021. Sun Prairie should, therefore, prepare to add 280 units per year based on these estimates in the Corridor trade area. These results are

similar to the estimates put forth by the UW Population Lab.

Household income is a critical factor impacting housing demand. The ability of local households to afford existing housing stock influences the decision to purchase or rent. A general rule of thumb for housing expenditures is that housing costs should not be more than 30% of a household's income. Nearly one-fifth of households in the trade area that own their homes but hold a mortgage are burdened by their housing costs, Figure A.6.7 on page 87. Approximately the same proportion of renters is similarly burdened. The Corridor trade area currently has a larger owner-occupied housing market than the rental market. Table A.6.9, page 87, indicates the income limits for fair market rents in the Madison Metropolitan Statistical Area in 2016, as set by the federal Department of Housing and Urban Development.

Fortunately for Sun Prairie, there are a number of redevelopment sites available in the corridor that can be developed without further regulatory action.

It is very likely that based on national and state trends, there is considerable pent-up demand for residential rental units. Age and family status are the most influential factors for households considering renting versus owning. More than three-quarters of the households headed by individuals under age 30 opt to rent, and nearly half of households headed by individuals aged 30-44 now rent. Adults aged 75 and over have seen steady increases in the percentage of households renting. In contrast to homeowners, renters have greater choice in housing types. A majority of young renters (under age of 30) live in apartment buildings of five or more units, while middle-aged renters prefer single-family homes or buildings with fewer than four units. Older renters

Table A.6.7: Housing Units by Date Built

Date Range	Trade Area		Sun Prairie	
	Number of Units	Percent	Number of Units	Percent
2010 or later	182	1.08%	225	1.73%
2000 to 2009	5,559	33.10%	4,302	33.13%
1990 to 1999	3,423	20.38%	2,587	19.92%
1980 to 1989	1,445	8.60%	1,181	9.10%
1970 to 1979	2,778	16.54%	1,839	14.16%
1960 to 1969	1,630	9.70%	1,283	9.88%
1950 to 1959	732	4.36%	662	5.10%
1940 to 1949	311	1.85%	277	2.13%
1939 or earlier	736	4.38%	628	4.84%

SOURCE: 2015 American Community Survey

are split between small buildings and large, senior housing apartment buildings. Large properties typically offer a combination of amenities, limited upkeep, and social opportunities, which are attractive to all age groups. These are the types of developments, along with a mix of smaller building types, such as townhouses, that are most appropriate for inclusion within or near the Central Main Street Corridor in an effort to create a “live-in” market for corridor businesses.

Given the family-friendly and quasi-small town character of Sun Prairie, there is significant potential to attract additional older households moving to apartments and senior housing facilities, which are typically located in hub communities where adequate medical care and amenities are available, drawing from the surrounding region for their resident base. These households are most likely to rent and to make changes in living arrangements based on life changes (i.e., the death of a spouse, personal injury, decreased physical ability, etc.). Sun Prairie should ensure that a suitable supply of dwelling units for these households, as larger nearby trade areas will likely be able to outcompete the Corridor in terms of the total number of units offered.

Furthermore, the current trend in senior housing is to create a continuum of care projects located near existing commercial environments to provide access to amenities. Desirable nearby amenities include a pharmacy, medical clinic, restaurant, and park space. These amenities could be proposed for the redevelopment sites within the corridor, making senior and workforce housing two of the strategies

for developing the corridor and the surrounding neighborhoods. Facilities providing a continuum-of-care including independent living arrangements and mixed-use facilities with ground floor retail. These types of housing developments also provide a larger consumer base for corridor businesses, including both the residents and their visitors.

Table A.6.8: Gross Rent

Renter Occupied	Trade Area		Sun Prairie	
	Number	Percent	Number	Percent
Less than \$200	29	0.48%	9	0.17%
\$200 to \$299	62	1.04%	47	0.91%
\$300 to \$499	243	4.06%	151	2.91%
\$500 to \$749	1,440	24.06%	1311	25.27%
\$750 to \$999	2,146	35.86%	2060	39.71%
\$1,000 to \$1,499	1,721	28.76%	1386	26.72%
\$1,500 and more	343	5.73%	224	4.32%
Median	894		\$871	

SOURCE: 2015 American Community Survey

Figure A.6.7: Monthly Housing Costs as a Percentage of Household Income in Sun Prairie

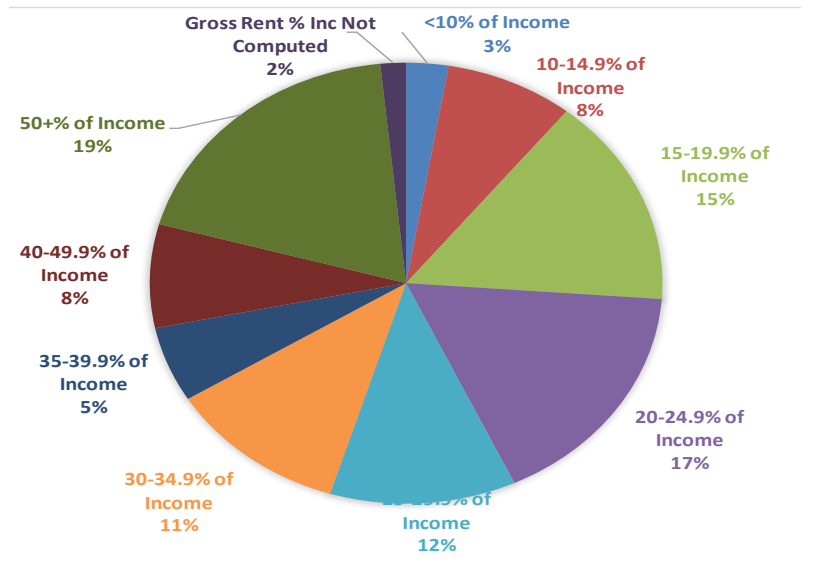
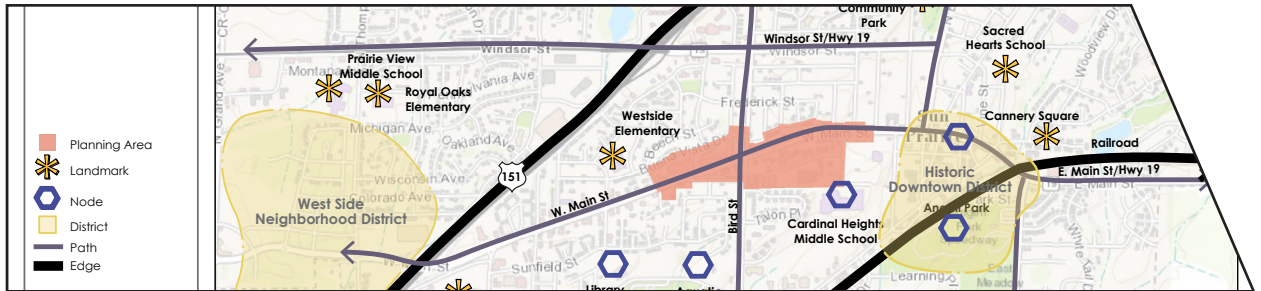


Table A.6.9: Dane County Low-Income Limits for Fair Market Rents

2016 Income Limit Category	% of Median	Persons in Family							
		1	2	3	4	5	6	7	8+
Extremely Low Income	30%	17,650	20,150	22,650	25,150	28,440	32,580	36,730	40,890
Very Low Income	50%	29,400	33,600	37,800	41,950	45,350	48,700	52,050	55,400
Low Income	80%	46,000	52,600	59,150	65,700	71,000	76,250	81,500	86,750

SOURCE: 2015 American Community Survey

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APPENDIX B: MAPS

W. Main & Bird Final Concept Drawing

W. Main & Bird Final Concept Drawing



7 September 2017

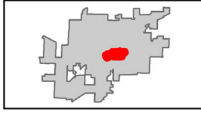
W. Main & Bird Street Redevelopment Sun Prairie Central Main Street Corridor Redevelopment Plan

- Site A:**
 Total Area: 2.5 ac
 Surface Parking: 100 Stalls
Building a: 3 Story Mixed Use
 12,000 sf Commercial Space + 20 Res. Units
 25 Underground Parking Spaces
Building b: 3 Story Mixed Use
 10,000 sf Commercial Space + 16 Res. Units
 22 Underground Spaces
- Site B:**
 Total Area: 0.7 ac
 Surface Parking: 36 Stalls
Building c: 2 Story Commercial/Office
 12,000 sf
- Site C:**
 Total Area: 2 ac
 Surface Parking: 80 Stalls
Building d: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
Building e: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 58 Underground Parking Spaces (Shared Between d & e)
Building f: 3 Story Commercial/Office
 31,000 sf
- Site D:**
 Total Area: 2.5 ac
 Surface Parking: 10 Stalls
Building g: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 23 Underground Parking Spaces
Building h: 3 Story Mixed Use
 10,500 sf Commercial Space + 18 Res. Units
 23 Underground Parking Spaces
 Public Park 1.4 ac
 Festival/Market Space, Bandshell, Splash Pad, Open Space
- Site Summary:**
 Total Area: 7.7 ac
 Surface Parking: 226 Stalls
 Commercial Space: 107,000 sf
 Residential Units: 108
 Underground Parking: 151 Spaces
 Public Open Space: 1.4 ac Public Park

Planning Area

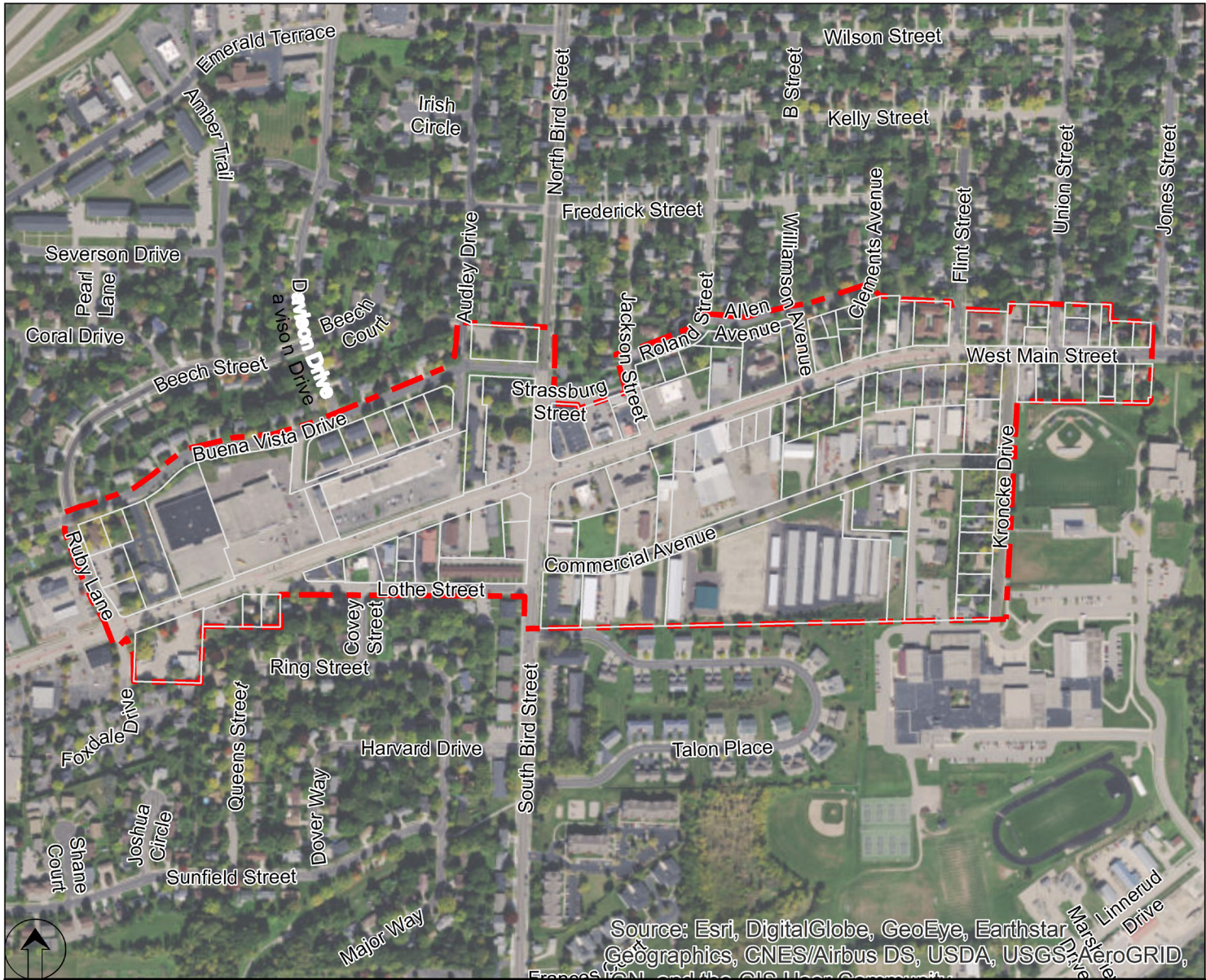
Planning Area

Study Area Parcels
 Study Area Boundary



0 150 300 450 Feet

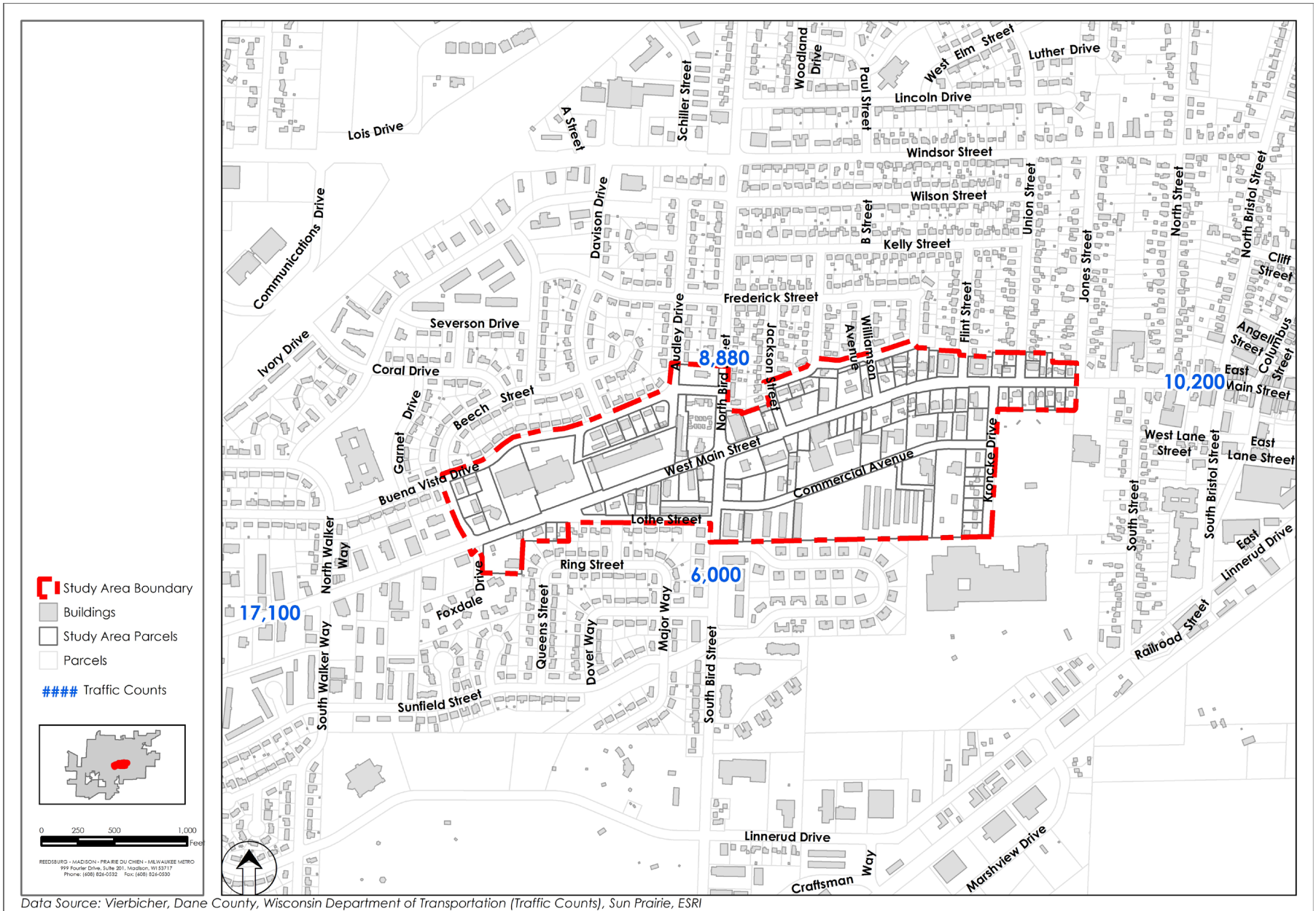
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 999 Fourier Drive, Suite 201, Madison, WI 53717
 Phone: (608) 826-0222 Fax: (608) 826-0220



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

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

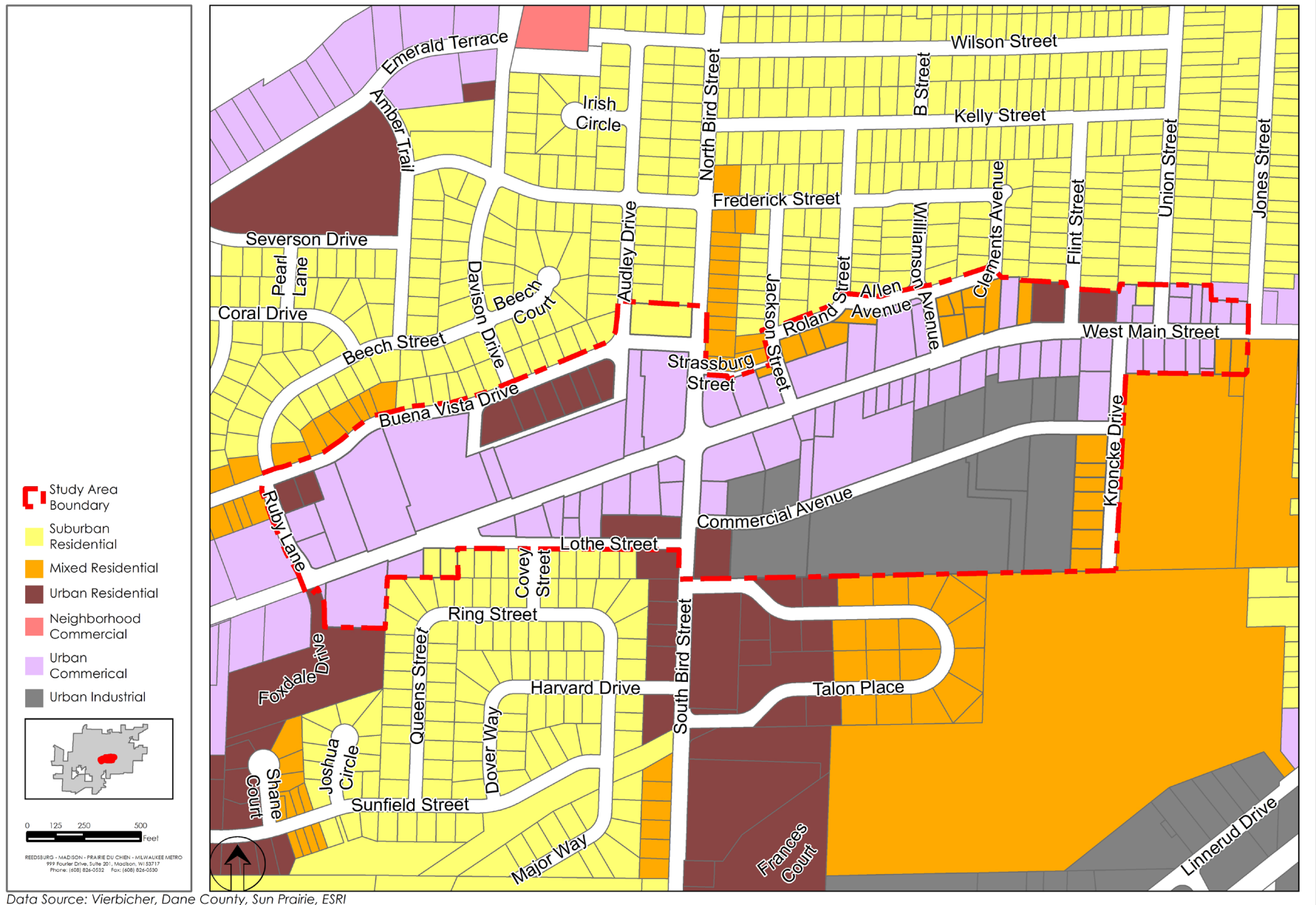
AADT



AADT

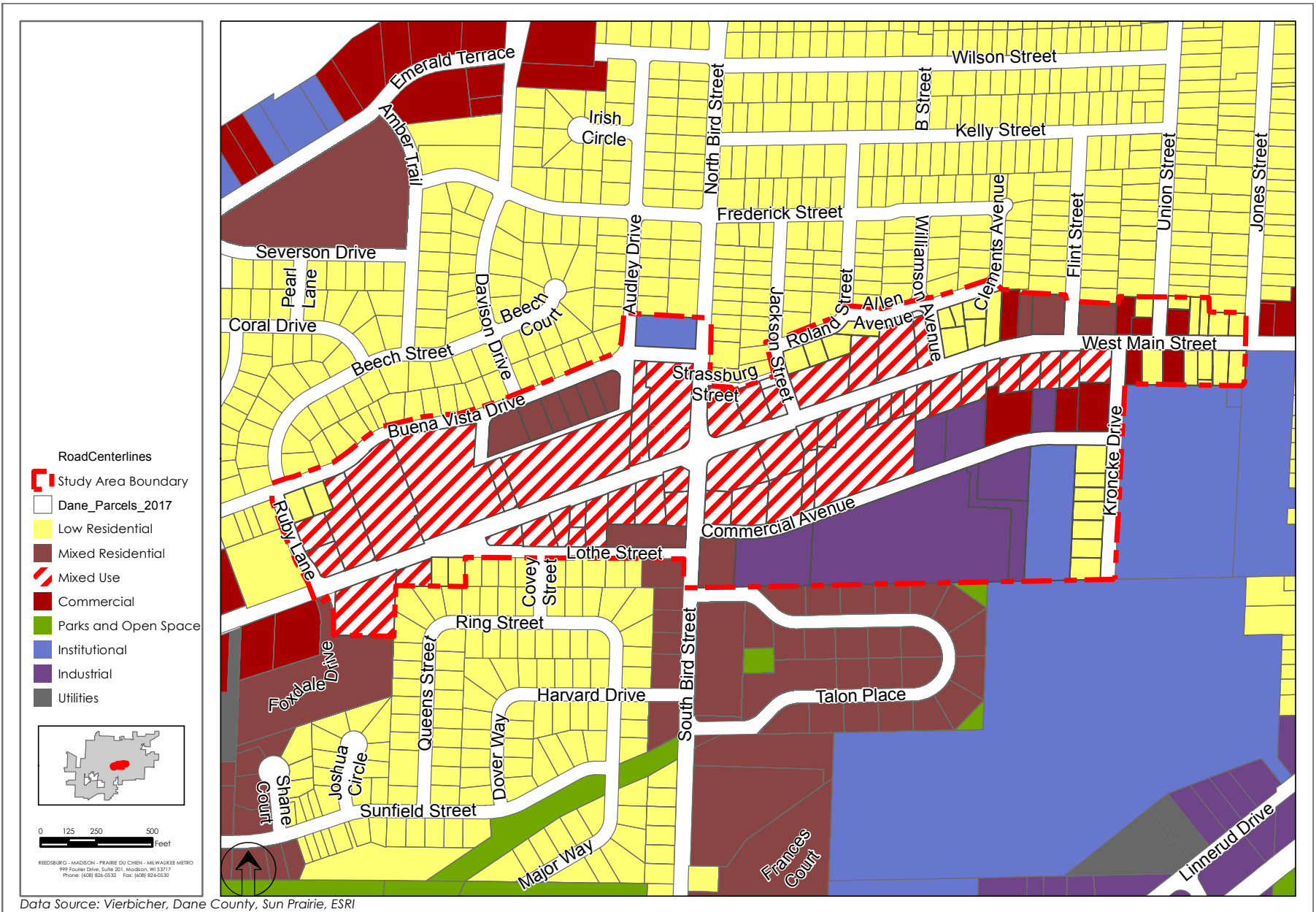
Zoning

Zoning



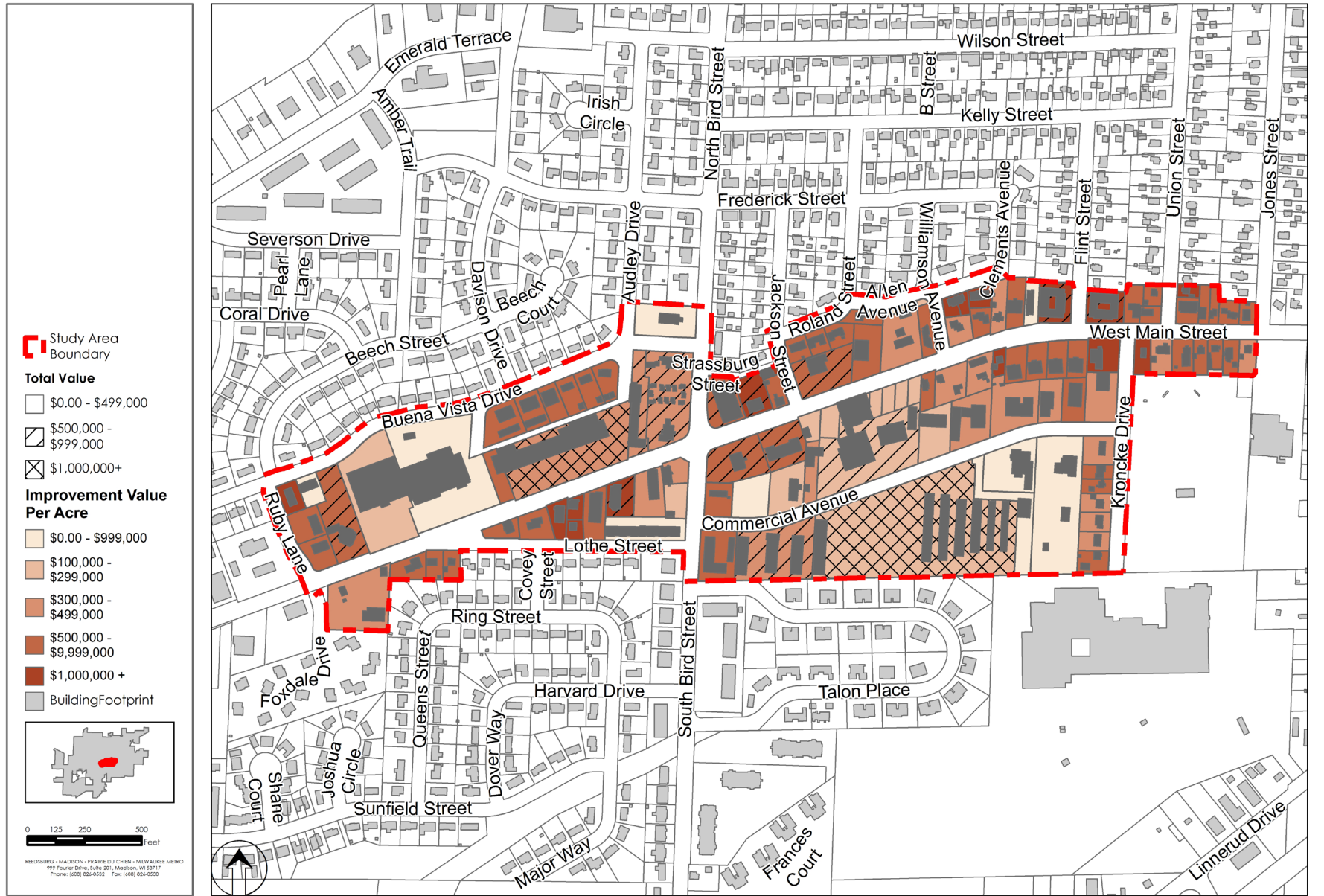
Land Use

Land Use



Assessed Improvement Value Per Acre

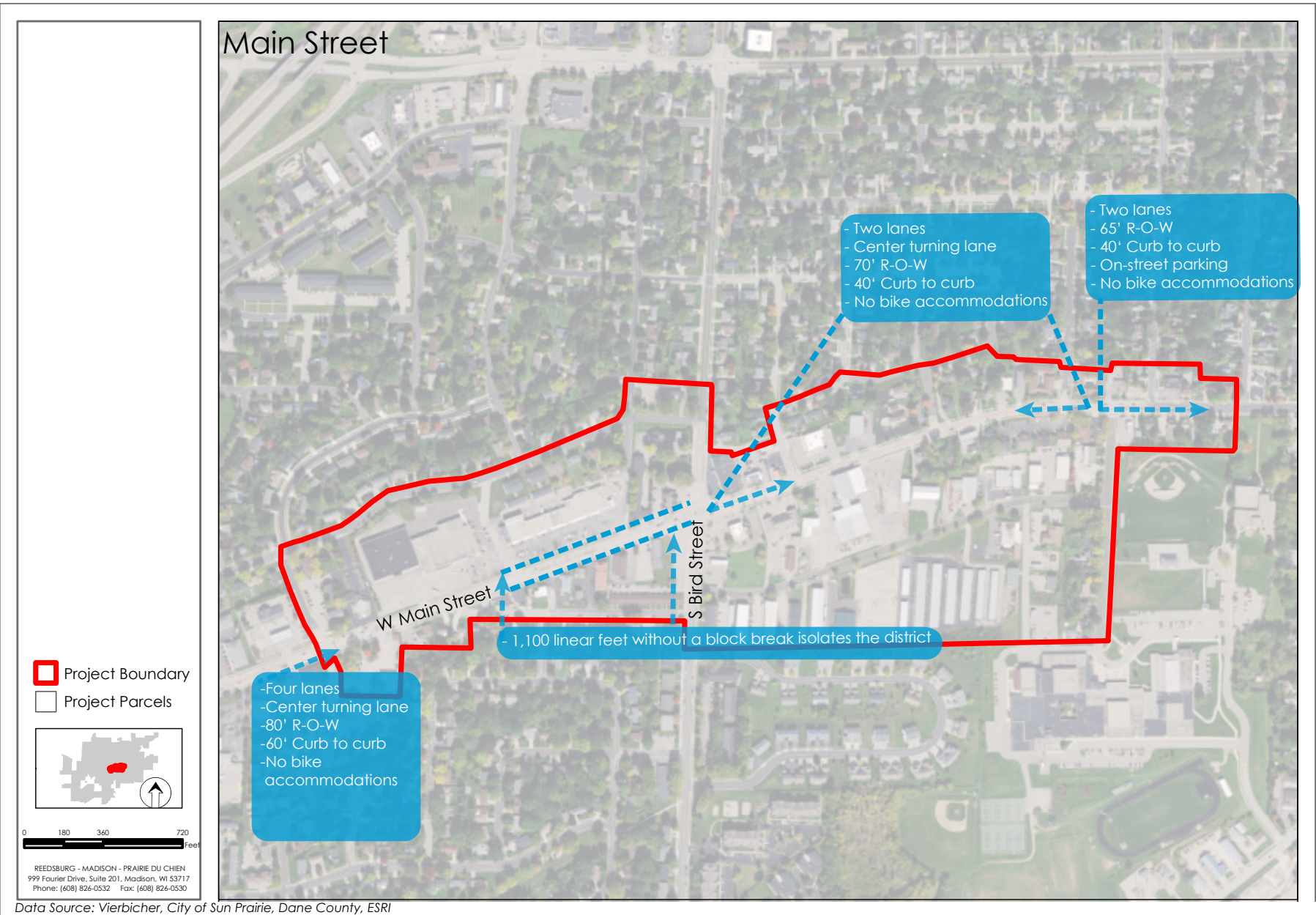
Assessed Improvement Value Per Acre



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

Main Street Infrastructure Assessment

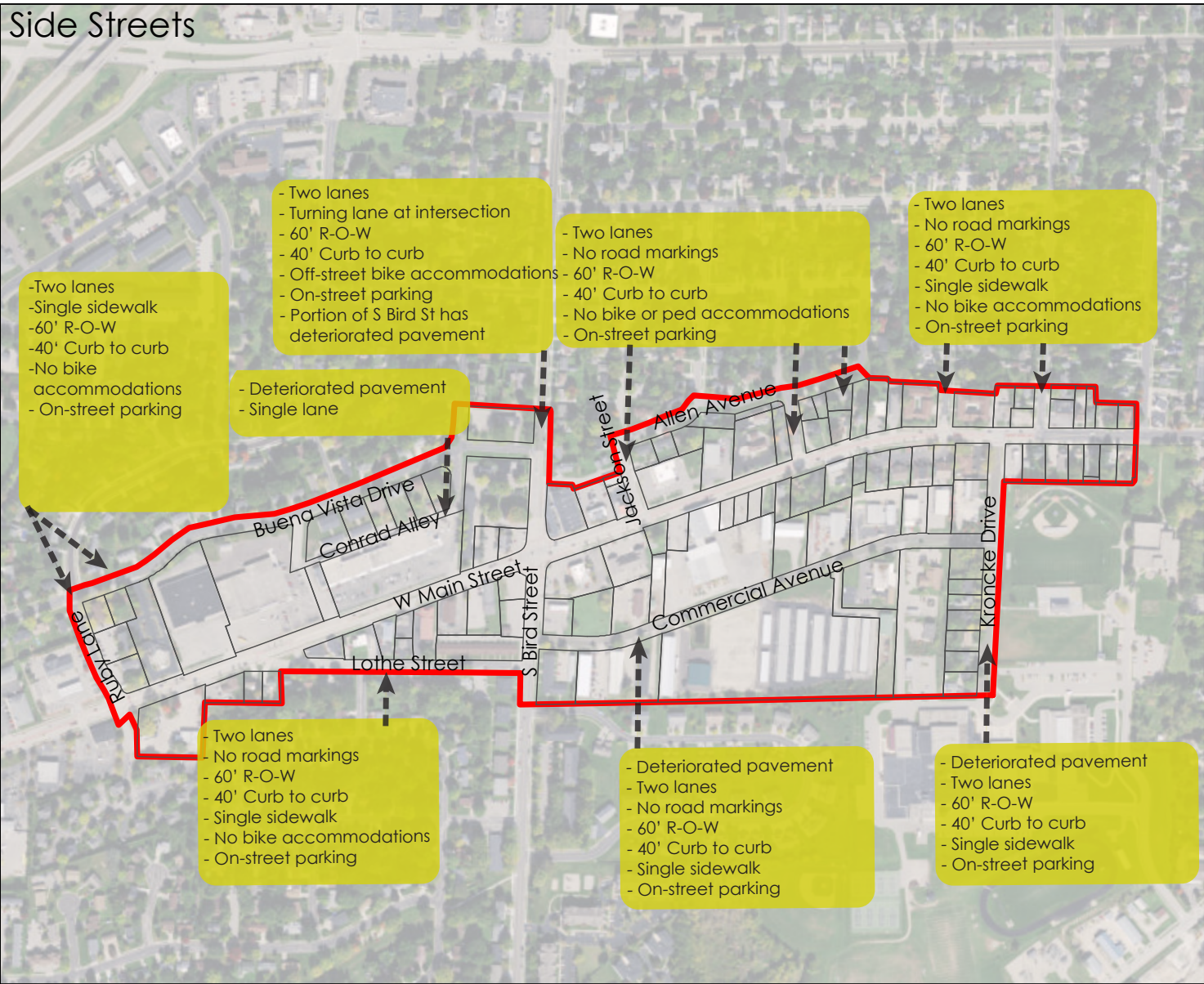
Main Street Infrastructure Assessment



Adjacent Street Infrastructure Assessment




Adjacent Street Infrastructure Assessment

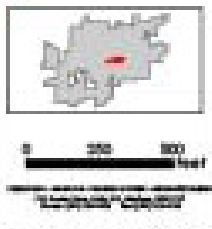
Side Streets



Proposed Placemaking Strategies

PROPOSED PLACEMAKING STRATEGIES

-  FOCAL NODES
-  KIOSKS
-  MURALS
-  ENTRY NODES

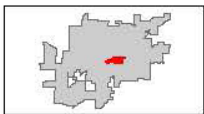


Data Source: Vleebicher, Dane County, Sun-Profile, ES&I

Existing Bicycle and Pedestrian Connections

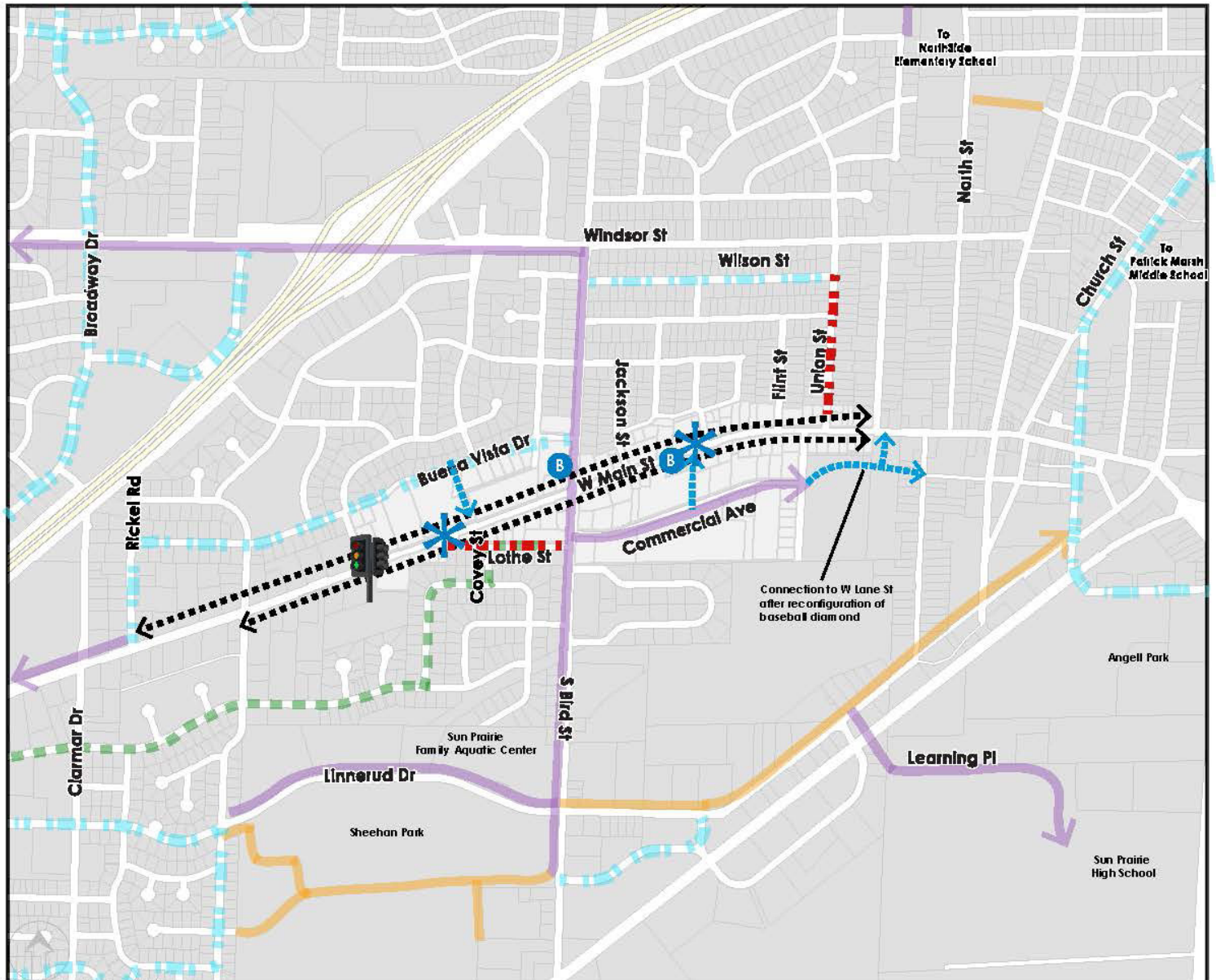
PROPOSED BICYCLE, PEDESTRIAN, AND TRANSPORTATION CONNECTIONS

-  EXISTING MULTI-USE PATH
-  EXISTING WIDE SIDEWALK
-  CITY RECOMMENDED BIKE ROUTE
-  CITY PROPOSED ON-ROAD BIKE PATH
-  SHARROWS/BIKE LANES
-  WIDEN SIDEWALK
-  MULTI-USE PATH
-  BUS STOP
-  SAFE PEDESTRIAN CROSSINGS
-  PLANNED SIGNAL



0 500 1,000 Feet











BY: [unreadable] DATE: [unreadable]
 FOR: [unreadable] PROJECT: [unreadable]
 PROJECT NO: [unreadable] DATE: [unreadable]

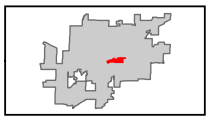


Data Source: Vierbicher, Dane County, Sun Prairie, ESRI

Proposed Bicycle, Pedestrian, and Transportation Connections

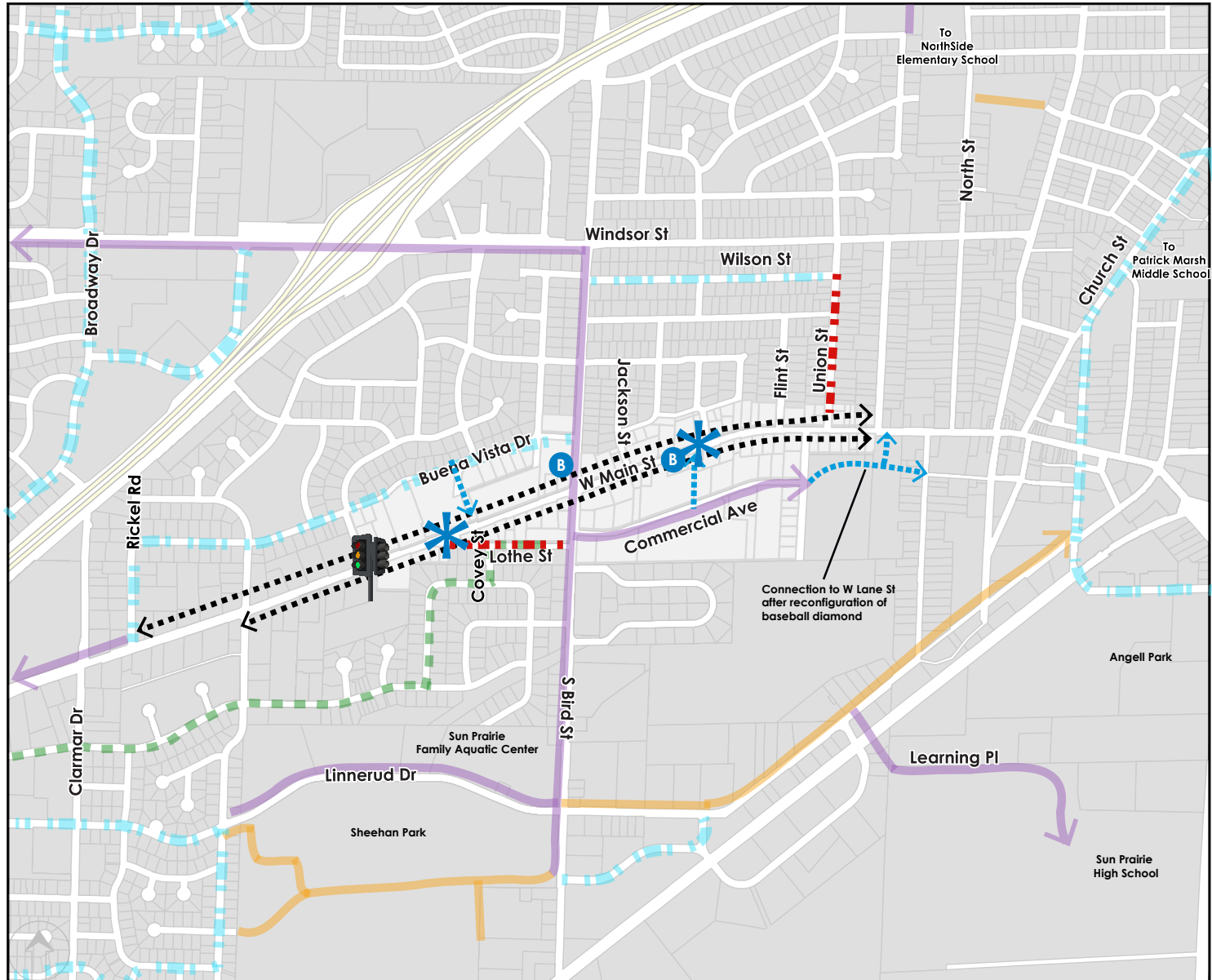
PROPOSED BICYCLE, PEDESTRIAN, AND TRANSPORTATION CONNECTIONS

-  EXISTING MULTI-USE PATH
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-  CITY RECOMMENDED BIKE ROUTE
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-  SHARROWS/BIKE LANES
-  WIDEN SIDEWALK
-  MULTI-USE PATH
-  BUS STOP
-  SAFE PEDESTRIAN CROSSINGS
-  PLANNED SIGNAL



0 500 1,000 Feet

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 999 Foulser Drive, Suite 201, Madison, WI 53717
 Phone: (608) 824-0252 Fax: (608) 824-0532



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



APPENDIX C: MEETING SUMMARIES AND STAKEHOLDER INTERVIEWS

APPENDIX C

The City of Sun Prairie contracted with Vierbicher to assist in creating a redevelopment plan for the Central Main Street Corridor. The redevelopment plan planning process was split into four phases: Engagement, Assessment, Strategy, and Implementation. The final document was assembled following the resolution of all four phases. Additional details for each phase are described in the following sections.

Engagement

This component involved the incorporation of public input through stakeholder interviews, steering committee meetings, open public meetings, and public surveys. A synopsis of each component is included below, and more detailed explanations of each component, including results from the public survey and the redevelopment concept survey, are shown in Appendix B.

BELOW: Members of the public mark areas of the highest redevelopment need in the Corridor with dots and convey their concerns on post-it notes.



Community Development Authority

The Sun Prairie Community Development Authority (CDA) served as the project Steering Committee. Duties of the CDA include providing direction throughout the planning process and reviewing work products prepared throughout the planning process. The project team held five CDA meetings throughout the planning process in which work could be presented and reviewed, and discussion regarding the nature and direction of the project could occur. The first meeting introduced the project team and allowed a platform for discussion regarding the engagement process. The CDA completed worksheets to identify major issues facing the planning area and reviewed initial plans for the first public meeting. The second meeting reviewed the results from Public Meeting No. 1 and previewed materials for Public Meeting No. 2. The CDA also reviewed the first draft of the Existing Conditions section of the Plan. The third meeting reviewed results from Public Meeting No. 2 and reviewed the first draft of the redevelopment plan. The fourth meeting reviewed the revised draft of the redevelopment plan with final edits and previewed materials for Public Meeting No. 3. The fifth and final CDA meeting reviewed the results from Public Meeting No. 3 and voted to recommend the Central Main Street Corridor Redevelopment Plan to the Plan Commission and City Council.

Public Meeting No. 1

Staff and public officials from Sun Prairie worked with consultants preparing the Central Main Street Corridor Redevelopment Plan to conduct Public Meeting No. 1 on April 27, 2017. Attendees were informed of the project scope and timeline, introduced to the project team, and invited to provide

feedback in the form of a public survey. A synopsis of the meeting and results of the public survey are included in the following paragraphs.

Proposed Planning Process

Consultants shared the project timeline with members of the public to give them a sense of how long the project is scheduled to span. The project team shared the initial planning goals, which were subdivided into planning process goals and redevelopment plan goals. The project team also shared the project outline in terms of the project teams EASI Model, which stands for: Engage the public and stakeholders, Assess the opportunities and challenges facing the project, create Strategic recommendations, and create Implementation plans to achieve the desired results.

Upcoming Public Participation Opportunities

Next, the project team discussed the public engagement process and stressed the importance of public engagement in the formation of the Plan. The project team informed attendees of Steering Committee meetings and upcoming public meetings. All of these meetings are open to the public in accordance with requirements outlined in the Wisconsin Statutes.

Initial Findings

The project team reviewed initial findings with attendees by discussing existing planning-related documents that have bearing on this Plan. The project team also reviewed the existing land use map and existing zoning map for the Corridor and delineated the project boundary. Specific sites within the Corridor were discussed in further detail to comment on the area's urban form and recent achievements.

Exercises

The first public meeting featured focus group exercises designed around themes related to existing conditions, hopes, and development priorities within the Corridor. Attendees conducted a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats to the planning area. Attendees also then evaluated barriers to safe bicycle and pedestrian travels in the corridor. The project team also led attendees through exercises to study the impacts that the planning area has or could have on the quality of life and the current or desired business climate for the area. Feedback from this meeting was integrated into subsequent sections of the redevelopment plan.

Attendees were asked to mark sites in the Corridor they think are most in need of redevelopment. Seven sites were identified on a map, and meeting attendees were asked to rank which sites were their top three priorities for redevelopment. Site D was identified by 40 percent of attendees as the top choice for redevelopment. Site D includes the area surrounding the intersection of W. Main Street and Bird Street, which is considered the de facto center of the Central Main Street Corridor. Site F is located just east of Site D, and was the second-most popular area selected by meeting attendees. Site F falls between W. Main Street and Commercial Avenue, and encompasses an area of successive vacant and underutilized lots.

Next, attendees completed a hard copy version of the public survey. An amalgamated summary of all responses, including online survey responses, is included in the following pages.

Demographics

Close to half of the respondents who started the survey were between the ages of 36 and 50, with the vast majority of them either living or working in Sun Prairie—93 percent. About 75 percent of respondents answered that they have between two and four members in their household.

Land Use and Site Design Survey

The survey asked respondents to indicate whether they would like to see more, less, or the same amount of different types of land uses in the redevelopment of the Central Main Street Corridor. Retail, commercial, and public space/parks were by far the two most desired land uses, with 84 percent and 74 percent of respondents indicating they want to see more of these uses in the redeveloped planning area. Institutional uses, such as schools, hospitals, and government buildings were voted by most respondents as having just the right amount of space. Respondents generally wanted less workforce housing, multifamily housing, and industrial uses.

The survey also asked which elements of design were most important to respondents for the Central Main Street Corridor on a scale of 1-6, with (1) being very important and (6) being not important. This question was divided into two categories—Site Design and Building Design. About half of respondents rated “Pedestrian experience and amenities” as very important (1), with an additional 17 percent rating this element as (2). Landscaping and building façade also received more than half of their votes, as either (1) or (2). Having appropriate signage and parking lot design were the least important elements of the Corridor according to respondents, with less than half of votes selecting either (1) or (2). Around one-third of respondents selected (3) for each of these elements. For building design, the element rated most important by respondents was

building entry, which was rated as either (1) or (2) by 59 percent of respondents. Window size, shape, number, etc. was voted as the least important element of building design with only 35 percent of respondents rating it as either (1) or (2).

The survey also required respondents to indicate which aspects of redevelopment the City should focus its efforts on improving using a scale of 1-4, with (1) as most desired, and (4) as least desired. Results indicate that blight elimination/demolition and infrastructure improvements seem to be the most desired aspects respondents want the City to address, with 32 percent and 28.5 percent of voters selecting (1), respectively. Providing tax incentives to spur redevelopment was the least desired, with 37 percent selecting (4).

Most respondents (51 percent) preferred parking to be located behind buildings with building setbacks closer to the street. A strong 46.5 percent of respondents indicated that parking in front of buildings was the least desired arrangement, with side or in-between parking the second-most preferred option at 57 percent. The figure below shows respondent preferences for each of these options.

The survey next asked which specific right-of-way improvements would be most desired throughout the Central Main Street Corridor planning area. Respondents rated each type of improvement on a scale of 1 to 4, with (1) indicating the most desired and (4) indicating the least desired. Enhancing sidewalk and intersection crossings was rated as the most desired action by respondents, with 42 percent selecting (1) and 31 percent selecting (2). Nearly 60 percent of respondents rated the transformation to a more pedestrian-scale Corridor as (1) or (2).

At the Public Meeting, attendees were asked to mark sites in the Corridor they think are most in need of redevelopment. Seven sites were

identified on a map, and meeting attendees were asked to rank which sites were their top three priorities for redevelopment. As shown below, Site D was identified by 40 percent of attendees as the top choice for redevelopment. Site D includes the area surrounding the intersection of W. Main Street and Bird Street, which is considered the de facto center of the Central Main Street Corridor. Site F is located just east of Site D and was the second-most popular area selected by meeting attendees. Site F falls between W. Main Street and Commercial Avenue and encompasses an area of successive vacant and underutilized lots.

Business and Economic Survey

The third portion of the survey asked respondents to assess the economic character of the Central Main Street Corridor. Questions asked about which types of businesses respondents wished to see the City recruiting to the area, which kinds of businesses are missing from the Corridor, how often respondents visit businesses in the Corridor, and which specific business development priorities the City of Sun Prairie should focus its efforts on improving during the next five years. Respondents listed restaurants and retail establishments most frequently, regarding which types of businesses the City should seek to recruit to the area at 27 percent and 25 percent of the votes, respectively.

The second question asked respondents to list two types of businesses they would like to see in the Corridor that are either currently absent or inadequate. Some of the businesses cited by respondents include the following:

- More local restaurants
- A hotel
- A music venue
- An entrepreneurial business incubator
- A brewpub or microbrewery
- A public market
- A youth recreation center

Next, the survey asked respondents to list some of the Corridor's existing strengths in terms of business availability, variety, quality, and convenience. Some of the strengths of the Corridor cited by respondents include the following:

- Centralized location
- Abundance of space
- Presence of small local businesses
- Proximity to a large population base
- Variety of businesses in the area
- Easy to access by car
- Heavily traveled by commuters

Nearly 40 percent of respondents indicated they visit businesses along the Central Main Street Corridor once or twice per month, with 26 percent making between three and five visits per month. About one out of six respondents indicated they never visit businesses along the Central Main Street Corridor.

Almost 37 percent of respondents indicated they do between 51 percent and 75 percent of their shopping in the City of Sun Prairie. An additional 26 percent do at least a quarter of their shopping in Sun Prairie, and 21 percent do between 76 percent and 100 percent of their shopping in Sun Prairie.

The next question of the Business and Economic Survey section asked respondents to rate a list of economic development actions in terms of how high a priority each one should be over the next five years. Respondents rated each action as "high," "medium," "low," or "not a priority." Attracting new businesses to the Corridor was rated as the highest priority action of all, with 76 percent of respondents marking this should be a high priority and 19 percent marking it as a medium priority. Improving the appearance of the business corridor was also important to respondents, with 63 percent indicating this as a high priority and a further 30 percent indicating it as a medium priority. Assisting with new business startups was also important to respondents, with 45 percent marking

this as a high priority and 36 percent marking it as a medium priority. The results for other actions are listed in the following pages.

The survey also asked respondents to indicate at least two other commercial or mixed-use districts that they enjoy visiting. Attendees listed the following:

- Willy Street (Madison)
- Cannery Square
- Prairie Lakes
- Greenway Station (Middleton)
- Hilldale (Madison)
- State Street/Capitol Square (Madison)
- Downtown Sun Prairie

SWOT

The final section of the survey asked respondents to list strengths, weaknesses opportunities, and threats to the Central Main Street Corridor Redevelopment Plan process. Strengths are defined as positive attributes that are internal to the community and within the community's control. Weaknesses are internal factors within the community's control that may impede the ability to meet the community's objectives. Opportunities are external factors that the community should develop. Threats are external factors beyond the community's control that could place the community at risk. Recurring answers for each are listed below:

Strengths

- Nearby community with high discretionary income
- Central location
- High traffic and easily accessible
- Lots of local businesses
- Near other ongoing redevelopment areas
- Plenty of available land
- Historic feel

Weaknesses

- Lack of public transportation
- Heavy traffic
- Unattractive buildings
- Lack of bicycle lanes
- Lack of aesthetic cohesion
- Lack of parking
- Inconsistent building setbacks

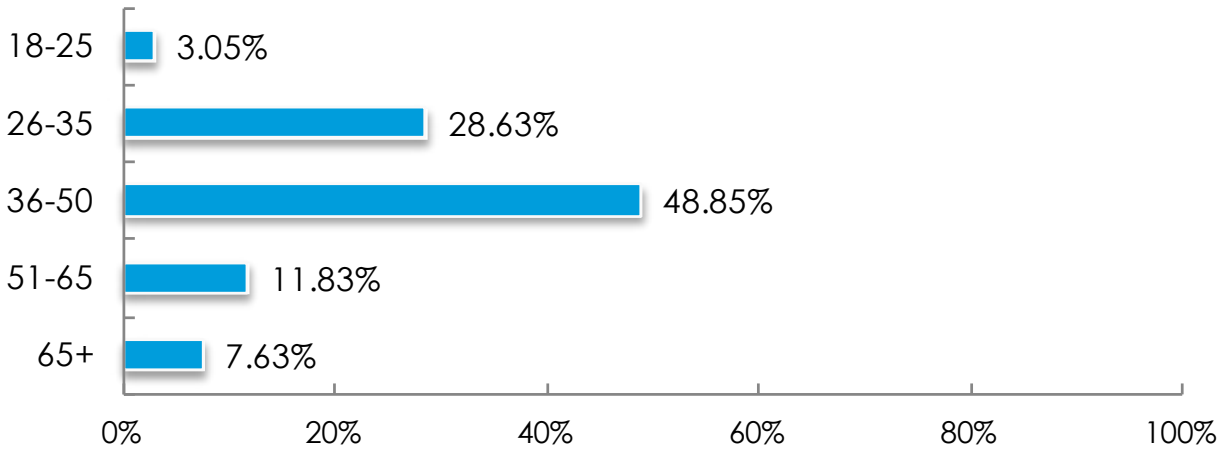
Opportunities

- Plenty of room for bicycles and pedestrians
- Captive audience for restaurants and retail
- Potential park area at corner of W. Main & Bird St.
- Fiber optic infrastructure could attract tech businesses
- Large lots could allow for major projects
- Could be a good connection between Downtown and Westside
- Potential for an artisan store district

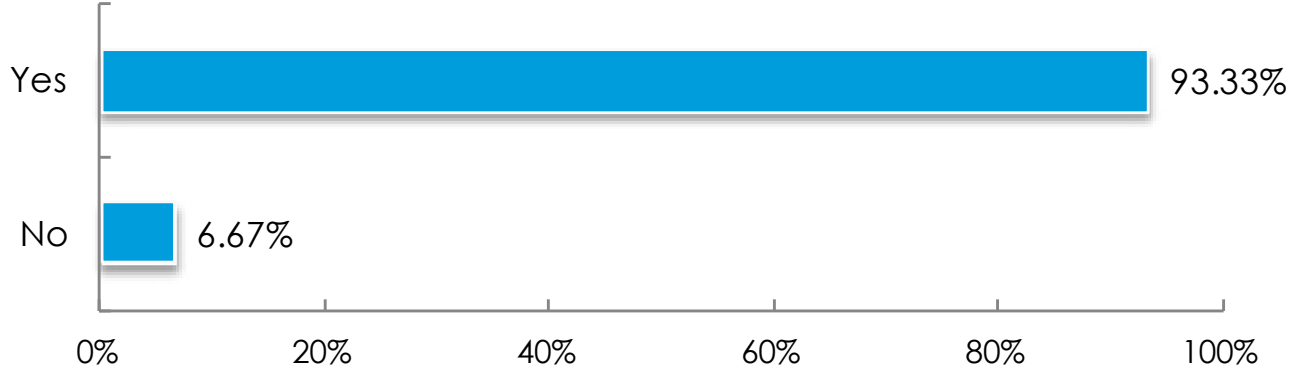
Threats

- Crime and public safety
- Citizens afraid of change
- Excessive housing
- Competition with the Prairie Lakes community
- Competition with big business/multinationals
- Lack of walkable amenities for youth
- Loss of local culture and character

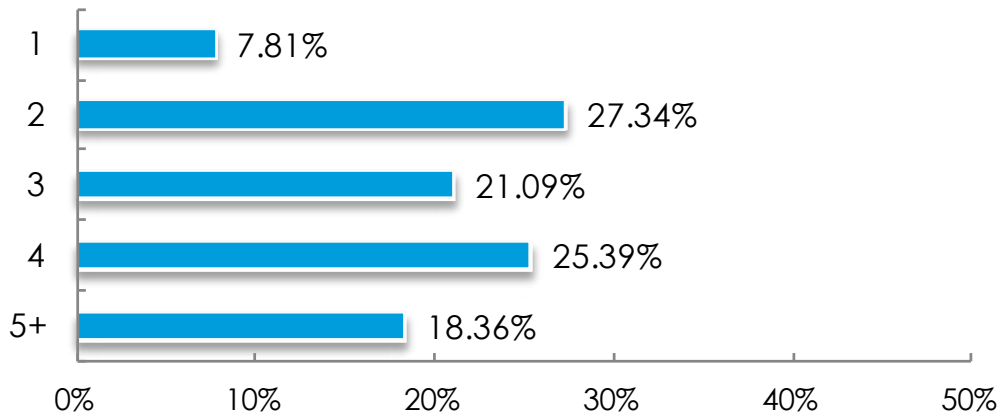
Age



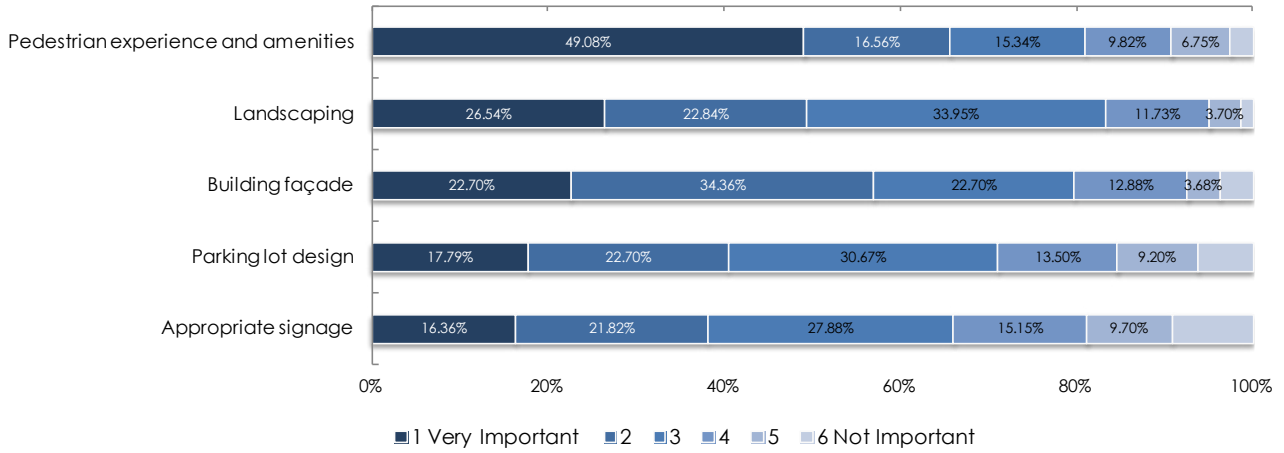
Live or Work in Sun Prairie



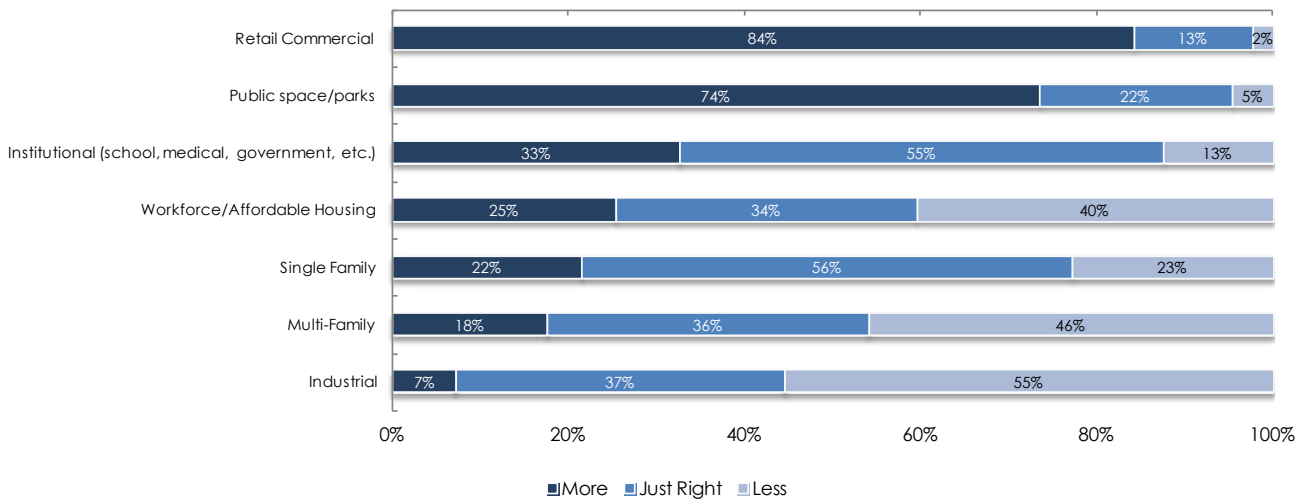
Household Size



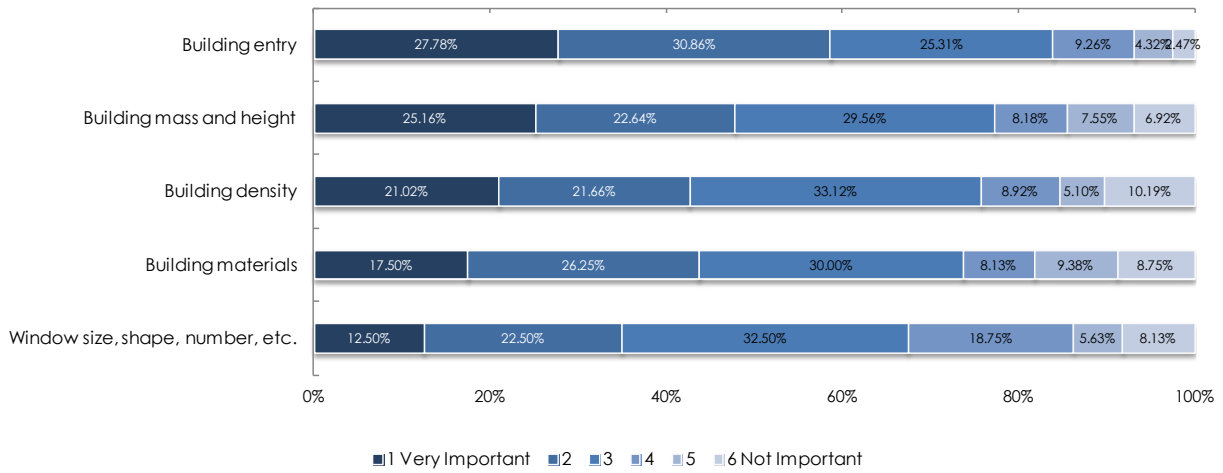
Land Use Desirability



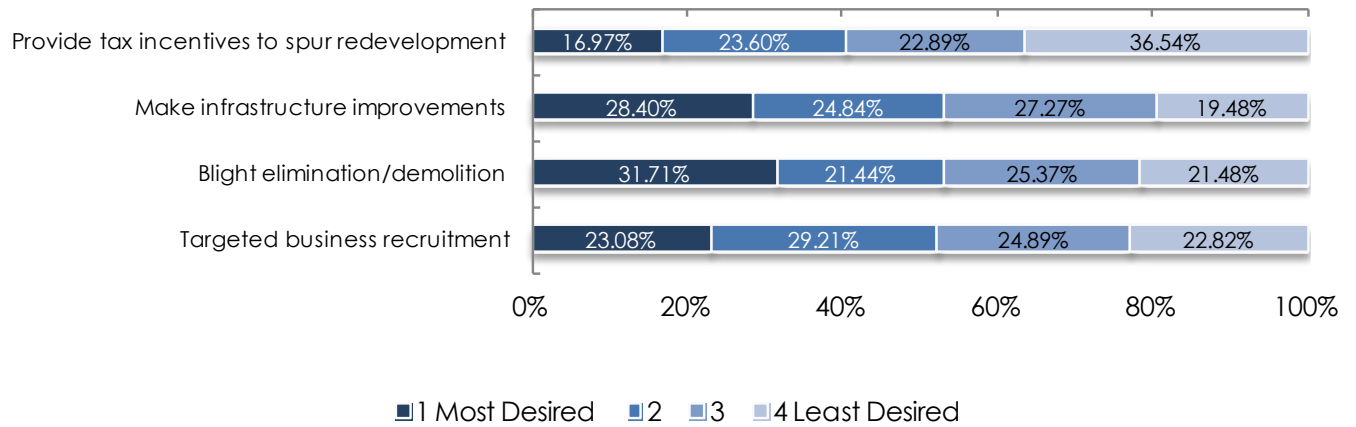
Site Design



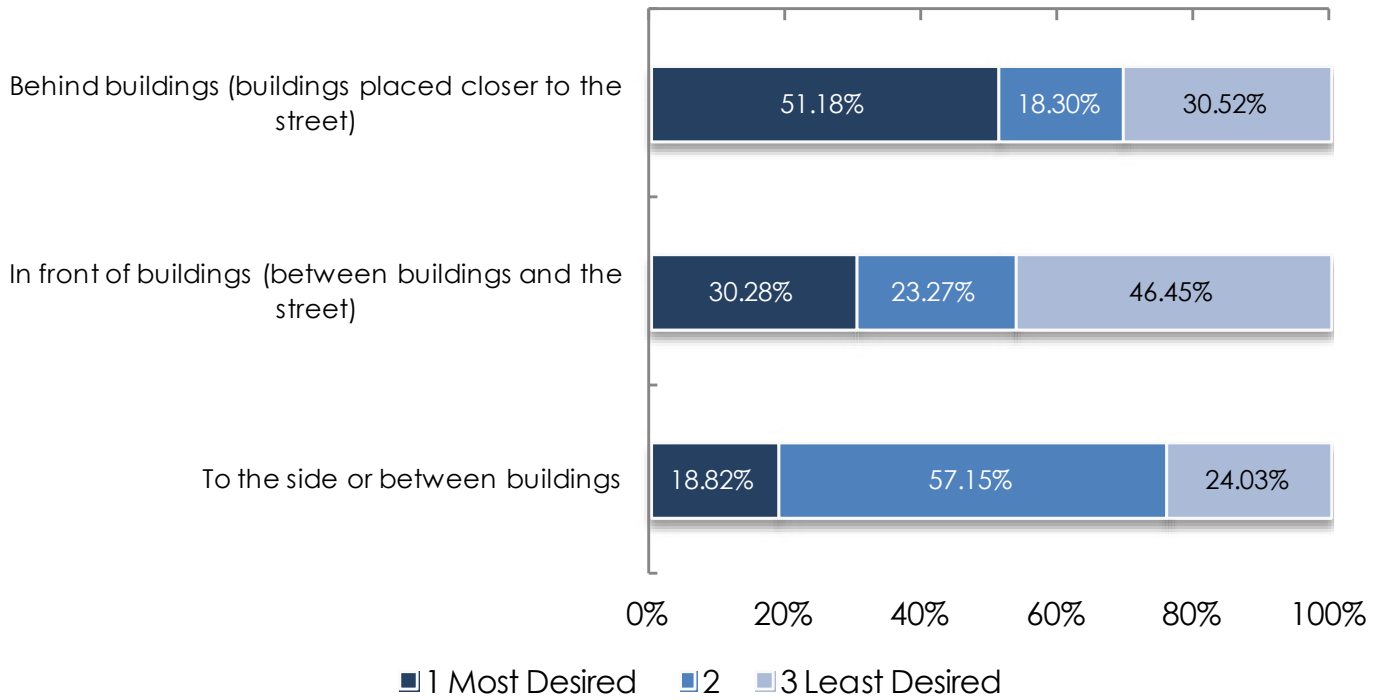
Building Design



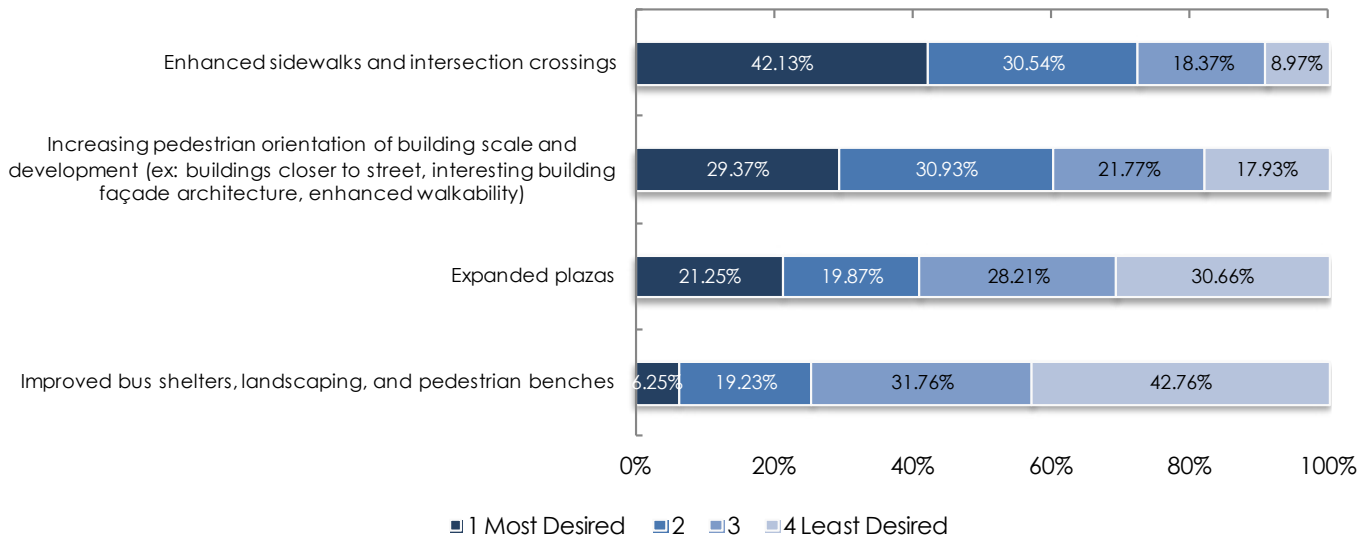
Redevelopment Focus



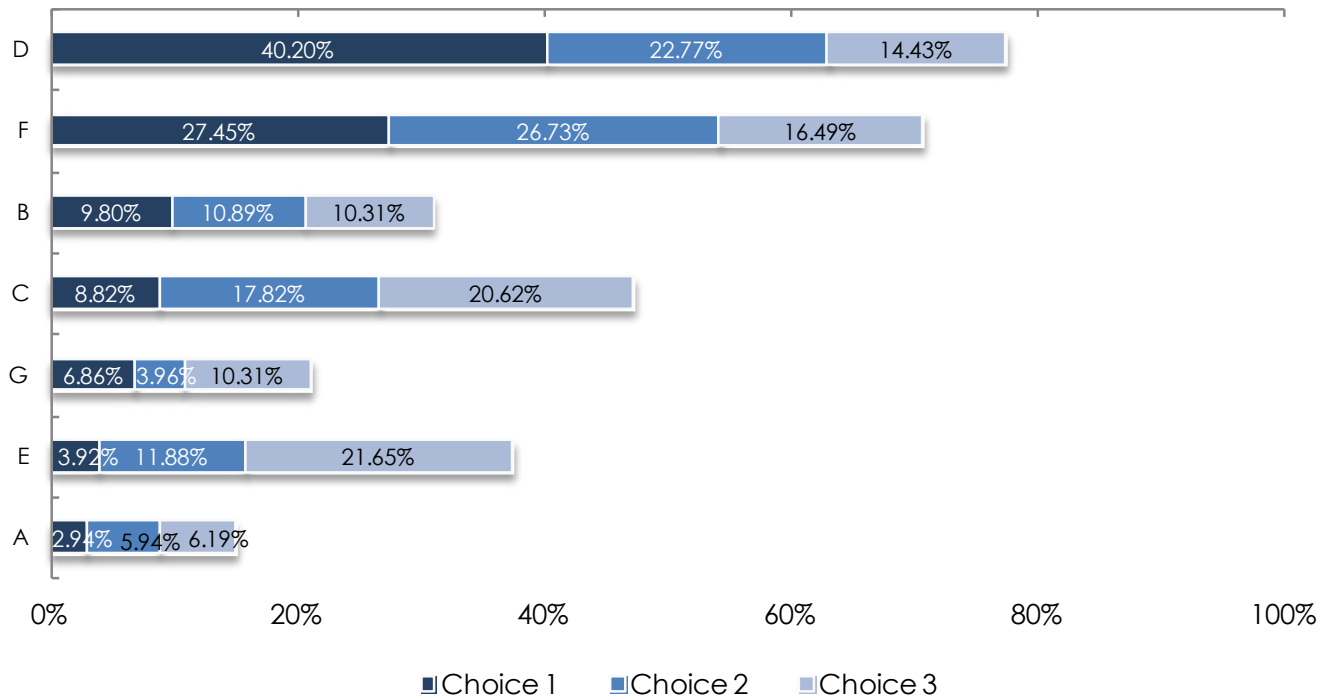
Parking Location



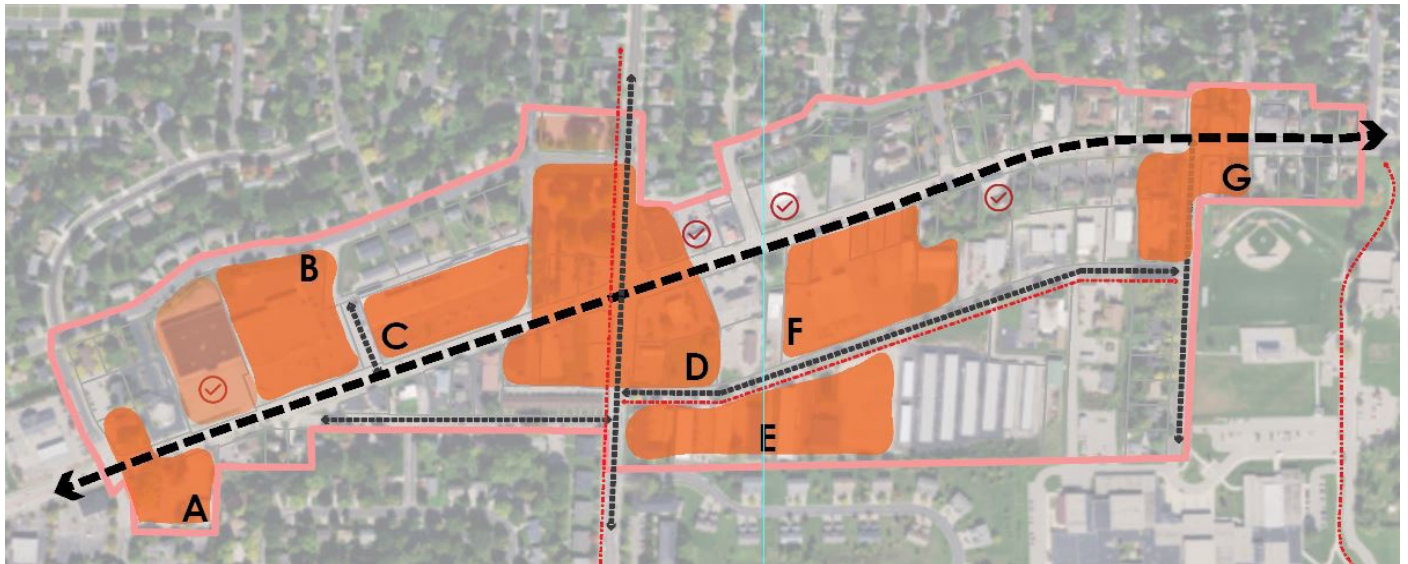
Right-of-Way Improvements



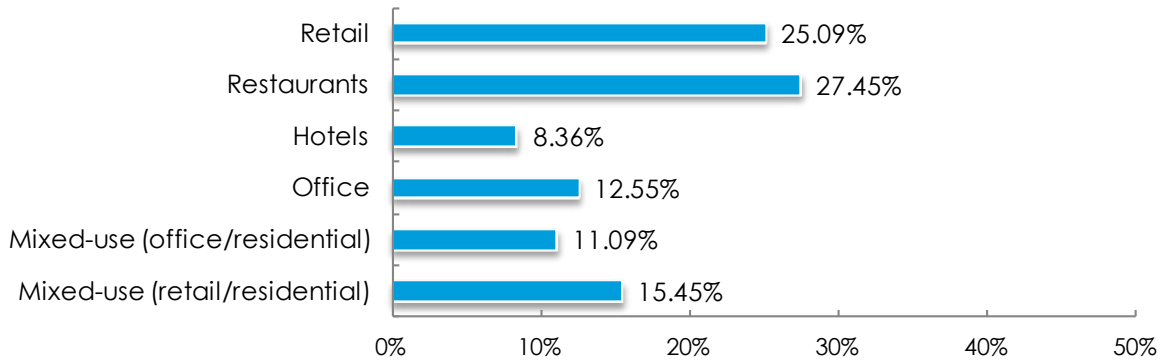
Priority Redevelopment Focus



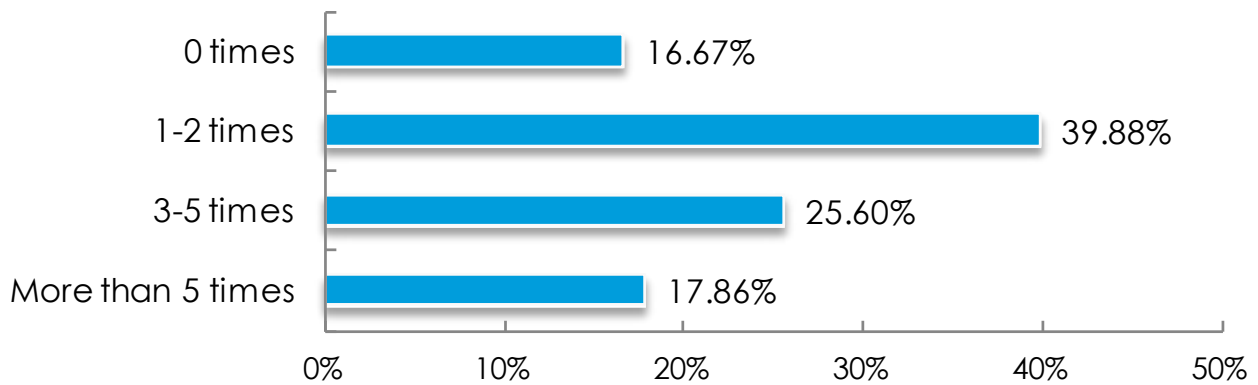
Focus Areas



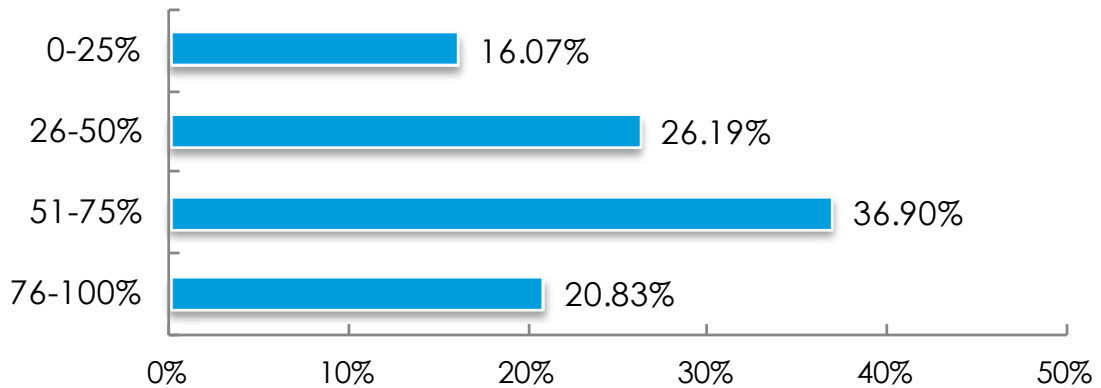
Desired Business Recruitment



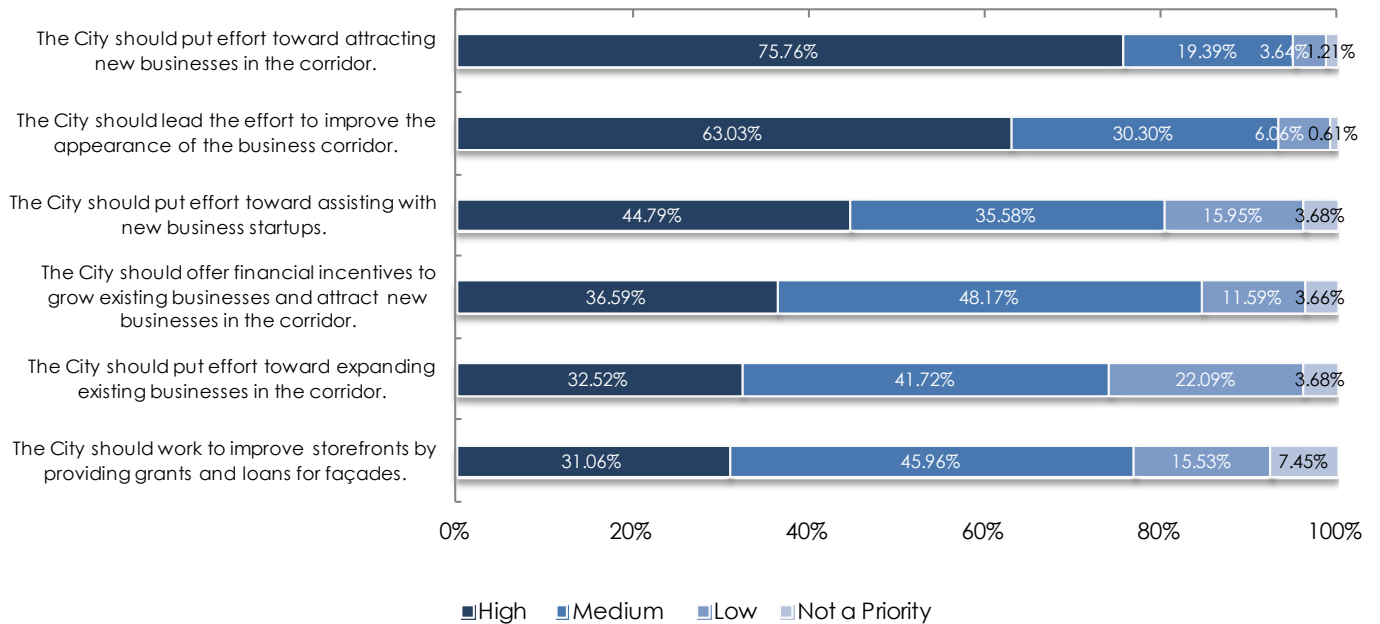
How Often Do You Visit Businesses Along the Corridor Monthly?



What Percentage of Your Shopping is in Sun Prairie?



City Assistance Efforts



Public Meeting No. 2

On June 22, 2017, Sun Prairie staff and consultants from Vierbicher led a public workshop to update attendees on the progress of the plan process and to review three concept plan drafts of possible future layouts at the intersection of W. Main Street and Bird Street. A total of 48 people signed the attendance sheet prior to the start of the meeting.

The three concepts for the intersection were: Northeast Park Option, Southwest Park Option, and Plaza Option. The Northeast Park option includes a park along the northeast corner of the intersection spanning a total of 0.7 acres with a public market/festival space, pedestrian seating, and 36 stalls of surface parking. The Southwest Park option includes a park along the southwest corner of the intersection spanning 2.5 acres with a public market/festival space, a bandshell, a splash pad, additional open space, and 46 stalls of surface parking. The Plaza option includes a 0.5-acre public plaza in the site along the northwest corner of the intersection.

The meeting was divided into two parts: a PowerPoint presentation focusing on the planning process, and a concept plan exercise in which members of the public shared their thoughts on the three redevelopment area maps.

Proposed Planning Process

The PowerPoint presentation was divided into three portions: an outline of the proposed planning process, a summary of upcoming public participation opportunities, and a review of exercises from Public Workshop No. 1. The proposed planning process is composed of the project's scope and timeline, project goals, and the resulting steps in the planning process. Staff informed the public of the duration of the planning process—34 weeks,

and that June 23 marks the end of the sixteenth week of the process. The final public meeting will be held on Thursday September 14. Planners and city staff informed attendees that the two remaining steering committee meetings are also open to the public. The planning process will shift into the final stages of the strategy phase before focusing on implementation strategies and the preparation of the plan's final draft.

Next, the consultant reviewed project goals, as specified during the request for proposals and subject to change throughout the planning process. Throughout the planning process, the project team aims to create an inclusive and transparent planning process, a community-shared and market-based vision, and detailed implementation strategies. The consultant also articulated the following redevelopment plan goals:

- Create a distinctive and unique environment that is going to be a profitable, positive, community asset for the long term.
- Continue to leverage private and public investments to stimulate future corridor improvements.
- Strengthen interaction between the W. Main Street business corridor and adjacent residential neighborhood.
- Increase connections to the surrounding neighborhood.
- Improve the climate for existing businesses while attracting new businesses to vacant and underutilized sites.
- Proactively strengthen safe and convenient bicycle and pedestrian connections.
- Review and revise the previously approved distinctive corridor design theme.
- Upcoming Public Participation Opportunities.

The consultant informed the public of remaining opportunities to participate in the planning process. The final public

workshop will give members of the public the chance to voice additional concerns they may have with funding, implementation, or other specific elements of the plan itself. Steering committee meetings are also open to members of the public who want to observe the committee's deliberation and consideration of key issues. Throughout the meeting, the consultant and city staff encouraged members of the public to approach the project team with any questions or concerns through direct verbal conversation, phone or email. They were invited to share their thoughts during the concept exercise by writing or marking notes on the concept plan maps.

Public Workshop No. 1 Review

Attendees at Public Workshop No. 1 completed surveys and corridor planning exercises so the project team could gauge public sentiment regarding which areas of the planning area should receive special attention and be of particular focus. All exercises that attendees completed in person were also made available online to members of the public who could not attend the meeting. Surveys and exercises included the following:

- General map that includes points to mark issues and strengths of the corridor.
- Sticky notes for additional ideas.
- Map and survey to document general preferences for the future of the corridor.
- Bicycle and pedestrian maps and surveys to gauge public perception of transportation usability constraints and barriers.
- Survey regarding current and desired business mix.
- SWOT (Strength, Weakness, Opportunity, Threat) analysis for people to share their thoughts on the corridor's advantages, limitations, potential attractions, and vulnerabilities.

The project team used the results of the corridor planning exercises and public surveys to develop Public Workshop No. 2's concept drawings and to make recommendations contained in the plan's final document. Detailed results of the corridor planning exercises and completed surveys are contained in the Public Workshop No. 1 summary.

Public Workshop No. 2 Exercises

The final segment of the meeting consisted of redevelopment area exercises in which members of the public came forward to articulate aspects they liked and disliked from each of the three concepts, and to share other thoughts about the project.

Aspects attendees liked from the Northeast Park option included: the presence of green space at the intersection, and the change of use fronting Buena Vista Drive, which was drawn to include two-story townhomes fronting the road directly across from the Masonic Temple. The lack of interest or sense of place at the northwest and southeast corners of the intersection was cited as an aspect of the concept that some attendees did not like. Results of the exercise for the Northeast Park option concept are shown on the following pages.

Aspects attendees liked from the Southwest Park option included the ovular shape of the walkways along the corner of each intersection, setbacks for the buildings and park, and the additional green space along the corridor.

One comment mentioned that they would prefer two-story rather than three-story buildings in Sites A and C. Another comment mentioned that they would prefer commercial buildings to front Audley Street and to remove the pedestrian walkway that is currently shown on the concept drawing. Some attendees were opposed to the entire concept of a redevelopment along

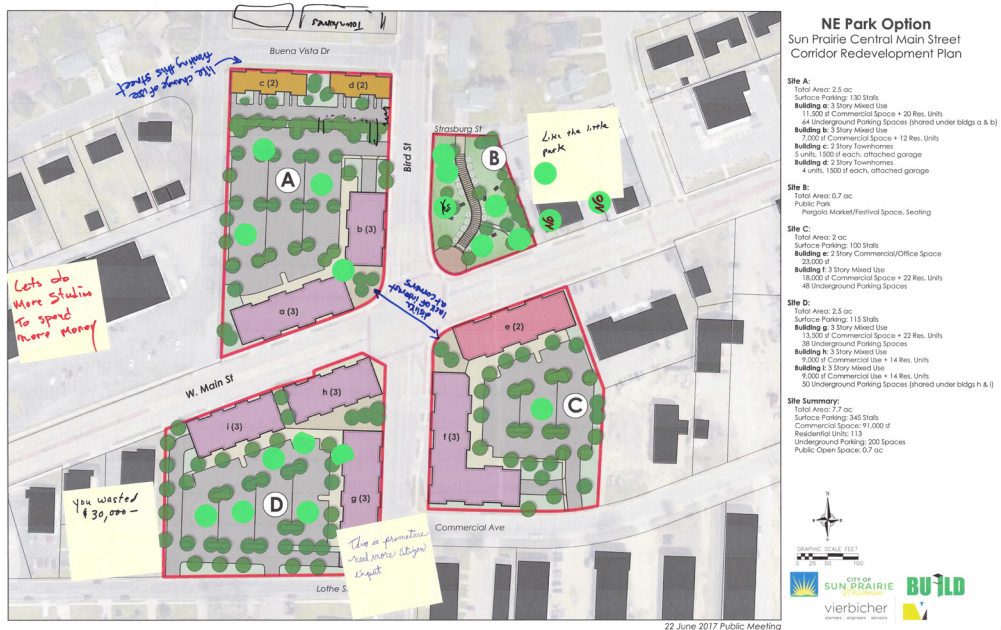
this spot, though most participants identified this area as the preferred redevelopment location during the Public Workshop No. 1 surveys and exercises. Another comment stated that it may be unsightly to locate parking along the top of Site A, fronting Buena Vista Drive, Audley Drive, and Bird Street.

The most notable objection from attendees was that noise from the street could render the bandshell planned for Site D along the southwest corner of the intersection useless. Several attendees were concerned that motorcycles and large trucks passing by the park would ruin the experience for park users attending a musical show or spending leisure time. Results of the exercise for the Southwest Park option concept are shown below.

Aspects attendees liked about the Plaza option included the viewshed that would be created by the pedestrian space at the southwest corner of Main and Bird Streets, the building setbacks

along each corner of the intersection, and the pedestrian plaza fronting W. Main Street. One comment noted that increased density in the corridor is a plus and that more buildings close to the street face promote walkability and increased visits from pedestrians. Another comment voiced support for parking access from non-collector roads as a good way of reducing congestion throughout the corridor. One attendee noted that green space should be more spread out throughout the entire TIF corridor and that the southeast corner of the Main and Bird intersection lacked an architecturally significant feature in the Plaza option concept. Some attendees voiced opposition to reducing setbacks along Main Street, citing safety concerns for pedestrians as a hazard. Like the Southwest Park option, one attendee opposed three-story buildings in the area and voiced opposition to multifamily housing units. Results of the exercise for the Plaza option concept are shown on the following page.

NE Park Option



SW Park Option



SW Park Option Sun Prairie Central Main Street Corridor Redevelopment Plan

Site A:
Total Area: 2.5 ac
Surface Parking: 100 Stalls
Building a: 3 Story Mixed Use
12,000 sf Commercial Space + 54 Res. Units
80 Underground Parking Spaces
Building b: 3 Story Mixed Use
7,000 sf Commercial Space + 12 Res. Units

Site B:
Total Area: 0.7 ac
Surface Parking: 36 Stalls
Building c: 2 Story Commercial/Office
12,000 sf

Site C:
Total Area: 2 ac
Surface Parking: 80 Stalls
Building d: 3 Story Mixed Use
10,500 sf Commercial Space + 18 Res. Units
Building e: 3 Story Mixed Use
10,500 sf Commercial Space + 18 Res. Units
58 Underground Parking Spaces (Shared between d & e)

Site D:
Total Area: 2.5 ac
Surface Parking: 46 Stalls
Public Park
Festival/Market Space, Bandshell, Splash Pad, Open Space

Site Summary:
Total Area: 7.7 ac
Surface Parking: 262 Stalls
Commercial Space: 52,000 sf
Residential Units: 102
Underground Parking: 118 Spaces
Public Open Space: 2.5 ac Public Park



Plaza Option



Plaza Option Sun Prairie Central Main Street Corridor Redevelopment Plan

Site A:
Total Area: 2.5 ac
Surface Parking: 100 Stalls
Public Plaza 0.5 ac
Building a: 3 Story Mixed Use
10,500 sf Commercial Space + 18 Res. Units
28 Underground Parking Spaces
Building b: 3 Story Mixed Use
12,000 sf Commercial Space + 20 Res. Units
32 Underground Parking Spaces

Site B:
Total Area: 0.7 ac
Surface Parking: 36 Stalls
Building c: 2 Story Commercial/Office
13,000 sf

Site C:
Total Area: 2 ac
Surface Parking: 75 Stalls
Building d: 3 Story Mixed Use
19,500 sf Commercial Space + 32 Res. Units
52 Underground Parking Spaces
Building e: 3 Story Mixed Use
19,500 sf Commercial Space + 18 Res. Units
28 Underground Parking Spaces

Site D:
Total Area: 2.5 ac
Surface Parking: 100 Stalls
Building f: 3 Story Mixed Use
12,500 sf Commercial Space + 20 Res. Units
Building g: 3 Story Mixed Use
14,000 sf Commercial Space + 24 Res. Units
60 Underground Parking Spaces (Shared between f & g)
Building h: 2 Story Commercial/Office
13,000 sf

Site Summary:
Total Area: 7.7 ac
Surface Parking: 311 Stalls
Commercial Space: 110,000 sf
Residential Units: 132
Underground Parking: 200 Spaces
Public Open Space: 0.5 ac Public Plaza



Public Meeting No. 3

The third and final public meeting was held on September 14, 2017, at the Sun Prairie Veterans of Foreign Wars Banquet Hall. The meeting enabled members of the public to express final thoughts on the Plan and evaluate work from consultants. A summary of the agenda and results of the meeting are provided in the following paragraphs.

Recap the Planning Process

The consultant shared the Plan's timeline with attendees, showing the initial assessment phase that started during the second half of March, as well as timelines for the engagement, strategy, implementation, and document preparation phases of the project. In addition to Public Meeting No. 3, members of the public were notified of the opportunity to provide feedback at the final steering committee meeting on September 28, and the Plan Commission and City Council meetings in October.

Strategies and Recommendations

Next, attendees were shown the Plan's three strategic recommendations:

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

Each recommendation was explained in further detail, and objectives for each recommendation were also reviewed by the consultant. Afterward, the consultant presented the Plan's Vision Statements, which were subdivided into the four separate themes: Connected, Local, Mixed Use, and Vibrant. Each theme featured sub-statements that further articulate the community's vision for the Corridor.

W. Main & Bird Intersection Redevelopment Concepts

Staff and city officials then showed the most popular selections for each corner of the W. Main & Bird Redevelopment Concept public engagement exercises. The four individual sites were as follows:

- Site A: Northwest Corner
- Site B: Northeast Corner
- Site C: Southeast Corner
- Site D: Southwest Corner

Attendees were shown the final redevelopment concept plan with images for each corner depicting sites similar to the selections chosen by the public. Site A showed two, three-story mixed-use buildings along with 100 stalls of surface parking on 2.5 acres. Site B showed a two-story, 12,000-square-foot commercial building and 36 parking stalls on 0.7 acres of land. Site C showed two, three-story mixed-use buildings with 80 parking stalls on two acres of land. Finally, Site D showed two, three-story mixed-use buildings, along with a festival/market space featuring a bandshell, splash pad, and open space on 2.5 acres.

Bicycle and Pedestrian Map

Staff and city officials then presented existing and proposed bicycle and pedestrian connections to convey Sun Prairie's current inventory of bicycle infrastructure and to show what is possible. Great potential for expansion of multimodal service capacity exists both on W. Main Street and adjacent residential streets.

Placemaking Strategies

Next, attendees viewed the Plan's Placemaking Strategies Map that depicted potential focal nodes, kiosks, murals, and entry nodes in the Corridor. The Corridor is heavily oriented in an east-west direction, with most traffic through the area passing between Downtown and Highway 151. Gateway signage and other amenities along W.

Main Street could potentially capture a substantial number of commuters and visitors to the Corridor.

Implementation Plan

Finally, attendees evaluated the Plan's Implementation Strategies. The section was organized into a list of actions that were drafted to enact each element's goals and objectives, roles for different

stakeholders and members of the public, specific actions in the form of programs or regulations, the timeframe for each action, and anticipated costs. The meeting concluded by reiterating upcoming public engagement opportunities with the Community Development Authority on September 28, 2017, as well as Plan Commission review of the Plan during October 2017 and final approval by the City Council.

Implementation Strategies- Placemaking/Bicycle & Pedestrian Amenities

Chapter	Implementation Strategies	Roles								Action	Timeframe	Cost	
		City				Other							
		Elected Officials	City Administration	City Public Works/Engineering	City Parks & Recreation	Planning Community Devel.	BD	County	Service Clubs	Residents/Property Owners			
	Placemaking												
	Develop community-wide wayfinding signage system.				L*					S	P	T1	\$
	Establish gateway features at all community entrances.				L					S	P	T1	\$
	Create Multi-family Housing Strategy- identify sites and promote sites to developers for new, infill, or rehabilitation.				L						P	T1	\$
	Consider adaptive reuse by turning old warehouses or large vacant buildings into live-work uses.				L						R	T2	\$
	Create a flexible street program to allow for street closures for economic development and recreational uses.		C	L			S	S	S	S	P	T2	\$\$
	Work with the Chamber to create an identifiable brand to market the city.	S	S			L*	S	S			P	T1	\$
	Create streetscape design standards (banners, lighting, awnings, street furniture) based on the output of marketing/branding campaign.		C	S	L*	S		S			P	T1/T2	\$\$
	Establish an arts, culture, and entertainment focus as a way to stimulate development and create a sense of place.				L	L				S	P	T1/T2	\$\$-\$
	Implement and promote use of design guidelines for public and private improvements.		S		L					S	R	T1	\$
	Improve landscaping at community entrances.			S	L						P	T1	\$
	Pedestrian, Bicycle, and Transit												
	Sidewalks - encourage sidewalks in developments and maintenance.		L	S	C						P	T1	\$
	Repair sidewalks to address safety concerns within the corridor.	S	S	L							P	T1	\$\$
	Continue to work with Metro Transit for future transit stops in the corridor.	S	C	S	L						P	Ongoing	\$\$-\$\$\$
	Update the Safe Routes to School Plan.	S	C		L*		S	S	S		P/R	T2	\$\$
	Provide bike racks within the corridor. This should match the design style as set forth in the streetscape design guidelines.		C		L	S	S		S	S	P	T1	\$\$
	Install signage/wayfinding directing users to points of interests throughout the corridor and community.		C	C	L						P	T1	\$\$
	Ensure clear visibility between pedestrians and vehicles at intersections.		C	S	L				S		P/R	T2	\$\$
	Implement traffic calming techniques through the corridor as a way to slow vehicular traffic and increase pedestrian and bicycle traffic.		C		S	L	S				P	T2	\$\$
	Provide signage alerting motorists of pedestrian crossings.		C	L	S				S		P/R	T2	\$\$
	Change paving material at intersections and mid-block crossings to increase awareness of pedestrian zones.		C	S	L				S		P/R	T2	\$\$
	Continue working with the County and WisDOT to collaborate on any future roadway or bicycle improvements and additions.		C	L			S				P	Ongoing	\$

Implementation Strategies- Infrastructure/Business Development

Chapter	Implementation Strategies	Roles										Action	Timeframe	Cost
		City					Other							
		Elected Officials	City Administration	City Public Works/Engineer	City Parks & Recreation	Planning/Community Dev/ek	BID	County	Service Clubs	Residents/Property Owners	Program or regulatory change	Priorly and Timing	Project end/or capital improvement cost	
	Infrastructure					L*	S	S	S	S	P	Ongoing	\$\$-\$	
	Continue to plan for future infrastructure needs for accessibility, safety, and connection points within the corridor.										P/R	T1	\$	
	Optimize utilization of existing parking.		S		L						P/R	T1	\$	
	Install streetscape amenities to match marketing/branding efforts. This should include trees/planters, pedestrian scaled street lighting, benches/sitting zones, banners, and trash receptacles all designed to exude a sense of place.		C	S	S	L*	S		S	S	P/R	T2	\$\$	
	Install highspeed internet in the Main Street Corridor for business and resident usage.	S	C	L			S		S	S	P	T2	\$\$-\$\$\$	
	Business Development													
	Conduct annual business climate meetings with business owners within the corridor	L	C					S	S		P	Ongoing	\$	
	Create a Business Recruitment Committee to recruit business to the city and fill vacant retail sites.		C		L	S	S	S			P/R	T1	\$	
	Create a Business Retention and Expansion (BRE) program to foster business and customer relationships.		C		L*	S	S	S			P	T1	\$\$-\$	
	Update Market Analysis bi-annually to track retail needs of the city.		C		L*						P	Ongoing	\$\$	
	Update Economic Development Strategy every five years.		C		L*						P	Ongoing	\$\$	
	Explore starting a Business Improvement District program to assist with business development and programmatic opportunities in the corridor.		C		L	S		S	S		P	T1/T2	\$	
	Coordinate with Madison College Small Business Initiative and UW Law School Center for Entrepreneurship to provide entrepreneurship classes and workshops aimed at growing businesses in the City and corridor.		S			C	S	S			P	Ongoing	\$	
	Create a commercial property rehabilitation program.		C		L			S	S		P	T1	\$	
	Encourage reuse of underutilized sites.		S		L				S		P	Ongoing	\$	
	Streamline business startup and development process.		C		L						P	Ongoing	\$	
	Create marketing brochure to promote available sites within the Corridor.		C	S	L		S				P	T1	\$	
	Work with property owners in the corridor on succession planning and annual needs assessment.		C		L		S		S		P	T1	\$	

Strategic Recommendations

Strategy 1

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

Strategy 2

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

Strategy 3

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

Visual depictions of the workshop portion of the meeting are included on the following pages. Green dots represent areas of concern or enthusiasm for implementation strategies and strategic recommendations.

Stakeholder Interviews

Staff and project consultants held a stakeholder interview panel on Tuesday, May 9, 2017. The panel featured six participants representing a variety of backgrounds, including property owners, investors, and officials from the Sun Prairie Area School District (SPASD).

The Corridor in One Word or Phrase

Consultants asked the panel to describe the Corridor using a single word or phrase to encapsulate the area's current overall character. Panelists provided the following replies:

- Confusing (2 panelists)
- Missed opportunity
- Blighted (2 panelists)
- Boring

Corridor Strengths

Next, consultants asked the panel to name some positive attributes of the Corridor that could serve as qualities to plan around in the future to draw in visitors and residents. Panelists provided the following replies:

- Central location
- Easy accessibility on major roads
- Community amenities, such as the library, parks, and newer roads nearby
- Sites for redevelopment
- Walkability

Corridor Challenges

Panelists also named aspects of the Corridor that represent challenges to redevelopment. These aspects could be overcome with effective planning,

but currently serve to hinder the area's potential. Panelists provided the following replies:

- Concentration of poverty
- Safety for cyclists and pedestrians
- Safety for school children
- Compatibility of land uses
- New land uses vs old industrial uses
- Architectural uniformity
- Property owners who don't improve property
- Not enough workforce housing
- City enforcement
- Wayfinding

Corridor Desires

Finally, panelists shared qualities they would like to see incorporated into the Corridor. These are characteristics they believe would bring the Corridor closer to a desired future vision. Panelists provided the following replies:

- Streetscape improvements
- Outdoor dining
- Increased activity on the streets
- Rehab of Corridor buildings
- Specialty boutiques, such as bakeries, butcher shops, and grocery stores
- New housing types
- Public transportation
- More city enforcement
- Public spaces
- Less parking

Developer Panel Interviews

From August to November 2017, Vierbicher invited 22 developers, architects, and brokers to participate in informational meetings or conference calls regarding the status of underdeveloped parcels and planning for the future uses of the Corridor. The project team was able to meet with 13 parties interested in learning more about the future of the Corridor (seven developers, three architects, and three brokers). A summary of the comments from the parties is listed below.

An Improving Area

Interviewees noted improvements to the area recently and commended the City's commitment to enlivening the Corridor as a link between Downtown and points west. The Main and Bird intersection was mentioned as particularly attractive. One issue of concern that was mentioned is site assembly (configuration of parcels, feasibility of projects, etc.) at the proposed northwest and southwest corners could be a bit of a challenge for a developer and the City might have to take the lead on a project of that nature.

Presence of an Existing TID and the Desire to Transition to Mixed Use

The presence of TID No. 11 makes the area more enticing to future developers. The TIF assistance would help overcome the cost of redevelopment compared to typical greenfield development. Two of the interviewed developers, architects traveled through the Corridor following the conversation to become acquainted with the area and see if they could find a product to fit the market.

Benefits of the Main Street Overlay District

The presence of the Main Street Overlay District could make the area more attractive if there is a streamlined process to remove or reduce potential political opposition if compliance with the adopted standards is achieved. Several interviewees stressed that while the Overlay District can assist with the approval process in the right market, they would still attempt to get approval through the typical approval process. The MSO might help get them "in the door" to the community quicker than they might have otherwise anticipated.

Presence of Growing Employment Base in the Industrial/Business Parks

The growing employment sectors in the City illustrate the growing need for additional housing in the near future. The need is seen by the McHenry Apartment and the current proposal by Gorman & Company, Inc. where a significant portion of the units are designated for workforce housing. As more people are living in and around W. Main Street, there will be a growing need for additional or redeveloped retail spaces to accommodate additional housing needs.

Importance of Adequate Traffic Flow, and On-Site/Shared Parking Between Properties

Without the ability to include on-street parking in front of a mixed-use building, it will be important for all redeveloped properties to have cross access agreements or joint entries to limit curb cuts or the need for vehicles to reenter Main Street to move between sites. It will also be vital for the Corridor to gradually transition away from a pass-through corridor to a destination place. The conceptual redevelopment plans along West Main and Bird Streets could help facilitate the transition.

Position of the Corridor

Several of the interviewees stated that sites in the study area differ from typical projects they undertake in the more dense areas of the Greater Madison market. However, several of the parties recognized that the City of Sun Prairie is growing, and while a project here would be slightly different from their current portfolio, they could see eventual growth into Sun Prairie as the market continues to bridge the gap between the City of Madison and Sun Prairie. Interviewees desire reassurances from the City that neighbors understand that the nature of a dynamic real estate market necessitates a streamlined approval process. A long, drawn-out process was mentioned as a factor that would repel developers.

City Has to Clean Up Southern Access to Main Street

The City has to invest in beautification efforts, and around the Corridor. Taller, mixed-use and multifamily buildings need to look out over quality land uses and not at storage units or other aging commercial spaces. In particular, S. Bird Street needs to be more appealing to people traveling south out of the corridor or north into the corridor. One of the interviewees believed the City should either focus redevelopment in the east, adjacent to the Downtown, or continue focusing development and redevelopment in the west near Highway 151, rather than radiating outward from E. Main Street and Bird Street. The result could be highly segmented redevelopment resulting from efforts in three different areas along the same street.

Balance of Retail Is Key

Nearly all interviewees expressed concern for the Corridor's retail position. The larger retail chain stores and restaurants continue to locate

around sites with immediate highway visibility and access. This trend is likely to continue; therefore, there could be even less supported retail in the study area than what currently exists unless Sun Prairie attracts several specific market segments that match the desires of the Corridor. Several interviewees stressed the importance of more specialized niche markets, such as restaurants and cafes, which focus on experience-based retail.

Finally, several interviewees also believed that retail uses shown in the concept plans could account for most of the unmet retail demand over the next few years. There is a greater chance of creating a market niche by first consolidating or concentrating retail uses into more dense and walkable areas. The effort to attract new and relocate existing business into newly constructed retail spaces in a concentrated area (i.e., W. Main and Bird Streets) enables the Corridor to create a market presence that is

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