

A	WISCONSIN COMPREHENSIVE PLAN LEGISLATION
B	PUBLIC PARTICIPATION PLAN AND ADOPTING RESOLUTION
C	SWOT EXERCISE RESULTS
D	HOUSEHOLD SURVEY RESULTS
E	OPEN HOUSE COMMENTS – INFORMATION AND OPINION GATHERING
F	LAND USE WORKSHOP SUMMARY
G	POPULATIONS PROJECTIONS REPORT - APPLIED POPULATIONS LABORATORY
H	NATURAL RESOURCE REGULATORY AGENCIES AND PLANS
I	ENDANGERED AND THREATENED SPECIES
J	CAPITAL AREA REGIONAL PLANNING COMMISSION - URBAN SERVICE AREA EXPANSION POLICIES
K	ECONOMIC DEVELOPMENT DATA REPORT
L	CHAS DATA TABLES 1990 TO 2000
M	STRATEGIC DEVELOPMENT PLAN – RECOMMENDED PRIORITIZATION OF STRATEGIES
N	ECONOMIC DEVELOPMENT BUSINESS ROUNDTABLE DISCUSSION SUMMARY

APPENDIX A

WISCONSIN COMPREHENSIVE PLAN LEGISLATION

WISCONSIN STATE STATUTES CHAPTER 66: GENERAL MUNICIPALITY LAW
-- SUBCHAPTER X: PLANNING, HOUSING AND TRANSPORTATION
66.1001 Comprehensive planning

(1) DEFINITIONS.

In this section:

(a) “Comprehensive plan” means:

1. For a county, a development plan that is prepared or amended under s. 59.69 (2) or (3).
2. For a city or a village, or for a town that exercises village powers under s. 60.22 (3), a master plan that is adopted or amended under s. 62.23 (2) or (3).
3. For a regional planning commission, a master plan that is adopted or amended under s. 66.0309 (8), (9) or (10). (*note: previously, s. 66.945(8), (9) or (10)*)

(b) “Local governmental unit” means a city, village, town, county or regional planning commission that may adopt, prepare or amend a comprehensive plan.

(c) “Political subdivision” means a city, village, town, or county that may adopt, prepare, or amend a comprehensive plan.

(2) CONTENTS OF A COMPREHENSIVE PLAN.

A comprehensive plan shall contain all of the following elements:

(a) *Issues and opportunities element.* Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

(b) *Housing element.* A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit’s housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low-income and moderate-income housing, and policies and programs to maintain or rehabilitate the local governmental unit’s existing housing stock.

(c) *Transportation element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit’s objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

(d) *Utilities and community facilities element.* A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

(e) *Agricultural, natural and cultural resources element.* A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.

(f) *Economic development element.* A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

(g) *Intergovernmental cooperation element.* A compilation of objectives, policies, goals, maps and programs for joint planning and decision making with other jurisdictions, including school districts and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts and adjacent local governmental units, and to the region, the state and other governmental units. The element shall consider, to the greatest extent possible, the maps and plans of any military base or installation, with at 200 assigned military personnel or that contains at least 2,000 acres, with which the local governmental unit shares common territory. The element shall incorporate any plans or agreements to which the local governmental unit is a party under s. 66.0301, 66.0307 or 66.0309. The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.

(h) *Land-use element.* A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which

the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

(i) *Implementation element.* A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.

APPENDIX B

PUBLIC PARTICIPATION PLAN AND ADOPTING RESOLUTION

City of Sun Prairie, Wisconsin

A RESOLUTION ADOPTING THE PUBLIC PARTICIPATION PROCEDURES, OUTLINED IN THE PUBLIC PARTICIPATION PLAN, FOR THE PREPARATION OF THE CITY OF SUN PRAIRIE COMPREHENSIVE PLAN.

"PUBLIC PARTICIPATION PLAN – CITY OF SUN PRAIRIE COMPREHENSIVE PLAN"

Presented: December 4, 2007

Adopted: December 4, 2007

File Number: 10,608

Resolution No.: 07/229

RESOLUTION

WHEREAS, pursuant to Section 66.1001 of the Wisconsin Statutes, all units of government that engage in zoning, subdivision or official mapping must adopt a comprehensive plan by the year 2010; and,

WHEREAS, the City of Sun Prairie Common Council has created an Ad-hoc Comprehensive Plan Steering Committee to prepare a comprehensive plan under the authority of and procedures established by Section 66.1001 and Section 62.23 of the Wisconsin Statutes; and,

WHEREAS, Section 66.1001 (4) (a) of the Wisconsin Statutes requires that the Common Council adopt written procedures designed to foster public participation at every stage of the comprehensive plan preparation, and that such written procedures shall also provide for wide distribution of draft plan materials, an opportunity for the public to submit written comments on the plan materials, and a process for the governing body to respond to such comments; and,

WHEREAS, the Common Council of the City of Sun Prairie believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the comprehensive plan reflects input from the public; and,

WHEREAS, the Public Participation Plan developed for the City of Sun Prairie Comprehensive Plan includes written procedures designed to foster public participation, ensure wide distribution of draft materials, offer an opportunity for the public to submit written comments on the plan materials, and provide mechanisms to respond to such comments; and,

WHEREAS, on Monday, October 1, 2007 the Comprehensive Plan Steering Committee finalized the Public Participation Plan and recommended adoption of the Plan; and,

WHEREAS, on Tuesday, November 27, 2007 the Plan Commission held a public meeting to review the Public Participation Plan; and,

WHEREAS, the Common Council has carefully reviewed the Public Participation Plan, Staff's report and recommendations for Case No: PC07-1626 dated, November 19, 2007 and the Plan Commission's report to the City Council dated November 28, 2007, and has determined that the draft Plan attached hereto as Exhibit A is in the best interests of the City and should therefore be adopted;

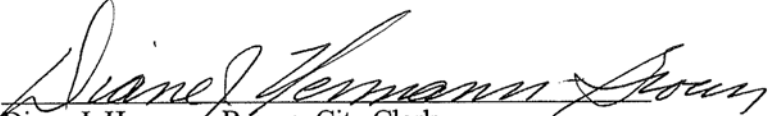
NOW, THEREFORE, BE IT RESOLVED that the City of Sun Prairie Common Council hereby adopts the Public Participation Plan for the City of Sun Prairie Comprehensive Plan, as the City's written public participation procedures to fulfill the requirements of Section 66.1001 (4)(a) of the Wisconsin Statutes.

APPROVED: _____


Joe Chase, Mayor

Date Approved: December 4, 2007

This is to certify that the foregoing resolution was approved by the Common Council of the City of Sun Prairie at a meeting held on the 4th day of December 2007.


Diane J. Hermann-Brown, City Clerk

PUBLIC PARTICIPATION PLAN

CITY OF SUN PRAIRIE COMPREHENSIVE PLAN UPDATE

Introduction

The City of Sun Prairie has received a State of Wisconsin Planning Grant to update its Comprehensive plan pursuant to the State's Comprehensive Planning Law, Section 66.1001 of the Wisconsin Statutes 66.1001.

Section 66.1001(4)(a) of Wisconsin Statutes specifically requires the governing body of the local governmental unit to adopt written procedures designed to foster public participation, including open discussions, communication programs, information services and public meetings for which advance notice has been provided, in every stage in the preparation of the comprehensive plan. The written procedures contained within this public participation plan satisfy this requirement. This plan will guide public participation throughout the City of Sun Prairie's comprehensive planning process.

This public participation program offers a variety of opportunities for the public to participate throughout the planning process to shape the future of the City and region. All components of the public participation activities and the decision-making process are designed to provide information, actively seek and consider public comments, incorporate comments and concerns in feedback to decision makers, and ensure the public remains informed throughout the process. To achieve this, the participation plan must create a transparent, open and understandable process to inform the public in a timely manner and enable them to participate in the process.

The goals of this public participation process are to:

- Ensure all planning decisions are open to public critique and comment;
- Produce better planning decisions;
- Support and add credibility to City decision making processes;
- Provide opportunities to disseminate information about the plan and process to all interested parties;
- Strengthen the relationship between City officials and the citizens they represent; and,
- Develop a shared vision for the future of Sun Prairie.

This Public Participation Plan has been drafted by City staff with input from the Comprehensive Plan Steering Committee. The Public Participation Plan was adopted by the City of Sun Prairie Common Council on December 4, 2007.

Public Participation Opportunities

The City will attempt to engage stakeholders in the comprehensive plan update process, including City residents, business owners and operators, the Sun Prairie Area School District, neighboring city, village and town officials, and other special interest groups. The following list of public participation opportunities is designed to maximize public participation in various stages of the planning process. This collection of opportunities is intended to meet both the letter and spirit of Wisconsin's Comprehensive Planning Legislation. The City's efforts to involve interested stakeholders may include, but will not be limited to, the following strategies:

Steering Committee Meetings: The required elements of the comprehensive plan will be primarily developed at a series of meetings of the Comprehensive Plan Steering Committee. The meetings will be open to the public and allow opportunities for public comments. The steering committee will actively

discuss and review existing plans, along with element drafts and plan alternatives as they are developed, and will work closely with City staff to engage the public in the planning process. Their meetings will focus on the development of plans, policies, and programs to implement the community defined vision.

Dialogue with Plan Commission and City Council: As a means of ensuring strong communication and dialogue with the bodies charged with the consideration, adoption, and eventual implementation of the plan, the Steering Committee and/or its representatives may periodically meet with the Plan Commission and/or the Common Council's Committee of the Whole to provide updates, receive information and feedback, and/or discuss plan details with these bodies.

Public Participation Events: The City of Sun Prairie may host public participation events such as public meetings, open houses, visioning sessions, and workshops to collect and assimilate public input relevant to the nine elements of the comprehensive plan. By participating in these events, citizens will have an opportunity to assist their elected officials and the steering committee in creating Sun Prairie's comprehensive plan.

Website: The City's website may include a page dedicated to the Comprehensive Planning process. This site may include the project schedule, meeting notes and agendas, draft plan elements and reports, maps, photographs, and results of public participation exercises. The website will also provide an opportunity for residents to submit comments and input on the plan and planning process electronically at their own convenience.

Media and Television: In addition to required notices being published in the newspaper, it is anticipated that the media will play an active role in the public awareness process. The City may produce press releases and other public information pieces at key points to facilitate widespread awareness and education of events and overall plan creation progress. The public hearing before the Plan Commission will be broadcast on Sun Prairie's Cable Access Television network, KSUN-12, which may also be used as a venue for the dissemination of information during the planning process. The City's quarterly newsletter may also be used to educate the public about the planning process.

Meeting Notices: The City will post meeting notices for each meeting and event in a timely manner at accessible locations, in addition to postings on the City website. Greater efforts may be made to notify the public for key meetings and events.

Directed Public Participation Activities: In addition to the public participation strategies noted above, the City may also employ one or more of the following techniques to engage various groups during the planning process:

- o Focus groups
- o Surveys
- o Stakeholder Interviews
- o Youth participation exercises
- o Intergovernmental cooperation sessions
- o Visual preference surveys
- o Community design charrettes
- o Presentations to professional and civic groups

Public Hearing: The final step in the plan adoption process is for the City to hold a public hearing prior to enacting an ordinance adopting the Comprehensive Plan. The Plan Commission will hold the public hearing and make a recommendation to the Common Council. The plan that is recommended by the Plan Commission will not take effect until the Common Council enacts an ordinance that adopts the plan. The

City Council is required to consider any comments received on the Draft Comprehensive Plan prior to adoption. In accordance with CH. 985 Wis. Statutes, a class 1 notice will be published at least 30 days before the hearing is held. The notice shall include the following information:

- o The date, time, and place of the hearing;
- o A summary, which may include a map, of the proposed comprehensive plan or amendment to the plan;
- o The name of an individual employed by the City who may provide additional information regarding the proposed ordinance; and
- o Information relating to where and when the proposed comprehensive plan or amendment to such plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

Copies of the proposed plan will be made available for viewing at City Hall, the Sun Prairie Public Library, and the West Side Community Service Building, as well as the City's website, if feasible, at the time the public hearing notice is published. Copies of the plan on disk will be provided at no cost upon request, and any duplication costs will be incurred by persons requesting paper copies of the plan.

After the notice of this hearing has been published, written comments on the plan may be forwarded to the Planning Department. Written comments will be addressed at the hearing. Any proposed revisions after the plan has been made available for viewing will be noted in the meeting minutes and posted on the internet site prior to the final public hearing.

Plan Adoption

Following adoption of the Comprehensive Plan, the plan and ordinance shall be distributed by the City to the appropriate City boards and commissions, the clerk of every local governmental unit that is adjacent to the City, the Wisconsin Department of Administration, the Wisconsin Land Council, the Capitol Area Regional Planning Commission, and the Sun Prairie Public Library, according to the requirements of Section 66.1001(4) (b) of the Wisconsin Statutes.

Reasonable Accommodations

Upon adequate notice, reasonable efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services for all public meetings. For additional information or to request this service, contact the City Clerk's office, 300 E. Main Street, Sun Prairie, WI 53590 (608) 837-2511.

Quorums of Other Governmental Bodies

It is possible that members of and a possible quorum of members of the City Council or other boards and commissions of the municipality may be in attendance at public meetings related to the comprehensive plan process to participate and to gather information. No action will be taken by any such governmental body at these meetings, other than the governmental body specifically referred to in the respective meeting notice.

APPENDIX C

SWOT EXERCISE RESULTS

**City of Sun Prairie
Comprehensive Plan Steering Committee
S.W.O.T.* Exercise Summary
Top Five Responses**

STRENGTHS

Rank	Responses	Total Votes
(1)	Proximity to Madison – employment, entertainment, etc	(13)
(1)	Community facilities (i.e. library)	(13)
(3)	Good schools	(12)
(4)	Location – close to Madison, Milwaukee, Chicago	(11)
(4)	Westside Development	<u>(11)</u>
		60

WEAKNESSES

Rank	Responses	Total Votes
(1)	School system having trouble keeping up with growth	(20)
(2)	Very fast growth	(13)
(3)	Unbalanced growth within the city	(12)
	Too much residential development compared to commercial & industrial	
	Too many apartments	
	Lack of some retail	
	Lack of office development	
(4)	Road infrastructure can't handle traffic	(11)
(5)	Lack of east/west transportation corridors	(9)
(5)	High cost of housing	<u>(9)</u>
		74

OPPORTUNITIES

Rank	Responses	Total Votes
(1)	Development of Highway C and Reiner Road (west side opportunities)	(26)
(2)	Growth of job opportunities in the business park	(12)
(3)	Proximity to Interstate 94 and other corridors	(11)
(3)	Leveraging downtown core for further redevelopment and reinvestment	(11)
(5)	Redevelopment of existing Main Street corridor if done well	<u>(10)</u>
		70

THREATS

Rank	Responses	Total Votes
(1)	Reactionary planning for schools	(18)
(2)	Developer influence on decision-making process	(13)
(2)	Decay of older housing areas	(13)
(4)	The development of too many apartments vs. single family homes – imbalance	(11)
(4)	Loss of security	(11)
(4)	Keeping up with rapid population growth	(11)
(4)	Property taxes too high	<u>(11)</u>
		88

* Strengths, Weaknesses, Opportunities and Threats

**City of Sun Prairie
Comprehensive Plan Steering Committee
S.W.O.T. Exercise Summary**

STRENGTHS

Rank	Responses	Total Votes
(1)	Proximity to Madison – employment, entertainment, etc	(13)
(1)	Community facilities (i.e. library)	(13)
(3)	Good schools	(12)
(4)	Location – close to Madison, Milwaukee, Chicago	(11)
(4)	Westside Development	(11)
(6)	Business park development	(9)
(7)	Great senior services	(8)
(7)	Parks	(8)
(9)	Excellent housing stock	(7)
(9)	Room to grow and plan	(7)
(9)	Transportation access	(7)
(12)	Low crime	(6)
(13)	Vibrant downtown	(5)
(14)	Improving infrastructure	(4)
(14)	City taxi service	(4)
(14)	Community identity	(4)
(17)	City/school cooperation	(3)
(18)	Affordable elderly housing	(2)
(18)	Neighborhood groups	(2)
(18)	Low unemployment	(2)
(21)	Friendly atmosphere/Small town feel	(1)
(21)	Commitment to excellence	(1)
(23)	Chance to balance community with others around us – transportation, housing, regional park	(0)
(23)	City Stormwater Utility	(0)
(23)	Interesting history	(0)

**City of Sun Prairie
Comprehensive Plan Steering Committee
S.W.O.T. Exercise Summary**

WEAKNESSES

Rank	Responses	Total Votes
(1)	School system having trouble keeping up with growth	(20)
(2)	Very fast growth	(13)
(3)	Unbalanced growth within the city	(12)
	Too much residential development compared to commercial & industrial	
	Too many apartments	
	Lack of some retail	
	Lack of office development	
(4)	Road infrastructure can't handle traffic	(11)
(5)	Lack of east/west transportation corridors	(9)
(5)	High cost of housing	(9)
(6)	Lack of community identity	(8)
(7)	Unresolved high school debate	(7)
(8)	Not a good public transportation connection with Madison	(6)
(8)	Socio-economic gap between two vastly different groups	(6)
(8)	Downtown Main Street vacancies	(6)
(11)	Lack of cultural center	(5)
(11)	Lack of employment opportunities – quality jobs	(5)
(13)	Bristol Street as a truck route	(4)
(13)	Historic patchwork development	(4)
(15)	Lack of up to date 2007 fire station/department	(3)
(15)	Lack of commitment to downtown residential neighborhoods	(3)
(17)	Minimal public input	(2)
(17)	Lack of preparation for diversity changes over the years	(2)
(17)	Lack of overall identity (Theme)	(2)
(20)	Lack of 24/7 medical center	(1)
(20)	Rate and increase of children living in poverty	(1)
(22)	Local cultural organizations failing	(0)
(22)	No longer considered one of the great places to live by national polls	(0)
(22)	Labor shortage	(0)
(22)	Not enough mix of housing cost, types etc.	(0)

**City of Sun Prairie
Comprehensive Plan Steering Committee
S.W.O.T. Exercise Summary**

OPPORTUNITIES

Rank	Responses	Total Votes
(1)	Development of Hwy C and Reiner Road (west side opportunities)	(26)
(2)	Growth of job opportunities in the business park	(12)
(3)	Proximity to Interstate 94 and other corridors	(11)
(3)	Leveraging downtown core for further redevelopment & reinvestment	(11)
(5)	Redevelopment of existing Main Street corridor if done well	(10)
(6)	Growth/Enhancement of shopping opportunities	(8)
(7)	Future upgrades to schools	(7)
(8)	Continue to create a positive community identity	(6)
(9)	Transportation linkages with Madison and surrounding communities (bike trails & streets)	(5)
(9)	Make Linnerud Drive more inviting as an entrance into downtown	(5)
(9)	Recreation facilities (i.e. parks and pools)	(5)
(11)	Continue with mixed-use growth	(4)
(11)	Emphasize environmental attractions like Patrick Marsh	(4)
(11)	Parks and recreation facilities keep up with growth	(4)
(11)	Working with other governments and sharing services	(4)
(15)	Continuation of existing/initiation of new community events (Cornfest, block party, etc.)	(3)
(16)	Continued development of diverse types of housing	(2)
(17)	Cultural resources – Angell Park	(1)
(17)	Opportunity to attract baby boomers	(1)
(17)	WPPI renewable energy efforts	(1)
(20)	Rail access – location for a stop	(0)

**City of Sun Prairie
Comprehensive Plan Steering Committee
S.W.O.T. Exercise Summary**

THREATS

Rank	Responses	Total Votes
(1)	Reactionary planning for schools	(18)
(2)	Developer influence on decision-making process	(13)
(2)	Decay of older housing areas	(13)
(4)	The development of too many apartments vs. single family homes – imbalance	(11)
(4)	Loss of security	(11)
(4)	Keeping up with rapid population growth	(11)
(4)	Property taxes too high	(11)
(8)	Increase in crime due to socio-economic pressure	(9)
(9)	West Main Street Corridor Plan not properly implemented	(7)
(10)	Too much emphasis on growth	(6)
(11)	Lack of affordable housing	(4)
(12)	Lack of viable downtown plan causing failure of business community	(3)
(12)	Complacency (lack of follow through with long term implementation)	(3)
(12)	Failure of people who live here to call Sun Prairie home and participate in community	(3)
(12)	Growth too high for volunteer fire department	(3)
(16)	Slowing down of the system (city government & schools)	(1)
(16)	Aging population	(1)
(18)	More growth taking away small town feel	(0)
(18)	Gated communities and segregated neighborhoods	(0)

Top Five S.W.O.T. Responses With Effects Over Multiple Elements	S.W.O.T.* Topic	Priority Rank	Comprehensive Plan Elements							
			Utilities & Community Facilities	Transportation	Issues & Opportunities	Land Use	Housing	Economic Development	Agricultural, Natural & Cultural Resources	Intergovernmental Cooperation
General Topic Trends										
Committee Identified Issue										
Schools										
Community Facilities	(S)	1	UCF							
Reactionary planning for schools	(T)	1	UCF							IGC
Good Schools	(S)	3	UCF							
Development / Redevelopment										
Development of Hwy C and Reiner Rd. (west side opportunites)	(O)	1				LU		ED		
Developer influence on decision-making process	(T)	2			I&O	LU		ED		
Leveraging downtown core for further redevelopment & reinvestment	(O)	3						ED		
Westside Devt.	(S)	4				LU		ED		
Redevelopment of existing Main Street corridor if done well	(O)	5				LU		ED		
Growth										
School System trouble keeping up with growth	(W)	1	UCF			LU	HSG			
Very fast growth	(W)	2			I&O	LU	HSG	ED		
Unbalanced growth within the city	(W)	3				LU		ED		
Road infrastructure can't handle traffic	(W)	4		TRN						
Keeping up with rapid population growth	(T)	4			I&O	LU	HSG	ED		
Geographic Location / Transportation										
Proximity to Madison	(S)	1			I&O					
Proximity to I-94 and other corridors	(O)	3		TRN	I&O					
Location - close to Madison, MKE, Chicago	(S)	4			I&O					
Lack of east/west transportation corridors	(W)	5		TRN						
Housing										
Decay of older housing areas	(T)	2				LU	HSG			
The development of too many apts. vs. single family homes	(T)	4				LU	HSG			
Property taxes too high	(T)	4			I&O					
High cost of housing	(W)	5					HSG			
Other										
Growth of job opportunities in the business park	(O)	2						ED		
Loss of security	(T)	4			I&O					
Total of Top 5 S.W.O.T. Responses per Element			4	3	8	10	6	9	0	1

APPENDIX D

HOUSEHOLD SURVEY RESULTS



City of Sun Prairie Community Planning Survey Report

**James Janke
Shelly Hadley
David Trechter
Denise Parks
Ramona Gunter**

**Survey Research Center Report 2008/13
June, 2008**

Students working for the Survey Research Center were instrumental in the completion of this study. We would like to thank Mandy Speerstra, Bethany Barnett, Adrienne Adolphson, Megan Glenn, Megan Keune, Hannah Stuttgen, Grady Stehr, Aaron Peterson, and Ted Cannady. Their hard work and dedication are gratefully acknowledged. The SRC would also like to thank City Planning Director Scott Kugler and the staff of the Sun Prairie Planning Department. Finally, we would like to thank the City of Sun Prairie residents and property owners who took the time to complete the questionnaires.

Executive Summary

In March, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to a random sample of 1,122 households in the City of Sun Prairie. The surveys were followed up with reminder postcards and a second mailing to non respondents. The overall response rate was 45 percent (507 completed questionnaires). The data provided in this report are expected to be accurate to within plus or minus 4.3 percent with 95 percent confidence. In general, the sample aligns with the demographic patterns in the 2000 Census data. In short, we expect the sample to accurately represent the opinions of the residents of the City of Sun Prairie.

The following are key observations from the survey results:

1. Sun Prairie residents were generally pleased with the quality of life in the City. Fifty-seven percent rated the quality of life as good, and another thirteen percent rated the quality of life as excellent. Quality of life factors that they rated highest are parks/recreation and emergency services. Quality of life factors with the lowest ratings were the condition of City streets and its rate of population growth.
2. More than 40 percent of residents believed the City's quality of life has declined over the past five years, while 40 percent said it has remained the same. Only seventeen percent said it has improved. Looking to the future, the population is relatively evenly split between improvement (33%), no change (35%), and decline (32%).
3. Most community services and facilities were rated highly by a majority of respondents. A majority said they were satisfied with 10 of the 12 services/facilities listed. The highest ratings went to the library, parks/recreation, and electric service. While half the or fewer of respondents gave satisfactory ratings to the school system, storm water management, and downtown parking, even for these services, satisfied users outnumbered dissatisfied users by more than two to one.
4. In terms of economic issues, only one in five residents was satisfied with employment opportunities in Sun Prairie; most were neutral (48%) or dissatisfied (31%). Nearly six in ten were satisfied with downtown revitalization efforts. Half of the respondents were dissatisfied with retail shopping opportunities in the City and nearly six in ten included retail businesses among their top choices for preferred future types of businesses in the City. Other priority businesses included a casual restaurant, medical services, emerging technology, and entertainment venues.
5. Residents indicated a concern about the streets and roads in their City. Fewer than a third said the City's streets are well maintained, and nearly half said the overall road and street network in Sun Prairie is not adequate.
6. More than three in four respondents said the City should limit the approval of new housing units given the number of units already approved for development. Seven in ten said there should be less emphasis on building apartments.
7. Respondents said the most desirable characteristics in a neighborhood are for it to be well-maintained, have parks and other recreational opportunities nearby, have sidewalks and quality streets, and to be safe.
8. More than six in ten said the City is growing too fast. Residents are fairly evenly split with respect to the character of recent development, with 40 percent satisfied, 27 percent neutral, and

32 percent dissatisfied. Priority concerns regarding the City's growth were property taxes, preservation of green space, school issues, street quality, and traffic congestion.

9. Sun Prairie residents were quite supportive of a variety of measures to promote energy conservation (e.g. use alternative energy sources and city incentives for energy efficient buildings).
10. More than two thirds of City residents were satisfied with the natural environment of Sun Prairie, and nearly 60 percent agreed there are sufficient recreational opportunities in their neighborhoods.
11. Two of three respondents disagreed with the statement that maintaining the downtown's cultural and historical character is unimportant.
12. Fewer than one in five said the City should promote tourism based on being the birthplace of Georgia O'Keeffe.
13. The top three community priorities were to recruit more business/industry to the City, expand and improve public protection services (police, fire, EMS) to keep up with community growth, and improve maintenance of the existing road network.

Survey Purpose

The purpose of this study was to gather opinions of residents about land use and other planning issues regarding the future of the City of Sun Prairie. The survey serves as a key component of the public participation portion of the comprehensive plan for the City. The City chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to survey residents of the City of Sun Prairie about vital planning issues.

Survey Methods

In March, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to a random sample of 1,122 households (owner-occupied and renter-occupied) in the City of Sun Prairie. The surveys were followed by post card reminders and a second mailing to non-respondents. The overall response rate was 45 percent (507 completed questionnaires). Based on the estimated number of adults in the population of the City (18,788)¹, the results provided in this report are expected to be accurate to within plus or minus 4.3 percent with 95 percent confidence. In general, the sample aligns with the 2000 Census demographic patterns.

Any survey has to be concerned with “non-response bias”. Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

In short, the data gathered in this survey is expected to accurately reflect public opinion about the planning issues facing Sun Prairie.

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used in some sections of this report to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

Appendix C contains a copy of the survey questionnaire with a quantitative summary of responses by question.

¹ 2007 Wisconsin Department of Administration Estimate

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the City of Sun Prairie. The data in Table 1 show that, in general, the patterns of the sample were very similar to the underlying population and deviations from the Census data were relatively small. The proportion of males in the sample was somewhat higher than the percentage of males in the census, and the sample had a higher proportion of respondents over age 55 and a lower percentage of respondents who rent their place of residence. The sample also had more households in the higher income brackets, although comparisons to the 2000 Census data are tenuous due to the age of the data and the growth of incomes since the 2000 Census.

The data in Table 1 show that the City of Sun Prairie has a mixture of newer residents and long-time residents. Nearly one third have lived in Sun Prairie for five years or less, while an equal number have been City residents for over 20 years. The respondents' places of residence are widely dispersed throughout the City as shown in the data at the end of Table 1 and the corresponding Map 1.

As we analyze the data, we will identify when various demographic groups have significantly different views.

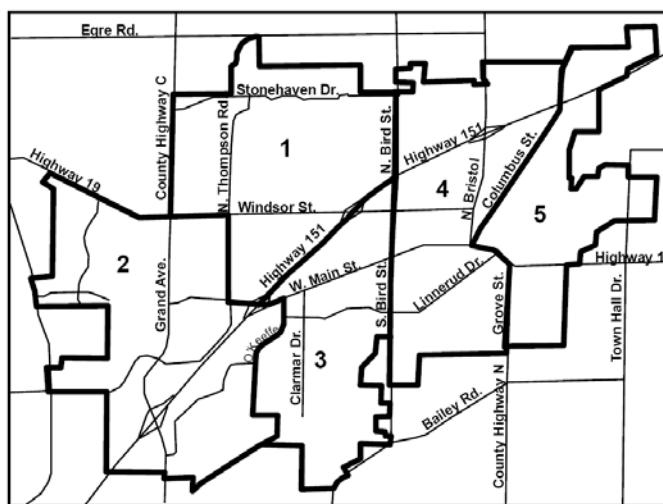
Table 1: Demographic Profile of Respondents							
Gender	Count	Male	Female				
Sample	486	55%	45%				
Census (18+)	14,557	47%	53%				
Age 18+	Count	18-24	25-34	35-44	45-54	55-64	65+
Sample	486	1%	16%	22%	21%	18%	21%
Census	14,557	12%	23%	24%	18%	9%	13%
Residential Status	Count	Own	Rent				
Sample	501	82%	18%				
Census	7,881	61%	39%				
Employment Status	Count	Full-Time	Part-Time	Self	Unemp	Retired	Other
Sample	486	64%	5%	5%	1%	23%	1%
Census (Age 16+)	14,969	72% ²		3%	3%	22% ³	
Place of Employment	Count	Sun Prairie	Madison	Elsewhere in Dane County		Outside of Dane County	
Sample	365	25%	54%	15%		6%	
Census	11,068	30%	45%	17%		8%	

² Census employment data does not differentiate between full-time and part-time workers.

³ Census data includes retired workers and individuals not in the workforce.

Length of Residency	Count	<1 yr.	1 - 5 yrs.	5.1 - 10 yrs.	10.1 – 15 yrs.	15.1 – 20 yrs.	20.1 - 30 yrs.	>30 yrs.
Sample	502	4%	27%	20%	10%	8%	11%	21%
Annual Household Income Range	Count	<\$15,000	\$15-\$24,999	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	
Sample	468	3%	7%	21%	23%	24%	23%	
Census	7792	4%	7%	26%	29%	19%	15%	
Area of Residence	Count	Area 1	Area 2	Area 3	Area 4	Area 5		
Sample (see Map 1)	498	32%	18%	13%	21%	17%		

Map 1.



Quality of Life

Residents of Sun Prairie are generally pleased with the overall quality of life in Sun Prairie, but expressed concern about the direction of that the quality of life has taken in the recent past.

The initial section of the survey asked respondents a series of questions about the quality of life in the City of Sun Prairie. At least half of Sun Prairie residents gave satisfactory or very satisfactory ratings to ten of the seventeen quality of life factors. Respondents had the highest level of satisfaction with the parks/recreation and the emergency services. At the other end of the scale, the lowest ratings were given to the condition of the City's streets and roads and the rate of population growth in the City.

More than four in five said they are satisfied or very satisfied with the City's parks/recreation facilities and opportunities; nearly four in five said they are satisfied or very satisfied with the emergency services. Over 60 percent gave satisfactory or very satisfactory ratings to medical care, housing choices, natural environment/open space, and proximity to work. At least half the respondents said they were satisfied with pedestrian facilities/sidewalks, community events and activities, quality of the schools, and crime rate/safety.

Nearly half said they are satisfied or very satisfied with biking facilities/trails, but 36 percent were neutral.

Forty-five percent said they are dissatisfied or very dissatisfied with the condition and quality of the City's streets and roads, and 42 percent said they are dissatisfied or very dissatisfied with the rate of population growth.

Although fewer than one in three said they are satisfied or very satisfied with the employment opportunities in the City, the largest proportion said they are neutral (47%) rather than dissatisfied or very dissatisfied. Other factors with substantial neutral ratings (30 percent or greater) included community events and activities, bicycle facilities/paths, cost of living, rate of population growth, quality of schools, and traffic congestion.

Table 2: Satisfaction With Quality of Life Factors						
	Count	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Parks and recreation	501	23%	58%	14%	4%	2%
Emergency services (police, fire, EMS)	501	22%	54%	19%	4%	1%
Medical care	500	14%	51%	23%	11%	2%
Housing choices	498	11%	53%	25%	10%	2%
Proximity to work	494	18%	45%	28%	7%	2%
Natural environment/open space	501	11%	51%	22%	13%	3%
Pedestrian facilities – sidewalks	501	8%	50%	26%	15%	2%
Community events and activities	494	10%	47%	38%	4%	1%
Quality of schools	499	16%	40%	30%	10%	4%
Crime rate/safety	491	7%	43%	23%	22%	5%
Bicycle facilities - biking paths	491	9%	38%	36%	14%	2%
Shopping/retail opportunities	500	5%	37%	24%	28%	7%
Traffic congestion	502	5%	36%	30%	22%	7%
Cost of living	502	2%	37%	33%	23%	5%
Quality of roads/condition	502	2%	29%	24%	32%	13%
Employment opportunities	501	4%	26%	47%	19%	4%
Rate of population growth	500	2%	24%	32%	30%	12%

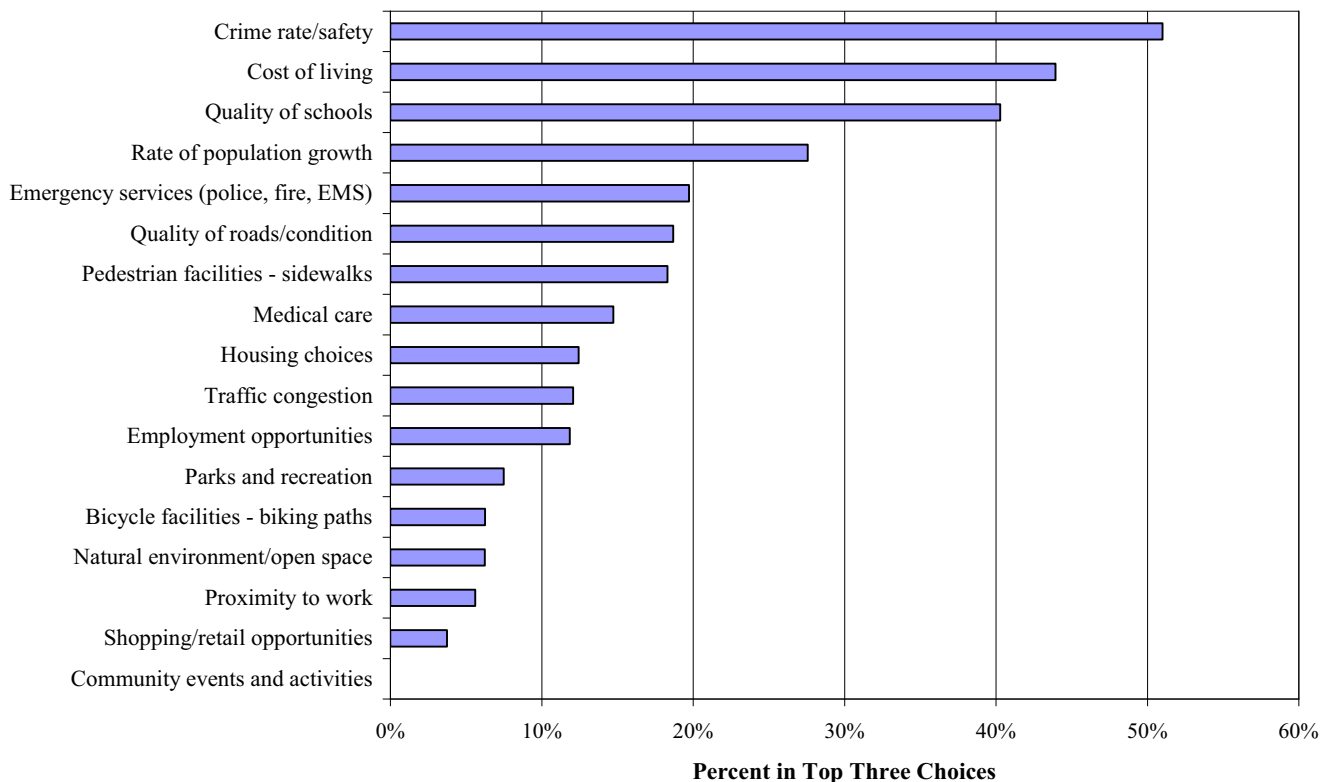
There were relatively few differences among the quality of life ratings by the various demographic groups. Respondents age 45 and older gave higher rating to medical care; those who work outside of Sun Prairie had lower levels of satisfaction with their proximity to work. Renters were more likely to be dissatisfied or very dissatisfied with housing choices and the quality and condition of roads in the City. Respondents who live in Area 2 were more satisfied with the City's crime rate/safety, while those who live in Area 5 were more satisfied with pedestrian facilities/sidewalks. Longer term residents (greater than 15 years) were less satisfied with the City's recent population growth rate.

Respondents were next asked to identify their top three priorities among the seventeen items on the preceding list. The cost of living received the highest proportion of votes in the most important category. Crime rate/safety received the highest percentage in the second most important category, and the quality of schools received the most votes as the third most important priority.

Figure 1 depicts the total percentage of each factor received as a top-three priority. This tabulation shows that crime/safety and the cost of living switched rank order; the quality of schools retained its third place ranking.

The SRC examined the levels of satisfaction for these top three priorities from the data in Table 2. None of the top three priorities were among the factors with the highest levels of satisfaction. Rather, the quality of schools and crime rate/safety tended to be in the middle of the pack (9th and 10th respectively), while the cost of living was nearer the bottom of the ratings (14th). This suggests a bit of a disconnect between the top priorities of the citizenry and their assessment of the quality of these features in Sun Prairie. It should be noted that the city has only limited control over the cost of living in Sun Prairie and the quality of the schools is, presumably, driven more by actions of the school board (and citizen votes on referenda) than by city administrators.

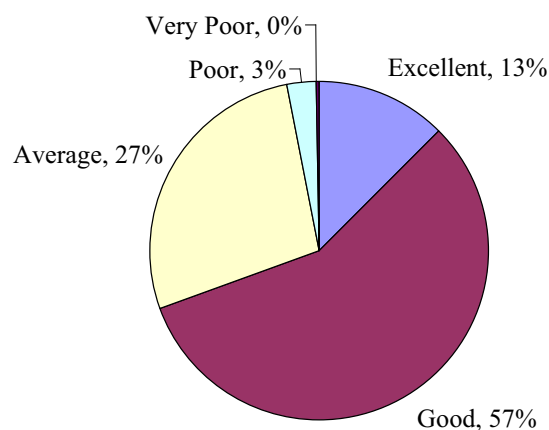
Figure 1. Quality of Life Priorities



Overall, respondents gave a positive rating to the quality of life in the City (Figure 2). The highest proportion rated the City's quality of life as good (57%), and another 13 percent said it was excellent. About one in four said that it is average. Only three percent rated the City's quality of life as poor, and none said it was very poor. This generally positive assessment of the City's overall quality of life was similar across all demographic groups.

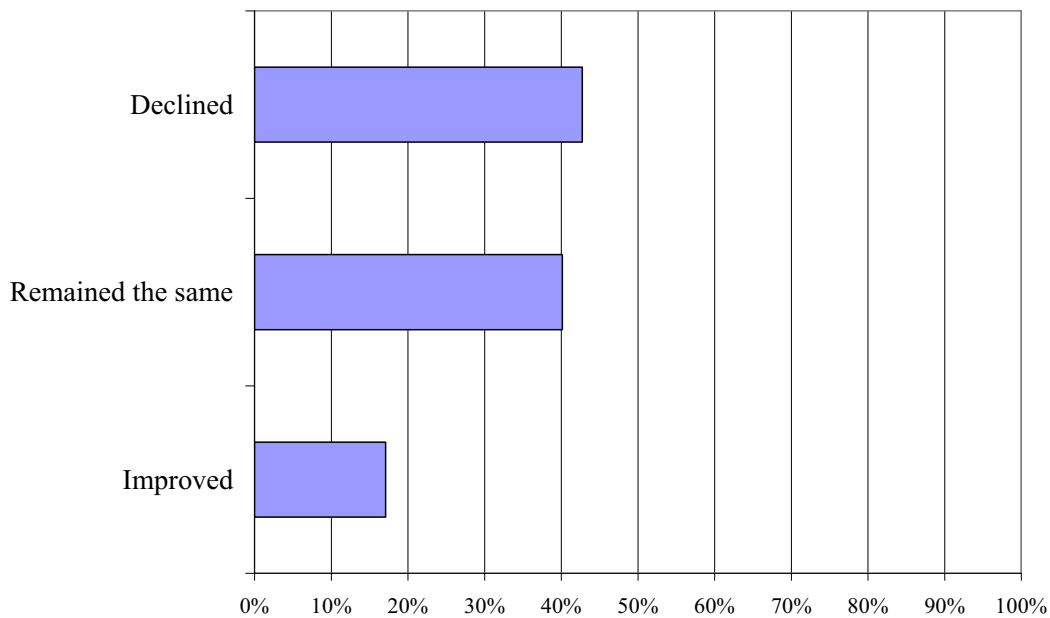
The SRC examined the factors that are associated with the rating that each respondent gave to the quality of life in the City of Sun Prairie. The two factors that have the largest impact on respondents' quality of life ratings were their levels satisfaction with the quality of the local schools and the crime rate. Other factors that were associated with the quality of life rating are satisfaction with community events/activities, cost of living, proximity to work, character of recent development, shopping/retail opportunities, quality and condition of roads, and natural environment/open space. All of these statistical relationships were positive, indicating that higher levels of satisfaction for these factors are associated with a higher rating for the City's overall quality of life. These findings suggest that a wide variety of factors influence the perceived quality of life among Sun Prairie residents, including basic government functions (crime/safety and the quality/condition of streets).

Figure 2. Overall Quality of Life Rating



The final two questions in this section asked residents about changes in the City's quality of life. The first of these questions asked how the quality of life had changed in the past five years. Among the residents who have lived in the City for at least five years, the results in Figure 3 show that respondents were about equally split between saying that the quality of life has remained the same (40%) or declined (43%) in recent years. Relatively few (17%) said they believe the quality of life has improved. In short, residents generally agreed that the quality of life is quite high in Sun Prairie (Figure 2), but they seemed to be quite uneasy about recent trends in the quality of life in their city (Figure 3).

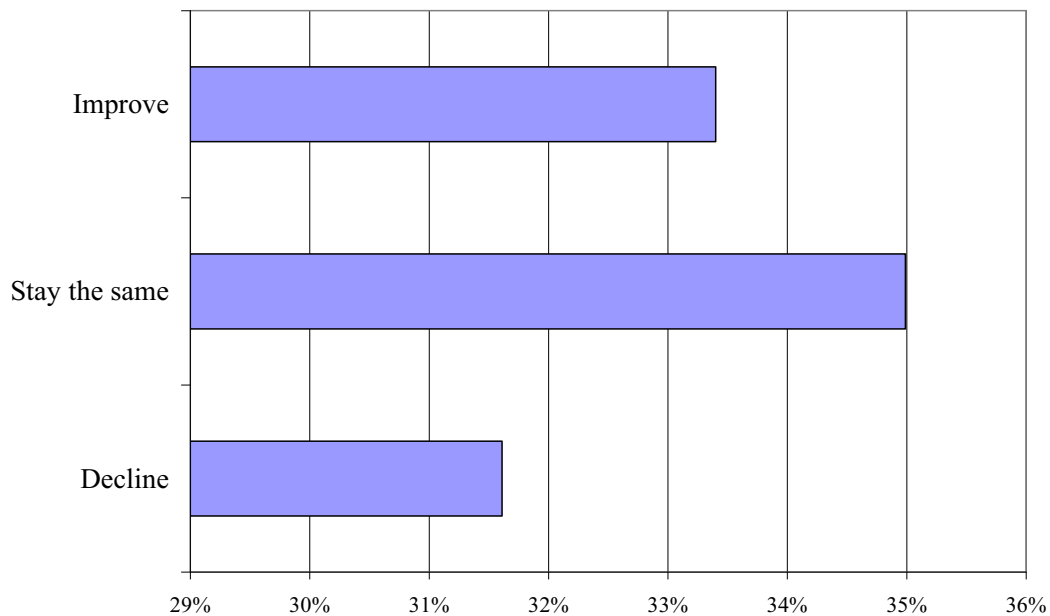
Figure 3. Change in Quality of Life in Past Five Years



Concerns about declines in the quality of life in Sun Prairie were significantly higher among long term residents (over 15 years) than for those more newly arrived in the City.

As for their view for the next five years, Sun Prairie residents said they are less negative about their future than they have been about the City's recent past (Figure 4). While only one in six said the quality of life had improved the previous five years, more than one in three believed the next five years will bring an improvement in the City's quality of life. However, nearly as many (32%) said they believe the quality of life in Sun Prairie will decline over the next five years. Thus, while they are more optimistic about the future of the city, Figure 4 reflects a high degree of ambivalence. Indeed, a pessimist would argue that roughly two-thirds of the respondents said that the city's quality of life will remain the same or decline.

Figure 4. Change in Quality of Life in Next Five Years



There were no significant differences among the various demographic groups in their views about the City's quality of life in the next five years.

The SRC compared responses to the question regarding recent changes in the quality of life and expectations for the quality of life in the next five years (Table 3). Those who said the quality of life has improved in recent years have a decidedly different view of the future than those who said the quality of life had remained the same or had declined.

- Respondents who said the quality of life had improved in the past five years are quite positive about the next five years. Three-fourths of them said the quality of life will continue to improve.
- Those who said the quality of life remained the same during the past five years, were generally pessimistic about the next five years. Two-thirds of this group said the quality of life will have declined.
- Those who said the quality of life in Sun Prairie has declined in the past five years are less pessimistic about change in the City's quality of life in the next five years than those who said it had remained the same. Half of those who said the quality of life had declined said it will remain the same five years in the future, but since they already said it had declined, this was not an entirely favorable view of the quality of life in Sun Prairie.

Table 3. Cross Tabulation of Past Quality of Life by Future Quality of Life

		Quality of Life in Past Five Years		
		Improved	Remained Same	Declined
Quality of Life in Next Five Years	Improve	74%	7%	27%
	Stay Same	20%	27%	54%
	Decline	6%	66%	19%
	Total	100%	100%	100%

Responses to the open ended question near the end of the survey indicated that Sun Prairie residents greatly value the proximity to Madison, the small town atmosphere, the cleanliness of the City, and friendliness of its people. For example, when asked to describe the best part about living in Sun Prairie, about 36 percent wrote being close to Madison. A third wrote comments that included advantages of living in a small town, including its friendliness. The following quotes are typical expressions of this positive view of Sun Prairie's quality of life.

"Sun Prairie provides a place to live close to Madison, yet far enough away to be peaceful."

"Small town feel with city conveniences nearby."

"Friendly community, small town feel with big town shops and access."

Responses to three open ended questions near the end of the survey also paralleled the concerns about changes in the City's quality of life. Of the 472 comments regarding their greatest concern about living in Sun Prairie, largest proportion (28%) related to the impact of growth and development. Nearly a quarter of the comments expressed a concern about rising property taxes. Many were very specific about the negative impact of development on the City's small town atmosphere and the cost of providing services to the rapidly expanding population. About 17 percent of respondents said their greatest concern is the increase in criminal activity. The following quotes are typical of the sentiment regarding the changes in the quality of life.

"It's growing so fast that we are starting to lose the small town feel."

"The development has happened so quickly. We moved here because it's close to Madison but not crowded. Many families have done the same and now it's not as quiet/subdued as it was in 2000."

"Out of control property taxes because of school building - Losing the small town feel."

Community Facilities and Services

City of Sun Prairie residents indicated a relatively high level of satisfaction with most community facilities and services.

Respondents were asked to rate their level of satisfaction with 12 community facilities and services. As shown in Table 4, a majority said they are satisfied or very satisfied with 10 of the 12 items. The proportions of those who said they are dissatisfied or very dissatisfied were relatively low for all items, with most in the single digits.

The library, parks and recreation, and electric service were the highest rated items: 79 percent to 81 percent of residents gave them satisfactory or very satisfactory ratings. It is noteworthy that more than half of those who are satisfied with the library said they are "very satisfied" with it. At least two-thirds of residents gave satisfactory or very satisfactory ratings to the water utility, police protection, recycling center, emergency medical services, sanitary sewer service, and fire protection. About half the respondents rated the local school system as satisfactory or very satisfactory, while slightly fewer than half said they found storm water management and downtown parking to be satisfactory or very satisfactory.

Table 4: Satisfaction With Community Facilities and Services

	Count	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Used
Library	495	43%	39%	11%	2%	1%	5%
Parks & recreation facilities	496	29%	52%	13%	3%	0%	3%
Electric service	498	16%	62%	17%	3%	1%	0%
Water utility service	495	13%	60%	23%	3%	1%	1%
Police protection	498	17%	54%	17%	5%	2%	5%
Recycling center	496	22%	48%	20%	3%	2%	6%
Emergency Medical Services (EMS)	500	19%	48%	16%	1%	1%	14%
Sanitary sewer service	494	13%	53%	28%	3%	1%	2%
Fire protection	496	17%	48%	15%	3%	1%	16%
School system	493	13%	37%	23%	9%	5%	12%
Storm water management	496	10%	37%	32%	13%	5%	2%
Downtown parking	500	6%	39%	31%	16%	4%	5%

Fire protection, emergency medical services, and the school system received substantially higher responses in the “haven’t used” category, ranging from 12 percent to 16 percent, than the other services listed. This is not surprising, since many City residents are not likely to have had occasion to use the services of the EMS or Fire Department, and many do not have children in school or who have recently attended school.

Respondents more than 45 years old, retirees, residents who have lived in Sun Prairie over 15 years, and those who work in Sun Prairie were more likely say they were satisfied or very satisfied with emergency medical services and fire protection. A higher proportion of respondents from households with less than \$50,000 annual income said they had not used the EMS service or have a neutral opinion about it.

Renters and residents of Area 2 were more likely to say they have a neutral opinion about the recycling center or haven’t used the recycling center. Longer term residents (over 15 years) were less likely to say they have not used the recycling center.

Economic Development

The results of the economic development section of the survey indicated that Sun Prairie residents would like to have additional retail/shopping opportunities in the City but have doubts about the desirability of multi-story commercial buildings. Respondents said they are pleased with the recent physical revitalization efforts in downtown. Many were neutral regarding the job opportunities available within Sun Prairie.

Respondents were asked their level of agreement with seven statements regarding economic development in the City. Their answers are summarized in Table 5. Sun Prairie residents were lukewarm, at best,

regarding the availability of employment opportunities in the City. The largest proportion of Sun Prairie residents said they have neutral opinions regarding employment opportunities in the City. The relatively high proportion of neutral opinions may be a reflection of the high percentage of commuters who reside in the City but whose place of work is elsewhere (See Table 1). More than 30 percent said they disagree or strongly disagree that job opportunities in Sun Prairie were satisfactory. Only one in five said they are satisfied with employment opportunities in the city. This pattern is consistent with the responses to a similar question regarding employment opportunities as a quality of life factor (See Table 2).

Table 5: Opinions About the Economic Development in Sun Prairie

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am <u>satisfied</u> with the availability of employment opportunities in Sun Prairie.	495	1%	19%	48%	26%	5%
I am <u>satisfied</u> with efforts being made to revitalize downtown Sun Prairie.	495	9%	50%	25%	14%	2%
I am <u>dissatisfied</u> with the availability of retail/shopping opportunities for me in Sun Prairie.	494	14%	35%	29%	18%	4%
Sun Prairie <u>should do more</u> to promote tourism.	496	5%	21%	50%	21%	4%
Sun Prairie <u>should offer</u> incentives for the re-development of properties along Main Street between the downtown and US 151.	490	10%	45%	27%	15%	4%
The appearance of new commercial development in the City <u>should be</u> regulated by design standards.	490	18%	44%	25%	9%	3%
Sun Prairie <u>should discourage</u> business developments with multi-story commercial buildings (3+ stories).	497	11%	27%	25%	27%	10%

A majority agreed or strongly agreed (59%) that they are satisfied with the efforts to revitalize downtown Sun Prairie. This finding is consistent with the data from a 2007 SRC survey of area residents' opinions about downtown Sun Prairie. That survey found that 57 percent of area residents said they like the look and feel of downtown Sun Prairie. Open ended comments in the downtown survey contained a strong theme of support for downtown revitalization efforts.

However, respondents indicated that they would like more improvements in the City's overall retail sector. A majority agreed or strongly agreed that the City should offer incentives for the re-development of properties along Main Street between downtown and Highway 151, and a near-majority agreed or strongly agreed that they are dissatisfied with retail/shopping opportunities in the City.

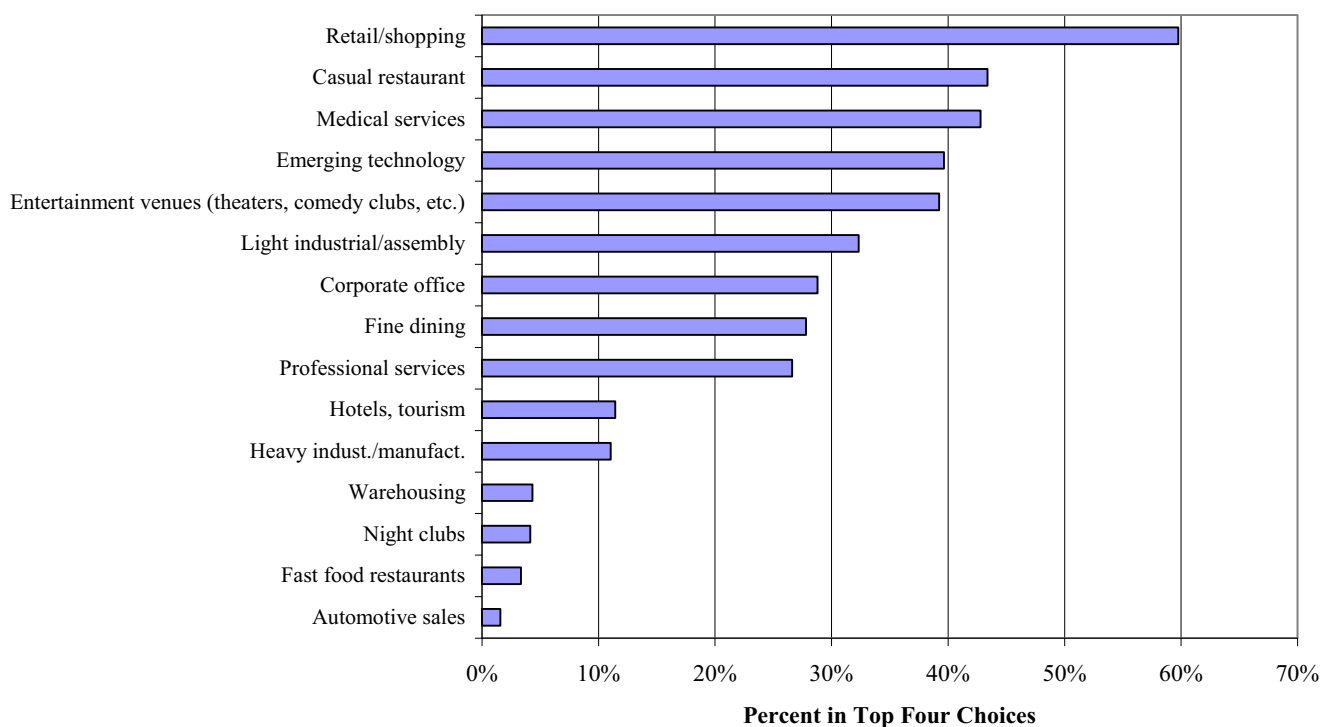
Respondents expressed a concern about the appearance and layout of commercial development. More than 60 percent favored design standards for new commercial developments in the City. Residents were less sure, however, about whether it's a good idea for the City to discourage multi-story (3 or more stories) commercial buildings. While 38 percent agreed or strongly agreed, a nearly equal percentage (37%) disagreed or strongly disagreed. One in four said they are neutral regarding multi-story commercial buildings.

Sun Prairie residents did not have strong opinions about tourism development as an economic development strategy for the City. Half said they are neutral, while the remaining half was evenly split between agreement and disagreement.

The relative ambivalence of opinions about multi-story commercial buildings and tourism as an economic development strategy suggest the need for additional public discussion and education about the benefits and costs of these economic development alternatives.

The final question in the Economic Development section of the questionnaire presented a list of 15 types of businesses and asked the respondent to identify the four most important types for Sun Prairie. Their choices are shown in Figure 5. As we have seen in previous questions (see Table 2 and Table 4), respondents expressed a desire for more retail/shopping opportunities in the City. Six in ten residents selected retail/shopping among their top four choices. A group of four business types were clustered around 40 percent: casual restaurant, medical services, emerging technology, and entertainment venues. In the middle of the pack were light industry/assembly, corporate offices, fine dining, and professional services, ranging between 27 percent and 32 percent. Few respondents placed hotels/tourism and heavy industry/manufacturing among their top four (11 percent each). Warehousing, night clubs, fast food restaurants, and automotive sales were at the bottom of the importance spectrum; fewer than five percent of residents chose any of these businesses among their top four choices.

Figure 5. Most Important Businesses for Future Development in Sun Prairie



Among the demographic groups:

- women were more likely to have included retail/shopping among their top four choices.
- respondents who work outside of Sun Prairie were more likely to favor a casual restaurant.
- a higher proportion of men and homeowners included emerging technology among their choices, while fewer retirees identified this as a top option

- entertainment venues were more frequently included in the choices of those who rent their place of residence, while retirees were less likely to have chosen entertainment venues
- light industry/assembly was chosen more frequently by those who have lived in the City more than 15 years, those who are over 45 years old, and retirees.

Transportation

The responses to the transportation questions in the survey revealed concern among residents about the City's streets, including the adequacy of the street network, maintenance of existing streets, and snow removal. Respondents said they are not likely to use transit options (bus or light rail) between Sun Prairie and Madison but are interested in a park and ride facility in Sun Prairie. Residents said they would like new major streets to be designed to accommodate bicycles.

As shown in Figure 6, a large majority of respondents said they favor requiring sidewalks in new retail areas, and more than two in three said they believe truck traffic should be routed around, rather than through, downtown. More than six in ten said a park and ride facility is needed in Sun Prairie.

Fewer than half of respondents (39%) agreed or strongly agreed that there are sufficient opportunities for bicycle travel throughout Sun Prairie, and a majority would like all new major streets be designed to accommodate bicycle traffic. A majority said there are sufficient opportunities for pedestrian travel throughout Sun Prairie.

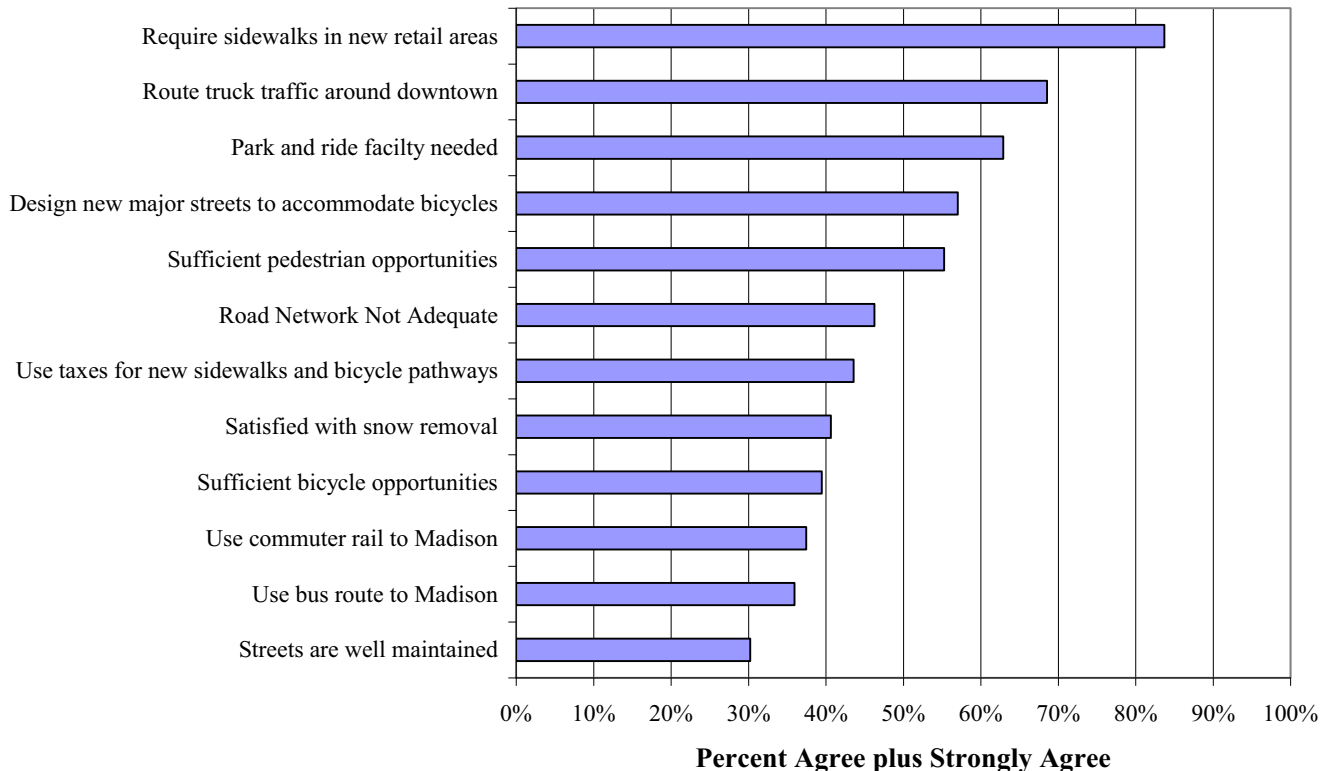
When asked about the use of local taxes for new sidewalks and bicycle pathways to promote walking and bicycling in the City, a plurality (44%) agreed or strongly agreed; a third disagreed or strongly disagreed, while one in four was neutral.

Mass transit options (commuter rail and bus) between Sun Prairie and Madison did not receive substantial support, although the recent spike in gasoline prices was not in full force at the time of the survey.

One of the most noteworthy set of responses within this group of questions was the pattern of dissatisfaction regarding the adequacy of the street network and the maintenance of the City's streets. Nearly half (47%) of the respondents agreed or strongly agreed that the overall network of City streets is not adequate for the needs of the community. Fewer than one third said they believe the City's streets are well maintained. Both results speak to a need to focus on improving this component of basic infrastructure within Sun Prairie.

The third question pertaining to streets that indicated substantial dissatisfaction was in regard to snow removal. Although 42 percent were dissatisfied or very dissatisfied with snow removal on the City's streets, it is worth noting that this survey happened to be conducted immediately following a winter that set a new record for snowfall in the area and that the budgets of local governments have been stretched thin while coping with the difficulties inherent in managing snow removal in these circumstances. Given this situation, it is not clear whether the relatively low ratings given by Sun Prairie respondents were a reflection of recent challenges related to the extraordinary amount of snow during the past winter or were a more basic expression of a concern about this service.

Figure 6. Transportation Issues



Retirees were more likely to have a neutral opinion regarding whether new major streets should be designed to accommodate bicycle traffic. A higher proportion of renters felt that the City's road network is inadequate. Renters were also more likely to agree that they would use a commuter rail service or bus service to Madison. Higher income households (above \$50,000) were much less likely to say they would use bus service between Sun Prairie and Madison.

Housing

The overall results of the housing section support concerns voiced in other parts of the survey about the rate of growth in Sun Prairie. Residents said they do not generally support approving the construction of additional housing unit and feel that the existing housing stock offers both a good variety and high quality. The most important characteristic Sun Prairie residents look for in a neighborhood is a nice appearance.

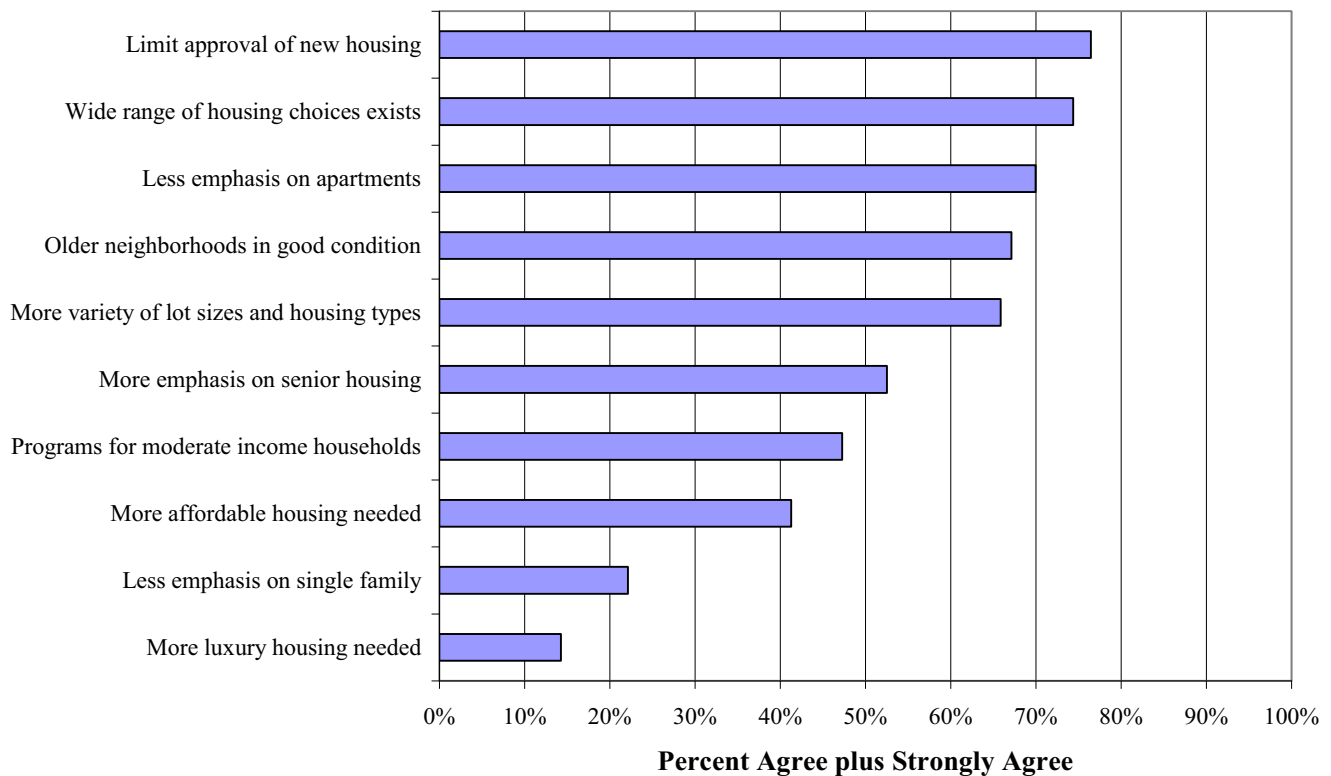
The group of housing questions was preceded with data regarding recent housing trends in the City (e.g. that 6,450 housing units were built in Sun Prairie between 1990 and 2007 and that areas for new housing units have been approved that would add an additional 4,000 units when fully developed. See the text preceding question 27 in Appendix C for the complete set of information provided respondents prior to this question). These data were used to provide the respondent with context for responding to ten questions. The responses are summarized in Figure 7.

Three of four Sun Prairie residents strongly agreed or agreed that the City should limit the approval of new housing units given the number of units that have already been approved. This response was consistent with the concern about the rate of population growth in the City expressed by survey respondents in the Quality of Life section (see Table 2) and in the comments included in open-ended questions.

Nearly three-fourths agreed or strongly agreed that a wide variety of housing choices exists in Sun Prairie, but two-thirds would like to see more variety in the lot sizes and types of housing in the City. There are types of housing that residents would like to see more of (single family units, senior housing) and others they would de-emphasize (apartments, affordable housing for families with less than \$50,000 in annual income, and luxury housing).

Two thirds of Sun Prairie residents agreed or strongly agreed that houses within older neighborhoods are generally in good condition.

Figure 7. Housing Options



The responses to the opened ended questions near the end of the survey paralleled the opinions expressed in the responses to the housing questions. The rapid increase of the number of housing units in the City was a top concern, with 28 percent of the responses to a question about “greatest concern about living in Sun Prairie” being related to growth and development. A significant number of comments were specifically directed at the proliferation of apartment units, which is supports the results in Figure 7 indicating that 70 percent of residents would prefer less emphasis on apartments in the City’s housing mix. The following quote expresses this opinion.

“Too many apt. complexes being built”

There were numerous differences of opinion about the housing questions among the various demographic groups. In general, these demographic differences reflect the self-interests of the particular group. A substantially larger proportion of residents over age 45 agreed or strongly agreed that there should be a stronger emphasis on senior housing. This age group was also more likely to agree or strongly agree that houses within the older neighborhoods of the City are generally in good condition.

Retired respondents were more likely to agree or strongly agree that more emphasis should be placed on housing options for seniors and affordable housing for households with incomes under \$50,000.

Homeowners were much more likely to agree or strongly agree that the City should place less emphasis on building apartments. A much greater proportion of renters said the City needs more affordable housing for households with less than \$50,000 income and programs to assist moderate income households to purchase or rehabilitate homes. Renters were more likely to disagree or have a neutral opinion that the City has a wide range of housing choices.

Residents from Area 3 were more likely to strongly agree that there should be a greater emphasis on senior housing. Those living in Area 1 and Area 5 were more likely to disagree or strongly disagree that there is a need for more affordable housing for households with less than \$50,000 income.

A higher proportion of long term residents (over 15 years) agreed or strongly agreed that more housing options are needed for seniors and that houses in older neighborhoods are generally in good condition.

Respondents from households with less than \$50,000 income were much more likely to agree or strongly agree that more affordable housing is needed for their income group and are more likely to agree or strongly agree that new developments should contain a variety of lot sizes and housing types.

A final question in the group of housing questions asked respondents to list their top three characteristics desirable in a neighborhood. The SRC compiled these written comments into various categories.

As shown in Table 6, the top characteristic was the appearance/aesthetics of the neighborhood. Maintenance and cleanliness were the two most frequently mentioned topics within this category. A typical desirable characteristic was stated as, *“Well maintained property and buildings.”*

Parks/recreation, streets/sidewalks/traffic, and safety were rated similarly. Within the parks/recreation category, respondents most frequently said simply, *“Parks.”* Residents also frequently listed recreational trails/paths and open space as desirable.

Within the group of comments related to sidewalks and streets, respondents placed importance on the presence of sidewalks for safety and convenience. They also said they find low traffic on their streets to be desirable as well as appropriate street maintenance.

Table 6: Desirable Characteristics in a Neighborhood		
Characteristic	Count	Percent
Appearance and Aesthetics	263	21.8%
Parks and Recreation	196	16.2%
Streets-Sidewalks-Traffic	172	14.2%
Safety	147	12.2%
People	88	7.3%
School	68	5.6%
Design and lot size	65	5.4%
Peace and Quiet	54	4.8%
Retail-Services	48	4.0%
Housing Types	29	2.4%
Housing Cost	11	0.9%
Location	11	0.9%
Miscellaneous	56	4.6%
Total	1,208	100%

Safety was also listed as prime desirable characteristic. In this context, the term was most frequently applied to freedom from criminal activity, although a few comments were related to fire and EMS service.

For the complete list of desirable characteristics in a neighborhood, refer to Appendix B.

Land Use and Growth

Responses in the “Land Use and Growth” segment of the survey confirmed again citizens’ concerns about the rapid rate of population growth in the City. They also seem somewhat concerned about the character of recent developments. Residents did not think that the City is too restrictive in guiding the location of new development, and would like to see more cooperation between neighboring governments to address growth issues. The most important concerns about growth were the impact on property taxes and increases in the crime rate.

More than six in ten residents said that the current rate of growth is too fast, which is consistent with concerns voiced in other parts of the survey about the rate of growth in Sun Prairie (see Table 2 and Figure 7). The strength of this concern is highlighted by the fact that more than half of those agreeing that this is a problem said they “strongly agree.” As shown in Table 7, a substantial minority of respondents (40%) said they are satisfied with the character of recent development. However, a third said they are dissatisfied with recent developments and one in four had a neutral opinion.

Table 7: Opinions about Land Use and Growth

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am <u>satisfied</u> with the character of recent development that has occurred in Sun Prairie.	481	3%	37%	27%	24%	8%
Sun Prairie <u>is</u> growing too fast.	494	32%	29%	21%	16%	2%
The city <u>is</u> too restrictive in guiding where new development occurs	490	2%	10%	46%	30%	13%
Commercial building design standards, especially in highly visible areas, <u>are</u> important for promoting a positive community image.	490	24%	52%	19%	4%	1%
More cooperation <u>is</u> needed between neighboring local governments as communities grow.	494	18%	59%	21%	1%	0%

The responses to the open ended questions at the end of the survey were consistent with the opinion that Sun Prairie is growing too fast. When asked for three words to describe Sun Prairie, 20 percent were negative expressions related to the City’s rapid growth. Additionally, when asked for their greatest concern about living in Sun Prairie, the highest proportion of comments (28%) were expressions of dissatisfaction with the growth and development within the past few years (see selected quotes in the Quality of Life section of this report).

Relatively few agreed or strongly agreed that the City is too restrictive regarding the location of development. The largest proportion had a neutral opinion (46%).

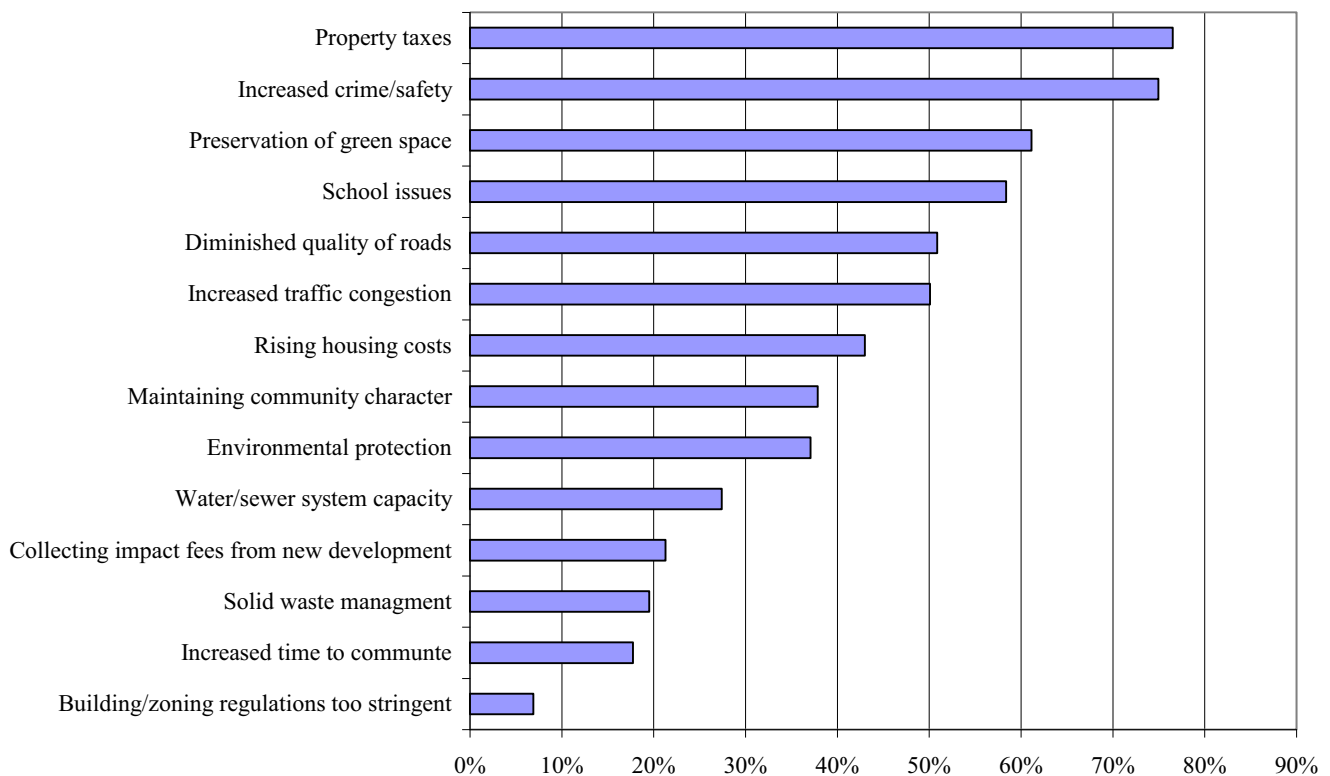
A strong majority of residents (76%) supported commercial building standards as a means to promote a positive community image.

Sun Prairie residents favored intergovernmental cooperation with the City's neighbors. More than two-thirds said more cooperation is needed between neighboring local governments as communities grow.

Residents from Area 2 were less likely to say that Sun Prairie is growing too fast than those residing in other areas of the City. Long term residents (over 15 years) were more likely to be dissatisfied with the character of recent development in the City and to agree that the City's growth has been too fast.

Respondents were then given the opportunity to identify specific issues of concern regarding the City's growth. They were presented with a list of issues and asked to mark those that were of concern to them. The results are presented in Figure 8.

Figure 8. Concerns About City Growth



At the top of the list of concerns were property taxes and crime/safety issues. More than three of four City residents said they were concerned about the impact of the City's growth on these two items. About six in ten said they are concerned about the preservation of green space and about school issues. Half the respondents indicated concerns about the quality of streets/roads and traffic congestion, but fewer than 20 percent identified increased commute time as a concern. About four in ten identified rising housing costs, maintaining community character, and environmental protection. The impact of growth on the City services such as water/sewer capacity and solid waste management was a concern to 27 percent and 20 percent of respondents respectively.

As we have seen in earlier sections of this report, the written comments in the three open ended questions were consistent with the responses to the priority concerns shown in Figure 8. High property taxes was the second most frequently listed concern in the open ended question asking for the top concern about living in Sun Prairie, with 23 percent of respondents listing it. Crime and safety concerns were ranked third most important, being cited by 17 percent of the respondents.

“My property taxes have increased 67% in ten years - retired people on fixed incomes are being forced out of their homes.”

“Not as safe as it used to be; increase in crime rate.”

A higher proportion of female respondents and those whose place of work is in Sun Prairie included rising housing costs among their concerns. Those who work in Sun Prairie were also more likely to be concerned about the impact of growth on the capacity of the City’s sewer and water system. Retired respondents were less likely to include school issues among their concerns. Renters were more likely to include rising housing costs and school issues among their concerns; at the same time, understandably, fewer renters included property taxes among their concerns.

Energy Efficiency and Conservation

Residents were generally supportive of energy conserving options for the City. Large majorities supported the use of alternative energy in City-owned buildings as well as City-sponsored incentives for private homes and buildings to be constructed for greater energy efficiency. More than twice as many respondents (46%) supported purchasing more expensive energy-efficient vehicles for City use as were opposed (22%); nearly one-third have yet to make up their minds on this issue.

As shown in Table 8, Sun Prairie residents strongly believe that new neighborhoods should be designed to be more pedestrian friendly (81% agree or strongly agree). Seven in ten agreed or strongly agreed that there should be City incentives for energy efficient construction practices in homes and buildings and that municipal buildings should use alternative energy. At the same time, residents were less sure that the City should purchase energy efficient vehicles if they are more expensive. Slightly fewer than half of the respondents disagreed or strongly disagreed that the City should not make such purchases, and about a third were neutral. Perhaps their hesitancy was based on their concerns about property tax rates (Figure 8).

Table 8: Opinions About Energy Efficiency and Conservation

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
City incentives <u>should</u> be offered for homes and buildings that are built to be more energy efficient.	491	24%	46%	19%	9%	2%
New neighborhoods <u>should</u> be designed so that they are more pedestrian friendly.	491	21%	60%	16%	2%	1%
City buildings and facilities <u>should</u> use alternative energy sources (e.g., solar).	491	25%	46%	25%	3%	1%
The City <u>should not</u> purchase vehicles that are more energy efficient if they are more expensive.	486	5%	17%	32%	34%	12%

Long term residents were less likely to agree or strongly agree that the City should offer incentives for more energy efficient homes and buildings.

Natural and Cultural Resources

Residents said they are generally satisfied with the quality of the natural resources in the City and recreational opportunities in their neighborhoods. At the same time, they were interested in the creation of an area-wide open space network and connecting the City to the area bike and pedestrian trail system. City residents did not have a clear cut opinion regarding whether Sun Prairie has a distinct sense of community, but viewed maintenance of the cultural and historical nature of downtown as important. Respondents did not favor a performing arts center or promoting tourism based on being the birthplace of Georgia O’Keeffe.

As shown in Table 9, nearly seven in ten said they agreed (65%) or strongly agreed (4%) that they are satisfied with the overall quality of Sun Prairie’s natural environment. When asked if the City is spending too little to maintain, improve, or protect natural resources, six in ten said they have a neutral opinion. The remaining proportions were about equally split between those who agreed and those who did not agree.

Respondents were unsure whether the use of alternative types of development, such as clustering homes, is a good idea for protecting natural resources. About a third agreed or strongly agreed, and about a quarter disagreed or strongly disagreed; the largest proportion said they had a neutral opinion (40%).

Nearly six in ten agreed or strongly agreed there are sufficient recreational opportunities in their neighborhood. About one in four had a neutral opinion, and relatively few (17%) disagreed.

A majority of Sun Prairie residents said the City should help create an area-wide open space network. While most expressed support for Sun Prairie helping to create an area-wide open space network, there was a relatively high proportion of neutral responses (42%), tempering the 52 percent who agreed or strongly agreed with this idea. Nearly two-thirds said the City should connect to the area bicycle and trail system.

Table 9: Opinions About Natural Resources						
	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Overall, I am <u>satisfied</u> with the quality of our natural environment in Sun Prairie.	494	4%	65%	22%	8%	1%
Sun Prairie <u>should</u> help create an area-wide open space network.	490	8%	44%	42%	6%	1%
Sun Prairie <u>should</u> connect to the area bicycle and pedestrian trail system.	493	15%	50%	29%	5%	1%
There are <u>sufficient</u> recreational opportunities in my neighborhood.	495	6%	53%	23%	16%	1%
The City <u>is not</u> spending enough to maintain, improve, or protect natural resources.	495	2%	15%	61%	20%	2%
I <u>support</u> alternate development types, such as clustering homes, to protect natural resources.	492	4%	29%	40%	22%	4%

Among the various demographic groups, renters and respondents from households with less than \$50,000 annual income were less satisfied with the recreational opportunities in their neighborhoods.

Table 10: Opinions About Cultural Resources

	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Sun Prairie <u>has</u> a distinct sense of community.	493	5%	36%	34%	20%	5%
Maintaining the historical and cultural character of downtown Sun Prairie <u>is not</u> important.	493	3%	12%	18%	50%	17%
The City <u>should</u> adopt rules for the preservation of historic downtown buildings.	494	13%	51%	24%	9%	3%
<u>No public funds should</u> be used for historic preservation in the City.	494	6%	18%	38%	31%	8%
The City <u>has</u> a need for a performing arts center.	495	6%	18%	34%	29%	13%
There are a <u>sufficient</u> number of events and festivals in the City.	492	5%	47%	32%	16%	1%
The City <u>should</u> promote more tourism based upon the birthplace of Georgia O’Keeffe.	489	3%	13%	43%	30%	10%

More agreed or strongly agreed (41%) than disagreed or strongly disagreed (25%), that the City has a distinct sense of community, while a third had a neutral opinion.

Two-thirds disagreed or strongly disagreed that maintaining the historical and cultural character of downtown is not important. Nearly as many said they support rules for the preservation of historic downtown buildings. They were less sure, however, about the use of public funds for historic preservation. Only about one in four were opposed to the use of public funds, but 38 percent said they are neutral.

A majority of Sun Prairie residents appear to be satisfied with the number of events and festivals in the City; 53 percent said they agreed or strongly agreed the present number is sufficient. A separate survey focused on downtown Sun Prairie conducted in 2007 by the SRC found that the Corn Festival and the Farmers Market were the most frequently attended downtown events.

There was not substantial support for a performing arts center in the City; a plurality (42%) disagreed or strongly disagreed, and a third of respondents were neutral. Nor is there strong support for promoting tourism based on being the birthplace of artist Georgia O’Keeffe; only 19 percent agreed or strongly agreed, while 43 percent had a neutral opinion.

Female respondents were more likely to support the need for a performing arts center.

Community Priorities

When it comes to identifying the top community priorities for Sun Prairie, residents stressed economic development and public safety. Improvements in the City’s transportation infrastructure were also identified as a priority.

The final section of the survey asked respondents to identify their top priorities for the City. They were presented with a list of issues and asked to identify their top three items. The results are presented in Figure 9.

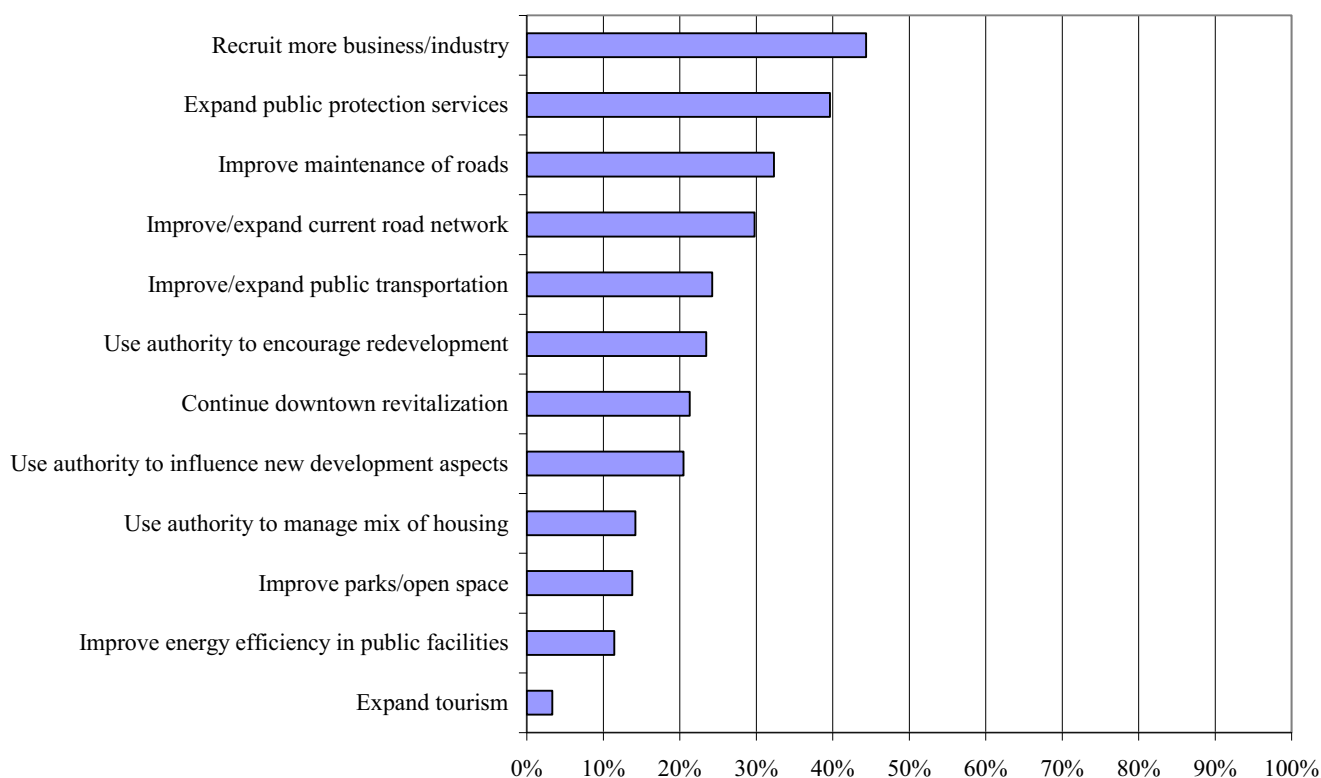
Economic development and public protection services were the top two priorities. Forty-four percent of respondents said recruitment of more business/industry was among their top three priorities. Nearly as many included expansion of public protection services as one of their top three priorities. These rankings are consistent with earlier questions. For example, with respect to the desire for more business/industry, in an earlier question Sun Prairie residents indicated a relatively low level of satisfaction with employment opportunities the City (see Table 4). Further, in Figure 8 Sun Prairie residents said that increased crime was a top-rated concern. Thus, the expansion of public protection services as a community priority is a logical expression of that concern.

Expanding the capacity of the existing road network and improving maintenance of roads/streets were the next highest priorities, with about 30 percent of respondents including them among their top three choices.

Between 20 and 25 percent included the following in their selections: improve/expand public transportation, use the City's authority to encourage redevelopment, continue downtown revitalization, and use the City's authority to influence the rate, quality, and style of new development.

Relatively few (less than 15%) included the remaining items among their top three choices: use City authority to influence the mix of housing, improve parks/open space, improve the energy efficiency in public facilities, and expand tourism.

Figure 9. Community Priorities



Male respondents were more likely to have included the recruitment of more business/industry and improved road maintenance among their choices. A higher proportion of renters included the expansion of public transit to Madison in their priorities. Respondents who live in Area 3 were less likely to include the use of City authority to manage the mix of housing in the City among their top three priorities.

Conclusions

Residents of the City consider Sun Prairie to be a good place to live and give a relatively high rating to the City's quality of life. Their written comments reveal that they value the small town atmosphere they experience in Sun Prairie. Residents like the fact that the City is a friendly, peaceful place that is attractive and clean. In addition, they find the proximity to Madison to be an asset.

At the same time, the rate of growth and the change that has come to the City is causing a sense of unease among a substantial percentage of the City's residents. There is a pattern among the responses that was broadly consistent across different sections of the questionnaire in which City residents expressed a common concern about impacts of the rapid growth that Sun Prairie has experienced in recent years.

A majority of residents said the City is growing too fast, nearly one-third were not satisfied with the character of recent development in the City, and 40 percent said the quality of life in Sun Prairie has declined in the past five years. They are concerned about impacts on property taxes, crime rate, green space, the local school system, and the City's streets. Many residents are concerned that the very attributes they find attractive about Sun Prairie are eroding with the rapid growth of the City and are seemingly open to a "time out."

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents are not satisfied with available employment opportunities in the City (Question 7), whereas most of those who returned their questionnaire said they are satisfied with the employment opportunities available to them in the City. In this case, non-response bias would exist, and the raw results would overstate public’s opinion about employment opportunities in the City of Sun Prairie.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are representative of that group. In this survey, 403 people responded to the first mailing, and 104 responded to the second mailing.

We found 15 variables with statistically significant differences between the mean responses of these two groups of respondents (Table A1) out of 127 tested. These variables are fairly randomly distributed throughout the questionnaire and show no clear pattern. Table A1 indicates that even when statistical differences exist, the magnitude of this difference is very small. **The Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.**

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1c. Crime rate/safety	2.66	3.10	.000
Q1d. Emergency services (police, fire, EMS)	2.02	2.22	.026
Q1e. Employment opportunities	2.87	3.15	.005
Q1f. Housing choices	2.35	2.54	.042
Q3. Quality of Life rating	2.18	2.35	.027
Q6b. Electric service	2.08	2.26	.036
Q6e. Library	1.88	2.25	.007
Q6j. Storm water management	2.69	2.95	.036
Q14a. Automotive sales	.01	.04	.037
Q14j. Light industry/assembly	.34	.24	.042
Q36. Moderate income housing programs	2.76	2.52	.045
Q43b. Building/zoning regulations too stringent	.06	.12	.037
Q43f. Property taxes	.79	.68	.026
Q50. Connect to the area bicycle and pedestrian trail system	2.22	2.41	.032
Q62b. Recruit more business/industry	.48	.30	.001

Appendix B – City of Sun Prairie Written Comments

Question 14

Please identify which of the items from the list below, a-p, in your opinion, are the four most important types of future business that are best for the Sun Prairie community.

‘Other responses’

Entertainment (5 responses)

- Movie theater
- Activities for children - roller dome, climbing walls
- Golf course
- Kid's entertainment
- Music performance space (small)

Grocery/Food (5 responses)

- Large grocery store (Woodman's) (2x)
- Carlos O'Kellys
- Good food store
- Locally available organic foods

Retail (3 responses)

- Clothing retail - there is no place to buy clothing except Wal-Mart
- Retail
- Retail - clothing only

Community (2 responses)

- Assisted living facilities for seniors
- Community center for kids

Miscellaneous (10 responses)

- All equally important
- Anything that offers well paying job opportunities
- Bus route from Sun Prairie to Madison
- Education
- Have enough and are close to Madison's east side
- Hospital
- Industries that will best help the tax base.
- No Target or Woodman's - not needed
- RV Store
- Small business

Question 37

Please list three characteristics you find most desirable in a neighborhood. (1,208 responses)

Appearance and Aesthetics (263 responses)

- Well maintained property and buildings (22x)
- Trees (21x)
- Well kept properties (20x)
- Homes are maintained (17x)
- Clean (15x)
- Clean/neat yards (13x)
- Up keep of lots, homes (10x)
- Cleanliness (7x)
- Mature trees (7x)
- No junk cars or other junk left lying around (7x)

- Landscaping (6x)
- Well lighted (6x)
- Variety of architecture (5x)
- Good lighting at night (4x)
- Aesthetics (2x)
- Appearance (2x)
- Clean sidewalks (2x)
- Clean, neat, well maintained streets (2x)
- Condition of surrounding homes (2x)
- House conditions and lawns (2x)
- Neatness (2x)
- No vehicles or RV's parked in driveway (2x)
- Overall appearance and cleanliness (2x)
- Properties well maintained (2x)
- A desire to maintain your property
- Appealing appearance
- Appearance of homes
- Appearance of streets and lawns in neighborhoods "curb appeal"
- Appearance of the neighborhood
- Architectural design and cleanliness
- Attractive homes
- Balance of housing types
- Beauty of the area
- Clean and neat neighborhood
- Clean area
- Clean, well taken care of
- Cleanliness, kept up well, well maintained
- Condition of homes
- Contemporary
- Cul-de-sac style
- Curb appeal if surrounding houses
- Curb looks - clean but not sterile
- Desirable appearance
- Diversity in building style
- Each house being unique. No mass produced subdivisions South 2-3 house floor plans
- General cleanliness of area
- Good up-keep
- Good up-keep of property and land
- Home and yards are well maintained.
- Homes set back from street
- Homes with character
- House, garage, buildings well maintained
- How things are look around
- It maintains or enhances its character
- Keep clean
- Keep communities well maintained
- Keeping it clean
- Keeping yards presentable
- Landscape restrictions- minimums enforced
- Landscaping
- Lack of good maintenance
- Maintain house, lawns, and driveway
- Managed housing
- Manicured lawns
- Maturity (growth of trees, landscaping and general surroundings)
- Mix of housing styles

- Modern
- Nature in out area
- Nature, i.e. trees, lawns
- Neat and clean
- Neat and controlled
- Neat homes
- Neat, clean - neighbors who keep yard looking nice
- Neat, well - kept like Sun Prairie was before all this welfare housing
- Neighborhood/homes in good condition
- Neighboring houses/appearance
- Neighbors who take care of their yards and home
- Newer homes
- Nice houses, well maintained
- Not cookie cutter
- New attractive homes
- Number of mature trees and/or water (lakes/streams).
- Numerous styles of architecture
- Older established neighborhoods
- Other homes well maintained
- Outside area mowed, not trash and junk cars
- Overall cleanliness
- People take care of their properties
- Pride
- Pride in ownership (proper maintenance, etc.)
- Pride in ownership
- Pride in ownership regardless of house value
- Quality and condition of neighborhood
- Quality of living conditions maintained
- Similar type housing
- Some similarity of housing design
- State/condition of houses
- Tidy homes
- Traditional neighborhood design
- Traditional neighborhoods look bad and don't sell
- Tree lined streets
- Trees, shrubs
- Uniformity of house styles
- Updated appearance
- Visually appealing/aesthetics
- Well-maintained
- Wooded

Parks- Recreation (196 responses)

- Parks (75x)
- Green space (28x)
- Nearby parks (21x)
- Bike path (14x)
- Open space (7x)
- Playgrounds (5x)
- Neighborhood parks (3x)
- Nice parks (3x)
- A neighborhood that has park
- A place for kids, so they can have fun all year round for free
- Ability to run/bike in surrounding area
- Access to beach water
- Access to natural areas with sidewalks and bike trails

- Accessibility to parks or green space
- Accessible by bike and foot
- Athletic club
- BB courts or volleyball
- Community gathering space
- Good updated parks
- Green
- Have area for family activity (yard)
- Have plenty of parks and recreational areas (baseball fields and basketball courts)
- Having parks and recreation areas
- Large open space for parks and entertainment
- More open/park spaces
- More parks
- Nature preservation (green spaces)
- Nearby green space
- Neighborhood/community events
- Opportunities for activities/walking, biking paths
- Parks for children and dogs, places for families to go
- Parks, ponds, green belts
- Parks-recreation
- Pedestrian
- Pedestrian/bicycle paths
- Pedestrian facilities-sidewalks
- Pool at Kindred Hearts
- Proximity to local parks and recreation
- Proximity to parks w/ trees, biking-not swing set and slides, linked trail-50-75 miles
- Proximity to recreational facilities (parks, pool, athletic facilities)
- Room for kids to play (in yards and parks)
- Scenic parks
- Trails
- Walk ability
- Walking paths/bike paths
- Walking space
- Well maintained park/playground
- Well maintained parks with play grounds, tennis courts, ball diamonds

Streets – Sidewalks – Traffic (172 responses)

- Sidewalks (47x)
- Low traffic (31x)
- Well maintained streets and curbs (22x)
- Wide streets (8x)
- Access to highway (6x)
- Not a lot of traffic (6x)
- Well lit streets (6x)
- Not a lot of through traffic (5x)
- Parking space (3x)
- Restricted parking (3x)
- Sufficient off-street parking (3x)
- Safe traffic flow (2x)
- Transportation (2x)
- Well maintained sidewalk (2x)
- Ability to walk to destinations
- Adequate streets for traffic and walking
- Appearance of streets
- Area (not busy streets)/location
- Cul-de-sacs

- Easy access/transportation
- Easy walking access
- Keeping the streets plowed/clean during winter
- Limited access by "outside" traffic
- Marked cross walks
- More truck traffic signs
- Narrow streets to slow down/discourage driving cars
- No cars on roadways
- No truck traffic
- No water puddles in the roads
- Public transportation
- Reasonable traffic flow, with speed monitored
- Roads
- Roads where speed is controlled (stop speeding)
- Safe personal and automotive travel options
- Set-back from street
- Sidewalk/bike lane maintenance and enforcement
- Snow removal
- Street construction
- Street that discourage people "cutting through" the neighborhood, few ins and outs in the neighborhood
- We are at the end of town, easy access to 151

Safety (147 responses)

- Safety (57x)
- Low crime/violence (25x)
- Safe (19x)
- Safe neighborhood (5x)
- Security (5x)
- Police protection (3x)
- Crime (2x)
- No crime (2x)
- Pedestrian friendly - sidewalks and street lights (2x)
- Crime free
- Crime protection
- EMS
- Fire department
- Fire Dept. - even though it is voluntary
- Gated community
- General safety
- Keep bad people out
- Little amount of riff raff wondering the streets
- More police officers, they need to awake at night
- New police/fire station
- No drugs
- No gangs loitering
- No trouble makers, crime, or problem people
- Not too many strange cars parked on the street.
- Pedestrian safety - especially for children
- Police dept
- Police dept. that provides safety and protection for citizens; not harassment!!!
- Police patrol
- Proximity to police and fire
- Safe streets
- Safety - especially for young, old, and handicapped
- Safety (sidewalks, traffic)
- Safety and security - Safety for children neighborhood feel

- Safety for walking
- Safety, no garbage, adequate lighting
- Safety:, well lit at night

People (88 responses)

- Friendliness (28x)
- Helpful, respectful, and friendly neighbors (14x)
- Good neighbors (8x)
- Families (3x)
- Family atmosphere (3x)
- Average age (2x)
- Diversity (2x)
- All residents, or vast majority, being gainfully employed and responsible
- Amount of children in neighborhoods
- Being friends (welcome new ones)
- Caring of neighbors and senior center.
- Children
- Community Cohesion
- Demographics
- Established residents
- Help older neighbors (storms).
- Helpfulness
- Is intergenerational
- Kindness of neighbors-pet friendly
- Mature established residents
- Mix of families with children and older adults
- Mix of old and young
- Multicultural
- Neighborhood feeling
- Neighborly people
- Neighborly residents
- Nice people
- People
- People who help each other out
- People who value their home/community
- Quality of people
- Residents that remain in the neighborhood
- Residents who are working or are retired
- Sociable
- Trustworthiness, you can depend on neighbors for a hand (helping).

School (68 responses)

- Close to school (34x)
- Schools (21x)
- Access to schools (3x)
- Good schools (3x)
- Quality Neighborhood schools (3x)
- Availability of schools
- School boundaries
- School District
- Schools with equal amounts of low income troublemakers

Design and Lot Size (65 responses)

- Good sized lots (34x)
- Space between homes (4x)
- Space (3x)

- Distance between homes (2x)
- Spacious (2x)
- A neighborhood with a lot of land, yard space.
- Adequate space between houses
- Decent sized lots - not postage stamp housing
- Elbow room.
- Fewer new developments
- Houses are not on top of each other
- Housing not packed in together
- Identity- cohesive
- Less crowded lot layout
- Moderate lot size to allow for green space
- Moderate size lots with trees
- No monolithic design standards
- Open
- Rural feel (houses not on top of each other, not clustered)
- Size of yards
- Sustainable design in neighborhood development
- Variety of lot sizes
- Well planned subdivisions
- Well-developed (soil and water has places to run)
- Well planned and designed

Peace and Quiet (54 responses)

- Quiet (31x)
- Quiet streets (low traffic) (10x)
- Quiet neighborhood (5x)
- Not much noise late at night (2x)
- Peace and quiet (2x)
- Peaceful (2x)
- Peace and quiet (enforce noise ordinance)
- Was a quiet place before a neighbor cut down trees that didn't even belong to him, now we can hear lots of traffic

Retail-Services (48 responses)

- Close proximity to retail/services (22x)
- Church (3x)
- Shopping (3x)
- Library location (2x)
- Stores (2x)
- Close to Madison
- Close to stores, but not stores or businesses in the neighborhood
- Dense population to support small restaurants and businesses and mass transit
- Good retail shopping
- Good services
- Grocery store
- Local shopping/restaurants
- Location for shopping, church, and medical needs
- More shops and restaurants in subdivisions
- Not near retail shops, restaurants
- Reliable public services
- Restaurants family style
- Retail shopping
- Retail/shopping, medical faculties, entertainment
- Some commercial/retail
- Stores (food, hardware type) on east end of town

Housing Types (29 responses)

- Single family housing (6x)
- No apartments (2x)
- All around other homes/not near apartment complex
- All single family homes
- Area with single family houses
- Assorted housing
- Consistency of housing. No mixed use
- Don't build anymore low income housing
- Homogeneous neighborhoods (not mixed housing)
- I don't like turning homes into rental property to help individuals or companies to benefit from it.
- Lack of group homes
- Less low income housing
- Limited number of apartments/duplexes
- No apartments
- No low income government assisted housing
- No more condos
- No more rentals
- No rentals of single family homes
- Occupant Owned
- Owner occupied
- Safety-type of houses (low income, rental)
- Single family
- Single family home neighborhood (no apartments near by)

Housing Cost (11 responses)

- Affordability (7x)
- Price (3x)
- Affordable for lower income yet safe neighborhood

Location (11 responses)

- Location (7x)
- Close to all
- Close to work
- Convenience
- Easy access

Miscellaneous (58 responses)

- Taxes (6 responses)
 - Low taxes (2x)
 - None: moving!!! Home tax too high!
 - Reasonable property taxes
 - Taxes
 - Taxes of homes
- Pets/Animals (4 responses)
 - Controlled pet growth
 - Dog control (# of dogs, barking, cleaning up after)
 - Pet free
 - Reduce the pet population
- Privacy (4x)
- Storm water Management (4 responses)
 - Adequate storm water control
 - Groundwater control
 - Proper storm water flow – dry basements
 - Storm water management

- Underground utilities (3x)
- Activities at Colonial Club
- Compatible
- Enclosed trash dumpsters-but its not enforced.
- Energy safety codes
- Fresh air
- Fun
- Garage doors shut at all times
- Good neighborhood
- Hockey
- Homes
- Home sizes
- Increasing property values, developing neighborhood and community
- Less removal and wrecking the land for the development - work with what is there. Don't just flatten it and put in roads.
- Less restrictions on use of yard
- Low turnover in housing
- Neutral
- New developments
- Nicer than Madison
- Not much now. Was a great place before Krause built all his office buildings. We had wild animals in our backyard.
- Nothing, I'm here because of cheap housing and I'm dealing with side effects of cancer only!
- Older homes
- Only been here 3 months
- Open [unreadable]
- Personal desires: close to where I go, or aesthetic taste
- Quality housing
- Reduce land auto exhaust
- Resources (approximate to employment)
- Saving the original neighborhood
- Size of homes
- Slow ownership
- Stability
- Surrounding neighborhoods
- Variety
- Well taken care of downtown
- Zoning

Q61

What three words do you think best describe Sun Prairie? (981 responses)

City Appearance/Atmosphere (308 responses)

- Friendliness (94 responses)
 - Friendly (77x)
 - Friendly community (2x)
 - Neighborly (2x)
 - Unfriendly (2x)
 - Very friendly (2x)
 - Welcoming (2x)
 - A friendly caring city
 - Congenial
 - Friendly people
 - Nice people
 - Personable
 - Semi-friendly
 - Welcoming

- Cleanliness (28 responses)
 - Clean **(27x)**
 - Very clean
- Small Town (24 responses)
 - Small **(8x)**
 - Small town feel **(3x)**
 - Quaint **(2x)**
 - Small town **(2x)**
 - Doesn't have the small town feel anymore
 - Loosing small town feeling
 - Maintain its small town atmosphere
 - Nice little town
 - Rural
 - Size
 - Small town
 - Small town atmosphere in a big town style
 - Small towniness
 - Typical Wisconsin small town
- Quietness/Loudness (22 responses)
 - Quiet (19 responses)
 - Quiet **(17x)**
 - Peaceful **(2x)**
 - Loud (3 responses)
 - Loud
 - Noise
 - Noisy
- Progressive **(13x)**
- Comfortable **(7x)**
- Nice **(6x)**
- Fun **(5x)**
- Attractive **(4x)**
- Pleasant **(4x)**
- Busy **(3x)**
- Charming **(3x)**
- Dull **(3x)**
- Historic **(3x)**
- Homey **(3x)**
- Blue collar **(2x)**
- Busy **(2x)**
- Busy suburb **(2x)**
- Comfortable **(2x)**
- Happy **(2x)**
- New **(2x)**
- Old **(3x)**
- Open **(2x)**
- Outdated **(2x)**
- Pride filled **(2x)**
- Run down **(2x)**
- Thriving **(2x)**
- Unique **(2x)**
- Unsophisticated **(2x)**
- 2 distinct cities, 2 distinct concepts: one east of Hwy 151, on west of 151
- Appealing
- Boring
- Charming
- Closed
- Community attempting to find identity

- Cozy and comfortable
- Cultural
- Dead
- Decent but going down hill
- Dirty
- Divided
- Downtown character
- Dynamic
- Eclectic
- Elegant
- Entertaining
- Exciting
- Fair
- Fairy tale land
- Fancy
- Fine quality community
- Futuristic
- Great place to live
- Insular
- Lifeless
- Me first mind set
- Nice place to live
- Non progressive
- Old fashioned
- Open
- Opportunistic
- Optimistic
- Ordinary
- Phony
- Plain
- Pleasantville
- Run-down
- Senior oriented
- Simple
- Slower pace than average
- Small minded
- Snobbish
- Social
- Stable community
- Suitcase community
- Tired
- Tranquil
- Trees
- Trying to look forward
- Ugly
- Unimaginative
- Vibrant
- Wasteful
- Wonderful to live in

Growth/Development/Change (198 responses)

- Growing (92x)
- Expanding (9x)
- Congested (8x)
- Sprawl (7x)
- Crowded (4x)

- Growing too fast (4x)
- Rapid growth/expanding (4x)
- Changing (3x)
- Overcrowded (3x)
- Over populated (3x)
- Small (3x)
- Changing (2x)
- Developing (2x)
- Fast growing (2x)
- Over built (2x)
- Over grown (2x)
- Over populated (2x)
- Sprawling (2x)
- Transitioning (2x)
- Unplanned (2x)
- At risk of becoming “Madison”
- Bad Growth
- Bigger
- Bigger is better
- Building
- Building schools
- Change
- Continued-future city planning is a must.
- Demographically changing
- Developments are taking prime farm land
- Excessive growth
- Future development
- Getting too big
- Growing/active
- Growing community
- Growing housing area
- High growth
- Hodgepodge
- I grew up here, not like it used to be
- It was a small town, not any more.
- Loss of community
- Out of control
- Overambitious (with respect to growth)
- Over crowded
- Over developing housing
- Overcrowded
- Overgrown
- Planned
- Save our history
- Slow for change
- Slowly changing
- Small enough to have neighborhood relationships
- Sun Prairie is a growing community
- Too congested
- Too much going on
- Uncontrolled growth
- Urbanization
- Used to be small/friendly now it is too big
- We are losing our small town charm
- Well developed

City location (93 responses)

- Convenient (20x)
- Bedroom – commuter (18 responses)
 - Bedroom community (13x)
 - Bedroom community - a negative-a result of previous neglect of community development
 - Bedroom community - too much reliance on Madison
 - Commutable
 - Commuter community
 - Madison's Bedroom
- Suburb (15x)
- Convenient (9x)
- Madison (5x)
- Close to Madison (4x)
- Location (4x)
- Convenient location (3x)
- Accessibility (3x)
- Good location (2x)
- Residential (2x)
- Close only to a big city (had to use more)
- Close enough
- Convenient location to larger city opportunities
- Handy
- Location is desirable
- Madison Suburb
- Nicely located
- Proximity

Taxes and money (63 responses)

- High taxes (13x)
- Expensive (12x)
- Taxes are too high (7x)
- Over taxed (6x)
- Taxes (6x)
- High property taxes (3x)
- Affordable (2x)
- Affordable with the Madison area
- Expensive housing
- Expensive taxes
- Government over spending
- High tax community
- Higher taxes to support questionable schools
- Homes are overvalued
- Housing too high for seniors
- Over priced
- Reasonable cost of living
- Spend thrift city government
- Taxed to death
- Too expensive (property taxes)
- Wants to be more like Madison in the tax area

Crime and Safety (45 responses)

- Safety (39 responses)
 - Safe (31x)
 - Crime Free (2x)
 - Relatively safe
 - Safe and fun
 - Safe/low crime

- Safety
- Secure
- Somewhat safe
- Crime (6 responses)
 - Crime **(2x)**
 - High crime around the high school
 - Increased crime/concern for safety
 - Increasing crime rate
 - Unsafe

Community Services and Facilities (37 responses)

- Streets/Traffic (15 responses)
 - Bad roads **(2x)**
 - Bad traffic/rush hour
 - Better driving
 - Bike paths
 - Horrible roads
 - Inadequate traffic flow
 - Lack of parking
 - Noisy cars and trucks
 - Poor roads
 - Poor street maintenance
 - Poorly planned roads
 - Roads
 - Speeding
 - Uncontrolled speed
- Parks and Recreation (11 responses)
 - Parks **(4x)**
 - Great park system
 - Open space
 - Nice parks and recreation programs
 - Nice use of green space
 - Nothing for kids to do between the ages of 6 and 14
 - Pleasant park sites
 - Useless parks
- Angel Park/Racing (6 responses)
 - A great race track
 - Angel Park
 - Angel Park Speedway
 - Midget hall of fame
 - Midget racing
 - Races
- Law Enforcement (3 responses)
 - Police **(2x)**
 - Lack of enforced laws
- Fire Protection (2 responses)
 - Fire stations
 - No paid fire department
- Too much building new city buildings

Community (29 responses)

- Community **(24x)**
- Community Oriented **(3x)**
- Community-minded
- Involved

Schools and Education (20 responses)

- Schools **(6x)**

- Good schools (4x)
- Education (2x)
- Complacent school board
- In need of two high schools
- Inadequate high school
- Little to no linkage between city and school board
- Questionable safety in schools
- Schools are great
- Schools are too controlled by sports
- Too many schools

Diversity (16 responses)

- Diverse (11x)
- Diversified
- Multi cultural
- Non exclusive
- Not diverse
- Slowly growing diverse

Family (14 responses)

- Family (6x)
- Family-friendly (4x)
- Family oriented (3x)
- Family town

Governance (11 responses)

- Mismanaged (2x)
- As to city employees that think you are out to screw the city
- Bias in your face government leaders
- City employees who see you as a thief
- Elected officials poor performance especially school board
- Misgoverned
- Political
- Poor government leadership
- Too many politics
- Well-managed

Housing (11 responses)

- Apartments (2x)
- Affordable housing
- Condos
- Housing
- Housing slump
- Lots of low income housing and increasing crime
- Rental properties
- Too many low income housing neighborhoods
- Too much advertising for low income to move out of big cities to Sun Prairie and bringing their big city problems with them such as drugs and delinquency
- Too much low income housing

Place of Residence (10 responses)

- Home (7x)
- Hometown (3x)

Retail/Shopping (6 responses)

- Café
- Lack of quality restaurants
- Lacking restaurants and retail
- Main street as a quality business district is a myth
- Restaurants
- Westside stores

Miscellaneous (131 responses)

- Opportunity (6x)
- Corn Fest (4x)
- Active (3x)
- Middle Class (3x)
- City (2x)
- Declining (2x)
- Divided (2x)
- Fair (2x)
- Fast (2x)
- Quality (2x)
- Struggling (2x)
- Sunny (2x)
- Transient (2x)
- A thorn in the side of Madison (which is good)
- Absorbed
- Agriculture
- Amenities
- Arrogant
- Artistic
- Availability
- Average
- Becoming up-scale
- Behind
- Big potential
- Bland
- But not too late to change
- Cardinal
- Careless
- Cheap
- Chilly
- Churches
- Close
- Closed mind on opening new Wal-Mart, Woodman's, Target
- Clueless
- Colonial Club
- Competitive
- Corn and ground hogs
- Country
- Desert
- Disconnected
- Disjointed
- Downtown
- Drugs
- Drunk
- Employment
- Excellent
- Far away
- Fast food

- Flat
- Fat
- Food parks
- Foolish
- Functional
- Great community
- Grounds
- Healthy
- High school baseball
- Home life
- Identity
- Ignorant
- Improving
- In the toilet
- Incongruent
- Independent
- Kid friendly
- Lazy
- Leaderless
- Liberal attitude and socialist mentality to control everything
- Local weekly newspaper needs to be less wordy and do a better job proofing its articles
- Lutheran
- Madison North – copycat
- Medical facilities in Sun Prairie are being closed due to Madison facilities
- Mennonites
- Middle
- Mobile population
- Newer living
- Nothing anymore
- Overrated
- Money talks
- People
- Plenty of cultural activities
- Potential
- Pricing
- Property
- Quilt Show
- Sad!
- Self sufficient
- Smaller
- Smokey
- Smug
- Soggy marsh
- Space
- Sports
- Standardized
- Strong
- Stultifying
- Too many
- Town
- Tumultuous
- Typical
- Unbalanced
- Underserved
- Unfocused
- Unoriginal

- Up and coming
- Variety
- Wet
- Wet (flooding)
- Wildlife
- Youth orientated

Q63

Please tell us the best part about living in Sun Prairie (492 responses)

Location (177 responses)

- Close to Madison (112 responses)
 - Close proximity to Madison (34x)
 - Close to Madison (16x)
 - Close to work in Madison (2x)
 - Convenience to downtown and Madison (2x)
 - 5 miles from Madison and all it has to offer.
 - 5 minutes to Madison.
 - A great community that is close to Madison
 - Access to interstates and Madison
 - Access to Madison
 - Access to Madison for culture (but that is eroding) close to everything
 - Accessible to Madison and other communities
 - Access to Madison without being Madison.
 - An easy commute to Madison for me and my mother really enjoys the Colonial Club
 - Close location to Madison
 - Close proximity to a "real city"
 - Close to a larger metropolitan area (Madison) yet far enough away to have characteristics of a smaller city.
 - Close to everything but not in Madison
 - Close to large city with a fast disappearing small town feeling.
 - Close to Madison - Church and clinic
 - Close to Madison - Got too big
 - Close to Madison and PAC
 - Close to Madison attractions
 - Close to Madison but cheaper living that I can afford.
 - Close to Madison where you can find it all and do it all.
 - Close to Madison without Madison taxes
 - Commute to Madison for the things Sun Prairie doesn't offer is short, (re. shopping, work)
 - Convenience to Madison offerings and relatives in area
 - Convenience to work and Madison
 - Easy access to Madison
 - Easy to access to and from Madison
 - Even though it's growing too fast, it's still a great bedroom community because Madison is just a few miles away.
 - In close proximity to Madison
 - It is close enough to Madison to take advantage of the arts.
 - It is near Madison for shopping.
 - It is too close to Madison. It's my hometown.
 - It's close to a big city and has a lot to offer.
 - It's close to Madison and Fastest to Milwaukee
 - It's close to Madison without Madison's big city problems, although we're headed that direction.
 - It's close to Madison, Milwaukee, and the Dells
 - It is not the city of Madison, but close enough that you still feel like you are part of it.
 - Its proximity, the easy access to downtown Madison
 - It's close to Madison, where my wife and I work.
 - Located close to Madison and interstate
 - Location compared to Madison
 - Location to Madison, Prairie Athletic Club
 - Location to Madison/Deforest/Waunakee
 - Madison is only a short trip away

- Neighborhood still close to Madison
- Plus it is so close to Madison.
- Proximity to Madison, many neighborhoods
- Relatively close to downtown Madison.
- Shopping in Madison
- Short commute to Madison
- Small and close to Madison
- Small and close to Madison
- Small comfortable place close to Madison (the big city)
- Still close to Madison and its activities
- Sun Prairie is a pleasant city, close to Madison
- Sun Prairie provides a place to live close to Madison, yet far enough away to be peaceful.
- The only benefit I see is its location.
- We like the size of Sun Prairie, yet its closeness to Madison.
- When we moved here it was close enough to Madison without the issues that came with living in the city.
- Close to conveniences, Services, etc. (65 responses)
 - Location (8x)
 - Close to my job (5x)
 - Access to the interstate and access to trails and outdoor natural areas.
 - Also close to shopping.
 - Area that you can work in, live in, shop in
 - Close proximity
 - Close to a lot of retail
 - Close to churches
 - Close to everything
 - Close to family.
 - Close to Hwy 94
 - Close to many opportunities
 - Close to metro area with lots of shopping, culture.
 - Close to work and family.
 - Close to work and the school
 - Close to work in Columbus
 - Close to work, close to major highway systems
 - Close to work, until they relocate to another city.
 - Closeness to family, friends and Madison.
 - Close to work, proximity to retail
 - Convenience
 - Convenience: shopping, professional services and employment are all close.
 - Downtown, walk to restaurants, close to shopping.
 - Easy access to all major highways and interstates
 - Easy access to I94
 - Good access to local businesses
 - Good location in relation to other towns and cities
 - Grocery store with convenient shopping hours
 - I can get everything I need without having to go far.
 - I can get where I need to go in less than 10 minutes
 - I live off main-walking distance to many stores
 - I only have to drive 2 miles to work.
 - I work here
 - I'm near employment, my bank, my church, and grocery shopping.
 - Interstate not too far away
 - It is a short commute to my work.
 - It is close to a lot of things without having to live in the big city.
 - It is convenient to work, Madison, the airport, and major roads
 - Location to interstates
 - Location, Active Parishes, Sacred Hearts Grade School
 - Location: close to airport-close to interstate system
 - Minutes from rural area.

- Not far from the interstate
- Opportunities for the elderly.
- Our home is close to my workplace and offers the respite that caused us to select it.
- Proximity to employment
- Proximity to medical, services, grocery stores, and schools.
- Proximity to work
- Sun Prairie is close to work and friends.
- The availability of retail/public services while having the proximity to Madison.
- Things are close by, but its difficult to get in or out of a parking lot (Wal-Mart, Sentry, Kwik Trip, and more).
- We have what we need in Sun Prairie and what we don't have Madison is near by.
- Work in Sun Prairie and Madison.
- You can get just about everything you need right in town.

Community appearance and atmosphere (165 comments)

- Small Town Atmosphere (44 responses)
 - Small town atmosphere (3x)
 - Being smaller than Madison
 - It does feel like smaller town living but close to Madison
 - It has a small town feel but close enough to the city of Madison.
 - It has a small town feel but is still close enough to the “big city”
 - It has a small town flavor to it.
 - It has the benefits of a smaller community as well as a larger one because of its proximity to Madison.
 - It is near the big city but has a small town feel
 - It's a large city, but still feels “small town”.
 - It's a safe friendly place
 - It's like a small hometown where you know a lot of people. It's easy to meet new people and there isn't a fear of crimes like a bigger city.
 - It's still small enough to feel homey.
 - Smaller town - less crimes and congestion
 - Smaller town feel with access to larger town amenities
 - Growing fast but still has a small town feel to it.
 - Small close knit community
 - Small community
 - Small neighborhoods
 - Small town attributes
 - Small town feel - though that is diminishing quickly
 - Small town feel but easy commute to major metropolitan area (Madison).
 - Small town feel in a larger city
 - Small town feel near a big city
 - Small town feel near big city
 - Small town feel with access to all conveniences of big city nearby. Less congestion
 - Small town feel with city conveniences nearby.
 - Small town feel, but close to Madison
 - Small town feeling
 - Small town living
 - Small, friendly community
 - Smaller community"
 - Smaller Community
 - Smaller community feel with larger yards.
 - Smaller community feel.
 - Still a small town but that image is fading fast.
 - Still somewhat small
 - Sun Prairie is a nice little town and has or is near everything a family needs.
 - The best part of Sun Prairie is the sense of community in a smaller city yet close to a bigger city.
 - The closeness to Madison, but the “small town” feel yet
 - The feel of being in a small community
 - The hometown feel
 - The mix of big city amenities and little city charm

- Friendliness (29 responses)
 - Friendly people (7x)
 - Friendly neighbors (4x)
 - Friendly neighborhood (2x)
 - A friendly community
 - Friendly strong sense of community
 - Friendly town
 - Friendly, safe community
 - Friendly
 - Friendly community, small town feel with big town shops and access
 - I really love that everyone is so friendly and everyone who lives here also seems to like it here a lot.
 - It is a friendly community and the youth sports programs we participate in are well organized and run.
 - It is a friendly place to live.
 - Overall, people are open and friendly.
 - People are friendly and have a sense of pride.
 - People are friendly and helpful.
 - People are usually friendly.
 - The friendly environment
 - The friendly people
 - The people are generally friendly
- Community (2x)
- Great community (2x)
- Low crime (2x)
- Quiet (2x)
- Safety(2x)
- It's quiet
- A clean, healthy, safe community to be proud of
- A quiet safe community
- A very nice city to be in
- I live in a good neighborhood
- There is a sense of community here.
- Best part is the community involvement.
- Clean city
- Clean, mostly safe
- Clean/safe
- Community orientated
- Development of hometown relationships
- Diverse
- Downtown is looking more contemporary modern.
- Esthetically pleasing
- Feeling of community
- For now it is safe, but seems to be declining
- For the most part it's quiet.
- Friendly and very clean kept city
- Generally a safe place
- Great self contained community where there are none of the problems of Madison
- Has retained its community identity and separation from Madison
- I am discouraged Sun Prairie has changed. No longer small town atmosphere
- I feel a sense of community
- I like my neighborhood
- I move here recently and enjoy the community immensely. I like the revitalized downtown most of all.
- I really like my neighborhood and the people in it.
- It has always been a nice community but now it is growing too fast.
- It is a complete community
- It is an inviting small town
- It is very peaceful.
- It used to be great. Over built

- It used to be its small city atmosphere
- It was once a great place to raise children, find friends. No longer, thanks to the city that can't say no.
- It's a pleasant place to live
- It's fairly quiet and easy to get around.
- It's like living in the country because of the open space
- It's not a huge city; you used to know your neighbor.
- It's too small, yet growing community.
- Madison bedroom community
- Mostly a nice town
- Neighborhoods are safe.
- Nice area
- Nice community
- Nice neighborhood
- Nice small town near Madison
- Nice, quiet, friendly neighborhood
- No big city congestion
- Our neighborhood
- Population continues to increase but, it is still small enough to be a good place to live.
- Pretty
- Privacy
- Quality of life
- Quiet community
- Quiet neighborhoods
- Quiet, friendly neighborhood
- Quiet, safe, friendly community
- Relatively clean and safe
- Relatively quiet community
- Safe, clean, friendly
- Safe environment
- Safety - I feel safe living here
- Sense of community
- Sense of community and pride in it
- Sense of independence from Madison
- Sun prairie has a lot of events, culture and nature that are available to everyone
- Sun Prairie has changed fast in the past couple of years since I moved here. A lot of building going on.
- Sun Prairie is a very livable, family friendly community.
- Sun Prairie is where I sleep. A nice bedroom community
- Sun Prairie was a wonderful city to raise children in the 50's 60's and 70's. Now the increased population is changing the school system. No one is safe anymore. Progress came too rapidly and we can't go back.
- The best part of living in Sun Prairie was when I was a kid. I am now in my 30's and it isn't the small friendly town it used to be when you knew everyone. It was safer and easier to get around town back then
- The natural integrity of the undeveloped portions of Sheahos park, I very much hope this is preserved and untouched
- The neighborhoods excluding Hamilton place and just east of Wal-Mart are generally a safe place to live
- The overall sense of community
- The small town feel but close to Madison
- Third generation Sun Prairie business person Sun Prairie is a great place to work, shop, raise a family.
- We enjoy our neighborhood and find it east to get to Madison when needed, but far enough that we do not feel we are sacrificing safety.
- We have a great community feel.
- We lived here my whole life, so it truly is home. I feel safe here.
- We love our neighborhood
- Willingness to help
- Great community of its own

Schools and education (35 responses)

- Good schools (7x)

- Schools (4x)
- Quality education (2x)
- Quality schools (2x)
- Sun Prairie area school District (2x)
- Clean schools
- Community support for building new schools
- Enjoy the schools music programs and sporting events open to the public involvement. Both old and new come together and enjoy life.
- For me, it has been seeing my son grow up in a great public school system with a prodigious music program and many dedicated teachers and parents.
- Great middle school, and will have a great high school.
- New grade schools
- Quality school system
- Reputation of good schools
- School system
- Schools are great
- Schools seem to be above average
- Schools are good.
- Sun Prairie has good schools
- The schools are also good
- The schools are wonderful
- Very good schools
- Very good schools and facilities
- Well kept schools

Community Services Facilities, and Utilities (28 responses)

- Parks and recreation (18 responses)
 - Park system (2x)
 - Lots of family activities, Nice parks
 - Recreation and arts and entertainment opportunities
 - Access to trails and outdoor natural areas
 - Accessible to many great athletic opportunities (Madison) clubs
 - Decent parks
 - I like the parks
 - Lots of activities for children
 - Neighborhood parks
 - Open areas
 - Park system is nice
 - Parks and recreation
 - Parks in every neighborhood
 - Parks, community concerts and events
 - Parks, summer park and recreation programs
 - So many parks and schools - all centrally located in a respective neighborhood
 - The events my children can participate in through Parks and Recreation
- Best of all the roads are not busy and easy to drive around.
- Excellent police, fire, and EMS
- Facilities
- Good government - services
- It sure not the roads- their horrible!!
- Many local services
- My children love the water park. All of us enjoy the library.
- Nice library
- Services overall are adequate
- The library
- Very high quality emergency services (police, fire, EMS)

Family (25 responses)

- Good place to raise a family (5x)
- My daughter lives here (2x)
- My family lives here (2x)
- All family live here (5 families)
- Best part is it is always been home to me and I have 5 siblings whose families all call Sun Prairie home.
- Family
- Family lives here
- Family, friends, relatives,
- I moved here because of family
- It is a great place to raise a family.
- It is my home town and I grew up here.
- It was a great place to raise our two boys.
- It's my home for 54 years.
- Living here my whole life and raising my kids here. Being around other families that I know and can trust and raise our kids together to enjoy those experiences.
- Location - close to my family
- My wife lives here
- Nice family living
- Nice place to raise a family.
- Parents were Sun Prairie residents since they were married. I was raised here and still here my 89 years.

People (15 responses)

- The people (2x)
- Good friends and Neighbors
- Good mix of young old rich poor
- Good neighbors
- Great people
- I like being able to go somewhere in town and see people I know
- The core group of community people

Miscellaneous (47 responses)

- It's not Madison (3x)
- The corn festival
- Community
- An excellent variety of housing
- As a senior citizen the medical choices
- Choice of many religious opportunities
- The churches
- Corn Fest, midget races,
- Cost of housing
- Development is too fast with out consideration of the overall needs of the residents.
- Don't know any better
- Don't turn Sun Prairie into Madison!
- Enjoy our neighborhood
- For me, it is knowing so many kind intelligent and trustworthy people whose relatives I've had the pleasure of knowing for nearly 50 years.
- Good memories of how it used to be
- Good size
- Growth
- Housing is less expensive than other areas
- Hwy 19 should be 4 lanes all the way to US 51
- I can afford a house here where in other areas I could not.
- I would not move to S.P. Now
- Improved on dining
- It's easy to get out of.

- It's not Madison and needs to say that way. When the city council starts worry about issues that aren't happening in or to Sun Prairie it's time to go
- It's pretty cheap
- Lived here 57 years and ready to leave. Way too much growth and spending
- Many different churches
- Most affordable and decent place to live in Madison area
- My church
- Neighborhood's position
- None!!
- Not as liberal as Madison
- Out of Madison
- PAC
- Size of city
- Sun Prairie is a nice place but we need transportation to Madison. A lot of people will leave their car home and people will get to town themselves better.
- Sweet Corn Festival
- Taxes and school fees
- The cost of living is cheaper than Madison
- The memories of the way it used to be (historically that should be maintained).
- The roar of the mighty midgets
- The tax service for the elderly.
- The wide range of opportunities to become a part of the community through churches, civic organizations, service clubs, public office, schools, etc
- They need a bus service her for the elderly.
- Variety of churches

Q64

Please tell us the greatest problem or concern that you have about living in Sun Prairie. (472 responses)

Taxes and cost of living (108 responses)

- Property taxes (17x)
- Taxes (17x)
- High property taxes (4x)
- Rising property taxes (4x)
- High taxes (3x)
- Taxes (3x)
- Real estate taxes are too high (2x)
- Affordable housing for lower income in safe neighborhood does not exist.
- Being overtaxed - over assessments of our property
- Cost
- Cost of housing
- Cost of housing and property taxes
- Cost of living
- Do not raise taxes anymore!
- Escalating taxes and school costs
- Excessively high property taxes
- Getting very expensive
- High cost of living
- High property taxes due to building so many schools in a short time
- High real estate taxes
- High taxes for senior citizens and more help in repair of senior center.
- High taxes especially for retired people on a fixed income
- Home tax is too high!!
- How pricey it is becoming

- Huge real estate taxes that are forcing long time residence to either move or lower life style to pay for projects city don't want, need or use.
- I am concerned about the cost of living and housing opportunities. It's hard to find a good place to rent for cheap
- I am concerned that residents will be taxed out of their homes.
- I'll be taxed out of Sun Prairie and forced to move.
- My property taxes have increased 67% in ten years - retired people on fixed incomes are being forced out of their homes.
- Out of control property taxes because of school building - Losing the small town feel.
- Over assessed homes! High mill rate!
- Poor control of taxation. School system needs to get back to basic and less emphasis on frills
- Property tax increase
- Property taxes too high- Retirement means escape from them by leaving
- Property taxes/school spending
- Property values are low
- Recent housing increase
- Rent is expensive and housing is close to unaffordable for anyone below the very highest upper middle class in that taking on a dangerous debt load.
- Rising living costs
- Rising taxes (don't know how much longer we can afford to live here)"
- Taxes - I am retired - can't afford too much more
- Taxes and crime on the rise
- Taxes and school boundaries
- Taxes and school system
- Taxes are very high and continue to increase.
- Taxes growing too fast!!!
- Taxes have risen sharply in the 10 years we have lived here, with very little in the way of improvements that justify it.
- Taxes! Road repair!
- Taxes! Lack of industry to alleviate some of the tax pressure on residential properties
- Taxes, cost of living
- Taxes, cost of living issues arising from fast growth (new school)
- The biggest concern is taxes. I can't afford to live here when I retire, or probably Dane County.
- The cost of housing continues to rise outstripping income because of the high rate of growth.
- The cost of living - housing
- The cost of living and disrespectful tenants
- The cost of living is too high.
- The housing seems to be on one end or the other. We felt where we moved house 3 years ago we had to extend too much or a house to get the area and schools we wanted. We had a hard time finding a nice home in a nice area, with the school we preferred in a price range of \$250k-275k.
- The increase of property taxes
- The rate that property taxes have increased over the last couple of years and need to control them
- To high cost of living
- Utility cost and gas prices
- Very high taxes that keep rising!
- We need more businesses tax base to lower single family tax rates. The city is large enough to have more businesses.
- Will be taxed out of my home Seniors cannot keep up paying for more and more schools and city buildings
- Will soon be unable to pay taxes as the city and school experience a keep going up but our social security doesn't keep up to inflation.

Crime – Safety (82 responses)

- Crime rates (17x)
- Increase crime! (8x)
- There is an increasing, undesirable element of the population that is increasing safety concerns and decreasing a safe and effective learning environment in the schools- mainly high school.
- A feeling of more crime and worse crimes
- Big city issues of crime, drugs and violence accompanied growth. Values of home maintenance, respect, and positively contributing to society are waning.

- Biggest concern is increased crime.
- Big city problems are coming to the suburb.
- Can you walk the streets at night?
- Concern over increasing crime (or at least the perception of it)
- Crime and safety with the recent growth. I don't think police & fire have expanded enough or their upper management needs to be replaced. Not impressed by the police.
- Crime is going up rapidly. Low income housing combined with apartments and rentals bring in some problem families. Police department is overworked and doesn't have support of city council. City council president has own agenda and not city of Sun Prairie's.
- Crime is increasing, very poor high school, bad traffic
- Crime moving from big cities
- Crime rate in our neighborhood is increasing due to apartment buildings down the street.
- Crime rate, gang activity, and violence at the high school
- Crime, demographic changing
- Crime, low income housing Troubled kids in schools whose parents don't care and put our kids in harms way. People moving here who don't have jobs and bringing our community down
- Crime, student truancy, need more industry/high end shopping centers, remember Nordstrom Mall
- Crime-tattoo parlors, gangs"
- Crime. Lack of respect from Westside of Madison residents
- Drugs!
- Gangs
- Gang involvement at schools and areas. Safety is becoming a big issue.
- Growing crime and low income housing
- Growing crime appearance in community
- I have noticed a sharp increase in stealing, break-ins in cars and not feeling trust toward many new people.
- Increase in crime and neighborhood speeding in excess of double the speed limit.
- Increase in crime in neighborhood and schools.
- Increase in crime-we've had 2 robberies from our driveway.
- Increase of crime, keeping schools of high qualities with increased growth.
- Increase of crime/gang activity
- Increased crime and the quality of schools
- Increased criminal element without regard to proximity to residential areas (halfway houses, registered sex offenders, etc
- Increasing crime (safety)
- Increasing crime, too many Chicago people moving in
- Juvenile delinquency and gangs
- Lack of city following through on existing ordinances- some are for some people/businesses and not for others
- Lack of respect by newcomers resulting in gang activity and increased crime rate
- Lots and lots of thefts (we find out about them even if they're not in the newspaper-or months before they are).
- More police especially at night.
- My kids and I do not feel safe in Sun Prairie and I am a single parent for over 11 years.
- Not as safe as it used to be; increase in crime rate.
- People who are from inner city areas, who have criminal records are moving into section 8 and low income housing in record numbers. Sometimes two or three families to a unit. Therefore an increase in drugs, violence and property damage is becoming very obvious.
- Police are more concerned about making an arrest than people's safety. They need to treat people with dignity and respect if they want the same in return. Especially senior citizens!!!
- Police are racist
- Police calls for problems in the high school.
- Recruiting low income housing is bringing crime into the city.
- Resources spent in order to deal with the minority who create the most problems.
- Rising crime rate, support law enforcement
- Safety in low income housing areas at schools in the area where there are kids living in low housing areas.
- Safety not only in community, but schools as well Also, emergency services
- School safety
- Slow response to fires and crime
- The development of gangs, increased crime

- The diversity and crime issues around Main Street and Wal-Mart apartment areas
- The increase of gangs, crime, drugs
- The number of low income areas directly relate to crime.
- The rise of gang activity Also, pockets of the city have increased crime rates. Concern for gang activity in high schools
- Too many low income/high crime neighborhoods now

Growth/development (131 responses)

- Growing to fast (8x)
- Rapid growth (4x)
- Growth (2x)
- Too many apartments (2x)
- Too much low income housing! (2x)
- A perception of out of control growth and the large percentage of low income housing
- All the development going on leaving no green space. Houses, apartments, condos being built and for sale signs on other residences. These new places have had for sale signs for quite a while. Why continue to build these with the economy and housing market like they are.
- Animal homes are destroyed and farmland for more subdivisions
- As Sun Prairie continues to grow, I am concerned about an increase in crime.
- As with Madison, the area continues to grow rapidly-I would be disappointed to see Sun Prairie lose its sense of community.
- Bringing large "box" stores to an urban area that is already close to Madison: the same resources
- Building
- Building near the school
- Building of apartments and condos doesn't exceed the need.
- Business development has not grown at the same rate as the general population.
- City planners have dictated Sun Prairies planning and growth, not taken the lead from city counsel and mayor. West side development plan was changed to what the developers wanted, not what was approved by city.
- Community growing fast
- Community is growing and spreading way to fast.
- Continued "luxury" developments limited housing choices for singles, retirees, lower income people- including those who work for non-profits
- Continued community expansion propagating an increased cycle of extensive service
- Declining property values due to the increase in low income housing.
- Development of too many multi family dwellings
- Do not want Sun Prairie to become too industrialized.
- Don't become too commercial/business like. Too many condos, too many multi-family units, not enough single house neighborhoods.
- Fast growth can cause problems.
- Getting too big. Too much population growth, need more schools.
- Growing and changing too fast.
- Growing to fast, and our school board are idiots
- Growing way too fast and traffic is now congested/over crowded.
- Growing way too fast. Crime increasing due to new population. Too much low income housing
- Growth - and the need for more social services (food pantry, community organizations) and the disappointment of not having anything about social services in this survey.
- Growth and what it does to the schools.
- Growth has been quick, more homes than employers.
- Growth has to slow down.
- Growth is accelerating diversity; crime and increasing property taxes are making it a difficult choice not to relocate after 27 years.
- Growth must be carefully planned.
- Growth of Sun Prairie-Moving too fast
- Growth too rapid
- Growth. I feel we are growing too fast. Eventually the older part of town will become slums. Also too many apartments that are attracting too much Chicago trash.
- Housing is going up too fast-worried about cost and quality of living.

- Housing-we need to slow the growth and improve the quality to protect our community.
- I don't care for all the mixed housing and the residents this town is attracting. I would prefer Sun Prairie to be a higher end suburb of Madison.
- I have no "great" concerns- But I don't want to see Sun Prairie turn into a mini-Madison.
- I think it's getting too big too fast.
- I would like to see run down older areas redeveloped.
- If too many people move here, Sun Prairie will stop being a small town and will become another crowded suburb.
- I'm concerned about too much growth. I think Sun Prairie is big enough. I don't like the big box stores.
- It was a wonderful town until the city council lost its direction and allowed uncontrolled building and development, especially to its favorites.
- Increase in low income housing
- Influx of low cost housing is leading to drawing more gangs to the area.
- It is a community that is poorly run with a run away population problem with little to no shopping/retail opportunities and the ones here have lousy hours of operation given that SP is basically a bed community for those working in Madison.
- It is getting too big
- It's growing so fast that we are starting to lose the small town feel.
- Lack of tax base without children! Too many multi family units - S. Bird Street - Level it!
- Limit the number of low income/multi family housing.
- Losing the city identity. Need to preserve the downtown character
- Low income housing
- Low income people moving into Sun Prairie.
- Low income projects. Growing too fast with low income.
- Low income/trashy houses moving into neighborhoods
- Low number of people wandering the streets.
- Lower income apartment dwellers that move in and out and have no sense of community.
- Many stores and condos being built.
- Over building- Too many schools.
- Over developing of low income areas.
- Over development
- Overgrowth, lack of green space, traffic congestion
- Pace of development and regulation
- Rapid growth and uninviting environment.
- Rapid rate of growth - growing too fast for Sun Prairie to continue to meet the needs of the community
- Retaining or expanding industrial base
- Sun Prairie growing way too fast. Schools are having trouble keeping up. I don't think the city looks at the big picture: of how these developments impact schools and services.
- Sun Prairie is growing much too fast.
- Sun Prairie is growing much too fast and the homes now being built are just too expensive for middle class. Need to build more homes for the middle class - not so big.
- Sun Prairie is growing very rapidly in several directions. This rapid expansion will put stress on many of the city services on which the residents depend.
- Sun Prairie "sprawling" out into the countryside, let's use the downtown redevelopment and other infill development- "Westside" before going even farther into the countryside infill the gap between Madison and Sun Prairie. First the north side etc.
- That we are expanding faster than we should be
- The city is pursuing growth too much. Slow down-don't try to be a "big city" by sacrificing character.
- The city seems to be growing too fast
- The continued rapid growth causing concern for municipal services such as police, fire, EMS and also streets and sewer services.
- The development has happened so quickly. We moved here because it's close to Madison but not crowded. Many families have done the same and now it's not as quiet/subdued as it was in 2000.
- The extensive low income housing appearance
- The growth of the city is out of control. The type of development is not good for our community. We need more business development not the same old retail and also less low income housing.
- The growth rate and the problems with the low income populations. No respect for people or property
- The ignorance of city council planning commission

- The lack of concern, not addressing the problem the past 5-8 years of such quick growth of housing has had on our schools. Now we are in such a crisis for our high school overcrowding problem.
- The more low income housing you build the more trouble comes to town. Have a child at Westside I hate how those minorities are the trouble makers and teach my child inappropriate things. If we had less low income housing they could not afford to live here.
- The new Urbanism style of development is a farce, the land will still get used up it will just have a higher population density it also looks bad. Developers welcome it because they reduce the lot size while keeping the development size the same which equals more lots to sell at probably almost the same price.
- The rate at which it is growing.
- Too much growth in short time.
- Too many apartment buildings. Developers get away too cost free. Too much low income.
- Too many apt complexes being built
- Too many farms being turned into housing
- Too many McMansions. Smaller footprint houses should be considered.
- Too many new housing developments.
- Too many now housing developments. Too many big box stores, they are taking away all the natural landscape.
- Too much building growth for a school system which can't support the rapid growth.
- Too much building of homes with no one to move into them and not enough room in the schools if they are filled
- Too much growth - low income % too high
- Too much growth- W. Main Street in particular. There is plenty of shopping 10 minutes down the street. We do not need huge shopping centers here.
- Too much growth, too quickly
- Too much growth.
- Too much low income rentals and apartments all over the city. They aid with the increase in welfare, crime, drugs, and noise. City keeps putting in more multi family dwellings, stop that and stop people from coming from Chicago for welfare.
- Too much low income housing, real estate market is very poor due to rapid overgrowth.
- Too much multi-family
- Too much new housing and existing properties already vacant. Too much low income and increasing crime.
- Too much west side development. The city not following the plan that was adapted 3-4 years ago for the west side.
- Uncontrolled development
- Urban sprawl, never ending rape of the countryside.
- Vandenberg Street - Level it! Hamilton Place - Level it!
- Way to much growth
- We have a ""Sunshine Place"" that is already too small to accommodate the many new needy families in town.
- We haven't done well on planning and improving the infrastructure. We have flooding issues and we have added many roads and no city staff
- We moved out last week because of over crowding and the horrible over building.
- We need more businesses to keep money in Sun Prairie. Keep our schools above average-Keep the status quo otherwise.
- Westside building big waste
- With all the growth, crime has greatly increased-no one wants to work anymore and many expect a handout. Many students quit school when education is their only chance for success. We are growing too rapidly bringing in too many low income parasites and welfare recipients
- You're growing too rapidly and don't know how to handle it. You let people take away the farm land and natural space for houses they can't afford to keep. You want to be a big city, but don't handle it as a big city which is part of the reason you have so many problems with the schools.

Miscellaneous (38 responses)

- None (2x)
- City council is more concerned with quantity then quality.
- Control influx of Minorities.
- Don't get sucked in by the "big brother" mentality that governs in Madison, much of Dane and Milwaukee Counties. Also, we need to lure in heavy and light industrial jobs-not just service industry.
- Don't want the East side of Sun Prairie neglected. Besides the new high school, much of the building is being done on the North and West sides.
- Driving to campus in Madison to work and back

- Even though Sun Prairie is growing diverse, its community and leadership does not show themselves friendly to other cultures and ethnicities
- Getting along with people
- Honestly, I have no concerns or issues.
- I live in an older part of town where the trees have been left to grow too large for their lots. Old, messy, dirty tree that is partly dead and tangled in overhead wiring. Many fallen branches have broken chain link fences and fallen on houses. I would like the city to help maintain these monsters.
- I think that is good! Also, no indoor swimming pool!
- If shopping choices and public transportation were important to me I would live in Madison. If quality of life in Sun Prairie is reduced by size, traffic or crime we will leave.
- It doesn't have enough for the adults to do. Leads to them being very disruptive
- It's far from good facilities. It has no public transportation that is affordable. It doesn't have enough affordable housing.
- Job opportunities for teachers
- Live in area of a bar and grill and there is no control of loud music and noisy traffic and patrons.
- Need more dialog between different ethnic/racial groups.
- Older homes going into foreclosure and not being kept up-especially 30 yr old or older homes
- Please clean up our creek from the Blankenheim Park. It is a mess - it would be nice for the young and old to enjoy if it was kept up.
- Political Influence
- Poor government leadership
- Poor Sun Prairie newspaper
- Progress is good - everything change and it will change. And I will like to see that change. Not only for the rich don't forget have we needed each other.
- Quality of housing.
- Quality of life has diminished since we bought our house 10 years ago. Neighborhood is going down the tubes.
- Rich people or businesses, capitalizing on the deteriorating of this once fine town
- Taking all stores west of my place, when can't no longer drive much in winter, nothing in old Sun Prairie, out west is new Sun Prairie.
- There is a certain closed, protective attitude in SP.
- There is not enough open space other than small parks.
- There is not much night life.
- There is nothing for kids to do between the ages of 6 and 14
- Too Madison ***holes
- Trees and building schools
- Type of people
- Undesirable persons living here hopefully the mayor of Madison won't see fit to allow more low income housing in our city.
- West side remains more commercial and east side not so much commercial. Rich side vs. poor side!
- With the changes Sun Prairie has fast become a dumping pot for low income and all the problems that come with it.

Retail/Shopping (19 responses)

- Concerned about the downtown, other than Cannery Square falling apart and losing business while becoming more unattractive.
- Entrance onto Main Street and view from 151 dirty looking unappealing, no really nice "welcome to Sun Prairie signs" on Main Street and many other entrances, roads and congestion are terrible, not enough attractive retail outlets
- Increased shopping stores
- No clothing store.
- Lack of retail, entertainment, casual dining
- Lack of retail which would provide jobs and keep money in the community
- Lack of shopping
- Limited shopping and dining venues
- Losing the city identity. Need to preserve the downtown character
- Need clothing retail
- New high school with no pool absolutely no restaurants besides Cannery Grille
- No malls or really good shopping places in or around town

- No shopping on the EAST SIDE. All new retail is being crammed on the west side with poor street congestion management.
- No Woodman's
- Not enough area to shop so I still drive to Madison for things. Crime will increase with the addition of residents.
- Not enough retail/commercial choices; use of tax money
- Shopping other than for groceries
- The need for grocery stores on the east side of town
- Types of retail it is attracting

Schools (25 responses)

- Crowded school system/High School
- Find things like the arts and music instead of dropping excessive millions on a "architecturally attractive" school
- High school- new plan is worse than awful.
- High school issues
- High schools are too crowded too much fighting and trouble makers. Waited too long for new high school
- Lack of community concern for the quality of education
- Our school board is repressive and micro manages our administrators. It's a continued failed management and organizational approach
- Our school board is struggling and we need a new high school. Leadership is needed on these issues.
- Quality of schools is declining, high school is too big
- Safety at school related to quality of education
- Safety for the children 7 elementary schools, 2 middle schools, and 1 high school equals over crowding problems.
- School system - primarily safety concerns and increasing resources
- Schools
- School over crowding
- School building, growth plans
- Schools are expanding too rapidly
- Schools are quality and we need lower property taxes.
- Schools, student issues, property taxes, crime"
- Terrible planning in terms of building new schools. They don't plan for the long term it seems. In five years they'll probably have to ask to build another new school creating continually increasing taxes.
- The city is growing to fast. The quality of education especially at the middle and high school levels needs to be improved.
- The city wasted a lot of money on the appearance of new schools and other public buildings. I think more efficient results would come from a more basic approach.
- The need for two high schools
- The overcrowding of the high school My daughter is 3 and will most likely school choose one out of Sun Prairie if there is only one high school when she is at that age.
- Violence in schools
- Way too much spending, two high schools.

Public Services, Facilities, and Utilities (18 responses)

- City services are not keeping up with growth.
- Difficult to find employment in Sun Prairie Schools do not offer education needed to be current with other communities (computers, and other languages)
- Flooding and road conditions
- Flooding/water problems in low-lying areas
- Fire protection
- High School
- I'm worried about the high school situation. I believe we need two high schools to prevent overcrowding and classes being too large.
- Lack of adequate storm sewers and the resulting problems to homeowners
- Making sure city services keep up with city growth.
- No paid fire department seems the town is run by a few people who don't want any competition.
- Poor snow removal-poor mail delivery
- Public protection services should all be paid and not volunteer. The city is growing too quickly to still rely on volunteers.

- Sewage and drainage system not up to standards
- Storm water
- The government's excessive expansion of the physical plant.
- The police never seem to be able to help with anything. But I guess we should be happy that the vandalism in our neighborhood is minor. Hope it stays that way.
- There is no hospital in Sun Prairie
- We need to provide more services to low income people, especially teens and young adults

Streets and traffic (51 responses)

- Snow removal (2x)
- Traffic (2x)
- Would patronize more Sun Prairie businesses if West Main Street was connected. Now it is just as easy to go to the east side of Madison; I'm concerned businesses are losing customers because of road issues.
- Certain neighborhoods have tar roads while newer ones have concrete roads. The roads in older neighborhoods should be redone with concrete.
- Have to travel 50 minutes to work. No beach-nothing you can do about that?
- Have to travel to Madison for variety of restaurants or activities.
- Heavy truck through downtown area Main street is aesthetically poor."
- Highway 19 absolutely must be routed around Sun Prairie. It is ridiculous that trucks and commuters must pass through town to go east and west! It terribly congests the traffic for school!
- How bad the roads are and the lack of salting the roads. Potholes
- Hwy 19. May need to add lanes also, don't want to see the city grown to fast and loose quality of life.
- Speeding cars and trucks in residential areas
- Traffic flow issues, crime, schools, property taxes. Wyndham Hills Draining issues
- Traffic lights need to be installed on all on-off ramps from 151
- Traffic on highway and the safety. Too much speeding
- Transportation to Madison
- Transportation to Madison's shopping areas
- I live in the Providence subdivision and it seems like the streets never get plowed. I have seen contracted plows plowing the street because they could not get through. This is very unsafe and creates lots of headaches.
- Increased traffic congestion due to limited road design
- Is there a bypass for 19 planned?
- Lack of avenues to get around/over/past 151 to other side of city
- Lack of East to West traffic routes. The only route from one end of Sun Prairie to the other is Main Street.
- Lack of public transportation, distance from work.
- Lack of snow removal on streets in my neighborhood. All roads leading to my area clear and then at least 6 inches of hardened, packed snow and no attempt by the city to plow it. We're not a main travel artery but people do live here!
- Lack of transportation bring in light rail
- Long commute to work
- Main Street is a nightmare. The road condition is horrible; the amount of traffic continues to be a problem. A bypass from highway N area to 151 would be fabulous.
- Poor planned and runaway growth the road network is insufficient
- Poor roads
- Public transportation
- Road conditions and better housing
- Roads and use of in town roads by industry movers
- Roads are bad
- Roadway up-keep snow removal/plowing
- Roadwork!
- Speeding on Hwy N northbound when limit is 35mph Traffic downtown Sun Prairie
- Stop lights off ramps
- Street maintenance
- The bike path where we live is never taken care in the winter time. You can't even use it so they don't do anything to take care of it. Weybridge Apt.
- The fact that many of the bike trails are not connected and the lack of sidewalks leave the kids biking in the roads.
- The lack of transportation from Madison

- The Main Street entrance to the city needs to be redesigned, roads redone, traffic pattern reconfigured and from 151 to Downtown. Better business use upgraded.
- The poor street maintenance and lack of response from city officials to address it
- The snowy, slippery roads made it hard to drive in winter.
- The traffic congestion on Main Street, accessing from "side" streets
- Things are close by, but it's difficult to get in or out of a parking lot (Wal-Mart, Sentry, Kwik Trip, and more).
- Too far from Madison. No transportation to Madison
- Traffic - Currently only two through streets in Sun Prairie
- Traffic (Hwy 19)
- Traffic flow - only two ways to get from the west side to central/east sides. Sometimes traffic is backed up

Q67

Employment status

Other (6 responses)

- Disabled (2x)
- Full time temp work
- Homemaker
- Housewife
- Student

Appendix C: Quantitative Summary of Responses by Question

CITY OF SUN PRAIRIE PLANNING PUBLIC OPINION SURVEY

QUALITY OF LIFE

1. If asked by a friend who is thinking of moving to Sun Prairie, how would you rate your level of satisfaction about the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
a. Cost of living	2%	37%	33%	23%	5%
b. Rate of population growth	2%	24%	32%	30%	12%
c. Crime rate/safety	7%	43%	23%	22%	5%
d. Emergency services (police, fire, EMS)	22%	54%	19%	4%	1%
e. Employment opportunities	4%	26%	47%	19%	4%
f. Housing choices	11%	53%	25%	10%	2%
g. Medical care	14%	51%	23%	11%	2%
h. Natural environment/open space	11%	51%	22%	13%	3%
i. Parks and recreation	23%	58%	14%	4%	2%
j. Proximity to work	18%	45%	28%	7%	2%
k. Quality of schools	16%	40%	30%	10%	4%
l. Quality of roads/condition	2%	29%	24%	32%	13%
m. Traffic congestion	5%	36%	30%	22%	7%
o. Community events and activities	10%	47%	38%	4%	1%
p. Shopping/retail opportunities	5%	37%	24%	28%	7%
q. Pedestrian facilities – sidewalks	8%	50%	26%	15%	2%
r. Bicycle facilities – biking paths	9%	38%	36%	14%	2%

2. Please identify which of the items, from Questions 1a – r above, are the three (3) most important priorities for you. Place the letters of your choices next to the spaces allotted. (Please select three (3) only)

	Most Imp.	2 nd Most Imp.	3 rd Most Imp.		Most Imp.	2 nd Most Imp.	3 rd Most Imp.
a. Cost of living	24%	11%	9%	j. Proximity to work	2%	2%	2%
b. Rate of population growth	13%	8%	6%	k. Quality of schools	14%	13%	14%
c. Crime rate/safety	18%	22%	11%	l. Quality of roads/condition	7%	5%	7%
d. Emergency services (police, fire, EMS)	4%	9%	6%	m. Traffic congestion	2%	3%	7%
e. Employment opportunities	1%	4%	6%	o. Community events and activities	0%	0%	0%
f. Housing choices	4%	6%	3%	p. Shopping/retail opportunities	1%	1%	3%
g. Medical care	4%	7%	4%	q. Pedestrian facilities – sidewalks	4%	5%	9%
h. Natural environment/open space	2%	1%	3%	r. Bicycle facilities – biking paths	0%	1%	4%
i. Parks and recreation	1%	2%	4%				

3. How would you rate the overall quality of life in the City of Sun Prairie?	Excellent 13%	Good 57%	Average 27%	Poor 3%	Very Poor 0%
4. What has happened to the quality of life in Sun Prairie over the past <u>five</u> years?	Improved 13%	Declined 33%	Remained the same 31%	Have lived in Sun Prairie less than five years 23%	
5. In the next five years do you expect the quality of life in Sun Prairie to:	Improve 33%	Stay the same 35%	Decline 32%		

COMMUNITY FACILITIES, SERVICES, AND UTILITIES

6. Please rate your level of satisfaction with the following services/facilities:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Haven't Used
a. Downtown parking	6%	39%	31%	16%	4%	5%
b. Electric service	16%	62%	17%	3%	1%	0%
c. Emergency Medical Services (EMS)	19%	48%	16%	1%	1%	14%
d. Fire protection	17%	48%	15%	3%	1%	16%
e. Library	43%	39%	11%	2%	1%	5%
f. Parks & recreation facilities	29%	52%	13%	3%	0%	3%
g. Police protection	17%	54%	17%	5%	2%	5%
h. Recycling center	22%	48%	20%	3%	2%	6%
i. Sanitary sewer service	13%	53%	28%	3%	1%	2%
j. Storm water management	10%	37%	32%	13%	5%	2%
k. School system	13%	37%	23%	9%	5%	12%
l. Water utility service	13%	60%	23%	3%	1%	1%

ECONOMIC DEVELOPMENT

Please indicate how strongly you agree or disagree with the following statements.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7. I am <u>satisfied</u> with the availability of employment opportunities in Sun Prairie.	1%	19%	48%	26%	5%
8. I am <u>satisfied</u> with efforts being made to revitalize downtown Sun Prairie.	9%	50%	25%	14%	2%
9. I am <u>dissatisfied</u> with the availability of retail/shopping opportunities for me in Sun Prairie.	14%	35%	29%	18%	4%
10. Sun Prairie <u>should do more</u> to promote tourism.	5%	21%	50%	21%	4%
11. Sun Prairie <u>should offer</u> incentives for the re-development of properties along Main Street between the downtown and US 151.	10%	45%	27%	15%	4%
12. The appearance of new commercial development in the City <u>should be</u> regulated by design standards.	18%	44%	25%	9%	3%
13. Sun Prairie <u>should discourage</u> business developments with multi-story commercial buildings (3+ stories).	11%	27%	25%	27%	10%
14. Please identify which of the items from the list below (a – p), in your opinion, are the <u>four (4) most important types of future businesses that are best for the Sun Prairie community.</u> (Please mark ● four (4) only)					
2% a. Automotive sales	3% f. Fast food restaurants	43% k. Medical services			
43% b. Casual restaurant	28% g. Fine dining	4% l. Night clubs			
29% c. Corporate office	11% h. Heavy indust./manufact.	27% m. Professional services			
40% d. Emerging technology	11% i. Hotels, tourism	60% n. Retail/shopping			
39% e. Entertainment venues (theaters, comedy clubs, etc.)	32% j. Light industrial/assembly	4% o. Warehousing			
3% p. Other: See Appendix B					

TRANSPORTATION

Please indicate how strongly you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15. A park and ride facility <u>should</u> be located in the City of Sun Prairie.	18%	45%	25%	9%	3%
16 The overall road network (roads and streets) within Sun Prairie is <u>not adequate</u> for the needs of the community.	14%	33%	29%	23%	1%
17. Streets in Sun Prairie <u>are</u> well maintained.	1%	29%	24%	33%	12%
18. I am <u>satisfied</u> with the quality of snow removal in Sun Prairie.	5%	36%	17%	27%	15%
19. Truck traffic <u>should</u> be routed around, rather than through, downtown Sun Prairie.	22%	46%	24%	7%	1%
20. There are <u>sufficient</u> opportunities for bicycle travel throughout Sun Prairie.	6%	33%	34%	22%	5%
21. There are <u>sufficient</u> opportunities for pedestrian travel throughout Sun Prairie.	6%	49%	25%	18%	2%
22. All new major streets <u>should be</u> designed to accommodate bicycle traffic.	14%	43%	25%	14%	4%
23. All new retail areas <u>should be</u> required to have sidewalks.	21%	63%	12%	4%	1%
24. I <u>would use</u> a commuter rail system between Sun Prairie and the Madison area.	14%	23%	22%	18%	22%
25. I <u>would use</u> a bus route between Sun Prairie and Madison.	13%	23%	24%	26%	14%
26. I <u>support</u> the use of local taxes for the construction of additional sidewalks and pathways to promote walking and bicycling within Sun Prairie.	12%	32%	24%	19%	13%

HOUSING

From 1990 to 2007 a total of 6,450 housing units (houses, apartments, condos) were built in Sun Prairie. Sun Prairie has approved a number of large and small scale residential subdivisions in recent years. Although many of these neighborhoods will be phased in over multiple years, there are approximately 4,000 potential dwelling units within approved and platted neighborhoods that have not yet been constructed. About 46% of these will be single family homes, 32% will be multi-family apartments, 14% will be condominiums, and 8% will consist of planned assisted living facilities and other similar housing. Based upon this information and your overall feelings about the community, please rate how strongly you agree or disagree with each of the following statements regarding residential development over the next 20 years.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
27. The City should <u>limit</u> the approval of new housing units given the number of units already approved for development.	37%	39%	16%	6%	2%
28. Sun Prairie should place <u>more emphasis</u> on providing assisted living facilities and other housing options for seniors.	13%	39%	34%	12%	1%
29. Sun Prairie should place <u>less emphasis</u> on planning for single-family houses.	7%	15%	29%	37%	12%
30. Sun Prairie should place <u>less emphasis</u> on building apartments.	31%	39%	19%	9%	3%
31. Sun Prairie needs <u>more</u> housing that is affordable to residents with incomes under \$50,000.	15%	26%	22%	21%	16%
32. New developments <u>should</u> contain a variety of lot sizes and housing types in order to meet the needs of a wide variety of individual and family types.	17%	48%	17%	11%	6%
33. Sun Prairie needs <u>more</u> high-end luxury housing.	5%	10%	27%	37%	22%

HOUSING (cont.)

34. Houses within the older neighborhoods of Sun Prairie <u>are</u> generally in good condition.	5%	62%	23%	8%	1%
35. There <u>is</u> a wide range of housing choices within the city.	8%	67%	16%	8%	1%
36. Programs <u>are</u> needed to provide assistance to moderate-income residents for the purpose of purchasing/rehabilitating homes.	10%	38%	31%	15%	6%

37. Please list three characteristics you find most desirable in a neighborhood.

a. See Appendix B
b.
c.

LAND USE AND GROWTH

Please rate how strongly you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
38. I am <u>satisfied</u> with the character of recent development that has occurred in Sun Prairie.	3%	37%	27%	24%	8%
39. Sun Prairie <u>is</u> growing too fast.	32%	29%	21%	16%	2%
40. The city <u>is</u> too restrictive in guiding where new development occurs	2%	10%	46%	30%	13%
41. Commercial building design standards, especially in highly visible areas, <u>are</u> important for promoting a positive community image.	24%	52%	19%	4%	1%
42. More cooperation <u>is</u> needed between neighboring local governments as communities grow.	18%	59%	21%	1%	0%

43. From the following list, mark the items you are most concerned about in terms of city growth. Mark ● all that apply.

61%	a. Preservation of green space	38%	h. Maintaining community character
7%	b. Building/zoning regulations too stringent	51%	i. Diminished quality of roads (wear & tear)
75%	c. Increased crime/safety	58%	j. School issues (building, crowding, etc.)
37%	d. Environmental protection	20%	k. Solid waste management (garbage/recycling)
43%	e. Rising housing costs	50%	l. Increased traffic congestion
77%	f. Property taxes	18%	m. Increased time of commute to work/access goods & services
21%	g. Collecting impact fees from new development	27%	n. Water/sewer system capacity

ENERGY EFFICIENCY AND CONSERVATION

Please indicate how strongly you agree or disagree with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
44. City incentives <u>should</u> be offered for homes and buildings that are built to be more energy efficient.	24%	46%	19%	9%	2%
45. New neighborhoods <u>should</u> be designed so that they are more pedestrian friendly.	21%	60%	16%	2%	1%
46. City buildings and facilities <u>should</u> use alternative energy sources (e.g., solar).	25%	46%	25%	3%	1%
47. The City <u>should not</u> purchase vehicles that are more energy efficient if they are more expensive.	5%	17%	32%	34%	12%

NATURAL AND CULTURAL RESOURCES

Please indicate how strongly you agree or disagree with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
48. Overall, I am <u>satisfied</u> with the quality of our natural environment in Sun Prairie.	4%	65%	22%	8%	1%
49. Sun Prairie <u>should</u> help create an area-wide open space network.	8%	44%	42%	6%	1%
50. Sun Prairie <u>should</u> connect to the area bicycle and pedestrian trail system.	15%	50%	29%	5%	1%
51. There are <u>sufficient</u> recreational opportunities in my neighborhood.	6%	53%	23%	16%	1%
52. The City <u>is not</u> spending enough to maintain, improve, or protect natural resources.	2%	15%	61%	20%	2%
53. I <u>support</u> alternate development types, such as clustering homes, to protect natural resources.	4%	29%	40%	22%	4%
54. Sun Prairie <u>has</u> a distinct sense of community.	5%	36%	34%	20%	5%
55. Maintaining the historical and cultural character of downtown Sun Prairie <u>is not</u> important.	3%	12%	18%	50%	17%
56. The City <u>should</u> adopt rules for the preservation of historic downtown buildings.	13%	51%	24%	9%	3%
57. <u>No public funds should</u> be used for historic preservation in the City.	6%	18%	38%	31%	8%
58. The City <u>has</u> a need for a performing arts center.	6%	18%	34%	29%	13%
59. There are a <u>sufficient</u> number of events and festivals in the City.	5%	47%	32%	16%	1%
60. The City <u>should</u> promote more tourism based upon the birthplace of Georgia O’Keeffe.	3%	13%	43%	30%	10%
61. What three words do you think best describe Sun Prairie?					

a. **See Appendix B**

b.

c.

COMMUNITY PRIORITIES

62. From the following list, choose your three most important local priorities. **Mark • three (3) only.**

- 40% a. Expand and improve public protection services (police, fire, EMS) to keep up with community growth.
- 44% b. Recruit more business/industry to Sun Prairie.
- 3% c. Expand tourism.
- 24% d. Improve/expand public transportation to Madison.
- 30% e. Improve/expand the current road network to address increases in traffic.
- 32% f. Improve maintenance of the existing road network.
- 14% g. Use regulatory authority to manage the mix of housing in Sun Prairie.
- 14% h. Improve parks/open space in Sun Prairie.
- 21% i. Use regulatory authority to influence the rate, quality, style and design of new development.
- 23% j. Use regulatory authority to encourage redevelopment of underutilized /run down areas of Sun Prairie.
- 11% k. Improve energy efficiency in public facilities.
- 21% l. Continue downtown revitalization.
- 8% m. Other, **See Appendix B**

63. Please tell us the best part about living in Sun Prairie.

See Appendix B

64. Please tell us the greatest problem or concern that you have about living in Sun Prairie.

See Appendix B

DEMOGRAPHICS

Please answer the following questions about yourself. All personal and individual information will remain confidential. Your responses will be combined with those from other participants for statistical analysis only.

65. Gender:	Male	Female	66. Age:	18–24	25–34	35–44	45–54	55–64	65+
	55%	45%		1%	16%	22%	21%	18%	21%

67. Employment Status:	Employed full-time	Self employed	Employed part-time	Unemployed	Retired	Other: See Appendix B
	64%	5%	5%	1%	23%	1%

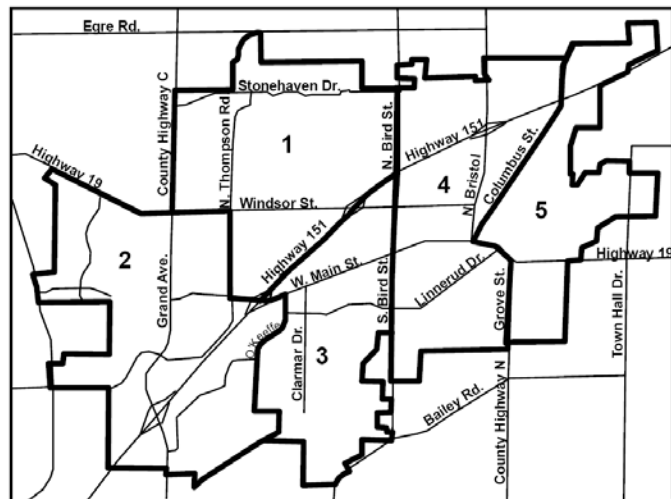
68. Where do you work?	Sun Prairie	Madison	Elsewhere in Dane County	Outside of Dane County
	25%	54%	15%	6%

69. Do you rent or own your place of residence in Sun Prairie?

Own	Rent
82%	18%

70. Looking at the general map of Sun Prairie to the right, please mark **●** the number (1, 2, 3, 4, or 5) that corresponds to the area in which you reside.

Area 1	Area 2	Area 3	Area 4	Area 5
32%	18%	13%	21%	17%



71. How long have you lived in Sun Prairie?

Not a Resident	Less than 1 year	1 to 5 years	5.1 – 10 years	10.1 – 15 years	15.1 – 20 years	20.1 to 30 years	Over 30 years
0%	4%	27%	20%	10%	8%	11%	21%

72. Approximate Household Income range:	Less than \$15,000	\$15,000 - 24,999	\$25,000 – 49,999	\$50,000 – 74,999	\$75,000 – 99,999	\$100,000 or more
	3%	7%	21%	23%	24%	23%

APPENDIX E

OPEN HOUSE COMMENTS - INFORMATION AND OPINION GATHERING

RESULTS

Public Input/Participant Comments Comprehensive Plan Open House Wednesday, July 23, 2008

[The following questions were presented to participants at the Comprehensive Plan Open House on Wednesday, July 23, 2008, held at the Westside Community Service Facility. Responses are shown and/or summarized in red text.]

Quality of Life/Economic Development: Please answer the following questions to help refine our understanding of community attitudes about growth and quality of life.

1. Survey respondents expressed dissatisfaction with the pace of growth in the City in recent years, indicating that the community is growing too fast. Do you agree with this assessment? 14 Yes 3 No

If yes, what are your main concerns related to the pace of growth? (choose up to four (4) from the following list):

- 6 Increased daily traffic
- 11 Increased crime
- 5 Appearance/character changes of the community
- 4 Loss of agricultural lands to development
- 5 Decreased separation between Sun Prairie and surrounding cities/villages
- 4 Density of new development
- 8 Developer influence on local decision making process
- 0 Construction activity (noise, dust, construction traffic, etc.)
- 9 Pressure placed on City services/facilities and the need to expand/build new facilities
- 8 Pressure placed on school facilities and the need to expand or build new schools
- 2 School redistricting required as a result of growth
- Other: _____

Comments:

- I moved into Smith's Crossing 4 years ago and feel the builder and the City created the opportunity for a model neighborhood within Sun Prairie.
- WAY too many apartments, condos / multi-family housing.
- Too much multi-family housing!! Come on!!
- We need a second east/west street other than Main Street.
- Business Growth should reflect work force of community and vice versa.
- Taxes keep going up to support all the extras that are needed. Older homes sit empty.

2. Survey respondents strongly supported the recruitment and development of additional retail/shopping, restaurant, and entertainment amenities to the community. However, opportunities for attracting such establishments are often tied to growth in the community. In your opinion, is avoiding the potential negative aspects associated with new growth (as listed above in question 1) more important than attracting these types of businesses, or is it more important to expand the availability of these services despite some of the negative impacts mentioned above? (Choose one)

 8 Avoiding impacts of growth is more important

 8 Attracting more commercial amenities is more important

Comments:

- I think we need to be proactive in our growth and development, I believe. Sun Prairie should nurture its heritage and small town past, yet be inventive/appealing to new comers – families, professionals, retirees, etc. We need to have the commercial amenities to meet residents needs in Sun Prairie.
- Top priority (avoiding the impacts of growth)
- I have no problem with retail growth. Multi-family housing with poorly kept units is the problem. Too many apartments being built!
- You can attract new growth without so much multi-family housing!
- Make owning/operating a business easier to encourage people to shop and participate in the community.
- I think this is a catch 22. The city grows, businesses come, and more services are required. I think the rate of growth needs to be controlled.
- We don't need to be like Madison! Keep our small town identity.

3. Survey respondents were generally positive about the Quality of Life in Sun Prairie, but 43% felt that the quality of life has declined over the past five years. Do you agree that the quality of life has declined over the past five years? 10 Yes 6 No

If yes, why do you feel the quality of life has declined and/or what factors contribute to this assessment from your point of view?

- New communities are being built but lack of facilities to support everyone.
- Too many multi housing development. Need new blood in City Hall and on various committees.
- Most of the City's concern is on the development of the western half of the City. What about us? (east side)
- Resources are being spread too thin.
- Taxes have increased out of proportion to services. Mosquitos have also increased.
- Too many apartments, which increases crime.

- Apartments everywhere. Compare Sun Prairie to Waunakee – which is considered the nicer town?
- Increased crime, lower standard of development, need better planning overall, slower growth, schools negatively impacted, need a better balance of residential to multi-family.
- Allowed to grow too fast. New development seemed not to be controlled.
- Spreading out the development takes away from green space. I appreciate the development that has been downtown but other buildings and areas stand vacant and are eye sores. I can understand building a Copps but I'm afraid Pick-N-Save will close and stand vacant for years. Both stores owned by same owner.

4. Survey respondents felt strongly that the City should make use of commercial building design standards in order to maintain a desired quality of development and promote a positive community image. Do you support this notion, even if the use of such standards results in some potential businesses choosing not to locate in Sun Prairie?

 11 Yes 4 No 1 Uncertain

Comments:

- People like the current feel of the City.
- Poor argument given how many other communities are creating/implementing such standards.
- Businesses need to be held accountable for their impact on a community. The standard of quality of life in Sun Prairie should not be compromised.
- I do feel we should fill in areas which are not being used.
- Are you going to do the same with apartments?
- The type of business is important, not the details. No more check cashing stores!
- Standards/quality leads to better community overall.
- I think it is becoming more standard within the commercial building industry to abide by architectural standards.
- Standards are a good thing.

5. Survey respondents indicated satisfaction with downtown redevelopment efforts, and supported the notion of City incentives to encourage the redevelopment of other sites along Main Street. A mixed-use development model that incorporates apartment housing is often necessary to make such developments financially feasible. However, respondents also felt strongly that the City should be placing less emphasis on the development of apartments. In your opinion, is the need to encourage redevelopment in some areas of the community more important than limiting the development of new apartments, or should limiting the addition of more apartments be the priority?

 7 Redevelopment is more important, even if it includes the construction of new apartments in order to make the redevelopment project feasible.

9 Limiting the addition of more apartments is the priority, even if redevelopment of some sites is less likely to occur as a result.

Comments:

- Don't force business out to support big business.
- Keep our downtown the downtown and Main Street the main street. Don't need a Westside downtown/main street.
- Mixed use is successful in many communities and makes for more of a neighborhood feel.
- Do (not?) put all the low income areas together.
- There are plenty of apartments downtown already.
- We have too much rental units approved, but not built yet.
- I think there are a lot of benefits to mixed use neighborhoods. Residents may start here as renters and progress to homeowners. Everyone should enjoy a great quality of life here – regardless of their ability to purchase a home.

PUBLIC INPUT PARTICIPATION RESULTS AND COMMENTS

Comprehensive Plan Open House: Wednesday, July 23rd, 2008

The following questions were presented to participants at the Comprehensive Plan Update Open House held at the Westside Community Service Facility. Results and responses are shown in red.

PARK PREFERENCE AND RECREATIONAL & FACILITY NEEDS

On display please see the map of the City of Sun Prairie park system, a map of environmental corridors and features, and descriptions and photos of different types of parks that may be supported in a community. As you learn about the different types of parks and the variety of activities they provide, think about how you use the parks in Sun Prairie as you answer the questions below.

Q1.a. The park closest to my home is (SEE ATTACHED)

b. Do you use this park regularly? (8) Yes (15) No (1 no answer)

c. If no, please mark the boxes from the list below to indicate why. (Mark all that apply)

- | | |
|---|--|
| (5) No amenities/facilities offered for my desired activities | (1) Low accessibility: (location or special needs) |
| (3) No bike / walk paths to get there | (1) Parking limitations |
| (2) I'm not an outdoors/park person | (0) Not enough space |
| (0) Lack of maintenance / upkeep | (0) Not a pleasant place to be (noise, view, safety) |

Other: (SEE ATTACHED)

d. The park I go to most often is (SEE ATTACHED)

Q2. What type of park or open space would you use most? (Select your top 3 choices)

- | | |
|-------------------------------|-------------------------------|
| (10) Neighborhood Park | (3) Downtown Park |
| (8) Special Use Park* | (3) Block Park |
| (7) Community Park | (3) Athletic Complex - Indoor |
| (6) City-Wide Park | (3) Parkways |
| (4) Greenways | (1) Regional/Resource Park |
| (4) Athletic Complex -Outdoor | (1) School Park |
| | (0) Heritage Site |
| | (0) Private Park |

* Pet, Dog Park with water, Aquatic Center, Softball-little league, Patrick Lake, bike path around (large areas connected), there are enough parks

Q3. What other park & recreational activities or facilities would you like to see in Sun Prairie?

- | | |
|--|----------------------------|
| (8) Nature Center | (3) Indoor Sports Complex |
| (8) Other* | (2) Outdoor Sports Complex |
| (4) Formal Gardens (Botanic) | (2) Golf Course |
| (4) Nature Interactive Activities | (2) Passive Open Space |
| (4) Golf Driving Range/Practice Facility | |

* Bike paths (2), running paths, enlarge dog park, ballparks, geocaching, mini-golf, don't need to add expenses to the budget, Providence multi-family area could use a park and/or basketball court for the kids that live there. Less likelihood of getting into trouble.

- Please complete both sides and hand to the station host to validate your players card -

CULTURAL & CIVIC FACILITIES

Q4. What other facilities for cultural and community events, would you like to see in Sun Prairie?

- | | |
|--------------------------------------|-------------------------|
| (11) Public Market | (5) Band Shell/Pavilion |
| (8) Performance/Cultural Arts Center | (4) Community Theater |
| (8) Performance Areas/Amphitheater | (4) Other* |
| (6) Public Art/Monuments/Fountains | (2) Arts Center/Gallery |
| (6) Tech. School/Community College | |
| (6) Youth Center | |

* Good enough for now, don't need to add additional cost to budget – taxes are high enough

ENERGY EFFICIENCY AND CONSERVATION

Q5. The public opinion survey indicated that 71% of respondents support the use of alternative energy sources at city buildings and facilities. In this two part question, place a mark in the appropriate column to indicate (1) which of the following energy conserving methods you would support, and (2) if you would continue to support these measures if it meant a higher initial investment of public funding now with reduced long-term costs?

Energy Efficiency Method	Support Method	Support Funding
Solar Panels	17	12
Geothermal	18	11
Hybrid Vehicles	13	6
Wind Power	12	6
Education on energy efficient practices (i.e. City website, mailings)	10	7
Prairie restoration at parks and City facilities (one comment: silly)	10	4
Incentives for LEED rated buildings	9	6
Stricter regulations and limits on new pollutant discharging industries	8	6
Green Roofs	8	3
Consider and evaluate environmental effects of City Policy decisions on daily operations	6	3

(1) Other: Make schools & other public buildings more energy efficient

Q6. Which of the following energy conservation methods would you consider for your home?

- (15) Buying products and services at local businesses and farmers markets
- (14) Participation in public utility programs and incentives to promote energy efficiency
- (11) Landscaping with native plants and tree placement for passive solar cooling benefits
- (8) Water conservation with rain gardens and rain barrels
- (8) Renewable energy methods (such as solar hot water and electric, wind, geothermal heat pump)
- (6) Purchase of a home built on a smaller lot to reduce infrastructure costs and preserve more land for parks and open space (one comment: this is bogus reasoning. Only the developers benefit from this!)
- (1) Other: Better insulation

- Please complete both sides and hand to the station host to validate your players card -

Answers to Question 1a, b, c & d

(a) Closest Park	(b) Use It Regularly? (c) Why?	Closest Park	Park Used Most	(d) Park Used Most Often
Birkinbine	Yes	Neighborhood	Neighborhood	Same (Birkinbine)
Carriage Hills	No – use occasionally City events, band concerts, walking, biking	Neighborhood	Community	Carriage Hills Estates
Evergreen	Yes	Neighborhood	City-Wide	Sheehan
			Community	Orfan and Wetmore
Firemans	No - No bike/walk paths & parking limitations	Private	?	None provided
Grandview	No	Neighborhood	Private	Angel Park
Grandview	No - I don't use a park	Neighborhood	?	None provided
Hunters Ridge	No - No amenities/facilities offered	Neighborhood	City-Wide	Sheehan
Hunters Ridge	No - No amenities/facilities offered	Neighborhood	City-Wide	Sheehan
Liberty	Yes	Community	Neighborhood	Stonehaven
Misty Meadows	No - Low accessibility Looks more like a neighborhood park	Neighborhood	?	None provided
Misty Meadows	No - No amenities/facilities offered Dogs not allowed	Neighborhood	Special Use	Dog Park
Oakridge	Yes Not much in the park mainly open grass	Neighborhood	?	None provided
Orfan	No - No bike/walk paths	Community	Community	Liberty
Orfan	Yes	Community	Community	Same (Orfan)
Orfan	Yes/No - No amenities/facilities offered	Community	?	None provided
Orfan	Yes	Community	Community	Same (Orfan)
Sheehan Park	Yes	City-Wide	City-Wide	Same (Sheehan)
Sheehan Park	no answer - Good park - should allow dogs	City-Wide	?	None provided
Thoreau	No - It's pretty small & very hot - no shade	Neighborhood	Community	?, Wyndam Hills
			Private	Monona Dream Park/YMCA
Thoreau	No - No bike/walk paths Nice park - hard for us (Providence) to get to safely	Neighborhood	Neighborhood	Same (Thoreau)
Wetmore	Yes	Community	Special Use	Dog Park
Wetmore	No - I'm not a park person	Community	City-Wide	Sheehan
Wetmore	No - My backyard is like a park	Community	City-Wide	Sheehan
Wetmore	No - no answer	Community	?	None provided

12/24 Live closest to a Neighborhood Park
 9/24 Live closest to a Community Park
 2/24 Live closest to a City-Wide Park
 1/24 Live closest to a Private Park

6/24 Use a Community Park most often
 6/24 Use a City-Wide Park most often
 3/24 Use a Neighborhood Park most often
 2/24 Use a Private Park most often
 2/24 Use a Special-Use Park most often
 7/24 Did not provide an answer
 1/24 Do not use a park
 26/24 * (2 extra answers provided)

- Although Neighborhood Parks was selected the most (10/24) as one of the top three park choices people would use, only 3/24 respondents actually use them. Rather, 5/10 use a larger park, 2/10 use a special use or private park, and 1/10 don't use a park.
- Overall, 7/24 use a larger park than the park located nearest their homes.

- Please complete both sides and hand to the station host to validate your players card -

Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

The following questions were presented to the participants at the Comprehensive Plan Open House on Wednesday, July 23, 2008, held at the Westside Community Service Facility. The answers to each question are tallied and recorded in red text. There are a total of 20 responses.

Community Facilities and Services

A map of the existing community facilities is on display for your information as you answer the following questions.

The community survey results indicate a relatively high level of satisfaction with most community facilities and services. As you think about the existing community facilities (e.g. emergency services, library, public works functions) and nongovernmental facilities and services (e.g. Colonial Club, Sunshine Place, daycares) in the community, are there any additional facilities and services you feel would benefit the community? Please list in the space provided.

Ten respondents left the question blank.

One respondent answered that everything is fine and nothing needs to be added.

The nine other respondents provided the following comments:

- The library and Westside Community Center are very expensive. I fear anything the City builds would be a strain for taxpayers.
- Youth center beyond what parks & rec. offers and a technical college/branch.
- Structured youth facility/programming and a technical college/high school
- Westside library branch
- Additional fire coverage (e.g. 1-2 additional stations)
- For many services, we are not included as our address is not on the map. I get tired of calling.
- When will you do something about waste water runoff flooding?
- I feel the city would benefit with the creation of a citizen liason position within the city to work with citizens on problems or questions they have regarding their properties or the city itself. This can also work for the business sector as well.
- I'm not sure. I think some of the current services could expand to provide more services to the community, especially Parks & Rec.. The Warner Park Community Center/MSCR partnership is a great example. I'd like to see the community center use increased for community functions.

Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

School System

The community survey results indicate general satisfaction with the school system. However, there was a lower level of satisfaction expressed compared to some of the other community facilities. In order to better understand the specific reasons for this, please complete the following exercise.

From your perspective, please rate your satisfaction with the specific aspects of the school system listed below. Please check the box that most closely matches your response.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Explain reason for dissatisfaction
School administration	2	7	6	2	1	
School Board	1	4	6	3	3	
School locations	1	10	4	0	1	
Curriculum	3	6	6	0	1	
School size	3	6	6	2	0	
Number of schools	2	8	5	1	1	
Teaching staff	4	4	8	0	1	
Class size	3	5	8	0	0	
Athletic facilities	1	7	8	0	0	
Athletic programs	2	7	8	0	1	
Extra-curricular activities	1	8	6	0	0	
Elementary school attendance areas	1	6	7	1	0	

There was some dissatisfaction expressed with school administration, school board, school locations, curriculum, number of schools, teaching staff, athletic programs and extracurricular activities. Overall, a greater percentage of respondents expressed satisfaction for each of these aspects of the school system but there was some dissatisfaction.

The reason expressed for dissatisfaction included the following:

- We graduate people unable to read or do math in the head – no idea of economics or how to balance a checkbook. Computers are nice – expensive and mostly toys.
- I'm concerned about how rapid growth has created schools of poverty with no means of solving the problem.
- Dissatisfaction of school administration, school board, curriculum, and teaching staff - tests below average.
- Too many extracurricular activities.
- The school board consists of yes people and there are too many schools.
- The location of the high school is stupid and there should be two high schools.
- The school board lacks progress in disciplinary problems.
- The school board is not productive.
- The school board shows poor leadership.
- Schools are too big.

Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

Park and Ride Lot

A city street map is on display for your information as you answer the following question.

The community survey results indicate that there is general support for a park and ride lot in Sun Prairie. Would you use a park and ride lot to make use of a:

	Yes	No		Yes	No
Car pool	5	11	Commuter rail	8	9
Van pool	3	12	Other <u>bike path</u>	1	
Express bus	11	4			

The majority of respondents would not use a park and ride lot to car pool or van pool. Almost $\frac{3}{4}$ would use a park and ride lot for an express bus. Nearly an equal number would and would not use a park and ride lot to utilize commuter rail. One respondent would use a park and ride lot to utilize bike paths.

Where do you think a park and ride lot should be located? Please describe the location in words or mark the location on the small map below or the large map on display?

In summary:

- Six respondents suggest a park and ride location at County Highway C and Highway 151.
- Four respondents suggest one near Highway 151 and Main Street
- Two suggest the intersection of Highway 19 and Windsor Street.
- Other suggestions include the Highway 19 and Portage Road intersection, area near Brooks and Thompson, a central area with good access to Highway 151, near O'Keffee Avenue in Smith's Crossing and near Angell Park off of Grove Street.

One respondent commented that we should not have a park and ride lot.

Respondents suggested the following areas for a potential park and ride lot:

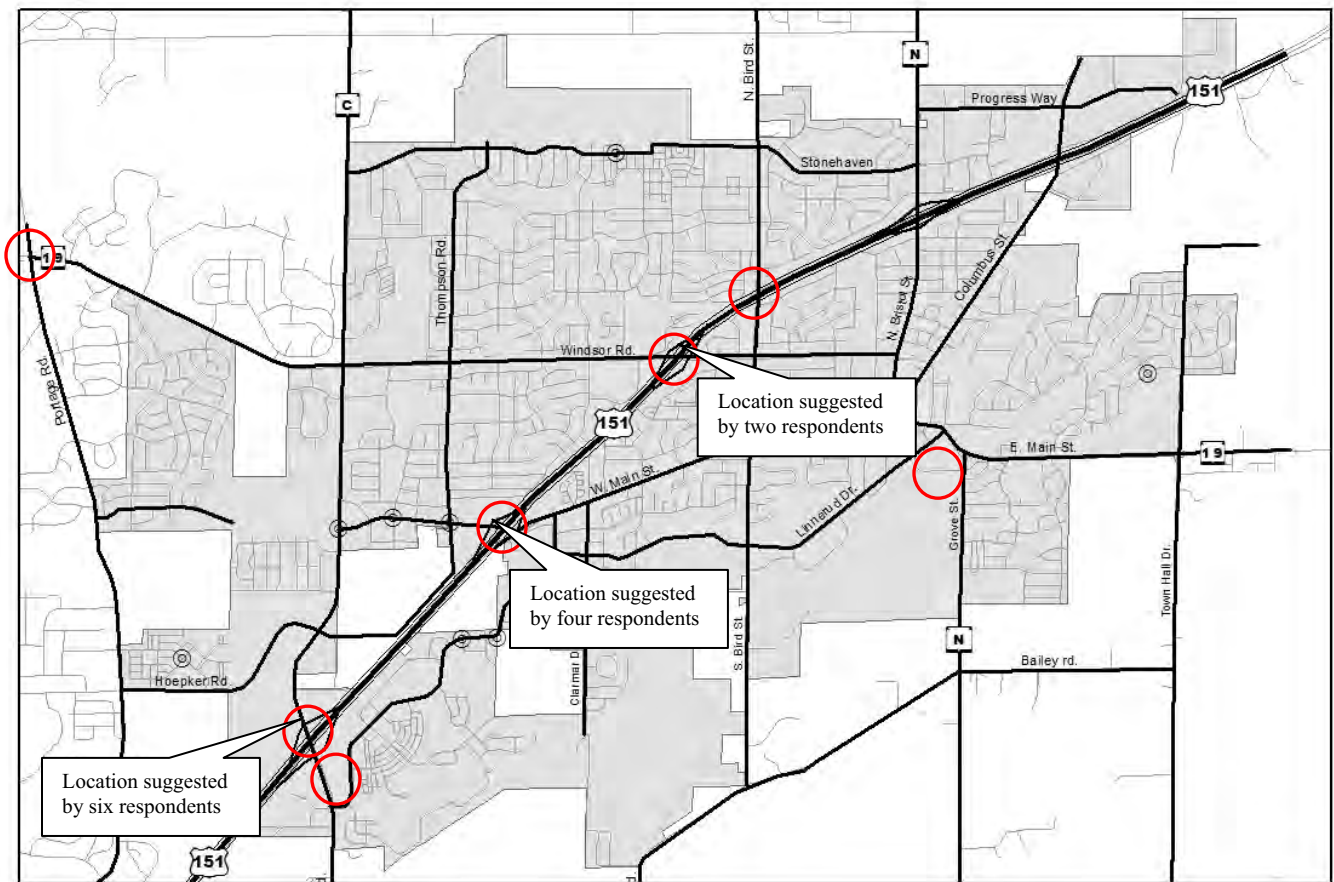
- The Angell Park area
- 151 and Highway C
- Close to 151/Main St. or Hwy. C & 151- majority of people would use this to go to Madison.
- Hwy. 151 & Hwy. 19
- Marked Main Street and Hwy 151 interchange on map
- Somewhere central & with good 151 access
- Marked Highway 151 and County Highway C interchange on map
- Marked Highway 151 and County Highway C interchange on map
- Somewhere in the area of Brooks and Thompson. Locating it here will make an easy route change for the bus that goes to American Family Ins.
- Along 151 and Main or Windsor
- Marked Highway 19 and Portage Road intersection and Highway 151 and County Highway C interchange on map

Please complete each question and drop completed sheets in the envelope labeled Community Facilities and Transportation

Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

- Marked Highway 151 and County Highway C and Main Street interchanges and Highway 151 and N. Bird Street on map
- Marked an area near Angell Park off Grove Street on the map
- Marked the Highway 151 and Highway 19 interchange on the map



Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

Condition of City Streets

The community survey results indicate dissatisfaction with the condition of the streets in the city. Other than Main Street, are you satisfied with the condition of the roads in the city?

Yes 10 No 9

If you answered no, please list the specific streets that you feel are in poor condition.

The respondents that answered no had the following comments:

- South Clarmar
- Park Street – No sidewalks, curb yet trucks use this area. Also the train tracks crossing at this area is in need of repair.
- Main Street – approaching Wal-Mart adjacent to Good Year plant
- Street by Providence on way to Am. Fam. Roundabouts are confusing and poorly marked!
- Main Street – recently resurfaced - OK. Hate glob of cement in middle of streets – Bird St N.; Tower Drive @ Bird; Columbus St. N.. These glob of cement add to lawn mowing or weed pulling and difficult snow removal – all add more tax dollars required – just paint turn lanes. Works good at Bird and Main and Bird and Windsor!!!
- Highway C north of Highway 19
- When will the City plow the railroad crossing on Clarmar Dr?
- With the winters we have is Wis. and snow, we need wide streets.

In order to address the issue of poor roadway conditions, it will cost money for the city to maintain and reconstruct roadways. Should the City budget include more money for street reconstruction and maintenance? Yes 10 No 8

If yes, would you support?

	Yes	No
Increased taxes	4	8
A cut in other city services	7	3

If yes, which ones:

Respondents have the following comments on cuts:

- Parks and recreation
- Parks and rec. programs and taxi funding – voucher assistance minimum income should be lowered and raise prices for taxi service
- Trails and sidewalks
- Reduced weekend hours for Public Works Workers
- One respondent did not answer because he or she did not have enough information to know how to answer.
- One respondent did not answer but commented that we should look at more mass transit and alternative transportation.

Comprehensive Plan Open House
Wednesday, July 23, 2008

Results of the public input/participant comments

Trails and Sidewalks

A trail and sidewalk map is on display for your information as you answer the following questions.

The community survey results indicate that there is support for requiring sidewalks in new retail areas, sidewalks are a desirable characteristic in a neighborhood, and the trails should be connected to the area bicycle and pedestrian trail system. As you think about the sidewalk and trail system, is there any trail or sidewalk segment that you would like to see added to the system?

Yes 11 No 6

If yes, describe the segment in words on the space provided or mark it on the large map on display.

The respondents have the following suggestions:

- A city-wide bike trail to connect east-west-north-south and City of Madison
- Sidewalks and trails are 2 different things. Don't combine them in one question. Major roads should have sidewalks. Residential roads in subdivisions – no sidewalks. Trails in open spaces – yes.
- Both sides of Clarmar and on Linnerud, west of library
- West side – Prairie Lakes Development
- Connector links – Frawley to Orfan Park, Main Street, N. Bird Street, Highway 19 west to Wyndham Hills
- High Crossing path to City path in Smith's Crossing
- Complete sidewalk on north side of Windsor across Lois Drive to access daycare.
- Park St., to west side of Grove St. need sidewalks so citizens can make use of the children's park, Angell park and have access to the downtown area. Also a crosswalk at Hwy. 19 and County Highway N.
- Provide more connections between existing trails.
- A bike path between Smith's Crossing and Providence
- Phase in sidewalks in all existing neighborhoods and on both sides of busy laterals.
- Focus should be on completing bike trails are close to being connected but are not. I would focus on more bike lanes on city streets. Marking them as bike lanes will make them safer. I would not use bike trails that cross intersections frequently. Having to stop at bike trail intersection would slow bike usage.

RESULTS

Public Input/Participant Comments

Comprehensive Plan Open House

Wednesday, July 23, 2008

[The following questions were presented to participants at the Comprehensive Plan Open House on Wednesday, July 23, 2008, held at the Westside Community Service Facility. Raw scores and ranking of responses is shown in red text, a rank order list of Economic Development priorities per this exercise follows.]

Economic Development

*Please review the following list of potential economic development activities that the City could choose to implement to encourage more commercial and business growth in the community. Please help us prioritize these potential activities in terms of their effectiveness and potential benefit. **Please choose no more than four items under any single column (i.e., no more than four high priority items, no more than four medium priority items, etc.).** If you do not feel that the City should be involved in an activity that is listed, do not check a priority recommendation for that particular row.*

Sun Prairie's Economic Development Efforts Should be Focused On...

Rank	Total	(x 1) Low Priority (pick up to 4)	(x 2) Medium Priority (pick up to 4)	(x 3) High Priority (pick up to 4)	Area of Focus
2	24	1	4	5	Creation of New Quality, "Living Wage" Jobs
1	30		3	8	Retention of Existing, Quality, "Living Wage" Jobs
6t	19	2	7	1	Creation of New Tax Base (Non-Residential)
9	16	2	4	2	Provision of Economic, Demographic and Other Statistical Data
6t	19	2	4	3	Enhancement of Quality of Life (Education, Housing, Recreation, Shopping, Culture, etc.) to Make Sun Prairie More Attractive for Potential Businesses.
4t	20		4	4	Provision of Functional, Cost Effective Infrastructure & Services (Roads, Utilities, Police, Fire)
3	22	1	3	5	Ensuring a Business Friendly Environment (i.e. Regulatory Environment)
4t	20	2	3	4	Redevelopment of Existing Underutilized Areas in

					the City of Sun Prairie
10	13	6	2	1	Provision of Technical and Financial Assistance to Private Sector Developers and Businesses
8	18	1	4	3	Ensuring Communication Between Economic Development Groups, as Well as Between the City and the Private Sector

Other potential activities: ____ (no comments submitted) _____

Rank Order of Economic Development Priorities:

- 30 - Retention of Existing, Quality, "Living Wage" Jobs
- 24 - Creation of New Quality, "Living Wage" Jobs
- 22 - Ensuring a Business Friendly Environment (i.e. Regulatory Environment)
- 20 - Provision of Functional, Cost Effective Infrastructure & Services (Roads, Utilities, Police, Fire)
- 20 - Redevelopment of Existing Underutilized Areas in the City of Sun Prairie
- 19 - Creation of New Tax Base (Non-Residential)
- 19 - Enhancement of Quality of Life (Education, Housing, Recreation, Shopping, Culture, etc.) to Make Sun Prairie More Attractive for Potential Businesses.
- 18 - Ensuring Communication Between Economic Development Groups, as Well as Between the City and the Private Sector
- 16 - Provision of Economic, Demographic and Other Statistical Data
- 13 - Provision of Technical and Financial Assistance to Private Sector Developers and Businesses

Please place in envelope at the Quality of Life/Economic Development station when complete.

HOUSING RESULTS

Public Input/Participant Comments

Comprehensive Plan Open House

Wednesday, July 23, 2008

[The following questions related to housing issues were presented to participants at the Comprehensive Plan Open House on Wednesday, July 23, 2008, held at the Westside Community Service Facility. There were 19 total responses handed in, however, not everyone responded to every question. Responses are shown and/or summarized in red text.]

On display are several tables that illustrate the City's current housing mix in comparison to Dane County as a whole, and selected Dane County communities. Sun Prairie's housing stock consists of approximately 61% low density units (53% single family, 8% duplex) and 39% multi-family, but the recent trend has seen the overall percentage of low density units falling and the percentage of multi-family units rising.

1. Which of the following statements best represents your opinion regarding the housing mix in Sun Prairie? 17 responses

3 The current housing mix is appropriate, and efforts should be made to maintain this balance.

9 Sun Prairie needs a higher single-family/duplex component of its overall housing stock.

1 Sun Prairie needs more multi-family housing to achieve a better housing balance. (comment - not apt, condos)

4 The market should decide what type of housing gets constructed, with minimal influence from the City. Less multi family development; more emphasis should be on smaller homes

2. Please indicate below what you feel the best housing mix is for the City of Sun Prairie:

18 responses

	Single family	Duplex	Multi-family
avg.	63.78	16.65	21.12
median	60	15	20

____% Single Family	____% Duplex	____% Multi-Family
60	10	30
60	20	20
50	15	35
80	15	5
90		
60	10	30
50	5	45
60	20	20
75	20	5
50	30	20
50	33	17
60	20	20
60	20	20
78	10	12
80	10	10
55	20	25
70	15	15
60	10	30

comment: not apt, but condos where people have ownership and take responsibility

HOUSING RESULTS

3. Survey respondents felt that the City currently has a wide range of housing choices, and that new developments should continue this by offering a variety of lot sizes and housing types. However, they clearly felt that the City should place less emphasis on the development of both new apartments and high-end luxury housing. In your opinion, what housing types should the City be trying to encourage over the next 20 years? (check all that apply)

Owner Occupied Homes: 18 responses

- 3** High-end single-family homes (\$450,000 +) xxx
- 7** Above-average single-family homes (\$300,000 – \$450,000)
- 13** Moderate price single-family homes (\$200,000 - \$300,000)
- 10** Affordable owner-occupied homes (under \$200,000)
- 6** Small scale condominium buildings (under 12 units per building)
- 2** Large scale condominium buildings (12 units or greater per building)
- ___ Other: stop the development – keep green space

Rental Housing Units: 15 responses

- 10** Senior assisted living
- 7** Senior apartment buildings
- 8** Small scale apartments (under 12 units per building)
- 2** Large scale apartments (12 units or greater per building)
- 1** High-end luxury apartments
- ___ Other: too many rental already in SP; none, too much already

HOUSING RESULTS

4. Survey respondents felt strongly that the City should place less emphasis on building apartments in the future. If you share this opinion, please help us determine what it is about this housing type that is objectionable. What is it (if anything) about apartments in Sun Prairie that you see as objectionable? (Check all that apply) 18 responses

- 4** Age (too old)
- 12** Poor condition/maintenance
 - comments:
 - lower rents/low quality repairs,
 - buildings go down after about 20 years – almost all units do after this age and that’s when they are rented to section 8 families;
 - allowed to deteriorate; lack of ownership = no pride in upkeep for renters
- 11** Low quality building materials
 - comments: biggest concern
- 9** Design/appearance
- 7** Size (too big)
 - comments: keep apt number under 12
- 3** Location
 - comments: Westside Elem – island of poverty
- 10** Concentration in any one area
 - comments: too much crime/trashy neighborhoods; ghettos?
- 5** Management
 - comments: owners not present
- ____ Other
 - Most of these builders obtain the federal assistance so many of these buildings must offer a percentage of the these units to the lower income families;
 - No tax responsibilities on occupants;
 - Brings in a diversified population, brings in lower income families, brings in families who take less pride in the city, they often move in a year or 2, overcrowds the schools;
 - Too many transitional tenants – not make Sun Prairie home;
 - Crime issues, drain on city services;
 - Crime; Why did you let it get to the point that nearly 50% of community is multi-family? Let’s model ourselves after Waunakee!!
 - If you asked the average person if SP or Waunakee is a newer town, the vast majority would say Waunakee. I feel this is due to less multifamily housing there!
 - The quality of our rental stock is low and in overabundance.
 - If you maintain a home, property tax goes up;

RESULTS - LAND USE - COMMUNITY CHARACTER/RESIDENTIAL DENSITY

Refer to the COMMUNITY CHARACTER displays to answer the following questions.

The Community Character displays provide examples of community character for three types of land uses; commercial, single-family residential, and multi-family residential. Please review the photographs for each land use and answer the questions below.

Open House public responses are listed under each question (19 questionnaires completed).

Commercial Development

1. Which character of commercial development do you like best?

☐

Character Example 1

☐

Character Example 2

1 respondent chose #1

Community Character Example 1

- Characteristics**
- Large parking lots in the front of buildings
 - Large lots
 - Large single-use buildings
 - Large setbacks, distances from the streets
 - Predominantly vehicle access, very limited pedestrian access
 - Separate from residential and other non-commercial uses



16 respondents chose #2

Community Character Example 2

- Characteristics**
- Well connected street network
 - Variety of lot sizes
 - Parking on the street and in smaller parking lots behind or along side the buildings, or in parking structures
 - Buildings located close to the street defining street edge
 - Mix of uses with some residential
 - Pedestrian and vehicular access
 - Buildings built to scale and character of other buildings in the neighborhood
 - Pedestrian streetscape character



2. What do you like and/or dislike about the commercial development character in example #1?

Like

Parking

Easy car access

Good places to park and shop

Easy to access

Too much sprawl to buildings

Large stores w/ lot of parking – less driving to Madison

Do like the variety offered by big box stores

Not much

Large parking lots

Nothing!

Not much

Dislike

Big Box

High Volume Traffic

3. What do you like and/or dislike about the commercial development character in example #2?

Like

Variety

Style

People friendly

More Local Use

Walk to all places

Better control of development

Connectivity

Walkability

Its cute

No Mowing

Beautiful, appealing

Walkable

Bikeable

Common space

Community oriented

Additional questions on the reverse side.

[illegible]

People encouraged to walk between stores
Use of height – apartments above buildings
Looks nice
Intimate
Unique
Classy
Looks small townish
Very walkable
Nice architecture
More inviting – to spend the day
Instead of spreading out and wasting land you can build up – stores on main floor living space above.
Clustering effect
Pedestrian friendly design
A lot of landscaping – Impressive along street
Buildings close to street
Welcoming
Green
Walkable
Beauty!
Mixed uses/variety
Appearance/character
Pedestrian
Don Tierney philosophy of walkable areas
Appearance
Friendly
Dislike
Looks congested
Lack of parking
Bad parking
Too much like a mall
Parking can get congested
Is it realistic that Sun Prairie can attract that many businesses?
No dislikes
Nothing
Mixed uses
Varied lot sizes
Nothing
Not much

Single-Family Residential Development

4. Which character of single-family residential development do you like best?

☐

Character Example 3

☐

Character Example 4

8 respondents chose #3

Community Character Example 3 Single-Family Residential

- Description:**
- Well connected street network
 - Variety of lot sizes
 - Buildings located closer to the street defining street edge
 - Garages set behind the front of the house or accessed from the rear
 - Mix of housing types
 - Mixed density with majority of housing types single-family residential
 - Pedestrian and vehicular access to shopping, employment, and entertainment



3

9 respondents chose #4

Community Character Example 4 Single-Family Residential

- Description:**
- Less connected street network often with larger blocks
 - Single-unit lots of similar size
 - Buildings set back further from street
 - Garages prevalent along the streets
 - No mixed housing types
 - Limited pedestrian access to shopping, employment, and entertainment



4

5. What do you like and/or dislike about the single-family residential development character in example #3?

Like

Promotes more community among neighbors

Nothing

Good land use

Nice neighborhood

House way too close together

I live in a traditional neighborhood and we love it, we have common spaces for the kids to play.

Looks walkable

Porches seem friendly

Neighbors are close

More personal and tend to be more involved with neighbors.

I live in the Smith's Crossing area but tend to like the style of homes at Greenway Station.

Neighborhood streets

Cozy looking

Nice shade trees

Green, trees

Walkable

Clusters are welcoming

Quality

Character/traditional look

Walkable character

Nothing

6. What do you like and/or dislike about the single-family residential development character in example #4?

Like

Variety

Style

Attached garage

Variety in house sizes

Slightly better spacing

Nice neighborhood

No mixed housing types

Nice looking

Private neighborhoods that attract people

More spacious, although even bigger yards would be better

Not much

Some ranches

No mixed housing

Single unit lots

Lot same size

Or larger lots

Nothing

Open spaces, nice lawns

Dislike

Looks too Suburban

Please place the completed questionnaire in the envelope at the Land Use/Intergovernmental station.

Dislike
Row house style
Too close together
Detached garages – parking in rear Inconvenient
Houses too close together
R. O. W too narrow
High fire risk with how close buildings are
Too much vinyl siding
We should be able to mix old and young
Not well set up for trash and recycling pick-up
Buildings too close
I don't think these neighborhoods encourage pedestrian shopping and entertainment. Seems these neighborhoods just sit there!
Congested
Can hear your neighbor
Not attractive to people
Crowded
Looks like multi-family
Neighbors are close
Style of homes shown
There is an area in Middleton that has built homes that I like "Greenway Station."
Not handicap accessible
Too close together
Garages behind
Houses too close together – don't want zero lot line
Potential density is high
Too crowded

[illegible]

Please place the completed questionnaire in the envelope at the Land Use/Intergovernmental station.

Multi-Family Residential Development

7. Which character of multi-family residential development do you like best?

☐

Character Example 5

☐

Character Example 6

15 respondents chose #5

Community Character Example 5
Multi-Family Residential

- Description:**
- Street connected street network
 - Predominantly residential with some small scale commercial/office uses in designated areas
 - Buildings located closer to the street defining street edge
 - Mix of housing types
 - Buildings fit scale and character of other buildings in neighborhood
 - Mix of densities
 - Garages behind or under buildings
 - Integrated into fabric of neighborhood along streets, no isolated "pods"
 - Pedestrian and vehicular access to shopping, employment, and entertainment



5

8. What do you like and/or dislike about the multi-family residential development character in example #5?

Like

Style

How the development fits the existing neighborhood

More diversity

Variation in building facades

Too much density

Easier to maintain

You can get from one place to another

I like the integration of homes and shops

Neighborhood feel

Underground parking

Looks friendly

More personality to the design – pleasing to look at

Design orientation to streets

No isolated pod

Close buildings

Indicative of charm, row houses

Style of architecture

Dislike

Too congested

Too much city money involved!

3 story high buildings

1 respondent chose #6

Community Character Example 6
Multi-Family Residential

- Description:**
- "Pod" development often with private streets
 - Large building, single use complex
 - Large setbacks distances from the street
 - Vehicle parking in front or in common lots
 - No mixed housing types
 - Limited pedestrian access to shopping, employment, and entertainment



6

9. What do you like and/or dislike about the multi-family residential development character in example #6?

Like

Large setback

Dislike

Style

Too large

More traffic

Need better/more interesting exterior design

Just unorganized

Ugly

Doesn't create community

Parking in lot

Looks of buildings

Too isolated

Don't like either as Sun Prairie has too much

There should be a moratorium on multi-family development

I would prefer to see neither and more houses.

Cul-de-sacs seem pointless

Tends to attract transitional dwellers

No style – bad photo examples

Too much black top

Ugly with some exceptions

"Pod" development parking in front

Please place the completed questionnaire in the envelope at the Land Use/Intergovernmental station.

**Don't like either as Sun Prairie has too much
I would prefer to see neither and more houses.
Too many steps
Mixed residential and commercial
Sun Prairie doesn't need any more multi-family
housing – don't need mixed
neighborhoods!
Keep single-family single-family
Doesn't fit Sun Prairie – too dense**

**Ugly, disparate spaces
Focus on parking
Cheap
Too much density
Lower quality look

Little character
Poor architecture and design
Isolated buildings**

.....

Refer to the SUN PRAIRIE RESIDENTIAL NET DENSITY displays to answer the following questions.

Information about residential net density is provided to show a sampling of Sun Prairie neighborhoods and their estimated density in dwelling units per acre. Maps are also provided to provide a general illustration of how much land area will be need as the city grows into the future at different residential density scenarios. Please review the photographs and maps and answer the questions below.

10. Neighborhoods in Sun Prairie offer a variety of residential density providing housing types for a wide variety of resident preference and income levels. Should future development in the City continue to provide the same variety in residential density? ☐ YES ☐ NO

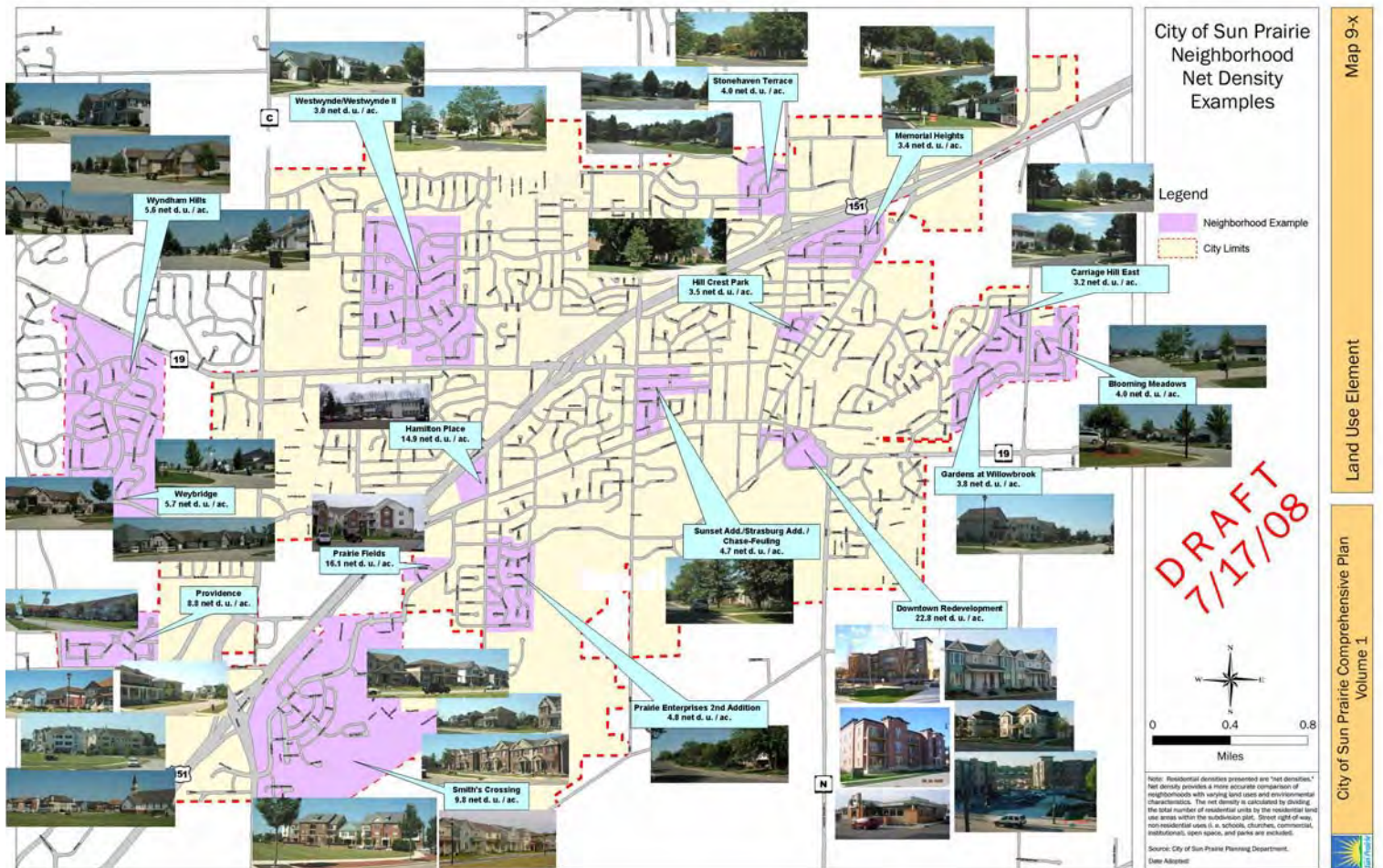
10 respondents chose YES

8 respondents chose NO

Please comment on your answer _____

**Less multi-family
New residents have a choice to live in diversified areas
Variety keeps the neighborhood vibrant – building to one income level leads to slums
With this density we can never support light rail
However with an emphasis on community development – common play areas, trails, etc.
When apartment building decline, so do the values of surrounding homes.
Less density
Stop apartments and condos
Need variety
3.0 du/ac or greater (3-4 for Single-family, 7-8 for mixed neighborhoods)
Smaller % of multi-family housing
Should strive for neighborhoods like downtown w/ a mix of commercial and residential to support neighborhood
I believe we have plenty of variety, but must focus on a more accurate, better balance of type of housing offered. We have too much rental**

11. In your opinion, what is the appropriate net residential density (dwelling units/acre) for new neighborhoods in Sun Prairie (refer to residential density map for definition of net density)?



☐ ≤ 3	☐ 3-4	☐ 5-6	☐ 6-7	☐ 7-8	☐ ≥ 9
1	9	3	2	2	1

Numbers of choices made by respondents are listed below each item.

Please place the completed questionnaire in the envelope at the Land Use/Intergovernmental station.

HOPES and CONCERNS RESULTS

Public Input/Participant Comments

Comprehensive Plan Open House

Wednesday, July 23, 2008

[Participants of the Comprehensive Plan Open House were given the opportunity for any additional concerns or comments by asking them to complete the following statements: “My biggest concern about the future of Sun Prairie is...” and “My biggest hope for the future of Sun Prairie is...” Eight individuals submitted comments regarding concerns, while six people submitted comments relating to hopes.]

My biggest concern about the future of Sun Prairie is:

1. Way too many apartments and multi-family housing – you’re going to turn the city into one large slum!
2. Declining safety of this town. For some reason and I do not understand why – we are getting too many families moving from Chicago to Sun Prairie. It’s very taxing on the school system and also the police force.
3. No leadership, too many committees – no unified vote.
4. The city forgetting about average citizens and their views about the growth of Sun Prairie and the their concerns about their own neighborhoods.
5. Water! We are at the end of Clarmar surrounded by flood plain – every month we pay a fee to be flooded and with all the retaining ponds, no one monitors mosquitoes.
6. Please build the stormwater retention pond south of the tracks between Clarmar and Bird St.
7. Too many apartments! Too much section 8 housing! No development of upscale neighborhoods in the city limits.
8. Sidewalks on the west side of Grove St.; light at intersection of n & 19 with crosswalks; sidewalks and curb on Fireman’s Park/Kids Park to allow access to park and race track and seniors across the street; stores on east side – one store mex./amer downtown Main St. otherwise all stores and new construction is west of Bird St. – why isn’t the city addressing this issue? We have miles of sidewalks on West Main St on both sides and off of leading to the YMCA, but yet people can’t get safely across the street to go to the races, corn fest, or walk down to the kidz playground from our neighborhood. Kids have to walk on the road or bike down there facing traffic and big truck coming off of Linnerud. The roadway is terrible and when it rains all the sand and rocks wash out in the road making it hazardous to all who use it, and then you hit the railroad x-ing and have your vehicle banged around because of the terrible condition of the crossing. I just would like to see some of the needs of the east side of town to be attended to instead of all the city’s focus on developing the west side of town. I understand the need to expand the tax base and new business and new home construction but at the same time the city needs to remember the tax base citizens and business on the eastside of Sun Prairie.

My biggest hope for the future of Sun Prairie is:

1. More restaurants and retail establishments – please.
2. We slow down and carefully plan expansion.
3. Taxes go down (I’m not kidding!)
4. For all the City departments to work together for the better of the city and not their own personal agendas.
5. The parks all say no dogs even if you pick up after them. My kids had long left home.
6. More biking/walking paths; more single family development; more decent restaurants (chains too).

PUBLIC INPUT PARTICIPATION PRESENTATION COMMENTS

Comprehensive Plan Open House: Wednesday, July 23rd, 2008

The following questions and comments arose from the public during the Survey Results and Trends and Observations Presentation.

- Crime Perception
Is it mapped?
Is it associated with Multi-family housing?
Kugler: It is an identified issue that is being addressed with the Steering Committee and the Police Department.
- Comment about changing demographics and the young families that are changing the need of housing.
- Is there a mandate/moratorium on new building based on the number of vacant and for sale units existing?
Kugler: This can be regulated with new projects but not on developments already approved.
- Can the City determine the current vacancy rate within the city?
Kugler: Staff is working with Power & Light to obtain these figures. Preliminarily they seem high.
- Statistics of single-family detached homes is decreasing but ownership (including multi-family and condominiums) is increasing.
- A question arose about the condominium conversion to the apartments in downtown TIF districts.
Kugler: Some of these units were actually intended and built as apartments. Instances where condos are being rented are a reflection of the current market.
- A question was asked about the type of new business development being attracted to the City and category of jobs being created. Are they service sector or high paying/high tech jobs?
Kugler: There is a separate economic development strategic development plan currently underway.
- What is the average age of survey respondents?
Kugler: 1% (18-24)
 16% (25-34)
 24% (35-44)
 21% (45-54)
 18% (55-64)
 21% (65+)
- Is the poverty rate in Sun Prairie increasing?
Kugler: The population is becoming more diverse and there is an increase of socioeconomic and racial diversity in the schools.

- Is there an impact with public works (i.e. snow removal) and physical space for clearing it off the streets? What is the thought/policy with narrower streets with the new urbanism neighborhood design?

Kugler: They typical street width is 29 feet with parking allowed on one side. There have actually been more safety issues in neighborhoods with wider streets.

- Regarding Economic Development in the City – who determines which companies locate in the City?

Kugler: Planning does not determine the type of companies that can locate or are recruited to the city other than by zoning.

Stechschulte: The particular type/mix of business and industry the City may want to attract is part of what the Economic Development study is trying to determine. There are many players involved including the Business Improvement District for Downtown, the Industrial Development Corp (IDC) for the Business Park, and the Sun Prairie Chamber. Along with the City, these groups are trying to mesh policies and communication of all entities to work toward similar overarching goals.

The IDC is in charge of marketing and selling lots in the Business Park. They also enforce architectural control.

- Is there any outreach to bring in outside business?

Stechschulte: Dane County has a regional focus to attract the Biotech, Agriculture, and Healthcare industries. The question for the Economic Development study is figuring out how Sun Prairie fits into that agenda and how the City can attract these sectors.

Retention of existing business is also important for the City.

- Concern stated about the duplication of services that are (1) close enough in Madison, and (2) going to run existing businesses out of Sun Prairie.

APPENDIX F

LAND USE WORKSHOP SUMMARY

Land Use Workshop Summary

Comprehensive Plan Update

City of Sun Prairie

Event: The City of Sun Prairie hosted a land use workshop related to its efforts to update the comprehensive plan on Monday, June 15, 2009. About two dozen individuals participated in the workshop. The workshop included a short design preference survey aimed at gauging single-family streetscape preferences, as well as hands-on neighborhood planning for three detailed planning areas in the City, with participants working in a small-group discussion format. Participants were provided with a presentation of background information preceding these activities, and a member of the Planning Department staff served as a facilitator at each small-group discussion.

Results: This document and associated attachments are intended to summarize the results of the workshop.

- **Design Preference Survey:** The design preference survey was aimed at obtaining information regarding single-family residential streetscape preferences as a follow-up to last year's input from the public open house that was held in July. At the open house, we received fairly clear direction from participants regarding their preferences for the design character for commercial and multi-family development. However, participants at the open house were split between the two neighborhood environments that they were asked to compare – with one illustrating a more conventional residential subdivision environment, and the other a more pedestrian oriented, walkable environment.

The design preference survey conducted at the land use workshop consisted of nine sets of comparison photographs, each set containing two photos of single-family homes or single-family streetscapes. Photographs were selected to illustrate three residential neighborhood types – Conventional, Traditional, and Hybrid (described in more detail in Volume 1, Chapter 9 of the Comprehensive Plan). Participants were provided a summary presentation prior to the survey that briefly described each neighborhood type, but were not told which of the photographs represented which development type during the survey. Participants were asked to select one of the two photographs as their preferred option for each set of photos, and responses were collected and tallied.

The results of this survey very closely matched those of the open house, with very close vote totals among the three categories. The Traditional and Hybrid photos scored slightly better than Conventional, but there was fairly even support for all three options. This, together with building permit data in recent years that indicates that home construction in all three development types is fairly even, and responses from the household survey in 2008 indicating that a variety of housing types should be offered in the City, suggests that Sun Prairie should continue to be open to all three development models as new development occurs over time.

- Neighborhood Planning: Summaries of the group consensus reached by the four small-group teams participating in the workshop are attached. A collective summary prepared by staff for each planning area is also provided on the summary sheets in an attempt to pull out commonalities and items of consensus among the groups.

How this Information Will be Used: The land use workshop is one of several tools used by the City to receive input as part of the plan update process, and is also one of many sources of information upon which the Comprehensive Plan Steering Committee will be drawing from as it completes the proposed land use plan that is to be incorporated into the overall comprehensive plan. The summaries provided herein will be provided to the Steering Committee and its Land Use Subcommittee for consideration as the land use plan is being formulated. The resulting land use plan that is included in the proposed comprehensive plan may or may not include the concepts suggested by the workshop participants, but all information and recommendations provided through the small group discussions, as summarized on the attached documents, will be brought forth for consideration.

Design Preference Survey Results

Sun Prairie Land Use Workshop – June 15, 2009

1.

A



Hybrid - 8

B



Traditional - 10

2.



Traditional - 9



Hybrid - 9

3.



Conventional - 9



Traditional - 9

Design Preference Survey Results

Sun Prairie Land Use Workshop – June 15, 2009

4.

A



Traditional - 8

B



Hybrid - 10

5.



Hybrid - 12



Conventional - 6

6.



Conventional - 8



Hybrid - 10

Design Preference Survey Results

Sun Prairie Land Use Workshop – June 15, 2009

7.

A



Conventional - 9

B



Traditional - 9

8.



Traditional - 11



Conventional - 7

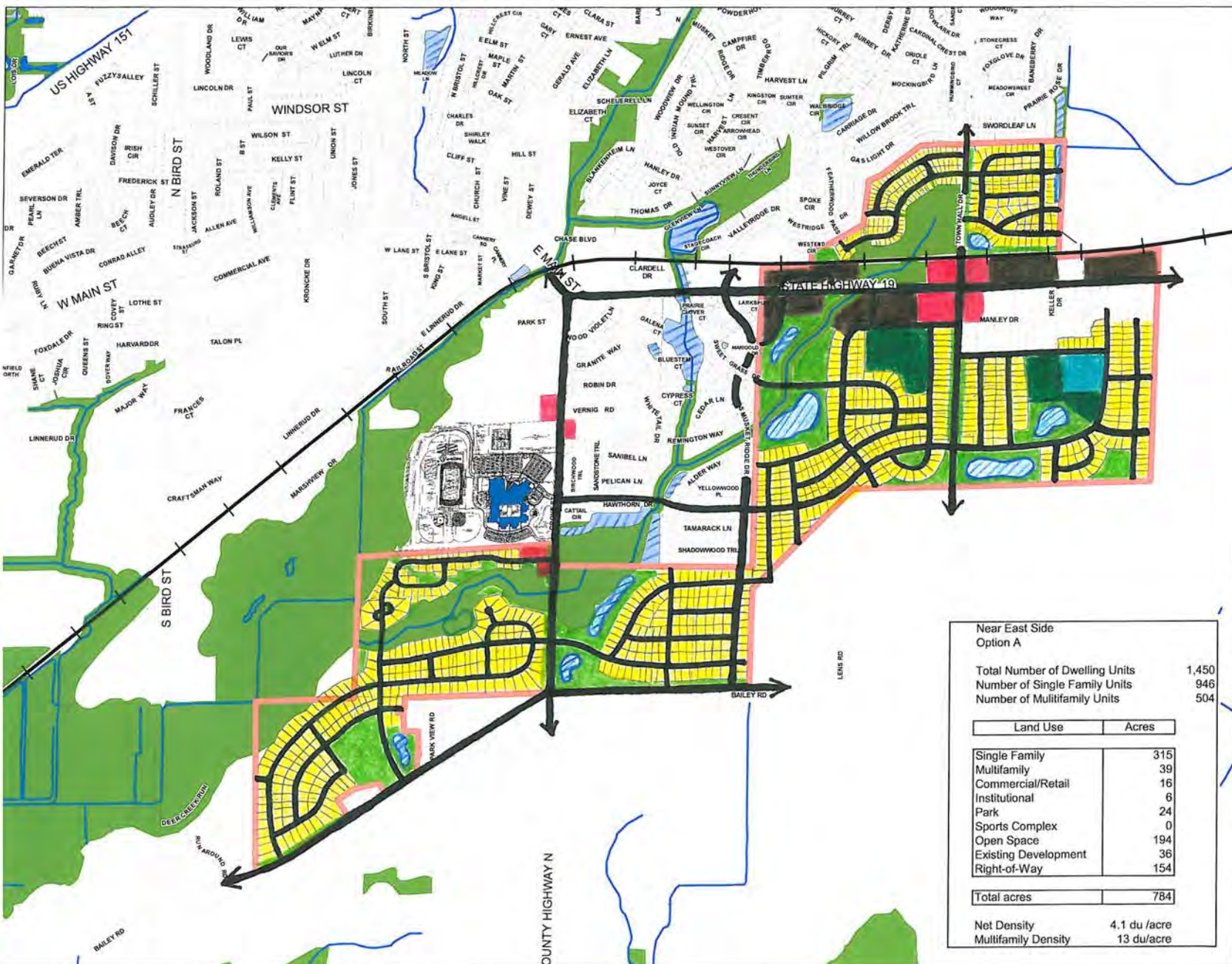
9.



Hybrid - 7



Conventional - 11



Future Land Use Near East Side Option A

Legend

- Detailed Planning Areas
- Environmental Areas
- Streams/Drainageways
- Storm Water Facilities
- Single Family/Low Density
- Multi Family
- Commercial/Retail
- Open Space
- Park
- Institutional

**WORKING
DRAFT
June 2009**

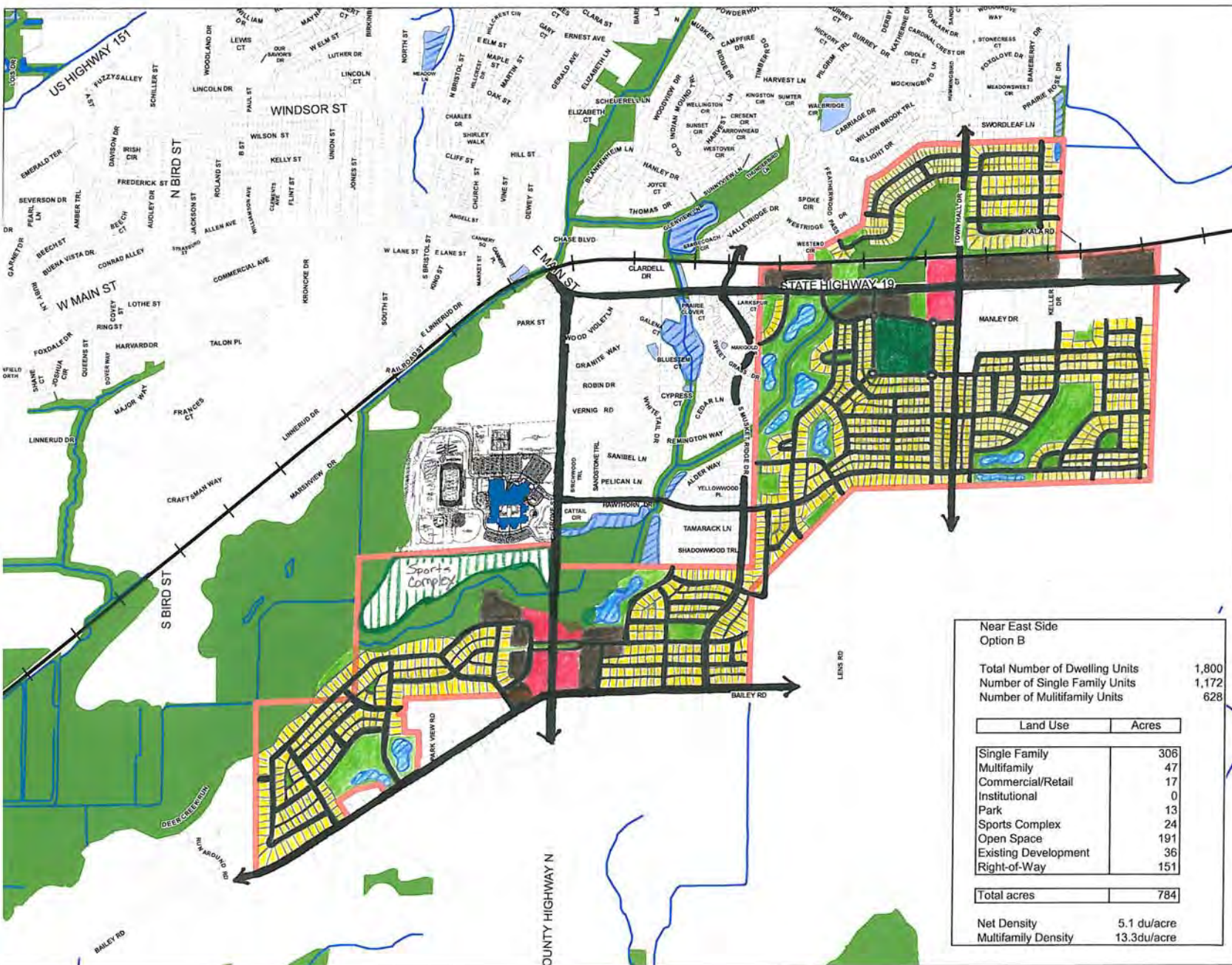


0 500 1,000 1,500
Feet

Notes:

Date Adopted:





Future Land Use Near East Side Option B

Legend

- Detailed Planning Areas
- Environmental Areas
- Streams/Drainageways
- Storm Water Facilities
- Single Family/Low Density
- Multi Family
- Commercial/Retail
- Open Space
- Park
- Sports Complex

Near East Side Option B

Total Number of Dwelling Units 1,800
Number of Single Family Units 1,172
Number of Multifamily Units 628

Land Use	Acres
Single Family	306
Multifamily	47
Commercial/Retail	17
Institutional	0
Park	13
Sports Complex	24
Open Space	191
Existing Development	36
Right-of-Way	151

Total acres 784

Net Density 5.1 du/acre
Multifamily Density 13.3du/acre

WORKING
DRAFT
June 2009

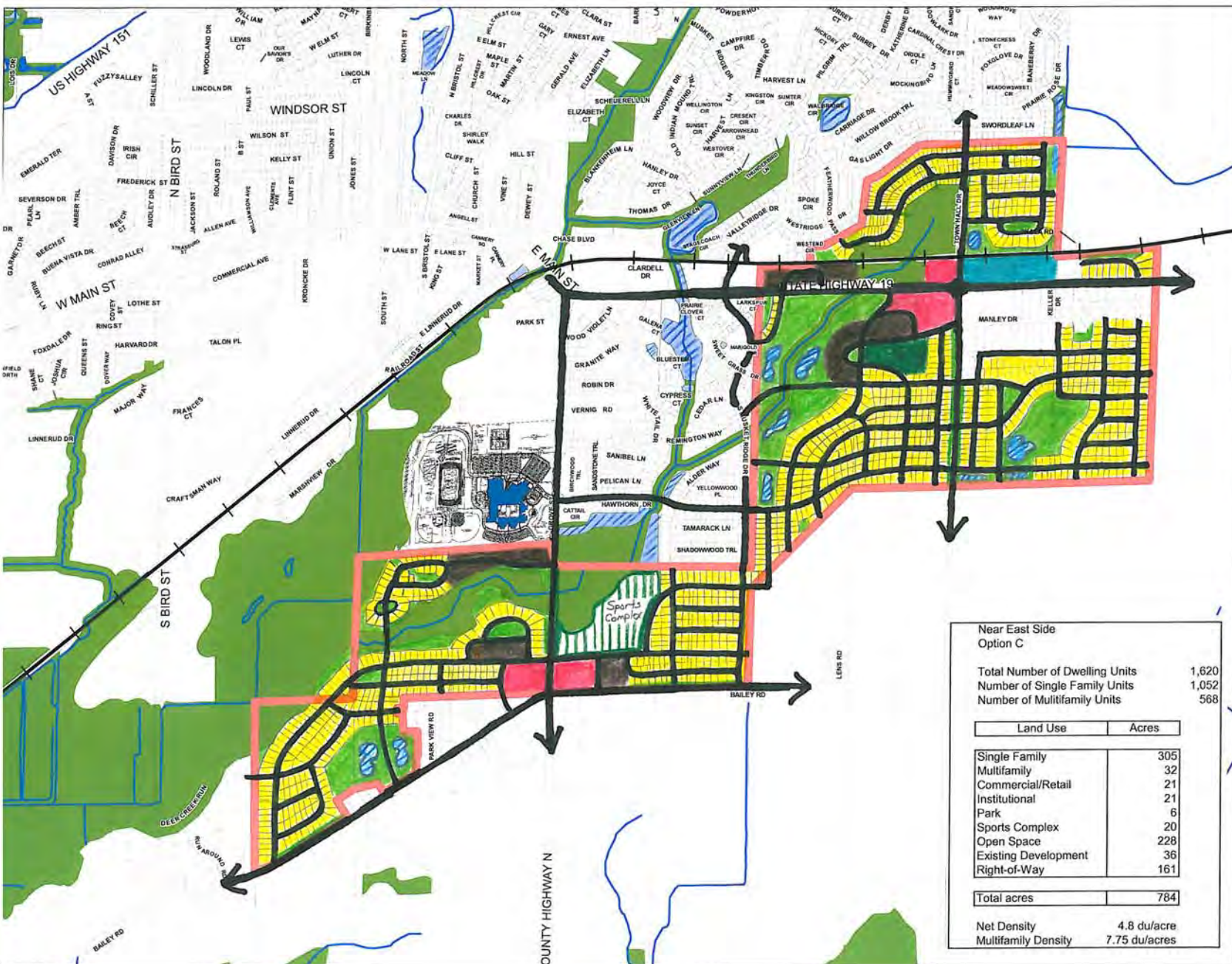


0 500 1,000 1,500
Feet

Notes:

Date Adopted:





Near East Side Option C	
Total Number of Dwelling Units	1,620
Number of Single Family Units	1,052
Number of Multifamily Units	568
Land Use	Acres
Single Family	305
Multifamily	32
Commercial/Retail	21
Institutional	21
Park	6
Sports Complex	20
Open Space	228
Existing Development	36
Right-of-Way	161
Total acres	784
Net Density	4.8 du/acre
Multifamily Density	7.75 du/acres

Future Land Use Near East Side Option C

Legend

- Detailed Planning Areas
- Environmental Areas
- Railway
- Parcels/ST
- Streams/Drainageways
- Storm Water Facilities
- Single Family/Low Density
- Multi Family
- Commercial/Retail
- Institutional
- Open Space
- Park
- Sports Complex

WORKING
DRAFT
June 2009



0 500 1,000 1,500
Feet

Notes:

Date Adopted:

North Side Option A

Total Number of Dwelling Units 1,275
Number of Single Family Units 833
Number of Multifamily Units 442

Land Use	Acres
Single Family	240
Multifamily	35
Commercial/Retail	0
Institutional	0
Industrial	0
Park	13
Sports Complex	0
Open Space	244
Right-of-Way	118
Total acres	650

Net Density 4.6 du/acre
Multifamily Density 12.62 du/acre

Future Land Use North Side Option A

Legend

- Detailed Planning Areas
- Parcels6T
- Streams/Drainageways
- Storm Water Facilities
- Water
- Environmental Areas
- Single Family/low Density
- Multifamily
- Open Space
- Park

WORKING
DRAFT
June 2009



0 500 1,000 1,500
Feet

Notes:

Date Adopted:

North Side Option B

Total Number of Dwelling Units 1,210
Number of Single Family Units 791
Number of Multifamily Units 419

Land Use	Acres
Single Family	217
Multifamily	46
Commercial/Retail	8
Institutional	5
Park	2
Sports Complex	0
Open Space	256
Right-of-Way	116

Total acres 650

Net Density 4.78 du/acre
Multifamily Density 9.10 du/acre

Future Land Use North Side Option B

Legend

- Detailed Planning Areas
- Parcels6T
- Streams/Drainageways
- Storm Water Facilities
- Water
- Environmental Areas
- Single Family/Low Density
- Multifamily
- Commercial/Retail
- Institutional
- Open Space

WORKING
DRAFT
June 2009



0 500 1,000 1,500
Feet

Notes:

Date Adopted:

North Side Option C

Total Number of Dwelling Units 1,130
Number of Single Family Units 740
Number of Multifamily Units 390

Land Use	Acres
Single Family	191
Multifamily	35
Commercial/Retail	7
Institutional	0
Industrial	24
Park	14
Sports Complex	59
Open Space	204
Right-of-Way	116
Total acres	650

Net Density 5 du/acre
Multifamily Density 11 du/acre

Future Land Use North Side Option C

Legend

- Detailed Planning Areas
- Parcels6T
- Streams/Drainageways
- Storm Water Facilities
- Water
- Environmental Areas
- Single family/Low Density
- Commercial/Retail
- Multi family
- Light Industrial
- Open Space
- Sports Complex
- Park

WORKING
DRAFT
June 2009



0 500 1,000 1,500
Feet

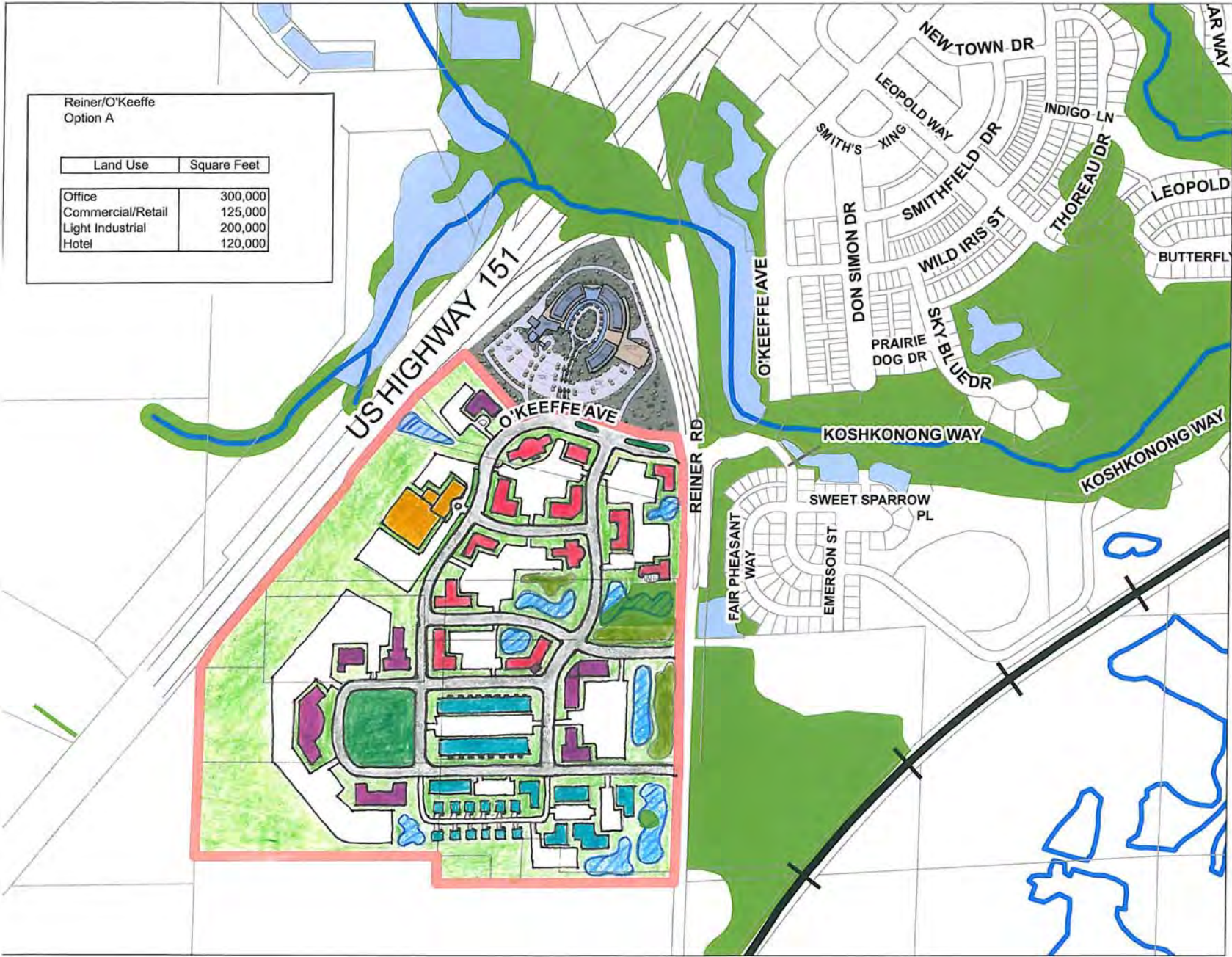
Notes:

Date Adopted:



Reiner/O'Keeffe
Option A

Land Use	Square Feet
Office	300,000
Commercial/Retail	125,000
Light Industrial	200,000
Hotel	120,000



Future Land Use Reiner-O'Keeffe Option A

Legend

- Detailed Planning Areas
- Railway
- Parcels6T
- Streams/Drainageways
- Environmental Areas
- Storm Water Facilities
- Commercial/Retail
- Office
- Light Industrial
- Hotel

**WORKING
DRAFT
June 2009**

0 500 1,000
Feet

Notes:

Source: City of Sun Prairie Planning Department.
Date Adopted:

Reiner/O'Keeffe
Option B

Land Use	Square Feet
Office	600,000
Commercial/Retail	100,000
Light Industrial	0
Hotel	120,000



**Future Land Use
Reiner-O'Keeffe
Option B**

Legend

- Detailed Planning Areas
- Railway
- Parcels6T
- Streams/Drainageways
- Environmental Areas
- Storm Water Facilities
- Commercial/Retail
- Office
- Hotel

**WORKING
DRAFT
June 2009**

0 500 1,000
Feet

Notes:

Source: City of Sun Prairie Planning Department.
Date Adopted:

Reiner/O'Keeffe
Option C

Land Use	Square Feet
Office	280,000
Commercial/Retail	400,000
Light Industrial	0
Hotel	120,000



Future Land Use Reiner-O'Keeffe Option C

Legend

- Detailed Planning Areas
- Railway
- Parcels6T
- Streams/Drainageways
- Environmental_Areas
- Storm Water Facilities
- Commercial/Retail
- Office
- Hotel

**WORKING
DRAFT
June 2009**

0 500 1,000
Feet

Notes:

Source: City of Sun Prairie Planning Department.
Date Adopted:

Land Use Workshop Summary - Near East Neighborhood

Group 1 (Semmann) Preferred Option: B (revisions) • Development Option: Preferred Option B, but with MF density of Option C • School: Suggested that the school site be closer to Musket Ridge Dr. or near Town Hall/Manley • Sports Fields: Liked sports complex idea and felt that Option B location was best • Park: Park should be located next to school site • STH 19 - RR Tracks: Community gardens. Other options depend on what eventually happens with the rail corridor (high speed, commuter, etc.) Other Comments: • This group questioned why some of the lands, particularly the area between STH 19 and RR tracks, needed to be developed at all.	Group 2 (Zandate) Preferred Option: B (revisions) • Development Option: Preferred the TND and Hybrid options, noting that TNDs must have an anchor or be attached to something that is a draw to walk to. Liked the idea of conservation subdivision model east of Town Hall Drive • School: Liked the idea of reserving a school site, but felt that it should be centrally located and adjacent to park and open space - an area just east of Musket Ridge was identified as a possibility • Sports Fields: Liked sports fields idea next to high school site - feel this could be important for the downtown, has regional access, allows for shared use/parking with high school, and provides better natural area protection. • Park: Supported the idea of a park in this area • Retail: Suggested pedestrian/neighborhood oriented retail with neighborhood type businesses and businesses serving students and parents near high school Other Comments: • Feel pedestrian orientation and walkability of the neighborhood is important	Group 3 (Krebs) Preferred Option: C • Development Option: Supported the Hybrid concept, and did not support the TND concept. • School: Liked school idea, but a location near the high school might be best, or along Town Hall Drive, not buried within an neighborhood • Sports Fields: Thought the sports fields would be best next to the high school. • Park: Supported the idea of a park in this area but it should move to the east • Retail: Supported the idea of commercial uses along CTH N near high school • STH 19 - RR Tracks: Suggested that institutional uses could be a good use for the area between STH 19 and RR tracks	Group 4 (Larson) Preferred Option: Mix • Development Option: Feel that TND and Hybrid would be appropriate for much of the neighborhood, with conventional and conservation concepts used toward the east and west edges of the area. Suggested higher density development closer to high school (not apartments, but higher neighborhood density through TND or Hybrid concepts with some mixed housing types) • School: Supported the idea of reserving a school site in the neighborhood for the future - adjacent to park • Sports Fields: Liked sports complex idea next to high school • Retail: Liked idea of neighborhood oriented retail near CTH N and Bailey. Like commercial at STH 19/ Town Hall Drive • STH 19 - RR Tracks: Feel that attractive condos would be good in area between STH 19 and RR tracks, or day care, church. This is a gateway and needs quality appearance Other Comments: • Storm water facilities should be used as features • Walkable neighborhood needed • Green corridors for bikes • Community gardens in remaining open spaces
--	---	---	---

Summary: TND and Hybrid neighborhood types seemed to be preferred by most groups, with some support for conservation subdivisions at the east and west edges. There seemed to be consensus that a school site should be located within the neighborhood, with several ideas suggested. The sports field idea adjacent to the high school seemed popular. A park should be included in the plan. Neighborhood oriented retail and retail near the high school were received favorably. Institutional uses were mentioned by two groups for the area between STH 19 and the RR Tracks. Community gardens were mentioned by two groups, as well. Pedestrian orientation and walkability was mentioned by two groups.

Land Use Workshop Summary - North Side Neighborhood

Group 1 (Semmann)

Preferred Option: B (revisions)

- **Development Option:** Preferred Option B, but felt that no commercial was needed in this area. The conservation subdivision model was preferred for the whole area. Felt that the concept showed streets that were too long, and that a more curvilinear pattern should be provided.
- **School:** Suggested that no school site is needed for this area.
- **Sports Fields:** Did not support the sports field idea in this planning area.
- **Park:** A park is desired in a centrally located spot in this planning area.
- **CTH N Land Use:** Limited light industrial may be appropriate along CTH N.

Other Comments:

- Some felt that multi-family should be kept to a minimum in this planning area.

Group 2 (Zandate)

Preferred Option: C

- **Development Option:** Preferred the conservation subdivision model west of Bird Street, and the TND and Hybrid options east of Bird Street. Multi-family should be integrated into neighborhood in smaller buildings, not in isolated pods.
- **Sports Fields:** Felt no sports fields would be appropriate in this planning area.
- **Park:** Supported the idea of a park oriented to Token Creek, and greenway connections city-wide.
- **Retail:** Convenience oriented retail at CTH N and Egge Road was supported, serving Business Park uses.
- **CTH N Land Use:** Felt light industrial or a business park extension west of CTH N would be fine, but also mentioned dog park, technical school and other institutional uses.

Other Comments:

- Satellite police or library facilities?
- Community gardens

Group 3 (Krebs)

Preferred Option: Group Created

- **Development Option:** Supported the conservation subdivision model west of Bird Street, with more density to the east of Bird Street.
- **School:** Thought a school might be appropriate in this planning area, but could not settle on a good location.
- **Sports Fields:** Thought the sports fields would be OK in this area, but the location next to the high school in the near east planning area is preferred. If in this planning area, it should be at CTH N and Egge Road.
- **Park:** Supported the idea of a larger community park in this area.
- **Retail:** Supported the idea of commercial uses along CTH N at Egge Road.
- **CTH N Land Use:** Does not want light industrial to extend west of CTH N.

Group 4 (Larson)

Preferred Option: B

- **Development Option:** Higher density should be allowed east of Bird Street through the TND and Hybrid models, but lower density west of Bird Street with TND or conservation models.
- **School:** The idea of a school site in this planning area was not supported due to proximity to nearby schools.
- **Sports Fields:** The sports facility idea was not supported for this planning area.
- **Park:** Supported the idea of a park that is centrally located and associated with Token Creek.
- **Retail:** Neighborhood oriented commercial at CTH N and Egge Road was supported by this group.
- **CTH N Land Use:** Felt the City should keep the area immediately west of CTH N flexible - light industrial, commercial, institutional or residential.

Other Comments:

- Sun Prairie should discourage the post-war single family development model of auto dominated development, and encourage pedestrian friendly development while accommodating vehicle use.

Summary: The idea of continuing the use of the conservation subdivision model for the area west of Bird Street seemed to be preferred by most groups, with more density being provided east of Bird Street. There seemed to be consensus that no school site is needed in this planning area. The sports field idea within this planning area received little support. A park was included in this planning area by all groups, with the comments “centrally located” and “associated with Token Creek” mentioned multiple times. Neighborhood or convenience retail at CTH N and Egge Road seemed to be supported. There was some support for light industrial uses west of CTH N near the Business Park.

Land Use Workshop Summary - Reiner/O'Keeffe

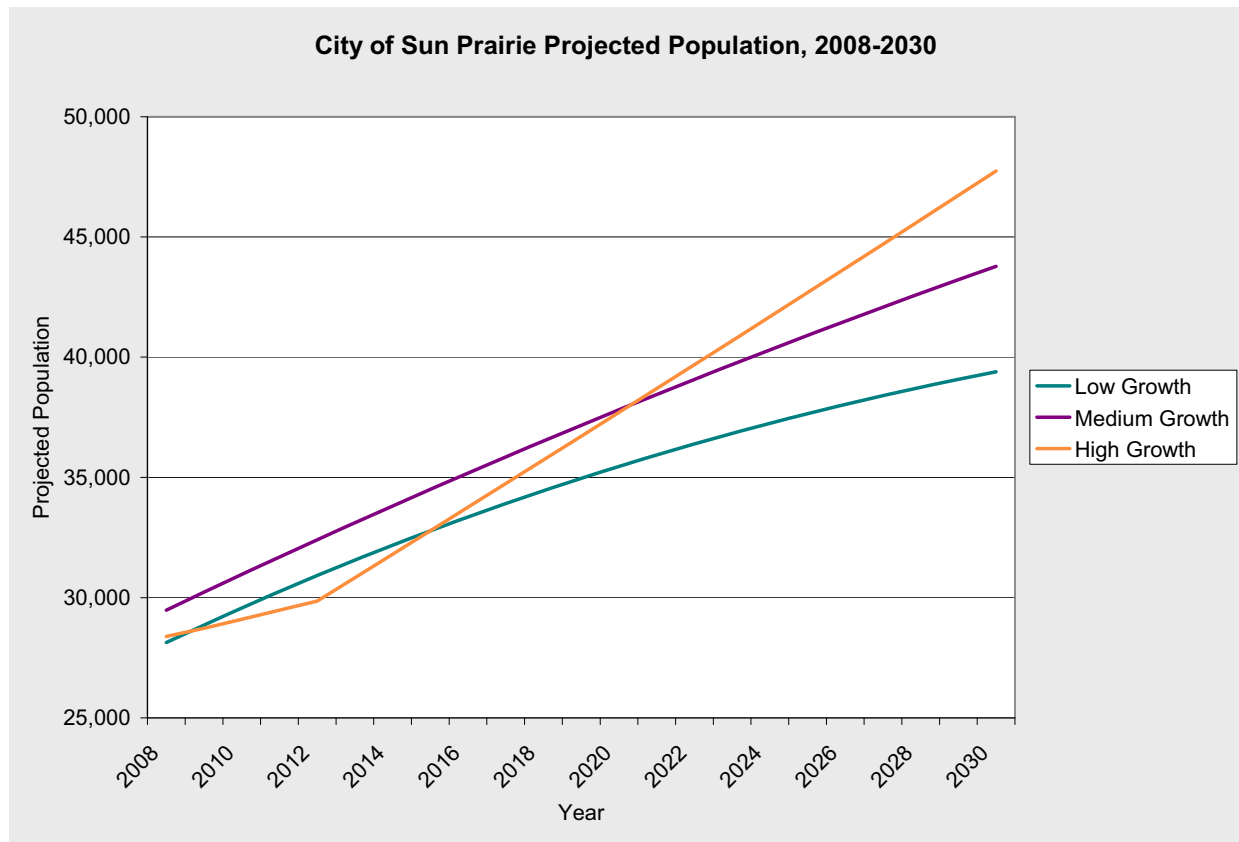
Group 1 (Semmann)	Group 2 (Zandate)	Group 3 (Krebs)	Group 4 (Larson)
Preferred Option: B & C Combined • Development Option: • Office: Smaller scale offices preferred, oriented to health care uses. The buildings should provide a good relationship to one another - no tall towers surrounded by smaller buildings. • Commercial: The group as a whole did not support large-format retail, although one participant disagreed due to the high traffic count on adjacent streets. Questioned the need for more retail than already planned in this vicinity. • Light Industrial: If included, it should be as far south as possible. • Hotel/Conference: A hotel use was supported in this planning area by this group. Other Comments: • High quality gateway is needed along this corridor.	Preferred Option: A • Development Option: Prefer a mixed use cohesive medical campus area that includes a variety of uses supporting the health care campus. Office and light industrial related to or supporting the medical campus, retail providing services for employees, and convenient housing for employees. • Office: Should be 2+ stories and focus on office uses that relate to and support the medical campus. • Commercial: Suggest mixed-use along Reiner Road. Did not support large-format retail. Some retail is needed in order to support employment area and hotel/conference center, and avoid a "dead zone" on weekends and evenings. • Light Industrial: Incorporating some industrial uses at the south end of the site was supported by this group. Particularly biotech/medical/research related. • Hotel/Conference: A hotel use was supported in this planning area. Other Comments: • Incorporating housing into this area was discussed as a means of providing convenient housing for the medical campus employees and office workers.	Preferred Option: B & C Combined • Development Option: Liked the idea of B, but felt it contained too much office, and that more retail should be incorporated into the plan as shown in C. • Office: Felt too much office space was incorporated into Option B, but supported office uses in the area in general. Medical related uses, hospice, health care training center, rehabilitation center, were all specifically mentioned. • Commercial: This group was open to the idea of large format retail. • Light Industrial: Light industrial development in this planning area was not supported by this group. • Hotel/Conference: This group felt a hotel would be fine in this planning area, but questioned whether it was really feasible or likely. If included, the location in Option A, closer to the health care campus, is preferred. Other Comments: • Creating a high quality gateway is important along this corridor.	Preferred Option: B • Development Option: Suggested Option B, but with a little more commercial and less office. Stressed walkability and noted that tall office and hotel buildings should be allowed. Mixed use buildings with offices over retail in the same building should be encouraged. Suggested that this could be an area like Greenway Station. • Office: Large scale, tall buildings would be fine. Concerns were raised about developing office area too soon due to competition in Madison. • Commercial: Walkable retail like Greenway Station, and accessible from office areas. Commercial uses should be adjacent to hotel site. Day care use should be included. • Light Industrial: Industrial uses were not supported by this group, due to concerns about scaring away office and hotel uses. • Hotel/Conference: A hotel use was supported, but questions were raised about why only one hotel is shown - there could be more. Other Comments: • CBRF mentioned as a possible use. • This group stressed the importance of a high quality appearance at this major entry into the city.

Summary: Three groups mentioned Option B with more retail, or B & C combined, with the idea that more retail and a bit less office would be preferred. Two groups specifically noted that large-format retail was not preferred, but three felt that increased retail overall would be desired. The hotel use was supported by all groups, with one group calling for more than one hotel and one group questioning whether even one hotel was feasible. Light industrial was not well supported, with only one group fully behind the idea, and one indicating that, if it is included, it should be as far to the south as possible. Two groups envision a very mixed-use environment in this planning area, but with slightly different characters - one organized primarily around the health care concept, and one more general office/retail oriented. Three groups noted that a high quality appearance is needed along this entry to the city.

APPENDIX G

POPULATION PROJECTION REPORT - APPLIED POPULATIONS LABORATORY

City of Sun Prairie Population Projections, 2008-2030



January 2008

Table of Contents

Introduction	1
History and Estimates	1
Sun Prairie Population and Housing History	1
Population Estimate, December 2007	5
Projections.....	6
Projected Persons per Household	6
Projected Added Housing Units.....	8
<i>Low-Growth Housing Units</i>	9
<i>Medium-Growth Housing Units</i>	10
<i>High-Growth Housing Units</i>	12
Population Projections	15
<i>Low-Growth Population Projection</i>	15
<i>Medium –Growth Population Projection</i>	17
<i>High-Growth Population Projection</i>	19
<i>Projection Comparisons</i>	20
Conclusion.....	21
Appendix A: Completed Models Not Presented in Full Report.....	22

City of Sun Prairie Population Projections, 2008-2030

Introduction

The City of Sun Prairie is a rapidly growing community—it is growing so fast that often estimates and projections cannot keep up with its pace. This report is an attempt to align estimates and projections with what we know about population and housing increases. Sometime after late 2003, the State of Wisconsin Department of Administration (DOA) projected that the population of the City of Sun Prairie would reach 28,116 people by 2015. As will be shown below, our estimates suggest that the city's population is already very near that mark. This indicates that updated estimates and projections are necessary. All of the models presented predict higher population than the DOA's projections.

This report heavily relies on the Housing Unit method of estimation and projection to project population. This method is well-regarded for estimating the population of small areas. Three housing unit-based models—low-, medium-, and high-growth—are presented in the pages that follow.

Additionally, this report focuses only on the City of Sun Prairie, excluding the surrounding towns.

History and Estimates

Before determining projections, it is first necessary to understand the history of Sun Prairie's population and housing, and similarly, persons per household. Much of that information comes from the U.S. Census. Information about permits for dwelling units comes from the City of Sun Prairie. Understanding this past will help make more informed decisions about the future.

Sun Prairie Population and Housing History

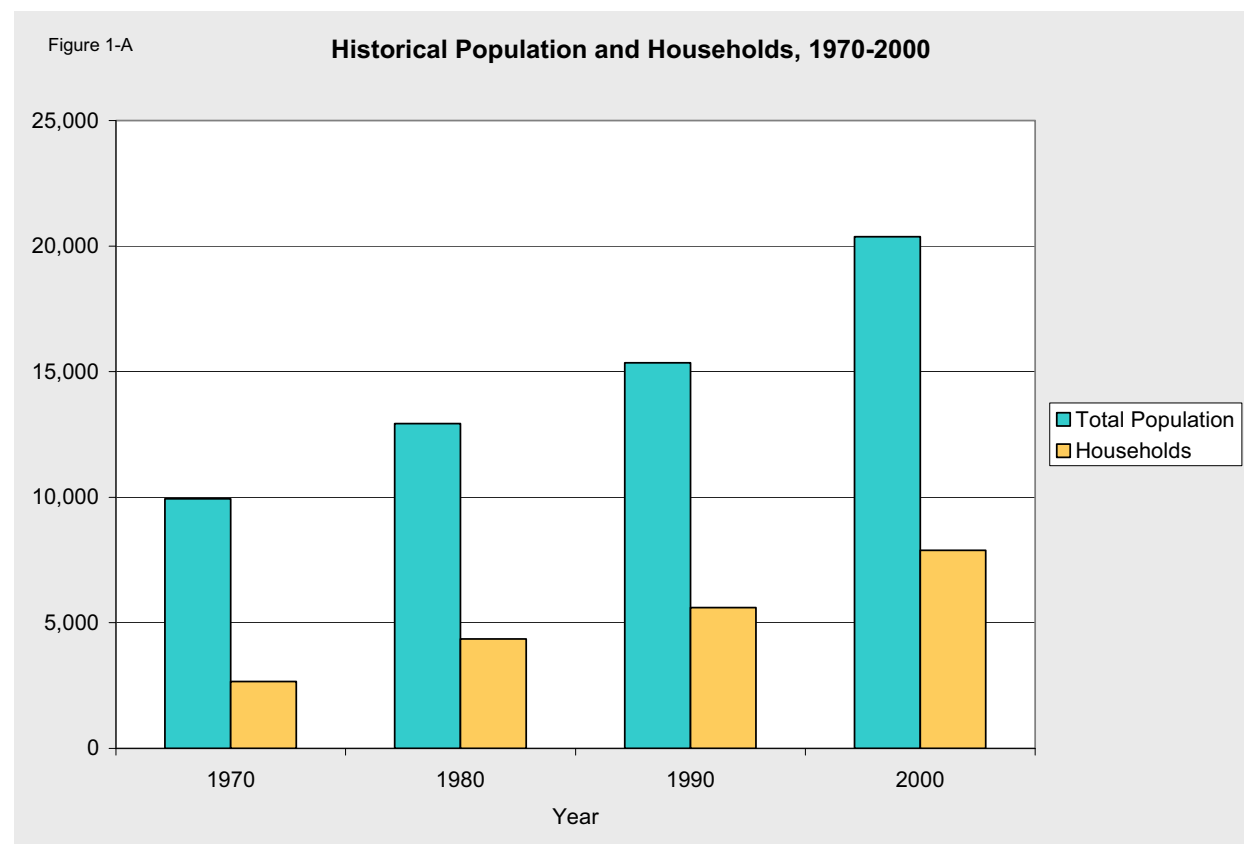
As noted in the introduction, Sun Prairie has seen extraordinary growth over the last three decades. The population more than doubled in that amount of time, while households nearly tripled (Tables 1 and 2).^a During this time, persons per household dropped dramatically, in a manner that is as true for Sun Prairie as it is for most of the country. Lowered persons per household is often associated with aging and declining fertility rates. Figure 1-A gives a graphic representation of numerical

^a A household is defined as an occupied housing unit.

change of population and households and Figure 1-B shows the shift in persons per household. (Source: U.S. Census 1970, 1980, 1990, 2000).

TABLE 1			
Population and Household History, 1970-2000			
	Total Population	Households	Persons per Household*
1970	9,935	2,663	3.71
1980	12,931	4,360	2.95
1990	15,352	5,605	2.72
2000	20,369	7,881	2.56
*Based on population in households, not total population			

TABLE 2			
Population and Household Percent Change, 1970-2000			
	Population	Households	Persons per Household
1970-1980	30.16%	63.73%	-20.60%
1980-1990	18.72%	28.56%	-7.88%
1990-2000	32.68%	40.61%	-5.71%



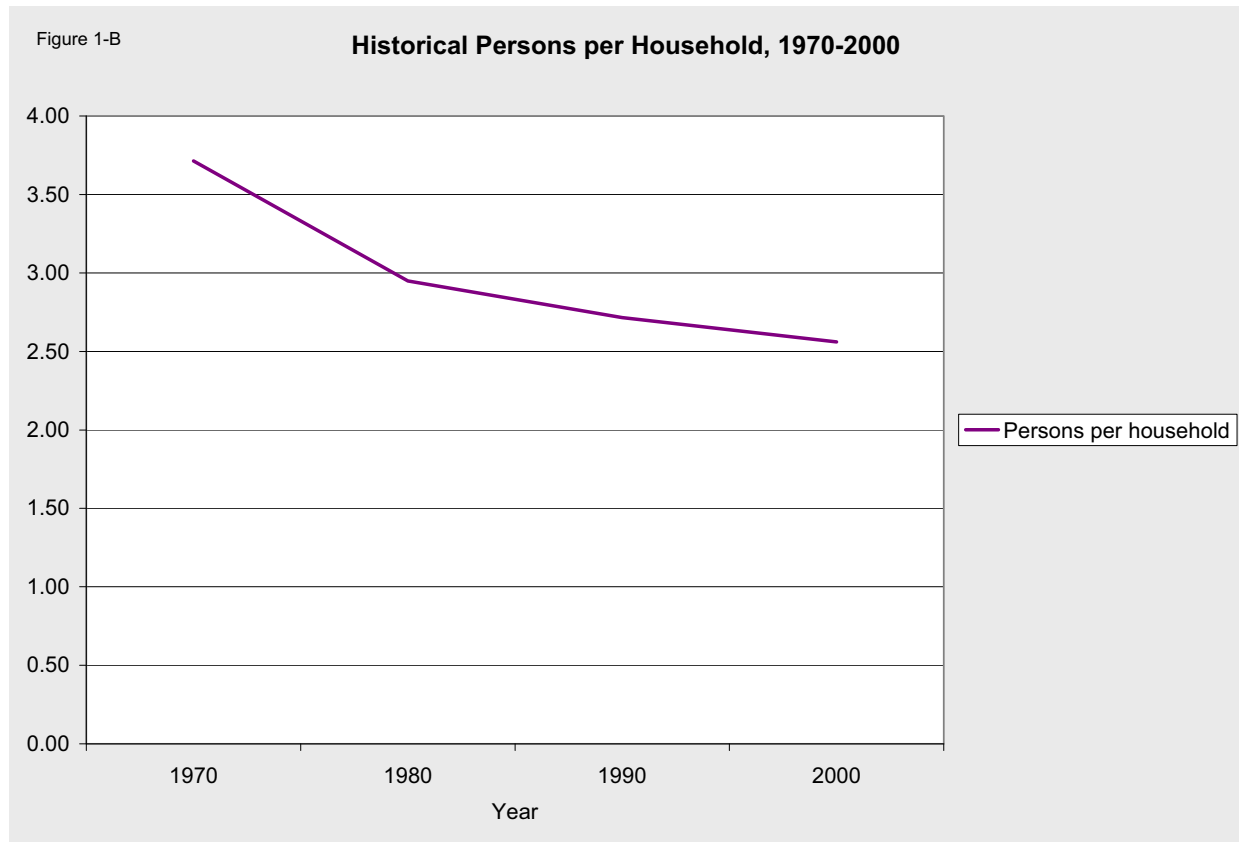
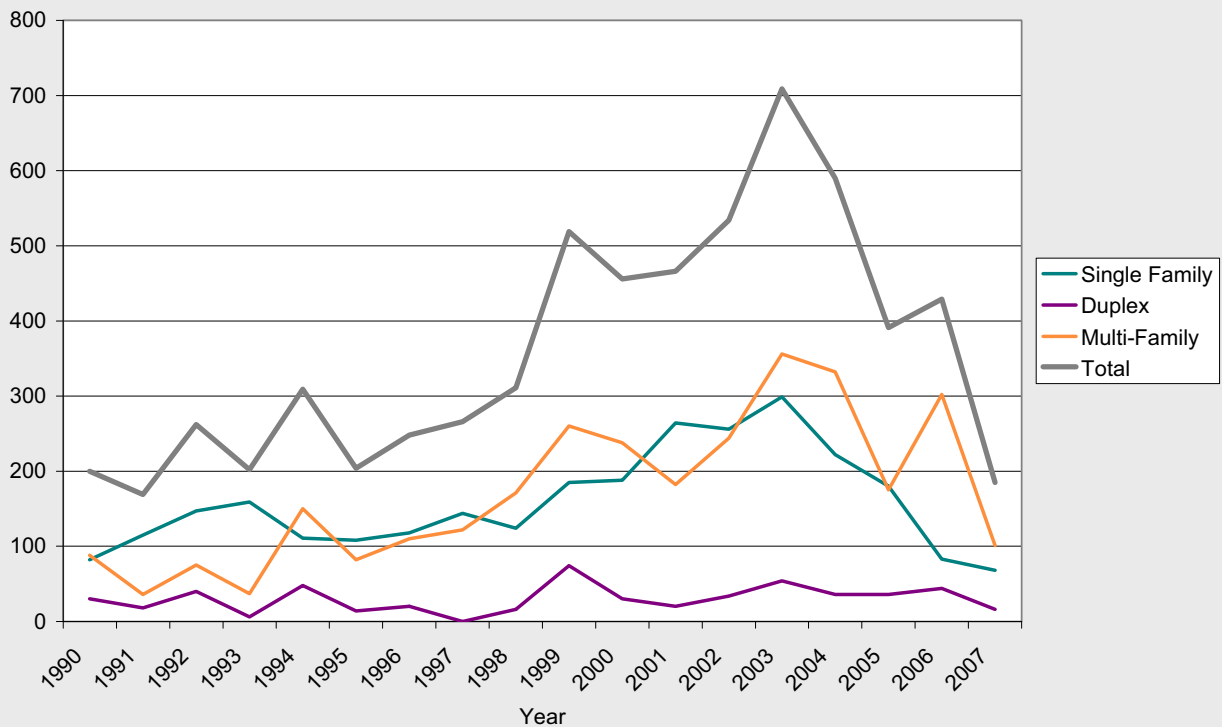


Table 3 shows the number of added dwelling units by housing unit type by year, going back to 1990. (Source: City of Sun Prairie.) As is easily seen in Figure 2, a peak in permitted units, as well as in single family units and multi-family units, occurred in 2003. Since 2003, there has been a strong and steady decline in permitted housing units. At the conclusion of 2007, unit totals were the lowest the city has seen since 1992. (Single family units were lowest in 2007 during this time period.) At the time of this writing, there are serious housing market, credit, and recession concerns across the nation. However, these issues have only been relevant within the last year nationally, while the slow down in Sun Prairie permit activity has occurred over the last four years. Combining what may be an inevitable slow down of Sun Prairie's extraordinary growth with a national housing crisis means that the next few years may show continually decreasing total permitted units. At the same time, it is unlikely that a slowdown would extend through 2030, as the vagaries of the market will likely correct itself and turn back to growth during that time period.

TABLE 3					
Permitted Dwelling Units Added					
	Single Family	Duplex	Multi-Family	Total	
1990	82	30	88	200	
1991	115	18	36	169	
1992	147	40	75	262	
1993	159	6	37	202	
1994	111	48	150	309	
1995	108	14	82	204	
1996	118	20	110	248	
1997	144	0	122	266	
1998	124	16	171	311	
1999	185	74	260	519	
2000	188	30	238	456	
2001	264	20	182	466	
2002	256	34	244	534	
2003	299	54	356	709	
2004	222	36	332	590	
2005	180	36	175	391	
2006	83	44	302	429	
2007	68	16	101	185	

Figure 2

Permitted Dwelling Units Added, 1990-2007



Population Estimate, December 2007

The first step in creating projections for the future is to create an estimate of current population. An estimate of current population is based on occupied housing units multiplied by estimated persons per household plus the group quarters population. Occupied housing units are estimated by taking the 2000 U.S. Census count of housing units, adding dwelling units (Table 3, Source: City of Sun Prairie), and factoring in vacancy rates (Source: 2000 U.S. Census).^{bc} Data on dwelling units added since 2000 is based on permit data. Most of those units will have already been built; however, not all units permitted for 2007 will have been built. To account for this, counts for 2007 are reduced by 50%.^d Occupied housing units are then multiplied by persons per household. Summing this creates the estimated household population, to which the estimated group quarters population is added. As the City of Sun Prairie is not home to a large group quarters population, and it is difficult to project the addition of institutions that might provide group housing, the 2000 U.S. Census count of group quarters population is held constant in these estimates, as well as in the projections.

Tables 4-A and 4-B show the estimates for Sun Prairie in December 2007. Two estimates are created by separating single family and duplex housing units and, alternatively, combining them. This is done so that projections, which differ in organization of housing types, will have an estimate that matches the same form. As would be expected, the estimates are very similar: 27,372 and 27,411.

TABLE 4-A				
Sun Prairie Population Estimate, December 2007: Single Units Alone				
	Single Family/Nonspecific	Duplex	Multi-Family Units	Mobile Homes
Occupied Housing Units	6,507	714	4,051	14
Persons Per Household*	2.74	2.39	1.88	3.74
Persons in Households	17,825	1,710	7,603	51
Total Persons in Households	27,189			
Group Quarters Population	183			
Total Resident Population	27,372			

^bDemolitions are not taken into account, as they are believed to be negated by annexations.

^c Data on mobile homes are taken from the 2000 U.S. Census. Mobile homes are difficult to track, as it is not necessary to obtain a permit to “build” one and they are easily transported. Fortunately, the population found in mobile homes is very small—less than two-tenths of one percent of the total Sun Prairie population—and therefore will not affect the estimates significantly.

^d This poses a slight change from the report originally submitted to the City of Sun Prairie. Estimates for December 2007 are reduced by about 200 persons for each estimate model.

TABLE 4-B			
Sun Prairie Population Estimate, December 2007: Single Units and Duplexes Combined			
	SF/Duplex/Nonspecific	Multi-Family Units	Mobile Homes
Occupied Housing Units	7,219	4,051	15
Persons Per Household	2.71	1.88	3.74
Persons in Households	19,570	7,603	54
Total Persons in Households	27,228		
Group Quarters Population	183		
Total Resident Population	27,411		

Projections

Just as estimates rely on housing units and persons per household, so do projections. Both numbers are bound to change over the future. Here, persons per household is projected in two manners, one of which projects higher population while the other projects lower population. Similarly, housing units are projected in three manners: low-, medium-, and high-growth. Rather than presenting the six possible combinations of persons per household and housing unit projections, three were selected for this report to show low-, medium-, and high population possibilities. The lowest population projection combines the lower projected PPH with the lowest housing unit projection, while the highest population projection combines the higher projected PPH with the highest housing unit projection. This creates reasonable lower and upper bounds on projected population based on Sun Prairie's history. The medium projection meets in the middle, with a low PPH and a medium-housing unit projection. The most representative of the six possible combined models are presented here. See the appendix for a brief summary of the models not presented.

Projected Persons per Household

Persons per household is the most difficult factor to predict when it comes to population projections based on the housing unit method. While the number of households may have a certain momentum behind it, the measure of persons per household is more flexible and can quickly shift with demographic and cultural changes. As was shown in Table 1, the number of persons per household has been substantially declining for decades. The question projections seek to answer is whether or not that decline will continue into the future, and to what degree. Here, the number of persons per household was projected in two ways. The first model (Tables 5A and 5B) was formed by applying a rate of exponential change based on the difference in persons per household between 1990 and 2000 (Source: 1990 and 2000 U.S. Census.) This model produces low persons per

household projections as it assumes that future PPH will decrease as much as it did between 1990 and 2000. The second model (Tables 5C and 5D) mirrored the persons per household of Dane County as projected by the WI DOA over the time period 2000-2030. This model produces projections that are much higher than the first model—declining initially, but flattening out over the later years. Again, the results are presented in two manners—one where single family and duplexes are separate and one where they are combined—so that they will match the projection forms.

TABLE 5-A				
Sun Prairie Projected Persons Per Household: Exponential Change Based on 1990-2000 Change in Sun Prairie, Single Units Alone				
	Single Family	Duplex	Multi-Family	Other
2007	2.74	2.39	1.88	3.74
2010	2.69	2.35	1.84	3.68
2015	2.61	2.28	1.79	3.57
2020	2.54	2.22	1.74	3.47
2025	2.46	2.15	1.69	3.37
2030	2.39	2.09	1.64	3.27

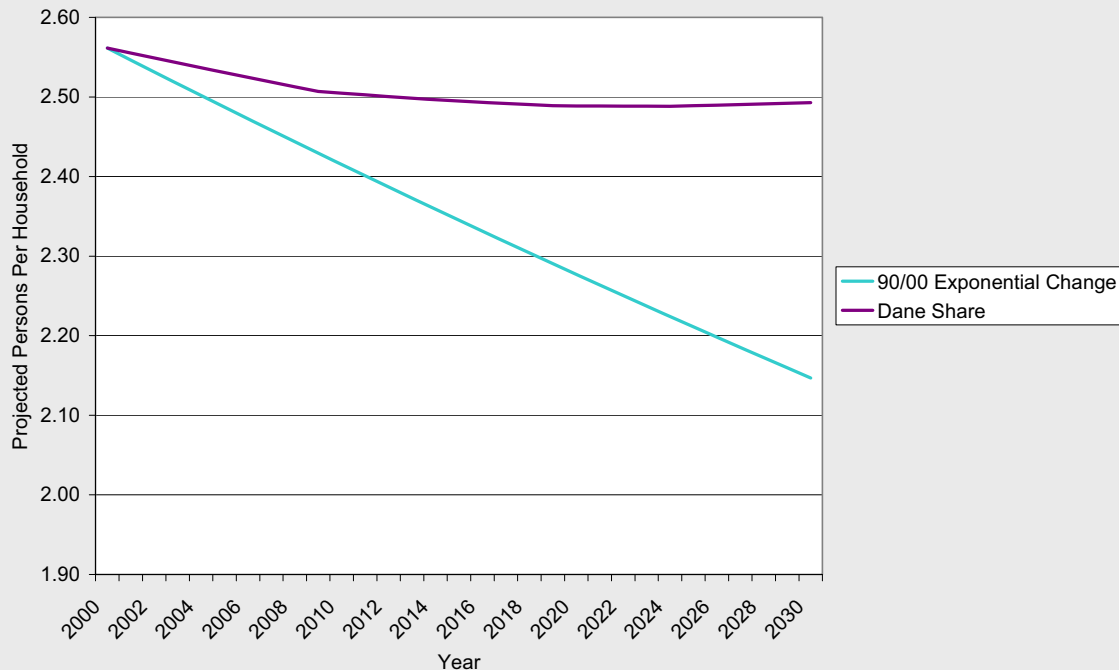
TABLE 5-B			
Sun Prairie Projected Persons Per Household: Exponential Change Based on 1990-2000 Change in Sun Prairie, Single Units and Duplexes Combined			
	SF/Duplex	Multi-Family	Other
2007	2.71	1.88	3.74
2010	2.66	1.84	3.68
2015	2.59	1.79	3.57
2020	2.51	1.74	3.47
2025	2.44	1.69	3.37
2030	2.37	1.64	3.27

TABLE 5-C				
Sun Prairie Projected Persons Per Household: Exponential Change Based on WI DOA Projected Change in PPH for Dane County, Single Units Alone				
	Single Family	Duplex	Multi-Family	Other
2007	2.81	2.45	1.92	3.84
2010	2.79	2.44	1.91	3.81
2015	2.78	2.43	1.90	3.80
2020	2.77	2.42	1.90	3.79
2025	2.77	2.43	1.90	3.79
2030	2.78	2.43	1.90	3.80

TABLE 5-D			
Sun Prairie Projected Persons Per Household: Exponential Change Based on WI DOA Projected Change in PPH for Dane County, Single Units and Duplexes Combined			
	SF/Duplex	Multi-Family	Other
2007	2.78	1.92	3.84
2010	2.76	1.91	3.81
2015	2.75	1.90	3.80
2020	2.74	1.90	3.79
2025	2.74	1.90	3.79
2030	2.75	1.90	3.80

Figure 3

Projected Persons Per Household by Model Type, 2000-2030



Projected Added Housing Units

The next step towards population projections is to determine future housing units. The existing housing units are taken from the 2000 U.S. Census and build-out information. Three models project housing units using varying methods. Housing units are divided into housing type with “Other” representing mobile homes and are taken as a constant percentage of the total projected housing units.

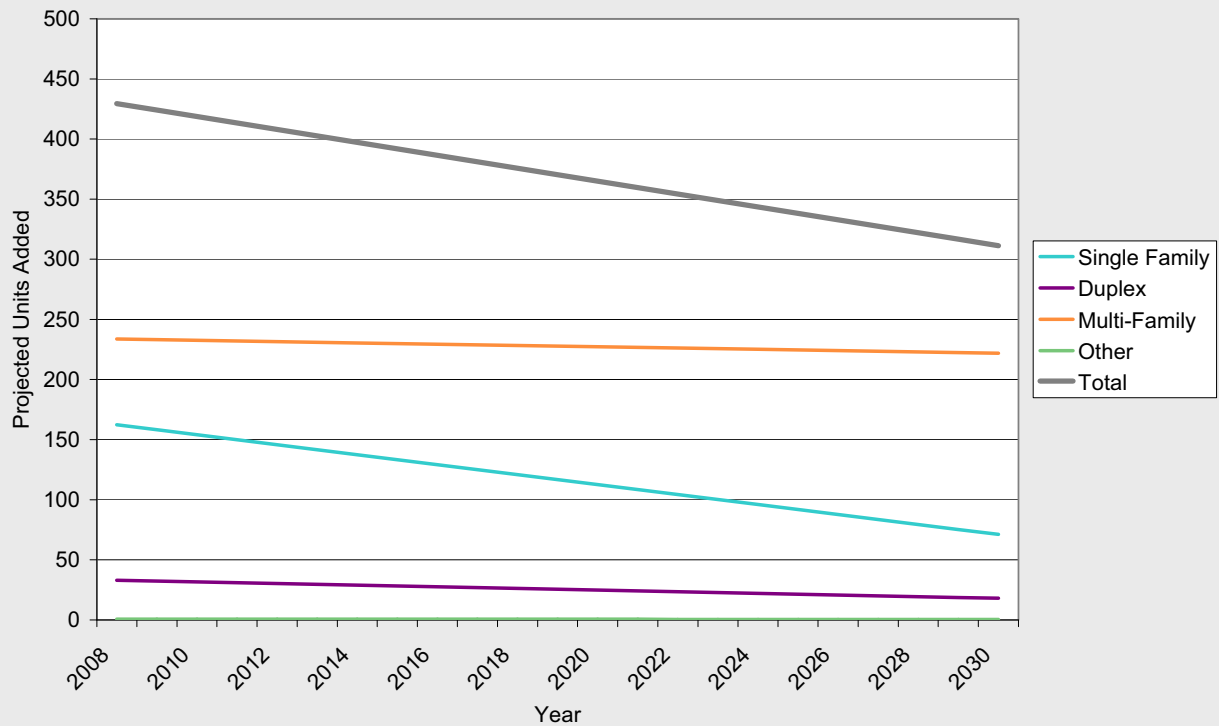
Low-Growth Housing Units

The first model is a low-growth model that takes the last 10 year regression trend and applies it to the future. This model starts high, and gradually decreases over time. Much of this decrease is due to projected declines in single-family housing and multi-family housing is held relatively constant. This model assumes that the next twenty-two years will behave similarly to the overall trend of the last ten years.

TABLE 6-A					
Projected Added Housing Units: Low-Growth Model					
	Single Family	Duplex	Multi-Family	Other	Total
2008	162.27	32.95	233.67	0.55	429.44
2009	158.13	32.27	233.13	0.54	424.07
2010	153.98	31.59	232.59	0.54	418.70
2011	149.84	30.91	232.05	0.53	413.33
2012	145.69	30.23	231.52	0.52	407.96
2013	141.55	29.55	230.98	0.52	402.59
2014	137.40	28.87	230.44	0.51	397.22
2015	133.25	28.19	229.90	0.50	391.85
2016	129.11	27.52	229.36	0.50	386.48
2017	124.96	26.84	228.82	0.49	381.11
2018	120.82	26.16	228.28	0.48	375.74
2019	116.67	25.48	227.74	0.48	370.37
2020	112.53	24.80	227.20	0.47	365.00
2021	108.38	24.12	226.66	0.46	359.63
2022	104.24	23.44	226.12	0.45	354.25
2023	100.09	22.76	225.58	0.45	348.88
2024	95.95	22.08	225.04	0.44	343.51
2025	91.80	21.41	224.50	0.43	338.14
2026	87.65	20.73	223.96	0.43	332.77
2027	83.51	20.05	223.42	0.42	327.40
2028	79.36	19.37	222.88	0.41	322.03
2029	75.22	18.69	222.35	0.41	316.66
2030	71.07	18.01	221.81	0.40	311.29

*Last 10 year regression trend

Figure 4-A

Projected Added Housing Units: Low-Growth Model***Medium-Growth Housing Units***

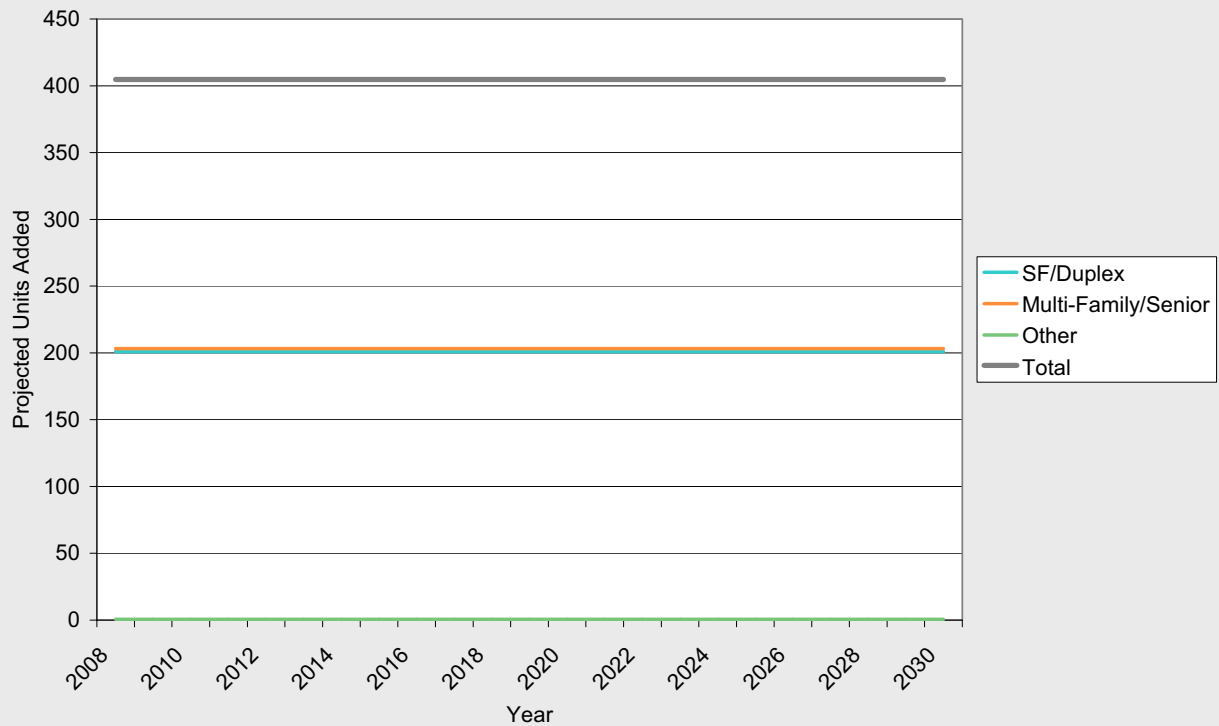
The second model is a medium-growth model that is based on building permits already approved by the City of Sun Prairie. This model differs from the other two models because it is not based on historical trends, but rather on what we expect to happen in the future based on permit activity. So in a small, and albeit tentative way, we do know something about future building activity. This model takes the total approved housing units and divides it by the estimated years to completion. Thus, approved housing units are assigned to each year incrementally. As more units are approved in the future, we can be fairly sure that the latest years in the estimated completion schedule, i.e., 2020, will increase from additional approved developments. This must also be true of years outside of the completion schedule but within the projection period, i.e., 2021-2030. We then assume that the average number of estimated completed housing units of the next five years will continue at the same pace until 2030.

This model takes advantage of what we know about future permit activity and planned developments; nevertheless, many factors including economic changes, developer's plans, and housing demand influence the rate in which a residential development is built.

TABLE 6-B				
Projected Added Housing Units: Medium-Growth Model*				
	SF/Duplex	Multi-Family/Senior	Other	Total
2008	200.88	203.26	0.52	404.65
2009	200.88	203.26	0.52	404.65
2010	200.88	203.26	0.52	404.65
2011	200.88	203.26	0.52	404.65
2012	200.88	203.26	0.52	404.65
2013	200.88	203.26	0.52	404.65
2014	200.88	203.26	0.52	404.65
2015	200.88	203.26	0.52	404.65
2016	200.88	203.26	0.52	404.65
2017	200.88	203.26	0.52	404.65
2018	200.88	203.26	0.52	404.65
2019	200.88	203.26	0.52	404.65
2020	200.88	203.26	0.52	404.65
2021	200.88	203.26	0.52	404.65
2022	200.88	203.26	0.52	404.65
2023	200.88	203.26	0.52	404.65
2024	200.88	203.26	0.52	404.65
2025	200.88	203.26	0.52	404.65
2026	200.88	203.26	0.52	404.65
2027	200.88	203.26	0.52	404.65
2028	200.88	203.26	0.52	404.65
2029	200.88	203.26	0.52	404.65
2030	200.88	203.26	0.52	404.65

*Average number of building permits for next 5 years held constant

Figure 4-B

Projected Added Housing Units: Medium-Growth Model***High-Growth Housing Units***

The final model is a high-growth model that assumes that future housing units will follow the average trend of the last five years. The last five years include the peak of build-outs in 2003, but also includes the downturn that followed. (Additionally, the average of the last ten year period is very similar to the last five.) The projected units total 461.39 per year. Considering that it seems uncertain that the next few years will rebound to that high of a number of added units—and to temper an already high-growth model—the next five years are held constant at the 2007 level representing only 185.24 added units. Essentially, this model assumes that the next five years will see a slowdown, followed by a return to the high growth period of the early 2000s.

TABLE 6-C					
Projected Added Housing Units: High-Growth Model*					
	Single Family	Duplex	Multi-Family	Other	Total
2008	68.00	16.00	101.00	0.24	185.24
2009	68.00	16.00	101.00	0.24	185.24
2010	68.00	16.00	101.00	0.24	185.24
2011	68.00	16.00	101.00	0.24	185.24
2012	68.00	16.00	101.00	0.24	185.24
2013	170.40	37.20	253.20	0.59	461.39
2014	170.40	37.20	253.20	0.59	461.39
2015	170.40	37.20	253.20	0.59	461.39
2016	170.40	37.20	253.20	0.59	461.39
2017	170.40	37.20	253.20	0.59	461.39
2018	170.40	37.20	253.20	0.59	461.39
2019	170.40	37.20	253.20	0.59	461.39
2020	170.40	37.20	253.20	0.59	461.39
2021	170.40	37.20	253.20	0.59	461.39
2022	170.40	37.20	253.20	0.59	461.39
2023	170.40	37.20	253.20	0.59	461.39
2024	170.40	37.20	253.20	0.59	461.39
2025	170.40	37.20	253.20	0.59	461.39
2026	170.40	37.20	253.20	0.59	461.39
2027	170.40	37.20	253.20	0.59	461.39
2028	170.40	37.20	253.20	0.59	461.39
2029	170.40	37.20	253.20	0.59	461.39
2030	170.40	37.20	253.20	0.59	461.39

*Hold 2007 housing units added constant for 5 years, followed by last 5 year average

Figure 4-C

Projected Added Housing Units: High-Growth Model

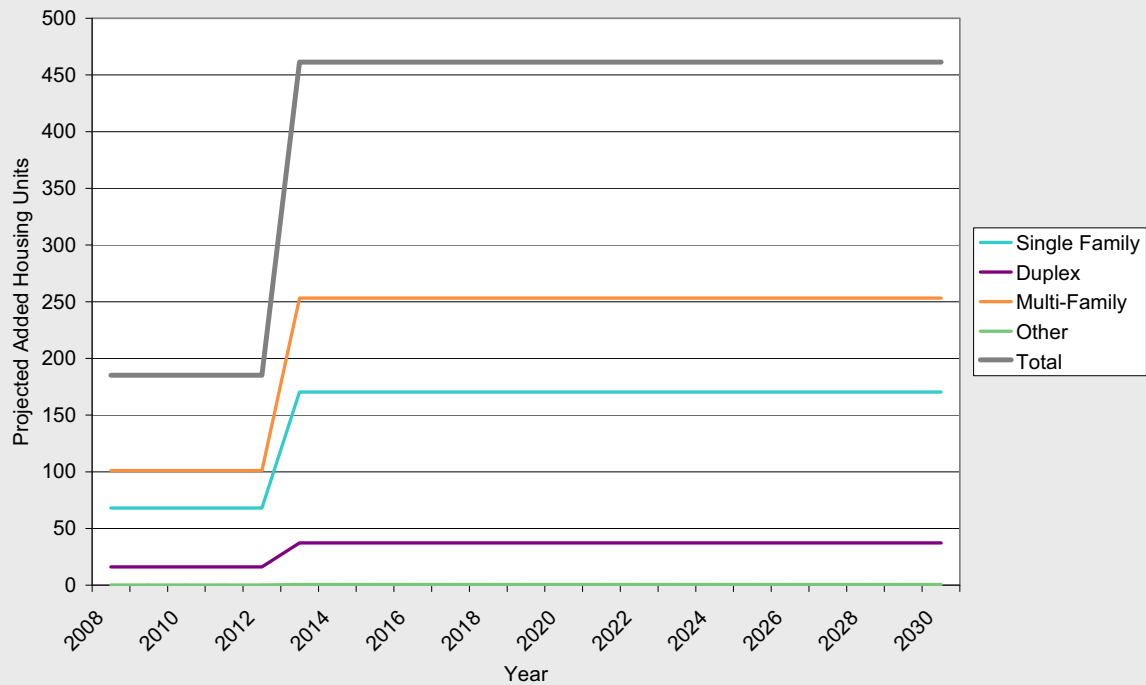
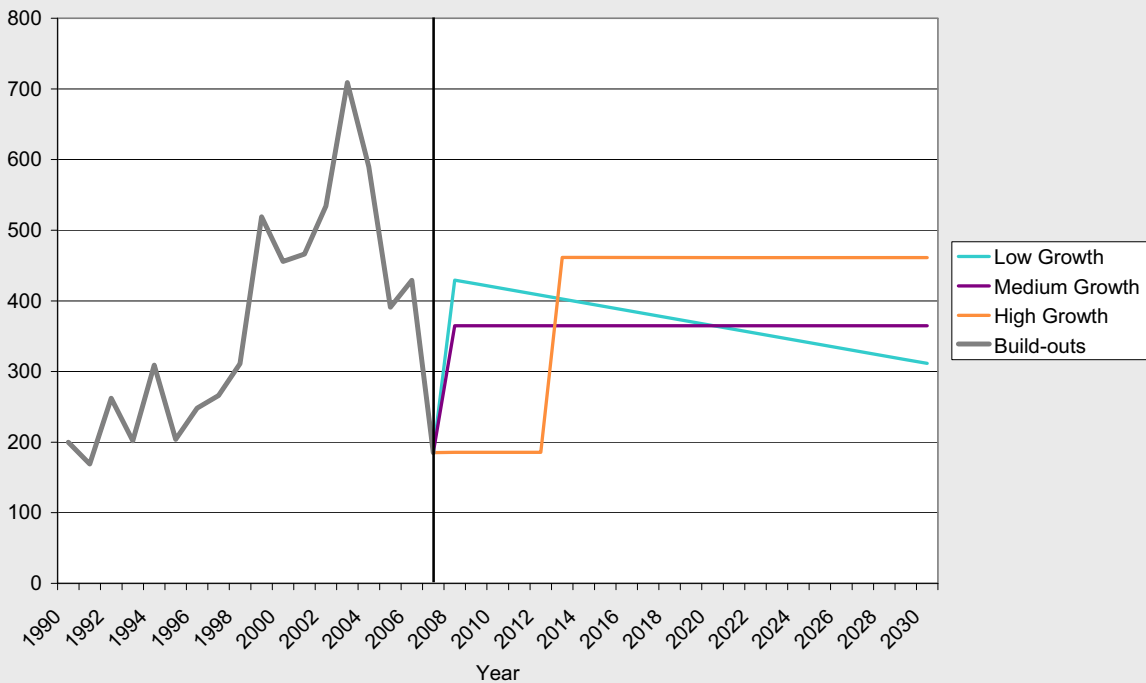


Figure 5 compares the total projected added housing of each model.

Figure 5

Build-out History and Projected Housing Unit Totals, 1990-2030



Population Projections

Each of the following projections follow the formula of housing units times persons per household (PPH) plus group quarters population equals total population. An occupancy rate is applied to projected housing units.

Low-Growth Population Projection

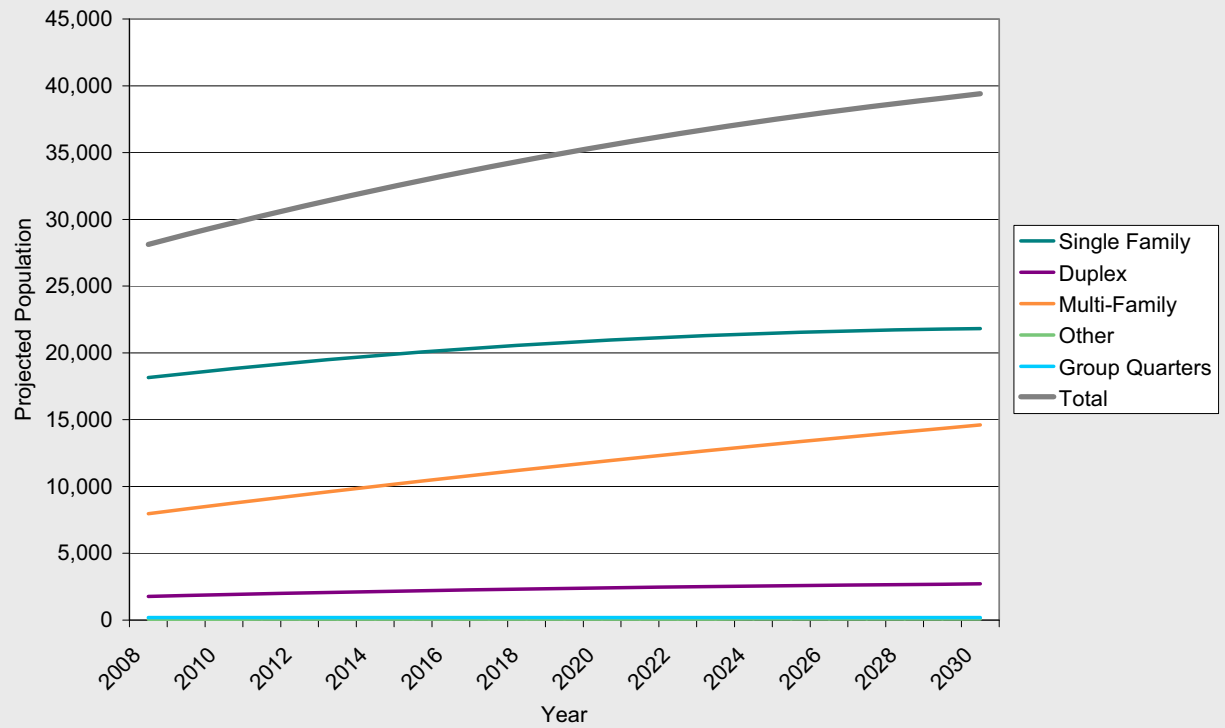
The low-growth population projection (Table 7-A) combines the low-growth housing model (Table 6-A) with the 1990/2000 exponential change PPH (Table 5-A). These low-growth projections indicate a gradual and steady increase in population of the next 22 years, with growth slowing toward the end of the period. The projection for 2015 is 32,776 and for 2030 is 39,394.

TABLE 7-A						
Projected Population: Low-Growth Model*						
	Single Family	Duplex	Multi-Family	Other	Group Quarters	Total
2008	18,151	1,777	7,963	53	183	28,126
2009	18,461	1,842	8,317	54	183	28,858
2010	18,757	1,905	8,666	56	183	29,566
2011	19,037	1,965	9,010	58	183	30,252
2012	19,303	2,022	9,348	59	183	30,916
2013	19,555	2,078	9,681	61	183	31,558
2014	19,792	2,131	10,010	62	183	32,178
2015	20,015	2,182	10,333	64	183	32,776
2016	20,225	2,231	10,651	65	183	33,354
2017	20,420	2,277	10,964	66	183	33,911
2018	20,603	2,322	11,272	68	183	34,447
2019	20,772	2,364	11,575	69	183	34,963
2020	20,929	2,404	11,873	70	183	35,460
2021	21,072	2,443	12,167	71	183	35,937
2022	21,203	2,479	12,456	73	183	36,394
2023	21,322	2,513	12,740	74	183	36,833
2024	21,429	2,546	13,020	75	183	37,252
2025	21,524	2,576	13,295	76	183	37,654
2026	21,607	2,605	13,566	77	183	38,037
2027	21,678	2,632	13,832	78	183	38,402
2028	21,738	2,657	14,094	79	183	38,750
2029	21,787	2,680	14,351	79	183	39,080
2030	21,825	2,701	14,604	80	183	39,394

*Last 10 year regression multiplied by 1990/2000 exponential change PPH plus 2000 group quarters population held constant

Figure 6-A

Projected Population by Housing Type: Low-Growth Model



Medium –Growth Population Projection

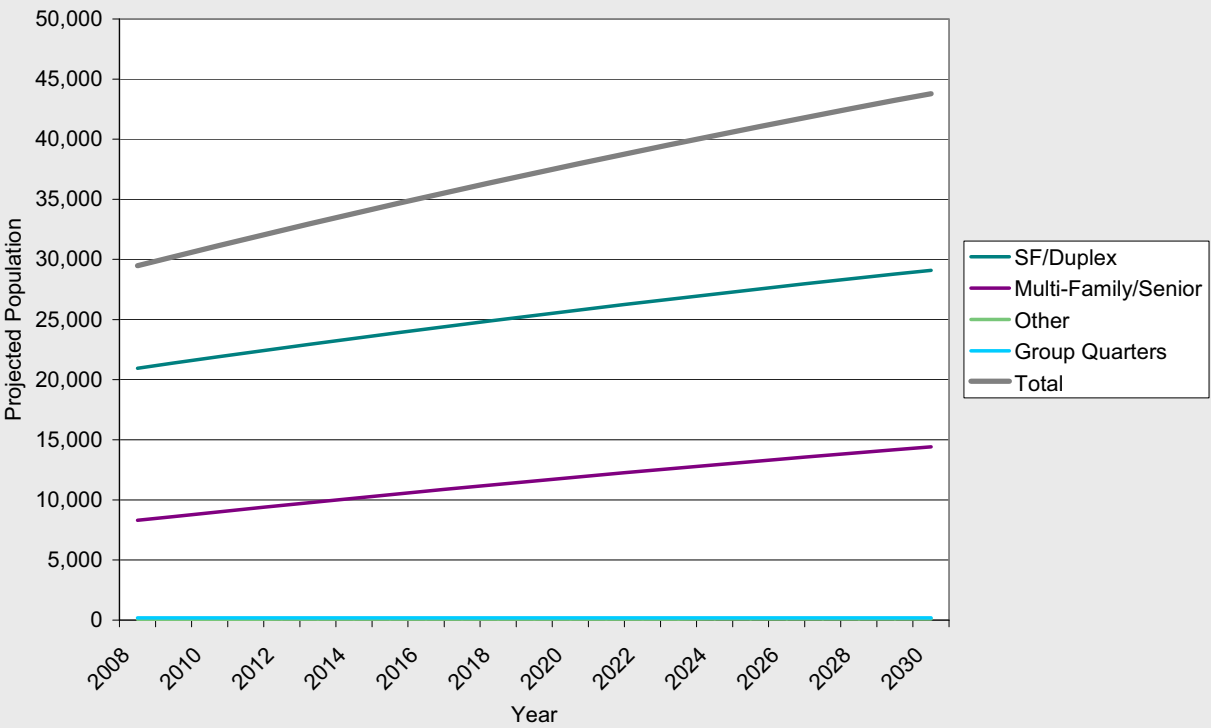
The medium-growth population projection (Table 7-B) combines the medium-growth housing model (Table 6-B) with the 1990/2000 exponential change PPH (Table 5-B). Population growth is constant during this time period. The projection for 2015 is 34,504 and for 2030 is 43,783.

TABLE 7-B					
Projected Population: Medium-Growth Model*					
	SF/Duplex	Multi-Family/Senior	Other	Group Quarters	Total
2008	20,946	8,291	59	183	29,479
2009	21,373	8,609	60	183	30,226
2010	21,795	8,923	62	183	30,963
2011	22,210	9,233	64	183	31,690
2012	22,621	9,539	65	183	32,407
2013	23,025	9,841	67	183	33,116
2014	23,424	10,139	68	183	33,814
2015	23,818	10,433	70	183	34,504
2016	24,206	10,724	71	183	35,184
2017	24,589	11,010	73	183	35,855
2018	24,966	11,293	74	183	36,517
2019	25,339	11,573	76	183	37,170
2020	25,706	11,848	77	183	37,814
2021	26,067	12,120	79	183	38,449
2022	26,424	12,389	80	183	39,076
2023	26,776	12,654	82	183	39,694
2024	27,122	12,915	83	183	40,303
2025	27,464	13,173	84	183	40,904
2026	27,801	13,427	86	183	41,496
2027	28,132	13,678	87	183	42,080
2028	28,459	13,925	88	183	42,656
2029	28,781	14,170	89	183	43,223
2030	29,099	14,410	91	183	43,783

*Average number of permits for next 5 years applied to all years multiplied by 1990/2000 exponential change PPH plus 2000 group quarters population held

Figure 6-B

Projected Population: Medium-Growth Model



High-Growth Population Projection

The high-growth population projection (Table 7-C) combines the high-growth housing model (Table 6-C) with the Dane County Share PPH (Table 5-C). These projections indicate slower population growth in the first five years followed with an ever increasing growth in population. The projection for 2015 is 32,787 and for 2030 is 47,750.

TABLE 7-C						
Projected Population: High-Growth Model*						
	Single Family	Duplex	Multi-Family	Other	Group Quarters	Total
2008	18,407	1,787	7,952	53	183	28,382
2009	18,549	1,821	8,113	54	183	28,719
2010	18,718	1,858	8,285	55	183	29,098
2011	18,887	1,895	8,457	56	183	29,477
2012	19,055	1,932	8,628	56	183	29,855
2013	19,501	2,019	9,069	59	183	30,831
2014	19,947	2,107	9,509	61	183	31,805
2015	20,396	2,194	9,950	63	183	32,787
2016	20,845	2,282	10,392	65	183	33,767
2017	21,294	2,370	10,832	67	183	34,746
2018	21,742	2,457	11,272	69	183	35,724
2019	22,190	2,545	11,712	71	183	36,700
2020	22,649	2,633	12,157	73	183	37,696
2021	23,108	2,722	12,603	75	183	38,691
2022	23,568	2,811	13,048	77	183	39,687
2023	24,027	2,899	13,494	80	183	40,682
2024	24,486	2,988	13,939	82	183	41,677
2025	24,954	3,078	14,390	84	183	42,688
2026	25,422	3,168	14,840	86	183	43,699
2027	25,891	3,257	15,291	88	183	44,711
2028	26,360	3,347	15,743	90	183	45,723
2029	26,829	3,437	16,194	92	183	46,736
2030	27,298	3,527	16,646	95	183	47,750

*Hold 2007 added housing units constant for five years, followed by last 5 year average multiplied by PPH tied to Dane county projections plus 2000 group quarters population held constant

Figure 6-C

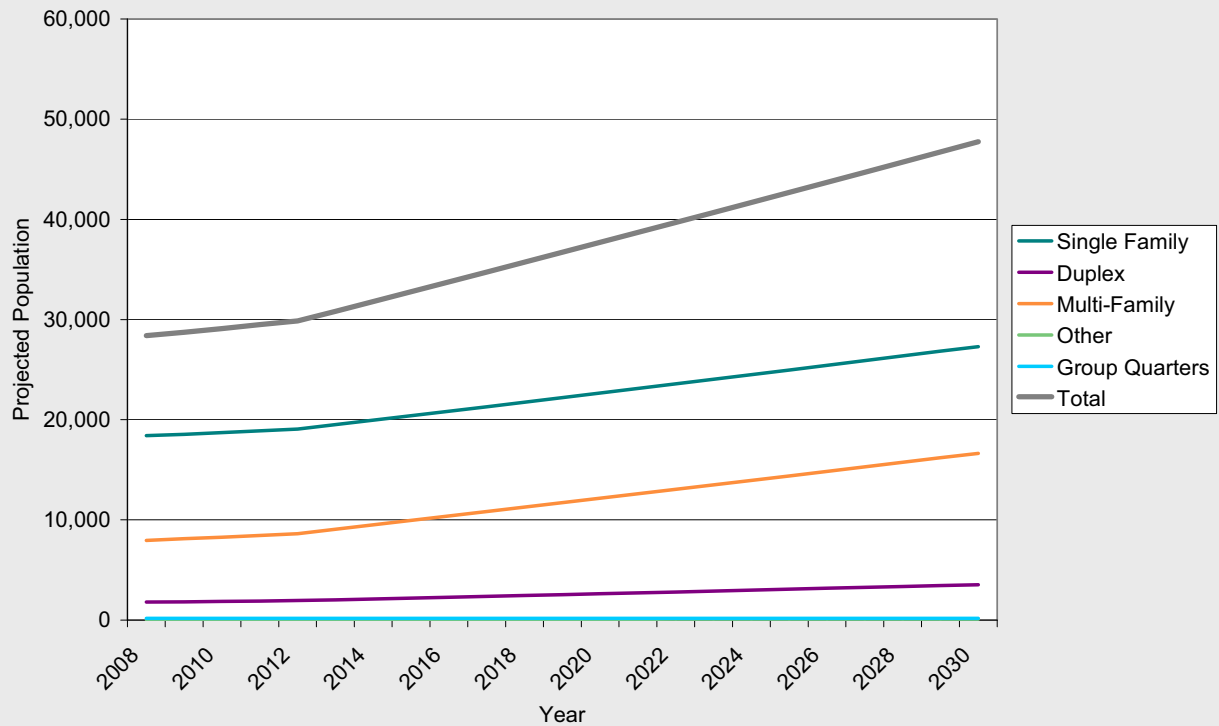
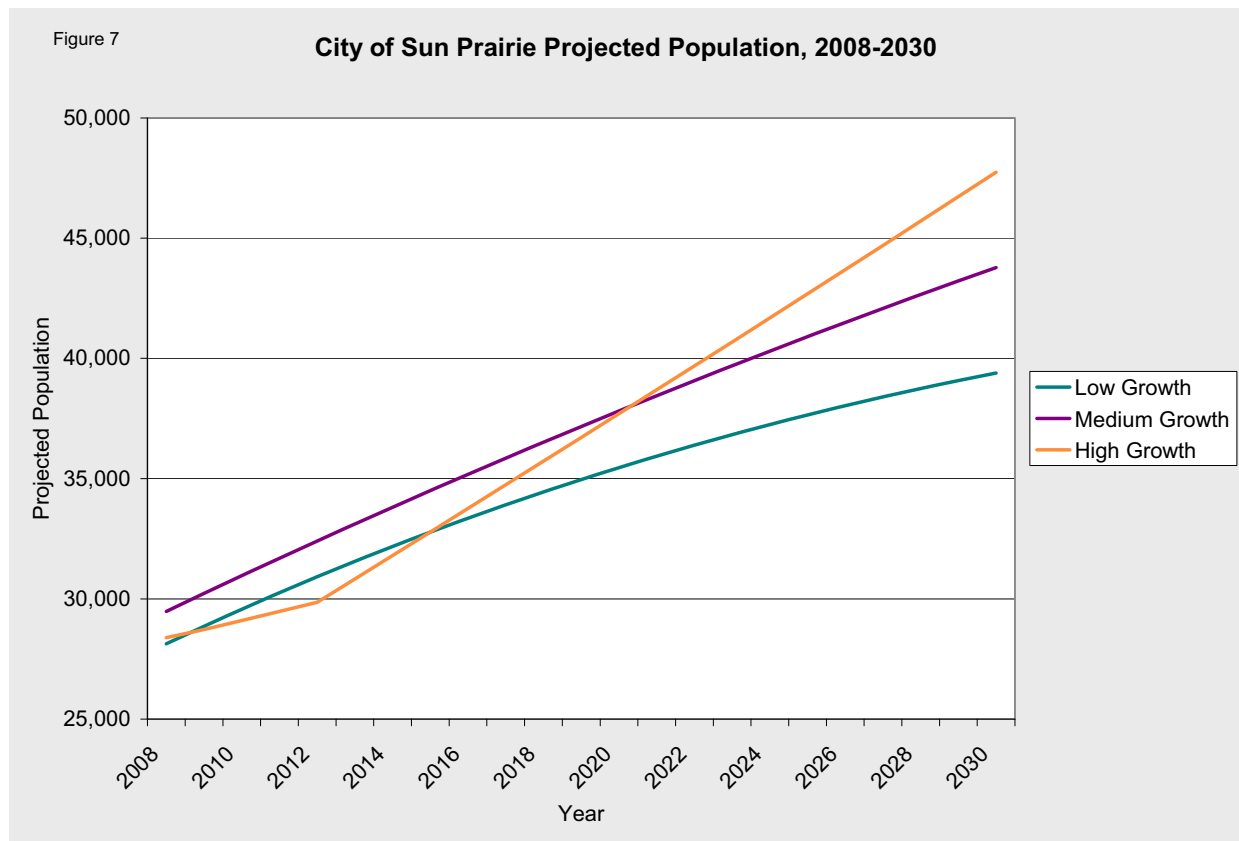
Projected Population: High-Growth Model***Projection Comparisons***

Table 8 compares the low-, medium-, and high-growth population projections across years in five-year intervals. The medium-growth model is higher than the high-growth model until 2021, after which the high-growth model outpaces it. Figure 7 displays the projection comparison.

TABLE 8			
Comparison between Low-, Medium-, and High-Growth Model			
	Low	Medium	High
2010	29,566	30,963	29,098
2015	32,776	34,504	32,787
2020	35,460	37,814	37,696
2025	37,654	40,904	42,688
2030	39,394	43,783	47,750



Conclusion

These population projections are based on models that incorporate recent past and current demographic information as well as the city's own permit data. As with nearly all types of forecasts, reliability in these population projections decreases over time. However, the low-, medium-, and high-growth models provide a good range for future populations. The models presented in this report are primarily based on recent past trends in housing units permits and persons per household. Any serious deviations from those patterns, for instance boundary changes not included in the list of approved permits, will erode the projection models' reliability from the initiation point of the new pattern. Population growth should be closely monitored for the next few years and compared with these projections to determine the trajectory of future growth.

Appendix A: Completed Models Not Presented in Full Report

This section presents the combinations of projected PPH and housing units not presented in the full report. Tables only are presented.

TABLE A-1						
Projected Population: Low HU & High PPH*						
	Single Family	Duplex	Multi-Family	Other	Group Quarters	Total
2008	19,025	1,863	8,346	55	183	29,473
2009	19,417	1,938	8,748	57	183	30,343
2010	19,797	2,010	9,147	59	183	31,195
2011	20,162	2,081	9,542	61	183	32,029
2012	20,515	2,149	9,935	63	183	32,845
2013	20,855	2,216	10,325	65	183	33,644
2014	21,183	2,281	10,713	67	183	34,426
2015	21,497	2,343	11,098	68	183	35,190
2016	21,799	2,404	11,480	70	183	35,936
2017	22,087	2,463	11,859	72	183	36,664
2018	22,397	2,524	12,253	74	183	37,431
2019	22,695	2,583	12,647	75	183	38,183
2020	22,981	2,640	13,038	77	183	38,920
2021	23,256	2,696	13,428	79	183	39,641
2022	23,519	2,750	13,816	80	183	40,348
2023	23,776	2,803	14,207	82	183	41,050
2024	24,021	2,854	14,595	84	183	41,737
2025	24,256	2,903	14,983	85	183	42,410
2026	24,478	2,951	15,369	87	183	43,068
2027	24,689	2,997	15,754	88	183	43,712
2028	24,903	3,043	16,146	90	183	44,364
2029	25,105	3,088	16,536	92	183	45,003
2030	25,295	3,131	16,926	93	183	45,628

*Last 10 year regression multiplied by PPH tied to Dane county projections plus 2000 group quarters population held constant

TABLE A-2					
Projected Population: Medium HU & High PPH*					
	Single Family	Duplex	Other	Group Quarters	Total
2008	20,946	8,291	59	183	29,479
2009	21,447	8,639	61	183	30,330
2010	21,946	8,985	62	183	31,176
2011	22,442	9,329	64	183	32,018
2012	22,935	9,671	66	183	32,856
2013	23,428	10,013	68	183	33,692
2014	23,918	10,353	70	183	34,523
2015	24,406	10,691	72	183	35,351
2016	24,891	11,027	73	183	36,174
2017	25,374	11,362	75	183	36,994
2018	25,893	11,713	77	183	37,866
2019	26,412	12,063	79	183	38,737
2020	26,930	12,412	81	183	39,606
2021	27,446	12,761	83	183	40,474
2022	27,962	13,110	85	183	41,340
2023	28,485	13,461	87	183	42,216
2024	29,006	13,812	89	183	43,090
2025	29,528	14,162	91	183	43,964
2026	30,048	14,513	92	183	44,836
2027	30,568	14,862	94	183	45,707
2028	31,104	15,220	96	183	46,603
2029	31,640	15,577	98	183	47,498
2030	32,176	15,934	100	183	48,393

*Average number of permits for next 5 years applied to all years multiplied by PPH tied to Dane county projections plus 2000 group quarters population held constant

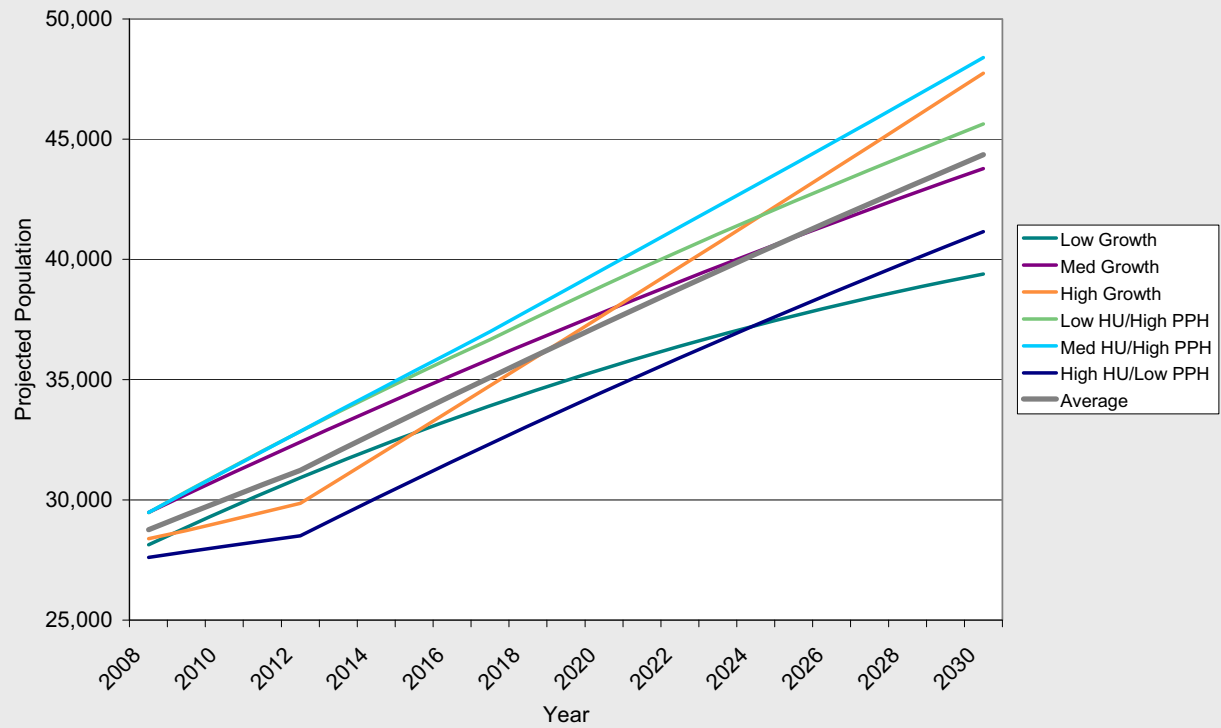
TABLE A-3						
Projected Population: High HU & Low PPH*						
	Single Family	Duplex	Multi-Family	Other	Group Quarters	Total
2008	17,900	1,738	7,733	52	183	27,606
2009	17,975	1,765	7,862	52	183	27,836
2010	18,048	1,791	7,988	53	183	28,063
2011	18,119	1,818	8,113	53	183	28,286
2012	18,189	1,844	8,236	54	183	28,506
2013	18,521	1,918	8,613	56	183	29,291
2014	18,849	1,991	8,986	57	183	30,066
2015	19,173	2,063	9,353	59	183	30,831
2016	19,491	2,134	9,717	61	183	31,585
2017	19,806	2,204	10,075	62	183	32,330
2018	20,116	2,273	10,429	64	183	33,065
2019	20,422	2,342	10,779	65	183	33,791
2020	20,723	2,409	11,124	67	183	34,506
2021	21,021	2,476	11,464	69	183	35,212
2022	21,314	2,542	11,800	70	183	35,909
2023	21,603	2,607	12,132	72	183	36,596
2024	21,888	2,671	12,460	73	183	37,274
2025	22,168	2,734	12,783	74	183	37,943
2026	22,445	2,797	13,102	76	183	38,603
2027	22,718	2,858	13,417	77	183	39,254
2028	22,986	2,919	13,728	79	183	39,895
2029	23,251	2,979	14,035	80	183	40,528
2030	23,512	3,038	14,338	82	183	41,152

*Hold 2007 added housing units constant for five years, followed by last 5 year average multiplied by 1990/2000 exponential change PPH plus 2000 group quarters population held constant

TABLE A-5							
Comparison between Models							
	Report			Appendix			
	Low	Medium	High	Low HU/High PPH	Med HU/High PPH	High HU/Low PPH	Average
2010	29,566	30,963	29,098	31,195	31,176	28,063	30,010
2015	32,776	34,504	32,787	35,190	35,351	30,831	33,573
2020	35,460	37,814	37,696	38,920	39,606	34,506	37,334
2025	37,654	40,904	42,688	42,410	43,964	37,943	40,927
2030	39,394	43,783	47,750	45,628	48,393	41,152	44,350

Figure A-1

City of Sun Prairie Projected Population, Additional Models, 2008-2030



APPENDIX H

NATURAL RESOURCE REGULATORY AGENCIES AND PLANS

NATURAL RESOURCE REGULATORY AGENCIES and PLANS

Federal

U.S. Environmental Protection Agency
U.S. Army Corp of Engineers
Federal Emergency Management Agency (FEMA)
Flood Insurance Rate Map (FIRM)

State

Department of Agriculture, Trade and Consumer Protection (DATCP)
Department of Natural Resources (DNR)

Regional/County

Capital Area Regional Planning Commission (CARPC)
Dane County Water Quality Summary Plan 2004
Waterbody Classification and Riparian Management Project
Dane County Water Body Classification Study Phase I (2005)
Dane County Parks and Open Space Plan 2006-2011 (Parks Department)
Dane County Land and Water Resources Department (LWRD)
 Lakes and Watershed Commission
 Dane County Land and Water Resource Management Plan 2003
Dane County Flood Mitigation Plan 2003
Dane County Dept. of Emergency Management

City

City of Sun Prairie Parks and Open Space Plan
Shoreland and Wetland Zoning
Floodplain Zoning
Environmental Corridor Zoning

APPENDIX I

ENDANGERED AND THREATENED SPECIES

THREATENED and ENDANGERED SPECIES

The table below displays Natural Heritage Inventory (NHI) species occurring in each township adjacent to the City of Sun Prairie. Aquatic species found in the Town of Bristol fall within the ETJ boundary on lands adjacent to both sides of US 151. The Southern Sedge Meadow natural community, located in the Town of Windsor, is found within the ETJ boundary connected to the Token Creek Pond. Township wide aquatic and terrestrial occurrences are noted in Burke with all the natural communities being represented in the Cherokee Marsh State Wildlife Area. There are no occurrences in the Town of Sun Prairie. There are no specific occurrences of endangered species, federally listed or otherwise, within the City of Sun Prairie corporate boundaries or its' extraterritorial jurisdiction territory.

Species Type (Last Documented Occurrence) A: Aquatic Occurrences T: Terrestrial Occurrences	State Rank and (Status) ¹ / Listing Effective Date	Found in Burke 8N10E	Found in Windsor 9N10E	Found in Bristol 9N11E
Rare Plants				
Prairie Parsley (1991)	S3(THR)/10-1-1979	X		
Glade Mallow-T (1999)	S3(SC)	X		
Lesser Fringed Gentian-T (2005)	S3(SC)	X		
Small White Lady's Slipper-T (2006)	S3(THR)/10-1-1979	X		
Tufted Bulrush-T (2006)	S2(THR)/8-1-1997	X		
Yellow Giant Hyssop-A (1999)	S3(THR)/4-1-1985	X		
Rare Birds				
Henslow's Sparrow-T (2004)	S3B(THR)/8-1-1997	X		
Barn Owl-T (1994)	S1B,S1N(END)/10-1-1979	X		
Natural Communities				
Northern Wet Forest-A	S4	X		
Shrub-carr-A	S4	X		
Southern Sedge Meadow-A	S3	X	X	X
Wet Prairie-A	SU	X		X
Calcareous Fen-A	S3	X		X
Rare Mammals				
Arctic Shrew-A (1962)	S3S4(SC/N)	X		
Pygmy Shrew-T (1961)	S3S4(SC/N)	X		
Rare Butterfly/Moths				
Mulberry Wing-A (2003)	S3(SC/N)	X		
Smokey Eyed Brown-A (2001)	S2(SC/N)	X		
An Owlet Moth-A (2001)	S3(SC/N)	X		
Rare Fish				
Least Darter-A (1972)	S3(SC/N)			X

Source: WDNR-Bureau of Endangered Species: Natural Heritage Inventory by township

¹ State Rank: Wisconsin State Status Classification – Protection category designated by the WDNR

S1 = Critically imperiled because of extreme rarity (5 or fewer occurrences) or factor(s) making it vulnerable

S2 = Imperiled because of rarity (6 to 20 occurrences) or of some factor(s) making it vulnerable to extirpation

S3 = Rare or uncommon (21 to 100 occurrences)

S4 = Apparently secure, with many occurrences

SU = Possibly in peril, but status is uncertain

END = Endangered Species: Any species whose continued existence is determined to be in jeopardy

THR = Threatened Species: Any species which appears likely to become endangered in the near future

SC = Special Concern species: Any species under suspected of becoming threatened or endangered

SC/N = Special Concern species with no existing laws to regulate use, possession, or harvesting

APPENDIX J

CAPITAL AREA REGIONAL PLANNING COMMISSION URBAN SERVICE AREA EXPANSION POLICIES

Capital Area Regional Planning Commission

Urban and Limited Service Area Policies, Environmental Corridor Policies, and Criteria for the Review of Urban and Limited Service Area Amendments

CARPC Redline Review Draft 12/14/07 as amended and adopted on 2/28/08*

*changes indicated by strikethrough/underline.

Table of Contents

I. Urban Service Area Policies	I
1. PLANNING REQUIREMENTS	1
2. CRITERIA FOR THE REVIEW OF URBAN SERVICE AREA AMENDMENTS.....	2
3. SUBMITTAL REQUIREMENTS.....	4
II. Limited Service Areas.....	4
1. DESCRIPTION.....	4
2. CRITERIA FOR ESTABLISHING A LIMITED SERVICE AREA	5
3. CRITERIA FOR EXPANSION OF A LIMITED SERVICE AREA	5
4. ADDITIONAL CONSIDERATIONS FOR LIMITED SERVICE AREAS.....	6
5. SUBMITTAL REQUIREMENTS.....	7
TABLE A-4: SEWER SERVICE LIMITATIONS FOR LSAS	8
III. Environmental Corridors.....	9

I. Urban Service Area Policies

1. Planning Requirements

- A. Service area boundaries must be delineated for the provision of sewer services with a 20-year planning horizon.
- B. Delineation must be based on the official 20-year population projection for the region generated by the State DOA.
- C. The regional population projection must be allocated to individual service areas based on WDOA-approved population projection methodology, and density assumptions acceptable to the respective municipality.
- D. Service areas must be delineated in a manner to ensure adequate treatment capacity in wastewater treatment facilities that receive the expected volume of wastewater.
- E. Service areas must be delineated to ensure the cost-effective (as defined in NR 110) and environmentally sound expansion of public sewerage facilities.
- F. Creation of new service areas must meet the requirements and conditions of NR 110 regarding new treatment facilities to serve new and existing residential and non-residential development, and the state anti-degradation policy (NR 207, which prevents the unnecessary creation of new point-sources of wastewater discharge on water bodies).
- G. Requests for additions to the Central Urban Service Area must be part of a neighborhood plan that covers a logical planning area as defined by efficient and effective provision of urban services. The plan shall cover an area large enough to be considered a logical unit for service provision and to determine compatibility and consistency of the proposed change with adjacent areas and existing plans. This neighborhood planning area may be substantially larger than the area of request (and usually is).
- H. Service area expansion requests containing over 100 acres of developable land must include 10-year staging boundaries. Staging boundaries are encouraged in smaller expansion requests.
- I. Generally, the urban service area boundaries represent the outer limits of planned urban growth over the long-term planning period—at least 20 years—and include more than enough land to accommodate anticipated growth. However, CARPC recognizes that the needs of communities may differ. For this reason, CARPC may approve more land in an urban service area than that called for by the 20-year growth projection where a demonstrated special need for additional land has been established based upon factors such as, but not limited to: inaccurate population projections, previous municipal infrastructure financing plans, displacement of development, intergovernmental agreements, a small USA size, and deficiencies in certain land uses (e.g. inadequate industrial development area). This provision applies until such time as a community and CARPC have adopted the 25-year Future Urban Development plan for the area.
- J. Amendments to service areas must be sponsored by the unit of government planning to provide the services or by the CARPC, to ensure that designated local management

agencies in charge of pollution prevention (both point- and non-point source) are in support of the expansion.

- K. Plans should be prepared and adopted with meaningful public participation. A public hearing will be set for the next CARPC meeting unless more time is needed to address issues. All affected local units and their respective county board supervisors will be notified by letter at least thirty (30) days prior to the public hearing. The 30-day notification period may be waived by the CARPC if the supporting unit can demonstrate that other affected units of government have been consulted and there are no unresolved issues. The CARPC may at its discretion consider to delay action on any request for urban service area expansion in areas where annexation law suits are pending.
- L. Requesting units of government must notify neighboring or affected units of government of their intent to expand the service area. The CARPC will notify all the units of government in the Central Urban Service Area and invite them to comment if a request within the CUSA contains more than 300 developable acres.

2. Criteria for the Review of Urban Service Area Amendments

- A. Additions to the Central Urban Service Area should be contiguous with existing urban service areas.

- B. Contiguity to urban infrastructure.

It is the policy of the CARPC to seek the efficient use of existing capacity in urban infrastructure (roads and streets, sewerage systems, water systems, parks and open space, etc.), and to give priority to areas that can best utilize such existing capacity of urban service areas.

- C. Infill, redevelopment, density, and needs assessment.

It is the policy of the CARPC to seek efficient use of land through higher densities of development, mixed use infill development and redevelopment within the urban cores of the region, and the use of existing vacant developable lands within urban service areas prior to expansion into new areas.

Generally, if there is a 20-year supply of developable land in the current USA (or a portion of the USA available to the respective unit of government; this is based on official land demand calculations derived from official population projections without flexibility margins), priority should be given to developing the existing developable lands within the USA. Special consideration would be given to adding developable land for under-represented land uses (such as industrial development in a service area with inadequate industrial development or available land).

Higher densities than the current density of the urban service area are encouraged for USA expansion proposals. Consideration would be given to lower densities in proposed USA expansion areas if such lower densities are more than off-set by higher densities through infill development, redevelopment, and new development in areas within the current USA under the jurisdiction of the requesting unit of government.

- D. Agricultural loss mitigation.

The CARPC desires to promote approaches to mitigate the loss of farmland to ~~urban~~ development through the use of, for example, intergovernmental agreements,

easements, TDR and PDR programs, etc. to support the economic viability of the farming industry and protect wildlife habitat, recharge for streams, springs, and drinking water. Until such time as the Commission adopts a specific proposal about how to use these tools (no later than the adoption of an amended Water Quality Plan), they will be encouraged but not required.

- E. The minimum requirement (related to water quality planning) for services which should be provided initially in urban service area expansions are the following:
1. public sewage collection and treatment systems (layout, facilities, capacity);
 2. publicly managed urban storm drainage system layout and standards. Stormwater management measures should be aimed at mitigating to the maximum extent practicable the cumulative and incremental adverse impacts of development on surface water and groundwater quality and quantity and associated ecological functions. Such impacts include, but are not limited to, increases in off site erosion and flooding, increases in pollution, reductions in stream baseflow, reductions in groundwater recharge, lowering of groundwater levels and groundwater quality, reductions in flows to and from springs, drying up of wetlands, and reductions in the ecological health of aquatic habitats. The extent of practicability and likelihood of success of proposed mitigation measures will be determined by CARPC staff based on site specific and land use specific characteristics, in the context of the best possible management practices and technology, and in consultation with municipal, county, and WDNR technical staff and the CARPC Natural Resources Technical Advisory Committee. Any appeal of such a determination would be to the CARPC. It is understood that appropriate mitigation of some adverse impacts may require reduced levels of development, a change in the type of development, or off-site mitigation and remediation.
 3. urban transportation systems and facilities, including public street layout and standards, provision for pedestrian and bicycle movement, and provision for mass transit and para-transit and trip reduction measures (carpooling, park/ride lots);
 4. solid waste collection service;
 5. public water supply and distribution system layout and facilities, for both potable water and fire protection (include hydrants and water storage sufficient for fighting fires).
- F. Additional services to be provided within the planning period (not all services may be required or needed in each case):
1. Higher or urban levels of police protection (local police patrol, or response from a station located within 2-3 miles; this is in addition to normal Sheriff's Dept. coverage and response);
 2. urban levels of fire protection (ISO Fire Insurance Rating of 1 to 6);
 3. urban levels of emergency medical services (EMS);
 4. neighborhood public facilities located no more than two miles away, with a desirable service radius of 1/4-1/2 mile walking distance from main residential areas (neighborhood and community parks, schools, etc.).

- G. Applications need to demonstrate consistency with local and regional adopted plans and with the provisions of paragraph 7 of the resolutions petitioning the governor creating the CARPC.

3. Submittal Requirements

- A. Requests for urban service area additions must be accompanied by specific plans for development and provision of urban services to the proposed addition, which include the following elements:
1. A plan and description of proposed development, land use and major facilities in the area, which is specific enough in terms of type and densities of land use to enable the determination of long-range urban service needs and impacts of development;
 2. a description of the relationship of the proposed development with adjacent land uses and urban development, and consistency and conflict with any applicable adopted plans;
 3. identification of environmental corridors and other environmentally sensitive areas, consistent with CARPC and DNR criteria, which are to be protected from urban development, and a description of local policies, ordinances and other measures to protect such areas;
 4. a specific plan for providing the full range of urban services to the area (see E and F in section 2 above);
 5. an analysis of the infill and redevelopment potential in the existing urban service area and a description of the need for the urban service area expansion.

II. Limited Service Areas

1. Description

- A. Statement of Purpose. To consolidate, clarify and revise the current policies and criteria for Limited Service Areas (LSA) as part of the *Dane County Land Use and Transportation Plan* and *Water Quality Plan*. The intent is for any creation or expansion of an LSA to be consistent with existing plans and to support local and regional planning.
- B. Definitions. Limited Service Areas are areas where only one or a few urban services, such as sanitary sewer service, are provided to accommodate special or unique facilities or institutional uses which are appropriately located outside urban service areas, or areas of existing development experiencing wastewater disposal or water supply problems.
- C. Types of Limited Service Areas
1. Special Facilities: including, but not limited to, landfills, park, recreational, and tourist facilities such as park shelters, golf course clubhouses, etc.
 2. Institutional Uses: including, but not limited to, schools, correctional facilities, etc.
 3. Existing Development: existing residential or commercial development experiencing wastewater disposal or water supply problems. Existing development means

development existing in the local unit of government on the date the application for Limited Service Area establishment or expansion is submitted.

2. Criteria for Establishing a Limited Service Area

A. Special Facilities and Institutional Uses

1. The LSA should be limited to the area needed for use/service;
2. Evaluation of alternative means of providing needed services, including cost-effectiveness analyses;
3. Documented agreement from the agencies which will be providing the service(s);
4. If establishment or expansion of an LSA is proposed within one-half mile of an urban service area, a discussion and evaluation of the feasibility of including the proposed LSA in the USA must be submitted.

B. Existing Development

1. Addressed in and consistent with the local comprehensive plan;
2. The LSA should be limited to existing development including infill;
3. Infill should be limited to vacant lots or parcels contiguous to existing development or permanent open space, or a combination thereof, on at least two sides; and immediately adjacent to and having direct access to sanitary sewer and existing public streets or roads. Any area proposed for infill must contribute to the solution of the stated water quality problem and must be consistent with resolution of the problem as defined in the application for creation of the LSA;
4. Documentation of existing and reasonably anticipated on-site wastewater or water supply problems;
5. Evaluation of alternative means of providing needed services, including cost-effectiveness analyses (cost-effectiveness shall not be the sole determinant of LSA establishment);
6. Documented agreement from the agencies which will be providing the service(s); and
7. If establishment or expansion of an LSA is proposed within one-half mile of an urban service area, a discussion and evaluation of the feasibility of including the proposed LSA in the USA must be submitted.

3. Criteria for Expansion of a Limited Service Area

A. Special Facilities

Proposals to expand the original use or facility will be evaluated, using the same criteria as for establishing the service area. For expanding the area to include related but different uses or facilities, additional urban services may be required, depending on the specific circumstances and uses proposed. Economic development of an existing facility is not an acceptable criterion for expansion of an LSA. The intent of an LSA is not to support economic expansion.

B. Institutional Uses

Proposals to expand the original use or facility will be evaluated, using the same criteria as for establishing the area. If the area is to be expanded, an evaluation of the need for additional urban services may be required. These same criteria apply to expanding the area to include related but different uses.

C. Existing Development

Proposals to expand a Limited Service Area which was established to serve existing development may be considered if the following criteria are met:

1. The local comprehensive plan must address the expansion area, and include policies to control development in the rest of the community and preserve farmland.
2. The additional development should be consistent with the goals and objectives of the *Dane County Land Use and Transportation Plan* and Wisconsin's Comprehensive Planning Legislation.
3. Residential development should meet the definition of Conservation Subdivisions in §66.1027(1)(a) Wis. Stats., with compact lots, common open space and maintenance/protection of natural features. Suggested guidelines include a minimum net density (exclusive of open space) of two dwelling units per acre (which corresponds to a maximum lot size of about 20,000 sq. ft.). It is also recommended that a mix of housing types be included.

4. Additional Considerations for Limited Service Areas

A. Contiguity to urban infrastructure.

It is the policy of the CARPC to seek the efficient use of existing capacity in exurban and rural infrastructure (roads and streets, sewerage systems, parks and open space, etc.), and to give priority to areas that can best utilize such existing capacity.

B. Infill, redevelopment, density, and needs assessment.

It is the policy of the CARPC to seek efficient use of land through higher densities of development and the use of existing vacant developable lands within limited service areas prior to expansion into new areas.

C. Agricultural loss mitigation.

The CARPC desires to promote approaches to mitigate the loss of farmland to ~~urban~~ development through the use of, for example, intergovernmental agreements, easements, TDR and PDR programs, etc. to support the economic viability of the farming industry and protect wildlife habitat, recharge for streams, springs, and drinking water. Until such time as the Commission adopts a specific proposal about how to use these tools (no later than the adoption of an amended Water Quality Plan), they will be encouraged but not required.

D. The minimum requirement (related to water quality planning) for services which should be provided initially in limited service area expansions are the following:

1. public sewage collection and treatment systems (layout, facilities, capacity);
2. publicly managed urban storm drainage system layout and standards. Stormwater management measures should be aimed at mitigating to the maximum extent practicable the cumulative and incremental adverse impacts of development on surface water and groundwater quality and quantity and associated ecological

functions. Such impacts include, but are not limited to, increases in off site erosion and flooding, increases in pollution, reductions in stream baseflow, reductions in groundwater recharge, lowering of groundwater levels and groundwater quality, reductions in flows to and from springs, drying up of wetlands, and reductions in the ecological health of aquatic habitats. The extent of practicability and likelihood of success of proposed mitigation measures will be determined by CARPC staff based on site specific and land use specific characteristics, in the context of the best possible management practices and technology, and in consultation with municipal, county, and WDNR technical staff and the CARPC Natural Resources Technical Advisory Committee. It is understood that appropriate mitigation of some adverse impacts may require reduced levels of development, a change in the type of development, or off-site mitigation and remediation;

3. solid waste collection service.

5. Submittal Requirements

- A. An application for establishment or expansion of a Limited Service Area must include a plan describing:
 1. The specific proposed land uses and/or facilities to be included in the service area;
 2. the services to be provided, including a cost-effectiveness analysis, and a statement from the service provider, if other than the applicant, of the willingness to provide the service(s);
 3. delineation of environmental corridors in the service area consistent with CARPC and DNR criteria;
 4. a plan for protecting sensitive environmental resources and water quality, including a preliminary stormwater management plan;
 5. how the proposal meets the applicable criteria listed under II.2. and 3. above;
 6. the relation to and opportunities for coordination and cooperation with other units of government; and
 7. any other relevant information needed to evaluate the request.
- B. Applications must be submitted by the general purpose unit of government (town, village, city, county) having jurisdiction in the proposed service area. CARPC staff will provide assistance in assembling the needed information.

299 Updated table from *Dane County Land Use and Transportation Plan*
 300
 301

Table A-4
Sewer Service Limitations For Limited Service Areas

Limited Service Areas	2000 Resident* Population	Sewer service is limited to the following:
BFI (Landfill)	0	landfill
Rodefild (Landfill)	0	landfill
Municipal Golf Course (Yahara Hills)	0	a public recreational facility
Cave of the Mounds (T. Blue Mounds)	2	a special private facility and existing development
Albion	342	existing development and infill
Kegonsa (T. Dunn & T. Pleasant Sprgs)	2,228	existing development and infill
Fox Bluff (T. Westport)	240	existing development and infill
Waubesa (T. Dunn)	2,027	existing development and infill
Windsor Prairie (T. Vienna)	163	existing development and infill
Westport (Riverview)	134	existing development and infill
River Road (T. Westport)	243	special private institution, existing development and infill
Wisconsin Heights (T. Black Earth)	693	a public school complex
Badger Prairie (T. Verona)	117	a public institution and landfill
Oak Hill (C. Fitchburg)	705	a public correctional institution
Thompson (T. Deerfield)	122	a public correctional institution

* Population for Wisconsin Heights is school enrollment

Revised 11/07

Source: U.S. Census Bureau, Dane County Regional Planning Commission & CAPD

302
 303

III. Environmental Corridors

- A. Major areas unsuitable for installation of waste treatment systems because of physical or environmental constraints are to be excluded from the service area (Environmentally Sensitive Areas in NR 121 and known in Dane County as Environmental Corridors). These Environmental Corridors include the following elements and criteria:

1. Wetlands under WDNR jurisdiction.
2. Vegetative buffers for wetlands and shorelands (75-feet minimum and excluding impervious surfaces). The minimum width of vegetative buffers for shorelands and wetlands may be increased to up to 300 feet where site specific habitat susceptibility and protection needs make such an increase advisable. CARPC staff will make the determination of needed buffer width in consultation with DNR staff and the Natural Resources Technical Advisory Committee of the CARPC.
3. 100-year floodplains and floodways.
4. Steep wooded slopes (12% gradient and higher in the glaciated portions of the county; 20% gradient and higher for the driftless portion of the county) within 75 feet of the ordinary high water mark of water bodies or from the top of each bank. Steep slopes between 12% and 20% in the driftless portion of the county and adjacent to water bodies receive conditions for stringent site plan review and inspection by the local unit of government aimed at maintaining the stability of the slope. Steep slopes (12%—20%) in the driftless portion of the county that are not adjacent to water bodies receive recommendations for stringent site plan review and inspection by the local unit of government.
5. Navigable water bodies based on DNR determination of navigability (plus the 75-foot shoreland buffer).
6. Non-navigable streams based on DNR determination of navigability (within a 75-foot wide corridor, and maintaining at least 25-feet from the edge of the corridor to the ordinary high water mark or top of bank).
7. Open drainageways (within a 75-foot wide corridors and maintaining at least 25-feet from the edge of the corridor to the ordinary high water mark or top of bank).
8. Public lands, parks, and conservancy areas (related structures can receive sewer service), except isolated (small) neighborhood parks.
9. Proposed public parks and conservancy areas; except isolated (small) neighborhood parks.
10. Problem soil areas and unique geologic formations (such as Karst features and known critical recharge areas).
11. Archaeological sites on the National Register.
12. Endangered and sensitive habitats based on DNR determination.
13. Stormwater facilities (stormwater facilities should be located outside environmentally sensitive areas when feasible).
14. Known or documented significant or sensitive groundwater recharge areas.

- B. Existing development (impervious area) is exempted from inclusion in corridors.

- 347 C. Local units of government are in charge of the local implementation and protection of
348 environmental corridors, and shall have programs to ensure the integrity of the
349 corridors based on the criteria of the Dane County Water Quality Plan (zoning, plat
350 design review, building permitting and inspections, conservation design requirements,
351 etc.).
- 352 D. The minimum criteria for delineating environmental corridors represent a basic
353 skeleton, and local units of government are encouraged to build upon this skeleton and
354 expand it.
- 355
- 356 E. Higher minimum standards for environmental corridors will be considered where site
357 specific habitat susceptibility and protection needs make such higher standards
358 advisable (based both on current habitat quality and potential habitat quality if
359 rehabilitative measures are undertaken). CARPC staff will make the determination if
360 higher corridor standards are needed in consultation with DNR staff and the CARPC
361 Natural Resources Technical Advisory Committee.
- 362

363 To maintain a flexible but principled administration of the environmental corridor concept,
364 the *Water Quality Plan* includes provisions for changes to these corridors as follows:
365

- 366 F. “Major changes” to the environmental corridors are those changes that have the
367 potential for significant adverse impacts on water quality (determined through a
368 technical analysis by the RPC staff). These changes require the approval of the RPC
369 after a public hearing, staff analysis of the impacts of the encroachment and the
370 likelihood that the mitigation measures will be successful, and the approval of the
371 WDNR. These “major changes” include the following:
- 372
- 373 1. Removing any mapped wetland area unless exempted by state administrative rules
374 or state-approved rezoning.
 - 375 2. Any change that would remove any area below the ordinary high water mark of a
376 stream, pond, or lake.
 - 377 3. Any change resulting in the elimination or interruption in the continuity of any
378 corridor segment which includes woodlands with significant ecological or water
379 resources functions, floodplains, wetlands, shoreland buffer strips or steep slopes
380 adjacent to water bodies.
 - 381 4. Any change that reduces the width of vegetated shoreland buffer strips along
382 streams, wetlands, and drainageways below minimum guidelines.
 - 383 5. Grading in a wetland vegetative buffer and within 30 feet of the wetland edge, where
384 the buffer has been delineated in environmental corridors, unless the grading is
385 intended to re-establish natural grades or to restore wetland habitat.
 - 386
- 387 G. “Minor changes” to the environmental corridors are changes that do not have the
388 potential for significant adverse impacts on water quality (as determined by the RPC
389 staff). These changes do not require RPC approval, though they are reviewed by the RPC
390 staff to ensure that they meet the definition of a “minor change.”
391
- 392 “Minor changes” include the following:
- 393
- 394 1. Changes resulting from DNR-approved changes in floodplain or wetland
395 delineations, or DNR-approved rezoning.

2. Relocation or shortening of a corridor based solely on intermittent streams and drainageways, or adjustment of the buffer strip width within the guidelines.
 3. Addition to or removal from the corridors of public or private lands which do not include water bodies, floodplains, wetlands, minimum buffer strips, or steep slopes adjacent to water bodies.
 4. Changes resulting from utility or roadway maintenance or construction which meet the criteria set in NR 117 (this chapter of Wisconsin Administrative Code outlines the state shoreland-wetland protection program and includes permitted uses within the shoreland zone). (It is not the intent of the environmental corridors to prevent or obstruct necessary maintenance, expansion or construction of transportation or utility facilities intended to serve areas outside of the corridors, needed to maintain or improve the continuity of those systems, or designed to serve compatible uses in the corridors, such as park shelters or facilities. Facilities intended to serve new residential, commercial or industrial development in the corridors are not permitted.)
- H. Grading or the installation of stormwater management measures and practices in an environmental corridor should not appreciably reduce or harm the ecological functions of the environmental corridor.

APPENDIX K

ECONOMIC DEVELOPMENT DATA REPORT

CITY OF SUN PRAIRIE

DANE COUNTY, WISCONSIN

Economic Development Data

June 2008

MSA

PROFESSIONAL SERVICES

TRANSPORTATION • MUNICIPAL
DEVELOPMENT • ENVIRONMENTAL

TABLE OF CONTENTS

INTRODUCTION	4
1 POPULATION	5
2 EDUCATION.....	9
3 COMMUTING	11
4 HOUSING	18
5 EMPLOYMENT BY OCCUPATION AND INDUSTRY.....	20
6 LABOR FORCE	26
7 EMPLOYER STATISTICS.....	28
8 OCCUPATION AND INDUSTRY PROJECTIONS	33

List of Tables

Table 1a: Past, Present and Projected Population, Selected Municipalities (1970-2030)	5
Table 1b: Population Growth Rates, Selected Municipalities.....	5
Table 1c: Population by Age and Sex, Selected Municipalities (2000)	6
Table 2: Residence in 1995, Selected Municipalities (2000).....	8
Table 3a: School Enrolment and Educational Attainment, Selected Municipalities (2000)	9
Table 3b: Educational Attainment, Selected Municipalities (2000)	9
Table 4a: Methods of Travel to Work, Selected Municipalities (2000)	11
Table 4b: Travel Time to Work, Selected Municipalities (2000)	11
Table 4c: Place of Work, Selected Municipalities (2000)	12
Table 4d: Top 10 Places of Work, Selected Municipalities (2000)	12
Table 5: Household Occupancy, Selected Municipalities (2000)	18
Table 6: Resident Income, Selected Municipalities (2000).....	18
Table 6: Employment by Occupation and Industry, Selected Municipalities (2000).....	20
Table 7: Change in Occupation and Industry Employment, Selected Municipalities (1990-2000).....	23
Table 8a: Labor Force Size, Selected Municipalities (1990,2000 and 2007)	26
Table 8b: Unemployment Rates, Selected Municipalities (1990-2000)	27
Table 9: Number of Establishments and Employees by Industry Sector, Selected Municipalities (2005).....	28
Table 10a: Top 25 Employers, Sun Prairie (2007)	31
Table 10b: Top 25 Employers, Dane County (2007)	32
Table 11: Occupation Projections by Industry, Wisconsin (2006-2016)	33
Table 12: Employment Projections by Industry, Wisconsin (2006-2016).....	34

List of Figures

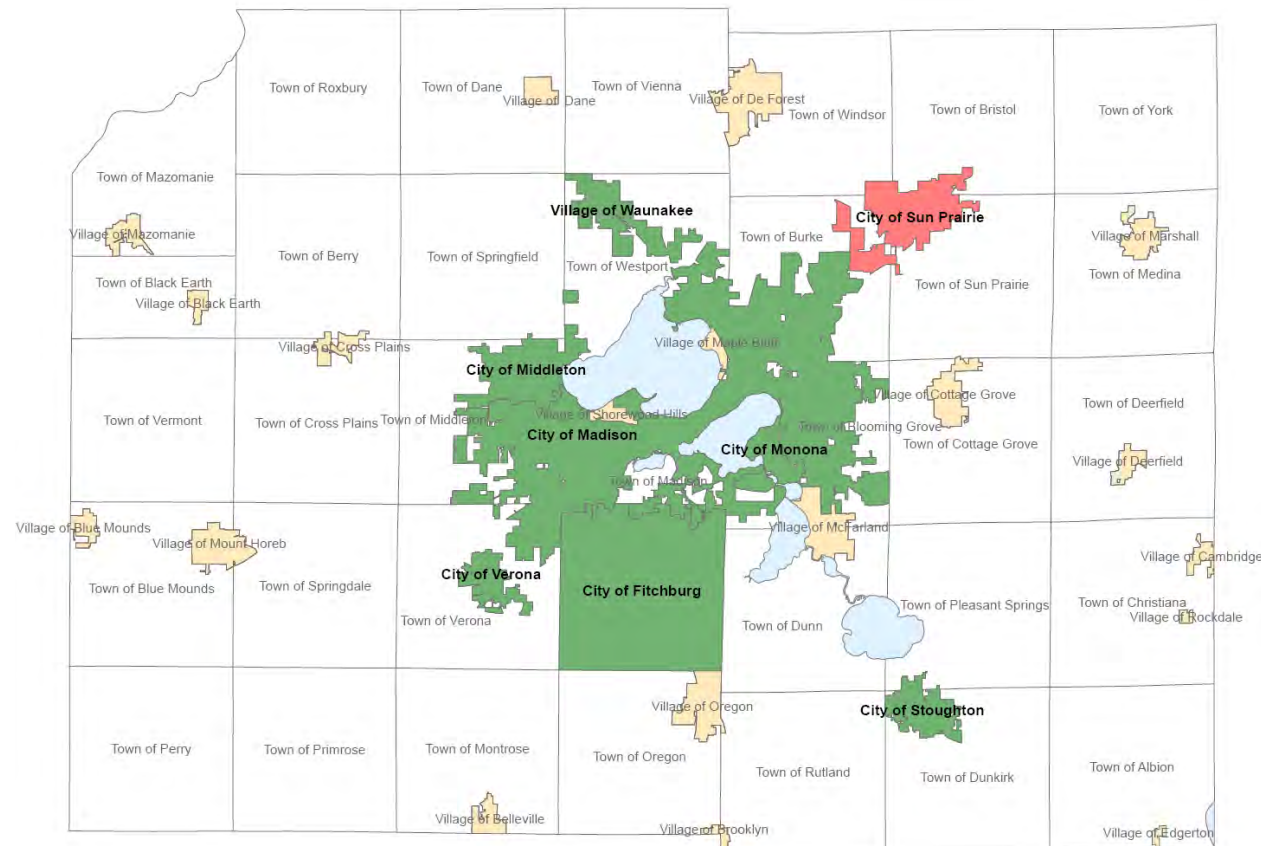
Figure a: Demographic and Economic Trend Comparison Municipalities within Dane County.....	4
Figure 1: Projected Population Growth, City of Sun Prairie	7
Figure 2: Residence in 1995, Selected Municipalities (2000)	8
Figure 3: Educational Attainment, Selected Municipalities (2000)	10
Figure 4: Methods of Travel to Work, Selected Municipalities (2000).....	14
Figure 5: Travel Time to Work, Selected Municipalities (2000)	15
Figure 6: Place of Work, Sun Prairie Residents (2000).....	16
Figure 7: Resident Income, Selected Municipalities (2000)	19
Figure 5.1: Employment by Occupation, Selected Municipalities (2000)	21
Figure 5.2: Employment by Industry, Selected Municipalities (2000).....	22
Figure 10: Occupation Change, Sun Prairie (1990-2000).....	24
Figure 11: Industry Change, Sun Prairie (1990-2000)	25
Figure 12: Percent Growth of Labor Force Size, Selected Municipalities (1990-2000)	26
Figure 13: Unemployment Rates, Selected Municipalities (1990-2000)	27
Figure 14: Number of Establishments by Industry Sector, Selected Municipalities (2002).....	29
Figure 15: Number of Employees by Industry Sector, Selected Municipalities (2002)	30

INTRODUCTION

The following tables and figures provide demographic data and past, current and projected economic trends for the City of Sun Prairie. This data has been collected and compiled from the U.S Decennial Census, the U.S Economic Census, The U.S Bureau of Labor Statistics and the Wisconsin Department of Workforce Development. Information is compiled at the City, County, State and National levels. In addition, where available, data from Sun Prairie is compared to other regionally relevant municipalities within Dane County, including the Cities of Madison, Middleton, Fitchburg, Verona, Stoughton and Monona and the Village of Waunakee (see Figure a below).

Much of the data comes from secondary sources, consisting primarily of the U.S. Census. Caution should be given as a majority of the data that the US Census collects is from a sample of the total population; and therefore, are subject to both sampling errors (deviations from the true population) and non-sampling errors (human and processing errors).

Figure a: Demographic and Economic Trend Comparison Municipalities within Dane County



1 POPULATION

Table 1a: Past, Present and Projected Population, Selected Municipalities (1970-2030)

Population	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
1970	9,935	172,007	8,286	4,704	2,334	6,096	2,181	10,420	290,272	4,417,821	203,302,031
1980	12,931	170,616	11,848	11,973	3,336	7,589	3,866	8,809	323,545	4,705,642	226,545,805
1990	15,352	190,766	13,785	15,648	5,374	8,786	5,897	8,637	367,085	4,891,769	248,765,170
2000	20,369	208,054	15,770	20,501	7,052	12,354	8,995	8,018	426,526	5,363,675	281,421,906
Percent change 1970-2000:	105%	21%	90%	336%	202%	103%	312%	-23%	47%	21%	38%
2007*	25,730	224,810	16,960	23,240	10,125	12,800	11,010	8,148	468,514	5,648,124	303,111,027
2010*	25,723	228,154	17,396	24,569	10,241	14,229	11,500	7,553	480,573	5,751,470	308,963,000
2015*	28,116	236,094	18,047	26,348	11,705	15,019	12,623	7,269	503,017	5,931,386	x
2020*	30,595	245,079	18,777	28,220	13,192	15,867	13,784	7,030	527,534	6,110,878	335,805,000
2025*	33,222	255,391	19,608	30,234	14,738	16,798	15,011	6,836	554,848	6,274,867	x
2030*	34,727	266,957	20,496	31,603	15,405	17,559	15,691	7,146	579,976	6,415,923	363,584,000
Percent change 2000-2030:	70%	28%	30%	54%	118%	42%	74%	-11%	36%	20%	29%

Source: US Census, *WIDOA and US Census Projections

Population projections are provided by the Wisconsin Department of Administration (WIDOA). WIDOA annually produces population estimates for Wisconsin counties and municipalities based on the prior census and analysis of contemporary data including housing units, dormitory and institutional populations, automobile registrations, residential electric meters and others. The figures provided above are based on WIDOA final estimated from 1 January 2007.

Table 1b: Population Growth Rates, Selected Municipalities

Growth Rate	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
1970-1980	30%	-1%	43%	155%	43%	24%	77%	-15%	11%	7%	11%
1980-1990	19%	12%	16%	31%	61%	16%	53%	-2%	13%	4%	10%
1990-2000	33%	9%	14%	31%	31%	41%	53%	-7%	16%	10%	13%
2000-2010*	26%	10%	10%	20%	45%	15%	28%	-6%	13%	7%	10%
2010-2020*	19%	7%	8%	15%	29%	12%	20%	-7%	10%	6%	9%
2020-2030*	14%	9%	9%	12%	17%	11%	14%	2%	10%	5%	8%

Source: US Census, *WIDOA and US Census Projections

Table 1c: Population by Age and Sex, Selected Municipalities (2000)

Sex and Age	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Male	48.1%	49.1%	47.9%	51.9%	48.4%	47.2%	48.7%	47.7%	49.5%	49.4%	49.1%
Female	51.9%	50.9%	52.1%	48.1%	51.6%	52.8%	51.3%	52.3%	50.5%	50.6%	50.9%
Under 5 years	8.2%	5.2%	5.6%	7.1%	6.3%	7.8%	7.4%	4.5%	6.1%	6.4%	6.8%
5 to 9 years	7.8%	4.8%	6.3%	7.0%	8.8%	8.1%	9.5%	5.1%	6.3%	7.1%	7.3%
10 to 14 years	7.8%	5.0%	6.6%	6.2%	10.2%	7.7%	10.0%	6.8%	6.5%	7.5%	7.3%
15 to 19 years	7.2%	8.7%	6.2%	5.7%	7.8%	6.8%	7.5%	6.2%	7.7%	7.6%	7.2%
20 to 24 years	6.1%	15.6%	6.8%	10.4%	3.5%	4.2%	4.0%	4.6%	10.3%	6.7%	6.7%
25 to 34 years	16.4%	17.8%	16.6%	20.2%	10.6%	14.9%	12.2%	12.6%	16.0%	13.2%	14.2%
35 to 44 years	17.3%	14.4%	16.4%	17.0%	20.7%	17.7%	21.3%	16.2%	16.4%	16.3%	16.0%
45 to 54 years	13.1%	12.8%	17.0%	14.8%	16.1%	12.1%	12.7%	16.4%	14.1%	13.7%	13.4%
55 to 59 years	4.0%	3.8%	5.0%	4.1%	3.5%	3.7%	3.4%	5.4%	4.3%	4.7%	4.8%
60 to 64 years	2.8%	2.7%	3.2%	2.4%	2.5%	2.6%	2.5%	4.4%	2.9%	3.8%	3.8%
65 to 74 years	4.5%	4.6%	4.7%	2.8%	4.2%	5.4%	4.1%	9.2%	4.7%	6.6%	6.5%
75 to 84 years	3.4%	3.4%	4.1%	1.7%	3.9%	5.6%	3.3%	6.6%	3.3%	4.7%	4.4%
85 years+	1.3%	1.3%	1.5%	0.7%	1.8%	3.2%	2.1%	1.8%	1.3%	1.8%	1.5%

Source: US Census

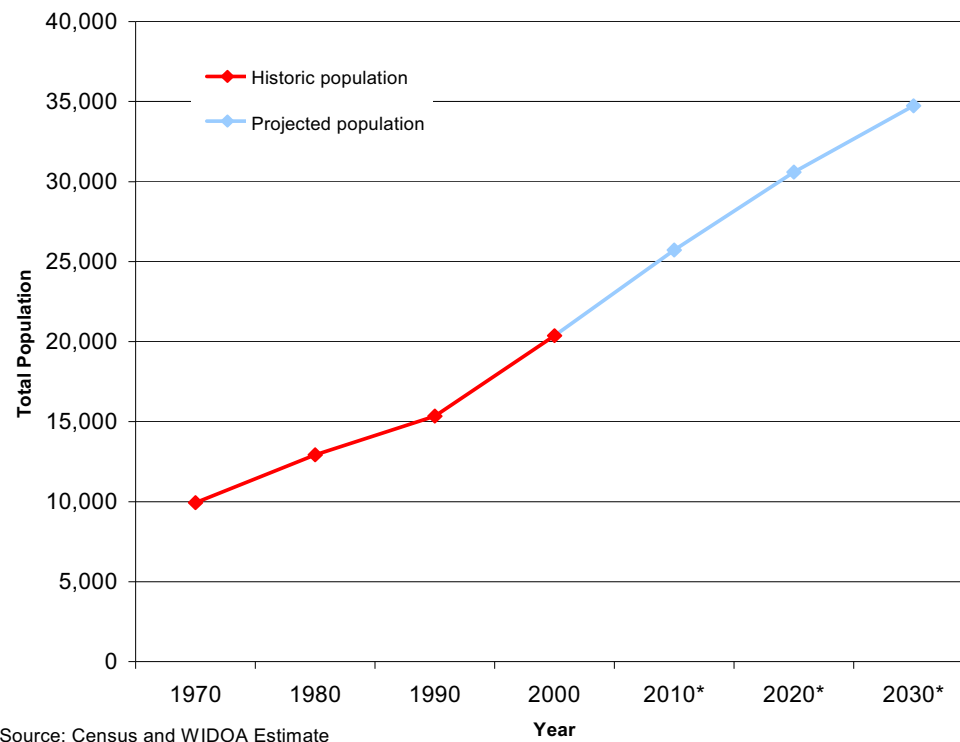
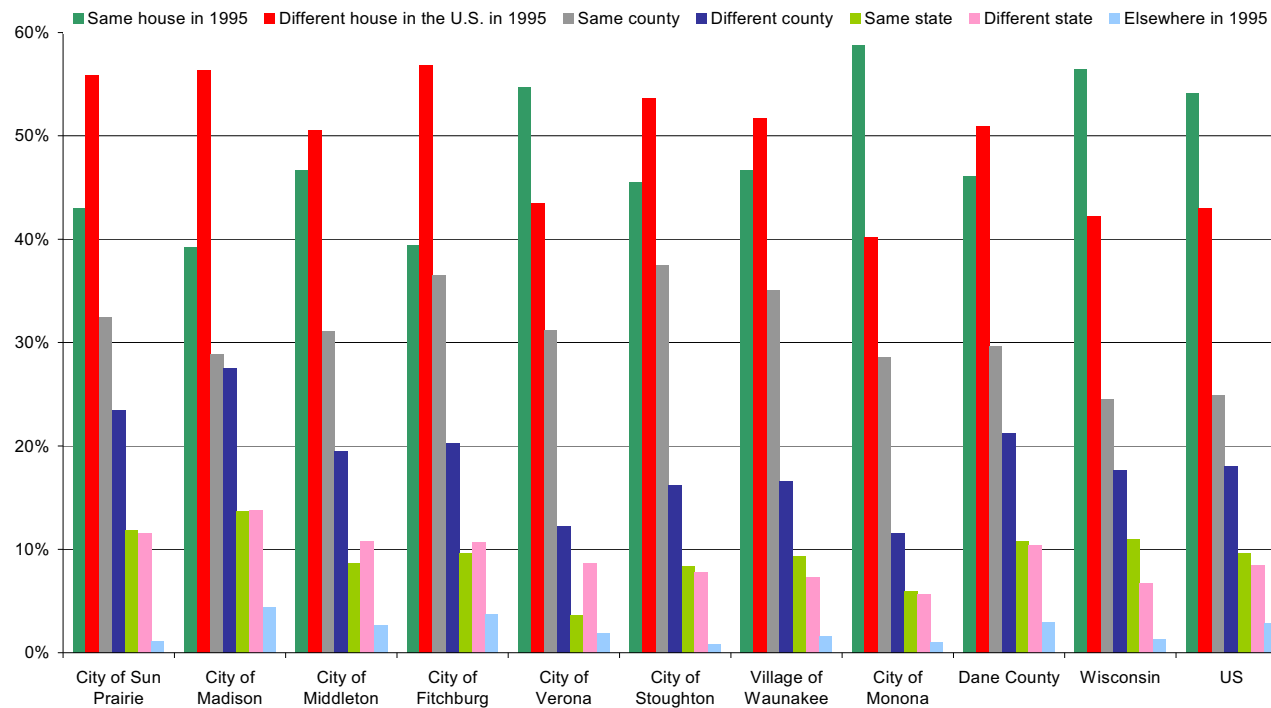
Figure 1: Projected Population Growth, City of Sun Prairie

Table 2: Residence in 1995, Selected Municipalities (2000)

Residence	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Same house	43.0%	39.2%	46.7%	39.5%	54.7%	45.5%	46.7%	58.8%	46.1%	56.5%	54.1%
Different house in US	55.9%	56.4%	50.6%	56.8%	43.5%	53.7%	51.7%	40.2%	50.9%	42.2%	43.0%
Same county	32.4%	28.8%	31.1%	36.6%	31.2%	37.5%	35.1%	28.6%	29.7%	24.6%	24.9%
Different county	23.5%	27.5%	19.5%	20.3%	12.3%	16.2%	16.6%	11.6%	21.3%	17.7%	18.1%
Same state	11.9%	13.8%	8.7%	9.6%	3.6%	8.4%	9.3%	5.9%	10.8%	11.0%	9.7%
Different state	11.6%	13.8%	10.8%	10.7%	8.7%	7.8%	7.3%	5.7%	10.5%	6.7%	8.4%
Elsewhere in 1995	1.1%	4.4%	2.7%	3.7%	1.9%	0.8%	1.6%	1.0%	2.9%	1.3%	2.9%

Source: US Census

Figure 2: Residence in 1995, Selected Municipalities (2000)



Source: Census 2000

2 EDUCATION

Table 3a: School Enrolment and Educational Attainment, Selected Municipalities (2000)

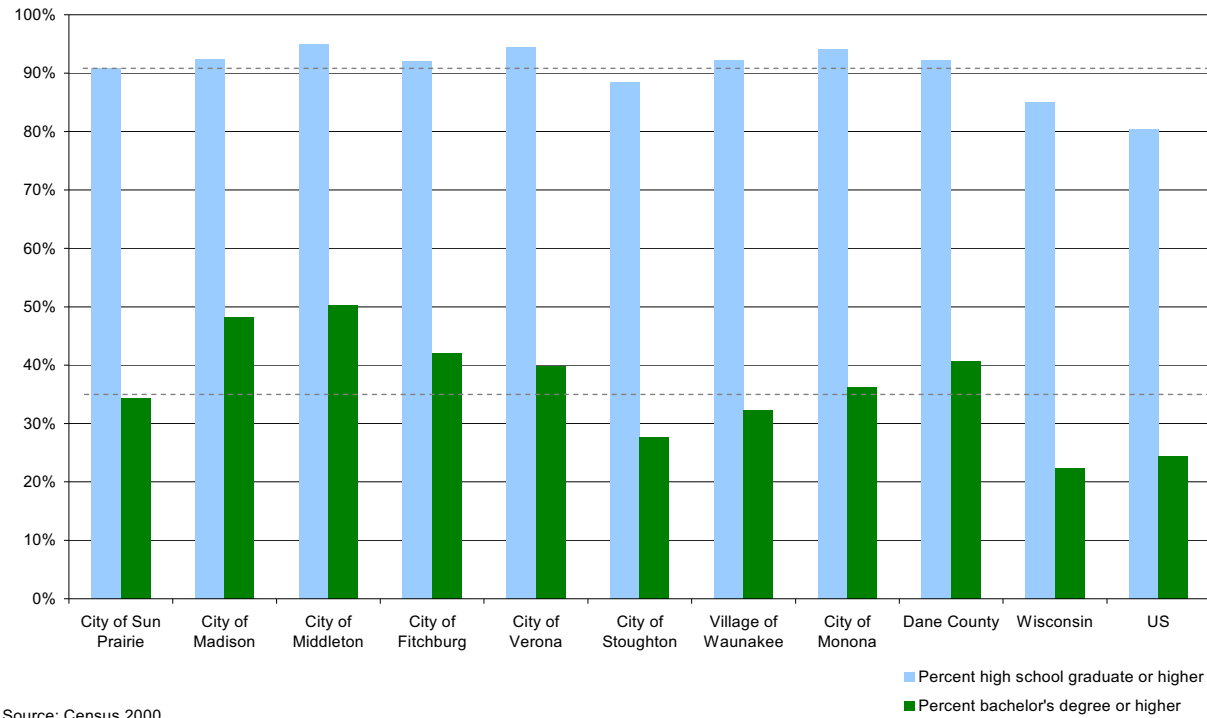
Education	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Population 3 years+ enrolled in school (all 100%)	5,637	73,085	4,247	5,509	2,159	3,196	2,762	1,829	132,595	1,463,038	76,632,927
Percent high school graduate or higher	90.9%	92.4%	95.0%	92.0%	94.5%	88.5%	92.2%	94.1%	92.2%	85.1%	80.4%
Percent bachelor's degree or higher	34.4%	48.2%	50.3%	42.1%	39.8%	27.7%	32.3%	36.2%	40.6%	22.4%	24.4%

Source: US Census

Table 3b: Educational Attainment, Selected Municipalities (2000)

Education attainment	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Less than 9th grade	3.2%	2.9%	1.9%	1.8%	3.2%	3.9%	4.0%	1.4%	2.9%	5.4%	7.5%
9th to 12th grade, no diploma	5.8%	4.7%	3.1%	6.2%	2.3%	7.6%	3.9%	4.5%	4.9%	9.6%	12.1%
High school graduate (includes equivalency)	21.8%	18.1%	14.2%	19.3%	24.4%	31.1%	24.4%	26.0%	22.3%	34.6%	28.6%
Some college, no degree	23.0%	18.5%	21.2%	22.1%	19.6%	21.2%	24.3%	24.7%	20.3%	20.6%	21.0%
Associate degree	11.6%	7.7%	9.3%	8.6%	10.6%	8.5%	11.5%	7.2%	8.9%	7.5%	6.3%
Bachelor's degree	26.9%	27.3%	29.1%	26.1%	25.6%	21.2%	24.5%	26.3%	24.8%	15.3%	15.5%
Graduate or prof. degree	7.5%	20.9%	21.2%	16.0%	14.2%	6.4%	7.7%	10.0%	15.8%	7.2%	8.9%

Source: US Census

Figure 3: Educational Attainment, Selected Municipalities (2000)

3 COMMUTING

Table 4a: Methods of Travel to Work, Selected Municipalities (2000)

Mode	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin
Drove alone	87%	66%	81%	81%	86%	80%	83%	82%	74%	79%
Carpooled	8%	10%	8%	11%	6%	10%	9%	9%	10%	10%
Public transportation:	0%	7%	3%	2%	0%	1%	0%	2%	4%	2%
Motorcycle	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bicycle	0%	3%	1%	0%	0%	0%	0%	1%	2%	0%
Walked	1%	11%	2%	1%	3%	3%	3%	2%	6%	4%
Other means	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Worked at home	3%	3%	5%	4%	5%	4%	4%	4%	4%	4%

Source: US Census

Table 4b: Travel Time to Work, Selected Municipalities (2000)

Travel Time	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin
Mean Travel Time to Work (minutes)	20.9	18.3	17.1	19.4	19.0	21.3	20.5	19.6	19.9	20.8
Less than 5 minutes	496	3,721	379	296	133	363	303	137	8,399	135,194
5 to 9 minutes	1,929	16,217	1,261	1,126	490	1,132	594	619	31,003	398,697
10 to 14 minutes	1,673	25,323	1,945	2,325	481	653	448	788	42,545	476,569
15 to 19 minutes	1,452	25,894	1,904	2,872	716	481	708	1,001	45,194	440,637
20 to 24 minutes	1,552	19,683	1,658	2,225	858	728	1,301	880	41,772	372,180
25 to 29 minutes	903	7,421	586	713	285	856	427	228	18,427	159,448
30 to 34 minutes	1,490	8,981	634	861	303	1,310	574	267	23,892	248,714
35 to 39 minutes	305	1,359	86	94	40	170	105	4	4,452	59,121
40 to 44 minutes	201	1,615	87	157	39	141	33	57	4,290	61,540
45 to 59 minutes	415	2,668	161	194	48	195	88	41	6,200	120,028
60 to 89 minutes	180	1,998	102	201	21	98	30	54	3,971	68,071
90 or more minutes	176	1,152	63	188	64	66	71	129	3,115	45,110
Worked at home	296	3,675	437	438	174	249	194	169	9,282	105,395

Source: US Census

Table 4c: Place of Work, Selected Municipalities (2000)

Place of Work	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
In County (within municipality)	3,347	93,887	2,308	1,550	772	2,276	1,346	709	229,385	1,988,905	94,042,863
In County (outside municipality)	6,867	21,181	6,612	9,651	2,733	3,662	3,357	3,430			
Outside of County, but in State	804	3,942	309	459	137	448	145	184	11,795	600,436	29,600,841
Outside of State	50	697	74	30	10	56	28	51	1,362	101,363	4,635,524
Total:	11,068	119,707	9,303	11,690	3,652	6,442	4,876	4,374	242,542	2,690,704	128,279,228

Source: US Census

Table 4d: Top 10 Places of Work, Residents of Selected Municipalities (2000)

City of Sun Prairie		City of Madison		City of Middleton		City of Fitchburg	
Madison (C)	4,944	Madison (C)	93,887	Madison (C)	5,298	Madison (C)	7,395
Sun Prairie (C)	3,347	Middleton (C)	4,073	Middleton (C)	2,308	Fitchburg (C)	1,550
Monona (C)	244	Monona (C)	2,938	Madison (T)	187	Middleton (C)	530
Middleton (C)	196	Fitchburg (C)	2,574	Fitchburg (C)	171	Madison (T)	322
Fitchburg (C)	149	Madison (T)	1,953	Monona (C)	112	Monona (C)	294
Waunakee (V)	135	Shorewood Hills (V)	1,679	Shorewood Hills (V)	111	Verona (C)	215
Waterloo (C)	120	Sun Prairie (C)	1,093	Verona (C)	99	Shorewood Hills (V)	169
Windsor (T)	115	Waunakee (V)	671	Sun Prairie (C)	97	Oregon (V)	77
Burke (T)	109	Verona (C)	602	Cross Plains (V)	79	Sun Prairie (C)	68
Madison (T)	102	Middleton (T)	505	Middleton (T)	77	Milwaukee (C)	68
City of Verona		City of Stoughton		Village of Waunakee		City of Monona	
Madison (C)	1,835	Stoughton (C)	2,276	Madison (C)	2,373	Madison (C)	2,653
Verona (C)	772	Madison (C)	2,136	Waunakee (V)	1,346	Monona (C)	709
Fitchburg (C)	316	Monona (C)	273	Middleton (C)	296	Madison (T)	145
Middleton (C)	185	Fitchburg (C)	166	Monona (C)	108	Fitchburg (C)	89
Madison (T)	113	Dunn (T)	131	De Forest (V)	87	Middleton (C)	88
Dodgeville (C)	59	Janesville (C)	127	Fitchburg (C)	81	Sun Prairie (C)	68
Sun Prairie (C)	39	Middleton (C)	121	Sun Prairie (C)	61	Waunakee (V)	40
Middleton (T)	36	Oregon (V)	97	Portage (C)	57	Janesville (C)	40
Shorewood Hills (V)	35	McFarland (V)	94	Shorewood Hills (V)	55	Burke (T)	37
Cross Plains (V)	19	Madison (T)	93	Madison (T)	43	McFarland (V)	36

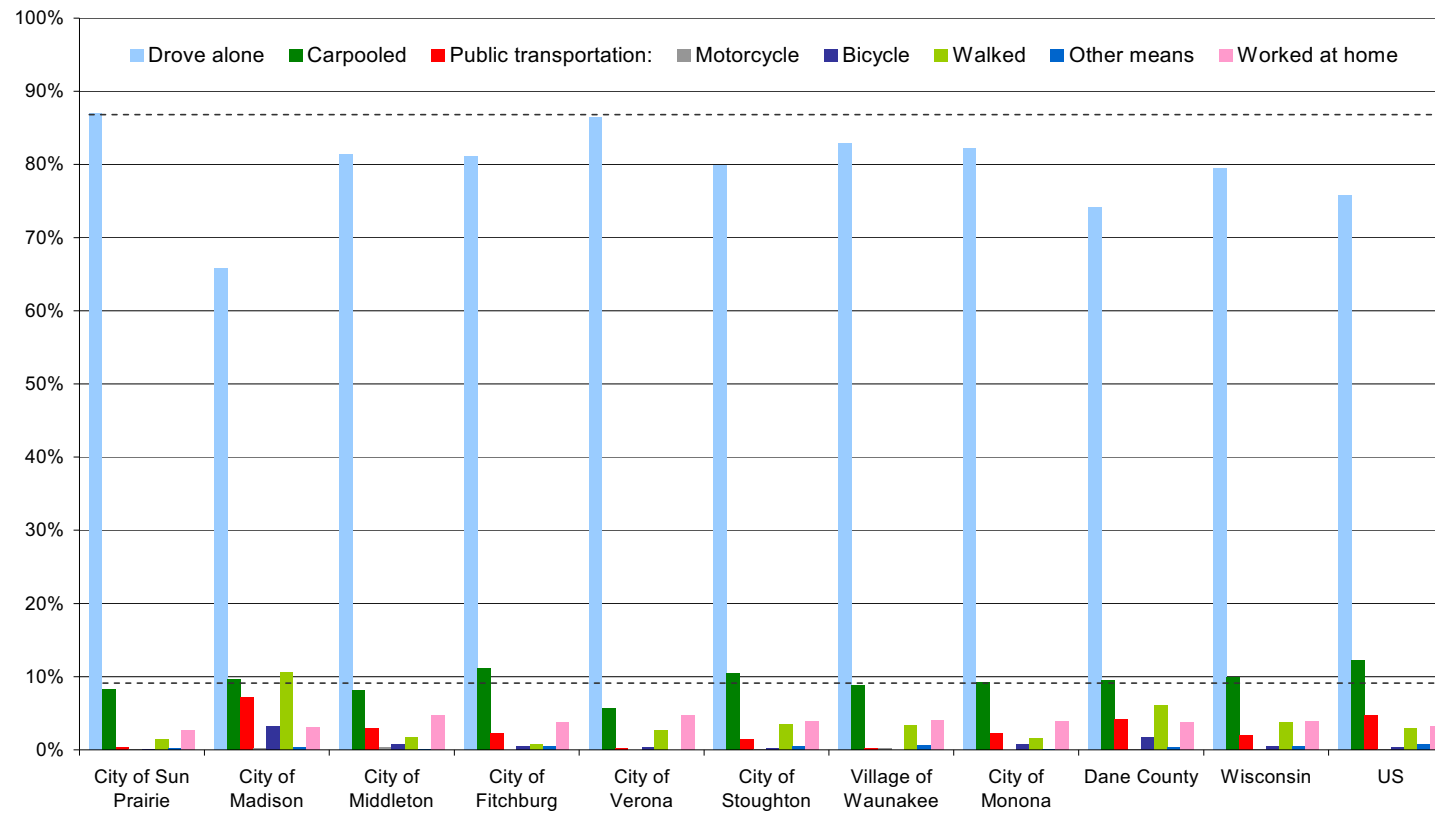
Source: Wisconsin Department of Workforce Development, Office of Economic Advisors (2000)

Table 4e: Top 10 Places of Residence, Employees working in Selected Municipalities (2000)

City of Sun Prairie		City of Madison		City of Middleton		City of Fitchburg	
Sun Prairie (C)	3,347	Madison (C)	93,887	Madison (C)	4,073	Madison (C)	2,574
Madison (C)	1,093	Fitchburg (C)	7,395	Middleton (C)	2,308	Fitchburg (C)	1,550
Bristol (T)	328	Middleton (C)	5,298	Fitchburg (C)	530	Verona (C)	316
DeForest (V)	227	Sun Prairie (C)	4,944	Middleton (T)	323	Oregon (V)	195
Waterloo (C)	178	Monona (C)	2,653	Springfield (T)	303	Middleton (C)	171
Sun Prairie (T)	176	Madison (T)	2,639	Waunakee (V)	296	Stoughton (C)	166
Burke (T)	175	Waunakee (V)	2,373	Mount Horeb (V)	270	Sun Prairie (C)	149
Columbus (C)	171	Stoughton (C)	2,136	Cross Plains (V)	252	Madison (T)	146
Marshall (V)	161	McFarland (V)	2,108	Madison (T)	223	Mount Horeb (V)	118
Windsor (V)	153	Oregon (V)	2,060	Sun Prairie (C)	196	Monona (C)	89
City of Verona		City of Stoughton		Village of Waunakee		City of Monona	
Verona (C)	772	Stoughton (C)	2,276	Waunakee (V)	1,346	Madison (C)	2,938
Madison (C)	602	Madison (C)	489	Madison (C)	671	Monona (C)	709
Verona (T)	262	Dunkirk (T)	355	Westport (T)	142	Fitchburg (C)	294
Fitchburg (C)	215	Pleasant Springs (T)	345	Sun Prairie (C)	135	Stoughton (C)	273
Springdale (T)	104	Edgerton (C)	201	Springfield (T)	122	Sun Prairie (C)	244
Middleton (C)	99	Janesville (C)	192	DeForest (V)	115	McFarland (V)	228
Oregon (V)	81	Dunn (T)	154	Vienna (T)	97	Madison (T)	226
Middleton (T)	60	Oregon (V)	116	Madison (T)	92	Oregon (V)	171
Belleville (V)	59	Rutland (T)	111	Windsor (T)	82	Dunn (T)	132
Stoughton (C)	58	Albion (T)	97	Stoughton (C)	54	Cottage Grove (T)	116

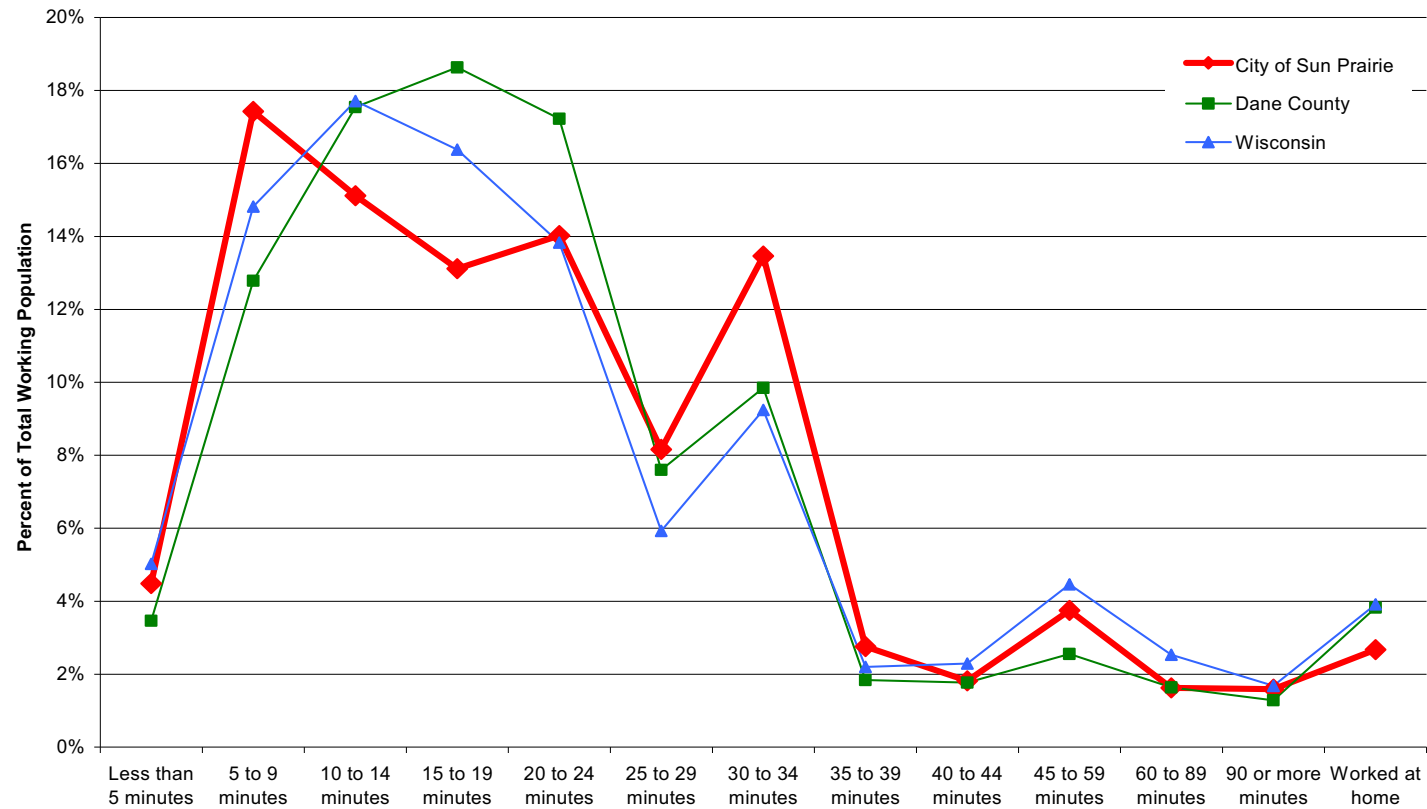
Source: Wisconsin Department of Workforce Development, Office of Economic Advisors (2000)

Figure 4: Methods of Travel to Work, Selected Municipalities (2000)

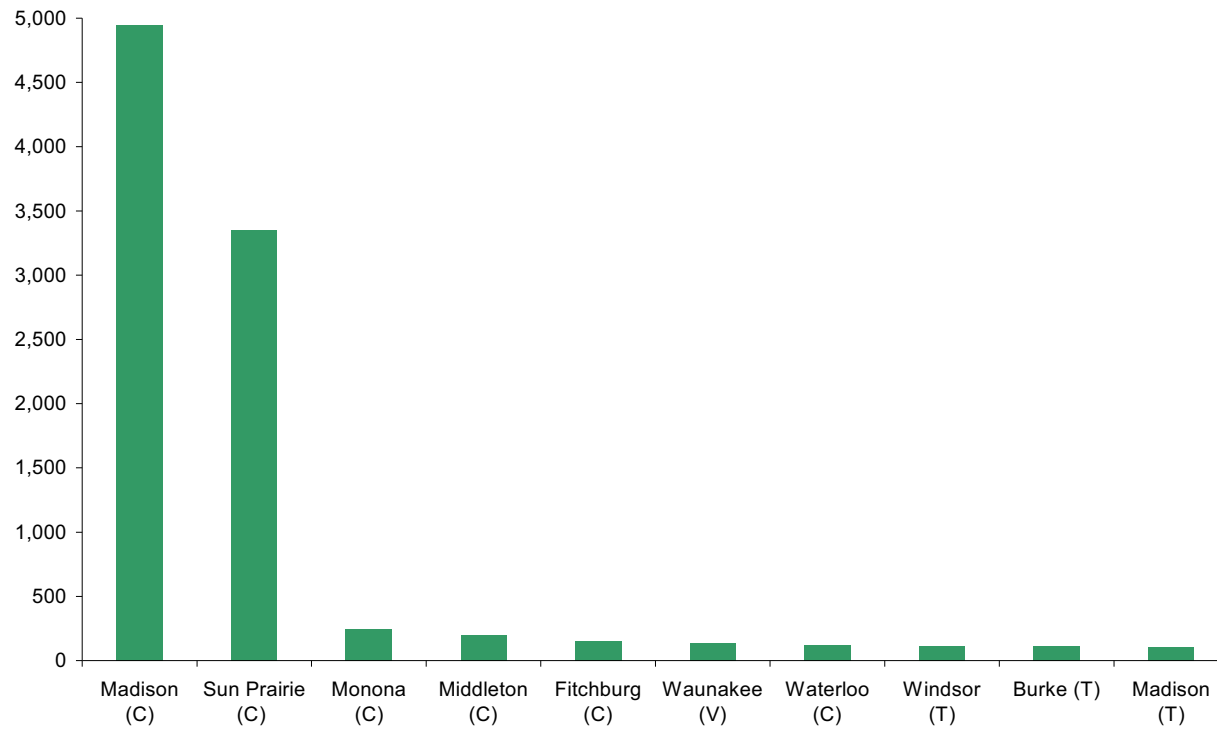


Source: Census 2000

Figure 5: Travel Time to Work, Selected Municipalities (2000)

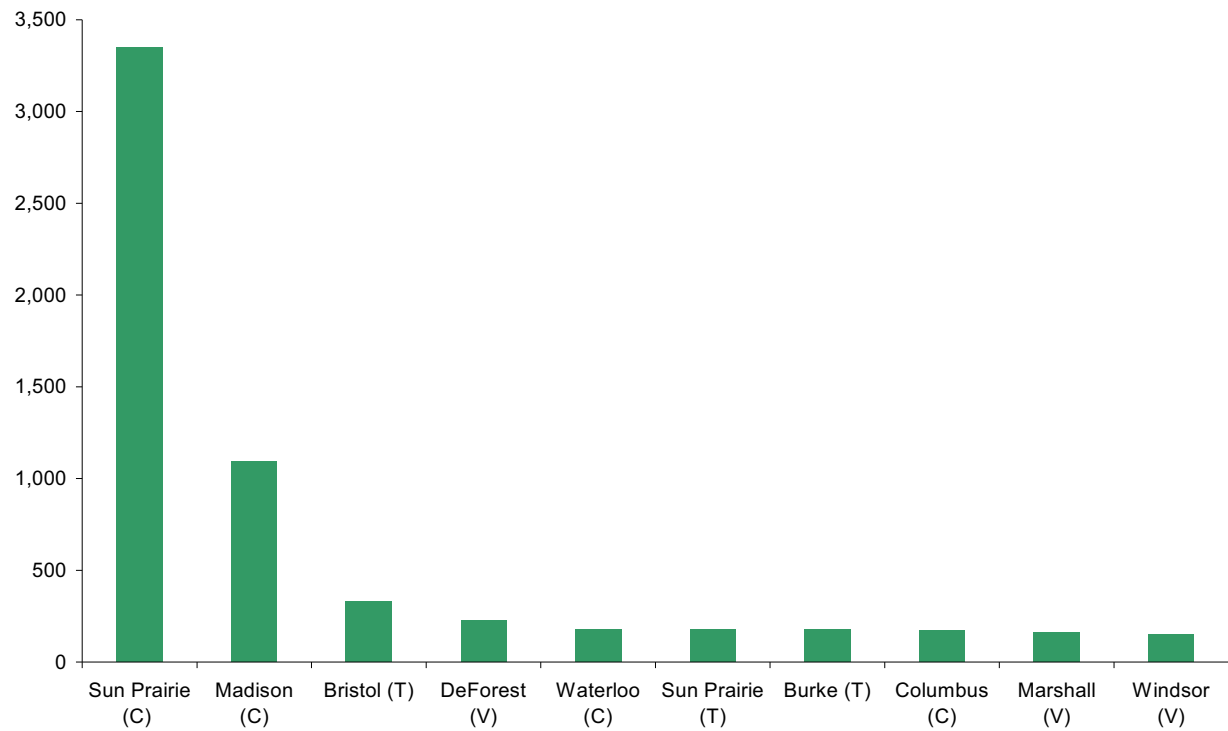


Source: Census 2000

Figure 6: Top 10 Places of Work, Sun Prairie Residents (2000)

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors 2000

Figure 7: Top 10 Places of Residence, Employees Working in Sun Prairie (2000)



Source: Wisconsin Department of Workforce Development, Office of Economic Advisors 2000

4 HOUSING

Table 5: Household Occupancy, Selected Municipalities (2000)

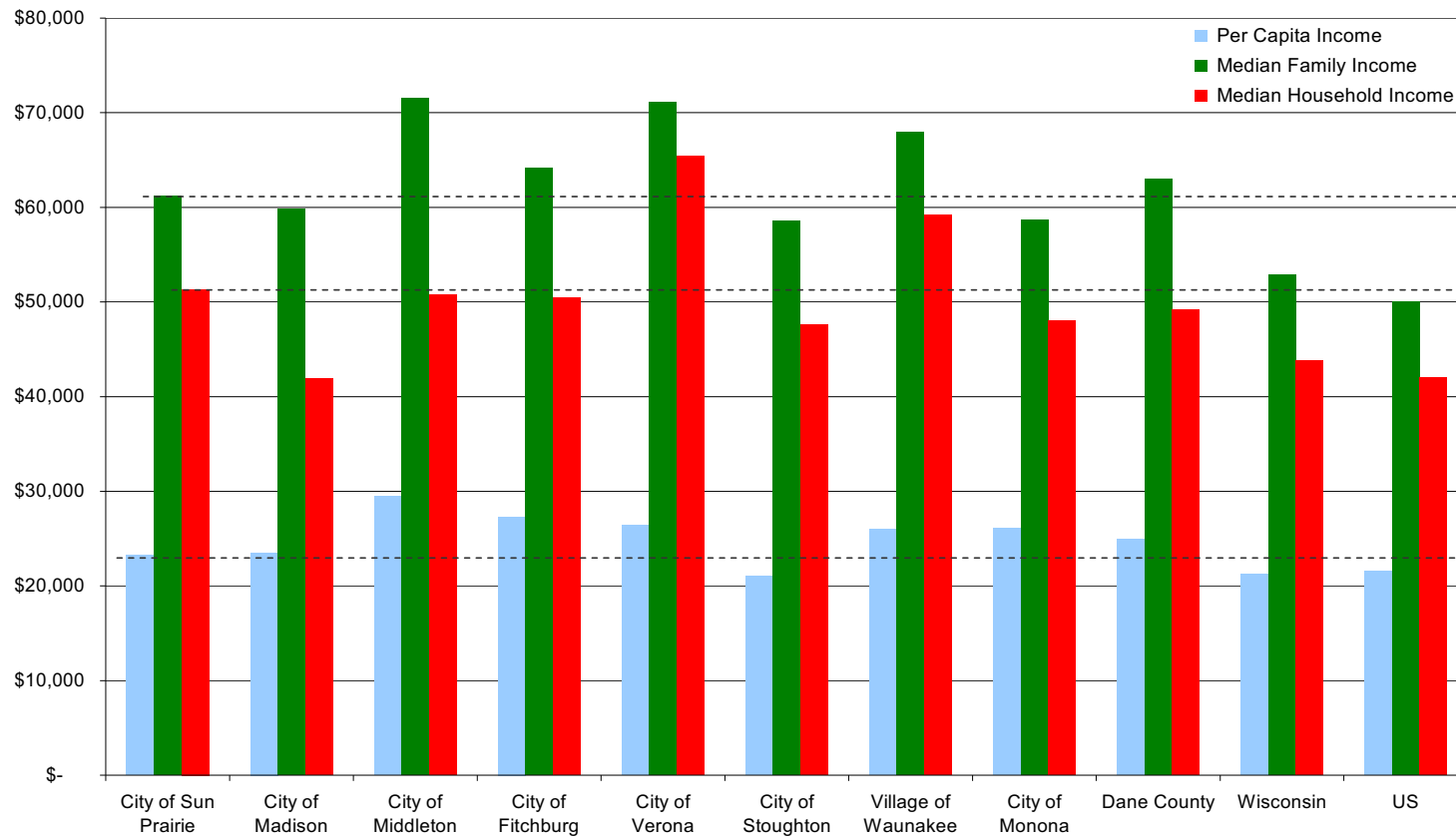
Housing	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Owner Occupied Housing Units	4,792	42,496	3,672	3,738	1,881	3,071	2,124	2,294	99,895	1,426,361	69,815,753
Renter Occupied Housing Units	3,089	46,523	3,423	4,524	710	1,663	1,079	1,474	73,589	658,183	35,664,348
Vacant Housing Units	317	3,375	302	342	73	156	92	154	6,914	236,600	10,424,540
Homeowner Vacancy Rate	1.5%	0.8%	1.0%	1.0%	1.2%	1.0%	1.5%	1.3%	1.0%	1.2%	1.7%
Rental Vacancy Rate	5.4%	3.9%	4.1%	4.6%	4.7%	3.1%	3.3%	3.0%	4.2%	5.6%	6.8%
Total housing units:	8,198	92,394	7,397	8,604	2,664	4,890	3,295	3,922	180,398	2,321,144	115,904,641

Source: US Census

Table 6: Resident Income, Selected Municipalities (2000)

Income	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Per Capita Income	\$23,277	\$23,498	\$29,464	\$27,317	\$26,433	\$21,037	\$25,952	\$26,072	\$24,985	\$21,271	\$21,587
Median Family Income	\$61,197	\$59,840	\$71,514	\$64,106	\$71,098	\$58,543	\$67,894	\$58,635	\$62,964	\$52,911	\$50,046
Median Household Income	\$51,345	\$41,941	\$50,786	\$50,433	\$65,367	\$47,633	\$59,225	\$48,034	\$49,223	\$43,791	\$41,994
Individuals Below Poverty	4.4%	15.0%	5.0%	6.4%	3.7%	5.0%	1.7%	5.7%	9.4%	8.7%	12.4%

Source: US Census

Figure 8: Resident Income, Selected Municipalities (2000)

Source: 2000 Census

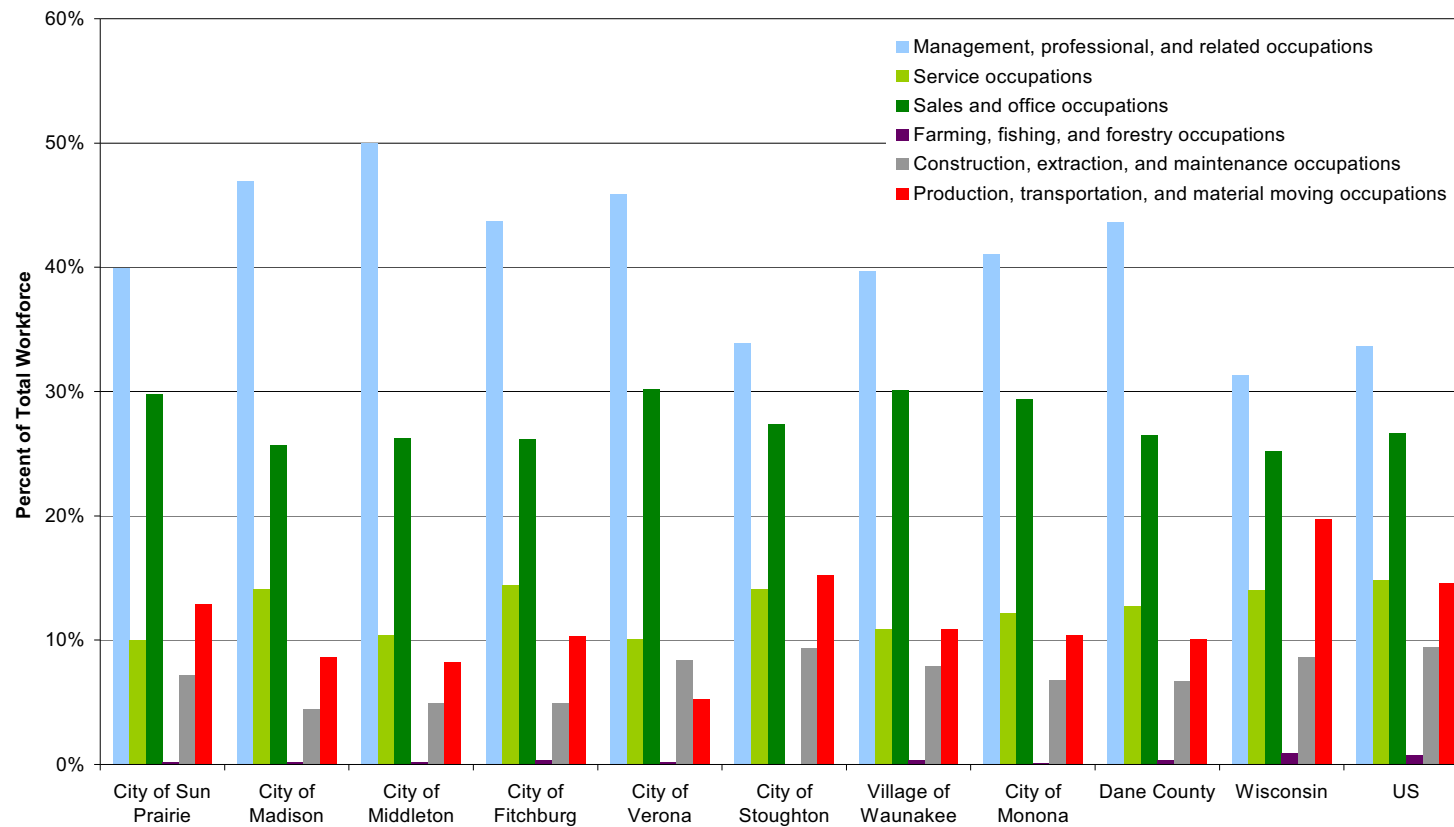
5 EMPLOYMENT BY OCCUPATION AND INDUSTRY

Table 6: Employment by Occupation and Industry, Selected Municipalities (2000)

Occupation	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Management, professional, & related occupations	4,471	57,139	4,696	5,150	1,701	2,195	1,963	1,818	107,347	857,205	43,646,731
Service occupations	1,127	17,217	974	1,701	374	913	540	539	31,362	383,619	19,276,947
Sales & office occupations	3,337	31,276	2,463	3,082	1,120	1,771	1,491	1,303	65,285	690,360	34,621,390
Farming, fishing, & forestry occupations	20	243	17	37	8	0	19	5	891	25,725	951,810
Construction, extraction, & maintenance occupations	810	5,406	466	586	311	607	393	299	16,409	237,086	12,256,138
Production, transportation & material moving occupations	1,441	10,547	773	1,212	194	985	538	462	24,770	540,930	18,968,496
Total:	11,206	121,828	9,389	11,768	3,708	6,471	4,944	4,426	246,064	2,734,925	129,721,512
Industry	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Agriculture, forestry, fishing and hunting, and mining	88	581	31	81	17	42	74	0	3,032	75,418	2,426,053
Construction	595	3,714	330	485	325	440	379	248	12,540	161,625	8,801,507
Manufacturing	1,580	10,221	933	1,271	403	1,189	731	564	26,418	606,845	18,286,005
Wholesale trade	359	2,378	253	442	100	206	156	133	6,680	87,979	4,666,757
Retail trade	1,402	13,363	1,031	1,158	446	677	503	446	27,010	317,881	15,221,716
Transportation and warehousing, and utilities	528	3,505	196	351	111	232	130	138	8,063	123,657	6,740,102
Information	284	4,270	295	446	187	159	168	176	7,925	60,142	3,996,564
Finance, insurance, real estate and rental and leasing	1,444	9,785	1,173	1,221	388	647	578	410	22,755	168,060	8,934,972
Professional, scientific, management, administrative & waste management services	866	12,696	1,136	1,418	343	338	399	471	23,479	179,503	12,061,865
Educational, health and social services	2,160	36,531	2,435	2,757	872	1,480	1,052	1,017	63,639	548,111	25,843,029
Arts, entertainment, recreation, accommodation & food services	673	11,074	550	722	168	387	246	264	17,402	198,528	10,210,295
Other services	556	5,616	405	480	125	365	131	194	11,146	111,028	6,320,632
Public administration	671	8,094	621	936	223	309	397	365	15,975	96,148	6,212,015
Total:	11,206	121,828	9,389	11,768	3,708	6,471	4,944	4,426	246,064	2,734,925	129,721,512

Source: US Census

Figure 9: Employment by Occupation, Selected Municipalities (2000)



Source: 2000 Census

Figure 10: Employment by Industry, Selected Municipalities (2000)

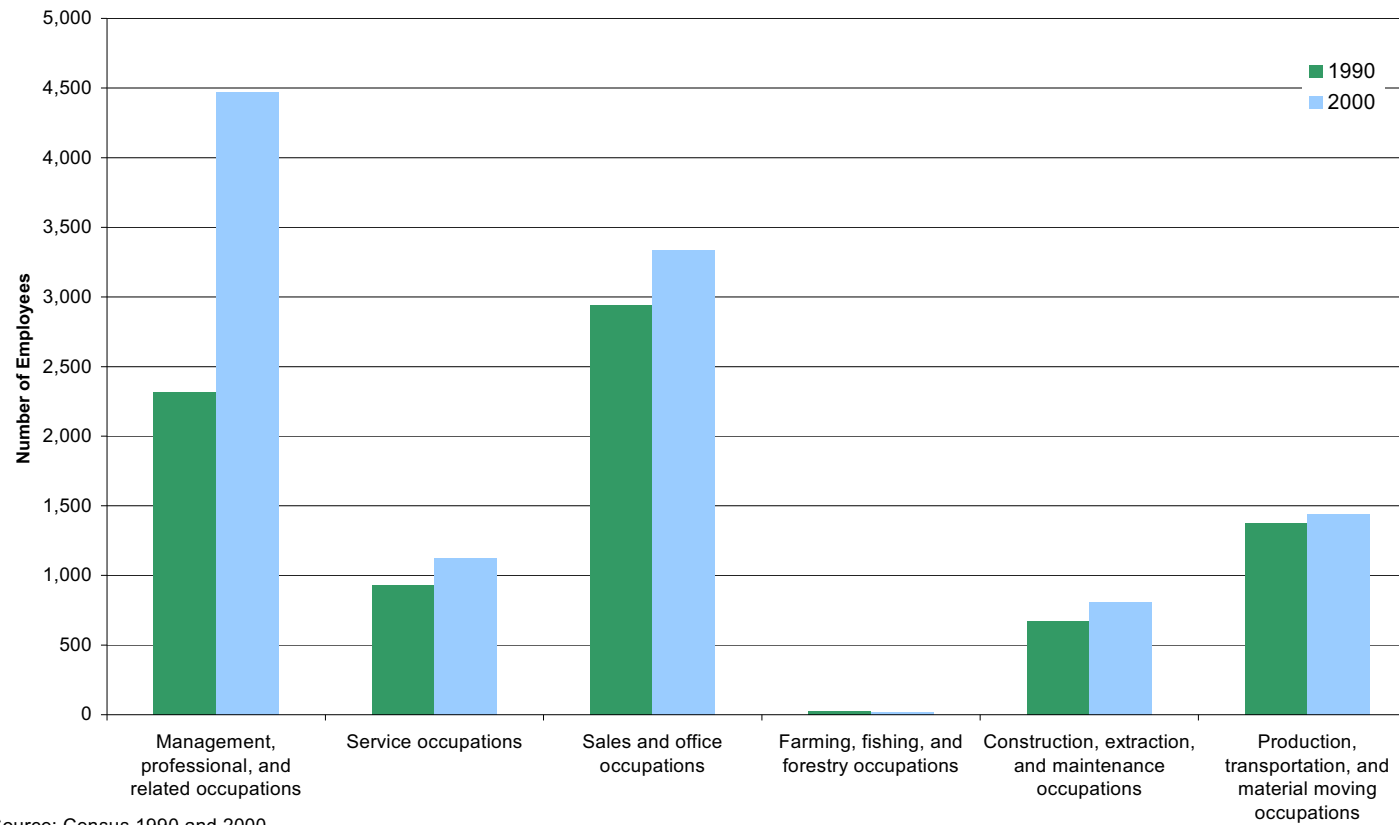


Source: 2000 Census

Table 7: Change in Occupation and Industry Employment, Selected Municipalities (1990-2000)

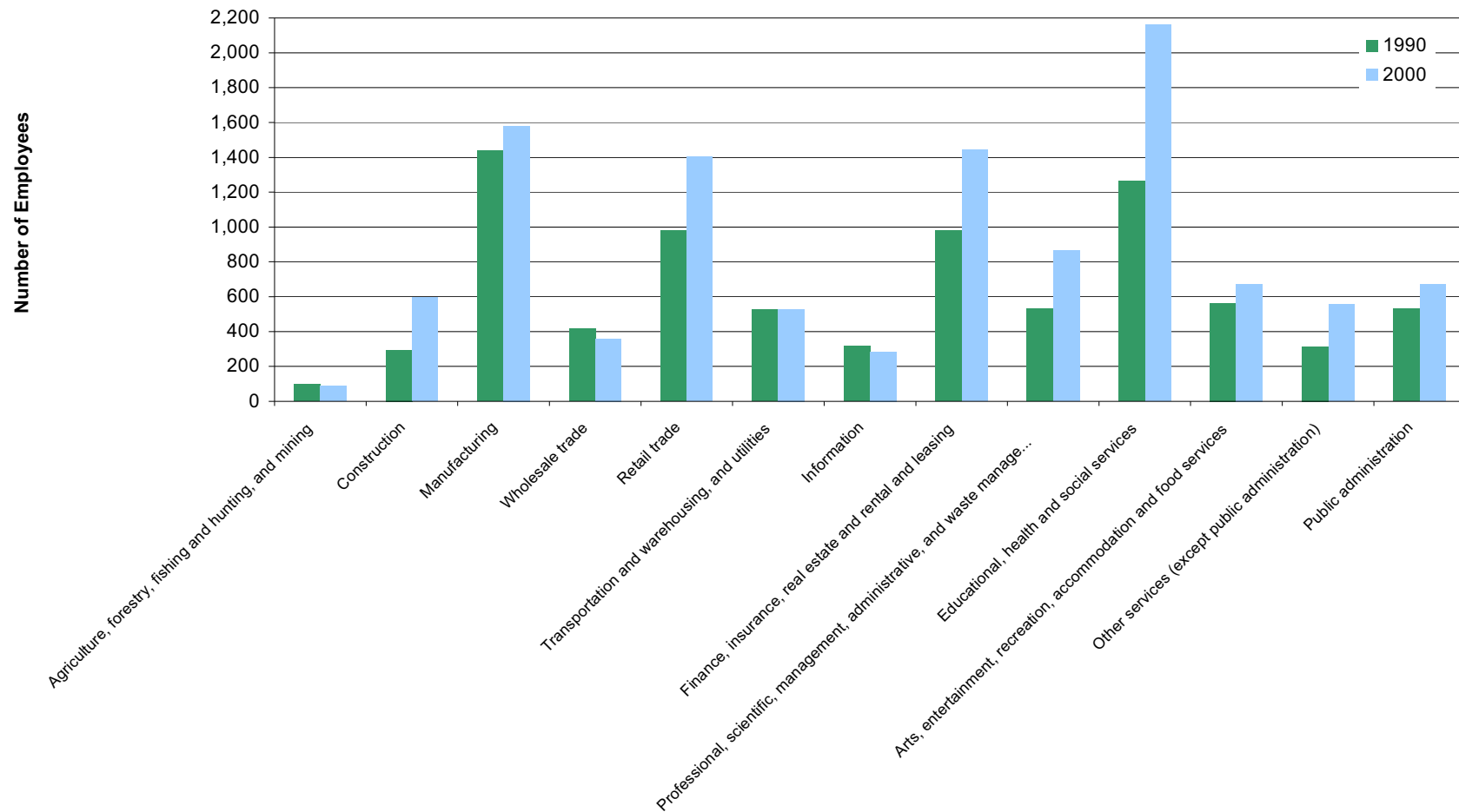
Employment by Occupation	City of Sun Prairie			Dane County			Wisconsin		
	1990	2000	% Change	1990	2000	% change	1990	2000	% change
Management, professional, & related occupations	2,318	4,471	48.1%	77,924	107,347	27.4%	645,748	857,205	24.7%
Service occupations	927	1,127	17.7%	29,534	31,362	5.8%	363,080	383,619	5.4%
Sales and office occupations	2,942	3,337	11.8%	62,445	65,285	4.3%	639,548	690,360	7.4%
Farming, fishing, & forestry occupations	22	20	-9.7%	1,679	891	-88.5%	37,311	25,725	-45.0%
Construction, extraction, and maintenance occupations	671	810	17.2%	13,457	16,409	18.0%	229,957	237,086	3.0%
Production, transportation, & material moving occupations	1,377	1,441	4.4%	23,030	24,770	7.0%	470,795	540,930	13.0%
Total:	8,257	11,206	26.3%	208,069	246,064	15.4%	2,386,439	2,734,925	12.7%
Employment by Industry	City of Sun Prairie			Dane County			Wisconsin		
	1990	2000	% Change	1990	2000	% change	1990	2000	% change
Agriculture, forestry, fishing and hunting, and mining	95	88	-8.5%	4,360	3,032	-43.8%	87,781	75,418	-16.4%
Construction	295	595	50.5%	8,956	12,540	28.6%	116,451	161,625	28.0%
Manufacturing	1,439	1,580	8.9%	24,193	26,418	8.4%	562,444	606,845	7.3%
Wholesale trade	418	359	-16.4%	7,451	6,680	-11.5%	95,416	87,979	-8.5%
Retail trade	980	1,402	30.1%	24,043	27,010	11.0%	283,388	317,881	10.9%
Transportation and warehousing, and utilities	527	528	0.2%	7,757	8,063	3.8%	104,722	123,657	15.3%
Information	319	284	-12.4%	5,740	7,925	27.6%	64,034	60,142	-6.5%
Finance, insurance, real estate and rental and leasing	980	1,444	32.1%	18,670	22,755	17.9%	141,213	168,060	16.0%
Professional, scientific, management, administrative, & waste management services	530	866	38.8%	16,326	23,479	30.5%	164,727	179,503	8.2%
Educational, health and social services	1,263	2,160	41.5%	52,457	63,639	17.6%	437,509	548,111	20.2%
Arts, entertainment, recreation, accommodation and food services	564	673	16.2%	14,605	17,402	16.1%	165,921	198,528	16.4%
Other services (except public administration)	315	556	43.4%	8,459	11,146	24.1%	83,232	111,028	25.0%
Public administration	532	671	20.7%	15,051	15,975	5.8%	79,601	96,148	17.2%
Total:	8,257	11,206	26.3%	208,069	246,064	15.4%	2,386,439	2,734,925	12.7%

Source: US Census 1990 and 2000

Figure 11: Occupation Change, Sun Prairie (1990-2000)

Source: Census 1990 and 2000

Figure 12: Industry Change, Sun Prairie (1990-2000)



Source: Census 1990 and 2000

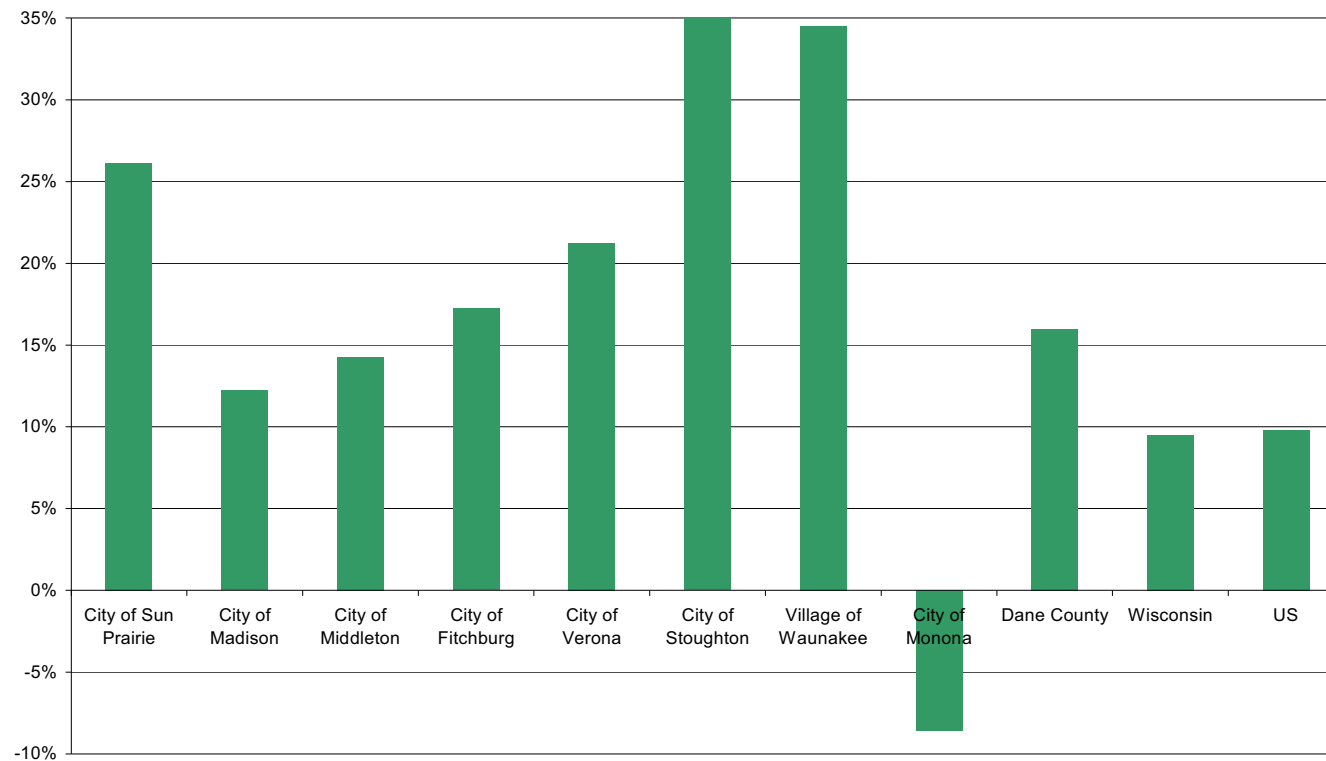
6 LABOR FORCE

Table 8a: Labor Force Size, Selected Municipalities (1990,2000 and 2007)

	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
Labor Force Size											
1990 Labor Force	8,643	112,372	8,216	10,234	3,016	4,371	3,283	4,999	215,245	2,598,898	125,182,378
2000 Labor Force	11,701	128,050	9,584	12,363	3,829	6,729	5,013	4,603	256,180	2,872,104	138,820,935
<i>Growth 1990-2000</i>	26.1%	12.2%	14.3%	17.2%	21.2%	35.0%	34.5%	-8.6%	16.0%	9.5%	9.8%
2007* Labor Force	15,879	141,680	x	x	x	x	x	x	289,695	3,089,321	153,124,000

Source: US Census and *Wisconsin Department of Workforce Development (not available for all Municipalities)

Figure 13: Percent Growth of Labor Force Size, Selected Municipalities (1990-2000)



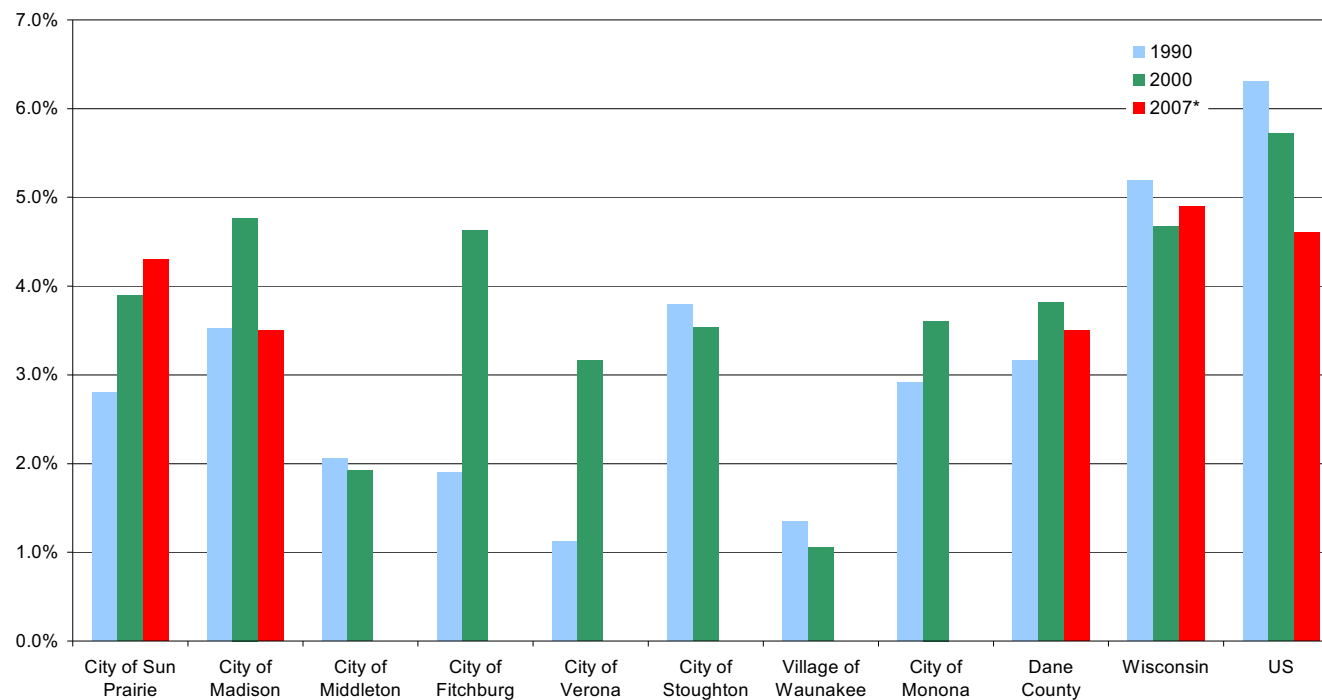
Source: Census 1990 and 2000

Table 8b: Unemployment Rates, Selected Municipalities (1990-2000)

Year	City of Sun Prairie	City of Madison	City of Middleton	City of Fitchburg	City of Verona	City of Stoughton	Village of Waunakee	City of Monona	Dane County	Wisconsin	US
1990	2.8%	3.5%	2.1%	1.9%	1.1%	3.8%	1.3%	2.9%	3.2%	5.2%	6.3%
2000	3.9%	4.8%	1.9%	4.6%	3.2%	3.5%	1.1%	3.6%	3.8%	4.7%	5.7%
2007*	4.3%	3.5%	x	x	x	x	x	x	3.5%	4.9%	4.6%

Source: US Census and *Wisconsin Department of Workforce Development (not available for all Municipalities)

Figure 14: Unemployment Rates, Selected Municipalities (1990-2000)



Source: Census 1990 and 2000, Wisconsin Department of Workforce Development (2007)

7 EMPLOYER STATISTICS

Table 9: Number of Establishments and Employees by Industry Sector, Selected Municipalities (2005)

NAICS Industry Sector (2002)		Sun Prairie ^a		Dane County		Wisconsin	
		Number of establishments	Number of employees (2002 ^b)	Number of establishments	Number of employees	Number of establishments	Number of employees
11	Forestry, fishing, hunting, agriculture	1	x	19	433	550	3,169
21	Mining	0	x	11	100-249*	159	3,555
22	Utilities	1	x	11	1,000-2,499*	286	14,874
23	Construction	128	x	1,516	15,522	17,364	119,663
31-33	Manufacturing	37	1,004	592	26,465	9,754	493,661
42	Wholesale trade	43	556	672	12,263	7,272	124,033
44-45	Retail trade	84	1,148	1,769	31,604	21,219	317,423
48-49	Transportation and warehousing	22	x	302	6,348	5,493	95,390
51	Information	18	417	338	10,456	2,284	55,957
52	Finance & insurance	47	x	882	21,597	9,152	135,409
53	Real estate & rental & leasing	33	68	658	4,585	5,050	27,250
54	Professional, scientific, & technical services	53	354	1,509	15,251	11,492	96,891
55	Management companies & enterprises	4	x	109	6,200	1,013	58,565
56	Administrative & support & waste management & remediation service	38	211	672	13,611	6,563	132,266
61	Educational services	8	20-99*	155	2,761	1,403	48,148
62	Health care & social assistance	55	776	1,251	34,886	14,008	348,275
71	Arts, entertainment, & recreation	11	250-499*	221	3,752	2,620	39,109
72	Accommodation & food services	52	655	1,158	23,064	13,972	220,168
81	Other services (except public administration)	78	209	1,393	13,736	15,161	114,835
99	Unclassified establishments	2	x	32	30	344	473
Total:		715	5,398	13,270	242,564	145,159	2,449,114

Source: US Census Bureau Censtats Databases, 2002 Economic Census (results will be published during 2009 and 2010)

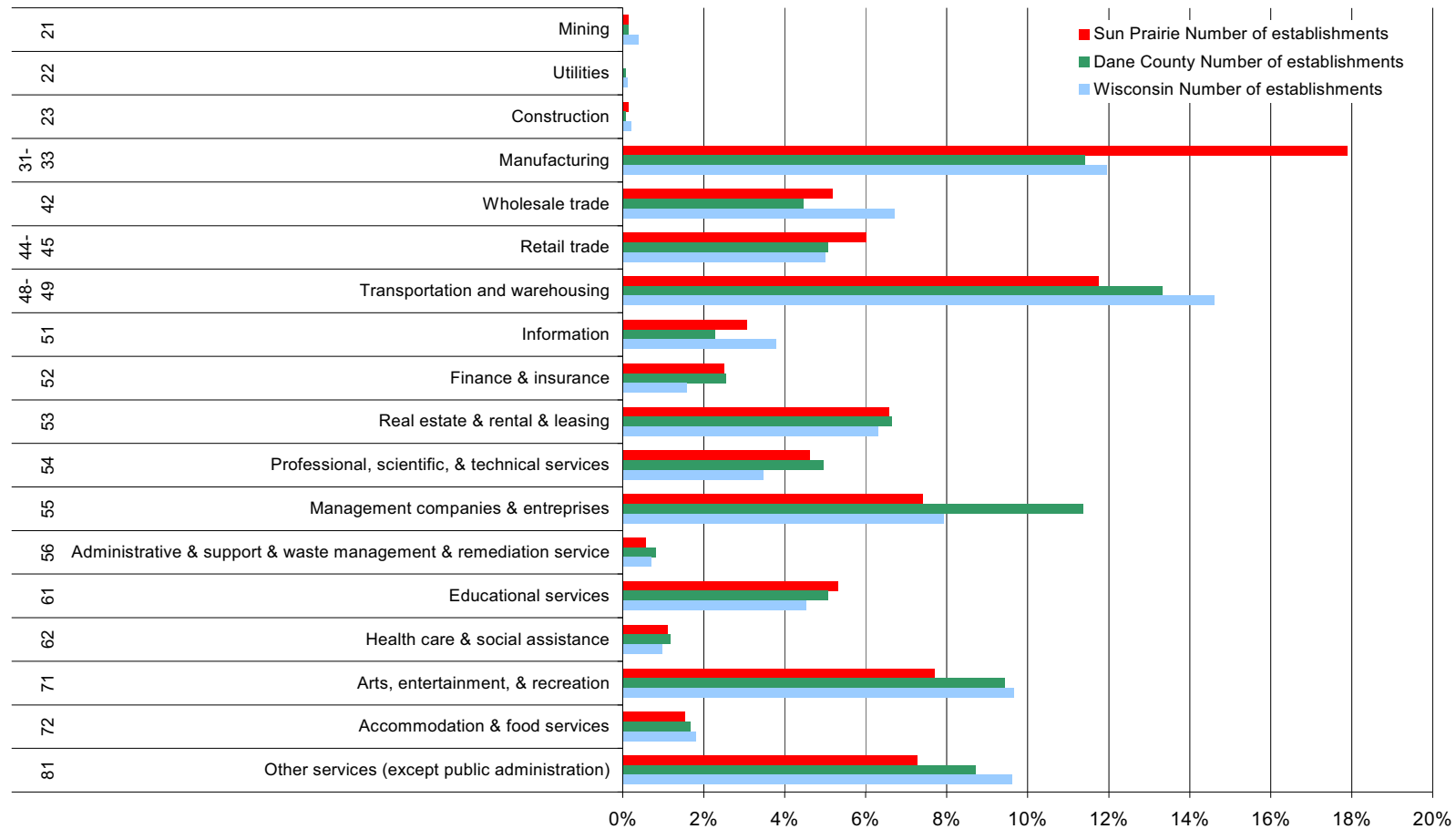
a Place data available by zipcode only, Sun Prairie based on zipcode 53590

b Employee data for places not published for 2005, revert to 2002 data.

*Withheld to avoid disclosing data for individual companies; data are included in higher level totals.

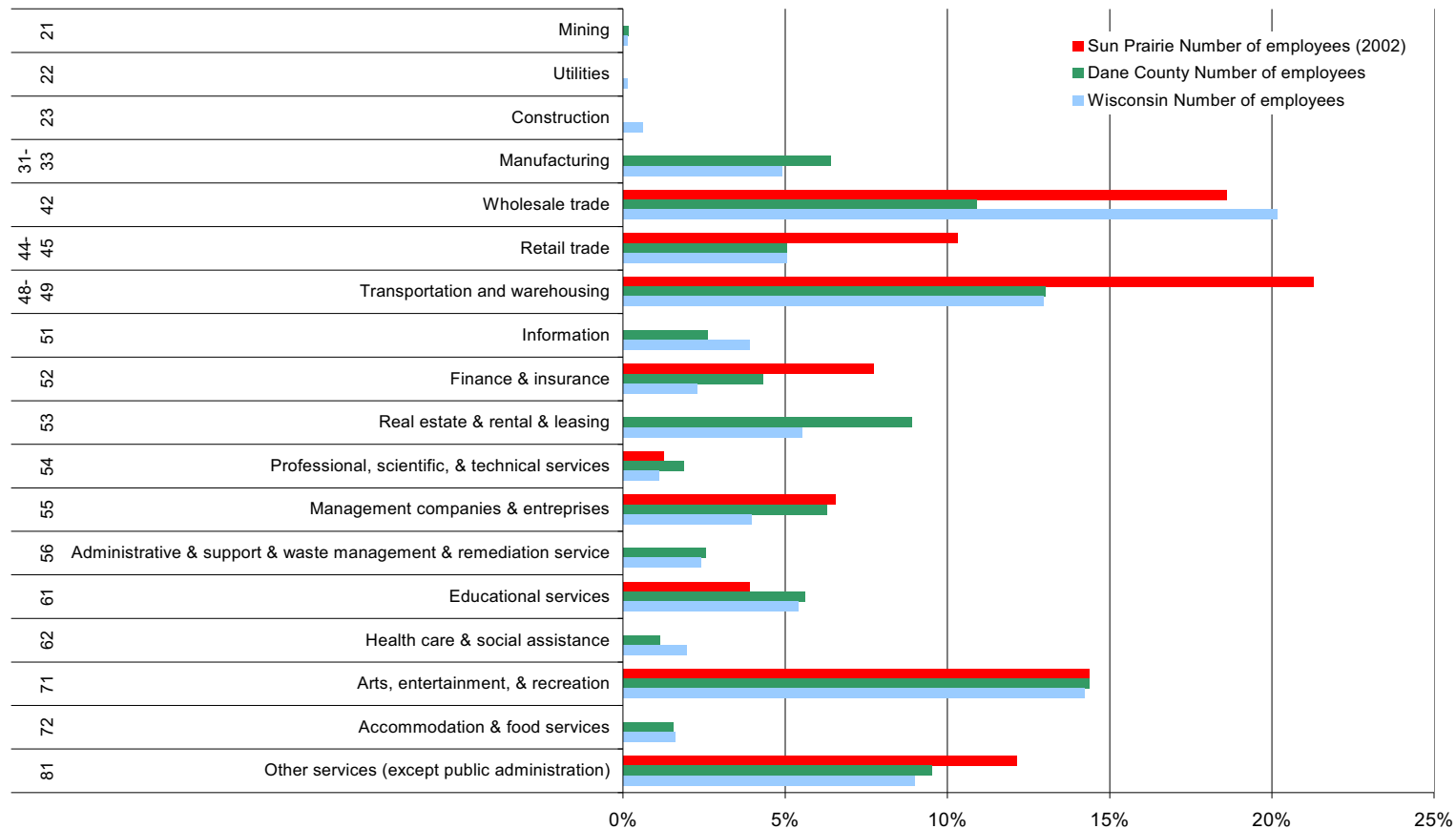
**Payroll includes all forms of compensation, such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service (IRS) on Form 941 as taxable Medicare Wages and Tips (even if not subject to income or FICA tax).

Figure 15: Number of Establishments by Industry Sector, Selected Municipalities (2005)



Source: Census Bureau Censtats Database (2005)

Figure 16: Number of Employees by Industry Sector, Selected Municipalities (2005)



Source: Census Bureau Censtats Database (2005), Note: Sun Prairie data 2002 and not published for all Industry Sectors

Table 10a: Top 25 Employers, Sun Prairie (2007)

Rank	Sun Prairie		
	Employer	Industry Type	Number of Employees
1	Sun Prairie Area School District	Elementary & Secondary Schools	500-999
2	General Casualty	Direct Property and Casualty Insurance Carriers	500-999
3	Wisconsin Food Gift Co	Mail Order Houses	250-499
4	Veyance Technologies Inc.	Rubber and Plastics Hoses and Belting Manufacturing	250-499
5	Prairie Athletic	Fitness and Recreational Sports Centers	100-249
6	City of Sun Prairie	Executive and Legislative Offices, Combined	100-249
7	Verizon North Inc	Wired Telecommunications Carriers	100-249
8	Royle Printing Co	Commercial Lithographic Printing	100-249
9	Copps	Supermarkets and Other Grocery Stores	100-249
10	Wisconsin Distributors	Beer and Ale Merchant Wholesalers	100-249
11	Famous Footwear	General Warehousing and Storage	100-249
12	Conrad's Inc	Supermarkets and Other Grocery Stores	100-249
13	Sun Prairie Clinic	Offices of Physicians (except Mental Health Specialists)	100-249
14	Wal-Mart	Discount Department Stores	100-249
15	YMCA	Civic and Social Organizations	50-99
16	Walgreens	Pharmacies and Drug Stores	50-99
17	WPPI	Electric Power Distribution	50-99
18	M & I Support Services Corp	Financial Transactions Processing, Reserve, and Clearinghouse Activities	50-99
19	Capitol Mechanical Inc	Nonresidential Plumbing, Heating, and Air-Conditioning Contractors	50-99
20	Pick'n Save	Supermarkets and Other Grocery Stores	50-99
21	Bank of Sun Prairie	Commercial Banking	50-99
22	Soderholm	General Line Grocery Merchant Wholesalers	50-99
23	One Call Dental Staffing Inc	Temporary Help Services	50-99
24	S M & P Utility Resources Inc	Surveying and Mapping (except Geophysical) Services	50-99
25	Statz Brothers Inc	Dairy Cattle and Milk Production	50-99

Source: WI Department of Workforce Development

Table 10b: Top 25 Employers, Dane County (2007)

Rank	Dane County			
	Employer	Industry Type	Number of Employees	Location
1	University of Wisconsin	Colleges, Universities, and Professional Schools	1000+	Madison
2	Veterans Administration Hospital	Elementary & Secondary Schools	1000+	Madison
3	American Family Mutual Insurance Co	Direct Property & Casualty Insurers	1000+	Madison
4	Wisconsin Dept of Health & Family	Human Resource, Public Health, General Govt.	1000+	Madison
5	Department of Corrections	Correctional Institutions	1000+	Madison
6	UW Hospitals & Clinics	General Medical & Surgical Hospitals	1000+	Madison
7	City of Madison	Municipal Government	1000+	Madison
8	UW Health	Offices of Physicians	1000+	Various
9	St Mary's Hospital	General Medical & Surgical Hospitals	1000+	Madison
10	Epic	Software Publishers	1000+	Verona
11	UW Hospitals & Clinics	General Medical & Surgical Hospitals	1000+	Madison
12	WPS	Direct Health & Medical Insurance Carriers	1000+	Madison
13	Meriter Hospital Inc.	General Medical & Surgical Hospitals	1000+	Madison
14	Dean Medical Center	Offices of Physicians	1000+	Various
15	Dane County	Executive & Legislative Offices, Combined	1000+	Various
16	Walgreens	General Warehousing & Storage, Drug Stores	1000+	Windsor, Various
17	Madison Area Technical College	Junior Colleges	1000+	Madison
18	CUNA Mutual	Direct Life Insurance Carriers	1000+	Madison
19	Veterans Administration Hospital	General Medical & Surgical Hospitals	1000+	Madison
20	Kraft Food North America	Meat Processed from Carcasses	1000+	Madison
21	WI Dept of Transportation	Regulation & Admin of Transportation Programs	1000+	Madison
22	American Girl, Inc.	Mail Order Houses	1000+	Middleton
23	Covance, Inc.	Testing Laboratories	1000+	Madison
24	US Postal Service	Postal Service	1000+	Various
25	UW Extension	Professional & Mgmt Development Training	1000+	Various

Source: WI Department of Workforce Development

8 OCCUPATION AND INDUSTRY PROJECTIONS

Table 11: Occupation Projections by Industry, Wisconsin (2006-2016)

SOC Code	Occupational Title	WI 2006 Estimated Employment*	WI 2016 Predicted Employment*	2006-2016 Percentage Change	Madison MSA*** 2007 Average Annual Salary**	WI 2007 Average Annual Salary**	Madison MSA Wage as a Percentage of Wisconsin
11	Management Occupations	124,200	130,080	4.7%	\$89,540	\$87,830	101.9%
13	Business and Financial Operations Occupations	123,970	139,690	12.7%	\$55,270	\$55,930	98.8%
15	Computer and Mathematical Occupations	52,760	63,410	20.2%	\$63,340	\$62,200	101.8%
17	Architecture and Engineering Occupations	51,520	54,800	6.4%	\$60,680	\$59,890	101.3%
19	Life, Physical, and Social Science Occupations	28,480	31,430	10.4%	\$53,260	\$55,900	95.3%
21	Community and Social Services Occupations	57,190	66,810	16.8%	\$39,180	\$41,190	95.1%
23	Legal Occupations	16,060	17,480	8.8%	\$81,880	\$74,140	110.4%
25	Education, Training, and Library Occupations	193,190	206,420	6.8%	\$49,860	\$44,250	112.7%
27	Arts, Design, Entertainment, Sports, and Media Occupations	54,570	58,000	6.3%	\$43,740	\$40,400	108.3%
29	Healthcare Practitioners and Technical Occupations	148,330	179,010	20.7%	\$68,500	\$65,080	105.3%
31	Healthcare Support Occupations	87,270	106,600	22.1%	\$27,900	\$26,000	107.3%
33	Protective Service Occupations	48,820	52,660	7.9%	\$39,810	\$37,360	106.6%
35	Food Preparation and Serving Related Occupations	243,700	270,690	11.1%	\$19,600	\$19,000	103.2%
37	Building and Grounds Cleaning and Maintenance Occupations	114,990	127,770	11.1%	\$25,050	\$24,010	104.3%
39	Personal Care and Service Occupations	105,520	123,760	17.3%	\$23,480	\$22,750	103.2%
41	Sales and Related Occupations	298,790	311,650	4.3%	\$36,110	\$34,370	105.1%
43	Office and Administrative Support Occupations	478,940	500,960	4.6%	\$31,610	\$30,230	104.6%
45	Farming, Fishing, and Forestry Occupations	5,080	5,550	9.3%	\$29,880	\$27,390	109.1%
47	Construction and Extraction Occupations	138,220	150,130	8.6%	\$46,060	\$44,760	102.9%
49	Installation, Maintenance, and Repair Occupations	115,930	123,380	6.4%	\$40,370	\$40,240	100.3%
51	Production Occupations	357,070	363,580	1.8%	\$31,800	\$32,480	97.9%
53	Transportation and Material Moving Occupations	234,890	242,010	3.0%	\$30,960	\$30,120	102.8%
	All Occupations	3,079,470	3,325,840	8.0%	\$41,360	\$38,070	108.6%

Source: WI Department of Workforce Development

Notes:

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment also includes jobs among self-employed and unpaid family workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

**Average Annual Salary: An occupation's average hourly wage is calculated by summing the wages of all employees in a given occupation and then dividing by the total number of employees in that occupation. In most cases, the annual average salary is equal to the average hourly wage multiplied by 2,080.

Table 12: Employment Projections by Industry, Wisconsin (2006-2016)

Industry Title	WI 2006 Estimated Employment*	WI 2016 Projected Employment*	2006-2016 Percentage Change	Dane County Average Annual Wage 2007	Wisconsin Average Annual Wage 2007	Dane County Wage as a Percentage of Wisconsin
Natural Resources and Mining	3,980	3,820	-4.0%	\$37,342	\$29,235	127.7%
Construction	127,140	139,870	10.0%	\$50,323	\$47,489	106.0%
Manufacturing	505,450	497,900	-1.5%	\$51,120	\$47,106	108.5%
Trade, Transportation, and Utilities	559,020	581,070	3.9%	\$33,375	\$32,762	101.9%
Information	49,300	50,800	3.0%	\$57,309	\$48,483	118.2%
Financial Activities	161,280	180,550	11.9%	\$54,832	\$50,749	108.0%
Professional and Business Services	270,180	317,940	17.7%	\$47,616	\$44,328	107.4%
Education and Health Services, Including State & Local Government	614,040	706,600	15.1%	\$44,363	\$39,606	112.0%
Leisure and Hospitality	258,610	288,250	11.5%	\$13,363	\$13,589	98.3%
Other Services (Except Government)	143,200	158,050	10.4%	\$29,999	\$22,073	135.9%
Government/Public Administration	177,900	182,130	2.4%	\$49,668	\$39,879	124.5%
Self-Employed and Unpaid Family Workers, All Jobs	209,410	218,870	4.5%	x	\$45,573	x
All Industries	3,079,510	3,325,850	8.0%	\$41,040	\$36,830	111.4%

Source: Wisconsin Department of Workforce Development

Notes:

*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.

Employment also includes jobs among self-employed and unpaid family workers.

Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

APPENDIX L

CHAS DATA TABLES 1990 TO 2000

Name of Jurisdiction:			Source of Data:			Data Current as of:			
Sun Prairie city, Wisconsin			CHAS Data Book			1990			
	Renters					Owners			
Household by Type, Income, & Housing Problem	Elderly	Small Related	Large Related	All	Total	Elderly	All	Total	Total
	(1 & 2 members)	(2 to 4 members)	(5 or more members)	Other	Renters		Other	Owners	Households
1. Household Income <=50% MFI	329	243	15	127	714	174	97	271	985
2. Household Income <=30% MFI	157	82	2	28	269	73	31	104	373
3. % with any housing problems	59.2	91.5	100	100	73.6	75.3	93.5	80.8	75.6
4. % Cost Burden > 30%	59.2	91.5	100	100	73.6	75.3	93.5	80.8	75.6
5. % Cost Burden > 50%	45.9	69.5	100	100	59.1	38.4	93.5	54.8	57.9
6. Household Income 31 to 50% MFI	172	161	13	99	445	101	66	167	612
7. % with any housing problems	68.6	78.9	92.3	81.8	76	47.5	63.6	53.9	69.9
8. % Cost Burden > 30%	68.6	78.9	30.8	81.8	74.2	47.5	63.6	53.9	68.6
9. % Cost Burden > 50%	7.6	11.8	0	8.1	9	0	25.8	10.2	9.3
10. Household Income 51% to 80% MFI	98	352	60	204	714	176	252	428	1,142
11. % with any housing problems	51	19.3	11.7	33.3	27	10.8	51.2	34.6	29.9
12. % Cost Burden > 30%	51	16.2	11.7	33.3	25.5	10.8	45.6	31.3	27.7
13. % Cost Burden > 50%	3.1	0	0	0	0.4	0	5.6	3.3	1.5
14. Household Income 81% to 95% MFI	10	175	43	89	317	27	295	322	639
15. % with any housing problems	30	4	34.9	2.2	8.5	0	23.1	21.1	14.9
16. % Cost Burden > 30%	30	0	0	0	0.9	0	20	18.3	9.7
17. % Cost Burden > 50%	0	0	0	0	0	0	0	0	0
18. Total Households**	489	1,079	156	678	2,402	606	2,542	3,148	5,550
19. % with any housing problems	54.4	26.2	25.6	27.3	32.2	21.6	13.9	15.4	22.7
2. Household Income <=30% MFI	<= 12,081.30								MFI = 40,271
6. Household Income >30 to <=50% MFI	12,081.31 ~ 20,135.50								
10. Household Income >50 to <=80% MFI	20,135.51 ~ 32,216.80								
14. Household Income >80% MFI	> 32,216.80								

Sun Prairie city, Wisconsin		Source of data: CHAS 2000 databook									
Household by Type, Income, & Housing Problem	Renters					Owners					Total Households
	Elderly (1 & 2 members)	Small Related (2 to 4 members)	Large Related (5 or more members)	All Other	Total Renters	Elderly (1 & 2 members)	Small Related (2 to 4 members)	Large Related (5 or more members)	All Other	Total Owners	
1. Household Income <= 50% MFI	324	324	65	240	953	225	124	43	80	472	1,425
2. Household Income <=30% MFI	160	140	33	55	388	60	25	14	20	119	507
3. % with any housing problems	81.3	75	100	36.4	74.2	100	100	100	50	91.6	78.3
4. % Cost Burden >30%	81.3	75	100	36.4	74.2	100	100	100	50	91.6	78.3
5. % Cost Burden >50%	46.9	60.7	100	36.4	54.9	50	100	28.6	50	58	55.6
6. Household Income >30 to <=50% MFI	164	184	32	185	565	165	99	29	60	353	918
7. % with any housing problems	87.8	56.5	87.5	89.2	78.1	27.3	100	100	50	57.5	70.2
8. % Cost Burden >30%	87.8	56.5	43.8	89.2	75.6	27.3	100	100	50	57.5	68.6
9. % Cost Burden >50%	12.2	5.4	0	10.8	8.8	6.1	60.6	86.2	16.7	29.7	16.9
10. Household Income >50 to <=80% MFI	80	380	69	415	944	200	285	64	130	679	1,623
11.% with any housing problems	12.5	19.7	72.5	14.5	20.7	7.5	43.9	21.9	76.9	37.4	27.7
12.% Cost Burden >30%	0	13.2	0	12	10.6	7.5	43.9	6.3	76.9	35.9	21.2
13. % Cost Burden >50%	0	0	0	0	0	0	3.5	0	15.4	4.4	1.8
14. Household Income >80% MFI	110	485	29	520	1,144	425	2,440	400	325	3,590	4,734
15.% with any housing problems	9.1	6.2	34.5	0	4.4	0	6.1	18.8	9.2	7.1	6.4
16.% Cost Burden >30%	0	0	0	0	0	0	5.7	13.8	9.2	6.3	4.8
17. % Cost Burden >50%	0	0	0	0	0	0	0.4	0	0	0.3	0.2
18. Total Households	514	1,189	163	1,175	3,041	850	2,849	507	535	4,741	7,782
19. % with any housing problems	57.2	26.4	74.2	20.9	32	14.1	14	26	31.8	17.3	23.1
20. % Cost Burden >30	53.3	21.8	28.8	20	26.8	14.1	13.7	20.1	31.8	16.5	20.5
21. % Cost Burden >50	18.5	8	20.2	3.4	8.6	4.7	3.7	5.7	7.5	4.5	6.1

2. Household Income <=30% MFI <=18,359.10
 6. Household Income >30 to <=50% MFI 18,359.11 ~30,598.50
 10. Household Income >50 to <=80% MFI 30,598.50 ~48,957.60
 14. Household Income >80% MFI >48,957.60

MFI = 61,197

APPENDIX M

STRATEGIC DEVELOPMENT PLAN - RECOMMENDED PRIORITIZATION OF STRATEGIES

City of Sun Prairie Strategic Business Development Plan

Recommended Prioritization of Strategies

Recommended Lead Organizations and Partners

Ranking
(Priority)

Proposed Tactics

Strategy: *Identify and prioritize specific target business sectors.*

1 (In Progress)	Identify growing business sectors.
2 (In Progress)	Prepare an analysis of the overall compatibility with City objectives for each sector.
4 (Medium)	Identify specific supporting industries and partners by sector.
3 (In Progress)	Develop and prioritize sector targets for retention and recruitment based on competitive variables.

Strategy: *Develop specific brand positioning and marketing plan for the City of Sun Prairie.*

1 (High)	Demonstrate the need for formally defining the City's identity or brand.
2 (High)	Develop a single, clear positioning for the City.
5 (Medium)	Develop a common, standardized community profile to be used by all partners.
4 (High)	Develop a portfolio of marketing materials driven by brand positioning and City assets.
3 (High)	Improve the City's online presence and propagate a common marketing presence across all stakeholder sites.
6 (Medium)	Develop a plan for ongoing research and tracking to ensure appropriate relevance of marketing efforts.

Strategy: *Develop a plan for increasing the knowledge and skills of the available workforce.*

2 (High)	Increase and enhance local training opportunities that are relevant to the existing employment base.
4 (High)	Develop training modules using company specific software and personnel that will improve hiring effectiveness for local employers.
3 (High)	Encourage the development of a post secondary educational institution in Sun Prairie
5 (High)	Encourage coordination between teachers and employers to match educational programming to the needs of local employers.
9 (Low)	Increase number of local skilled, licensed truck drivers.
7 (Medium)	Develop and improve access to technical and mechanical training opportunities based on the needs of local employers.
1 (High)	Develop programs targeted towards increasing financial literacy, information technology, and general business acumen.
8 (Medium)	Communicate opportunities for accessing additional workforce due to employment changes in the region
6 (Medium)	Define career opportunities in target sectors for area students.

Strategy: *Develop a plan for governmental support of local business sectors through improved policy and infrastructure decisions.*

1 (High)	Ensure efficiency, thoroughness, and predictability of the development review process.
4 (High)	Ensure consistent application of policies and procedures.
11 (Medium)	Evaluate and update the City Zoning and related ordinances.
6 (Medium)	Encourage resolution of project related issues 5-7 days prior to scheduled review meetings.
5 (High)	Ensure resolution of development issues in the planned development process at the GDP level to allow for easier PIP approvals.
7 (Medium)	Improve communication between staff and elected officials on development issues.
10 (Medium)	Utilize adopted TIF guidelines to evaluate requests for assistance.
9 (Medium)	Define when an accelerated review process is warranted.
8 (Medium)	Improve thoroughness on calculating relevant development fees by geography.
13 (Medium)	Provide safe truck routes.
3 (High)	Aggressively maintain or improve public safety concerns.
2 (High)	Strive to have a stable, predictable tax structure, and to demonstrate value commensurate with rates and assessments.
12 (Medium)	Evaluate transportation alternatives as employment and commercial centers develop.

Strategy: *Develop a plan for improved coordination & communication with local economic development groups & area businesses.*

9 (Medium)	Coordinate with local partners to ensure lines of communication to the private sector remain viable and continue to improve.
7 (In Progress)	Create a directory of local economic development partners.
8 (Medium)	Establish, adopt and implement specific communication protocols between local partners.

City EDC SPIDC Chamber BID SPASD BEP SPEF Other

LEAD	X	--	--	--	--	--	--	--
LEAD	X	--	--	--	--	--	--	--
LEAD	X	--	--	--	--	--	--	--
LEAD	X	X	--	--	--	--	--	--

X	LEAD	--	--	--	--	--	--	--
X	LEAD	X	X	X	X	X	X	Realtors, Developers
LEAD	X	X	X	X	--	--	--	--
LEAD	X	X	X	X	--	--	--	--
LEAD	?	X	X	X	X	--	--	--
LEAD	--	X	X	X	X	--	--	--

LEAD	--	--	--	--	X	X	X	MATC, Private Business
LEAD	--	--	--	--	X	X	X	MATC, Private Business
LEAD	--	--	--	--	X	X	X	MATC, Private Business
X	--	--	X	--	X	LEAD	X	Private Business
LEAD	--	X	--	--	--	--	--	Pri. Bus, Diesel School
X	--	--	X	--	X	LEAD	X	MATC, Private Business
X	X	--	X	X	X	LEAD	X	Private Business
LEAD	X	X	X	--	--	--	--	--
X	X	--	--	--	LEAD	X	X	Private Business

LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	--
LEAD	X	X	--	X	--	--	--	CDA
LEAD	--	--	--	--	--	--	--	--
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	--
LEAD	X	--	X	--	--	--	--	--
LEAD	--	--	--	--	--	--	--	--
LEAD	--	--	--	--	--	--	--	Developers

LEAD	X	X	X	X	X	X	X	Developers, Bus. Owners
LEAD	X	X	X	X	X	X	X	Developers, Land Owners
LEAD	X	X	X	X	X	X	X	Developers, Land Owners

City of Sun Prairie Strategic Business Development Plan

Recommended Prioritization of Strategies

Ranking (Priority)	Proposed Tactics
10 (Medium)	Formalize prospect handling and information sharing protocols with the SPIDC.
12 (In Progress)	Work with the EDC to mobilize and champion appropriate elements of this plan.
2 (High)	Utilize the City's Econ. Dev. office as a central point of contact for development inquiries.
11 (Medium)	Increase efforts to match local providers to local customers and suppliers.
6 (High)	Encourage UW, MATC establish training facilities in the City.
5 (High)	Utilize local partners to facilitate and implement retention efforts.
4 (High)	Develop a targeted means of communicating with local commercial Realtors.
3 (High)	Improve and maintain active relationships and communication with executives of area employers.
1 (High)	Improve online access to relevant economic information.

Strategy: *Develop a business development plan for targeted geographic areas within the community.*

8 (High)	Formally control areas for the expansion of the Business Park (i.e. options, zoning, etc.)
1 (High)	Develop a preferred use plan to help market the City's TIF 9 lots.
12 (Medium)	Develop a detailed preferred use plan for the lands immediately south of TIF 9 (Capitol Drive, Stern parcel, etc.)
2 (High)	Designate areas for potential use as office parks, and determined best alternatives to control uses in these areas. (e.g. 151-Main St.)
6 (High)	Designate areas for a future industrial park area without excessive development standards. (e.g. Bailey Rd.)
3 (High)	Determine how much of Main Street will remain in commercial land use over time.
4 (High)	Work with property owners to develop site specific redevelopment plans for targeted parcels on Main Street.
7 (High)	Develop strategies to fill vacancies in the traditional downtown area.
14 (Medium)	Work with DSI to convert first floor residential areas to commercial retail as was originally intended.
15 (Medium)	Work with local developers to develop quality commercial uses their respective developments.
9 (High)	Work with Tuschen Trucking to evaluate relocation alternatives within the City.
13 (In Progress)	Work with developers to get South Bristol Street redevelopment underway.
17 (Low)	Consider the possibility of additional commercial uses along CTH N near the high school.
11 (Medium)	Develop and evaluate alternatives for the TIF #6 area.
10 (Medium)	Develop and evaluate redevelopment alternatives for the STH 19/USH 151 area.
5 (High)	Begin to plan for the eventual redevelopment of the WalMart and Pick'n'Save sites.
16 (Low)	Evaluate the potential for expanded industrial use of the existing rail line.

Recommended Lead Organizations and Partners

City	EDC	SPIDC	Chamber	BID	SPASD	BEP	SPEF	Other
X	X	LEAD	X	--	--	--	--	--
X	LEAD	--	--	--	--	--	--	--
LEAD	X	X	X	X	X	X	X	Developers, Realtors
LEAD	X	--	X	--	--	--	--	--
LEAD	X	--	--	--	X	X	X	MATC
LEAD	X	X	X	X	--	--	--	--
LEAD	--	--	--	--	--	--	--	--
LEAD	X	--	X	--	--	--	--	Business Executives
LEAD	?	X	X	X	X	--	--	--

LEAD	--	X	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Developers
LEAD	--	--	--	--	--	--	--	CDA, Developers, Owners
LEAD	X	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	CDA, Developers, Owners
LEAD	--	--	--	--	--	--	--	CDA, Developers, Owners
LEAD	--	--	--	X	--	--	--	--
LEAD	--	--	--	X	--	--	--	--
LEAD	X	X	X	X	--	--	--	Developers, Land Owners
LEAD	--	X	--	--	--	--	--	--
LEAD	--	--	--	X	--	--	--	CDA
LEAD	--	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Developers, Land Owners
LEAD	--	--	--	--	--	--	--	Wisc. So. RR, Land Owners

APPENDIX N

ECONOMIC DEVELOPMENT BUSINESS ROUNDTABLE DISCUSSION SUMMARY



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Business Retention and Attraction

Presenter: Neil Stechschulte
Facilitator: Ann Smith
Notetaker: Ann Smith

Suggestions as to what can the city do to help your business:

- Improve awareness of Sun Prairie in the Greater Madison/Dane County region.
- Most employees that work in Sun Prairie live here as well. Maintaining quality housing should be considered to be a key to ensuring this remains the case.
- Expand non-residential tax base so property taxes are kept at a reasonable rate, which will allow us to retain residents and businesses.
- Enhance the availability of economical, highly visible sites for commercial business uses. Zoning restrictions or the price of land makes new construction difficult, expensive or both.
- Some attendees called for more flexible zoning for businesses that require outdoor displays, parking of work vehicles, or outdoor storage of materials and equipment. Others stated that such uses should be restricted to designated areas, but the City did not have sufficient area for such uses.

Suggestions to make retention & attraction efforts more effective:

- Improve the information and navigation of the City of Sun Prairie website.
- Continue to provide information through technology, but also focus on building and maintaining interpersonal relationships with businesses and investors interested in the City.
- Initiate and track reasons why a new business located here, and utilize feedback to customize marketing efforts in the future.
- Consider the impact on the sustainability of long term local retailers in relation to income and revenue, resident income and cost of available buildings/sites available. (Sun Prairie sites are expensive in relation to the local purchasing resources of residents and businesses)
- The City should consider purchase of key parts of the Westside Neighborhood area to ensure that developments are successful, and exert more direct control over what uses may locate there, as well what the quality of overall development built.
- Consider past development incentives, current incentives, and what the city should do moving forward – what are the best practices in terms of appropriate incentives and return on investment.
- Utilize other urban communities around Madison to benchmark effectiveness of economic development strategies.



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Main Street Reconstruction

Presenter: Joe De Young (MSA)
Facilitator: Kristi Thering-Tuschen
Notetaker: Bill Clausius

Notes/Comments from Attendees:

- The basic design of the project will be a 5-lane TWTL, changing to a 4-lane divided street, and finally to a 3-lane TWTL. A two-way turn lane (TWTL) is being proposed for many areas to accommodate left turns.
- Estimated project cost: \$12 million
- Potential Project Schedule – Presume April 2009 – Kroncke through Clarmar. Phasing is a big issue that will be ultimately driven by time and budget.
- New water main, storm sewer upgrade – construction could begin March/April 2009, done in Nov., not a final decision.
- Stoplights will be located at Walker Way, Hart and Clarmar. Once layout is confirmed, signals will be determined. DOT controls this unless City is financially involved.
- Location of utility boxes, closing of driveways and other land acquisition are all being reviewed. We're hiring an appraiser to help evaluate options to accomplish the project.
- Coordination with Charter, Verizon, Major Power, WE Energies, etc. could take 6 months.
- Evaluating the acquisition of 7 ft. of ROW to allow for additional lanes, pedestrian needs, and snow storage. ROW now 66 ft.
- The project is approximately 1.2 miles long.
- Speed limit will be 25 mph.
- Primary reasons for the project:
 - Traffic projections show Main St. in future won't be able to handle traffic.
 - How to get cars back and forth efficiently and safely through this corridor. Left turn movements are the primary reason for slowed traffic for much of this corridor.
 - The condition of Main St. has deteriorated significantly with the poor winter weather, including pot holes and rough surface.
 - Improve aesthetics by burying overhead lines
 - Improve pedestrian access.
- Ideally, this project will be coordinated with DOT when they make improvements near the overpass and the ramps. O'Keeffe to 151 is not on DOT radar, and without encouragement and funding assistance from the City this could be delayed until 2012 or later. Some attendees were in favor of trying to get the DOT to move sooner on this project.
- The burying of overhead utilities is being considered to improve the aesthetic quality of the corridor. If approved, utilities could be buried in 2008 which would speed up the project.
- Road surface needs replacement to help improve safety--370 accidents in one year period, (20% of total City accidents)
- Council's instructions are to get it done quickly to minimize disruptions to businesses.
- Maintaining access for retailers and other commercial use will be critically important.



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

- If open to traffic, the project will be slower.
- Can't afford any sort of idleness in the project.
- Trying to keep land acquisition to a minimum, but there are alternatives to propose to land owners should additional acquisition be needed.
- The existing corridor does have some businesses that have access issues, and some uses that might be better off if they were located off of Main St.
- A vision for cross-town transportation is needed. The City needs to think beyond Main St. and how major East-West or North-South connections can be made – even if 20 years from now.
- ROW for future projects should be bought now.
- There is a danger to having alternate routes for the project, as people get used to going a certain way and the old route may not recover.
- The City needs to have a plan to be able to assist businesses before, during and after construction.
- Traffic on Main Street is still predominantly vehicular, and it is not an overly pedestrian friendly environment.
- Studying of traffic impacts will be needed community wide—not just on main St.
- The Economic Development Department to needs work with businesses before, during and after the project starts.
- They City will work to minimize the chance of losing existing businesses, but acknowledges this may be a possibility.
- Contractors will accommodate work done under traffic, and access to businesses will be maintained.
- The project will likely be done two lanes at a time, but this comes at a cost.
- It is possible that work could be done 24/7 to get it done faster.
- There is a desire to make the project go as quick as you can, and to ask contractors for short cuts.
- A formal public relations and media campaign will likely be necessary. Need to keep businesses as positive as possible – one negative message carries message to customers.



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Education and Training Resources

Presenter: Nancy Everson and Alice Murphy
Facilitator: Tim Culver
Notetaker: To be determined.

Notes/Comments from Attendees:

- 20-27 year olds who have not figured out career path are “lost years.”
- Are kids being exposed to actual career options? How comprehensively is this done?
- School to Work efforts are done, but not across the board.
- The State coordinates youth apprenticeships.
- What about kids who have no idea on career--those at risk of “falling through the cracks.”
- Kids and parents put together plan with school. They also have two meetings with school counselor. Goal is not to pigeon hole, but give guidance.
- How can Sun Prairie businesses benefit from career guidance program?
- Businesses help validate actual career paths for district and students.
- There is a lack of trained, qualified public professionals.
- Do a local cable show interviewing students
- Perceived Need for Additional Skills Development
 - Teach skills like empathy, and respect.
 - Communication skills, basic interview skills -- CEO are noticing kids cannot communicate directly i.e. in person vs. using technology.
 - Most office issues are not people’s inability to do their job, its actually to get along with each other.
 - Kids think they can communicate. Big difference between talking to a friend vs. professional communication.
 - Diversity of communication is fine, but appropriateness is important.
 - Life skills – Cooking, sewing
 - Financial literacy
 - Focus on reading and math
- People always ask for “best student.” We have to find jobs for all kids.
- Concept of “career” is very different now than 20 years ago.
- Other countries are investing in target sectors.
- Find ways to get teachers out into the business community.
- No child left behind



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Comprehensive Planning Update

Presenter: Scott Kugler
Facilitator: Paul Larson or Tim Semman
Notetaker: Paul Larson or Tim Semman

Notes/Comments from Attendees:

- Planning staff presented background information regarding the comprehensive plan and planning process along with 10 trends identified through the initial comp planning research.
- A question was asked if the city can track whether a housing unit is occupied or vacant – the City water utility can track active meters. (***This may be helpful information in maintaining more accurate housing data.***)
- When presented with the fact that the City has over 4,000 residential units approved in the City that have yet to be constructed, a participant asked what the make-up of these approved units were, multi-family vs. single-family.
- Regarding the 2003 study finding of a 1% retail space vacancy rate, is that figure still current or has this number increased?
- Have there been any changes in the Sun Prairie population with the young families to seniors makeup?
- Some people don't know where downtown parking is. Planning staff shared survey results that indicated downtown business owners felt there was not enough/adequate parking downtown, while area residents felt there was enough parking downtown. (***Opportunity – residents/public need to be educated as to the location of downtown parking.***) The City is working on a plan to install better way-finding signage to help people find the available parking.
- Concern – school district boundaries and municipal boundaries are not the same. The Sun Prairie school district boundaries cover portions of the east side of Madison. ***What impact will growth in those areas of Madison have on future school needs?***
- The Autumn Lake development in Madison will be built in 2 to 3 years. A school site is planned in this neighborhood. Even though the development is in Madison, it is located within the Sun Prairie school district. ***What difficulties may arise when Sun Prairie School District voters are asked to build a school within the Madison City limits?***

Multi-family housing

Multi-family buildings used to be concentrated, the 1970s model of this type of development. Now multi-family housing is more scattered, and mixed in with other housing types and compatible land uses.



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Mixed housing type of developments work, as long as the buildings and neighborhood are designed well, while the 1970s model does not work.

Multi-family developments within the City that were built under the 1970s model should be improved or redeveloped. Design and upkeep of multi-family buildings has an impact on homes and development. Mold is becoming an issue in some multi-family buildings – once started it is difficult/expensive to manage. Is this or will this become an inspection issue? Multi-family housing is more of a quality of life issue vs. a major factor in locating a business. Although businesses do choose not to locate in areas where housing is in bad shape or higher crime rates exist or are perceived to exist. Businesses may have interest in locating in neighborhoods where housing is in need of repair if the City has plans to improve these areas.

Programs or incentives should be offered to improve older multi-family areas. This can be difficult due to willingness of the property owner to make changes, politics of potentially relocating current residents, finding developers who are willing to take on such a project, and funding options, public or private.

Rental housing was found to be necessary to provide housing for workers of businesses in the City and to serve as a place to live before people are able to purchase homes or condos.

Overall Sun Prairie does provide a wide range of housing types for all types of employees. A good housing mix is important for a higher quality of life.

Multi-family housing in commercial areas, such as along Main Street needs to be of higher quality to retain and attract businesses to the corridor.

Perception that there is an overabundance of condominiums. People are moving in the direction of condos, aging babyboomers do not want to maintain house/yard anymore but still want to own. The condo market was better in past years than now. Condos are needed in mixed use neighborhoods and do support commercial uses.

Concern over the number of apartments. Do we have enough already? New multi-family developments should include a mix of housing types, not be concentrated in one location with only multi-family buildings.

Is anything being done to update/rehab older apartment buildings?

Should the City look at the impact of new multi-family development on existing residential development?

Apartment issues do affect decisions to locate a business in a given area.

To what extent can zoning ordinances facilitate change (for apartment buildings)?

Affordability and mix of housing is good in SP (St. Mary's rep.)

What can the City do to incentivize owners of older apartments? (TIF, CDBG, WHEDA)



Sun Prairie Economic Development Council

2008 Business Roundtable Discussion Summary

Quality of Life

SP feels like it still has its own identity – a more intimate feeling. The city should work to maintain that intimacy or identity. Would like to maintain the ‘hometown’ feeling (compared to the homogeneity of Chicago suburbs) – things like the Corn Fest, Scarecrow contest, historic downtown, etc.) Community events help maintain the community identity.

The Main St. area should be promoted – it is a unique feature compared to other communities such as Fitchburg. Young families are looking for the convenience and value of stores like Woodmans and Target. Convenience is a big factor in decision making.

The city is missing a good clothing or department store (e.g. Kohls)

The city needs more national restaurants (not fast food) – similar to Greenway Station in Middleton., a steakhouse

What roles do school boundaries play in comprehensive planning?

How people perceive the City’s downtown is important – tattoo parlor (use is of concern).

Main St.

It fails as a gateway to downtown. The road is falling apart. The look is more detracting than attracting. The street needs to be more inviting and updated. Many existing uses are grandfathered – these would not likely be allowed today (e.g. storage, rental, etc.). Only appropriate uses should be allowed along W. Main Street as it redevelops. Landscaping and other amenities help define a nicer Main St. and are very important along the street.

TIF might be a tool to promote development. We Energies building looks too industrial for a Main St. corridor. The City should consider using TIF money to purchase nonconforming use properties when the land become available.

Design guidelines are important as long as they are not too onerous.

Concern over Main St. developing into an ‘Allied Dr.’ area – if more multi family units are allowed.

Concern about the Main St./ gateway image.