



OFFICE OF THE CITY CLERK

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Sun Prairie, WI 53590-2227
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Public Notice of the City of Sun Prairie, pursuant to Section 19.84, Wisconsin Statutes, is hereby given to the public and to the news media, that the following meeting will be held:

COMPREHENSIVE PLAN STEERING COMMITTEE

DATE: **WEDNESDAY, MAY 22, 2019**

TIME: **6:00 PM**

LOCATION: **COUNCIL CHAMBERS**
MUNICIPAL BUILDING
300 EAST MAIN STREET
SUN PRAIRIE, WI 53590

To consider the following:

1. **CALL TO ORDER AND ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. May 8, 2019
3. **OLD BUSINESS**
4. **NEW BUSINESS**
 - A. REVIEW OF PROJECT SCHEDULE
 - B. DISCUSSION OF COMMUNITY FEEDBACK
 - C. REVIEW OF CHAPTER 10, V.2 – IMPLEMENTATION
 - D. REVIEW OF CHAPTERS 1 & 2
 - E. ENTIRE PLAN REVIEW AND DISCUSSION
 - F. CONSIDER RECOMMENDATION OF DRAFT PLAN TO PLAN COMMISSION
5. **DISCUSS NEXT MEETING DATE**
6. **PUBLIC COMMENTS**
7. **ADJOURNMENT**

Posted: May 17, 2019

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Sun Prairie Utilities
125 West Main Street

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl
John Muller
Janet Rosseter
Bryant Stempki
Eder Valle*

*Kalvin Barrett
Don Hooser
Emily Lindsey
Terrell Outlay
Erin Ruth
Theresa Stevens*

*Peter Dettmer
Curt Klinkner
Stephanie Manthey
Dan Presser
John Schulze
Angela Thomas*

NOTE: Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the City Clerk's Office, 300 East Main Street, Sun Prairie WI 53590 (608) 837-2511

NOTE: It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

J/planning/comprehensiveplansteeringcommittee/agendas/2018/PAG05222019.doc



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**COMPREHENSIVE PLAN STEERING COMMITTEE MEETING MINUTES
SUN PRAIRIE, WISCONSIN 53590**

DATE: **WEDNESDAY, MAY 8, 2019**

TIME: 6:00 PM

LOCATION: **COUNCIL CHAMBERS
MUNICIPAL BUILDING
300 EAST MAIN STREET
SUN PRAIRIE, WI 53590**

1. CALL TO ORDER AND ROLL CALL

Committee Vice Chairperson Curt Klinkner called the meeting of the Comprehensive Plan Steering Committee to order at 6:08 pm. Attendance sheet attached.

Staff present: Scott Kugler, Tim Semmann, Sarah Sauer

Others Present: Jason Valerius (MSA)

2. APPROVAL OF MINUTES

A. Motion to approve the March 27, 2019 minutes: Hidalgo (1st), Muller (2nd)/ approval by voice vote.

3. OLD BUSINESS

4. NEW BUSINESS

A. BID PRESENTATION REGARDING DOWNTOWN PLANNING

Colleen Burke (BID Coordinator), Nicole Fulton (Nest Interior), Joe Van Tassel (Cannery Wine and Tasting Room)

Trash enclosures, Seating on Sidewalks, pedestrian bump outs (corners and midblock), Signage, lighting for pedestrians, bike-friendly environment.

B. REVIEW OF PROJECT SCHEDULE

May 14 - COW/Joint PC/Council Meeting, May 22 Complete Plan, Recommendation. Public Hearing draft released during the first couple of weeks of June. June 26 steering committee if necessary. July 9 – Plan Commission public hearing and resolution. Tentative adoption of plan on July 23. Member Manthey asked if an electronic copy would be available. Valerius stated the plan chapters are up on the City's website.

C. **REPORT OUT FROM GROUPS REVIEW CHAPTERS 5, 9**

Feedback from Ch. 10, Intergovernmental cooperation - question that sticks out is how do we achieve sustainable development patterns? Member Hooser asked what the current relationship with the Town of Sun Prairie is. Kugler stated discussions are cordial and friendly – long term goals are different. City's long term is to grow east when west becomes built out. Town goals are to preserve agriculture land. Actions are added in the plan for developing relationships. Members asked that Actions be listed under each associated goal/policy instead of being grouped and listed at the end of each chapter.

Ch. 9 land Use Group – how can City encourage neighborhood commercial? i.e. Smith's Crossing. Kugler explained his belief that as Prairie Lakes developed to the north, commercial interest in SC was low. In the case of Liberty Square – housing supply hasn't grown enough to support it. Other questions – how are the outcomes of small group discussions for Ch. 9 being included in the revised plan chapters?

Can add note under the Active Transportation Plan the downtown bike network presented by the BID.

Valerius presented the results. Committee recommended removing the Thompson Road overpass from the plan and to keep Employment along McCoy Rd with a note indicating Residential is not immediately desired along the highway but reasonable further back. With Bailey Rd, committee favors the Industrial FLU west of Bird. On Windsor St/Communications Dr, committee favored mixed-use south on Broadway next to highway, with the same note as SC – that residential be further from the highway, along Broadway. Keep pedestrian crossing on plan over the highway. Discussion around Bird and Linnerud whether to keep Industrial or transition more to Residential. Committee favors maintaining as is in the current plan with a note opening the area up to Residential.

D. **DISCUSSION – PUBLIC MEETING FEEDBACK**

Roughly 120 people (from sign-in sheets) across 3 meetings. 42 comment forms filled out (available on the website as a survey – open until 5/20). 20 minute presentation at the first two meetings followed by an open house. Saturday morning was all open house. Summary of written comments – people are not happy about construction of more multi-family housing (explicitly calling out low-income housing and big buildings as least desirable). Endorsing balanced neighborhoods, affordability, attracting higher paying employers. Transportation issues are less controversial – sidewalk policy was 50/50. Several people concerned over loss of agriculture/open/reserve space. Concern about taxes going up due to growth. MSA staff suggests keep promoting the plan even after it's adopted to keep people aware that there is a plan.

E. **DISCUSSION – PLAN IMPLEMENTATION STRATEGIES**

Elected officials and staff should be on board with the plan. Should staff and Plan Commission be designated for annual reports on implementation and enforcement of the plan? Potential for a smaller committee to be created in 2020 (estimated) to evaluate the plan. How frequently should amendments be considered? Further conversation to be held at the next meeting.

F. **DISCUSSION – ACTION PLAN PRIORITIES**

To be discussed at the next meeting.

5. **DISCUSS NEXT MEETING DATE**

Next meeting will be May 22 at 7 pm. Committee should prepare top 3 priorities for discussion.

6. **PUBLIC COMMENTS**

None

7. **ADJOURNMENT**

- A. Motion to adjourn the May 8, 2019 meeting of the Comprehensive Plan Steering Committee at 8:17 pm by Hidalgo (1st), Stempski (2nd) / approval by voice vote.

Posted: May 3, 2019

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Sun Prairie Utilities
125 West Main Street

*Jorge Hidalgo
Bryant Stempski
John Muller
Janet Rosseter*

*Don Hooser
Peter Dettmer
John Schulze*

*Curt Klinkner
Stephanie Manthey
Terrell Outlay*

Recorder: Sarah Sauer

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COMPREHENSIVE PLAN STEERING COMMITTEE MEETING ATTENDANCE

Date: May 8, 2019

Committee Members	Present	Absent
Mayor Paul T. Esser - Chairperson	_____	___X___
Kalvin Barrett	_____	___X___
Peter Dettmer	___X___	_____
Jorge Hidalgo	___X___	_____
Don Hooser	___X___	_____
Curt Klinkner	___X___	_____
Drew Kuehl	_____	___X___
Emily Lindsey	_____	___X___
Stephanie Manthey	___X___	_____
John Muller	___X___	_____
Terrell Outlay	___X___	_____
Dan Presser	_____	___X___
Janet Rosseter	___X___	_____
Erin Ruth	_____	___X___
John Schulze	___X___	_____
Bryant Stempski	___X___	_____
Theresa Stevens	_____	___X___
Angela Thomas	_____	___X___
Eder Valle	_____	___X___

F.C. LAND LLC

2824 Prairie Lakes Drive, Suite 201
Sun Prairie, Wisconsin 53590
Telephone: (608)837-0100
Email: chad@shopprairielakes.com

April 24, 2019

BY EMAIL

Mr. Scott Kugler
Community Development Director
City of Sun Prairie
300 East Main Street
Sun Prairie, WI 53590

Re: Comments Concerning Draft Comprehensive Plan Provisions Dealing with (A) “Residential Compatibility Standards” at April 24, 2019 Comprehensive Plan Steering Committee (“CPSC”) Meeting, and (B) “Neighborhood Mixed Use” Classification at March 27, 2019 CPSC Meeting

Dear Mr. Kugler:

F.C. Land LLC (“FC”), and its affiliated companies, own land along most of the north and south sides of West Main Street, between Bird Street and Grand Avenue (CTH “C”), in the City of Sun Prairie. FC has owned this land for many years and has long intended to develop this land for commercial and multi-family residential use. This land was the subject of an approved General Development Plan (“GDP”) under Sun Prairie’s Planned Development zoning ordinance, which GDP was approved by the City Council more than ten (10) years ago. This GDP provides that FC can build a large number of multi-family housing units, with significant density, in this corridor, along with commercial development. FC intends to develop this multi-family housing as the market permits. As our record in Sun Prairie and elsewhere demonstrates, our housing will be both high quality and well-managed, and will, therefore, be an asset to the City of Sun Prairie and its residents.

We have reviewed the draft sections of the proposed Comprehensive Plan which have been submitted to the CPSC for its meeting tonight and for the meeting previously held on March 27, 2019. In so doing, we find that the drafters have proposed provisions which raise significant concerns for us as they could, depending on how they are implemented, impair our ability to develop the multi-family housing that we are permitted to develop under the now-approved GDP, and which we have successfully built elsewhere in Sun Prairie in the past.

Residential Compatibility Standards.

In particular, we are concerned with the “Residential Compatibility Standards” found in Volume 2, Chapter 9 (Land Use) of the draft plan, at page 20 of 20 in the plan sections provided in the packet for the meeting tonight. Our concern is that these Residential Compatibility Standards not be used in the approval process for any Precise Implementation Plans submitted by FC under

our approved GDP to limit the design of our multi-family residential projects, including mixed commercial and residential buildings, which would otherwise be permitted under our approved GDP. The Residential Compatibility Standards appear to be written in mandatory-type language and state that they "...shall apply to all new multi-unit residential, office and/or mixed use development of three-stories or larger and/or any development requiring a Planned Development (PD) zoning approval **located on land abutting or across a street or alley from low-intensity residential.**" (Bold added.) Some of the land owned by FC and zoned for multi-family use under our GDP on the north side of Main Street is located on land which may be affected by these Residential Compatibility Standards due to its proximity to future single-family housing to the north.

Our preferred request is that the draft comprehensive plan be amended to make clear that these Residential Compatibility Standards do not apply to multi-family or mixed use development in the "Neighborhood Mixed Use (NMU)" areas in the Comprehensive Plan if the multi-family or mixed-use development was permitted under an approved GDP that was adopted prior to the start of this comprehensive plan update in 2018. If this language is added to the proposed Comprehensive Plan text, it will alleviate our concerns with the Residential Compatibility Standards in the draft Plan outlined in this letter.

If the draft plan is not amended as requested above, then we need to delve into the provisions of the Residential Compatibility Standards in the draft plan and comment on the problematic provisions contained therein individually, and request changes to the specific provisions of the Standards.

Here are our concerns with the text of the Residential Compatibility Standards:

Section C.2. Building Height.

This section should be modified to make clear that projects like ours may be four (4) stories in height throughout the project, including portions abutting and adjoining single-family housing, plus a pitched roof, and if the first floor of a building will be commercial and the upper floors residential, then the building must be permitted to be either (a) five (5) stories in height, plus a pitched roof, or (b) sixty (60) feet (5 x 12 ft.) in height, plus the roof height.

If the height is restricted by these Residential Compatibility Standards and the number of housing units are reduced as a result, the level of amenities that can be provided in the buildings will likely be reduced as a result, and the quality of the project will be reduced. The City should strive for the best projects, and the Residential Compatibility Standards will do the opposite of what the City wants to achieve.

Under FC's GDP, there could be buildings with commercial uses on the first floor. If this happens, then there will need to be four (4) stories of residential units above the commercial

floor. This is important, as the commercial first floor is somewhat more speculative in nature as an investment, so if the City wants to encourage this type of mixed-use development, it needs to work with FC to build a project that can sustain itself economically while the commercial first floor fills out.

For reasons of attractiveness of design, better long-term maintenance results and experience as an owner, FC does not build new residential buildings with flat roofs, so it is critical that we be given the ability to do pitched roofs on these buildings and for the height of these pitched roofs to be allowed within any adopted height limits.

C.7. Entrances.

This section should be modified by eliminating the requirement that at least half of all first story dwelling units must be directly accessible from an entrance located on a street-facing facade. If you look at The Abbey or Irongate, you will see that FC does this where practical and desirable, but a hard rule is a mistake. FC requests that any requirement like this be eliminated.

NMU Provisions.

Here are concerns that FC has with the description of the Neighborhood Mixed Use (NMU) land use classification in Volume 2, Chapter 9 of the draft Comprehensive Plan, at page 18 of 40 submitted to the March 27, 2019 meeting of the CPSC:

Para. 3. The NMU provisions of the draft plan impose size limits on individual buildings. FC objects to any new or additional size restrictions.

Para. 4. The NMU provisions of the draft plan suggest a four (4) story height limit. A limit of four (4) stories should not be imposed if the first floor is commercial, as discussed above.

Para. 5. The NMU provisions attempt to incorporate the Residential Compatibility Standards discussed above into the NMU provisions. Hence, the comments made above concerning the Residential Compatibility Standards should be applied here as well.

Para. 6. The NMU provisions seem to require that any housing must contain income qualified housing. FC does not do this kind of housing, so this should be removed. Others specialize in this, but FC does not. The land will sit vacant if this is required.

Para. 8. The NMU imposes requirements that may or may not be practical in the future regarding drive-thru arrangements, so new requirements in this regard should be removed.

Para. 10. The NMU imposes requirements regarding off-street parking that again may or may not be practical or workable, so new requirements in this regard should be removed.

We respectfully request that the changes requested above be made to the draft Plan provisions.

We are happy to work with staff on this or to appear before the Committee if that will help in resolving these matters. Of course, we reserve the ability to make other or further comments on the draft Plan as it is assembled and revised by staff and the Committee.

Sincerely,

F.C. LAND LLC

By: 

Ronald G. Fedler, Manager

cc: Paul T. Esser, Mayor and Chairperson
Tim Semmann, City Planner
Neil Stechschulte, Director of Economic Development
Jason Valerius, MSA Professional Services

CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039

Volume 2:
Goals, Policies & Actions

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**Implement
the Plan**

10

PRIORITY ACTIONS

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

PRIORITY ACTIONS

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

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

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

Local Plans and Studies

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

- » **Update the DOWNTOWN REVITALIZATION PLAN.**
(See Land Use)
- » **Create and adopt an ACTIVE TRANSPORTATION PLAN with Official Maps for on- and off-street bicycle facilities.**
(See Transportation)
- » **Prepare a HOUSING STUDY to evaluate housing market conditions and advise City actions to address housing mix and affordability concerns.**
(See Housing)

- » **Conduct a FEASIBILITY STUDY FOR A MULTI-CULTURAL CENTER** that would provide a shared space used for various community, ethnic and religious events and celebrations. *(See Community Facilities)*

Ordinance Updates

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

- » **Adopt the SIDEWALKS AND PATHS POLICY** into City ordinances, and then enforce that ordinance consistently. *(See Transportation)*
- » **Complete a comprehensive ZONING AND SUBDIVISION ORDINANCE Update and Unification.** *(See Land Use)*

Intergovernmental Initiatives

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

- » **Work with WisDOT to RE-ROUTE WIS 19 THROUGH THE CITY** of Sun Prairie to reduce congestion at the Bristol/Main intersection. *(See Transportation)*

- » **Launch, sustain and build upon EXPRESS TRANSIT SERVICE** to and from Madison. *(See Transportation)*
- » **Schedule WORKING SESSIONS WITH THE SUN PRAIRIE AREA SCHOOL DISTRICT** involving elected officials and key staff for both the City and the School District no less than semi-annually. *(See Intergovernmental Cooperation)*
- » **Update the TOWN OF BRISTOL BOUNDARY AGREEMENT** before it expires in 2025. *(See Intergovernmental Cooperation)*

Capital Improvements

Some actions are focused on City infrastructure. One is highlighted as especially important right now.

- » **Provide ENHANCED BI-CYCLE FACILITIES** in key urban arterial corridors, where feasible. *(See Transportation)*

Program Initiatives

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

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

GUIDING DAILY DECISIONS

CITY COUNCIL AND THE PLAN

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

CITY ROLES & RESPONSIBILITIES

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

City Council

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

City Plan Commission

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

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

Community Development Authority

Many of the actions related to housing address affordability and require some sort of public funding. This plan assumes that the Community Development Authority (CDA) will have the lead role

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

Transit Commission

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

Parks, Recreation and Forestry Commission

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

Sun Prairie Utilities Commission

The Utility Commission's role in managing various public infrastructure systems is vital to the growth and health of the City. The Com-

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

Finance Committee

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

Public Works Committee

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

Other Committees and Commissions

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

City Staff

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

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

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

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

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

EDUCATION & ADVOCACY

Implementation of this plan also depends, to a great degree, on the actions and decisions of entities other than City government. The Action Plan (see Section 6.4) indicates a few responsible parties that the City of Sun Prairie does not control or direct.

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

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

UTILIZING EXISTING TOOLS

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

Operational Tools

- » Annual Budget Process
- » Capital Improvement Program

Regulatory Tools

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

Funding tools

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

GUIDING ANNUAL DECISIONS

ANNUAL REPORT

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

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

LINK TO ANNUAL BUDGET PROCESS

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

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

The following process and schedule is recommended:

To Be Completed...

AMENDING THE PLAN

MONITORING & AMENDING THE PLAN

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

posals threaten the integrity of the plan and the planning process and should be avoided.

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

Amendments may be made at any time using this process, however in most cases the City should not amend the plan more than biannually. A common and recommended approach is to establish a consistent biannual schedule for consideration of amendments. This process can begin with a joint meeting of the Plan Commission and City Council (e.g. January), followed by Plan Commission recommendation (e.g. February), then

public notice procedures leading to a public hearing and vote on adoption by City Council (e.g. March or April).

UPDATING THE PLAN

The 20-year horizon of this plan defines the time period used to consider potential growth and change, but the plan itself should be fully updated at least every 10 years. Unlike an amendment, the plan update is a major overhaul of the plan document and supporting maps. The purpose of the update is to incorporate new data and to ensure, through a process of new data evaluation and new public dialogue, that the plan remains relevant to current conditions and preferences. Updates on a 10-year schedule are good practice because conditions can change dramatically over that period of time; also, it is required by state statute. The City may find that changing conditions call for update of a

particular chapter of the plan after less time has passed, for example a 5-year update of the housing or transportation chapter. Like a full plan update, a narrow update such as this should incorporate new data, a public input process, and a complete review of all policies and actions.

AMENDMENT PROCESS

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

Step One

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

Step Two

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

After holding the public hearing, Plan Commission can recommend approval, recommend against amendment, or request more information before acting.

Step Three

City Council hears a report from Plan Commission on the amendment and considers adoption.

Step Four

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

ACTION PLAN

ACTION PLAN GUIDE

The following pages feature a compilation of actions identified in [Volume II \(Chapters 3-9\)](#) to help the City achieve its various goals and objectives.

“Target Completion” Deadlines

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

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

Lead Agencies

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

3. AGRICULTURAL, NATURAL & CULTURAL RESOURCES		Action Completed	Target Completion	Lead Agencies
Agricultural Resources				
3.1	Amend the City's Ordinances as needed to allow agricultural uses, such as community gardens, roof top gardens, small-scale organic orchards and vineyards that are compatible with surrounding uses.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division
3.2	Conduct a feasibility study for a downtown public market as an outlet for more locally grown food products.	<input type="checkbox"/>	Long-Term (2031-2040)	Planning Division
3.3	Promote resident awareness of local Community Supported Agriculture (CSA) programs and of the availability of county vouchers and other sponsored programs available to support CSA efforts. This information should be made available on the City's website and promotional materials should be distributed to residents annually.	On-going (annually)		Planning Division
3.4	Establish a City initiative to encourage local businesses such as grocers and restaurants to buy more local food products.	<input type="checkbox"/>	Short-Term (2021-2024)	Economic Development Dept.
Natural Resources				
3.1	Advocate for reclamation of the former gravel pit north of Nelson Road (currently in the Town of Burke) as a county park, in collaboration with the City of Madison, Town of Burke and Dane County.	On-going		Planning Division Parks, Recreation & Forestry Dept.
3.2	Evaluate the continued application of drainage districts and associated charges within city limits where properties are also serviced and charged by the Sun Prairie Stormwater Utility.	<input type="checkbox"/>	Short-Term (2021-2024)	Planning Division Engineering Dept.
Cultural Resources				
3.1	Propose creation of a downtown historic district and evaluate community support for the district.	<input type="checkbox"/>	Short-Term (2021-2024)	Planning Division
3.2	Adopt a policy or ordinance to enable privately-funded art on public property.	<input type="checkbox"/>	Mid-Term (2025-2030)	Planning Division
3.3	Work with the Historical Library and Museum Board to develop a plan for the long-term viability of the Sun Prairie Historic Museum.	<input type="checkbox"/>	Mid-Term (2025-2030)	Planning Division
3.4	Create an Art in Infrastructure program that allocates a small percentage of annual capital spending toward artistic elements (examples: poetry stamped into sidewalks, wraps for prominent utility boxes, unique stop sign posts).	<input type="checkbox"/>	Mid-Term (2025-2030)	Planning Division Public Works Dept.
3.5	Evaluate the need for multicultural, multi-use community event space and collaborate with private sector partners to facilitate creation, either as a public or private facility.	<input type="checkbox"/>	Long-Term (2031-2040)	Planning Division Economic Development Dept.

4. Utilities & Community Facilities		Action Completed	Target Completion	Lead Agencies
Utilities				
4.1	Convene a meeting with all locally active telecommunication utilities to discuss their future needs and interests for new equipment in the City.	<input type="checkbox"/>	Immediate (2019-2020)	Sun Prairie Utilities (SPU)
4.2	Continue a formal review of City stormwater management requirements for new development, to evaluate their adequacy to prevent flooding based on the increase in large storm events.	<input type="checkbox"/>	Immediate (2019-2020)	Engineering Dept. Public Works Dept.
4.3	Establish a guideline that encourages placement of utility boxes in locations that limits their impact on (prominent) intersections, within pedestrian zones, and along a primary building façade.	<input type="checkbox"/>	Short-Term (2021-2024)	Planning Division Engineering Dept.
4.4	Promote available incentives, energy audits and appliance recycling offered through Wisconsin Public Power, Inc. (WPPI), Focus on Energy or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.	On-going		Sun Prairie Utilities Economic Development Dept.
4.5	Evaluate the City's current use of drainage districts to fund stormwater facility maintenance and see if this is still needed in addition to the fees collected by the Stormwater Utility.	<input type="checkbox"/>	Short-Term (2021-2024)	Engineering Dept. Public Works Dept.
4.6	Poll residents regarding waste management practices and services, including the frequency of recycling collection and local options for hazardous waste disposal.	<input type="checkbox"/>	Immediate (2019-2020)	Sun Prairie Utilities
Community Facilities				
4.1	Conduct a study to evaluate the space needs and potential sites for a large, multi-cultural center that can be a shared space used for various community, ethnic and religious events and celebrations (e.g. Hmong funerals, Diwali, etc.), and provides programming that showcases the growing cultural diversity within the City. This could be a public or a private facility (or a joint venture) and might be located in a new community park – see the Ashwaubenon Community Center as a model.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division
4.2	Design and install several splash pads (with a preference for recycled water systems) throughout the community.	<input type="checkbox"/>	Mid-Term (2025-2030)	Parks, Recreation & Forestry Dept.
4.3	Work with the City of Madison and Dane County to evaluate the feasibility of a sports-plex recreation facility and/or a joint Madison/Sun Prairie community splash pad on City of Madison lands south of the Prairie Lakes commercial area.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division
4.4	Conduct energy audits of existing City buildings and facilities and consider implementation of resulting recommendations.	<input type="checkbox"/>	Mid-Term (2025-2030)	Public Works Dept.
4.5	Adopt the Potential Future Parks Map 4-1 as a component of the Official Map.	<input type="checkbox"/>	Short-Term (2021-2024)	Parks, Recreation & Forestry Dept.

5. Intergovernmental Cooperation		Action Completed	Target Completion	Lead Agencies
5.1	Schedule a working session with SPASD involving elected officials and key staff for both the City and the School District no less than semi-annually to discuss issues of concern and opportunities for collaboration.	On-going (annually)		Planning Division
5.2	Work with the Town of Sun Prairie to develop an intergovernmental agreement that protects future growth areas and utility extension routes for the city, allows limited rural residential development in the town and defines the jurisdiction and maintenance of certain roads that serve both jurisdictions.	<input type="checkbox"/>	Mid-Term (2025-2030)	Planning Division
5.3	Work with the Town of Bristol beginning in 2020 to extend or replace the current boundary agreement before it expires in 2025.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division
5.4	Work with the Village of Cottage Grove to develop an intergovernmental agreement defining a long-term boundary between the two municipalities. Consider including the City of Madison and Town of Sun Prairie in this agreement if feasible.	<input type="checkbox"/>	Long-Term (2031-2040)	Planning Division
5.5	Meet with the Capital Area Regional Planning Commission as necessary to expand the urban service area consistent with this Comprehensive Plan and when considering major land use planning updates to this plan.	On-going		Planning Division
5.6	City staff will meet with staff from each adjacent jurisdiction during the annual process to update the City's Capital Improvement Plan, to coordinate projects as appropriate.	On-going (annually)		Planning Division
5.7	Work with the Town of Burke to coordinate capital planning and construction projects in areas of the town that will become City of Sun Prairie in 2036. This should include a meeting early in the calendar year between City and Town staff no less than annually to discuss current year construction projects and future year design projects.	On-going (annually)		Planning Division
5.8	Coordinate with all adjoining jurisdictions during outdoor recreation planning to seek complementary recreation investments where service areas overlap. Work to avoid duplication of unique amenities. Coordinate with all adjoining jurisdictions on transportation projects during the annual CIP process.	On-going (annually)		Planning Division

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

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

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

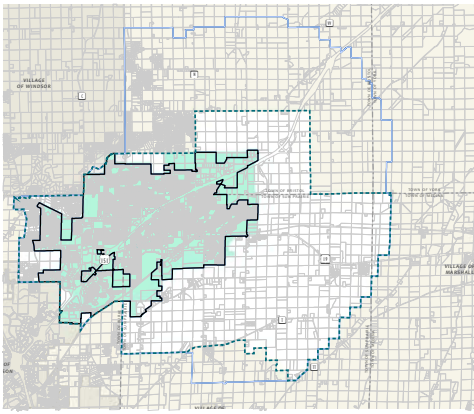
7. Housing		Action Completed	Target Completion	Lead Agencies
7.10.2	Review and amend the zoning ordinance to enable the development of housing formats that limit cost, including smaller lots, smaller homes, attached units and “cottage court” clusters of detached homes. Identify locations for these formats in neighborhood plans for new and existing neighborhoods.	On-going		Planning Division
7.10.3	Consider partnering with (and foster the creation of, if necessary) a land trust that can offer lower-cost homes by separating the cost of the land from the cost of the home for income-qualified buyers.	<input type="checkbox"/>	Mid-Term (2025-2030)	Economic Development Dept. Planning Division CDA
7.10.4	Partner with Habitat for Humanity to offer new income-qualified ownership units through their program in the City regularly.	On-going		Economic Development Dept. Planning Division
7.10.5	Help promote the availability of down payment assistance programs in Dane County through digital media.	On-going		Planning Division
7.10.6	Encourage new Section 42 tax credit projects that result in income-qualified units for at least 30 years. Create a competitive grant program with which the City can provide local funding that will help developers to win competitive tax credit awards from the Wisconsin Housing and Economic Development Authority (WHEDA). Identify locations for tax credit projects that maximize scoring in WHEDA’s Qualified Allocation Plan (QAP) and have access to public transportation. Note that all of these factors are subject to change by WHEDA, so some flexibility will be necessary.	<input type="checkbox"/>	Short-Term (2021-2024)	Economic Development Dept. Planning Division CDA
7.11	Specifically address the significant housing gap for households earning less than 30% of the Dane County Median Household Income by partnering with entities such as the Dane County Housing Authority to build or renovate units targeted to these residents.	<input type="checkbox"/>	Immediate (2019-2020)	Economic Development Dept. Planning Division CDA
7.12	Review and approve housing development proposals based on consistency with the Land Use chapter of this Plan, including the Future Land Use Map and associated policies.	On-going		Planning Division
7.13	Amend the City’s ordinances to allow accessory dwelling units by conditional use permit, with appropriate standards, for the purpose of increasing housing choice, increasing density, accommodating different household types and increasing affordability. Encourage this as part of new neighborhood development, during initial unit construction and site design.	<input type="checkbox"/>	Short-Term (2021-2024)	Planning Division

8. Mobility & Transportation Systems		Action Completed	Target Completion	Lead Agencies
8.1	Adopt into City ordinance the policies regarding sidewalks and multi-use paths in lieu of sidewalks, and then enforce that ordinance consistently (see next two pages).	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division Public Works Dept.
8.2	Continue to implement a program to identify and repair broken and substandard sidewalks.	On-going (annually)		Public Works Dept.
8.3	Work with WisDOT to reroute WIS 19 through the City of Sun Prairie to reduce congestion at the Bristol/Main intersection.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division
8.4	Build a park-and-ride facility at Cremer and O’Keeffe.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division Transit Commission
8.5	Implement a successful launch of express transit service to and from Madison, then build on that success to expand service to accommodate more users and transportation needs within Sun Prairie.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division Transit Commission
8.6	Evaluate the City’s transit system annually. Work with Metro Transit to expand transit options in and to the City. This includes both local routes and inclusion in a Bus Rapid Transit (BRT) system if/when it is created.	On-going (annually)		Planning Division Transit Commission
8.7	Consider steps on an annual basis to complete connections in the regional bikeway network. Work with neighboring jurisdictions, WisDOT, Wisconsin DNR and other key stakeholders to plan, study and fund expansion of the regional network.	On-going (annually)		Planning Division Transit Commission
8.8	Collaborate with WisDOT to provide paved shoulders of at least five (5) feet in width on rural highways where appropriate and economically feasible.	<input type="checkbox"/>	Mid-Term (2025-2030)	Engineering Dept.
8.9	Work with Dane County, the Town of Sun Prairie, the Village of Cottage Grove, and Wisconsin DNR to develop a multi-use trail that connects Sun Prairie to the Glacial Drumlin Trail either via CTH N or Town Hall Road.	<input type="checkbox"/>	Long-Term (2031-2040)	Planning Division
8.10	Create and adopt an Active Transportation Plan with Official Maps for on- and off-street bicycle facilities. Figure 8.1 (on the next page) suggests bike routes through the City, connecting neighborhoods, districts and destinations. This map provides a starting point for the larger active transportation planning process.	<input type="checkbox"/>	Immediate (2019-2020)	Planning Division Transit Commission
8.11	Provide enhanced bicycle facilities (e.g., bike lane markings and signage, bicycle detection systems at signals, off-street paths) in key urban arterial corridors, where feasible.	<input type="checkbox"/> <input type="checkbox"/>	Short-Term (2021-2024)	Engineering Dept. Public Works Dept.
8.12	Conduct detailed planning for new collector and arterial streets, focusing on streets that provide alternatives for travel through Sun Prairie. See Figure 8.2 below for recommended future streets and road classifications.	<input type="checkbox"/>	Mid-Term (2025-2030)	Engineering Dept. Public Works Dept.
8.13	Update the Official Map annually.	On-going (annually)		Planning Division

8. Mobility & Transportation Systems		Action Completed	Target Completion	Lead Agencies
8.14	Prepare conceptual neighborhood plans in areas slated for growth prior to development in order to ensure good street connectivity, adequate bicycle accommodations and efficient transit routes.	<input type="checkbox"/>	Mid-Term (2025-2030)	Planning Division
8.15	Continue to work with Sun Prairie School District to provide bicycle education in grade schools and middle schools every year.	On-going (annually)		Transit Commission
8.16	Work with the Sun Prairie Area School District to refine bus stop locations with a focus on safety for students.	On-going (annually)		Planning Division Public Works Dept.
8.17	Work with Sun Prairie Moves to support and expand education/encouragement programs that promote safety and encourage all residents to bicycle for commuting and other trips.	On-going (annually)		Transit Commission Sun Prairie Moves
8.18	Install trees and other plantings along arterial and collector streets to reduce vehicle speeds and promote community character, with care to preserve visibility near intersections and pedestrian crossings. Consider planting trees in existing central medians along Grand Avenue, Bird Street and S. Thompson Road.	<input type="checkbox"/>	Short-Term (2021-2024)	Public Works Dept.
8.19	Enable winter biking. Develop and implement local policies and practices to clear snow, ice and debris from on-street and off-street bike facilities.	<input type="checkbox"/>	Short-Term (2021-2024)	Public Works Dept.
8.20	Evaluate pedestrian safety improvement needs at major street crossings and implement improvements as opportunities are available. The recommended short-term solutions in the 2018 West Main Street Traffic Study should be a top priority.	<input type="checkbox"/>	Short-Term (2021-2024)	Public Works Dept.
8.21	Identify, prioritize, and implement corridor and intersection projects to improve traffic operations and pedestrian safety on the roadway system.	On-going (annually)		Public Works Dept.
8.22	Monitor safety and access issues around personal mobility devices with electric assist motors, such as scooters, skateboards, and bikes. Draft policies to regulate these devices if and when appropriate, with attention to the work of other communities on the same topic. Make appropriate distinctions between different types of devices and recognize the important transportation value of bikes.	On-going		Planning Division Transit Commission
8.23	Reorganize the transportation-related committees and commissions to place equal emphasis on all modes.		Immediate (2019-2020)	Transit Commission
8.24	Consider expanding shared-ride transit service to allow trips to begin or end in Windsor and DeForest.	<input type="checkbox"/>	Short-Term (2021-2024)	Transit Commission
8.25	Prepare and implement ADA compliance plans to retrofit sidewalks in pedestrian-oriented districts and corridors, especially within the downtown.	<input type="checkbox"/>	Short-Term (2021-2024)	Public Works Dept.

8. Mobility & Transportation Systems		Action Completed	Target Completion	Lead Agencies
8.26	Evaluate the potential impacts of new technologies in street and development projects. For instance, consider the likelihood that ride-hailing services and autonomous vehicles will increase the need for pickup and drop-off space near building entrances.	<input type="checkbox"/>	Short-Term (2021-2024)	Planning Division
8.27	Review the City's off-street parking requirements periodically (at least every two years) to assess their effectiveness in making efficient use of land for vehicle parking. When appropriate, reduce minimums and consider enacting maximums to avoid excess parking spaces.	On-going (bi-annually)		Planning Division Public Works Dept.
8.28	Evaluate annually the potential of funding and installing plug-in outlets for electric vehicles in City parking lots.	On-going (annually)		Engineering Dept. Sun Prairie Utility

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



P.4 - Planning Area

CITY OF SUN PRAIRIE Comprehensive Plan 2019-2039

Volume 1: Community Indicators Report

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- Planning Area
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- Key Community Indicators
- Other Planning Documents

Introduction

INTRODUCTION



Cannery Square

Welcome to the City of Sun Prairie Comprehensive Plan! This plan is intended to guide decisions and actions affecting the growth and development of the City of Sun Prairie over the next two decades and beyond, consistent with the requirements of Wisconsin Statutes 66.1001.

This chapter provides the foundation for the Comprehensive Plan, describing the purpose of the plan, requirements of state law, and definition of the planning area. The chapter also provides demographic history and projections and a summary of previously completed plans and studies.

This is Volume 1 of the plan, providing background data and analysis to inform the creation of the policy content of the plan found in Volume 2.

Purpose & Intent

The Comprehensive Plan is a resource for managing the growth of the City of Sun Prairie. It is designed to be a working document used by City officials to direct community development decisions, to assist with capital and operational budgeting, and as a tool to focus and stimulate private housing, business and industrial investment in the community.

A Comprehensive Plan functions as an umbrella document that considers most issues affected by City government, and it is to be used in coordination with other documents and ordinances. The plan refers to many other plans and studies that address specific topics in greater detail.

The plan is implemented through the use of ordinances, especially the zoning ordinance and subdivision ordinance. This plan is intended to help the Plan Commission and City Council apply those

ordinances; in fact, State statutes require that certain decisions must be consistent with this Plan. In some cases it may be necessary to amend those ordinances to ensure consistency with this Plan.

The Plan as a Living Guide

The plan represents the City's best effort to address current issues and anticipate future needs, but it can and should be amended as conditions warrant reconsideration of policies in the plan. The Implementation Chapter in Volume 2 describes how the plan will be amended to manage and maintain its relevance as policy and development guide.

Statutory Requirements

Wisconsin's Comprehensive Planning law [§66.1001 Wis. Stats.] was adopted in October of 1999. The law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance must be consistent with that local governmental unit's comprehensive plan:

- » Official maps
- » Local subdivision regulations
- » General zoning ordinances
- » Shoreland/wetland zoning ordinance

Wis. Stat. 66.1001 does not mandate specific land use policies communities must adopt, rather it requires that certain topics must be addressed, and the procedures for plan creation, adoption, and amendments.

Comprehensive Planning Elements & Organization

Wis. Stat. 66.1001 Law outlines nine elements that must be included in a community's comprehensive plan:

- » Issues and Opportunities
- » Agricultural, Natural & Cultural Resources
- » Utilities & Community Facilities
- » Intergovernmental Cooperation
- » Economic Development
- » Housing
- » Transportation
- » Land Use
- » Implementation

Each of these elements is included in this plan (Chapters 2-10), in each of two volumes.

Volume 1 contains the background data and information necessary to understand the current planning context within the community at the time of preparation of the plan, including a summary of public input.

Volume 2 is the "policy" document - it describes the goals, policies and actions intended to guide the orderly growth of the City and its environs over the next 20 years.

Planning Area

The study area for this plan includes all lands in which the City has both a short-term and long-term interest in planning and development activity. The planning area includes all lands within the current municipal limits and those unincorporated lands within which the City has some form of authority over development.

Figure 1-1 illustrates the City of Sun Prairie and its extraterritorial jurisdiction area (Sun Prairie ETJ) in relation to surrounding communities. The City's growth and authority are constrained to the north, west and south by other municipalities and by agreements with these neighbors. This area is not a planned growth area - it is the area within which Sun Prairie has or could have some influence in terms of future development, and as such the City has a strong interest in studying this area closely as part of this planning process.

The City is approximately 8,012 acres in size, and the planning area is approximately 24,688 acres.

WHY PLAN?

The purpose of this plan is to establish a shared vision for Sun Prairie to guide future actions and decisions. This guidance improves the City's ability to achieve desired ends and act with consistency over time.

PLAN MAINTENANCE

The plan can and should be amended from time to time to adjust to changing conditions, and it should be fully updated with new data at least every 10 years.

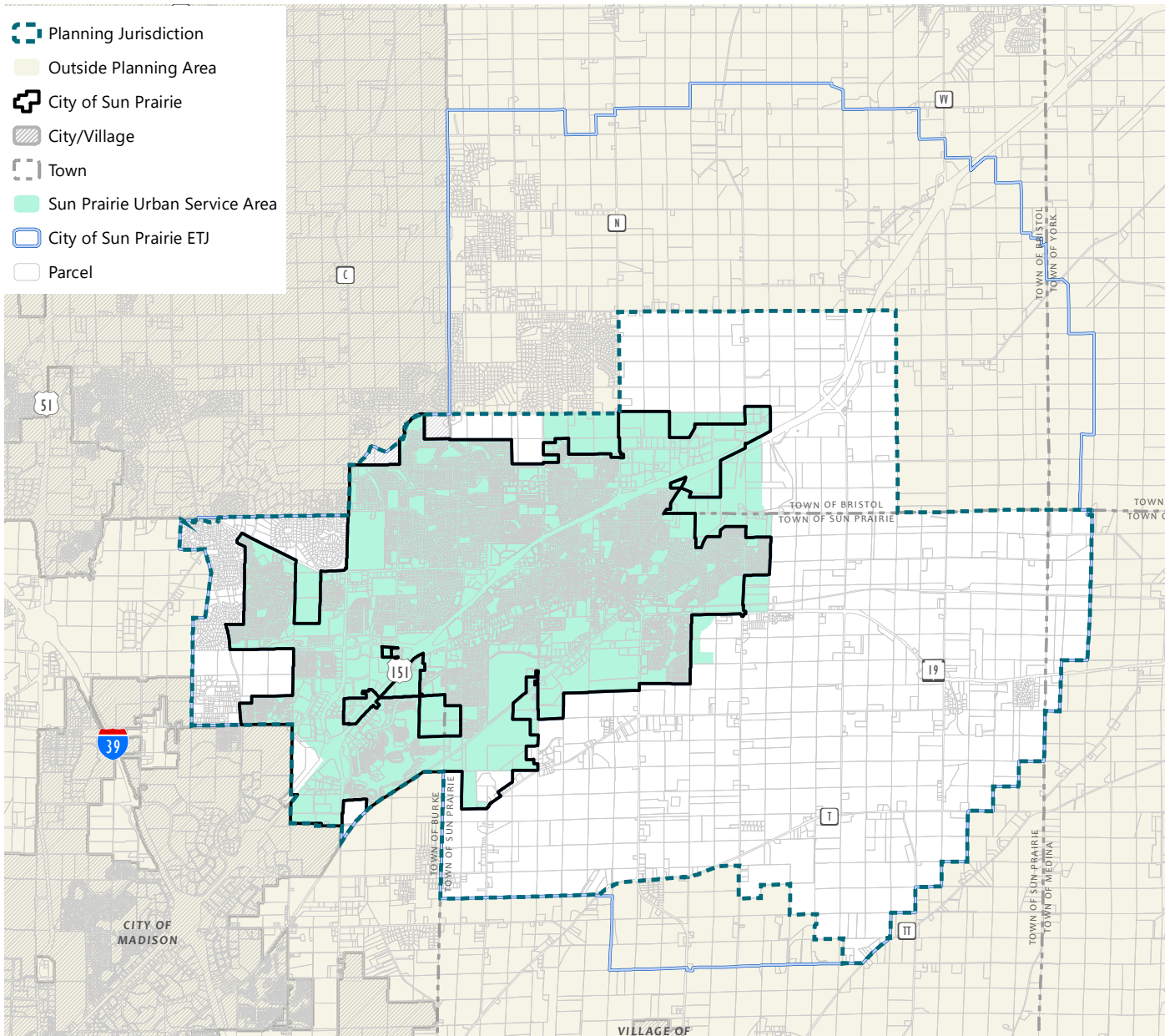
ORGANIZATION

This plan is organized into a data document (Volume 1) and a policy document (Volume 2). Each volume has 10 chapters that generally align with the requirements of Wisconsin's Comprehensive Planning Law.

WHAT IS THE PLANNING AREA?

The Planning Area is the geographic area in which the City has the greatest ability to affect land use decisions over the next 20 years. This area is defined either by the statutory limits of the City's extraterritorial plat review authority (3 miles from the City limits) or by agreements with neighboring jurisdictions that define certain growth boundaries.

Figure 1-1: Sun Prairie Planning Area



Regional Context

Sun Prairie is a community of about 34,000 located immediately northeast of the City of Madison, Wisconsin. The City is well-situated regionally, with excellent access to major transportation routes and facilities. It is located 75 miles west of Milwaukee, and 155 miles northwest of Chicago. Known for local traditions such as Cornfest and Groundhog Day events, and as the birthplace of artist Georgia O'Keefe, Sun Prairie is part of a growing region with a strong economy. Anchored by State government and the University of Wisconsin and major employers such as Epic Systems and American Family Insurance, the Madison-area economy attracts people.

Sun Prairie is well-served by regional transportation facilities with United States Highway (USH) 151 and State Highway (STH) 19 passing through the City, and Interstates (I) 39, 90, and 94 located two miles west and five miles south of the City. The City is also well-served by the Dane County Regional Airport, located about five miles west within the City of Madison. This has had many positive impacts on Sun Prairie, which is home to several corporate headquarters and has enjoyed success in developing a high quality business park with a diverse mix of employers.

Sun Prairie has become known in the region for its high quality of life, its excellent parks and recreation programs, its exceptional public school system, and a practical approach to the development and redevelopment of the community. These factors have helped to make the City a very attractive location for families moving into the Madison region.



Regional Location

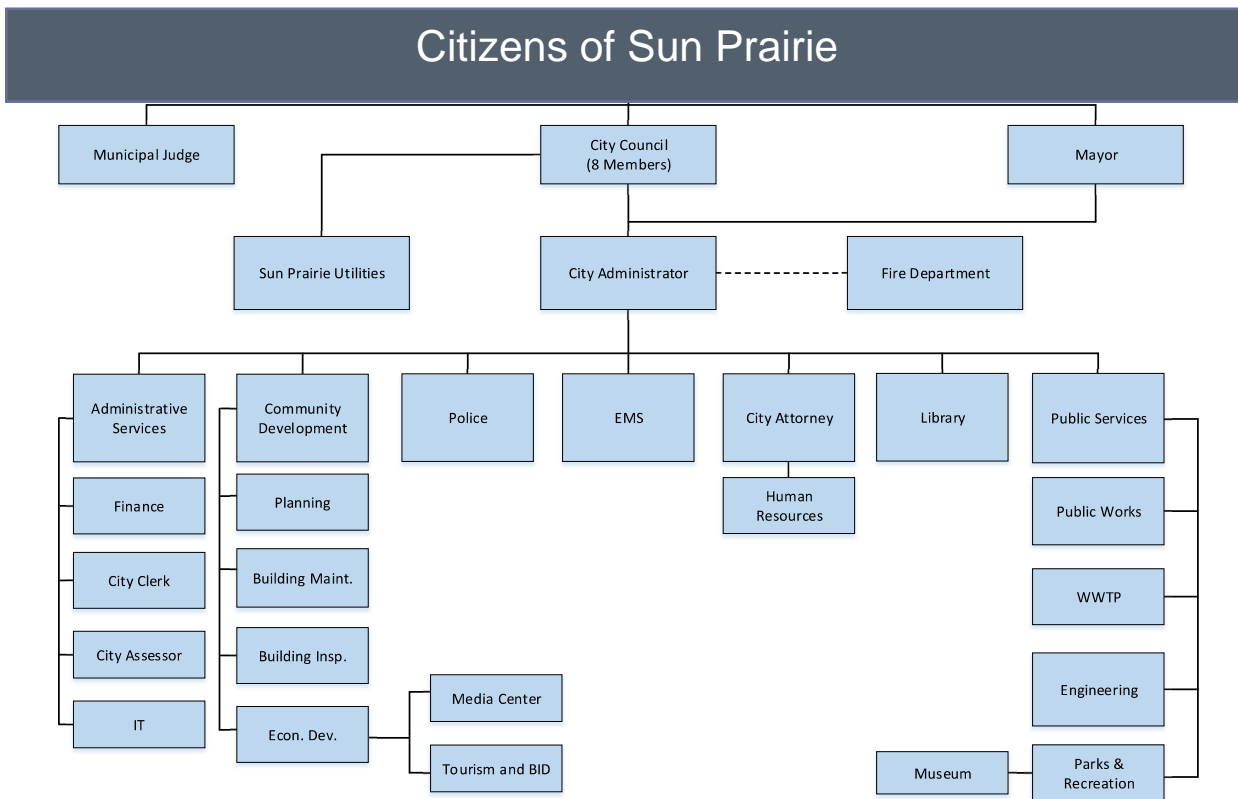
Local Government Profile

The former Village of Sun Prairie incorporated as a city in 1958 and operates under a mayor-council form of government, with a full-time City Administrator. The Common Council consists of eight alderpersons elected by district, with two representatives from each of four voting districts serving staggered two-year terms. The Mayor is elected at-large and also serves a two-year term.

The Council operates via a committee system that includes four primary Council Committees: the Committee of the Whole, the Finance Committee, the Personnel Committee, and the Public Works Committee. In addition, there are several appointed City boards and commissions that deal with specific issues in the community. Among these are the Plan Commission, the Parks and Recreation Commission, the Transit

Commission, the Police and Fire Commission, and the Tourism Commission, all of which deal with issues that are very relevant to this Comprehensive Plan. The current organizational chart for the City government is shown in Figure 1-2.

Figure 1-2: Sun Prairie Organizational Chart

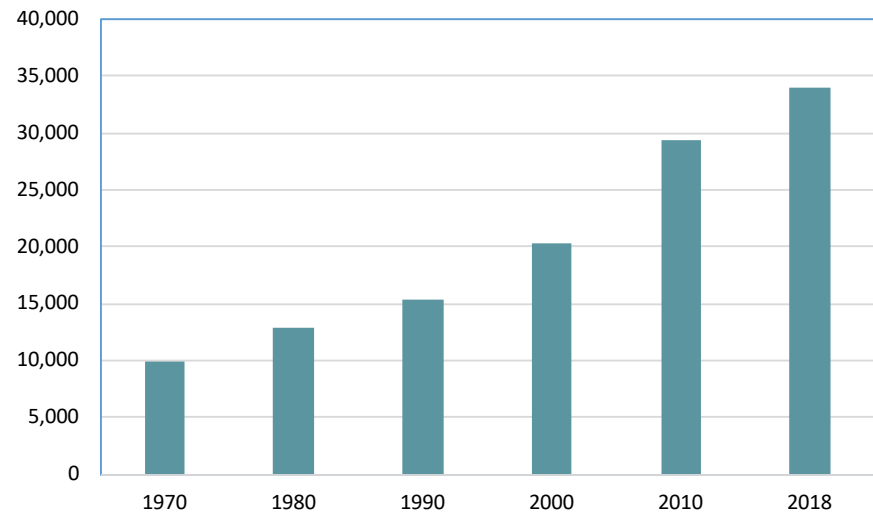


Key Community Indicators

Population Trends

The City of Sun Prairie has experienced strong population growth since its transition from a village to a city in 1958, undergoing a transformation from a relatively small community of less than 4,000 people to a substantial suburban edge city with an estimated 33,966 people in 2018 (based upon Wisconsin Department of Administration (WI DOA) estimates). The highest rate of population growth occurred between 1960 and 1970 when the population grew from 4,008 to 9,935 persons - an increase of 147.9%. The City's population grew by 30.2% during the 1970's, 18.7% during the 1980's, 32.7% during the 1990's and by 44.2% from 2000 through 2010. The slowest growth over the past 60 years occurred in the late 1970's

Figure 1-3: Population Trends - Sun Prairie



Source: 1970 - 2010 Census, WI DOA Estimates

and early 1980's, when sanitary sewer treatment plant issues and national economic conditions constrained new housing development.

Beginning in the late 1990's, the City experienced a surge in new residential building activity and population growth. Sun Prairie has been one of the fastest growing communities in the state since the

2000, according to the US Census. This rate has slowed since the 2010 Census, reflecting the lingering regional effects of the Great Recession, but the City is still one of the fastest-growing communities in Wisconsin. According to DOA estimates, the City of Sun Prairie ranked second in the state in persons added from 2010 to 2018 (4,602) and third in the state in terms of percentage growth (15.7%) over this period, when compared to all communities with populations over 10,000 persons (Figure 1-6).

A NOTE ABOUT CENSUS DATA

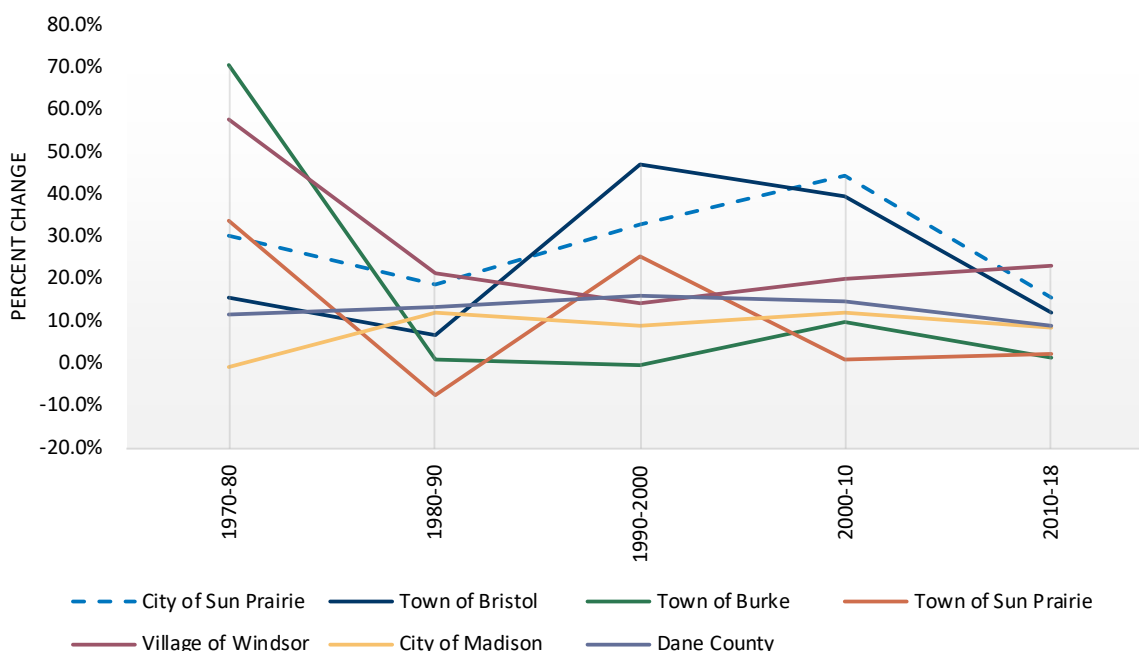
One of the important sources of data in this plan is the U.S. Census Bureau. The Census Bureau collects basic data every 10 years as part of the federal population census, but it also collects much more information every year through the American Community Survey (ACS). That data is collected using a relatively small sample of the local population, which is then reported not as a snapshot in time, but as a reflection of conditions over a five-year sampling period. The data are reported as “estimates” and every estimate has a certain amount of error calculated based on the number of responses in the sample. Wherever ACS data is used in this plan, it is presented as a range, indicating that the actual amount is somewhere in that range. For example, the number of housing units in Sun Prairie was estimated by the ACS for the period 2013-2017 as 13,500 plus or minus 386. This plan shows that the ACS estimate is 13,114 - 13,886 housing units.

Figure 1-4: Population Trends - Sun Prairie and Surrounding Communities

	City of Sun Prairie	Town of Bristol	Town of Burke	Town of Sun Prairie	Village of Windsor	City of Madison	Dane County
1970	9,935	1,491	1,742	1,490	2,415	171,809	290,272
1980	12,931	1,723	2,967	1,990	3,812	170,616	323,545
1990	15,352	1,835	3,000	1,839	4,620	190,766	367,085
2000	20,369	2,698	2,990	2,308	5,286	208,054	426,526
2010	29,364	3,765	3,284	2,326	6,345	233,209	488,073
2018	33,966	4,221	3,327	2,381	7,795	252,546	530,519

Source: 1970 - 2010 Census, WI DOA Estimates

Figure 1-5: Percent Population Change by Decade - Sun Prairie and Surrounding Communities



Source: 1970 - 2010 Census, WI DOA Estimates

Figure 1-6: Wisconsin Municipalities Ranked by Persons Added 2010 to 2018

Municipality	County	2010 Population	Final 2018 Estimate	Numeric Change	% Change
City of Madison	Dane	233,209	252,546	19,337	8.3%
City of Sun Prairie	Dane	29,364	33,966	4,602	15.7%
Village of Hobart	Brown	6,182	9,261	3,079	49.8%
City of Fitchburg	Dane	25,260	28,316	3,056	12.1%
City of Middleton	Dane	17,442	20,472	3,030	17.4%
City of Eau Claire	Multiple	65,931	68,043	2,112	3.2%
City of Appleton	Multiple	72,623	74,734	2,111	2.9%
Village of Howard	Multiple	19,508	17,399	2,109	12.1%
Village of Menomonee Falls	Waukesha	37,574	35,626	1,948	5.5%
Town of Grand Chute	Outagamie	22,701	20,919	1,782	8.5%

Source: WI DOA Estimates

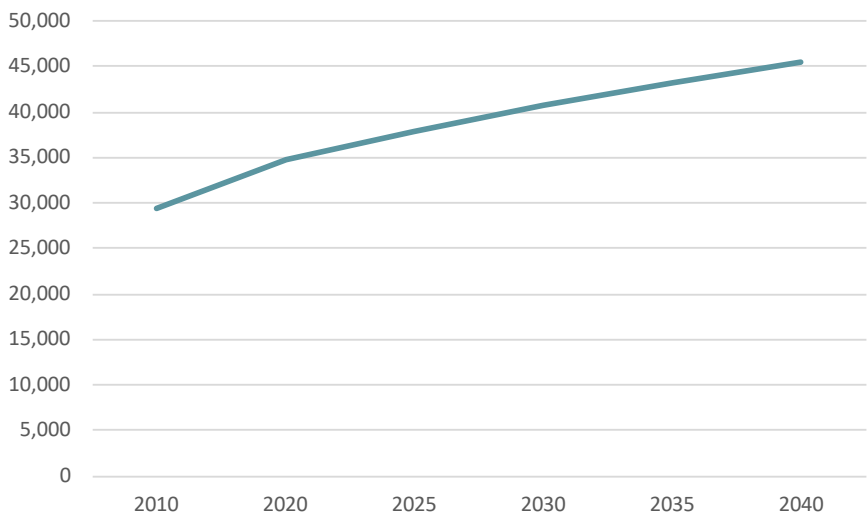
Dane County has been the fastest-growing county in the state, and Sun Prairie has seen a substantial share of this growth over the past decade.

Population Forecasts

It is difficult to accurately project population growth for communities with fewer than 50,000 residents, and accuracy drops the further out you try to project. Unforeseen changes in the local or regional economy, outside influences such as land use and development decisions made by adjacent communities, or significant demographic trends can dramatically alter population growth in small areas. However, planning for the future requires an attempt to anticipate what that future may bring.

The Wisconsin DOA prepares population projections for all municipalities in the state. The DOA projection method (described in detail on their website) starts with an overall population projection for the state, which is then allocated to the 72 counties. County projections are then allocated to each municipality, with some

Figure 1-7: Population Projections - Sun Prairie



Source: 2010 Census, WI DOA Projections

consideration of local factors and trends.

According to the DOA's 2013 projections (most recent available), the City of Sun Prairie will reach a population of 45,580 in 2040, or a 55% increase from the 2010 US Census population of 29,364. This equates to a population increase of about 18% per decade.

Diversity/Ethnicity

A comparison of race and ethnicity data from the 2000 Census and the 2006-2010 and 2013-2017 American Community Survey (ACS) reveals a gradual diversification of the City’s racial makeup. According to 2013-2017 ACS estimates, residents identified as roughly 82% white, 8% African-American, 5% Asian and 5% multiple or “other” races. Roughly 5% identified as Latino or Hispanic.

Changes in the makeup of the school population, as reported in the Sun Prairie Area School District enrollment data, are another source that may provide some indication of recent changes in diversity/ethnicity within the City. As noted in Figure 1-9, enrollment data indicates that since 2014 the student population is becoming more diverse, with African American, Hispanic, Asian and those identifying as two or more races comprising an increased percentage of the overall enrollment.

Note: Additional data on demographics, housing and economics are discussed in Volume I: Chapters 6 (economic development) and 7 (housing).

Figure 1-8: Population by Race and Latino or Hispanic - Sun Prairie

Race and Latino or Hispanic	2000	Avg. 2006-2010	Avg. 2013-2017
White	85.4%	87.5 - 91.0%	80.6 - 84.2%
African-American	6.1%	2.6 - 5.3%	6.4 - 9.1%
Asian and Other	3.7%	2.1 - 3.6%	3.9 - 6.2%
Native-American	0.3%	0.0 - 0.1%	0.0 - 0.3%
Native Hawaiian	0.0%	0.0 - 0.1%	0.0 - 0.1%
Two of More Races or Other Race	3.0%	2.8 - 4.9%	3.4 - 5.8%
Latino or Hispanic	4.3%	2.7 - 5.4%	3.4 - 6.4%

Source: 2000 Census, 2006-2010 and 2013-2017 ACS Estimates

Figure 1-9: Sun Prairie Area School District Enrollment by Race: 2014-15 Through 2018-19

	2014-15	2015-16	2016-17	2017-18	2018-19	2014-15 to 2018-19 Change
White	66.9%	66.6%	64.7%	63.2%	62.3%	-4.6%
African-American	9.8%	9.8%	9.6%	9.9%	10.1%	0.3%
Asian	7.2%	7.7%	9.1%	9.9%	9.9%	2.7%
Native-American	0.3%	0.3%	0.2%	0.2%	0.2%	-0.1%
Native Hawaiian	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Two or More Races	7.1%	7.2%	7.5%	8.1%	8.3%	1.2%
Hispanic	8.5%	8.4%	8.8%	8.7%	9.1%	0.6%

Source: Wisconsin Department of Instruction WISEdash Portal

DID YOU KNOW?

In 2015 the City of Sun Prairie created an Ad Hoc Steering Committee on Diversity. The Committee was tasked with (1) providing recommendations to enhance the City’s capability to locate, recruit and hire qualified candidates with diverse backgrounds, and (2) identifying and providing a better understanding of the unique needs of different individuals and communities within Sun Prairie regarding City Services.

Other Planning Documents

A number of existing City and regional plans were reviewed and pertinent information helped to shape this plan. These plans are summarized on the following pages.

Business District Revitalization Plan (2001)

The purpose of this document is to provide a guide for the redevelopment of the Downtown in order to ensure that planning redevelopment activities meet the long-term goals of the City. The revitalization study area generally borders Jones Street to the West, Dewey Street to the East, the South boundary is the railroad, and the North boundary is approximately one block north of Main Street. The revitalization study area encompasses 172 parcels. The plan includes recommendations for redevelopment, transportation, streetscaping/way-finding, and parking for three sub-district areas: Main Street Historic District, Historic Four Corners District, and the Market Street District.



Business District Revitalization Plan (2001)



Business District Revitalization Plan (2001)

Downtown Revitalization Plan, Phase 2 (2004)

This plan builds on the 2001 Business District Revitalization Plan, which included Cannery Square, and outlines the next series of redevelopment efforts and offers additional recommendations for streetscape enhancements for the area just west of Cannery Square. The Phase 2 planning area is located immediately south of and including the 100 and 200 blocks of the City's Main Street business district. The area is bound by East Main Street, Bristol Street, Linnerud Drive and Market Street.

This plan builds upon the Business District Revitalization Plan and Phase 1 master plan and includes four redevelopment areas: Main Street/Lane Street District, Washington Mills/City Garage Sites, Bristol Street District and Linnerud/Rail District.

- » Recommendations for the Main Street/Lane Street District include street, alley and parking improvements, new commercial and residential development, Heroes' Park, improved rear facades and a pedestrian walkway system.
- » Recommendations for the Washington Mills/City Garage Sites include relocation of City Garage facilities to create a large parcel for redevelopment and a departure of manufacturing facilities and redevelopment in the long term.
- » Improvements to the Bristol Street District include encouraging reinvestment by business and smaller developers along the corridor and targeting small business, entrepreneurs and other investors.



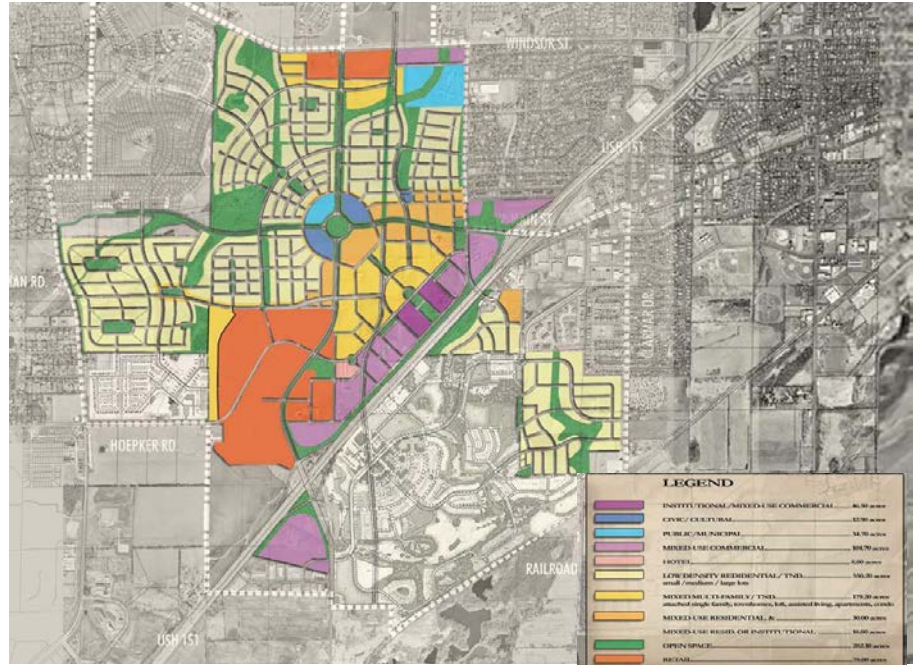
Downtown Revitalization Plan, Phase 2 (2004)

- » Improvements to the Linnerud Drive/Rail District include reinvestment in the Granary building, working with businesses in the area to accommodate potential rail and parking facilities. The plan also includes

design guidelines and recommendations for branding and wayfinding.

West Side Plan (2004),
Amendment (2006),
Amendment (2015)

Due to rapid growth experienced by the City and the desire to avoid sprawl, the City hired a consultant team to create a master plan for the west side. The plan has traditional suburban development with a village-like urban core at the center. Neighborhoods are connected to the Community Core via two formal boulevards (CTH C and Main Street). The Community Core District is bounded by Main Street on the north, CTH C on the west and US 151 on the south. This district includes institutional and/or commercial users. The plan includes a Town Square District, located around the intersection of Hoep-



West Side Plan Amendment (2006)



Westside - Future Land Use Plan CITY OF SUN PRAIRIE, DANE COUNTY, WI

FUTURE LAND USE LEGEND	EXISTING CONDITIONS LEGEND
<ul style="list-style-type: none"> Institutional (14 Acres) Mixed Residential (17 Acres) Commercial (18 Acres) Mixed Use (18 Acres) Existing Future Roads (12 Acres) 	<ul style="list-style-type: none"> Sanitary Methods Sanitary Main Water Main Gas Line Location Overhead Poles Proposed Underhead Electric Transmission Line Existing Overhead Electric Transmission Line Color-coded Wetland DNR mapped Wetland

MSA

West Side Plan Amendment (2015)



Westside - Trails & Open Space Plan CITY OF SUN PRAIRIE, DANE COUNTY, WI

FUTURE LAND USE LEGEND	TRAILS AND OPEN SPACE LEGEND	BIKING FACILITIES LEGEND
<ul style="list-style-type: none"> Institutional (14 Acres) Mixed Residential (17 Acres) Commercial (18 Acres) Mixed Use (18 Acres) Existing Future Roads (12 Acres) 	<ul style="list-style-type: none"> Parks and Open Space (17 Acres) Stormwater Management (17 Acres) Existing Future Roads (12 Acres) 	<ul style="list-style-type: none"> Bike Lane Multi-Use Path - Off Road Multi-Use Path (In Lieu of Sidewalk) Enhanced Crossing

MSA

West Side Plan Amendment (2015)

ker Road and CTH C, which is intended to be a gateway to the west side. This district includes a mix of uses with retail (restaurant, hotel, office, residential uses). Around the intersection of Main Street and CTH C a Green Circle District was included in the plan. The district was intended to combine sculptural civic, institutional and mixed use buildings around a modern roundabout. The plan also includes a Commercial Node District, which is comprised of the area south of Highway 19 and CTH intersection. The district is intended to include highly active commercial uses. The plan also includes 5 Neighborhood Districts. Each Neighborhood District includes a mix of residential unit types, mixed use commercial, civic/public uses and open space.

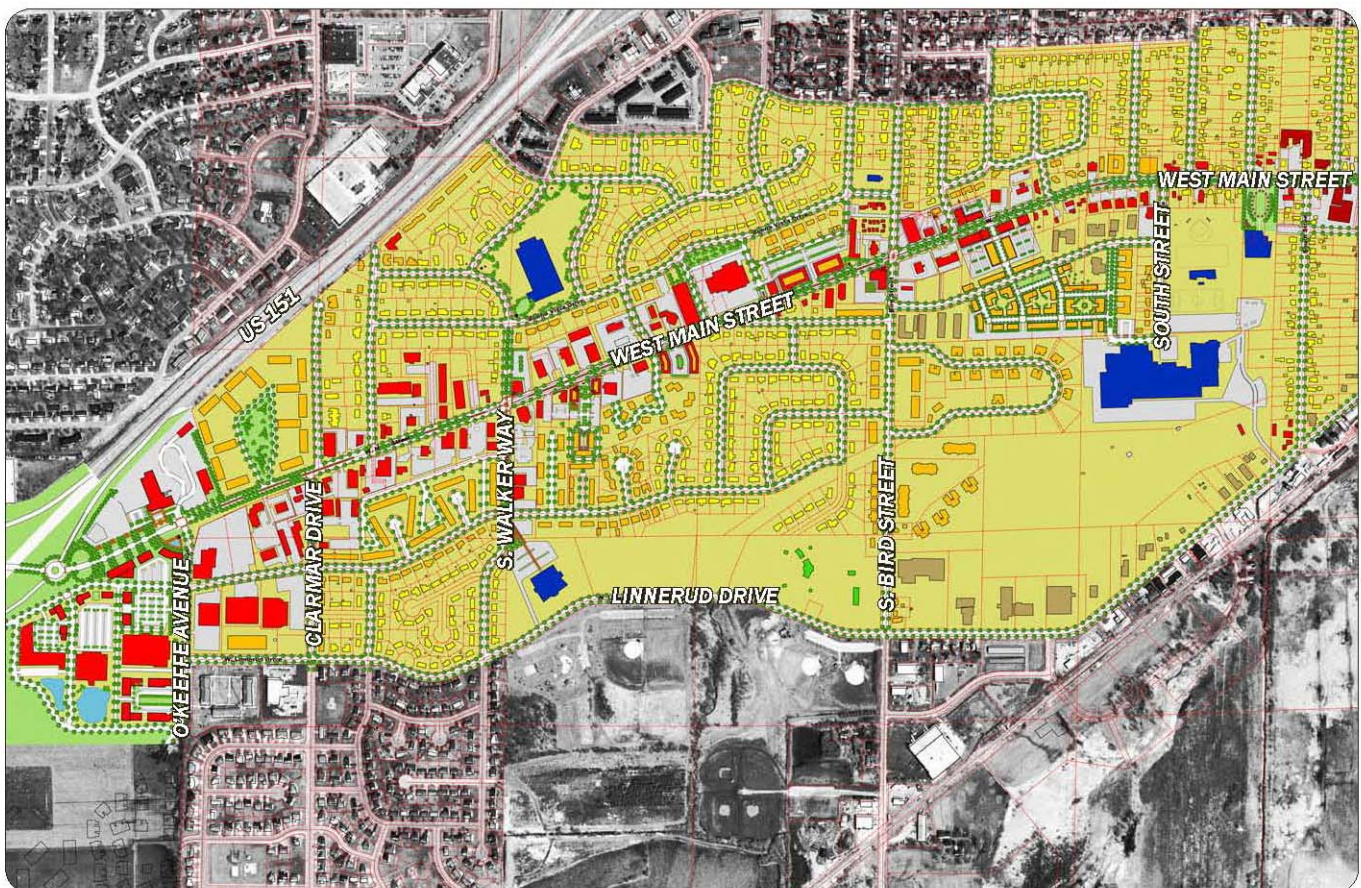
W. Main Street Corridor Plan (2006)

The West Main Street Corridor is a 1.75 mile stretch from the Highway 151 interchange to South Street. This area contains almost entirely commercial uses. For planning purposes, this area was divided into three study areas: West, Central and East. This area is the connection between the expanding Westside Development and Downtown. The Corridor Plan envisions an increase in density to two- to four-story buildings, mixed uses and improved site development to accommodate automobiles and pedestrians throughout the corridor. The West Study Area is planned to be established as a gateway entrance to Sun Prairie through building placement, façade improvements and landscape development. Concepts for

the Central Study Area include incremental infill projects as well as road and streetscape improvements. The East Study Area includes incremental infill projects and road and streetscape improvements to enhance the Main Street character that already exists. The plan also includes Block Code and Design Guidelines for the Corridor. The City chose to adopt the W. Main Street Overlay (MSO) zoning standards instead of implementing the Block Code and Design Guidelines.

Safe Routes to School Plan (2008)

The City's Safe Routes to School Plan aims to improve the health and safety of children by reviewing existing policies and conditions, performing a biking and walking audit and survey, and based on the



W. Main Street Corridor Plan (2006)

analysis of those items, providing a list of recommendations and an action plan. The community-wide issues the plan identified include the absence of bicycle and pedestrian facilities, lack of bicycle, pedestrian and driver education as well as safety issues at intersections. The plan also found the perception of walking and bicycling was not popular. The plan's recommendations included increasing the amount of educational programming, including developing Bike Rodeos and Walkable Communities Workshops, increasing enforcement in areas with known traffic safety issues and encouraging the use of non-motorized transportation. The plan also recommended completing the sidewalk network in neighborhoods surrounding school sites

to enhance the perception of safety for walking or biking to school. Developing group walks to school, as well as developing encouragement programs to get students excited about walking or biking to school were also recommended.

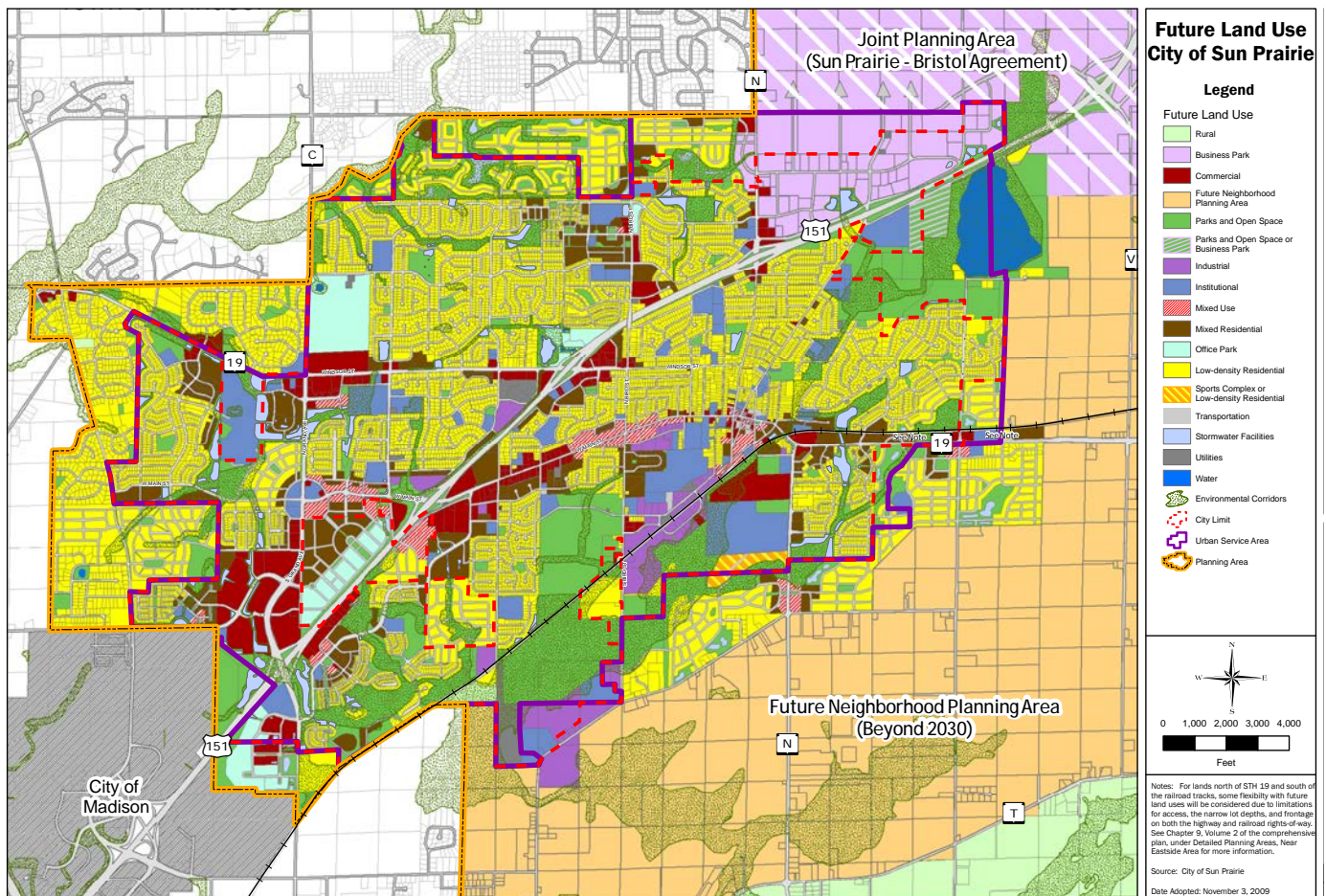
Existing Comprehensive Plan (2009)

The City's existing Comprehensive Plan was adopted in 2009. Prominent trends addressed in this plan included:

- » Sun Prairie becoming more diverse
- » An increasing number of baby boomers (impact on housing)
- » An increasing number of multi-family developments
- » Slowing building permit activity

after the Great Recession

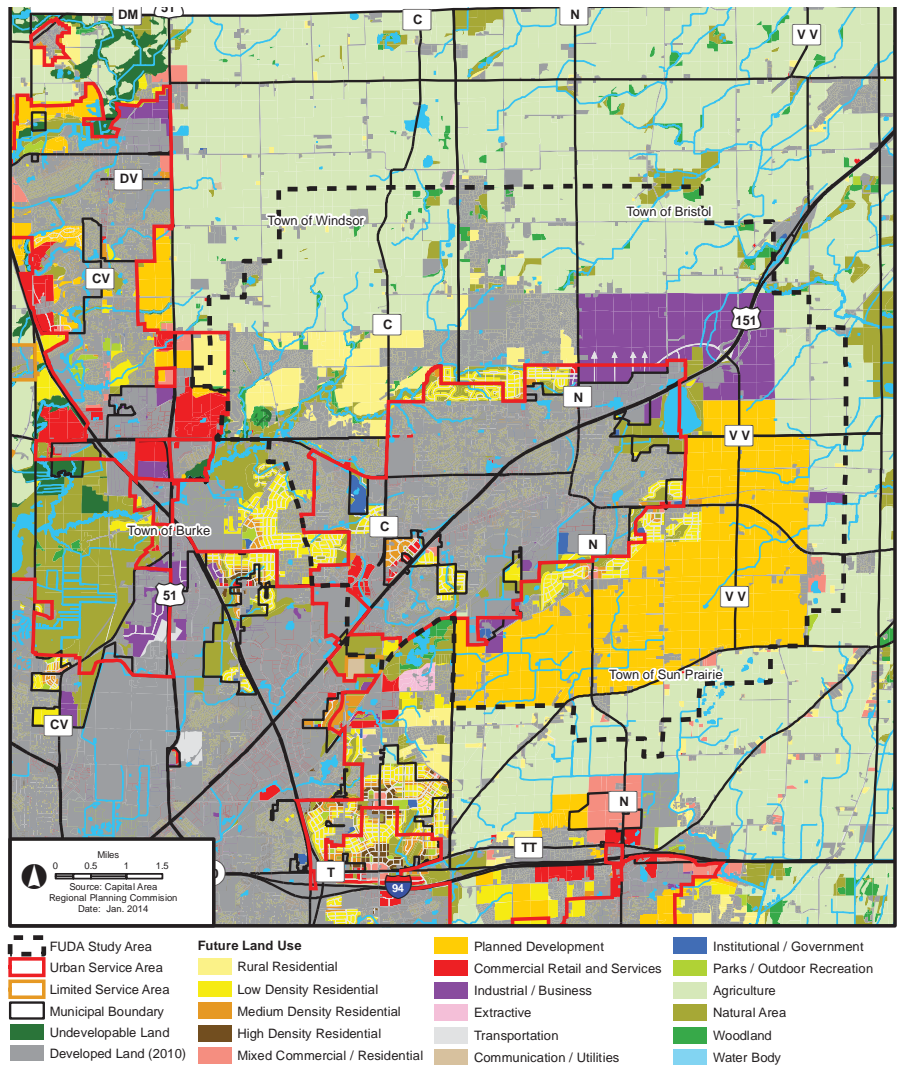
- » Apparent market for continued downtown redevelopment and revitalization
- » An increase in density, New Urbanist Developments
- » An increase in retail space by 200% to 250% over the next 20 years – driven by Prairie Lakes development on the west side
- » School enrollment increasing rapidly
- » EMS and Fire Department calls increasing at a faster rate than the City's population
- » Focusing on sustainability throughout plan



Existing Comprehensive Plan (2009)

Sun Prairie Environmental Conditions Report (2014)

The Environmental Conditions Report (ECR) is part of the Future Urban Development Area (FUDA) planning process. FUDA is a long-range planning process charged to the Capital Area Regional Planning Commission (CARPC) and local communities that have urban services areas (USAs). The FUDA is used when communities seek to expand their USA and include a full range of services, including public sewer and water. The ECR includes analysis on four topics: community development, natural resources, agricultural resources and other resources. The report also includes a Healthy Communities Comprehensive Plan Checklist. All of the information in this report is intended to be used to evaluate where development could occur, where resources should be protected, and where both can occur together.



Sun Prairie Environmental Conditions Report (2014)

Healthy Community Planning Checklist

This tool is adapted from Design for Health www.designforhealth.net (supported by Blue Cross and Blue Shield of Minnesota) and Minnesota Department of Health Metropolitan Common Council Comprehensive Plan Checklist.

The following tables compile criteria for healthy communities that were applied to the Sun Prairie Comprehensive Plan. Several components are applicable to many chapters however were not repeated for brevity. This is not an exhaustive list and could incorporate more variables. Additionally, Sun Prairie has several neighborhood and corridor plans that could provide more specifics in implementation and design in those areas. Ordinances, such as the zoning code, were consulted as needed. Sun Prairie can use this tool to determine any improvements or updates to existing plans, ordinances and programs. Note that Chapter 1 of the Sun Prairie Comprehensive Plan is the introduction and the plan has two volumes, 1 for existing conditions and 2 for goals, objectives, policies etc.

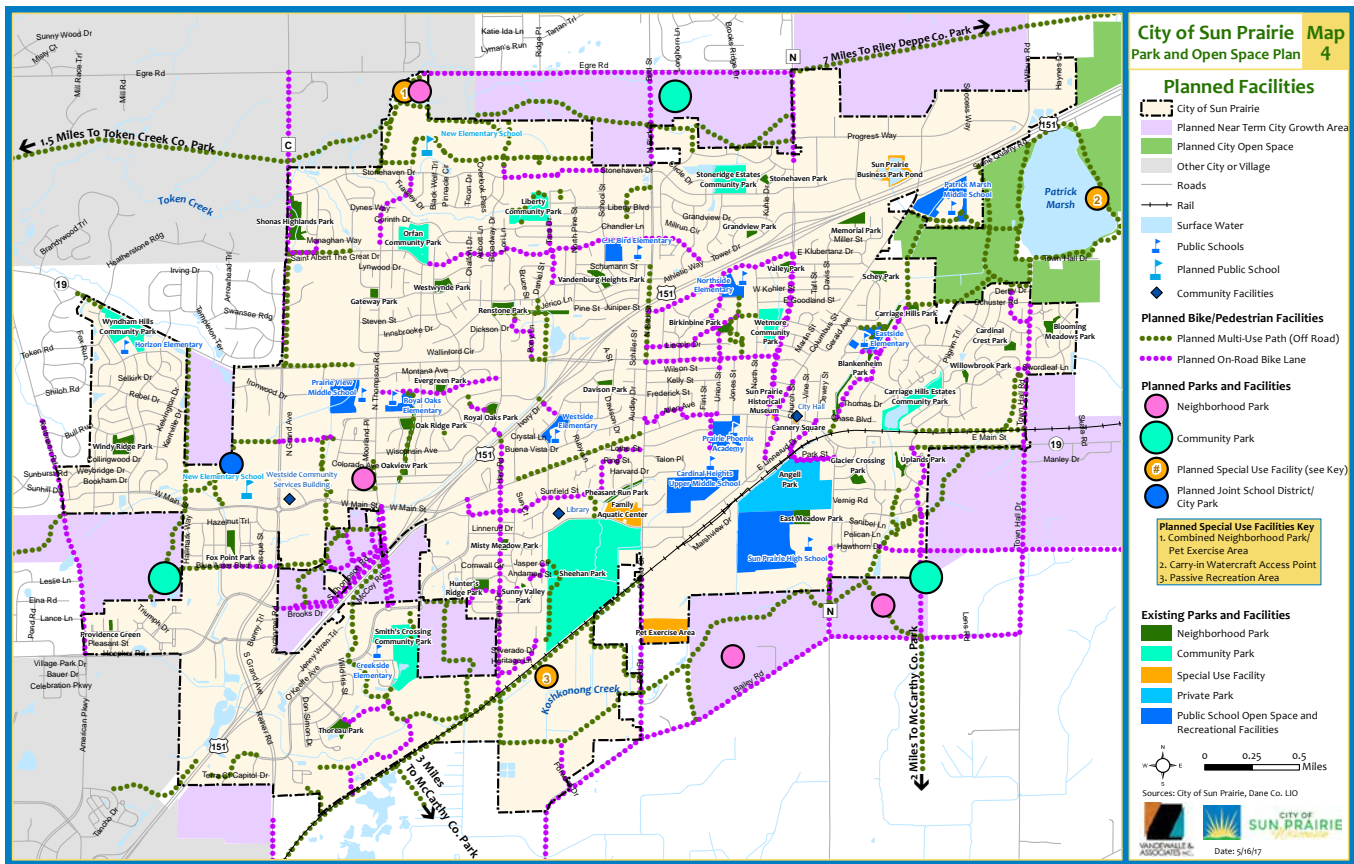
Chapter 2: Issues and Opportunities

Is there explicit language connecting the plan element to human health?	No	Connection of the plan element to human health is mostly implied. More explicit language connecting the plan element's policies and recommendations to human health is needed.
What other health topics, if any, could be incorporated into this section?		

Chapter 3: Agricultural, Natural and Cultural Resources

Is there explicit language connecting the plan element to human health?	No	Connection of the plan element to human health is mostly implied. More explicit language connecting the plan element's policies and recommendations to human health is needed.
What other health topics, if any, could be incorporated into this section?		
Does the plan identify existing and plan for future opportunities for local food production (i.e. community gardens, protection of agricultural land)?	Yes	No official policy or program.
Has a community food security assessment (USDA ERS) been created to establish barriers to healthy food, income levels, lost farmland, community gardens and farmer's market availability within urbanized areas?	No	
Are there existing or planned vegetated buffers along all water bodies (preferably)		

Sun Prairie Environmental Conditions Report (2014)



Parks and Open Space Plan (2017)

Parks and Open Space Plan (POSP) (2017)

The City's Parks and Open Space Plan provides guidance for future improvements and expansions of the City's Park and Recreation system, with a focus on needs over the next five years. Sun Prairie's Park and Recreation system is one of its most valuable amenities and the planning process revealed that many people chose to live in Sun Prairie because of its park system (the City currently has over 400 acres of parkland). To implement the plan, the following policies were laid out: use the City's Official Map as an implementation tool for the POSP, assemble large parks, accept only land usable for active recreation for parkland dedications, require multi-family developers to provide recreational facilities for residents, and plan for

a potential new Community Center building, in addition to other more general policies. The plan estimates that the minimum park acreage needed to accommodate the City's projected population in 2027 is 165.9 acres. Some of the plan's other recommendations include completing a master plan for Sheehan Park; maintaining, updating and renovating existing park and trail facilities; new neighborhood parks along Thompson Road and in a planned growth area south of the Sun Prairie High School; new community parks on the north side growth area (in the near term) and on the west and east sides in later phases.

Ad Hoc Steering Committee on Diversity Report (2017)

In 2015 the City created a committee to identify issues related to diversity within the community and recommend solutions. In 2017 the Committee published a report which addresses these issues. The Committee specifically looked at providing recommendations that will enhance the City's capabilities to locate, recruit and hire qualified candidates with diverse backgrounds and to identify and provide a better understanding of the unique needs of different individuals and communities within Sun Prairie. Through a combination of policy changes and administrative changes the Committee suggested steps the City could take to expand the diversity of its pool of job candidates. The Committee

made similar recommendations in regards to the provision of City services. At the recommendation of the Committee, the City passed a non-discrimination ordinance in May 2017.

Ad Hoc Steering Committee on Transportation Report (2017)

In 2016 the City created a committee to assess the public passenger and alternative transportation needs of Sun Prairie and to recommend potential solutions. The Committee made recommendations under four main topics:

1. Sun Prairie Ride-Share Program

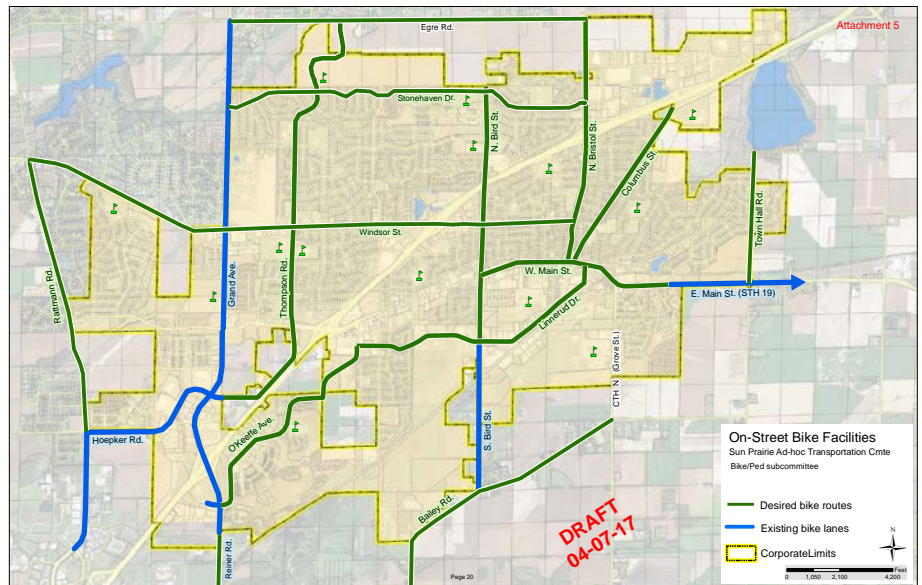
- Purchase two vehicles to help meet demand during peak times
- Increase the service hours to help meet demand during peak times
- Review current fare structure and consider adding other discounted rates
- Improve advertisement of the program to increase interest and ridership
- Explore options for sponsorship of the program
- Ride-Share/Madison Metro Transfer Agreement – the City is piloting a program to provide service to/from East Towne Mall

2. Bicycle and Pedestrian Infrastructure

- Modify the City's sidewalk policy as recommended in the Comprehensive Plan and codify as an ordinance
- Arterial and collector street markings and wayfinding signage
- For new arterial streets, parking on both sides and bike lanes in



Sun Prairie Steering Committee on Diversity



Ad Hoc Steering Committee on Transportation Report (2017)

- both directions
- Create a Committee of Bicycle and Pedestrian Transportation

3. Public Communication

- Conduct a scientific survey to determine the demand for transportation improvements
- Create a communications strategy to inform residents of new initiatives, programs, meetings and events
- Expand the duties and authority of the Transit Commission beyond oversight of the rideshare program

4. Public Bus Service and Park & Ride

- Sun Prairie Bus Service – depending on results of

scientific survey mentioned above:

- Continue discussions with Madison Metro for possible expansion to Sun Prairie, or
 - Develop a Sun Prairie bus system, or
 - Seek official representation on the Bus Rapid Transit Planning Process through the Madison Area Transportation Planning Board to ensure connection to Sun Prairie, or
 - Explore a trolley route, similar to the City of Middleton.
- b. Find a location for a Park & Ride on the west side of the City

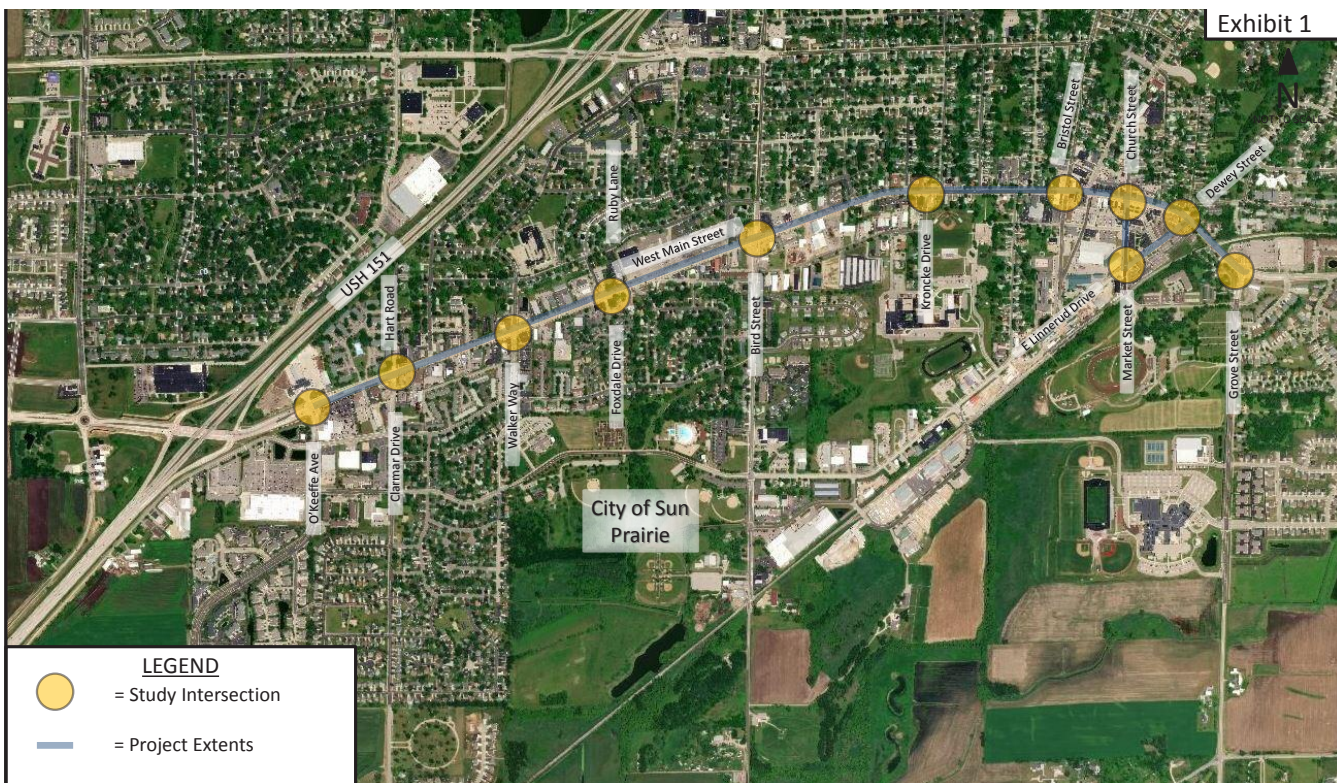
West Main Street Traffic Impact Analysis (2018)

The study area for this traffic impact analysis is the West Main Street corridor between O’Keeffe Avenue and Grove Street (CTH N). The purpose of the study was to investigate existing operational challenges, safety concerns, and multi-modal accommodations throughout the corridor. Specifically, analyzing traffic flow within the downtown area, providing better school crossing accommodations, optimizing signal efficiency and improving pedestrian mobility. The study includes recommendations for 15 specific locations where challenges were identified.

Overall corridor recommendations included:

- » Increased parking-crosswalk spacing
- » Bicycle detection
- » Retroreflective traffic signal head backplates
- » Traffic signal phasing and timing adjustments
- » Nighttime traffic signal operations
- » Increased pavement marking width

Exhibit 1



West Main Street Traffic Impact Analysis (2018)

CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039

Volume 1:
Community Indicators Report

TABLE OF CONTENTS

2 ISSUES & OPPORTUNITIES

Planning Process Overview
Public Involvement Summaries

**Issues &
Opportunities**

A large, stylized white number '2' is positioned in the bottom right corner of the page, partially overlapping the text 'Issues & Opportunities'.

ISSUES & OPPORTUNITIES



Sun Prairie Neighborhood Forum (May 2018)

This chapter provides a summary of the planning process as well as a summary of the public participation that occurred during the planning process. Public participation in the planning process is important because it allows stakeholders the opportunity to influence decisions that affect their lives. The range of stakeholder interests sought out during the planning process ensure that a wide range of views and concerns were brought forward during the planning process. These views and concerns helped shape the decision process and are reflected in the goals, policies and action items found throughout this plan.

Planning Process Overview

The City of Sun Prairie engaged MSA Professional Services, Inc. to assist in updating its Comprehensive Plan. This plan was drafted through a collaboration among MSA, City staff, and a Comprehensive Plan Steering Committee. The City Council appointed this 19-member Committee to oversee the update to the City's 2009 Comprehensive Plan.

Public Participation Plan

As required by State Statutes (§66.1001), every community must adopt a Public Participation Plan at the beginning of the planning process. The purpose of the plan is to define the procedures for public involvement during every stage of the planning process (see [Appendix X](#)).

Highlights of the public participation plan include:

- » Two series of neighborhood form meetings. One series near the beginning of the process to identify issues of concern and one near the end of the process to seek feedback on draft policies and actions.
- » A series of 17 focus group meetings with specific groups of stakeholders (e.g. renters, Sun Prairie Moves, Sun Prairie African American Parent Network) to facilitate discussion about issues and opportunities facing the city.
- » A series of 7 meetings with neighboring towns, villages, cities, Dane County and the Capital Area Regional Planning Commission to have discussion about land use and intergovernmental cooperation.
- » A community survey to gather input on all planning issues.

- » Polco surveys to ask additional targeted questions on certain topics.
- » A public hearing to gather input on the revised draft comprehensive plan prior to adoption by the City Council

Public Input Summary

The planning process provided many opportunities for public input on the comprehensive plan update outside of monthly Steering Committee meetings. A timeline summarizing these opportunities is shown below.

Community Survey

An online community survey was completed from May through June of 2018. The survey was hosted online on Survey Monkey and hard

copies were available at City Hall and the Library. Information regarding the availability of the survey was provided via a postcard mailed to every household within Sun Prairie, press releases, emails to residents and community organizations, social media, Clock Tower Express, newspaper articles, and announcements at the neighborhood forum meetings. In total, over 2,000 members of the Sun Prairie community took the survey. Highlights from the survey are discussed below.

A total of 2,046 people completed at least part of the survey, including about 1,700 who completed all of it. This is a robust sample of the community, statistically, though there is some bias in this sample as compared to all City residents. Residents who are notably over-

represented (giving them a stronger voice in the results) include women; people age 30-49; white, non-hispanic people; homeowners; and medium- to high-income households. Conversely, residents who are not as well represented in these results include men, people younger than 30, people of color, renters, and lower-income households. These biases are a common, persistent challenge of community engagement efforts. The survey results are still a useful expression of community preferences, but it is important to keep in mind the biases when using these results to inform policy decisions. Many of the underrepresented aspects of the City's population correlate with renting (renters are more racially diverse, younger and have lower incomes than the overall population), and so in some cases we



CITY OF SUN PRAIRIE COMPREHENSIVE PLAN UPDATE

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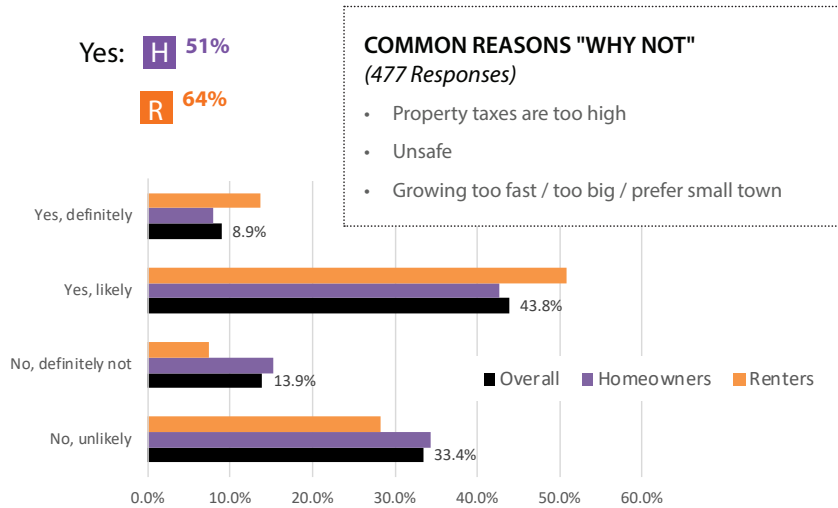
included in the survey summary the results for renters and owners separately.

Residents are generally quite satisfied with their neighborhoods, though only half of homeowners are confident they will stay in Sun Prairie if they move in the next five years. This planning process is attempting to orient residents to their needs and interests at the neighborhood level. We asked people to tell us what factors make a good neighborhood (Q. 28) and “safety”, “parks” and “walkability” topped the list. When asked about the condition of things like lighting, property upkeep, street trees, safety, walkability, etc. (Q. 9), 74% of respondents rated their neighborhoods either “good” or “excellent”. The responses of renters were slightly less positive than home owners, but not by much.

We also asked people if they will stay in Sun Prairie should they move in the next five years (Q. 24). While 64% of renters said “yes”, only 51% of owners said “yes”. Among the reasons given by those who answered “no” were taxes, safety and a desire for a smaller town with less growth.

Tax rates are a common concern. Questions that directly or indirectly relate to taxes reveal a prevalent focus on preventing budget and tax rate increases. A majority of respondents were opposed to additional spending for support job growth (Q. 48), city facilities or services other than street maintenance (Q. 49), and development incentives (Q. 50). When we asked about park and recreation improvements (Q. 10), “none” was the third most popular answer.

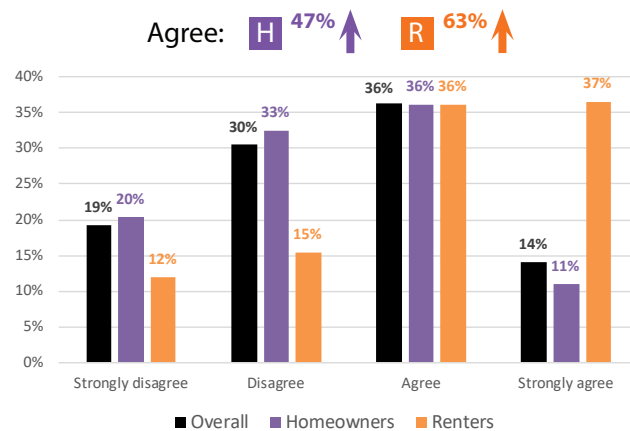
Q24* If you were to move in the next 5 years, are you likely to stay in Sun Prairie?



There is widespread resistance to new rental units, mostly among homeowners. On all of the housing-related questions, considering images of different housing types (Questions 11-15), affordability (Q. 20), pace of growth (Q. 26) and unit mix (Q. 27), a majority of respondents opposed new multi-unit rental buildings, either implicitly or explicitly. Renters are far more open to the addition of various attached housing formats in their neighborhoods. Comments throughout the survey reveal common misperceptions that rental housing and affordable housing are the same thing,

and that all multi-unit buildings are rental (vs. condominiums). The strength of current opposition appears to be driven by the approval and construction of several larger housing complexes in the past 12-18 months. On the other hand, townhomes and duplexes are seen as relatively more appropriate in neighborhoods and more desirable as a housing choice. More than a third of renters and about 10% of homeowners would consider these formats if moving in the next five years (Q. 22). For reference, the ownership rate was about 59% in 2016 based on 1-year Census Bureau estimates.

Q20 Please indicate your agreement or disagreement with the following statement: *There is a need for more housing in the City of Sun Prairie affordable to working families and individuals.*



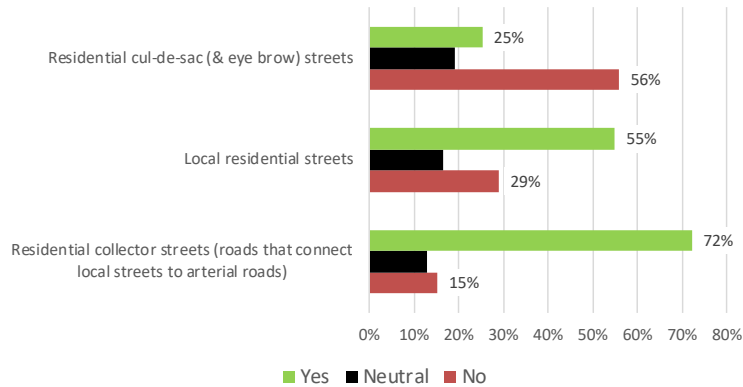
Renters are more concerned about affordability than owners. Among all respondents, fewer than 50% agreed that there is a need for more housing affordable to working families and individuals (Q. 20). However, nearly 75% of renters are concerned about affordability.

Urban design preferences tend toward “small town” character. The survey presented a variety of images of residential building types to see what people prefer within their neighborhood (Questions 11-15). Among the housing types, only townhome/duplex formats that would blend in well among single-family homes gained broad support.

The survey also presented images of a variety of commercial and mixed use developments (Questions 29-40) to see what people thought were appropriate for Sun Prairie and, if appropriate, where in the City should it be built (downtown, major/minor arterials, abutting 151). The majority of responses suggest a comfort with buildings up to four stories in height and massing that is vertically-proportioned. One possible exception to this overall sentiment is receptiveness to taller office buildings (5-8 stories) if built abutting Highway 151 (40% support).

Support for specific, proactive “sustainability” initiatives is weak. Regarding municipal actions that could make the City more efficient and environmentally friendly, only green building technologies and high-efficiency street lights received support from a majority of respondents (Q. 51). Regarding incentives to encourage the private sector to build more sustainable development, the most popular re-

Q45 Should Sun Prairie require the installation of sidewalks when reconstructing the following existing public streets?



sponse was “none” (Q. 50). Less than a third of respondents supported any of the other suggested methods.

Support for investment in bike and pedestrian infrastructure is strong. Respondents supported the addition of sidewalks to most existing roads during reconstruction projects, except cul-de-sacs (Q. 45). The number one desired park and recreation improvement in every part of the City was “off-road walking/biking trails” (Q. 10). “Bike/ped facilities” was the second most common selection for increased tax dollar spending (43%) after “street maintenance” (Q. 49). When asked to prioritize recreation improvement in the City from a list of eight options, “Sign/mark a City-wide bike trail” had the highest overall ranking with “Add more

off-street pathways” ranked third (Q. 52).

There is a desire for bus transit service. The final question of the survey (Q. 54) asks about other desired improvements not previously addressed in the survey. The most common response to this, by far, was discussing the addition of “bus service” to Sun Prairie.

A complete copy of the survey results is provided in [Appendix X](#).

Q54* Are there any improvements you would like to see in Sun Prairie's future that were not covered in this survey?

TOP RESPONSES (777 Responses)

- | | |
|---|--|
| 1. Bus service - 112 | 8. More local businesses - 24 |
| 2. Slow growth / Stop expansion - 63 | 9. Fix roads - 22 |
| 3. Bike paths - 57 | 10. More greenery - 18 |
| 4. Lower taxes - 40 | 11. Recycling more frequently - 16 |
| 5. Less apartments - 46 | 12. Improve safety - 15 |
| 6. Low-income Housing - 32 | 13. More services for the elderly - 10 |
| 7. High School expansion/improvement - 31 | 14. More space for the Museum - 6 |

Focus Groups

Between June and November 2018, MSA met with 17 different stakeholder groups and organizations from the community to gain additional perspectives about the future of Sun Prairie. MSA used a set of questions tailored to each group and explored topics and ideas that came up during conversation. The 17 groups/organizations MSA met with include:

- » Sun Prairie Business Park
- » Chamber of Commerce
- » Chamber of Workforce Housing Committee
- » Downtown Business Improvement District (BID)
- » Sun Prairie Moves
- » Young Professionals Networking Group
- » Sun Prairie Area School District
- » CEO Networking Group
- » Realtors and developers
- » Seniors
- » Sun Prairie African American Parent Network
- » QBE employees
- » Renters
- » Hmong residents
- » Executive leadership team
- » Community Development Authority (CDA)
- » Sun Prairie Utilities Commission

Recurring comments from all of these groups are summarized below by topic.

1. How do you describe Sun Prairie?

- » Fast growing, friendly small-town
- » Great expanding school system
- » Suburb of Madison
- » Increasingly diverse and be-

coming more inclusive

- » A City in transition with some resistance to change
- » A divided City (old-downtown, new-west side)
- » A City with a “can do” attitude

2. Why do you live in Sun Prairie?

- » Good schools
- » Friendly place to live
- » Job, family or church
- » Community assets – library, aquatic center

3. Do you feel connected to your neighborhood?

- » Feel isolated, would like to see neighborhoods come together (no more east vs. west)
- » Love the mix of income and housing in Vandenberg, Wyndham Hills.

4. Transportation

- » Need fixed route public transportation (i.e. inter- and intra-City)
- » Sidewalks should exist on all streets and City should close existing gaps
- » Consider a park and ride location on US 151
- » Take parking off Hwy 19 during peak traffic hours
- » Complete a bicycle/pedestrian plan
- » Issues with the current shared ride taxi – can take an hour to get picked up, requires debit card – no cash, needs to be expanded to Windsor and DeForest

5. Neighborhood improvements

- » Need more streetlights
- » Need more trees
- » Need more places to walk to (e.g. grocery store)

6. Miscellaneous

- » Need wider selection of activities for all age groups and income levels, families
- » City needs an identity
- » Increase in taxes could drive out long-time Sun Prairie residents
- » Need to improve communication on issues affecting community and ensure consistency – need to communicate ‘why’
- » Decisions seems to always be made by cost, not always value
- » Need nicer restaurants
- » Host more events that attract tourists and events that get existing residents out and exploring the community

7. Things elected officials should hear

- » Don’t feel like the City hears us
- » Don’t like the tax breaks City is giving to businesses because more burden is placed on residents
- » Think long-term
- » Get back to thinking about big ideas

8. Downtown

- » Revitalize downtown – add more public spaces, apartments, mix of housing prices, accessibility to grocery store, restaurants, retail, mixed uses, co-op, experiential businesses
- » City needs to be proactive with adding parking when new businesses opening
- » Need a major draw (e.g. Duluth Trading in Mt. Horeb)
- » Need infrastructure improvements (sidewalk repair, lighting, etc.)

- » City should chart the course before development happens at Bristol/Main

9. Economic development

- » Focus on diversity: incentives for women and minority businesses
- » Need amenities that pull employees to live in Sun Prairie. Businesses go where employees are. (more amenities to draw younger tech demographic – e.g. ethnic food)
- » Focus on quality of jobs vs. total jobs
- » It's challenging to do business in Sun Prairie due to raising property taxes, downtown feels like it's struggling, rents are high, Sun Prairie residents don't spend as much as residents from other communities and City lacks public transit
- » Focus on recruiting businesses that employ IT workers, law firms, insurance agents
- » Create a climate that grows existing businesses and entices new business to locate here
- » Partnership between businesses and city government are excellent, the Chamber could do more.
- » SP business park is full and should be expanded north
- » Need a balance between chain stores and local businesses

10. Housing

- » Housing affordability is a big issue – will likely impact long term cultural diversity
- » Focus on workforce housing: proper distribution throughout City near jobs and public transportation
- » Need affordable, walkable

- apartment communities for 55+
- » Currently too many apartments
- » People who work here need to be able to afford to live here
- » Inventory of housing is generally low – particularly small starter homes for young families
- » We need to provide education on how mixed income residential developments do not have a negative impact on neighborhoods
- » There isn't enough incentive for developers to develop affordable housing
- » Need a variety of housing, especially within older neighborhoods
- » Need more high end rentals for interns and recent graduates who are entering the workforce

11. Utilities & community facilities

- » Current school boundaries result in a high number of minority students in some schools and no diversity in others
- » Need more green space
- » Improve Public safety – growth brings additional crime/ perception of crime
- » Need more trails – more walkability, bike path connections, lighted walking paths
- » Concern about taxes and the amount of money the City is spending on school buildings vs. teachers/programming

12. Land use & development

- » Concerned about City being reactive vs. proactive to growth
- » Focus on infill development
- » More mixed-use nodes with

- neighborhood commercial
- » Need more density, retailers, and manufacturing
- » Improvement of Main Street Corridor a top priority: need a Central Main Street Corridor Plan, explosion area is a high priority



May 2018 Neighborhood Forums

Neighborhood Forums: Round 1

An initial round of three neighborhood forums were held during May 2018. The forums were held at Bird Elementary School, Sunshine Place and City Hall. These forums provided the public with an overview of the planning project, objectives and schedule. The forums included two activities intended to gather resident feedback on issues and opportunities in the community.

One activity was a visioning exercise which asked participants several questions. Common responses/themes are indicated after each question.

1. What do you like best about Sun Prairie?

- » Parks and public spaces
- » Good schools
- » Friendly people who care about the community
- » Small-town atmosphere
- » Good mix of businesses

2. What do you like least about Sun Prairie?

- » Lack of affordable housing
- » Taxes are high
- » Lack of public transportation
- » Recent increase in multi-family unit construction
- » Gaps in bike/ped system
- » Increase in traffic

3. What makes Sun Prairie unique?

- » It's a small community that is a short distance to "big city" amenities
- » It's continued growth and diversity
- » It's services and amenities (e.g. Library, YMCA, Schools, Parks)

4. What are your big ideas and aspirations for our community?

What would you change or improve?

- » Public transportation to Madison
- » Need free or low cost entertainment for families and teens
- » Need more affordable housing
- » Need to revitalize downtown and bring in unique shops and restaurants
- » Need to embrace diversity among business owners and in city representatives

The other activity was a map-based activity which provided participants an opportunity to provide specific comments regarding:

1. Bike/Pedestrian Improvements.

Locations that you feel need a better connection or safety improvement for walking or biking (e.g. sidewalk, crosswalk, on-road bike lane, etc.)

2. Traffic Safety Concerns.

Locations where you feel a current road is unsafe for motorists.

3. Park Improvements.

The one most important park improvement you would like to see.

4. (Re)Development Sites.

Existing sites or buildings you feel could be (re)developed over the next 10-20 years. Suggest a preferred use.

5. Preservation Sites.

Existing uses, buildings or natural areas you feel should be preserved or left unchanged over the next 10-20 years.

Neighborhood Forums: Round 2

A second round of three neighborhood forums were held during April/May 2019. The forums were held at Westside Elementary School, Meadow View Elementary School

and City Hall. These forums provided the public with a summary of the planning process to-date and major issues and opportunities that were identified during the process. The forums included a series of poster boards summarizing the goals and high priority policy and action recommendations from each plan element as well as future land use maps broken out by planning areas. Participants were asked to review the boards and maps and respond to a series of questions. A summary of the responses to these questions follows:

1. Do you have any suggestions or changes for the proposed land use map, policies and actions, specifically regarding Neighborhood Residential areas and design guidance?

- » Concern about mixing single family and multi-unit complexes
- » Need to encourage more affordable housing
- » Older multi-unit complexes need revamping
- » Need neighborhoods with mix of unit type and price point
- » Need daycare near multi-unit complexes

2. Do you have any suggestions or changes for the proposed land use map, policies and actions, specifically regarding Commercial and Employment areas and uses?

- » Need more business and manufacturing jobs
- » Ensure all neighborhoods are well-served by grocery stores
- » Consider traffic management

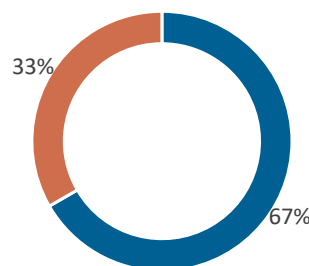
3. Do you have any suggestions or changes for the proposed land use map, policies and actions, specifically regarding

Mixed Use areas?

- » Promote walkable destinations - need safe walking and bike paths
- » Limit the number of multi-unit complexes
- » Access drives from major roads need careful thought

4. Are you supportive of the City's goals to make housing a priority and ensure that all residents have safe and affordable housing options in Sun Prairie. This includes providing a mix of housing types throughout the City.

- » City and School District need to work together more
- » This will make public transit and bicycle paths increasingly important
- » Integrate multi-unit housing into neighborhoods
- » Ensure multi-unit housing is compatible with surrounding uses
- » Encourage opportunities for neighbors to get to know one another
- » Concern about too much multi-unit housing being built
 - » Need small, ranch-style housing for aging baby boomers and young families
 - » Of the 33 people who answered this question:



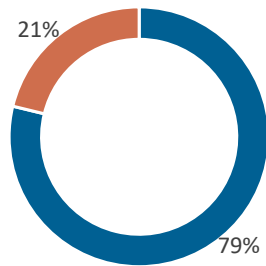
■ Yes I support these goals
■ No, I do not support these goals



April/May 2019 Neighborhood Forums

5. Are you supportive of the City's goals to provide multi-modal transportation options to connect all residents to jobs, services and other regional amenities? This includes things like bike lanes and paths, sidewalk construction, and the upcoming launch of an express transit route between Sun Prairie and the City of Madison.

- » Park and ride is not convenient for people that need it
- » Of the 33 people who answered this question:



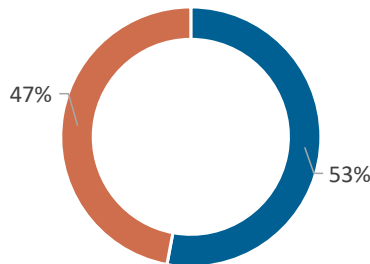
■ Yes I support these goals
■ No, I do not support these goals

6. Are you in support of the proposed sidewalk and multi-use path policy requiring sidewalks/paths as summarized below? 1) On both sides of all new and reconstructed public streets, including cul-de-sac streets and eyebrows; 2) On one or both sides of rehabilitated streets (pavement replacement only), when it is determined to be in the public interest by the City Engineer and City Planner; and, 3) Along private streets, when it is determined to be in the public interest by the City Engineer (or designee).

- » Not supportive of sidewalks on cul-de-sacs and dead end streets
- » Sidewalks are needed in neighborhoods
- » Paths need to be maintained once they are cre-

ated

- » Sidewalks are only needed on one side of a street
- » Of the 34 people who answered this question:



■ Yes I support these goals
■ No, I do not support these goals

7. Please review the boards on the following topics: Agricultural, Natural and Cultural Resources; Utilities & Community Facilities; Intergovernmental Cooperation; and Economic Development. Do you have any suggestions or changes for these other goals and high priority policies and action items?

- » Supportive of preserving agricultural lands and greenspace
- » Economic development should be focused on attracting higher paying employers
- » Need more parking downtown
- » Supportive of public transit

Polco Questions

Polco, an online platform designed to increase public engagement for local government, was also used to pose a series of single questions to the community throughout the planning process. The following questions were asked and responses received:

1. What are the BEST ways for YOU to get informed during the process?

- » 60% - emails from the City through Notify Me
- » 52% - City social media (Facebook/Twitter)
- » 46% - Clock Tower Express
- » 44% - Sun Prairie Star

2. If we make smart choices today, how will people describe our community 10 years from now? Select TWO phrases that best describe Sun Prairie...

- » 63% - "small town comfort with urban amenities"
- » 33% - "warm and welcoming" and "healthy people, healthy neighborhoods"

3. Which of the following activities by the CITY would you support to address the issue of local employers having difficulty finding qualified staff?

- » 52% - develop a transit system to improve commuter access to employers
- » 51% advocate for the development of more employer-led training, such as apprenticeships
- » 47% - host or coordinate job fairs in the City
- » 42% - convene more con-

versations between the Sun Prairie School District and local employers about curriculum that fits the needs of local employers

4. In an effort to clarify the community's thoughts on cul-de-sacs, which of the following sidewalk policy amendments do you support?

- » 35% - do not require sidewalks on cul-de-sacs at all
- » 28% - do not change the current policy-continue to require sidewalks on all cul-de-sacs, including around the bulb/circle

Municipal & Regional Partner Meetings

MSA and City staff met in late 2018 and early 2019 with each of the neighboring towns, villages and city with which the City shares a border or overlapping extraterritorial authorities, plus the Capital Area Regional Planning Commission, to discuss issues of common interest. A brief summary of the most prominent issues in each discussion follows. The municipal relationships are also addressed in Volume 1 Chapter 5 - Intergovernmental Cooperation.

City of Madison

At the time of the meeting with Madison planning staff in 2018 the City of Madison was in the process of updating the Nelson and Rattman Neighborhood Development Plan Areas, both adjacent to Sun Prairie, with no major changes to land use anticipated. The conversation focused on opportunities to connect trails be-

tween the two cities (e.g. Reiner Road to the south, Blue Aster when it is eventually extended to the west). Park and open space lands were also discussed, including Madison's 260 acres south of Hoepker Road (opportunity for a joint project, to include soccer fields?) and the former mine site between Nelson Road and Sun Prairie's Smith's Crossing neighborhood.

Village of Windsor

The meeting with Village planning and development staff included general discussion about development trends and housing policy, park and rec investments near the shared boundaries, and opportunities to coordinate and share emergency service investments. The Village's 2019 improvements to Egge Road were discussed, including the City's desire for bike lane or path connections to CTH C. Both parties reaffirmed the terms of the existing boundary agreement regarding the transfer of several properties east of Token Creek from the Village to the City if and when they develop.

Village of Cottage Grove

Though lacking a shared border the Village and Town have overlapping extraterritorial plat review authority in the vicinity of CTH N and CTH T, due to the Village's annexation of lands north of Interstate 94. As discussed with Village planning staff, neither community expects annexation or development near CTH T within the next 20 years, in part due to challenges with sanitary sewer service. The possibility of a mutual boundary agreement to decide the location of a long term boundary between the City

and Village was discussed, likely near CTH T but not necessarily using that road as the boundary. The prospect of regional emergency service provisions was also discussed.

Town of Burke

The City and Town have many points of shared interest and many miles of shared boundaries. The discussion with Town staff started with various properties that could be annexed to the City for development before the Town dissolves in 2036 and remaining lands are attached to Sun Prairie (per a 2007 boundary agreement). Coordination between Town and City staff to discuss planned construction projects is good (annually in the spring), but could be expanded to include coordination of five-year Capital Improvement Plans. Staff also discussed private property encroachments into the Town's Hagen Park and the blockades preventing the connection of Token Rd., Rebel Dr., and Bull Run. The City would like to connect those streets but neighborhood residents in the Town still prefer the barriers.

Town of Bristol

The Town and City have a boundary agreement adopted in 2005 that describes how they will work together (or defer to the other) on land use planning in various parts of the Town. The discussion with Town officials affirmed a positive working relationship, though there have been few active coordination efforts in recent years. The Town's role in approving annexations in the joint planning area north of the Sun Prairie Business Park was discussed and affirmed. Lands around Pat-

rick Marsh were also discussed, including the possibility that a land owner could propose development. Both the City and the Town have approval authority for land division and zoning decisions in this area. The Town is supportive of efforts to extend off-street paths toward the Town along Bird St. and Broadway Dr.

Town of Sun Prairie

Discussions with Town officials occurred both in February and in May 2019. Though there is not a boundary agreement in place, the City and Town both indicated a willingness to explore an agreement that would address issues such as road maintenance, City growth areas, and limited Town growth areas. The Town would like allowance for a new rural neighborhoods, where new homes could offset the loss of taxable value due to annexation. Roads of greatest concern to the Town include Bird St., Town Hall Rd., and Bailey Rd. The prospects for regional EMS services and a bike path connecting Patrick Marsh to McCarthy County Park along Town Hall Rd. were discussed.

Capital Area Regional Planning Commission (CARPC)

As the regional entity responsible for sewer service area planning and approvals, CARPC is involved in growth planning throughout Dane County and had engaged with Sun Prairie and its neighbors on a regional land use planning effort in 2013 (the Sun Prairie Future Urban Development Area Study). On the topic of regional growth trends, CARPC staff described the results of the Greater Madison Vision Survey, especially the prominence of

concern about climate change, flooding, and desire for investments in renewable energy.

After discussing general land use and development trends and various existing boundary agreements, the conversation focused on the urban service area amendment process. The City hasn't had an amendment to the urban service area recently but will likely be bringing one forward to facilitate service connection to lands at the east edge of the City near STH 19. CARPC staff noted that environmental corridors as mapped and regulated by CARPC are adjusted during this process, using data provided by the City. CARPC staff also noted a desire to review preliminary plats for any issues related to environmental corridors prior to City approval.

The discussion also touched on long-term concerns about flooding in the Koshkonong Creek corridor and the impact of flow from Sun Prairie's wastewater treatment plant. CARPC's regional groundwater model may be useful as part of regional watershed planning.

CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039

Volume 2:
Goals, Policies and Actions

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Sustainability

Introduction

INTRODUCTION



Sun Prairie High School

Welcome to the City of Sun Prairie Comprehensive Plan! This plan is intended to guide decisions and actions affecting the growth and development of the City of Sun Prairie over the next two decades and beyond, consistent with the requirements of Wisconsin Statutes 66.1001

This chapter describes the structure of the plan, offers an overall vision for the future of the City, and addresses the issue of Sustainability.

This is Volume 2 of the plan, containing all policy content. See Volume 1 for relevant background data and analyses.

Plan Organization

This plan consists of two volumes.

Volume 1 contains the background data and information that informed creation of the plan. It has continued value to plan users as a resource for data on the many topics addressed in this plan.

Volume 2 highlights the issues and opportunities of greatest interest to the City at the time that this plan is created and contains the goals, policies and actions that will guide the growth of the City over the next two decades.

Both volumes are organized around the nine required plan elements as outlined in state statutes:

- » Issues and Opportunities (Chapters 1 and 2)
- » Agricultural, Natural & Cultural Resources (Chapter 3)
- » Utilities & Community Facilities (Chapter 4)

- » Intergovernmental Cooperation (Chapter 5)
- » Economic Development (Chapter 6)
- » Housing (Chapter 7)
- » Transportation (Chapter 8)
- » Land Use (Chapter 9)
- » Implementation (Chapter 10)

Many of these issues are interrelated and do not fall neatly into one chapter. Such issues may show up in multiple places. The topic of sustainability affects many aspects of the City and is woven throughout the plan, beginning with this Chapter 1.

Goals, Policies & Actions

The policy content of this plan is organized into Goals, Policies and Actions.

Goals

A goal is a general statement about a desired future outcome. Goals provide the big idea and direction but do not indicate how they will be achieved.

Policies

Policies are rules of conduct to be used to achieve the goals of the plan. They are intended to be used regularly to guide City decisions. Some of the policies in the plan could also be stated as actions but have not yet been assigned to anyone to pursue action.

Actions

Actions are specific activities that someone within city government should actively pursue. All actions are repeated in Chapter 10 - Implementation with approximate deadlines and responsible parties assigned.

Plan Adoption and The Consistency Requirement

Under Wisconsin's comprehensive planning statute, a comprehensive plan must be adopted by ordinance by the City Council, after receiving a public hearing before the Plan Commission.

Wisconsin's Comprehensive Planning law requires that if a local government unit enacts or amends any of the following ordinances, the ordinance *must be consistent* with the comprehensive plan:

- » Official maps
- » Local subdivision regulations
- » General zoning ordinances
- » Shoreland/wetland zoning ordinance

Though adopted by ordinance, the plan itself is not an ordinance and remains open to interpretation in its day-to-day use. This plan is not intended to be a literal "road map" for the City that provides a clear path from the present to a point twenty years into the future. Over the course of time many factors will arise that will significantly influence the day-to-day decision mak-

ing that occurs at the local government level, and in the community in general. Interpretation of the plan needs to be flexible enough to account for these changing factors, while keeping the long-term vision and goals intact.

Overall Vision

Sun Prairie's vision statement is intended to set the general tone for the rest of the plan. It encapsulates the major themes woven throughout the plan.

"The City of Sun Prairie seeks balanced growth, safe and healthy neighborhoods, and opportunity for all residents to pursue their dreams and live full lives."

Sustainability

In a community planning context, Sustainability refers to the community's ability to sustain its way of life over time, through changing conditions, such that current needs are met without compromising the ability of future generations to meet their own needs¹. A closely related concept is resilience, which refers to "the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience²." Planning for sustainability typically considers the effects of local decisions and practices on the wider world as well, such as downstream waterway health, regional air quality, and global climate effects.

Planning a sustainable community requires consideration and bal-

ancing of three different perspectives: economic, environmental, and social. Sustainable decisions are those that look good through all three lenses, such as the construction of a stormwater pond that reduces long-term flooding costs (economic), improves river water quality (environmental) and creates a new recreation amenity in a park (social). In contrast, decisions that would optimize only one or two of those perspectives are not deemed sustainable, such as low-quality housing that is inexpensive to rent when built but then quickly wears out, can't support proper management, and requires redevelopment 20 years later.

Sustainability in Sun Prairie

Sustainability is a relatively new concept in community planning and development, but the balancing of various impacts in community decision-making is not a new practice – Sun Prairie has been doing this for many, many years. Local examples that show balance of economic, environmental and social impacts, and improve community resilience to future change, include:

- » The use of LED streetlights that use less energy and last longer.
- » The use of methane gas produced as a result of the wastewater treatment process to power equipment that is in operation at the water pollution control facility.
- » The use of a renewable, more environmentally sensitive, and more readily available deicing agent (a beet juice/salt water mixture) for City roadways.
- » An emphasis on redevelopment and reuse of under-utilized land and infrastructure in the City's downtown and Main Street corridor.
- » An emphasis on pedestrian-friendly neighborhood design in new development and pedestrian improvements with the reconstruction of existing streets.
- » The installation of geothermal energy systems in Sun Prairie Utilities and the Sun Prairie School District projects.
- » The installation of a solar panel system on the roof of City Hall.



WPPI Solar Panels in Sun Prairie Business Park

¹ This is a variant on the frequently cited definition for sustainable development from the 1987 Brundtland Commission Report *Our Common Future*.
² <https://www.100resilientcities.org/>

As a community, we have often achieved sustainable outcomes through a focus on efficiency, including the efficient use of land and infrastructure and the efficient use of energy. Those efforts have improved our capacity to sustain our way of life in case of future changes such as energy costs spikes or a period of prolonged economic hardship.

Sustainability in This Plan

Our Sustainability Commitment:

Through this plan, Sun Prairie is reinforcing its commitment to the sustainability and resilience of our community. We will consistently consider the short-term and long-term impacts of our decisions on our economy, on the natural environment, and on the social vibrancy of our City. We seek outcomes that will enable future generations to enjoy the high quality of life that we enjoy here today.

This plan features many specific actions and policies intended to improve our sustainability and resilience as described in our Sustainability Commitment. These are identified in each section with this sustainability icon:



DID YOU KNOW?

Sun Prairie High School has one of the largest applications of a ground-source geothermal HVAC system in the country with 343 vertical bores drilled 300' deep. Other energy efficient features of the building include a high performance building envelope, dedicated outdoor air energy recovery ventilation, occupancy sensors, daylighting controls, and a demonstration PV system. Other green features include low-flow water fixtures, waterless urinals, and native planting to reduce water consumption.



CITY OF SUN PRAIRIE
Comprehensive Plan 2019-2039

Volume 2:
Goals, Policies and Actions

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Major Issues & Opportunities

**Issues &
Opportunities**

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ISSUES & OPPORTUNITIES



Park Street

This Chapter is a compilation of the most prominent issues and opportunities facing Sun Prairie during the drafting of the plan update in 2018 and 2019.

Major Issues & Opportunities

The description of Issues and Opportunities in a comprehensive planning process establishes the basis for many of the policies and actions that follow. Chapters 3-9 each begin with a description of the most prominent issues related to the topic of the chapter. This Chapter is a collection of those issues and opportunities that came up the most in comments, discussion and debate. The issues summarized in this chapter are the issues of the moment for the City in 2019.

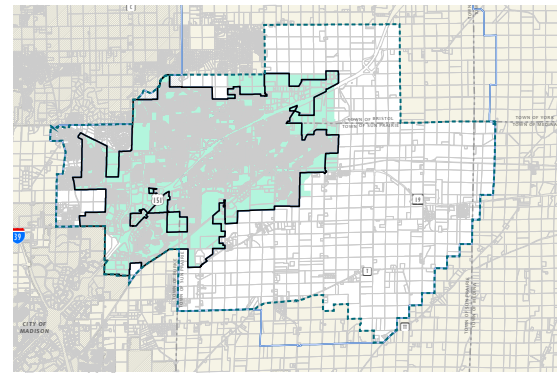
- » Community Growth & Identity
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Community Growth & Identity

Sun Prairie has 32,000 residents today, headed to 40,000 in the next 10 years due to regional growth. Most residents favor growth, but there are concerns about loss of character and the neighborhood impacts of larger, multi-unit housing projects.

The Plan's response: seek balanced growth coordinated with investments in public services (e.g. schools), and a mix of infill development and incremental outward expansion. Continued investments in cultural traditions and the celebration of local history will orient the Sun Prairie identity as growth continues.

See the Housing and Land Use Chapters.



City of Sun Prairie Planning Area

Balanced Neighborhoods

Sun Prairie's newest and oldest neighborhoods feature a mix of housing types and some small-scale commercial uses too. Neighborhoods from 1950-2000 often lack that balance, having high concentrations of certain housing types, resulting in school equity problems.

The Plan's response: encourage balanced neighborhoods in growth areas and allows for neighborhood infill in certain circumstances that will improve neighborhood balance over time. Neighborhood associations and neighborhood plans are encouraged with support from the City's Planning Department.

See the Housing and Land Use Chapters.



1120 W. Main St. Redevelopment

Urban Design Quality

Commercial uses and larger, multi-unit residential buildings can conflict with lower-density neighborhood areas unless buildings and sites are designed with care to avoid negative impacts.

The Plan's response: offer specific design strategies for various building types and locations, especially when close to single-family homes. An update of the zoning ordinance is recommended, with a focus on physical design guidance.

See the Housing and Land Use Chapters.



Design Compatible with Residential Areas

Bike & Pedestrian Facilities

Community feedback included strong support for investments in infrastructure for safe walking and biking. There are currently few on-street bike lanes and routes, and many gaps in the pedestrian sidewalk/path network.

The Plan's response: describe the need for various on-street and off-street improvements and call for an Active Transportation Plan. The Sidewalk Policy is reaffirmed with minor edits to support more predictable decisions about when they will be added along existing streets.

See the Transportation Chapter.



Bike Facilities at Sun Prairie Library



Madison Metro

Public Transportation

The City has been actively seeking more effective public transportation resources for several years, and desire for transit was reinforced in feedback during the current planning process. An initial Metro Transit commuter route connecting to downtown Madison is already scheduled to begin service in 2019.

The Plan's response: encourage efforts to ensure the success of the commuter transit service, and then build on that success over time to meet the needs of more people in more places. The land use plan encourages higher-density development in places that can be most readily served by transit.

See the Transportation Chapter.



Single-Family Home

Home Affordability

Housing prices have been rising quickly in recent years and they continue to rise faster than incomes. There is a particular shortage of units affordable to households earning 30% of the county median income. Employers are concerned that housing costs are limiting local workforce availability.

The Plan's response: prioritize the creation of a detailed housing action plan, and an Affordable Housing Fund to support a variety of possible programs and incentives that can support affordability for rental and ownership housing. The Plan also encourages the development of housing types that limit cost such as smaller lots, smaller units, and attached units.

See the Housing Chapter.



Workforce Development Event

Workforce Limitations

The City would like to attract employers in growing industries that offer family-supporting jobs, such as information technology, biotechnology, health services and insurance. Employment in the City has been growing, but hiring in all industries is a challenge due to the strong regional and national economy.

The Plan's response: focus on workforce attraction and development and take a holistic approach, including investments in transit, housing, parks and recreation, schools, and workforce training. Strong communications practices by economic development staff and readiness to use targeted financial incentives will help the City grow employment in desirable industries.

See the Economic Development Chapter.

School District Partnership

The Sun Prairie Area School District serves a large area, including parts of Madison and the surrounding towns. Continued growth has resulted in community approval for new schools, including a second high school. Though they are separate governmental entities, the health of the school system is closely tied to the health of the City.

The Plan's response: emphasize the importance of good communication, including a semi-annual meeting between City and School District leaders and staff. The Plan's focus on balanced, walkable neighborhoods is also important to student and school success.

See the Intergovernmental Cooperation Chapter.



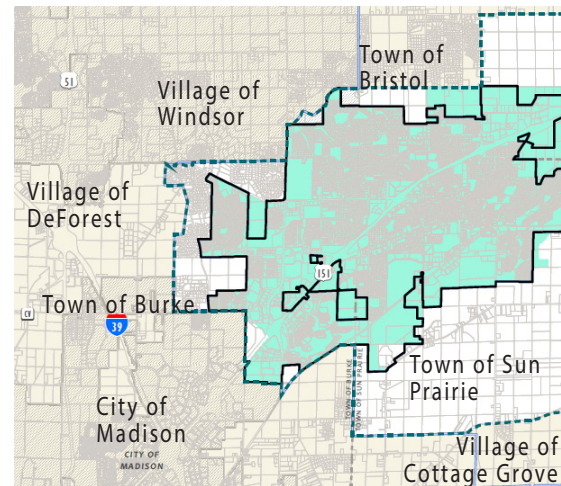
Sun Prairie Schools

Coordination With Neighbors

As the metropolitan area grows, so does the need for coordination between adjacent jurisdictions. Sun Prairie neighborhoods abut neighborhoods in Madison, Windsor, Bristol, Burke and the Town of Sun Prairie, presenting challenges and opportunities to maintain infrastructure and meet resident needs efficiently.

The Plan's response: direct the maintenance and update of intergovernmental agreements to help guide these relationships. Strong collaboration is specially identified with the Town of Burke in preparation for when the City absorbs parts of the Town in 2037. Cooperation among northeast metro area communities on public safety services is encouraged.

See the Intergovernmental Cooperation Chapter.



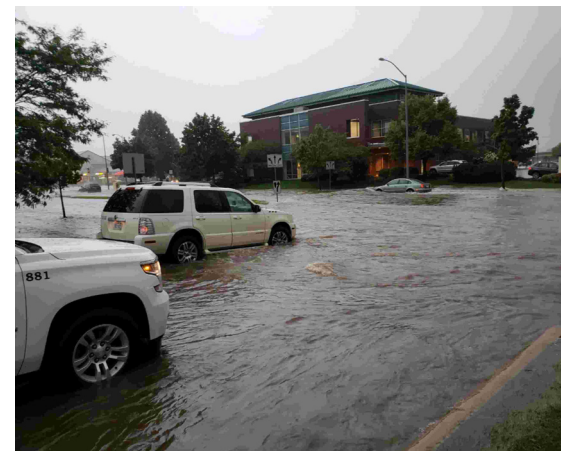
Communities Adjacent to Sun Prairie

Sustainability Challenges

Sun Prairie exists within global economic and environmental systems, and the City and its residents make decisions every day that have impacts on the environment. Residents continue to express concerns about how local conditions affect and are affected by changes in the global climate, including more frequent large rainfall events.

The Plan's response: include a Sustainability Commitment to consistently consider the short-term and long-term impacts of local decisions on the economy, on the natural environment, and on the social vibrancy of the City. Policies and actions that address things like efficient resource use and reduced environmental impacts are highlighted.

See all chapters.



2018 Flooding in Dane County