

City of Sun Prairie, Wisconsin

AN ORDINANCE AMENDING THE COMPREHENSIVE PLAN BY ADOPTING A REVISED FUTURE LAND USE PLAN FOR A PORTION OF THE WESTSIDE NEIGHBORHOOD AND RELATED AMENDMENTS PERTAINING TO LANDS BOUNDED BY W. MAIN STREET, S. GRAND AVENUE AND USH 151.

Presented: April 21, 2015
May 19, 2015
Adopted: May 19, 2015
Published: May 26, 2015

File Number: 12,228

Ordinance No.: #604

ORDINANCE

WHEREAS, the City of Sun Prairie initiated a request to amend the Sun Prairie Comprehensive Plan to adopt a revised Future Land Use Plan for a portion of the Westside neighborhood and related amendments pertaining to lands bounded by W. Main Street, S. Grand Avenue and USH 151; and,

WHEREAS, the City of Sun Prairie has adopted the City of Sun Prairie Comprehensive Plan to guide the development and growth of the City; and,

WHEREAS, the City of Sun Prairie Comprehensive Plan, as adopted, complies with the requirements of Chapter 66.1001 of the Wisconsin Statutes, and addresses the nine required plan elements as specified in the statutes; and,

WHEREAS, on April 14, 2015, the Plan Commission reviewed the proposed amendment of the Comprehensive Plan and found that the amendment complies with the requirements of Chapter 66.1001 of the Wisconsin Statutes and is in the best interest of the community, and recommended approval of said amendment; and,


WHEREAS, on April 21, 2015, the Sun Prairie City Council held a public hearing to receive comments on proposed Comprehensive Plan amendment; and,

WHEREAS, the City Council has reviewed the proposed Comprehensive Plan amendment, including the staff report for Plan Commission Case No. PC15-2243, dated April 7, 2015, and the Plan Commission's recommendation to the Mayor and City Council dated April 15, 2015, and finds that an amendment of the City of Sun Prairie Comprehensive Plan is in the best interest of the City and should be adopted.

NOW, THEREFORE, the City of Sun Prairie hereby ordains as follows:

SECTION 1. PROPOSED AMENDMENTS: The proposed amendment of the City of Sun Prairie Comprehensive Plan as detailed in the document entitled City of Sun Prairie, WI, Comprehensive Plan Amendment – Westside Neighborhood (SE Quadrant), prepared by MSA Professional Services and dated May 19, 2015, attached hereto as Exhibit A, is hereby adopted:

SECTION 2. EFFECTIVE DATE: This Ordinance shall become effective upon passage and publication as provided by law.

APPROVED: 
Paul T. Esser, Mayor

Date Approved: May 19, 2015

Date Signed: May 26, 2015

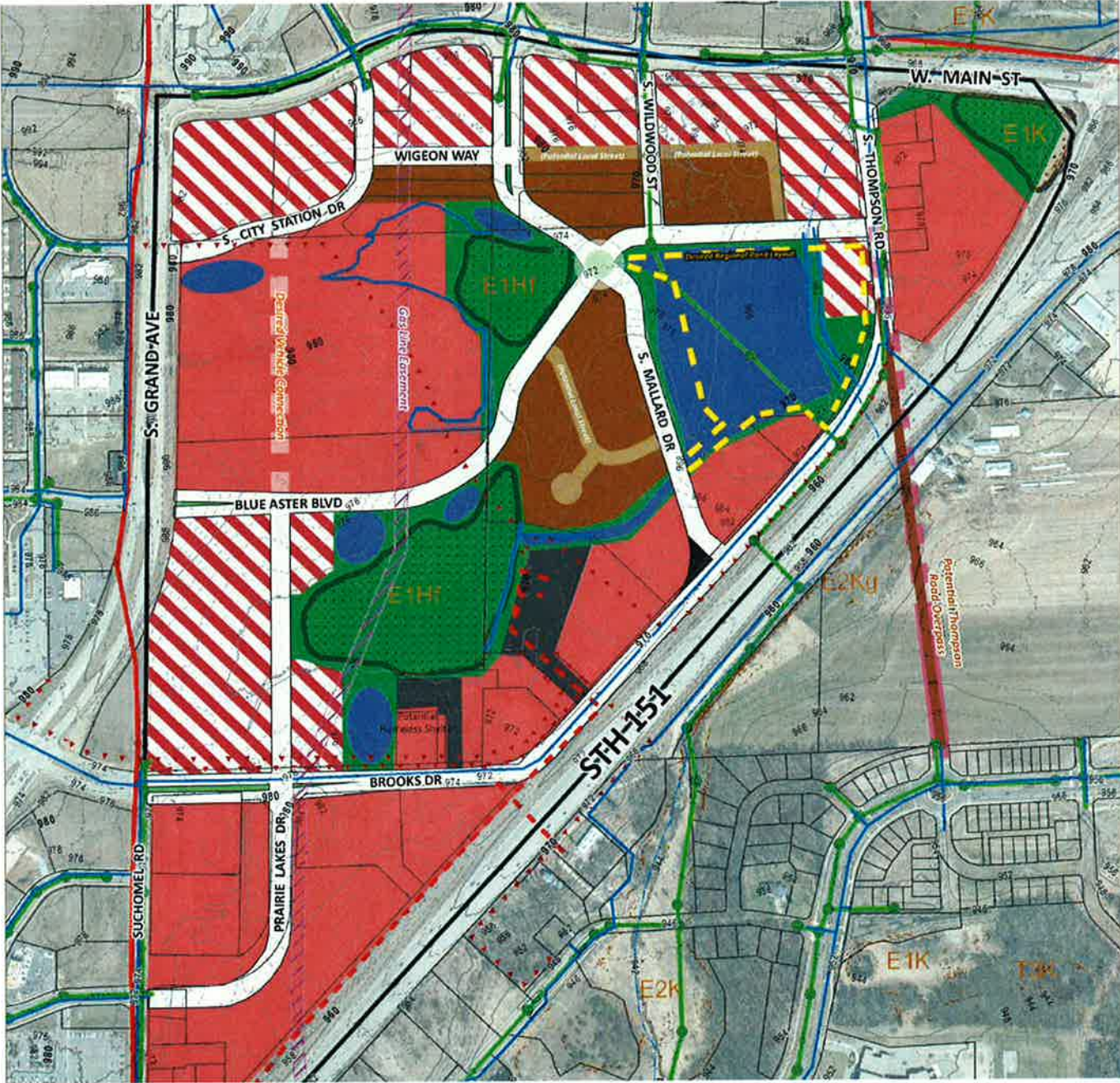
This is to certify that the foregoing ordinance was approved by the Common Council of the City of Sun Prairie at a meeting held on the 19th day of May, 2015 and was submitted for signatures on the 21st day of May, 2015.


Diane J. Hermann-Brown, City Clerk

CITY OF SUN PRAIRIE, WI

COMPREHENSIVE PLAN AMENDMENT

WESTSIDE NEIGHBORHOOD (SE Quadrant)



ADOPTED – MAY 19, 2015



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1- BACKGROUND

In 2003 the Plan Commission and City Council approved the Westside Neighborhood Plan to guide future development of lands surrounding and north of the USH 151/Grand Avenue interchange, which was completed in 2006. With the opening of the interchange the Westside has become the primary growth area for Sun Prairie. The Westside Plan calls for the development of a high quality neighborhood with a broad range of land uses. Although the economic downturn in recent years has slowed the development of this area, more recently the Westside has seen an increase in the level of development activity and interest among the development community - particularly retail



development. It is anticipated that the Westside will continue to be the City's primary growth area over the next decade or two.

The Westside Plan has been amended several times since its initial adoption, and in 2009 the land use recommendations were incorporated into the Comprehensive Plan with a few more modifications. However, the general direction and development concepts included in the Westside Plan are still valid and are being used to guide decision making for this area of the City. At this time the City is considering changes to the land use plan for the southeast quadrant of the Westside Neighborhood bounded by Main Street, Grand Avenue and Highway 151. As shown in the graphic above, the adopted plan for this area calls for a mix of residential, office, and smaller-scale / mixed-use commercial development. However, questions about the viability of the current plan have been raised recently as a result of changing market conditions, more current information about environmental features in the area, and a recent development proposal from a large-format retailer.

2- PLANNING PROCESS

This plan was developed between January - March 2015 in coordination with the City of Sun Prairie's planning department and the Technical Review Committee (TRC). The general public and property owners were expressly invited to attend and participate in public open houses via flyers, email blasts and the City website. Draft materials and public feedback were posted on the City website throughout the planning process. A brief survey was conducted prior to and during the second public open house to provide instant feedback. Find the results of the survey and additional public input in [Appendix C](#).

PROJECT MILESTONES

FEBRUARY 16, 2015	Public Open House (Project Description and Initial Feedback)
FEBRUARY 25, 2015	TRC Meeting (Review Draft Scenarios)
MARCH 2, 2015	Stakeholder Interviews (Initial Feedback)
MARCH 10, 2015	Open House / Plan Commission Meeting (Review Draft Scenarios)
MARCH 11, 2015	TRC Meeting (Discuss Feedback from Public Process)
APRIL 14, 2015	Plan Commission Meeting (Review Draft Plan)
APRIL 21, 2015	City Council Meeting (Public Hearing)
MAY 12, 2015	Committee of the Whole Meeting (Discussion)
MAY 19, 2015	Committee of the Whole Meeting (Plan Adoption)

3- DEVELOPMENT POLICIES

This plan for a portion of the City's Westside Neighborhood has been adopted per the requirements of Wis. Stats. 66.1001 as an amendment to the City's Comprehensive Plan. This amendment includes the following written policies and two maps— a Future Land Use Plan and a Trails and Open Space Plan (see [Section 4](#)). The City intends to integrate this content into the Comprehensive Plan during the next complete plan update. In the interim, this plan update should be consulted for guidance regarding land use and infrastructure decisions that need to be made within the planning area.

3.1 Land Use Designations

The Future Land Use Plan map presented in this amendment utilizes the land use categories from Volume 2, Chapter 9 of the comprehensive plan, without alteration, with the exception of the Mixed-Use Land Use District. All lands designated for "Mixed Use" in this area shall be guided by the following criteria:

"Westside Neighborhood Mixed-Use – For all Mixed-Use lands within the planning area that are already regulated under an approved Planned Development General Development Plan (GDP), the land uses and design parameters of the applicable GDP shall guide the development of such lands. For areas not included within an existing GDP, this category is intended to provide flexibility to allow a variety of development types. This could include the development of mixed-use buildings (typically containing retail uses on the lower level with residential or office uses on upper floors), as well as either residential or commercial uses (or both) within a development site. Such flexibility brings with it the expectation of high quality building architecture, and the need for careful site design, lighting and landscaping to ensure compatibility of uses within a development and with surrounding land uses."

3.2 Residential Staging

The City maintains a Residential Development Staging Plan (see Volume 2, Map 9-4 of the Comprehensive Plan) to guide decisions related to the timing and sequence of residential development. New residential development proposed in this planning area will be subject to the timing restrictions in the Staging Plan, which classifies the subject lands in the "Stage 2" development area. Per the policies in the Comprehensive Plan, residential development in "Stage 2" should be delayed until a substantial portion of the lands in the "Immediate" development area are developed. There is no such restriction on the timing of non-residential uses.

The table below details the location and unit counts for approved but not yet constructed multi-family dwelling units, as of March 2015. Although there are a significant number of multi-family units that have been granted zoning approval but have not yet been constructed, it should be noted that about 85% of them are controlled by three developers. In addition, there does not seem to be any advantage to allowing the commercial and mixed use districts of this planning area to move forward, while delaying the residential component of the neighborhood, which can help provide nearby customers and supply housing for employees of area businesses. Therefore, the areas designated for residential development within this planning area shall be moved to the “Immediate” development stage to take advantage of current market demands and to encourage coordinated development of the lands within the planning area.

Updated Multi-Family Unit Counts - Approved but Remaining to be Constructed

(Updated March, 2014)

Development Name	MF Units		Small Scale	Apartments
	Remaining	% of Total		
Providence	70	5%	4	66
Weybridge	36	3%	36	0
KSS (N. Bird)	64	5%	40	24
Golden Meadows	8	1%	8	0
West Prairie Village	642	50%	176	466
Smith's Crossing*	321	25%	63	258
Downtown	8	1%	0	8
Liberty Square*	131	10%	131	0
Totals	1280	100%	458	822

**Note: Staff has had preliminary discussions with these developers about plan amendments that could significantly reduce the number of MF units to be constructed.*

3.3 Development Design Standards

Main Street

Most of the lands in this planning area near Main Street have been platted and approved with Planned Development (PD) zoning. The West Prairie Village General Development Plan (GDP) includes detailed design standards for all mixed-use areas, including all Main Street frontages. These standards are consistent with the City’s vision for the area and should be maintained and enforced. Any mixed-use lands abutting Main Street not part of West Prairie Village should also utilize these standards, especially with regard to building height and placement. The City desires a strong “street wall” formed by buildings built close to the street along this segment of West Main Street, in order to create an attractive and inviting pedestrian environment in this area.

Grand Avenue

This plan amendment extends commercial uses north of Brooks Drive into areas previously planned for residential development. High quality building design, landscaping and exterior lighting controls should be required for all commercial development along Grand Avenue, both to reinforce the quality of the neighborhood and to help mitigate the potential impacts the commercial uses may have on surrounding residential uses (including new residential within this planning area and existing residential west of Grand Ave.). The City's existing Landscaping and Bufferyard Regulations and Exterior Lighting Standards should be applied to achieve this result.

3.4 Park and Recreational Improvements

Because this area is intended to have a wide variety of land uses, and because it also has several large wetland and stormwater facilities, the priority recreation improvements are trails and small-scale amenities (e.g. benches, shelters/gazebos, exercise stations) that can be installed in small spaces adjacent to water/wetlands. These improvements may be located both within public rights-of-way and on private properties, depending upon how lands are divided and improved. An off-street trail system is desired – see the accompanying Trails and Open Space Map. However, on-street accommodations for bicycles should also be considered as roadways are designed for construction in order to accommodate both commuter and recreational cyclists, and to ensure that bike and pedestrian facilities are well connected to the surrounding network. Per City requirements, all new roads must have sidewalks (on both sides of the street), unless it is determined appropriate to have a 10-foot bike path in lieu of the sidewalk (see the Trails and Open Space Plan Map for recommended segments).

3.5 Road Connections, Alignments and Access Restrictions

The roads shown on the plan maps indicate desired linkages and connections through this planning area. Primary east-west and north-south connections are important and will be required as this area develops. However, final road configurations will be determined during the development process. Exact alignments may change, but the linkages and connections should be maintained to ensure a functional, flexible traffic network in the Westside Neighborhood.

In the expanded Town Square District and the Community Core District, both of which are now planned to contain substantial amounts of commercial development, there should be a well-connected street

system that provides opportunities for traffic dispersal. At full build-out, customers of commercial establishments should have multiple options for entering and exiting properties within these districts and for circulating between uses. However, until the street network is developed and full connectivity is achieved, access to individual properties will have to be carefully planned to ensure that multiple routes are established for ingress and egress and that street intersections in the vicinity can adequately handle the anticipated traffic. A Traffic Impact Analysis (TIA) may be required by the City for any proposed development in the Study Area, particularly in these districts, to identify potential areas of congestion and potential public improvements that may be needed.

Access to Grand Avenue from this planning area is limited to the existing public streets – Brooks Drive, Blue Aster Boulevard, and City Station Drive – per a 2006 agreement with the Wisconsin Department of Transportation. No other public or private access should be granted, in order to protect the long-term function and safety of this facility.

Protecting access along Grand Avenue (formerly County 'C'), Main Street, and STH 19 is crucial to enabling the flow of traffic into, out of, and within the Study Area. Any development that is likely to have significant impact on traffic volumes and patterns on these primary arterial streets and the streets that intersect with them should have at least one customer ingress/egress onto a lesser arterial or collector street that intersects with one of these primary arterial streets at an existing controlled intersection.

The Wisconsin Department of Transportation has considered an overpass of Highway 151 at Thompson Road as a potential long-term transportation network improvement. If this improvement were to get built, a portion of Thompson Road northeast of S. Mallard Drive (as depicted on the Future Land Use (FLU) Plan) could be vacated to the adjacent land owner. To allow for free-flow between Brooks Drive and S. Mallard Drive, additional right-of-way in the northwest corner of this intersection (shown in black on the FLU Plan) shall be protected.

3.6 Stormwater Management and Wetland Areas

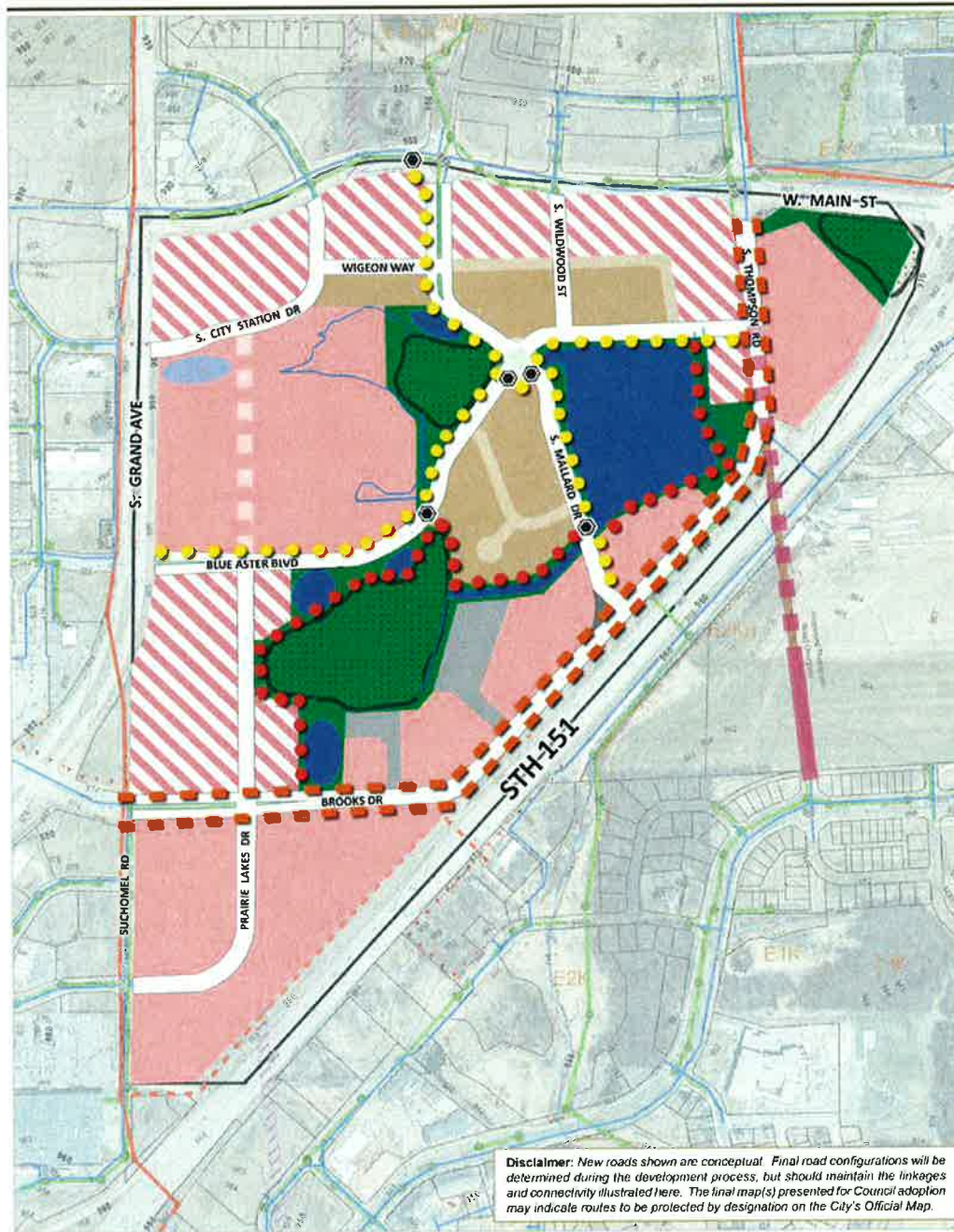
The Future Land Use map indicates wetlands based on the best-available data at the time of plan development, including recent on-site delineations provided by property owners and state-wide wetland mapping by the Wisconsin Department of Natural Resources. The final location of wetlands will be determined during the development process, based on on-site delineations and regulatory input.

The map also indicates the likely location and size of stormwater management ponds that will help cleanse and control the discharge rate of stormwater runoff. The final size and location of these facilities will be determined during the development process. In any case where a wetland or stormwater facility is smaller or in a different location than shown on the Future Land Use map, lands may become available for development; in that situation the nearest land use designation should be extended to include those lands.

4- FUTURE LAND USE & TRAILS MAPS

This proposed amendment also includes two maps (i.e. Future Land Use and Trails and Open Space Plan Maps) that correspond with the written policies in [Section 3](#). The *Future Land Use Plan* (shown on page 12) has been developed based on public feedback and City staff review. The *Trails and Open Space Plan Map* (shown on page 13) highlights the open space areas where small-scale amenities could be installed (as described in [Section 3.4](#)), and shows potential bike facilities that would expand upon the City's existing bike network.

4.2 Westside Trails & Open Space Plan



Westside - Trails & Open Space Plan

CITY OF SUN PRAIRIE
DANE COUNTY, WI

FUTURE LAND USE LEGEND

- Institutional
3.6 Acres
- Parks and Open Space
25.2 Acres
- Mixed-Residential
17.5 Acres
- Stormwater Management
12.7 Acres
- Commercial
68.5 Acres
- Existing/Future Roads
57.3 Acres
- Mixed-Use
35.1 Acres

BIKING FACILITIES LEGEND

- Bike Lane
- Multi-Use Path - Off-Road
- Multi-Use Path - In Lieu of Sidewalks
- Enhanced Crossing

DATE: 6/25/2019
PROJECT: SUN PRAIRIE WESTSIDE TRAILS AND OPEN SPACE PLAN
DRAWN BY: MSA
CHECKED BY: MSA
SCALE: 1" = 100'
SUN PRAIRIE, WISCONSIN

All data is approximate and for planning purposes only.



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APPENDIX A: Existing Condition Maps





STORMWATER/WETLANDS

CITY OF SUN PRAIRIE
DANE COUNTY, WI

- | | | | |
|----------------|--------------------------|---------------------|------------------------------|
| Sun Prairie | Erosion/Stream | Wetland Class Areas | 1% Annual Chance of Flooding |
| Parcels | Storm Pipes | Wetland | |
| Subwatersheds | Storm Ponds | Upland | |
| Flow Direction | Field-Delineated Wetland | | |

All data approximate and for planning purposes only.



DATE: 10/20/2023
PROJECT: WESTSIDE NEIGHBORHOOD AMENDMENT
DRAWN BY: J. HARRIS
CHECKED BY: J. HARRIS
APPROVED BY: J. HARRIS
SCALE: AS SHOWN
PROJECT NO.: 23-001

Created by geomatics file P:\GIS\MapServer\MapServer\Stormwater_Wetlands.mxd

10/20/2023 10:00:00 AM

APPENDIX B: Land Use and Transportation Alternative Review

Draft Alternative Summary

February 27, 2015

LAND USE - Acreage	Plan	Alt 1	Alt 2*	Alt 3
Office Park	43.7	30.2	25.7	19.2
Commercial	6.9	29.3	50.4	62.0
Mixed-Use	15.9	15.0	23.3	11.5
Mixed-Residential	61.5	40.3	20.0	27.4
Institutional	0.0	5.3	5.3	5.3
Parks / Open Space / Stormwater Management	31.2	45.3	41.7	36.3
Roads	60.7	54.5	53.7	58.1
TOTAL	219.9	219.9	219.9	219.9

* Larger Park Design would reduce Mixed-Residential by 3.1 acres

LAND USE - Percent	Plan	Alt 1	Alt 2*	Alt 3
Office Park	20%	14%	12%	9%
Commercial	3%	13%	23%	28%
Mixed-Use	7%	7%	11%	5%
Mixed-Residential	28%	18%	9%	12%
Institutional	0%	2%	2%	2%
Parks / Open Space / Stormwater Management	14%	21%	19%	17%
Roads	28%	25%	24%	26%
TOTAL	219.9	219.9	219.9	219.9

* Larger Park Design would reduce Mixed-Residential by 1% of the area

ALL ALTERNATIVES

- **Street Network:** If the overpass is built, Brooks Drive could wrap underneath overpass and connect to Thompson Drive; otherwise, Brooks Drive would end prior to overpass. We suggest revision of the City's bike routes map to show trails in this area along greenways and around some of the existing wetlands.
- **Parks / Open Space:** Designated open space protecting existing wetlands, proposed stormwater facilities and potential stormwater greenways.

ALTERNATIVE ONE

- **Land Use Mix (as compared to Comp Plan):** closest to the mix in the existing Comprehensive Plan (though significantly less mixed-residential and more commercial as compared to office park).
- **Street Network:** similar to the existing Comprehensive Plan, except the southern portion of the neighborhood no longer has a strong street grid due to wetlands, existing development and proposed regional pond.
- **Parks / Open Space:** a signature park is designed into the residential portion of the neighborhood with an additional park shown near the Main and Wildwood intersection repurposing a private park space.
- **Menards Development:** it is potentially feasible to include the Menards development in the designated commercial area between Blue Aster Boulevard and Brooks Drive.

ALTERNATIVE TWO

- **Land Use Mix (as compared to Comp Plan):** significantly less mixed residential in this alternative with increases in mixed use and commercial land uses.
- **Street Network:** interconnected street network with Brooks Drive extending through the middle of the site and connecting to Thompson Road. Blue Aster Boulevard and Mallards Drive would extend and end in the middle of the neighborhood.
- **Parks / Open Space:** a park space is suggested along Main Street using an existing private green space (could be expanded to include the existing ball diamond – see the inset alternative)
- **Menards Development:** the Menards plan is presented in this alternative as proposed.

ALTERNATIVE THREE

- **Land Use Mix (as compared to Comp Plan):** significantly less office and mixed-residential in this alternative with significant increases in commercial; mixed-use is proportionally reduced.
- **Street Network:** interconnected street network with Blue Aster Boulevard connecting to Mallard Drive; the east /west street (i.e. Wigeon Way) is extended from City Station Drive to Thompson Road.
- **Parks / Open Space:** a small park spaces are suggested near the intersection of Mallard Drive and Wigeon Way and between the regional pond and Thompson Road.
- **Menards Development:** the proposed Menards plan is presented in this alternative as proposed, except the lumber yard exit has been moved to Blue Aster Boulevard (meaning no direct connection to Wigeon Way); this would require extending Blue Aster Boulevard and acquiring land from southern property owner at the time of Menards development.
-



Disclaimer: New roads shown are conceptual. Final road configurations will be determined during the development process, but should maintain the linkages and connectivity illustrated here. The final map(s) presented for Council adoption may indicate routes to be protected by designation on the City's Official Map.

Northwest Side Land Use - Alternative 1

CITY OF SUN PRAIRIE
DANE COUNTY, WI

- | | | |
|------------------------------|-------------------|----------------------------|
| Low-Density Residential (0%) | Office Park (14%) | Parks and Open Space (21%) |
| Mixed-Residential (18%) | Commercial (13%) | Stormwater Management |
| Institutional (2%) | Mixed-Use (7%) | |

DATA SOURCES:
POLYDATA, INC. (2014); SUN PRAIRIE GIS (2014);
POLYDATA, INC. (2014); SUN PRAIRIE GIS (2014);
POLYDATA, INC. (2014); SUN PRAIRIE GIS (2014);
POLYDATA, INC. (2014); SUN PRAIRIE GIS (2014);

All data is approximate and for planning purposes only.



Project No. 47811942-10-1111



Northwest Side Land Use - Alternative 2

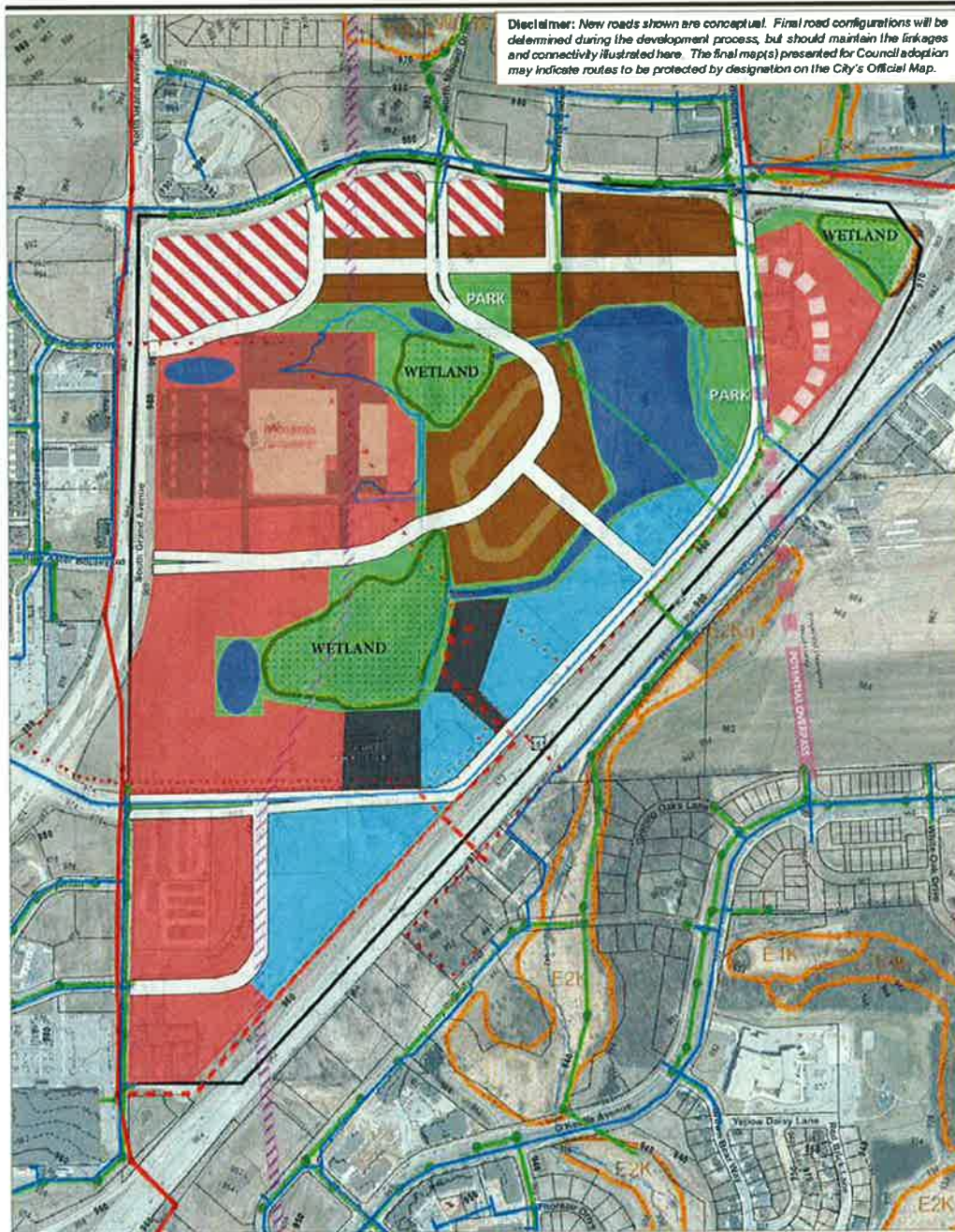
CITY OF SUN PRAIRIE
DANE COUNTY, WI

Low-Density Residential (0%)	Office Park (12%)	Parks and Open Space (19%)
Mixed-Residential (9%)	Commercial (23%)	Stormwater Management
Institutional (2%)	Mixed-Use (9%)	

DATE: 10/15/2014
PROJECT: WESTSIDE NEIGHBORHOOD AMENDMENT
PROVIDED FOR DEVELOPMENT PURPOSES BY THE CITY OF SUN PRAIRIE, DANE COUNTY, WI
M.S.A. PROFESSIONAL SERVICES, INC.
1000 W. WISCONSIN AVENUE, SUITE 200, SUN PRAIRIE, WI 53186
TEL: 262.588.1100 FAX: 262.588.1101

All data is approximate and for planning purposes only.





Northwest Side Land Use - Alternative 3

CITY OF SUN PRAIRIE
DANE COUNTY, WI

- | | | |
|------------------------------|------------------|----------------------------|
| Low-Density Residential (0%) | Office Park (9%) | Parks and Open Space (17%) |
| Mixed-Residential (12%) | Commercial (20%) | Stormwater Management |
| Institutional (2%) | Mixed-Use (5%) | |

DATE: 10/15/2014
PROJECT: SUN PRAIRIE NORTHWEST SIDE DEVELOPMENT
DRAWN BY: MSA
CHECKED BY: MSA
SCALE: 1" = 100'

All data is approximate and for planning purposes only.



Traffic Impact Review

March 4, 2015

Background

When the Westside neighborhood was planned 10 years ago, traffic generation estimates for this area totaled about 20,500 daily trips from 150 acres of developable land¹.

Possible Changes in Land Use and Trip Generation

Alternative 1 – 21,300 trips

Alternative 2 – 29,150 trips

Alternative 3 – 29,180 trips

Two of the current scenarios show significantly more commercial land use, and the total estimated daily traffic is over 29,000 daily trips, or close to 9,000 more trips as compared to the current planned uses.

Based on the consistent comments we've received from landowners and developers about the lack of a market for dedicated office space, the City may wish to consider a commercial designation everywhere in place of "Office Park". While this designation allows for office use, we believe it necessary to plan for commercial use on those lands, which would generate about 4 times more trips per day than office use.

A scenario that features mostly commercial and mixed use designations could generate about 37,000 trips per day, or about 16,500 more per day than projected for the current planned uses.

What does this mean? Does it matter?

We estimate that trips will distribute about equally toward Main Street and Grand Ave. Our primary concern, and yours, is the long-term function of Grand Ave.

In a worst case scenario, there will be 8,250 more trips each day on Grand Ave. because of land use changes in this area.

To put that into context, traffic modeling completed for this area in 2004 estimated 33,000 trips per day on Grand Avenue at full build out. Based on some recent traffic count data, Grand Ave. is currently handling about 17,500 trips per day near Prairie Lakes Drive, or about 50% of planned capacity.

However, the Westside neighborhood is only estimated to be at about 33% buildout, meaning traffic generation is outpacing land development and there is a very strong likelihood that traffic on Grand will exceed 33,000 ADT at neighborhood buildout, perhaps as high as 40,000+ ADT, without any land use changes in this area. *With* land use changes in this area we are looking at 4,500-8,000+ more daily trips on Grand, or about 45,000-48,000 daily trips on Grand, or more, at buildout.

To put 45,000 ADT in perspective, it is comparable to East Washington Ave at Stoughton Road, or University Ave near the UW Hospital. Both are 6-lane sections.

¹ *While the original land use map did not account for wetlands in this area, the traffic planning was much more realistic – the assumptions for developable acreage were similar then to now.*

So, again, is this a problem?

Grand is currently 4 lanes, with decent access control. As such, it can arguably handle about 38,000 ADT before it will become necessary to expand to 6 lanes. That improvement, if and when it becomes necessary, should be able to accommodate over 60,000 ADT if current access control policies are maintained.

We also need to point out that it is not daily trips that matter, really, but instead peak hour trips. A facility is typically judged by its performance in peak traffic, which is usually the PM commute. Peak hour calculations are beyond the scope of our analysis, but the rule of thumb is 10% of ADT, meaning 4,500-4,800 peak hour trips. Recent peak hour counts on Grand at Prairie Lakes Drive showed 1,750 trips during the PM peak hour which was 4:45 to 5:45. So expect 2-3 times more peak hour trips at buildout. In the peak hour, will there be congestion? Most likely, even with 6 lanes. Is this a significant problem? Not necessarily, provided it does not result in major safety issues or affect 151 performance by backing up onto the off-ramps. Will the City receive calls and complaints about the traffic? Most likely yes.

If you make no changes to land use in the 220 acres currently under review, you may still eventually need 6 lanes on Grand as the neighborhood approaches buildout. If you add more commercial here you will be adding more trips everywhere, and you are probably ensuring the need for 6 lanes eventually. You have the ROW to accommodate this.

Bottom Line

We don't know what the future holds, but we think you're more likely looking at 6 lanes on Grand Avenue at full build out of the Westside no matter what land use decisions you make about this area. Exactly when that is needed (5 years? 10 years? 30 years?) depends on the pace of development and your decisions about the planning area currently under review. You should also expect peak hour backups at buildout; and these will be worse/more frustrating if a substantial portion of this 220-acre area develops as commercial use instead of residential or office as currently planned. And in every scenario we encourage you to maintain current access controls – no new driveways or connections to Grand Ave. More connections = more congestion and obligations to fix any problems that result per the City's 2006 agreement with DOT.

Plan Policy Review

February 24, 2015

Each of the proposed land use plan revisions is generally consistent with the goals and objectives of the City's current adopted plan. The most important potential change in each of the alternatives is an increased amount of commercial space as compared to the current plan. The following goals and objectives are identified as potentially inconsistent with increased commercial space and/or big-box commercial space. Comments are offered regarding the consistency of each of the three land use alternatives with these policies.

GOAL 1

Create an economically and environmentally sustainable development pattern

5. Strive for a sustainable balance of industrial, commercial and residential land uses in order to stabilize

Comments on consistency: This policy should likely be interpreted to encourage a mix of employment uses in the neighborhood that includes professional office space. While we encourage some flexibility to allow either commercial or office use on certain sites, we also encourage preservation of office-only designation of some lands, even if it takes longer for the market to respond, so that lower-paying commercial jobs do not completely displace (typically) higher-paying office jobs, long term.

GOAL 2

Maintain and enhance the quality of Sun Prairie neighborhoods

5. Prohibit incompatible land uses (e.g. high traffic generators, noisy or unaesthetic uses, etc.) from being located in close proximity to residential neighborhoods.

Comments on consistency: This is only a relevant concern from the perspective of traffic that more commercial uses may generate. Because most new residential in the neighborhood will be developed with the knowledge that the commercial uses are there, we do not anticipate a conflict or inconsistency.

GOAL 4

Encourage the development of efficient, well-planned and designed business and employment districts

2. Avoid overzoning of land for commercial uses, which can lead to an oversupply of land available for business than the population served can support. This results in lower expectations and rents, lower quality development, less desirable businesses, and a reduced desirability of an area.

Comments on consistency: This is a good policy intention, but the plan does not include a metric or process by which market demand will be evaluated. The population served varies by commercial use but for most uses, and especially big-box retailers, includes a market area larger than the City of Sun Prairie. We recommend discussion about and consideration of tighter language on the quality of development. Is additional language required, in the plan or in the zoning ordinance, to ensure that the City gets an attractive neighborhood and retailers who know their business model can support the costs of strong requirements on building design, site design, and landscaping.

GOAL 5

Strengthen and enhance Sun Prairie business districts

1. Limit the number and location of “big box” retail uses at the City’s fringes by taking market limitations into account when considering such requests.

Comments on consistency: This is a good policy intention, but the plan does not include a metric or process by which market demand will be evaluated. The population served varies by commercial use but for most uses, and especially big-box retailers, includes a market area larger than the City of Sun Prairie. The Menards is seen by stakeholders as an appropriate addition to the mix of uses in this area, filling a gap in the market. We have no inconsistency concerns.

10. Work to achieve a sustainable balance between new commercial development at the edge of the community and existing commercial development in the City in order to prevent widespread vacancies resulting from businesses moving from existing commercial areas to newly developing areas.

Comments on consistency: The development of the Westside Neighborhood is undoubtedly putting stress on older commercial areas, though it is the smaller commercial users that the City needs to work to attract to places like downtown and Main Street east of 151. This policy could be interpreted as mostly about improving existing commercial areas to maintain their competitiveness with new development both in and outside Sun Prairie. We have no inconsistency concerns.

GOAL 6

Create an aesthetically pleasing community with a unique visual identity

6. Discourage the proliferation of visually monotonous, “big box” retail establishments.

Comments on consistency: This policy is mostly about the design of large-scale retail. We suggest the addition of more specific language such as “by requiring building and site design elements (i.e. vertical façade elements and landscaping) that break up large facades and are also in some way unique to the City and site, not identical to a retailer’s other stores.

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APPENDIX C: Public Input

Public Comments Summary

February 16-23, 2015

As this area develops, I would <u>not</u> like to see:	
More housing and apartments	5
Seas of asphalt without landscaping	2
Opening the whole area up to big box retail – create too much traffic and risk of empty big boxes	2
Heavy traffic	2
Noise and light pollution	2
Heavy industrial factories spewing smoke	1
Big box north of Main Street	1
A auto-focused plan where you can only get around by car	1
The City slowing down progress/development	1
A lot of tall 40+ signs - large bright signage	1
Net loss to the City over the lifespan of the plan	1
Menards	1
Menards in the proposed location – too far north, may be too hard to redevelop here if Menards closes	1
Big box stores	1
Congested roads	1
More retail than the current plan indicates	1
No easing of the standards that the first businesses had to follow	1
Many more big boxes or industrial areas	1
Only one land use or plan considered	1
The plan stay the same as it is	1
Planning restrictions that allow only certain uses that may not be realistic	1

As this area develops, I would like to see:	
Bicycle and pedestrian accessibility north, south, east, west	5
Open spaces incorporated into the plans	5
Menards in Sun Prairie – will create more jobs	4
Some small business	3
Variety of stores/businesses that bring in unique ideas and people here	3
Safe alternative transportation opportunities	2
Menards as long as they follow standards for design and appearance	2
Thompson Road cross over Highway 151 and include walking and bicycle facilities	2
More commercial sites and more growth	2
Big box retail along Highway 151 rather than on east side of Grand Ave.	2
Study projected traffic flow carefully	2
Mixed residential behind Menards changed to commercial	1
No building in wetlands and protect wetlands	1
More retail to offset school taxes	1
Limit entry and exit to Menards from Main Street	1
Limited or no access to Menards from Grand Avenue	1
Bike path to get to Cabela's, Orange Leaf and other businesses Unsafe to ride now	1
Thompson Road Overpass	1
Specialization in retail space	1
Continued development and growth of brick and mortar building construction	1
Minimize light pollution	1
Less high density housing	1
More future for Sun Prairie	1
Sun Prairie no longer a bedroom community to Madison and keep money here	1
A substantial amount of residential development on the northern part of this area	1
Thorough and careful planning – do not overdevelop	1
A positive impact on our property taxes	1
More residential	1
Maintain the planned office area with exposure to Highway 151	1
Keep lands north of planned office for multifamily residential – there's a demand for senior and multifamily housing	1
More development north of the current big box area	1
More food/entertainment businesses	1
More businesses that support living wages and benefits	1
As much single-family as possible included in the plan	1
Grow in an organized way	1
Limited retail growth allowed along Grand with office/multifamily to the east	1
A good mix of retail and residential	1
Mixed-use development, including residential, smaller-scale retail, and some office	1
Flexibility in the plan to allow for response to the market	1

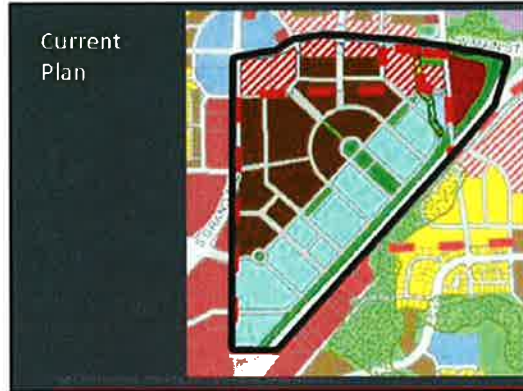

As this area develops, I am concerned about:	
Increased traffic and increased traffic on Main Street	5
Stormwater management	3
Making sure the new plan is an overall net gain for cost to the city over 20+ years	2
Creating risk of future empty big box stores	2
Property values – built our home based on current land use plan	2
Businesses in the northwest corner of Grand and Main – encroaching onto residential areas	1
Speed of traffic on Grand Ave. – Use Grand Ave. to commute on bike	1
More consideration for bikes	1
Kids getting to school without having to be bussed	1
The City building ugly structures (i.e. substation). Buildings like that should not be on arterials	1
Increased crime	1
More traffic on Highway 19	1
The need for a stop light at Highway 19 and Westmount	1
Consider the empty retail on Main Street – work on revitalizing Main Street	1
The developers of COSTCO etc. are learning as they go. Westside corridor not a place to experiment	1
City should require developers to provide documentation and proof of previous success with similar retailers in other areas	1
Write into the new plan remedies to prevent a future net tax loss or future financial cost and risk	1
Too much government control	1
Not enough open space, too much density, too much impervious surface	1
The tax implications on residents and the possible overload of current school	1
Noise	1
Vandalism	1
Low income tenants	1
Slow down development	1
Keep control over growth	1
Reduction in taxes	1
Sun Prairie losing its livability and charm to developer ambitions	1
Traffic on Main west of Highway 151	1
Over-development of retail area and subsequent low occupancy	1
Fire protection as this area grows – will retail development require more capacity and equipment?	1
Curtail aldermen always referring to traffic counts and holding back on more retail because auto traffic increases – forget traffic counts and build a beautiful retail area	1
Not enough greenspace	1
Losing greenspace	1
Concentrate businesses along this corridor	1
More bike paths	1

Plan Commission Presentation

March 10, 2015

City of Sun Prairie
Comprehensive Plan Amendment –
Westside Neighborhood

March 10, 2015



February 16 Public Meeting Feedback

- Menards? Most were supportive
- Residential uses? More opposed than supportive
- Commercial uses? Most in favor of commercial growth, some opposed to more commercial north of Blue Aster
- Desire for bike and pedestrian accessibility to/from all directions
- Desire for open space in the plans
- Concerns about traffic, noise and light pollution



Property Owner/Developer Feedback

- No market for dedicated office space – land restricted to Office Park won't be developed anytime soon. All owners requested a different designation.
- Prefer flexibility with street alignments and land uses
- Brooks Family: requested mixed use designation, to allow for residential and commercial north of Brooks Dr.
- Menards: Spahn property is their only viable site within this planning area
- No one prefers the park space on their land, and Main Street is the least preferred location
- Support for bike routes and trails through area

General Stakeholder Feedback

(survey and public meeting input)

- **STREET DESIGN**
Alternative 2 is most preferred
Alternative 1 is least preferred
- **LAND USE MIX**
No clear consensus
Some like Menards as proposed, others do not
Some want even more commercial, others less
Mixed feelings on residential use

Traffic Analysis

- Existing assumptions per current plan = ~20,500 trips
- Alternatives 2 and 3 = ~29,200 trips (~9,000 additional) due to increased commercial use
- What if all "Office Park" eliminated? ~37,000 trips (~16,500 additional)
- Traffic from this area will split roughly 50/50 toward Main St. and Grand Ave.

Traffic Analysis (cont.)

- Grand Ave. planned for about 33,000 Average Daily Traffic, but headed for 40,000+ due to prior land use changes
- Grand Ave. can likely handle about 38,000 with 4 lanes, or 60,000 if expanded to 6 lanes
- Expect peak hour congestion at neighborhood buildout, with or without extra trips from this area
- More commercial in this area will make peak hour congestion worse; expect complaints
- Access controls should be maintained

MSA Recommendations

- Street design : variation on Alternative 2 that connects Brooks to Mallard and Blue Aster to Thompson
- Show bike routes/trails through area
- More explicit site design policies along Main Street (*buildings to be built to street, no front yard parking*) and Grand Ave. (*extensive landscaping and full cutoff lighting required*)
- Office Park use presents difficult choice:
Good: higher-wage employment, less traffic
Bad: no market now – land will sit vacant

Requests for Plan Commission

Please offer input on:

- Commercial uses – preferences on location, type or amount?
- Residential uses – preferences on location, type or amount?
- Park space – preferences on location, type or amount?
- Office space – hold out for this use or let it go?
- Anything else you wish us to consider when creating the public hearing draft.

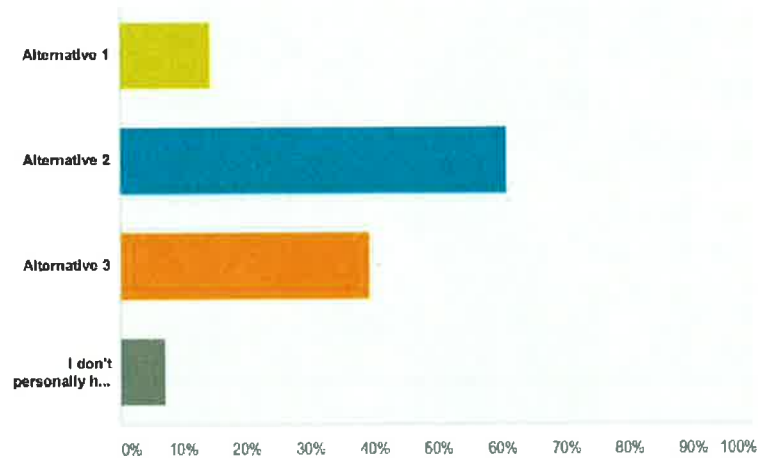
Survey Responses

March 5-10, 2015

SUN PRAIRIE Westside Land Use Plan Update

Q1 Which alternative (or alternatives) presents a road network that you would support? (Select one or more)

Answered: 56 Skipped: 1

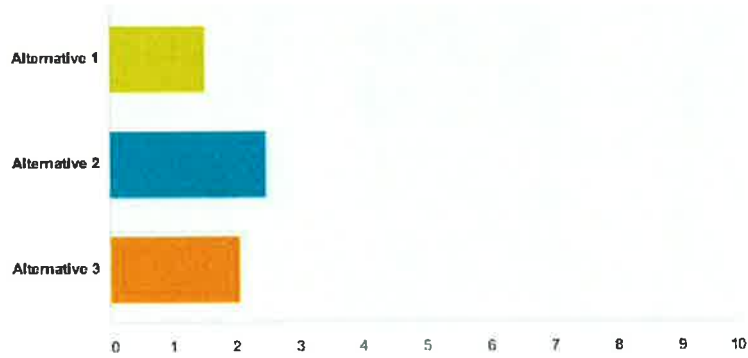


Answer Choices	Responses
Alternative 1	14.29% 8
Alternative 2	60.71% 34
Alternative 3	39.29% 22
I don't personally have an opinion on the street network	7.14% 4
Total Respondents: 56	

SUN PRAIRIE Westside Land Use Plan Update

Q2 Please rank the alternatives based on the overall street network presented with "1" being your top choice.

Answered: 57 Skipped: 0



	1	2	3	Total	Score
Alternative 1	19.30% 11	12.28% 7	68.42% 39	57	1.51
Alternative 2	54.39% 31	36.64% 21	8.77% 5	57	2.16
Alternative 3	26.32% 15	50.88% 29	22.81% 13	57	2.04

SUN PRAIRIE Westside Land Use Plan Update

Q3 Please provide any additional comments related to the road networks presented in the alternatives above.

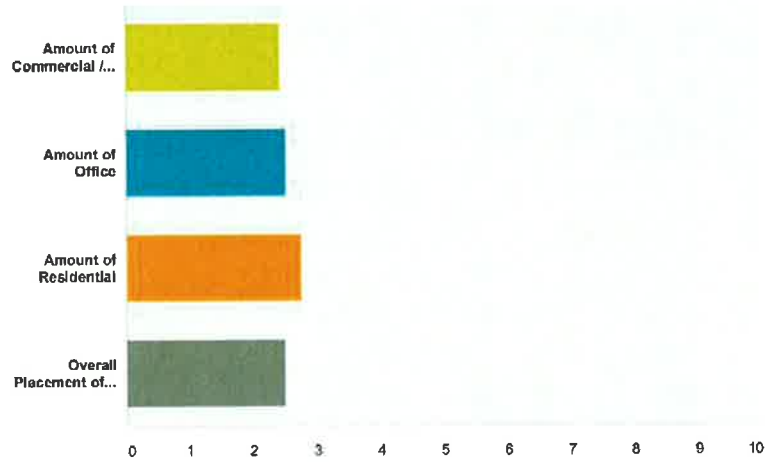
Answered: 20 Skipped: 37

#	Responses	Date
1	it seems that the road chop up the land in small pieces that may make hard to develop, an as needed system would give more flexible future	3/10/2015 9:01 PM
2	All 3 Brooks Drive expansions at the corner of Suchmel rd cut off the north ends of all 3 of our mini storage buildings, effectively and severely diminishing their earning potential.	3/10/2015 6:59 PM
3	I don't think the circular road in Alternative 1 lends itself well to the efficient utilization of the land within the circle.	3/10/2015 6:55 PM
4	I like the circle around the central wetlands in Alternative 1.	3/10/2015 6:29 PM
5	I prefer alternative 2 or 3 with the Menards Store. As long as they design a building that closely follows the current high standards. I like the road design of alternative 2 the best. The ponds and open space make the land desirable for condos or townhouses. The developers really designed a plan beyond my expectations. The only plan I do not like is alternative 1 with parallel road design.	3/10/2015 6:24 PM
6	There is no need for parks in this area. This is a commercial district. Sun Prairie already has over 40 parks. Enough!	3/10/2015 6:00 PM
7	My people feel All 3 has the best road network of the three, but poor land use.	3/10/2015 5:27 PM
8	2 and 3 seem to have the best, logical flow.	3/9/2015 8:07 PM
9	Option 1 looks ridiculous. Doesn't even look functional with given traffic patterns	3/9/2015 2:01 PM
10	It is difficult to identify where trail linkages to the existing trail network are in this area so my comment is to ensure that the trail along Grand Ave links into this area as it develops and the wetland corridor is utilized as an amenity for these trails.	3/9/2015 1:44 PM
11	My least favorite is #1. It just doesn't make good sense.	3/9/2015 11:00 AM
12	Preserve the wetlands area is more important than a building a large retail store	3/9/2015 9:21 AM
13	I support which ever plan allows for Menards.	3/8/2015 9:50 PM
14	I prefer a road structure that will reduce the size of buildings/business that are able to build.	3/8/2015 9:20 PM
15	All three road systems are a mess. (It appears the best solution is to leave it as farmland). It appears some of the wetland & retention areas need to be moved or removed to make roadways more contiguous and to allow for adjacent development.	3/8/2015 9:07 PM
16	All # 3 provides for north Thomson Road/Brooks Drive connection if the overpass happens. All # 1 appears to be a very illogical network of roads?	3/7/2015 12:12 PM
17	Menards Please! No more apartment buildings!	3/6/2015 4:43 PM
18	We feel that Alt. # 1 offers a very impractical road network and resulting land parcel configurations. We like how Alt. # 3 accommodates the northern end connection of Thompson Road if the overpass comes to fruition	3/6/2015 3:52 PM
19	Let's hope the traffic lights are timed much better as the city grows. Right now they are horrible.	3/6/2015 1:49 PM
20	The big roundabout on Alternative one is one of those new urbanism dreams that never quite works out like people think it will. Development in Sun Prairie should be reviewed as it is demanded and in this situation there seems to be a demand and the reorganization of this neighborhood should accommodate that demand.	3/6/2015 7:44 AM

SUN PRAIRIE Westside Land Use Plan Update

Q4 Please rate the land use mix of ALTERNATIVE 1.

Answered: 54 Skipped: 3



	Very Poor	Poor	Neutral	Good	Very Good	Total	Weighted Average
Amount of Commercial / Mixed Use	28.30% 15	24.53% 13	24.53% 13	20.75% 11	1.89% 1	53	2.43
Amount of Office	20.75% 11	24.53% 13	39.62% 21	13.21% 7	1.89% 1	53	2.51
Amount of Residential	18.52% 10	20.37% 11	37.04% 20	16.67% 9	7.41% 4	54	2.71
Overall Placement of the Above Uses	30.19% 16	24.53% 13	20.75% 11	15.09% 8	9.43% 5	53	2.49

SUN PRAIRIE Westside Land Use Plan Update

Q5 Additional Comments

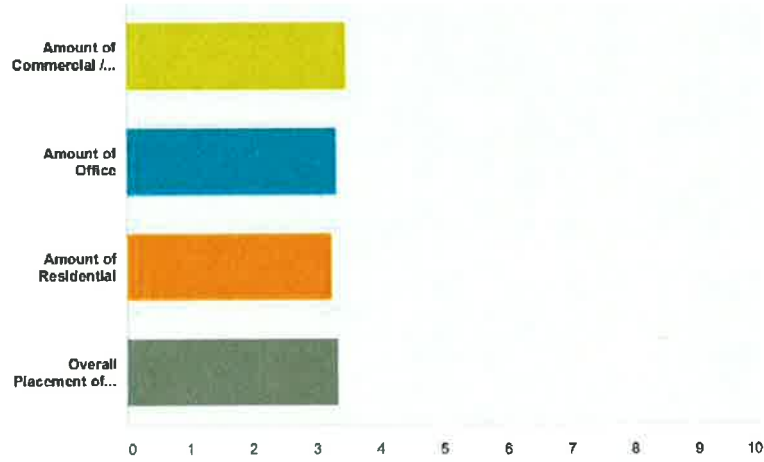
Answered: 22 Skipped: 35

#	Responses	Date
1	it looks like it was done by someone who like to draw circles	3/10/2015 9:06 PM
2	This alternative forsakes the great opportunity this area has to attract further commercial uses, which will further the city's position as a shipping destination. I don't see demand for this amount of office, and I don't think housing benefits or benefits from the area	3/10/2015 6:55 PM
3	Assuming the residential areas are brown and make up 45%. I prefer this over the other two alternatives. I would be happier with over 50% residential - the additional residential coming from strictly commercial use designation. I think this layout does a good job of keeping commercial farther away from Main Street, which is a concern due to anticipated truck traffic for commercial areas.	3/10/2015 6:38 PM
4	Design is not appealing. Other plans are better.	3/10/2015 6:28 PM
5	No parkland.	3/10/2015 6:01 PM
6	We all like the Commercial up front near 151 for the visibility reasons.	3/10/2015 5:32 PM
7	Is brown residential? It does not specify.	3/10/2015 9:24 AM
8	What does the brown represent?	3/9/2015 5:51 PM
9	I don't like the big circle in the middle. It would create some strange parcel shapes and traffic patterns.	3/9/2015 1:46 PM
10	The circle roadway is just plain strange. Madison does this around the capital and it is very confusing for most people that are not familiar with the area when they come to visit. It's a terrible layout.	3/9/2015 1:22 PM
11	I would really like to see more restaurant space rather than more banks in the area. Not fast food either!	3/9/2015 10:45 AM
12	Putting a park behind commercial area makes no sense.	3/9/2015 9:26 AM
13	I would like to see more commercial space for restaurants.	3/9/2015 8:45 AM
14	I like that this plan limits the size of commercial lots that could be built. I also like that it pushes the larger commercial sections farther south away from Main St and the surrounding single family neighborhoods and schools.	3/8/2015 9:28 PM
15	Help us see the walkability of this plan. More mixed-use commercial, and I don't mean strip malls.	3/8/2015 9:15 PM
16	Too much residential/mixed residential	3/7/2015 8:31 PM
17	Too much Office Park, not a reasonable use in current market. Also too much and unreasonable locations of Park Space. Should show more Commercial space not Office Park.	3/7/2015 12:16 PM
18	We feel there's too much Park Space, also would like to see the Office Park area changed to Commercial to allow more flexibility.	3/6/2015 3:52 PM
19	Could increase office over commercial, particularly big box retail.	3/6/2015 12:52 PM
20	I would reduce the amount of land for office use. I'd like to see the option of a hotel in the area bounded by Thompson, W. Main, and U.S. 151.	3/6/2015 12:18 PM
21	If this property was going to develop as office or multifamily they would have been some sort of interest in developing it in the last 10 years as the ground around it developed. Because it did not develop at all it is clear there is no demand for that type of use in this region with commercial properties so close by. Similar uses develop near each other and this neighborhood is no exception with the commercial development nearby.	3/6/2016 7:47 AM
22	Office Park is in wrong place Too much Residential Parks not needed, only wetland protection	3/5/2015 5:20 PM

SUN PRAIRIE Westside Land Use Plan Update

Q6 Please rate the land use mix of ALTERNATIVE 2.

Answered: 54 Skipped: 3



	Very Poor	Poor	Neutral	Good	Very Good	Total	Weighted Average
Amount of Commercial / Mixed Use	11.11% 8	16.67% 9	9.26% 5	40.74% 22	22.22% 12	54	3.46
Amount of Office	9.26% 5	16.67% 9	27.78% 15	25.93% 14	20.37% 11	54	3.31
Amount of Residential	9.26% 5	16.67% 9	29.63% 16	29.63% 16	14.81% 8	54	3.24
Overall Placement of the Above Usos	16.67% 9	14.81% 8	14.81% 8	25.93% 14	27.78% 15	54	3.33

SUN PRAIRIE Westside Land Use Plan Update

Q7 Additional Comments

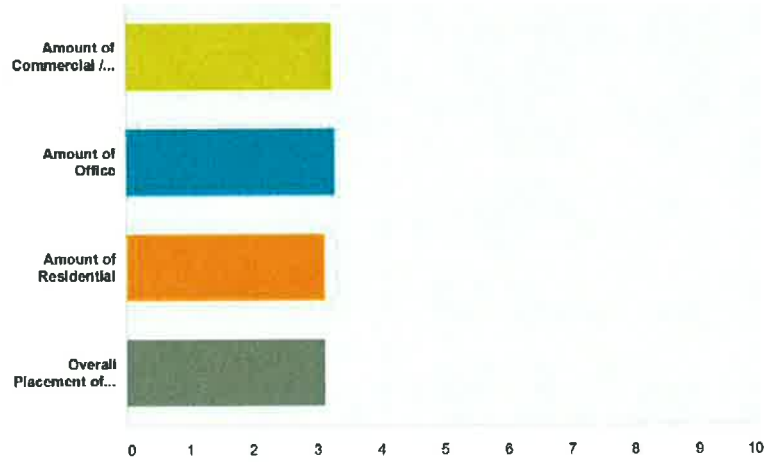
Answered: 19 Skipped: 38

#	Responses	Date
1	office and residential should not be in this area	3/10/2015 9:07 PM
2	I would substitute more commercial for office.	3/10/2015 6:55 PM
3	I do not want a big box store - especially one with lumber yard - in the middle of this development and with Main Street as a primary access point for both cars and (especially) trucks.	3/10/2015 6:42 PM
4	Nice Design Alternative.	3/10/2015 6:29 PM
5	No parkland.	3/10/2015 6:01 PM
6	Open Space too close to HWY 151 which is too noisy.	3/10/2015 5:34 PM
7	I would prefer to have the proposed Menard's closer to Hwy 151. Again, if brown is residential I think it is a good mix.	3/10/2015 9:26 AM
8	If a Menards goes into that commercial spot I think it will ruin the area with load noises, residential areas will be affected with late night deliveries, constant loud machines running. Not an ideal spot for a large home store to be placed.	3/9/2015 10:50 AM
9	I will not support Menards rezoning an area that would disturb preserving the wetlands. Not to mention a business like that would not attract residential builders close to it from the noise, lights, and additional heavy duty truck traffic. Residential roads would not last as long and need repair from the damage of constant heavy trucks. I do like the large park placement on this one.	3/9/2015 9:30 AM
10	Keep the Menard's closer to 151!	3/9/2015 8:20 AM
11	This design contains more commercial than I would like. It also promotes large commercial lots over smaller ones, which I don't like. I do like moving the office space further north towards the city administration buildings.	3/8/2015 9:30 PM
12	Encourage some institutional uses and no additional big-box retail. Try to minimize the amount of impervious area to relieve the pressure on the wetlands and water table.	3/8/2015 9:18 PM
13	Change Office Park space to Commercial use to reflect current market conditions. Make this use more flexible.	3/7/2015 12:19 PM
14	We would like to see the Office Park area changed to Commercial use to allow more flexibility.	3/6/2015 3:52 PM
15	Too much commercial, not enough office.	3/6/2015 12:52 PM
16	I do not like allowing large commercial (big box retail) north of Blue Aster Blvd. Large commercial is more appropriate closer to U.S. 151. I think there should be less land for office use because the market demand is not strong.	3/6/2015 12:22 PM
17	Still needs more commercial along Grand/Main	3/6/2015 12:01 PM
18	This plan includes too much office, especially along Grand. Sun Prairie is not an office hub and likely never will be, because it is located on a major road and has commercial nearby the entire length of Grand should be commercial. However this plan does have the best road layout of all the plans. If the office along Grand was changed this would be a great alternative.	3/6/2015 7:49 AM
19	Not enough Residential Office Park in wrong location	3/5/2015 5:21 PM

SUN PRAIRIE Westside Land Use Plan Update

Q8 Please rate the land use mix of ALTERNATIVE 3.

Answered: 54 Skipped: 3



	Very Poor	Poor	Neutral	Good	Very Good	Total	Weighted Average
Amount of Commercial / Mixed Use	16.67% 9	11.11% 6	22.22% 12	31.48% 17	18.52% 10	54	3.24
Amount of Office	11.11% 6	12.98% 7	27.78% 15	33.33% 18	14.81% 8	54	3.28
Amount of Residential	13.21% 7	13.21% 7	35.85% 19	24.53% 13	13.21% 7	53	3.11
Overall Placement of the Above Uses	12.96% 7	22.22% 12	22.22% 12	25.93% 14	16.67% 9	54	3.11

SUN PRAIRIE Westside Land Use Plan Update

Q9 Additional Comments

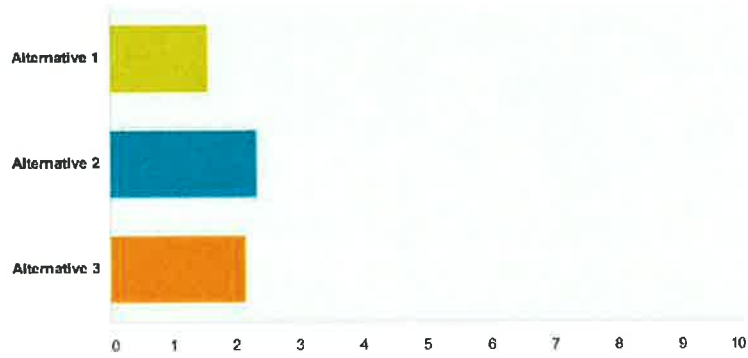
Answered: 21 Skipped: 36

#	Responses	Date
1	office and residential should not be in this area	3/10/2015 9:08 PM
2	Office use should be mixed use for flexibility	3/10/2015 7:07 PM
3	This amount of commercial makes sense	3/10/2015 6:55 PM
4	Again, the big box store appears to have Main Street as a major access, which would mean increased car and truck traffic. This area was originally more residential. That's why I moved to the area.	3/10/2015 6:43 PM
5	Alternative 3 is second to alternative 1. Don't like "T" intersection with Brooks Drive.	3/10/2015 6:32 PM
6	No parks are needed.	3/10/2015 6:02 PM
7	The high visibility along HWY 151 should not be restricted to only Office Park it should be open to Commercial.	3/10/2015 5:38 PM
8	This one has too much full commercial on Grand Avenue. Again, if brown is residential, I like the placement.	3/10/2015 9:28 AM
9	The parks don't seem to be in a convenient location. Again Menards should not be in placed where it is..If they want to go in that area I believe it should go closer to Aldis and Woodmans where large businesses are.	3/9/2015 10:52 AM
10	Why not just make the whole west side commercial city?? This plan does not support a local community. Consider your residents and the impact on those surrounding this area that did not sign up for this. Our lives are more important than any tax benefit you get from big box retailers and that is not what Sun Prairie is about.	3/9/2015 9:32 AM
11	I like the allotment of space, but I don't like the proposed Menard's location.	3/9/2015 8:47 AM
12	Move the Menard's closer to 151, not towards neighborhood!	3/9/2015 8:21 AM
13	I do not like the amount of large commercial lots this plan allows for.	3/8/2015 9:30 PM
14	The office area is in the right place facing Highway 151. Too much retail/commercial on Grand Ave. Also needs more institutional land use.	3/8/2015 9:21 PM
15	Too much Office Park, convert this to Commercial to allow more flexible use. Park space on Thompson Road not very centrally located and next to heavily traveled road - not desirable location.	3/7/2015 12:23 PM
16	We would like to see the Office Park area changed to Commercial use to allow more flexibility. We would also like to see an effort made to shift the large Stormwater Pond to the east in place of the Park area currently shown, this would solve the issue of locating the Pond over the existing Sanitary Sewer line.	3/6/2015 3:52 PM
17	Best road placement of the 3 alternatives, but too much commercial. From a functionality perspective, this alternative is the best in regards to roads and ease of moving throughout area. Need more office and open green space. Would appreciate seeing this map but with different combination of placement and percent allocations to certain types of development.	3/6/2015 12:55 PM
18	I do not like allowing large commercial (big-box retail) north of Blue Aster Blvd. Large commercial should be located closer to U.S. 151. I like that this alternative has less office, but I do not like the location so much. I would think retail would want to locate where it is visible from U.S. 151 along Brooks Dr --where much of the office is located in this alternative.	3/6/2015 12:25 PM
19	Best alternative of the three. But still needs less residential along Main.	3/6/2015 12:06 PM
20	The land uses in this plan are appropriate however the road design is not. The big curve through the site is not attractive and would likely be hard to drive on. Keeping the road on the north side parallel with Main perfectly straight is plain and boring.	3/6/2015 7:50 AM
21	Office Park is in the right location There's better amount of commercial, Menard is better sited There's enough residential in the right place around open space	3/5/2015 5:25 PM

SUN PRAIRIE Westside Land Use Plan Update

Q10 Rank your overall favorite presented above with "1" being your top choice.

Answered: 53 Skipped: 4



	1	2	3	Total	Score
Alternative 1	20.75% 11	13.21% 7	66.04% 35	53	1.55
Alternative 2	47.17% 25	37.74% 20	15.09% 8	53	2.32
Alternative 3	32.08% 17	49.06% 26	18.87% 10	53	2.13

SUN PRAIRIE Westside Land Use Plan Update

Q11 Please provide any additional comments regarding the update to the Westside Neighborhood land use plan.

Answered: 21 Skipped: 36

#	Responses	Date
1	this area is good for Sun Prairie and having a major commercial development here would great for the city	3/10/2015 9:11 PM
2	Land use amount and location and access from both Grand and Main in Alternative 3 strike the best balance of the three.	3/10/2015 6:57 PM
3	Let's keep this area primarily residential and mixed use. If Menards or other big box store can fit in the commercial space in Alternative 1, I am OK with that.	3/10/2015 6:45 PM
4	A lot of creative thinking went onto the three designs.	3/10/2015 6:34 PM
5	It is appropriate to have office buildings fronting the Highway 151 corridor.	3/10/2015 6:02 PM
6	Alt 1 has the best land use, but not road use. This road network is a waste of land and roads.	3/10/2015 5:40 PM
7	Alt. #1 Bad, Alt.#2 Better, Alt. #3 kind of ok, ask the land owners how they would like to see it.	3/9/2015 6:04 PM
8	I would really like to see more things for kids in the area as well as more restaurants in the plan. I don't believe there is a huge need for office buildings, banks in the area. Have a place where people can get out and walk to, a place for a nice farmers market can be. A place where people can have small concerts like Concerts on the Square. Think big for a small town and not bring in the larger Commercial companies!	3/9/2015 10:55 AM
9	I like the overall flow of traffic and street design in #2 and #3. Thank you.	3/9/2015 9:44 AM
10	Plan 1 keeps the commercial away from the residential neighborhood and preserves the wetland areas the best.	3/9/2015 9:34 AM
11	I do not want to see Menard's in the land use.	3/9/2015 9:06 AM
12	Please limit commercial creep by going with option 1. No one wants to be living in an extension of East Washington Blvd.	3/9/2015 8:22 AM
13	I am very worried about the amount of traffic plans 2 and 3 will lead to. I am also worried about how much more traffic they will generate on Main St and through the three round-abouts. I don't believe the roads are large enough to handle this traffic and I don't want to see them enlarged to allow for the increase.	3/8/2015 9:33 PM
14	The land use is still a mess. The way this area will build out is piecemeal, so maybe it needs to be cut into three piece and phased in. Get zoning restrictions in place to direct the grow and land use in phases. Maybe the City needs to buy development rights and let the farming continue until developers have been selected	3/8/2015 9:30 PM
15	Eliminating the Menards project in Alternative #1 in not good for the area or the City. Do away with designated Office Park in all three alternatives, change to more current and reasonable Commercial use.	3/7/2015 12:26 PM
16	Make Menards happen.	3/6/2015 4:50 PM
17	In all 3 alternatives, we would like to see the Office Space changed to Commercial use to allow more flexibility. Also, we feel that disregarding the Menards Development in Alt. #1 would not be in the best interest of Sun Prairie or this Westside Land Use Plan.	3/6/2015 3:52 PM
18	The design of alternative 3 is the best, however the composition of the proposed makeup should look more like number 1 - emphasizing business and green space.	3/6/2015 12:56 PM
19	There's a real chance to create a nice commercial corridor along Grand Ave. Big boxes should be especially welcome along Grand Ave. and Main St as well. Doing so would help make Sun Prairie more than just a bedroom community and help create a more diverse tax base. In the same manner, residential along Grand Ave. to the north of this planning area should be kept to a minimum. The entire stretch of Grand Ave from 151 up to HWY 19 has potentially huge commercial appeal. And there should be some continuity in the commercial space of this planning area, and the current commercial space at the Grand/HWY 19 intersection.	3/6/2015 12:31 PM

SUN PRAIRIE Westside Land Use Plan Update

20	Alternative 1 clearly is the best in my opinion because it keeps large commercial (big-box retail) south of Blue Aster Blvd. and closer to U.S. 151.	3/6/2015 12:27 PM
21	The market demand should fuel the development process because without demand there is nothing to plan for. Some plans like the original neighborhood plan look good on paper but when you consider how they affect reality and prevent any reasonable development they suddenly don't look so nice. Without some sort of change to the plan to encourage controlled development and growth Sun Prairie would likely become stagnant and no longer attract the new citizens and businesses that it has enjoyed over the recent years.	3/6/2015 7:53 AM