

**CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039**

**Volume 2:
Goals, Policies & Actions**

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PRIORITY ACTIONS



Dedicated Bike Lanes in Wauwatosa, WI

This chapter describes how the Plan will be implemented. It describes commitments to daily and annual use of the plan to influence decisions and actions. Actions described in Volume II (Chapters 3-9), are compiled here with recommendations on timing and responsibility.

PRIORITY ACTIONS

Of the more than 100 actions identified in this plan, a handful are considered especially critical right now in 2019. These priority actions all address prominent topics discussed in the planning process.

These actions require proactive leadership and most also require a funding commitment in the next several years of City budgeting.

The actions are NOT presented in priority order, nor by planning topic (e.g. housing, transportation, etc.). They are presented here by type of activity. See the table at the end of this chapter for the full list of actions, including the recommendations for who should initiate each of these Priority Actions. See the corresponding chapter in Volume 2 of this plan for the Goals and Policies related to each action.

Local Plans and Studies

This Comprehensive Plan identified the need to study several topics in greater detail and prepare more detailed and/or site-specific policies. Each of these is important to complete within the next few years, as feasible within staffing and budgetary constraints.

- » **Update the DOWNTOWN REVITALIZATION PLAN.**
(See Ch. 9 - Land Use)
- » **Create and adopt an ACTIVE TRANSPORTATION PLAN**
that includes policies and standards for bicycle and pedestrian infrastructure.
(See Ch. 8 - Transportation)



- » **Prepare a HOUSING STUDY** to evaluate housing market conditions and advise City actions to address housing mix and affordability concerns.
(See Ch. 7 - Housing)
- » **Review and update the City's BRAND IDENTITY.**
(See Ch. 6 - Economic Development)
- » **Conduct a FEASIBILITY STUDY FOR A MULTICULTURAL CENTER** that would provide a shared space used for various community, ethnic and religious events and celebrations.
(See Ch. 4 - Community Facilities)
- » **Conduct a FEASIBILITY STUDY FOR A DOWNTOWN PUBLIC MARKET** as an outlet for more locally grown food products.
(See Ch. 3 - Agricultural Resources)



- ### Capital Improvements
- Some actions are focused on City infrastructure. One is highlighted as especially important right now.
- » **Provide ENHANCED BICYCLE FACILITIES** in key urban arterial and collector corridors, where feasible.
(See Ch. 8 - Transportation)



Ordinance Updates

The City's ordinance is an important implementation tool, and the plan recommends one critical update in the next few years.

- » **Complete a comprehensive ZONING AND SUBDIVISION ORDINANCE Update and Unification.** *(See Ch. 9 - Land Use)*

Intergovernmental Initiatives

Several high-priority actions require collaboration with other governments and agencies.

- » **Work with WisDOT to REROUTE WIS 19 THROUGH THE CITY of Sun Prairie to reduce congestion at the Bristol/Main intersection.**
(See Ch. 8 - Transportation)
- » **Launch, sustain and build upon EXPRESS TRANSIT SERVICE to and from Madison.**
(See Ch. 8 - Transportation)



- » **Schedule WORKING SESSIONS WITH THE SUN PRAIRIE AREA SCHOOL DISTRICT** involving elected officials and key staff for both the City and the School District no less than semi-annually.
(See Ch. 5 - Intergovernmental Cooperation)

Program Initiatives

Some of the priority actions are new programming initiatives to spur improvements in neighborhoods.

- » **Promote neighborhood identity and social connections by creating NEIGHBORHOOD ASSOCIATIONS** and supporting things like neighborhood entry signs, public art, and block parties.
(See Ch. 7 - Housing)
- » **Create an AFFORDABLE HOUSING FUND** that can be used to support a variety of affordability initiatives.
(See Ch. 7 - Housing)
- » **Create HOUSING AFFORDABLE TO LOW-INCOME HOUSEHOLDS**, especially those earning less than 30% of the Dane County Median Household Income.
(See Ch. 7 - Housing)

GUIDING DAILY DECISIONS



Sun Prairie City Council Meeting

CITY COUNCIL AND THE PLAN

The value and legitimacy of this plan is directly related to the degree to which Council members are familiar with the content and expect City actions to be consistent with this plan.

CITY ROLES & RESPONSIBILITIES

Responsibility for implementing this plan lies primarily with City Council, several city boards and commissions, including the Plan Commission, and City Staff.

City Council

City Council sets priorities, controls budgets and tax rates, and typically has the final say on key aspects of public and private development projects. Each council member should know where to find this plan and should be familiar with the major goals described herein. City Council should expect and require that staff recommendations and actions both reference and remain consistent with this plan.

City Plan Commission

Land use and development recommendations are a core component of this plan, and the Plan Commis-

sion has a major role in guiding those decisions. Plan Commission members must each have of a copy of this plan and must be familiar with its content, especially Chapter 9: Land Use. It is the responsibility of Plan Commission to determine whether proposed projects are consistent with this plan, and to make decisions and recommendations that are consistent with this plan. In cases where actions that are inconsistent with this plan are believed to be in the best interest of the City, the Plan Commission should seek public feedback before recommending amendments to the Plan.

Community Development Authority

Many of the actions related to housing address affordability and require some sort of public funding. This plan assumes that the Community Development Author-

ity (CDA) will have the lead role to implement housing programs. The CDA needs to affirm this role and establish its own work plan to tackle the actions in this Plan. This may include creation of a subcommittee or advisory group to help create and implement the work plan.

Transit Commission

There are many policies and actions in this plan addressing transit, bike and pedestrian improvements. The Transit Commission (or comparable entity if renamed or reorganized as recommended in this plan) should be responsible for guiding those improvements. Many detailed implementation decisions for bike and pedestrian improvements will be guided by a new Active Transportation Plan, which this Commission should lead.

Parks, Recreation and Forestry Commission

The City is responsible for leadership and guidance of park facilities and recreation amenities. The Commission helps the City maintain a detailed Parks and Open Space Plan, which is an important extension of this Comprehensive Plan. The Commission should be familiar with and work to implement this Plan, especially the relevant content of Volume two, Chapter four.

Sun Prairie Utilities Commission

The Utility Commission's role in managing various public infrastructure systems is vital to the growth

and health of the City. The Commission should be familiar with the content of this plan, especially Volume two, Chapter three, and should assist in its implementation.

Finance Committee

Implementation often comes down to a question of funding. In its role to advise on budgetary issues, the Finance Committee is critical to the success of this plan. The Finance Committee should be familiar with this Plan and should routinely consider whether budgets and cost proposals are consistent with the Plan.

Public Works Committee

The Public Works Committee makes decisions on a variety of infrastructure systems - the Committee can influence growth patterns and has a critical role in transportation. The Committee should be familiar with this plan, especially Volume two, Chapters four and eight, and should assist in its implementation.

Other Committees and Commissions

All committees, boards and commissions that serve as an extension of the City of Sun Prairie should treat this Plan as relevant to their activities in service to the Community, and should seek outcomes consistent with the goals and policies herein.

City Staff

Key City staff have a significant influence on capital projects, operational initiatives and regulatory decisions. It is imperative

that individuals in key roles know about, support, and actively work to implement the various policies and actions in this plan. Specifically, the following people should consult and reference the comprehensive plan during goal-setting and budgeting processes, during planning for major public projects, and in the review of private development projects:

- » City Administrator
- » Community Development Director
- » Planning Director
- » City Engineer
- » Director of Public Services
- » Director of Economic Development
- » Parks and Recreation Director
- » Director of Administrative Services

These key staff members should be familiar with and track the various goals, policies and actions laid out in this plan, and should reference that content as appropriate in communications with residents and elected and appointed officials. Other division heads should also be aware of the plan and the connections between the plan and City projects. The purpose of this extra effort is to strengthen staff recommendations and reinforce the plan as a relevant tool integral to City functions.

The City Administrator, as lead administrative official of the City, is responsible to ensure that other key staff members are actively working to implement this Comprehensive Plan.

EDUCATION & ADVOCACY

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than City government. The Action Plan (see page 10-10) indicates a few responsible parties that the City of Sun Prairie does not control or direct.

It is necessary to persuade these entities to be active partners in the implementation of the goals, objectives, and strategies of this plan. The following City activities can support this effort:

- » Share this plan with each organization, including a memo highlighting sections of the plan that anticipate collaboration between the City and the organization.
- » Take the lead role in establishing collaboration with these organizations
- » Know and communicate the intent of relevant objectives and strategies - partner organizations need to understand and buy in to the rationale before they will act.

UTILIZING EXISTING TOOLS

Many of the strategies identified in this plan presume the use of existing City ordinances and programs. The City's key implementation tools include:

Operational Tools

- » Annual Budget Process
- » Capital Improvement Program

Regulatory Tools

- » Zoning Ordinance
- » Subdivision Ordinance
- » Site Plan Requirements
- » Building and Housing Codes
- » Official Mapping or Official Maps

Funding tools

- » Tax Incremental Financing (TIF) Districts
- » State and Federal Grant Programs
- » Stormwater Utility

GUIDING ANNUAL DECISIONS



Cannery Square in Downtown Sun Prairie

ANNUAL REPORT

To provide lasting value and influence, this plan must be used and referenced regularly, especially during budgeting processes. To inform these annual processes, City planning staff will prepare, with input from other departments, the City Administrator, and possibly a Comprehensive Plan Implementation Committee, a concise Comprehensive Plan Annual Report with the following information:

- » Action items in progress or completed during the prior 12 months. **Celebrate success!**
- » Staff recommendations for action items to pursue during the next 12 months.
- » City actions and decisions during the past 12 months not consistent with the plan (if any).
- » Staff recommendations for any amendments to the adopted plan.

LINK TO ANNUAL BUDGET PROCESS

The most important opportunity for this plan to influence the growth and improvement of the City is through the annual budgeting and capital planning processes. These existing annual efforts determine what projects will and will not be pursued by the City, and so it is very important to integrate this plan into those processes every year.

The compilation of actions at the end of this chapter is a resource to support decisions about how and where to invest the City's limited resources. The Annual Report should draw from these actions. Plan Commission should make formal recommendations for Council consideration, identifying those choices and commitments most likely to further the goals and objectives identified in this plan.

AMENDING THE PLAN



New Commercial Development at Prairie Lakes

MONITORING & AMENDING THE PLAN

Although this Plan is intended to guide decisions and actions by the City over the next 10 to 20 years, it is impossible to accurately predict future conditions in the City. Amendments may be appropriate from time to time, particularly if emerging issues or trends render aspects of the plan irrelevant or inappropriate. The City may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the City. Should the City wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan. Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threaten the integrity of the plan and the

planning process and should be avoided.

Any changes to the plan text or maps constitute amendments to the plan and should follow a standard process as described in the following section. Amendments may be proposed by either the City Council or the Plan Commission, though a land owner or developer is also allowed to apply and initiate this process.

The City should establish a quarterly schedule for consideration of plan amendments, with allowance for the Planning Director to recommend consideration of amendments at other times of the year. This schedule will include the necessary timing for the submittal of materials and the date to publish the public hearing notice.

UPDATING THE PLAN

The 20-year horizon of this plan defines the time period used to consider potential growth and change. However, over time market conditions and priorities change, community preferences shift, and technology evolves. The community's Comprehensive Plan needs to be amended and adjusted at times to keep pace with these changes to remain relevant.

In Sun Prairie, past practice has been to update the plan every 10 years to address such changes. Although state statutes require the Plan be updated on a 10-year schedule, this has proven to be inadequate in a community where growth and change seem continuous. It is recommended that this Plan be evaluated and updated more frequently as new data becomes available, and that major plan elements such as housing and transportation be revisited on a more regular basis.

In an effort to make comprehensive long-range planning an ongoing practice, the City is currently budgeting funds on an annual basis to assist with Plan implementation and updates. It may still be necessary to periodically undertake a more comprehensive update, but by keeping the plan fresh and up-to-date on a continual basis, there should be lesser need for major re-writes of the plan.

AMENDMENT PROCESS

In the years between major plan updates it may be necessary or desirable to amend this plan. A straightforward amendment, such as a strategy or future land use map revision for which there is broad support, can be completed through the following process.

Step One

Amendments can be initiated by referral by the Plan Commission or Common Council, or may be requested by application from a member of the public. For amendments affecting a large geographical area of the City or proposing major changes to plan policies, a more involved public input process should be considered to ensure that proposed amendments are in the best interest of and are well supported by the community.

Step Two

Plan Commission holds a public hearing on the proposed amendment, preceded by a 30-day public notice. Notice of the proposed amendment should also be transmitted as appropriate to other governmental entities that may be affected by or interested in the

change, such as a neighboring jurisdiction.

After holding the public hearing, Plan Commission can approve or deny a resolution to adopt the plan as amended, or recommend adjustments to the proposed amendment. The Commission may request more information before taking action on any proposed amendment.

Step Three

City Council hears a report from Plan Commission on the amendment and considers adoption of the amended plan, by ordinance. Council may adopt or deny adoption of the amended plan as recommended by Plan Commission, but it may not make substantive changes at the time of adoption. If City Council desires substantive changes, it must refer the plan back to Plan Commission for discussion of the requested changes. Plan Commission has the option to adopt a new resolution reflecting any changes made during such a reconsideration. If Plan Commission and Council fail to reach agreement on a version that both are willing to adopt, the amendment cannot be adopted.

Step Four

Staff completes the plan amendment as approved, including an entry in an amendment log. A revised PDF copy of the plan is posted to the City web site.

ACTION PLAN



Cannery Square - Downtown Sun Prairie

ACTION PLAN GUIDE

The following pages feature a compilation of actions identified in **Volume II: Chapters 3-9** to help the City achieve its various goals and objectives.

"Target Completion"

Deadlines

The deadlines identified to achieve these actions are not firm - rather they are indications of when the City may choose to pursue an action based on its importance or difficulty. The general timelines identified are:

- » ***Immediate (2019-2020)***
- » ***Short-Term (2021-2025)***
- » ***Mid-Term (2026-2030)***
- » ***Long-Term (2031-2040)***
- » ***On-going (or repetitive activity)***

Lead Agencies

Most of these actions require leadership and effort by multiple people and organizations. These tables indicate the lead agency (or agencies) necessary to initiate and sponsor the action. Other City departments, City officials and (in some cases) external organizations/agencies will likely be involved in implementing each action.

| 3. AGRICULTURAL, NATURAL & CULTURAL RESOURCES | | Action Completed | Target Completion | Lead Agencies |
|---|---|--------------------------|------------------------|---|
| Agricultural Resources | | | | |
| 3.1 | Amend the City's Ordinances as needed to allow agricultural uses, such as community gardens, roof top gardens, small-scale organic orchards and vineyards that are compatible with surrounding uses. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 3.2 | Conduct a feasibility study for a downtown public market as an outlet for more locally grown food products. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division Economic Development Dept. |
| 3.3 | Promote resident awareness of local Community Supported Agriculture (CSA) programs and of the availability of county vouchers and other sponsored programs available to support CSA efforts. This information should be made available on the City's website and promotional materials should be distributed to residents annually. | | On-going (annually) | Planning Division |
| 3.4 | Establish a City initiative to encourage local businesses such as grocers and restaurants to buy more local food products. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. |
| Natural Resources | | | | |
| 3.1 | Advocate for reclamation of the former gravel pit north of Nelson Road (currently in the Town of Burke) as a county park, in collaboration with the City of Madison, Town of Burke and Dane County. | | On-going | Planning Division Parks, Recreation & Forestry Dept. |
| 3.2 | Continue to keep residents informed about stormwater quality and measures that they can take to assist with these efforts, using the following methods and media, and others as appropriate. | | On-going | Engineering Dept. |
| Cultural Resources | | | | |
| 3.1 | Adopt a policy or ordinance to enable privately-funded art on public property. | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division Economic Development Dept. |
| 3.2 | Work with the Historical Library and Museum Board to develop a plan for the long-term viability of the Sun Prairie Historic Museum. | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division |
| 3.3 | Create an Art in Infrastructure program that allocates a small percentage of annual capital spending toward artistic elements (examples: poetry stamped into sidewalks, wraps for prominent utility boxes, unique stop sign posts). | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division Public Works Dept. |

| 4. Utilities & Community Facilities | | Action Completed | Target Completion | Lead Agencies |
|-------------------------------------|---|--------------------------|-----------------------------------|---|
| Utilities | | | | |
| 4.1 | Develop a schedule to regularly meet with all locally active telecommunication utilities to discuss their future needs and interests for new equipment in the City. | <input type="checkbox"/> | Immediate (2019-2020) | Sun Prairie Utilities (SPU) |
| 4.2 | Continue a formal review of City stormwater management requirements for new development, to evaluate their adequacy to prevent flooding and sediment runoff based on the increase in large storm events. Improve City's enforcement of Stormwater Pollution Prevention Program (SWPPP) amongst private developers and contractors. | <input type="checkbox"/> | Immediate (2019-2020) | Engineering Dept. Public Works Dept. |
| 4.3 | Establish a guideline that encourages placement of utility boxes in locations that limits their impact on (prominent) intersections, within pedestrian zones, and along a primary building façade. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division Engineering Dept. Sun Prairie Utilities |
| 4.4 | Promote available incentives, energy audits and appliance recycling offered through Wisconsin Public Power, Inc. (WPPI), Focus on Energy or other sources to assist individuals and businesses with energy efficiency and renewable energy measures. | On-going | | Sun Prairie Utilities Economic Development Dept. |
| 4.5 | Evaluate the City's current use of drainage districts to fund stormwater facility maintenance and analyze possibilities to eliminate duplicative services and fees. | <input type="checkbox"/> | Short-Term (2021-2024) | Engineering Dept. Public Works Dept. |
| 4.6 | Periodically poll residents regarding waste management practices and services, including the frequency of recycling collection and local options for hazardous waste disposal. | On-going | | Public Works Dept. |
| 4.7 | Update the City's Interceptor and Lift Station Map. | <input type="checkbox"/> | Short-Term (2021-2024) | Engineering Dept. Public Works Dept. |

| 4. Utilities & Community Facilities | | Action Completed | Target Completion | Lead Agencies |
|-------------------------------------|---|--------------------------|------------------------|------------------------------------|
| Community Facilities | | | | |
| 4.1 | Begin fundraising and designing for a library expansion. | <input type="checkbox"/> | Immediate (2019-2020) | |
| 4.2 | Conduct a study to evaluate the space needs and potential sites for a large, multi-cultural center that can be a shared space used for various community, ethnic and religious events and celebrations (e.g. Hmong funerals, Diwali, etc.), and provides programming that showcases the growing cultural diversity within the City. This could be a public or a private facility (or a joint venture) and might be located in a new community park – see the Ashwaubenon Community Center as a model. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 4.3 | Work with the City of Madison and Dane County to evaluate the feasibility of a sports-plex recreation facility and/or a joint Madison/Sun Prairie community splash pad on City of Madison lands south of the Prairie Lakes commercial area. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 4.4 | During the annual capital improvement planning process, consider budgeting for implementation of the recommendations of in the adopted City of Sun Prairie Parks and Open Space Plan, including planned bike and pedestrian facilities (on-street markings and off-street trail construction), a splash pad, and improved access to and use of Patrick Marsh. | On-going (annually) | | Planning Division |
| 4.5 | Conduct energy audits of existing City buildings and facilities and consider implementation of resulting recommendations. | <input type="checkbox"/> | Immediate (2019-2020) | Public Works Dept. |
| 4.6 | Adopt the Potential Future Parks Map 4-1 as a component of the Official Map. | <input type="checkbox"/> | Short-Term (2021-2024) | Parks, Recreation & Forestry Dept. |
| 4.7 | Move Sun Prairie Utilities out of the downtown. Consider retaining an office somewhere in the downtown for customer interaction. | <input type="checkbox"/> | Long-Term (2031-2040) | Sun Prairie Utilities |

| 5. Intergovernmental Cooperation | | Action Completed | Target Completion | Lead Agencies |
|----------------------------------|---|--------------------------|-----------------------|-------------------|
| 5.1 | Schedule a working session with SPASD involving elected officials and key staff for both the City and the School District no less than semi-annually to discuss issues of concern and opportunities for collaboration. | On-going (annually) | | Planning Division |
| 5.2 | Work with the Town of Sun Prairie to develop an intergovernmental agreement that protects future growth areas and utility extension routes for the city, allows limited rural residential development in the town and defines the jurisdiction and maintenance of certain roads that serve both jurisdictions. | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division |
| 5.3 | Work with the Town of Bristol to extend or replace the current boundary agreement before it expires in 2025. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 5.4 | Work with the Village of Cottage Grove to develop an intergovernmental agreement defining a long-term boundary between the two municipalities. Consider including the City of Madison and Town of Sun Prairie in this agreement if feasible. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 5.5 | Meet with the Capital Area Regional Planning Commission as necessary to expand the urban service area consistent with this Comprehensive Plan and when considering major land use planning updates to this plan. | On-going | | Planning Division |
| 5.6 | City staff will meet with staff from each adjacent jurisdiction during the annual process to update the City's Capital Improvement Plan, to coordinate projects as appropriate. | On-going (annually) | | Planning Division |
| 5.7 | Work with the Town of Burke to coordinate capital planning and construction projects in areas of the town that will become City of Sun Prairie in 2036. This should include a meeting early in the calendar year between City and Town staff no less than annually to discuss current year construction projects and future year design projects. | On-going (annually) | | Planning Division |
| 5.8 | Coordinate with all adjoining jurisdictions during outdoor recreation planning to seek complementary recreation investments where service areas overlap. Work to avoid duplication of unique amenities. Coordinate with all adjoining jurisdictions on transportation projects during the annual CIP process. | On-going (annually) | | Planning Division |

| 6. Economic Development | | Action Completed | Target Completion | Lead Agencies |
|--------------------------------|--|---|----------------------------------|--|
| 6.1 | Review and update on a semi-annual basis a comprehensive list of available job training programs, resources, and designated contacts on the City's economic development website, in coordination with Madison College, Sun Prairie Area School District, Small Business Development Center, SBA and local employers. Actively promote to local employers any programs that offer support for employer-led job training. | On-going (semi-annually) | | Economic Development Dept. Chamber of Commerce |
| 6.2 | Periodically (at least annually) survey local human resource professionals and small business owners to identify hiring and retention needs, challenges, and trends. Share that information within the Sun Prairie business community and facilitate conversation about solutions to challenges. | On-going (annually) | | Economic Development Dept. Chamber of Commerce |
| 6.3 | Host or coordinate one or more job fairs annually in the City to help local employers find staff. Include resume, interview and basic job skills training as part of these events. | On-going (annually) | | Economic Development Dept. Chamber of Commerce |
| 6.4 | Work with the Sun Prairie Area School District to coordinate activities in support of the local economy: | | | |
| 6.4.1 | Ensure that courses in information technology, entrepreneurship and financial literacy are regularly offered at the middle school and/or high school level. | On-going | | Economic Development Dept. |
| 6.4.2 | Incorporate into the curriculum training on basic behaviors necessary for employment and also skills and information specifically pertinent to the City's target employment sectors. | On-going | | Economic Development Dept. |
| 6.4.3 | Hold at least two events each year to help facilitate a discussion between teachers and employers about local hiring needs and skills requirements. | On-going (semi-annually) | | Economic Development Dept. Chamber of Commerce |
| 6.4.4 | Work with the school district to form student business groups and clubs. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. |
| 6.5 | Promote and expand the Sun Prairie Works Initiative. | <input type="checkbox"/> | Mid-Term (2025-2030) | Economic Development Dept. Media Center |
| 6.6 | Collaborate with the business community to support the continued development of transit options and workforce housing options in the City (see also the Housing and Transportation elements). | On-going | | Economic Development Dept. |
| 6.7 | Create and maintain an inventory and promotional materials of sites available for commercial and industrial use in the City, including both new growth areas and redevelopment sites. The Economic Development Department will establish a routine for how often the inventory will be reviewed and updated to keep the information current (e.g., monthly, quarterly, etc.). | On-going (monthly or quarterly) | | Economic Development Dept. Planning Division CDA |

| 6. Economic Development | | Action Completed | Target Completion | Lead Agencies |
|-------------------------|---|--------------------------|---------------------------|--|
| 6.8 | Develop a program to track the source of economic development related inquiries received (i.e. City website, partner website, direct call, referral from partner, general web search, etc.) in order to understand and refine outreach and intake methods. Establish a routine of spot-check follow up contacts after responding to inquiries to evaluate satisfaction with the experience. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. Chamber of Commerce |
| 6.9 | Schedule an annual lunch for local business leaders, hosted by an attending business, to discuss current issues, strategies employed to mitigate current issues, and other information to maintain a healthy business climate in Sun Prairie. | On-going (annually) | | Economic Development Dept. Chamber of Commerce CDA |
| 6.10 | Craft and implement a business retention program in collaboration with the Chamber of Commerce. | <input type="checkbox"/> | Mid-Term (2025-2030) | Economic Development Dept. Chamber of Commerce |
| 6.11 | Review and update the City's Brand Identity. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 6.12 | Modify the TIF guidelines to incorporate the criteria described in Goal 3, Policy 1. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. CDA |
| 6.13 | Conduct an incubator feasibility study to consider the potential need for such a facility, likely location to establish the facility, and if the facility should cater to specific industry sector. | <input type="checkbox"/> | Mid-Term (2025-2030) | CDA Planning Division |
| 6.14 | Develop and update annually a portfolio of marketing materials driven by brand positioning and City assets, and include City demographics, economic data and resource information. | On-going (annually) | | Economic Development Dept. Chamber of Commerce |
| 6.15 | Develop a "Buy Local SP" marketing campaign targeted to both residents and businesses, including encouragements to local grocers and restaurants to buy local food products. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. Chamber of Commerce |

| 7. Housing | | Action Completed | Target Completion | Lead Agencies |
|------------|--|--------------------------|------------------------|--|
| 7.1 | Prepare a Housing Study to evaluate housing market conditions and advise City actions to address housing mix and affordability concerns. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 7.2 | Prepare and present to Council a brief, annual housing report including updates on platted lots, residential building permits (by type), housing prices consult a Realtor, incentives provided, affordable units created during the prior year, and noteworthy feedback from residents and employers. | On-going (annually) | | Planning Division |
| 7.3 | The CDA should form a Housing Study Advisory Committee or similar appointed body to help evaluate and advise on housing issues. | <input type="checkbox"/> | Short-Term (2021-2024) | CDA |
| 7.4 | As appropriate, use the CDA to buy and assemble property as a technique to proactively improve neighborhoods in ways consistent with this plan. | On-going | | CDA |
| 7.5 | Promote neighborhood identity and social connections by encouraging the creation of neighborhood associations. Provide resources on the City website to support neighborhood events and social connections. Assign a staff planner to support neighborhood associations and create a modest grant program to incentivize things like neighborhood entry signs, public art, and block parties. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division |
| 7.6 | Encourage and support reinvestment in existing housing, including: | | | |
| 7.6.1 | Create a revolving loan fund for housing rehabilitation. The funds can be used to support reinvestment in single-family and multi-family buildings. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. Planning Division CDA |
| 7.6.2 | Work with developers experienced with rental housing renovation and the Dane County Housing Authority to pursue tax credit-funded renovation of aging units while protecting their affordability. | On-going | | Economic Development Dept. Planning Division |
| 7.7 | Adopt standards in the zoning ordinance to ensure that garages are not the dominant feature of the streetscape. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division |
| 7.8 | The City will share information about energy audits and green design options in conjunction with the permit process. | On-going | | Planning Division |
| 7.9 | Address housing affordability through the following strategies: | | | |
| 7.9.1 | Create an Affordable Housing Fund that can be used to support a variety of affordability initiatives. Sources of money include but are not limited to the City's general fund, private donations, and TIF districts ready for closure (per state statute, district closure can be delayed one year and all funds collected in the bonus year may be used for affordable housing anywhere in the City). | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division CDA |

| 7. Housing | | Action Completed | Target Completion | Lead Agencies |
|------------|--|--------------------------|---------------------------|--|
| 7.9.2 | Review and amend the zoning ordinance to enable the development of housing formats that limit cost, including smaller lots, smaller homes, attached units and “cottage court” clusters of detached homes. Identify locations for these formats in neighborhood plans for new and existing neighborhoods. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division |
| 7.9.3 | Consider partnering with (and foster the creation of, if necessary) a land trust that can offer lower-cost homes by separating the cost of the land from the cost of the home for income-qualified buyers. | <input type="checkbox"/> | Mid-Term (2025-2030) | Economic Development Dept. Planning Division CDA |
| 7.9.4 | Partner with Habitat for Humanity to offer new income-qualified ownership units through their program in the City regularly. | On-going | | Economic Development Dept. Planning Division |
| 7.9.5 | Help promote the availability of down payment assistance programs in Dane County through digital media. | On-going | | Planning Division |
| 7.9.6 | Encourage new Section 42 tax credit projects that result in income-qualified units for at least 30 years. Create a competitive grant program with which the City can provide local funding that will help developers to win competitive tax credit awards from the Wisconsin Housing and Economic Development Authority (WHEDA). Identify locations for tax credit projects that maximize scoring in WHEDA’s Qualified Allocation Plan (QAP) and have access to public transportation. Note that all of these factors are subject to change by WHEDA, so some flexibility will be necessary. | <input type="checkbox"/> | Short-Term (2021-2024) | Economic Development Dept. Planning Division CDA |
| 7.10 | Specifically address the significant housing gap for households earning less than 30% of the Dane County Median Household Income by partnering with entities such as the Dane County Housing Authority to build or renovate units targeted to these residents. | On-going | | Economic Development Dept. Planning Division CDA |
| 7.11 | Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies. | On-going | | Planning Division |
| 7.12 | Amend the City's ordinances to allow accessory dwelling units by conditional use permit, with appropriate standards, for the purpose of increasing housing choice, increasing density, accommodating different household types and increasing affordability. Encourage this as part of new neighborhood development, during initial unit construction and site design. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division |

| 8. Mobility & Transportation Systems | | Action Completed | Target Completion | Lead Agencies |
|---|---|-------------------------------|----------------------------------|--|
| 8.1 | Continue to implement a program to identify and repair broken and substandard sidewalks. | On-going (annually) | | Public Works Dept. |
| 8.2 | Reach out to WisDOT to seek funding support for a USH 151 overpass in this area when development is proposed on either side of the highway (i.e., along S. Thompson Rd and/or McCoy Rd). | On-going | | Planning Division |
| 8.3 | Work with WisDOT to reroute WIS 19 through the City of Sun Prairie to reduce congestion at the Bristol/Main intersection. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 8.4 | Build a park-and-ride facility at Cremer and O'Keeffe. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division Transit Commission |
| 8.5 | Implement a successful launch of express transit service to and from Madison. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division Transit Commission |
| 8.6 | Evaluate the City's transit system annually. Work with Metro Transit to expand transit options in and to the City. This includes both local routes and inclusion in a Bus Rapid Transit (BRT) system if/when it is created. | On-going (annually) | | Planning Division Transit Commission |
| 8.7 | Consider steps on an annual basis to complete connections in the regional bikeway network. Work with neighboring jurisdictions, WisDOT, Wisconsin DNR and other key stakeholders to plan, study and fund expansion of the regional network. | On-going (annually) | | Planning Division Transit Commission |
| 8.8 | Collaborate with WisDOT to provide paved shoulders of at least five (5) feet in width on rural highways where appropriate and economically feasible. | <input type="checkbox"/> | Mid-Term (2025-2030) | Engineering Dept. |
| 8.9 | Work with Dane County, the Town of Sun Prairie, the Village of Cottage Grove, and Wisconsin DNR to develop a multi-use trail that connects Sun Prairie to the Glacial Drumlin Trail either via CTH N or Town Hall Road. | <input type="checkbox"/> | Long-Term (2031-2040) | Planning Division |
| 8.10 | Implement the 2018 West Main Street Traffic Study by bringing its recommendations forward for consideration. | On-going | | Planning Division Engineering Dept. |
| 8.11 | Create and adopt an Active Transportation Plan with Official Maps to enhance policies and infrastructure that supports biking, walking and other active transportation modes. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division Engineering Dept. Transit Commission |
| 8.12 | Provide complete bicycle facilities (e.g., bike lane markings and signage, wayfinding signage, bicycle detection systems at signals, off-street paths) in key urban arterial corridors, where feasible. | <input type="checkbox"/> | Short-Term (2021-2024) | Engineering Dept. Public Works Dept. |
| 8.13 | Reach out to WisDOT to seek funding support for a USH 151 pedestrian bridge overpass connecting Bond Road and Hart Road. | On-going | | Public Works Dept. |

| 8. Mobility & Transportation Systems | | Action Completed | Target Completion | Lead Agencies |
|--------------------------------------|---|--------------------------|---------------------------|---|
| 8.14 | Explore the opportunity to extend a public street from Clarimar Drive to Bailey Road. At a minimum, maintain a railroad crossing for a multi-use path to Bailey Road. Should it be determined Clarimar Drive cannot be extended, improve the dead-end to allow for better emergency and maintenance maneuverability (e.g., cul-de-sac, turnaround, etc.). | <input type="checkbox"/> | Mid-Term (2025-2030) | Public Works Dept. |
| 8.15 | Conduct detailed planning for new collector and arterial streets, focusing on streets that provide alternatives for travel through Sun Prairie. See Map 8-5 (in Appendix D) for recommended future streets and road classifications. | <input type="checkbox"/> | Mid-Term (2025-2030) | Engineering Dept. Public Works Dept. |
| 8.16 | Update the Official Map annually. | On-going (annually) | | Planning Division |
| 8.17 | Prepare conceptual neighborhood plans in areas slated for growth prior to development in order to ensure good street connectivity, adequate bicycle accommodations and efficient transit routes. | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division |
| 8.18 | Continue to work with Sun Prairie School District to provide bicycle education in grade schools and middle schools every year. | On-going (annually) | | Transit Commission |
| 8.19 | Work with the Sun Prairie Area School District to refine bus stop locations with a focus on safety for students. | On-going (annually) | | Planning Division Public Works Dept. |
| 8.20 | Work with local bicycle advocacy groups to support and expand education/encouragement programs that promote safety and encourage all residents to bicycle for commuting and other trips. | On-going (annually) | | Transit Commission Sun Prairie Moves |
| 8.21 | Install trees and other plantings along arterial and collector streets to reduce vehicle speeds and promote community character, with care to preserve visibility near intersections and pedestrian crossings. Consider planting trees in existing central medians along | <input type="checkbox"/> | Short-Term (2021-2024) | Public Works Dept. |
| 8.22 | Enable winter biking. Develop and implement local policies and practices to clear snow, ice and debris from on-street and off-street bike facilities. | <input type="checkbox"/> | Short-Term (2021-2024) | Public Works Dept. |
| 8.23 | Evaluate pedestrian safety improvement needs at major street crossings and implement improvements as opportunities are available. The recommended short-term solutions in the 2018 West Main Street Traffic Study should be a top priority. | <input type="checkbox"/> | Short-Term (2021-2024) | Public Works Dept. Engineering Dept. |

| 8. Mobility & Transportation Systems | | Action Completed | Target Completion | Lead Agencies |
|--------------------------------------|---|----------------------------------|----------------------------------|--|
| 8.24 | Identify, prioritize, and implement corridor and intersection projects to improve traffic operations and pedestrian safety on the roadway system. | On-going (annually) | | Public Works Dept. |
| 8.25 | Monitor safety and access issues around personal mobility devices with electric assist motors, such as scooters, skateboards, and bikes. Draft policies to regulate these devices if and when appropriate, with attention to the work of other communities on the same topic. Make appropriate distinctions between different types of devices and recognize the important transportation value of bikes. | On-going | | Planning Division Transit Commission |
| 8.26 | Reorganize the transportation-related committees and commissions to place equal emphasis on all modes. | <input type="checkbox"/> | Immediate (2019-2020) | Transit Commission |
| 8.27 | Consider expanding shared-ride transit service to allow trips to begin or end in Windsor and DeForest. | <input type="checkbox"/> | Short-Term (2021-2024) | Transit Commission |
| 8.28 | Prepare and implement ADA compliance plans to retrofit sidewalks in pedestrian-oriented districts and corridors, especially within the downtown. | <input type="checkbox"/> | Short-Term (2021-2024) | Public Works Dept. |
| 8.29 | Evaluate the potential impacts of new technologies in street and development projects. For instance, consider the likelihood that ride-hailing services and autonomous vehicles will increase the need for pickup and drop-off space near building entrances. | <input type="checkbox"/> | Short-Term (2021-2024) | Planning Division |
| 8.29 | Review the City's off-street parking requirements periodically (at least every two years) to assess their effectiveness in making efficient use of land for vehicle parking. When appropriate, reduce minimums and consider enacting maximums to avoid excess parking spaces. | On-going (bi-annually) | | Planning Division Public Works Dept. Engineering Dept. |
| 8.30 | Evaluate the potential of funding and installing plug-in outlets for electric vehicles in City parking lots. | On-going | | Engineering Dept. Sun Prairie Utility |

| 9. Land Use | | Action Completed | Target Completion | Lead Agencies |
|-------------|--|--------------------------|--------------------------|---|
| 9.1 | Pursue a new interchange at US 151 and CTH V V, connecting to an extended Egre Road east from N. Bristol Street, which would improve access to the Sun Prairie Business Park. Prior to construction of this interchange, develop a detailed area plan that consider the desire for high-intensity development adjacent to the Sun Prairie Business Park that can support jobs and a potential Bus Rapid Transit stop to Madison. Also consider the potential for a sports complex to support recreation for City residents (should there still be unmet demand for such a facility). | <input type="checkbox"/> | Long-Term (2031-2040) | Planning Division Transit Commission |
| 9.2 | Complete a comprehensive update and unification of the Zoning and Subdivision Ordinances. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 9.3 | Develop neighborhood area plans for the South and East Planning Areas for lands identified as Urban Reserve on the Future Land Use Map. The plan(s) shall be developed and adopted prior to construction of major utility projects that will spur urban development in these areas (e.g., Far Eastside Sewer Interceptor). | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division |
| 9.4 | Enforce property maintenance codes to maintain neighborhood quality and prevent blight. | On-going | | Planning Division |
| 9.5 | Update the Downtown Revitalization Plan. | <input type="checkbox"/> | Immediate (2019-2020) | Planning Division |
| 9.6 | Consider the creation of a Design Review Board. | <input type="checkbox"/> | Mid-Term (2025-2030) | Planning Division |
| 9.7 | Work closely with the Capital Area Regional Planning Commission to protect water resources while ensuring an adequate supply of land in the urban service area to accommodate growth as anticipated in this plan. | On-going | | Planning Division |