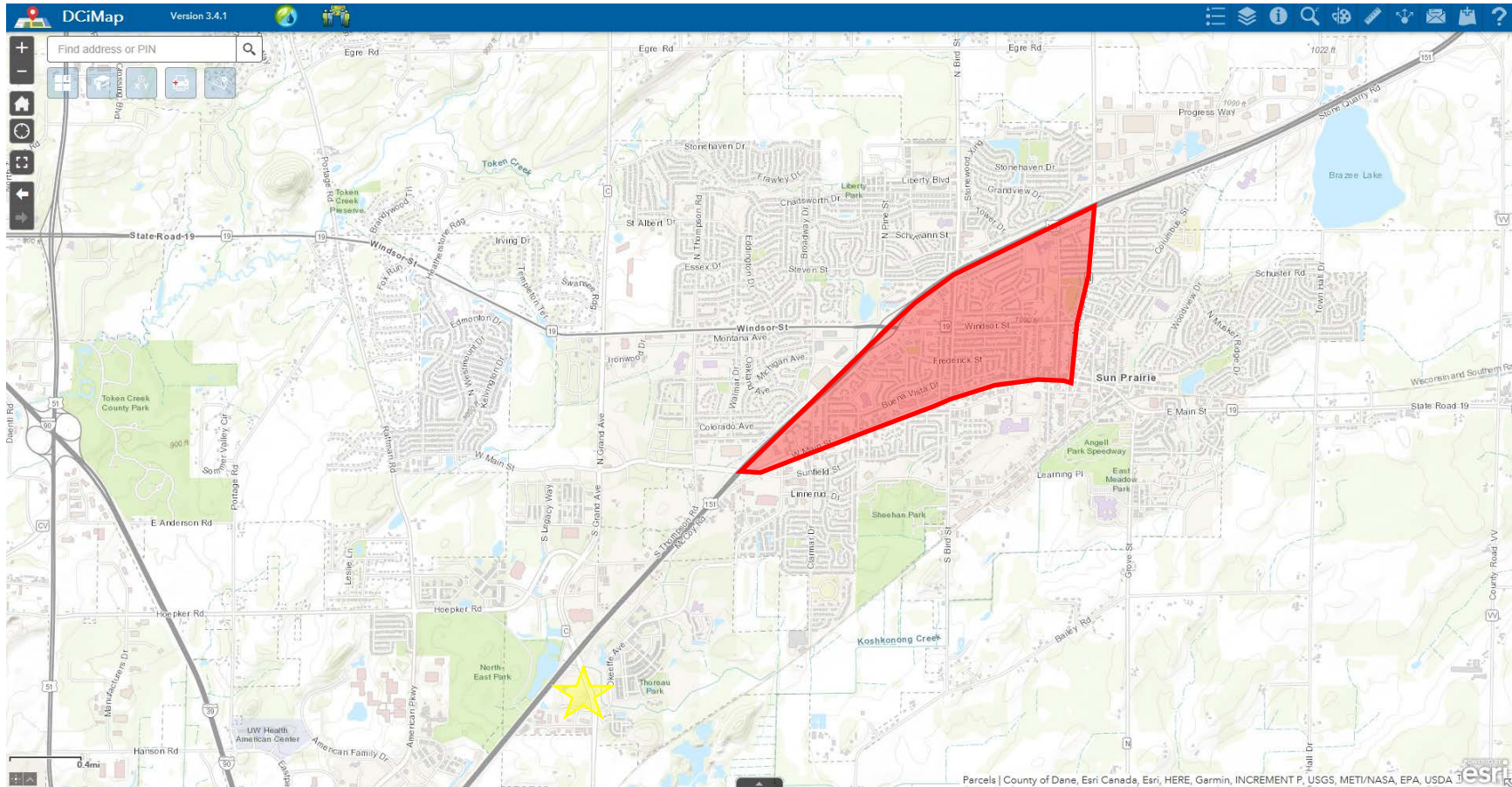





Sun Prairie, Wisconsin - Opportunity Zone Tour (October 14, 2019)



 - Metro Transit Route 23/Park and Ride Established 2019

<i>General Information</i>	<i>Opportunity Zone Information</i>	<i>Possible OZ Projects & Challenges</i>
Consistently one of the fastest growing Cities in the Madison Region, and is an increasingly diverse community. (40,000 by 2030)	Boundary: U.S. 151, Main Street, & County Highway N (Bristol St.), Approximately 640 acres in size.	Funding challenges for affordable housing, as the housing gap continues to increase. Housing costs outpacing wage growth.
Just opened 2 new elementary schools, and a 2 nd high school to be built in 2021	Population: 4,264 (2010); 1,836 Housing Units (2010); 81.8% White (Source: USA.com)	Funding challenges for extending Metro Transit (both existing route and future local service)
Developed 2.5 million s.f. of retail since 2006	Targeted Projects: Affordable housing, employment uses, and entrepreneurship.	Funding challenges for long term infrastructure needs:
Strong, growing industrial employment base	Successful projects include: McHenry Project (Mixed Use), Element on Main (Workforce Housing), Catalyst (Market rate Housing); Other projects adjacent to OZ boundary	<ul style="list-style-type: none"> • Traffic signals at Bristol & 151 ramps • Completion of CTH VV ramps to allow bypass of regional truck traffic • Clarmar Drive overpass • Improvements needed for Aquatic Center, Sheehan Park & Library • Pedestrian and bicycle improvements and connections (e.g. Bird Street overpass • Signage on U.S. 151
Available industrially zoned land (75 acres)	Largely built out, focus on redevelopment	
Successful redevelopment areas (Downtown & Main Street)	Priority Redevelopment Sites: Downtown Explosion Area; McGovern's (Main & Bird St.), STH 19 (Windsor St.) Interchange	
Metro Transit service began in 2019	Redevelopment of Primary High School sports complex just south of OZ an west of Downtown	
Fiber to the Premise project completed in 2017	Sunshine Place (Social Service Non-Profit is located here)	Main Street viewed as a possible location for a business incubator and/or co-working space
Community is physically divided by U.S. 151, which can create some public service challenges.	Locally leveraged tools: Tax Increment Financing, Main Street Overlay (accelerated zoning review)	Funding challenges for improvements for existing elementary schools (Community School locations)
Industry Sectors: Finance & Insurance, Advanced Manufacturing, Warehousing & Distribution, Information Technology, Retail	OZ benefits are unavailable to certain projects that are located immediately adjacent to the OZ	Funding for facility improvements and programming for Dane County Boys & Girls Club

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