



To: Community Development Authority

From: Scott Kugler – Director of Community Development

CC: Neil Stechschulte – Director of Economic Development

Re: Draft RFP and Summary of Public Meetings

Date: November 7, 2019

Background

The City of Sun Prairie purchased 402 E Main and 109-111 Vine Street on September 19. Per the direction from the Community Development Authority, the City held a neighborhood meeting to gather residents' input on future redevelopment on the site. A similar discussion occurred with the Business Improvement District Board. Staff is providing this summary as a guide for the CDA in drafting an RFP for the redevelopment of this site.

Neighborhood Meeting Summary

On Wednesday, October 30, City Staff held a neighborhood meeting to discuss potential redevelopment at 402 E Main/109-111 Vine Street. The City purchased the properties in September with the intent of seeking a redevelopment project, and wanted to provide neighborhood residents a chance to have some input into the potential reuse of the site.

There were approximately 30 residents in attendance, who were informed that the existing buildings would be demolished and that redevelopment of some sort (likely with a housing component) would occur in the near future.

To gain input from those present, staff asked attendees to respond to three questions:

1. Please provide up to three uses that you think would be a good fit for this site.
2. What are your top three concerns regarding redevelopment of this site?
3. Is there an example of an existing building in Sun Prairie or the surrounding area that you think would be a good fit for this site?

Responses were quickly grouped and summarized, and further discussion occurred on these topics. A general question and answer session about the redevelopment process and the properties also occurred. The following summarizes the input received from the neighborhood:

Q1 (64 responses): Please provide up to three uses that you think would be a good fit for this site.

- 29 responses mentioned a housing component, ranging from single family homes to senior housing

- 16 discussed food related business, ranging from different types of markets to specific types of restaurants
- 19 responses called for a mixed use project (housing and some type of commercial component)

Q2 (54 responses): What are your top three concerns regarding redevelopment of this site?

- Three categories emerged:
 - o Concerns about the density/scale of the project,
 - o Concerns about the architectural character of the project,
 - o Concerns about traffic/parking generated by project
- In addition, several responses dealt with nuisance issues such as privacy, noise, smell and existing commercial vacancy rates

Q3 (19 responses): Is there an example of an existing building in Sun Prairie or the surrounding area that you think would be a good fit for this site?

- Three types of responses emerged:
 - o Architectural features (mural, patio dining, transition to neighborhood, etc.)
 - o Places (Cannery Square, Waunakee Downtown, etc.)
 - o Specific buildings (Full Mile, Prairie Flowers, DreamBank, etc.)

Discussion about scale and massing led to general consensus that a 3-story building along Main Street that becomes a 2-story building along Vine Street due to the change in grade was acceptable. Some felt that if there were fewer, larger units in the building and no roof top public space the building could potentially be taller. Comments included an emphasis on privacy and being respectful of the fact that the property is surrounded by single family homes to the north and east.

BID Meeting Summary

On November 7, staff discussed the City-owned property at 402 E. Main Street and 109/111 Vine Street at a BID Board meeting to get the Board's input on the potential redevelopment of the site. The following summarizes the discussion that occurred at this meeting:

- The idea of a parking lot on this site was supported by some members, particularly those with businesses nearby. However, it was noted that this was not an idea that was universally shared by the entire Board for the redevelopment of the property. There was consensus, however, that providing adequate parking for whatever occurs on the property is important.
- Additional housing downtown is a priority, and this would be a good site for that to occur. More housing downtown will expand the customer base for downtown businesses.
- A mixed-use building on this site would be a welcome addition, and the Board did not feel that there was too much retail/business space downtown now. Storefronts are full, and there appears to be capacity for more commercial space.
- Adding a use that would stay open into the evening hours would be a good addition downtown, whether this is a unique retail use, restaurant, a cultural venue with events or activities, a small auditorium, or some similar use.

Staff Recommendation

Staff recommends that the RFP contain a section that provides this information as guidance for potential developers, and that the scoring criteria for the RFP reward proposals that demonstrate how they incorporate these ideas. However, staff does not recommend that the RFP limit proposals by saying that compliance is required for submittal.

Staff is looking for general comment and direction from the Community Development Authority on the draft Request for Proposal and seeking a recommendation to move forward for City Council consideration.

Proposed Timeline

Issue RFP	December 2019
Proposals/qualifications due	February 1, 2020
Selection Process	February – March, 2020
Development Agreement	March – April 2020
Development Review Process*	April – June 2020
Potential Project Start	July 2020

**The development review process involves a public hearing and neighborhood notification; additional opportunity for public input on future redevelopment plans.*

Attachments

- Draft Request of Proposal
- Neighborhood Meeting Presentation Materials
- Full list of Responses from the Neighborhood Meeting Activity