



OFFICE OF THE CITY CLERK

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Sun Prairie, WI 53590-2227
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FAX (608) 825-6879
Website www.cityofsunprairie.com

*****PLEASE NOTE MEETING LOCATION*****

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, JULY 25, 2018**

TIME: **6:00 PM**

LOCATION: *****WESTSIDE COMMUNITY SERVICE BUILDING*****
MUNICIPAL BUILDING
2598 WEST MAIN STREET – ROOM 144
SUN PRAIRIE, WI 53590

To consider the following:

1. **CALL TO ORDER AND ROLL CALL**
2. **APPROVAL OF MINUTES**
 - A. June 27, 2018
3. **OLD BUSINESS**
4. **NEW BUSINESS**
 - A. UPDATE ON PROJECT SCHEDULE
 - B. DISCUSS INTERVIEW AND FOCUS GROUP LIST
 - C. REVIEW COMMITTEE RESPONSES TO ISSUES AND OPPORTUNITIES WORKSHEET
 - D. DISCUSS CONSULTANT COMMENTARY ON SURVEY RESULTS
 - E. CONFIRM JULY POLCO POLL
5. **DISCUSS NEXT MEETING DATE**
6. **PUBLIC COMMENTS**
7. **ADJOURNMENT**

Posted: July 19, 2018

Posted: Sun Prairie City Hall
300 East Main Street

Sun Prairie Public Library
1350 Linnerud Drive

Water & Light Commission
125 West Main Street

*Paul T. Esser - Chairperson
Jorge Hidalgo
Drew Kuehl
John Muller
Janet Rosseter
Bryant Stempski
Angela Thomas*

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

*Peter Dettmer
Curt Klinkner
Stephanie Manthey
Dan Presser
John Schulze
Fred Stohl*

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/PAG07252018.doc



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COMPREHENSIVE PLAN STEERING COMMITTEE MEETING MINUTES
SUN PRAIRIE, WISCONSIN 53590

DATE: WEDNESDAY, JUNE 27, 2018

TIME: 6:00PM

**LOCATION: MUNICIPAL BUILDING
MUNICIPAL ROOM
300 E. MAIN STREET
SUN PRAIRIE WI 53590**

1. CALL TO ORDER AND ROLL CALL

Committee Chairperson Mayor Paul Esser called the meeting of the Comprehensive Plan Steering Committee to order at 6:03 pm. Attendance sheet attached.

Staff present: Scott Kugler, Tim Semmann, Philip Gritzmacher, Jr.

Others Present: Steve Tremlett (MSA)

2. APPROVAL OF THE MINUTES

A. Motion to approve the April 25, 2018 minutes: John Muller (1st), Jorge Hidalgo (2nd) / approval by voice vote.

3. OLD BUSINESS

A. None.

4. NEW BUSINESS

A. UPDATE ON PROJECT SCHEDULE: *Consultant said that they would be meeting with businesses over the next few weeks to talk about issues and opportunities in the community. Consultant also advised that they would be beginning to inventory Agricultural, Cultural, and Natural Resources in the next phase of the planning process. The consultants will be placing a chalkboard at the Farmer's Market where residents will be able to answer one question. The same question will be available on Polco. The consultant invited the committee to email ideas for questions to MSA.*

B. REVIEW JULY HOMEWORK ASSIGNMENT – ISSUES AND OPPORTUNITIES WORKSHEET: *The consultant reminded committee members to return the issues and opportunities worksheet to Scott Kugler by July 13, 2018.*

C. REVIEW MAY PUBLIC INVOLVEMENT MEETING RESULTS: *The consultant said that 72 people signed in at the three public forms held Bird Elementary School, Sunshine Place, and Sun Prairie City Hall. He explained that the two main activities were a "sticky wall" for posting statements regarding visioning preferences as well as a mapping activity in which participants could highlight issues and concerns. The consultant said that the attendance good and was likely quite higher than the number of people that signed in. Further, he said that the attendance seemed representative of the community.*

D. REVIEW COMMUNITY SURVEY RESULTS: *The consultant said that during the 7 weeks that the survey ran over 2000 responses were collected. He went on the review the results of the survey with the committee members.*

5. DISCUSSION OF NEXT MEETING DATE

A. The next meeting date will be July 25, 2018 at 6:00 pm.

6. PUBLIC COMMENTS

A. None.

7. ADJOURNMENT

A. Motion to adjourn the June 27, 2018 meeting of the Comprehensive Plan Steering Committee by Hidalgo (1st), Esser (2nd) / approval by voice vote.

Recorder: P. Gritzmacher, Jr.

Posted: April 19, 2018

Posted: Sun Prairie City Hall
300 East Main Street

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Water & Light Commission
125 West Main Street

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COMPREHENSIVE PLAN STEERING COMMITTEE MEETING ATTENDANCE

Date: June 27, 2018

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



ISSUES AND OPPORTUNITIES WORKSHEET SUMMARY

Summary includes worksheets from 17 members

1. *Looking back over the past 5 years what are the one to two most notable accomplishments of the City/Community?*

The most common response to this question is the City's success in developing Prairie Lakes into a regional destination and attracting large retailers such as Costco, Cabela's and Target (13 responses). The City accomplished this in a relatively short timeframe – the past five years with the exception of Target. Due to this success the City has “developed a reputation as a community/location where businesses want to be”.

There were also comments regarding the following accomplishments:

- Redevelopment efforts of the Central Main St. Corridor and Downtown District (6 responses)
- Construction of two new elementary schools (3 responses)
- Business Park expansion (2 responses)
- Growth and diversification of housing stock - development of multi-family housing (2 responses)
- Development of Non-Discrimination Ordinance marks Sun Prairie as a welcoming and supportive place (1 response)
- Creation of Ad-Hoc Steering Committee on Transportation to advance Sun Prairie's transportation goals (1 response)
- Remaining a tight-knit, small community despite continual growth (1 response)
- Inclusion of multi-modal transportation in developments (1 response)

2. *Looking back over the past 5 years what are the one to two most notable missed opportunities of the City/Community?*

The most common responses are in relation to transportation. Respondents feel that the City has missed opportunities to include multi-modal transportation (sidewalks, bike lanes, multi-use paths) in new developments, including Prairie Lakes. Respondents also mentioned that the City needs to be consistent with its adherence to the sidewalk policy and prioritize safe routes for pedestrians (5 responses). Respondents also feel that the development of a public transit system (4 responses) is a missed opportunity, including discussions of a light rail system between Middleton and Sun Prairie (1 response).

There were also comments regarding the following missed opportunities:

- Pressure on school system with increasing population (2 responses)
- Slow redevelopment of downtown, including acquisition of property along Central Main Street Corridor (2 responses)
- Lack of development of affordable housing (1 response)
- Lack of focus on attracting higher paying jobs (1 response)
- Lack of soccer park (1 response)
- Addressing high crime rates in older neighborhoods (i.e. Vandenburg and Hamilton Place) (1)
- Acquisition of property for the Business Park sooner (1 response)
- Lack of Transit Oriented Development for new apartments (1 response)
- Lack of intergovernmental cooperation to create multi-modal links with surrounding communities (1 response)
- Upgrading recreational amenities (1 response)
- Lack of strong City Center – opportunity to reconstruct Main Street with Bristol and Main (1 response)

3. *As you look to the future what are the one to two most notable issues the City/Community needs to address?*

Similar to the previous question, many responses to question three were in regards to transportation. Respondents were concerned about the impact the recent boom in growth will have on existing streets and parking; creating fixed route inter- and intra-city transportation; additional east-west connections in the City; dedicating truck routes; and considering alternatives to the Madison Metro such as a mini bus or trolley (12 responses). An additional 3 respondents noted the importance of completing the bicycle and pedestrian networks within the community.

There were also comments regarding the following notable issues:

- Well-planned growth – identify where and what growth should look like; ensure infrastructure/ services can keep up; reduce sprawl, focus on infill (6 responses)
- Housing affordability/shortages – housing for those the market is not providing for (4 responses)
- Attract employers that pay higher wages (4 responses)
- Encourage placemaking (1 response)
- Redevelopment at Bristol & Main (1 response)
- Expand current high school vs. building new – financial reasons (1 response)
- Create design standards for buildings downtown (1 response)
- Equity in public services (1 response)

- Schools should focus on teaching construction and mechanical skills (1 response)
- Understand why people love Sun Prairie (1 response)
- Taxes (1 response)

4. *As you look to the future what are the one to two most notable opportunities the City/Community needs to capitalize on?*

Again, transportation was a common theme in regards to developing a public transportation network (5 responses) and connecting existing bicycle and pedestrian trails (5 responses). In regards to public transportation, a couple of responses focused on strengthening Sun Prairie’s link to Madison to help attract more diverse employers; the recent more dense developments are prime candidates to be on a public transit route; and that the City could either partner with Metro or pursue a local service. Smaller communities such as Superior (26k) Wausau (39k), Stevens Point (26k) and Manitowoc (33k) have their own transit systems. In regards to bicycle and pedestrian trails it was suggested that the City focus on creating more off-street multi-use trails.

Another common response is to continue to develop historic downtown Sun Prairie (6 responses). This includes adding more unique shops and restaurants and increasing density. Another comment suggested the City view Bristol and Main as a redevelopment opportunity.

There were also comments regarding the following notable opportunities:

- Ensure auto routes are efficient and make sense with future development (2 responses)
- Focus on redevelopment – use TIF, control redevelopment of vacant properties (2 responses)
- Focus on community amenities that attract workforce – public art, urban spaces, unique recreational opportunities, venues; small town feel with modest opportunities (2 responses)
- Expansion/addition of new High School (1 response)
- Create business incubator and use grants, create commercial kitchen, host business workshops, etc. (1 responses)
- Develop a high tech campus (1 response)
- Create Transit Oriented Development (1 response)
- Invest in rebranding (1 response)

5. *What do you feel are the top issues and opportunities facing the community by planning element?*

Housing

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Shortage of affordable housing (5) • High demand → impacts on school district and services (4) • Maintenance of older SF and MF homes (3) • Lack of information about housing needs within community (3) • Local opposition to affordable options (2) • Lack of public transportation (2) • Too many large multi-family complexes too quickly (2) • High property taxes (2) • Shortage – All types of housing (SF, MF) (2) • Variety of housing stock within neighborhoods (1) • Variety of bedroom counts in housing stock (1) • Location (1) • Not enough green space with apartment/condo developments and integration of sidewalks and bike paths (1) • No staff with expertise to housing and no one dedicated to focus on equal housing (1) • No issues here (1) • Perception of certain areas/neighborhoods breeding crime (1) • Few condos (1) • Parts of Main Street underdeveloped. (1) • Currently a seller’s market (1) 	<ul style="list-style-type: none"> • Variety home options – single family, duplex, condos, apartments, starter homes, senior apartments, etc. (5) • Availability of space for development and redevelopment/infill (4) • Good educational system (3) • High demand – opportunity to set a high bar (2) • Promote opportunity for mixed use development (2) • Cannery square is great feel with a variety of housing (2) • City needs the authority to regulate the maintenance of multi-family housing and offer incentives for redevelopment when necessary (2) • Good developers willing to work in SP and know how our process works (1) • Strong desire to create affordable housing in business and political arena (1) • Educated populace (1) • The market will meet some of the need (1) • Encourage the development of housing for those groups the market does not provide for (1) • Require a % of new units be affordable and starter homes (1) • Main st/DT revitalization (1) • Young professionals are looking for high-quality rental opportunities with “modern” amenities. (1) • Further studies on how to find housing and how to provide equal access to all areas of housing in the City (1) • Spread housing across the city. (1)

Transportation & Mobility

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Lack of bus service (intra- and inter-city) (13) • Develop complete bike and pedestrian routes that are regularly maintained (8) • Local opposition to creation of walkable environment (2) • Lack of adequate E-W routes south of HWY 151 (2) • Need Park & Ride facilities (2) • Increasing traffic congestion (2) • Speeding (2) • Funding/debt ceiling issues make maintenance tough (1) • Consistently implement sidewalk policy (1) • Political will to tie our transportation to Madison seems low (1) • Too many unconnected neighborhood streets (1) • Many areas auto dependent (1) • Few places to cross 151 (1) • SP Taxi fleet is old and not clean (1) • No Uber/Lyft (1) • No Bicycle Friendly Community designation. (1) • No issue (1) • Cut off by 151 and 19 at times (1) • Two liabilities are signals and lanes at Bristol and 151, and Main St and Bristol. (1) 	<ul style="list-style-type: none"> • Location! Very well situated to major highways with access to Madison and Milwaukee (6) • Growing bike trail network (6) • Planning and advocating for added transportation options and connectivity (5) • Plan and maintain a regional transportation system (3) • Clarification/review of sidewalk policy (2) • SP Taxi service (2) • Transit improvements (1) • Educated workforce/community (1) • Close to airport (1) • Commitment to complete streets (1) • Require new development to have sidewalks and bike paths. (1) • Investigate shuttle service that can go from neighborhoods to the library and parks. (1) • Opportunity for placemaking (1) • Easy to drive to and from anywhere in town. (1) • Trek employees in SP garner support for bike travel. (1) • Add bus/trolley pickups along Main Street and around Prairie Lakes. (1) • Redo intersection at Main and Bristol. (1)

Community Facilities and Services

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Lack of community center and/or youth center (3) • Minimal civic art/amenities • Lack of a large soccer park (3) • Make sure that services and amenities we have can be expanded upon and well-maintained as our community continues to grow (3) • Build a dog park – Smith Crossing, West Wynde (2) • Volunteer Fire Department (2) • No baseball complex (1) • Meeting sites for small groups (1) • Museum is underutilized (1) • More recycling pick-up (1) • More on-street bike lanes (1) • Services and facilities tend to not work together and can duplicate work (1) • Listing of all the resources available to residents and what they do (1) • Activities are crowded around Sheehan Park (1) • Need to create neighborhood focus so people feel a part of the community (1) • Continue to support Colonial Club, Sunshine Place, Community Schools, Boys & Girls Club, Urban League. (1) • Sun Prairie Utilities is a unique asset (1) • Areas with low access to public parks. (1) • Construct a park in West Prairie Village area (1) • Walkability (1) • Constrained by open land (1) • No issues (1) • No mountain bike trails (1) • More staff for rec programming to provide year round activities (1) • Special interest groups dominating discussion about alternate uses in public spaces and parks (1) 	<ul style="list-style-type: none"> • Library (7) • Many facilities reflect high design quality and are well located (City Hall, Westside Community Building, Library) (5) • Park system (4) • Civic space in Central Main St. Corridor • Splash pad(s) (3) • Fire Department/Police (2) • SP Utilities (2) • Pool (2) • Variety and quality of facilities and services (2) • (1) • Public Market (1) • Soccer Park (1) • Cannery Square is a nice focal point/gathering space for the community (1) • Define and develop neighborhood associations. (1) • Lack of access to a full-service hospital (1) • Thoreau park - add a Splash pad and basketball court. (1) • Good existing system (1) • Provide some public service (police resource center, public garden, rec center) near Vandenburg Heights Subdivision Aging schools (1) • Ice Arena (1) • Open up Angell Park for more varied events that would draw on the local and regional level. (1) • Redevelopment of the aquatic center (1)

Agriculture Resources

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Farmland being developed (3) • Another community garden – urban agriculture (2) • Lack of “local sourced” and alternative food markets (Mediterranean, Asian). (2) • Conflicts between growth areas and good ag areas (1) • Fewer people getting into field (1) • More attractive setting for farmers market (1) • RH-35 zoning is not really a viable zoning district for establishing any sort of agricultural uses. (1) • It’s too expensive to purchase agricultural land in Sun Prairie due to the growth of the city(1) • Property owners have an impact on the direction and degree to which the City will grow. (1) 	<ul style="list-style-type: none"> • Distance to agricultural resources is a strength. (2) • Public market (1) • More local food emphasis (1) • Abundance of rain retention areas that make for natural areas throughout the City (1) • Strong ties to community (1) • Farmers market offered twice a week. (1) • No community gardens. (1) • Develop something similar to what Growing Power has established in the City. (1) • Prioritize our agricultural resources (1)

Natural Resources

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Trees on City property that are removed need to be replaced (3) • Cooperation from developers on preserving resources and/or making them accessible (3) • Few natural areas other than Patrick Marsh (2) • Very little water for recreation (e.g. fishing) (2) • Area behind Patrick Marsh is nice but underdeveloped and not easily accessible (2) • Wetland issues/soils (1) • Ever changing rules regarding preservation of natural resources (1) • No dedicated park space for year-round off-street cycling. (1) • We are able to allow variances to setbacks for wetlands and other regulations to protect corridors, wooded areas, wetland buffers, etc. That is not our expertise and should be handled by the DNR, Dane County Land and Water Resources, CARPC, and others. (1) • Alternative energy (1) • Water channeling (1) • As a city, we seem set on building parking lots of grandiose size and manicured lawns for days. (1) 	<ul style="list-style-type: none"> • Patrick Marsh (5) • Thoughtfully approach development to ensure compatibility with natural features of the area (3) • Great parks (2) • NW Koshkonong S.W. basin area – opportunity for amenity (1) • Neighborhoods like Smith’s Crossing do a nice job of incorporating natural features and using them as assets (1) • Angel Park has excellent playground (1) • Sheehan Park is big and is widely utilized. (1) • We should be implementing our Sustainability Goals and objectives and actively pursuing policies to be a more sustainable community. There is no measure of sustainability currently practices in the city or where the possibilities are to become more sustainable in the short-term future. (1) • Create trail all the way around Patrick Marsh. (1) • Solar, geothermal (1) • Create environmental corridors and use for rec too. (1) • Look at ordinances to see if parking lots can be shared jointly with two or more box stores. (1) • Encourage sound building practices, quality materials, and LEED accredited building practices. (1)

Cultural Resources/Community Character

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Identity - Who are we and what do we want to be in the future? (5) • Museum - it needs a focus/mission. (3) • Very little multi-cultural opportunity (3) • Losing the small town feel that a lot of people move here for. (2) • City needs to enforce ordinances especially with vehicles parked on front yards. (2) • Neighborhood cohesion - this is a way to make the community seem smaller. (2) • Need theater space in downtown (1) • Art gallery/studio in downtown (1) • Angell Park races - how do we deal with the friction between noise and heritage? (1) • Lots of complaints about people speeding in neighborhoods with children. (1) • Survey comments spoke about teenage gangs. (1) • Not enough destinations (1) • Our community character based on how we have built and grown is split and becoming more two-downtown (old town – Cannery Square, new town – Prairie Lakes). (1) • Divisions in community – new vs. old residents, development vs. no development, etc. (1) 	<ul style="list-style-type: none"> • Events (Parades, Corn Fest, Midget Races) (3) • A very identifiable, iconic downtown district (2) • Strong community (2) • With new construction and street upgrades look at installing smart traffic lights, highlighting speed limits, etc. (2) • Civic Theatre/Center (1) • Public Market (1) • Great Library (1) • Rec department offers a wide variety of classes and programs. (1) • Helping and caring community, overall (1) • Increasing diverse demographics (1) • Still has a small town feel (1) • Again, providing more natural open space for recreation and preservation (1) • Redevelop museum area to revitalize (1) • Create botanical gardens (1) • Patrick Marsh (1) • What is our history of Sun Prairie besides an agricultural backdrop to Madison? I think we need to better define what our city has been, currently is, and wants to be. (1) • Capitalize on ties to Georgia O’Keeffe – to strengthen the place of arts within the community. (1)

Intergovernmental Cooperation/Collaboration and Partnerships

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • T. of Sun Prairie – challenging discussions historically (3) • Use intergovernmental agreements to plan and operate a transit system. (1) • Pursue regionalization of Fire and EMS. (1) • Seek partnerships that will allow community to leverage local funding to regional/state/and federal funding. (1) • More information about how portions of Burke will be annexed and the resource impact (1) • Coordinate with Madison to develop a transport solution that would accommodate all those who work there but live in SP. (1) • No Dane county park with year-round services (golf, trails, MTB cycling, XC skiing) (1) • Too much sprawl. (1) 	<ul style="list-style-type: none"> • Re-evaluate/strengthen agreement with T. of Bristol (2) • Fire/Police mutual aid (1) • Cooperation with County Board (1) • Easy to work with and are receptive to working with us. (1) • Sun Prairie staff from various agencies works well together. Very collaborative environment. (1) • Comprehensive Plan allows us to provide input to the portions of Burke that will be annexed. (1) • Cooperative Agreements should be updated every 5 years. (1) • Connection from the Glacial Drumlin trail to Sun Prairie. (1) • City council working with other area municipalities. (1) • Create an intergovernmental agreement with T. of SP (1)

Land Use, Zoning and Urban Design

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Plan and dedicate multi-use trails – esp. on west side (3) • Need more density (2) • Ever changing statutory landscape – ability to ensure quality environment keeps getting hindered/undermined (1) • Increasing construction costs (1) • “Suburban” mindset – challenges to attract Millennial work-force, which is key to landing quality employers (1) • Changing zoning and development after people have bought land and were told what was going to be allowed in the area (1) • Too much underutilized space on major corridors – west Main (1) • Need more “place making” on corridors. (1) • Incorporate more green space and focus on sustainability in redevelopment areas (1) • It is hard to get around some areas of town due to road design (1) • Older portions of industrial properties and overall plan for redevelopment (1) • Main Street is a hodge-podge between 151 and Downtown and exacerbated by the fact that some building facades are oriented parallel to the street while others are not (1) • Create a high tech campus to attract business into Sun Prairie (1) • Some inappropriately cited uses for current area (industrial areas downtown, etc.) (1) • More emphasis on single-family homes. (1) • Perceived lack of a plan and/or no master plan or vision. Where are we going? (1) • Sidewalk installation in all new and existing neighborhoods. (1) • Lack of cohesion re: overall community design and degree to which design standards should be enforced (1) 	<ul style="list-style-type: none"> • Initiatives and incentives for sustainable site and building design (e.g. TIF) (3) • Quality design of new buildings and homes, older buildings are well maintained (3) • Emphasis on mixed-use properties and mixing uses within plats, less division of uses (2) • More housing & other opportunities downtown and in central Main corridor (1) • Need MF standards outside of MSO (1) • Designated areas for balanced development (1) • There is a lot of space on our major corridors that is ripe for redevelopment or development (1) • Business Parks (1) • Chickens (1) • Community garden, beekeeping (1) • There’s an increasingly logical pattern of denser and less dense areas (1) • There’s an increasingly logical pattern of denser and less dense areas (1) • Working on the Comprehensive Plan so have an opportunity to set the direction now. (1) • Require side walks on at least one of side of street (dependent on width of street). Throughout the city for new construction or reconstruction. Not on cul-de-sacs. (1) • Lots of people would like to bike for recreation around town and others would like to commute to work. (1) • Updates to zoning code (landscaping, signage, allow for smaller lots to accommodate smaller homes) (1)

Economic Development

Issues/Weaknesses/Liabilities	Opportunities/Strengths/Assets
<ul style="list-style-type: none"> • Project management (3) • No transit service (2) • Workforce housing supply is low (2) • More sit down restaurants. (2) • Re-development downtown area and provide walkable and bikeable access to shopping, dining, & entertainment. (2) • East side of town/downtown area could use some restoration/redevelopment – use incentives (2) • More employers needed in SP that pay ‘living wage’ – ability to own a home. (2) • Need more amenities/”places” to attract workforce (1) • “NIMBY”/”BANANA” attitudes about downtown and central Main St. areas (and growth in general) (1) • Limited appetite to aggressively spur redevelopment of blighted areas (1) • Bringing in destination businesses to older parts of town (1) • Developing small commercial areas throughout the city (1) • Business Park by Patrick Marsh – what is the status of this and its utilization? (1) • Lack/mixed direction from elected officials (plus this group is changing) (1) • Finding/creating space for additional industrial and office development (1) • High tech campus to bring more business into the community (1) • Lack of starter housing (1) • Menards (big box store) built and has a reputation for environmental fines and safety issues across the state. (1) • Not attracting large businesses. (1) • Recruit more manufacturing and high-end jobs (1) • Cheesemen (1) • Hard to move around in City without car (1) • Address food deserts when we are locating dense housing (1) • 	<ul style="list-style-type: none"> • Growth of Prairie Lakes (4) • Land available for development (2) • Downtown seems to be finding a good mix of businesses that offer a different vibe than the west side (2) • Bus. Park expansion (2) • More housing and amenity opportunities downtown (1) • Market conditions are favorable to support/spur redevelopment (1) • A growing population that should attract new businesses (1) • Educated workforce (1) • Good schools (1) • Political will is strong (1) • Cluster of destination retailers serving customers from outside Sun Prairie (1) • Opportunistic attraction of developments that don’t want to develop in Madison (1) • Riddel College Town was great addition (1) • Madison Kipp expansion shows that we support manufacturing operations. Sell the story to other mfg companies that may be looking to grow. (1) • Attract business headquarters looking to relocate (1) • Financial incentives to promote environmentally friendly and sustainable businesses. (1) • More incentives to redevelop decaying areas (1) • More jobs than people (1) • Get people moving on foot/bike and create corridors for such where a road might not be feasible. (1) • Business incubator opportunities. • Creating opportunities for youth to find employment and receive training (1) • Encourage sports and activity coaches to host practices outside of regular work hours (1) • Promote/recruit training facility to locate in SP – perhaps tech school (1)



Sun Prairie Community Survey - Consultant Notes and Observations
Jason Valerius, MSA Professional Services
July 17, 2018

The survey results will inform the planning process, but will not dictate plan policies

The 2018 Community Survey collected opinions from more than 2,000 members of the Sun Prairie community. It is one of several methods by which the City is collecting viewpoints about the City's future growth, change and improvement. It is important to keep in mind that this survey will *inform* the crafting of goals and policies in the Comprehensive Plan, but it does not constitute a *vote* on various city policies. The City Council has the final say on the content of the Comprehensive Plan and may support unpopular policies on specific issues as part of a comprehensive package of interrelated policies deemed to be in the City's best, long-term interest.

The survey results are useful, but beware the biases

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 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, and "safety", "parks" and "walkability" topped the list. When asked about the condition of things like lighting, property upkeep, street trees, safety, walkability, etc. (question 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. 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 many complaints about those rates. A majority of respondents were opposed to additional spending for support job growth (question 48), city facilities or services other than street maintenance (question 49), and development incentives (question 50). When we asked about park and recreation improvements, “none” was the third most popular answer.¹

There is widespread opposition to new rental units, mostly among homeowners

On all of the housing-related questions, considering images of different housing types (questions 11-15), affordability (question 20), pace of growth (question 26) and unit mix (question 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. For reference, the ownership rate was about 59% in 2016 based on 1-year ACS estimates.

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. 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. 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 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).

¹ For reference, the 2017 effective tax rate in Sun Prairie was \$21.97 per \$1,000, and the City portion of this \$7.78. This is comparable to the City of Madison (\$22.54/\$9.05), the City of Fitchburg (\$22.68/\$8.50) and the Village of Cottage Grove (\$21.51/\$5.81), but higher than other peers such as the Village of DeForest (\$19.75/\$7.22), the Village of Waunakee (\$19.69/\$6.12) and the City of Middleton (\$18.70/\$5.94). All townships have lower tax rates (and fewer public services).

Support for “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. Regarding incentives to encourage the private sector to build more sustainable development, the most popular response was “none”. 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 existing roads during reconstruction projects, except cul-de sacs (question 45). The number one desired park and recreation improvement in every part of the City was “off-road walking/biking trails”. After “street maintenance”, “bike/ped facilities” was the second most common selection for increased tax dollar spending (43%). 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 ranking with “Add more off-street pathways” ranked third.

There is a desire for bus transit service

The final question of the survey 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.

Proposed POLCO Question (DRAFT)

Sun Prairie is a growing City. Our location and character are attractive, and we expect more than 40,000 people to call Sun Prairie “home” by 2030. But what will that character be as we continue to grow? How will we, and others, describe our community 10 years from now? Select TWO phrases that you like best as a description of your future Sun Prairie.

- *“warm and welcoming”*
- *“a great place to do business”*
- *“healthy people, healthy neighborhoods”*
- *“small town roots with urban amenities”*
- *“we have something for everyone”*
- *“an active community”*

Feel free to share your comments about what these phrases mean to you, or to add your own phrase describing the Sun Prairie you desire .