

Proposal to Provide Professional Consulting Services for a
Central Main Street Corridor Redevelopment Plan for the

City of Sun Prairie

Prepared For:
City of Sun Prairie
Planning Department
300 East Main Street
Sun Prairie, WI 53590

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RFP#16-ED15
Central Main Street Corridor
Redevelopment Plan

Prepared On:
January 27, 2017

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vierbicher
planners | engineers | advisors







Table of Contents

<u>Description</u>	<u>Section</u>
Letter of Interest.....	1
Project Understanding.....	2
Description of Firm/ Firm Profile	3
Representative Projects	4
Key Staff.....	5
Methodology	6
Timeline	7
City Assistance.....	8
Related Forms (A-D).....	9







January 27, 2017

Dear Sarah Sauer and Taylor Brown,

On behalf of the Vierbicher, it is my pleasure to present this proposed scope of work for the Central Main Street Corridor Redevelopment Plan. We have assembled a team specifically for your project which incorporates individuals with planning, economic development, urban design, engineering, and project implementation expertise. Our company has long-standing experience working on Dane County BUILD grant projects and more specifically on urban corridor plans. We appreciate the unique assets and environment that make the corridor unique.

Our approach to the Central Main Street Redevelopment Plan builds on the efforts and successes on the part of the City to create the overall master plan ten years ago and create a TID to implement the vision two years ago. The proposed scope of services contained herein looks to build upon these activities to further the City's goals for the Central Main Street area.

Each step of our proposed scope is directed toward starting with the existing 2006 plan and taking it to the "next level" to create and implementable vision for vibrant and economically sustainable corridor which is attractive for businesses and developers. By combining insights from the market analysis, the public, site data, and the expertise from Vierbicher, the resulting plan will be grounded in reality from the municipal, business and property owner point of view.

The result of our work will be an accurate assessment of the current market, a vision for the corridor, and an infrastructure and funding plan that can shape policy decisions and provide information useful to the City, developers, and investors.

We believe Vierbicher has a leg up over our competitors when it comes to implementing redevelopment plans. Because we are a firm that works with both municipalities and private developers we often can connect or direct developers to sites that fit their market needs; therefore, helping the municipality implement their vision.

Our goal is to be a partner in a project which enhances the corridor's vitality and vibrancy through business recruitment, property redevelopment, and aesthetic enhancements through a sustainable approach to capturing and encouraging emerging trends. Many of our staff and families live and work in the City, and we want to be apart of a project that improves the Community for future generations.

We look forward to the opportunity to meet with you and discuss your project in greater detail.

Quasan Shaw, EDFP

Daniel J Lindstrom, AICP





Project Understanding

Project Understanding:

Overview:

The City of Sun Prairie is keenly interested in spurring redevelopment in an area located along the Central Main Street corridor. This 89-acre area is locally known as the recently created TID No. 11 and stretches from Ruby Lane/Foxdale Drive to the west and Jones Street to the east.

The City has once again partnered with Dane County BUILD program to procure a grant to facilitate the creation of a comprehensive redevelopment and implementation plan that will guide redevelopment in the immediate and long-term futures. The use of the BUILD grant will be as successful as previous planning efforts and the specific use of funds for the Central Main Street Corridor will leverage the existing planning efforts completed with the previously approved West Main Street Corridor Redevelopment Plan.

Goals:

The goals of the project are to promote the inclusion of housing alternatives, facilitate access to and throughout the area through multi-modal transportation options, and create the physical design link to connect the historic downtown to the developing Westside Neighborhood and businesses. Moreover, the City is interested in encouraging and incentivizing growth in the near term to capture the most amount tax increment as soon as possible for the newly created Tax Increment District (TID) No. 11.

Current Opportunities

A review of the study area reveals there is a significant framework to potentially influence redevelopment. Vierbicher observed the following opportunities:

- City staff that is well versed in the overlay district design standards.
- There is sufficient sub-grade infrastructure to support increased density in the redevelopment area.

- The site is well positioned between Highway 151 and the historic downtown.
- The site is positioned between several well-established neighborhoods.
- The site is located near existing parks and schools.
- The study area is also the area of a newly created Tax Increment District.

Current Issues:

While ample opportunities exists to influence development, there are still several barriers. Since the creation of the 2006 Plan, the City has aggressively improved infrastructure, revised zoning tools, and incentivized redevelopment. However, with the exception of the recent development agreement, the area still struggles to attract new private investment and redevelopment of existing properties.

Despite the many physical public improvements in the study area, many issues still exist as a result of unregulated access management or dated development patterns. Vierbicher observed some of the following issues:

- Long blocks are separating the north and south side of the streets.
- There is minimal room for multi-modal transportation improvements (bicycle facilities).
- Lack of form and function between adjoining land uses and properties.
- Lack of workforce housing.
- Lack of safe pedestrian connections to the Old Village Plats Neighborhood, Central Neighborhood, and South-Central Neighborhood, and to the middle school and related sports fields.
- Inconsistent and visually intrusive signage.
- Vacant and blighted properties.
- Lack of buffering between more industrial land uses.

An initial snapshot of the surface infrastructure and urban form assessment is included on the next two pages.



Initial Physical Area Assessment

Figure:
Physical
Assessment of
West Main
Street.

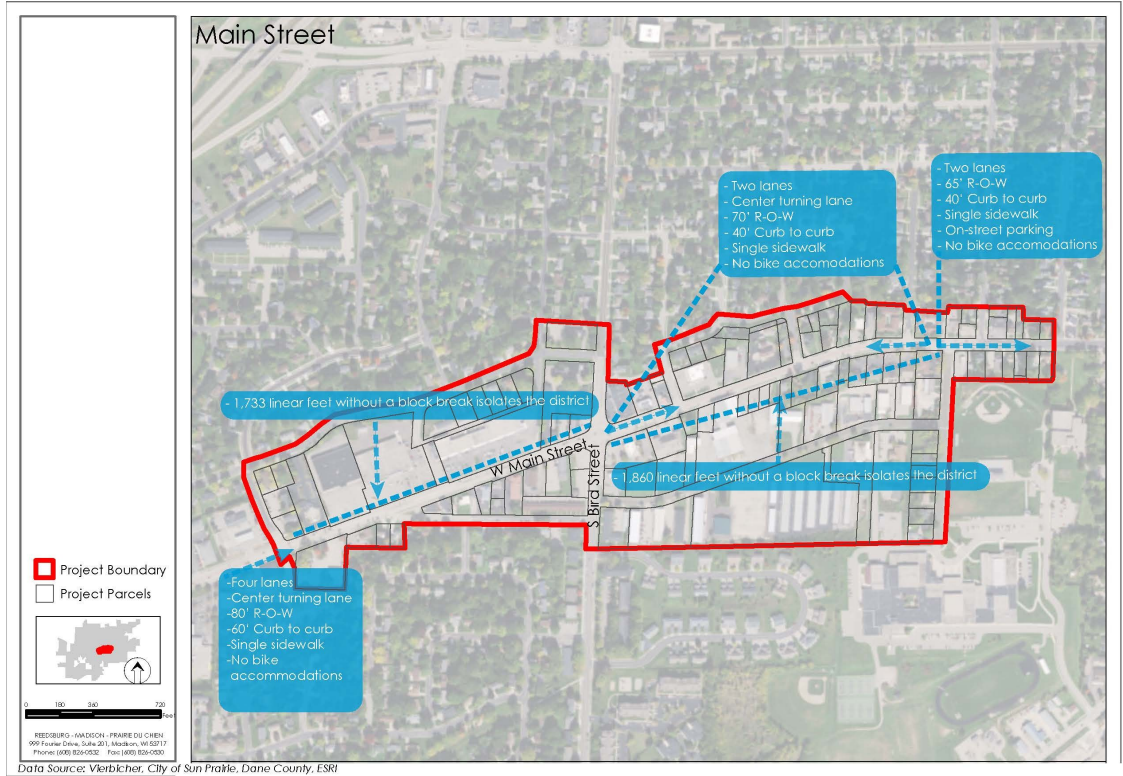
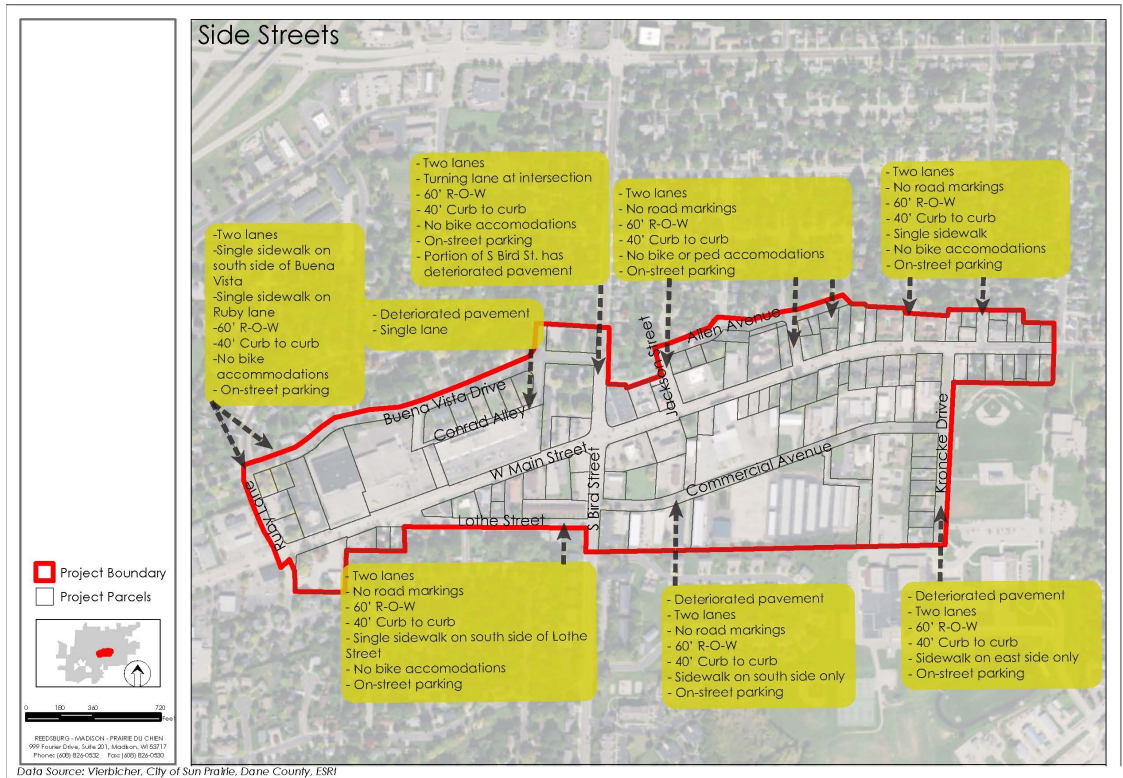


Figure:
Physical
Assessment of
Connection
Streets





Urban Design Assessment

To organize a discussion of the physical context of the District, Kevin Lynch's elements of city image and physical form are used. Lynch's book "The Image of The City" divides the elements into five categories: paths, edges, districts, nodes, and landmarks. The combination of these elements creates an area's urban form, and strengthens its sense of place. The following pages contain an inventory and assessment of these elements within the planning area.

Paths

Paths are the channels along which people move. From here, people observe other elements in the environment. Paths can be simple and one dimensional, like a bike path, or they may take on a room-like quality in the case of a well-formed urban corridor.

Edges

Edges are linear elements seen as boundaries between two faces. Some edges are barriers which close one area off from another and are therefore

difficult to penetrate. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area.

Districts

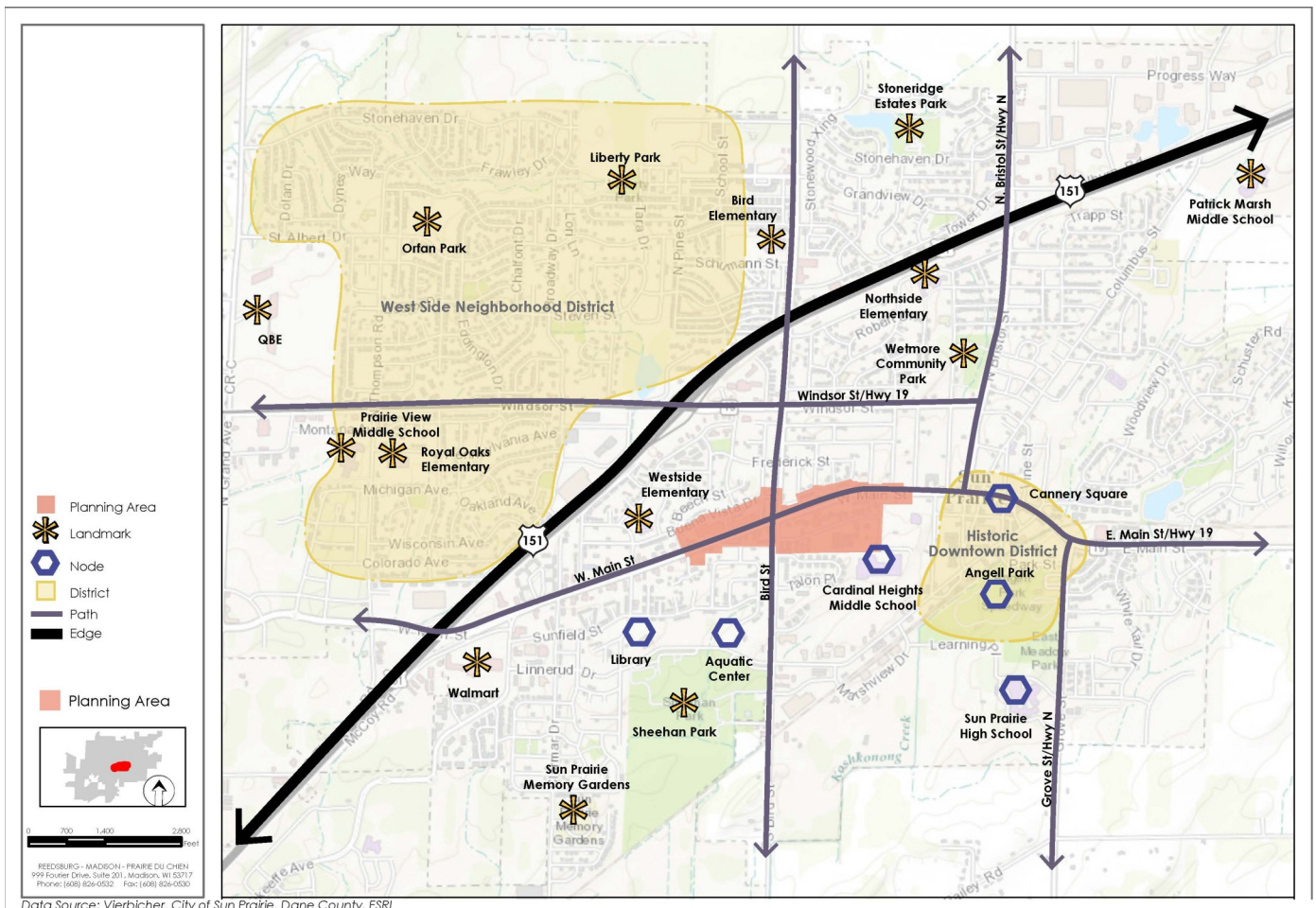
Districts are medium to large sections of the city which a users can enter. The districts are recognizable from their common identifying character. Examples of this character include land use and density.

Nodes

Nodes are strategic points with intensive use often located at junctions or connections. Examples may include a break in transportation, or a crossing or convergence of paths. Nodes may also be a concentration of one particular use or physical characteristic.

Landmarks

Landmarks are external physical objects that can be used as a point of reference. Some landmarks are high and can be seen from long distances.





Previous Influential Planning Efforts - West Main Street Corridor Plan (2006)

Before the recession, the City created a redevelopment and development plan that was responsive to the interests from commercial and office developers. They were interested in locating near the new interchange within the Westside Neighborhood (located along Highway 151 at County Highway C and Reiner Road). The large study area covered 1.75 miles of an urban and suburban street pattern with a variety of land uses and development forms. The goal of the plan was to create a cohesive design vision for the corridor. However, during the process, it was determined that creating three distinct areas could better suit the variety of land uses and development patterns. The proposed study area for the Central Main Street Corridor Redevelopment Plan is located on the border of two previous plan's study areas (Central and East).

The planning process collected background site data, identified and analyzed key issues, developed corridor concepts, and prepared a corridor master plan that included a high-level implementation and action plan. Two years after the creation of the plan, the country experienced a multi-generational recession. Due to this area already being positioned further from the interchange than the western portion, the central portion of the corridor did not experience the growth and redevelopment that was anticipated. After the recession, development and redevelopment interest and funding drastically declined. Therefore, having a vision with a detailed action plan is now even more essential to the redevelopment. The 2006 Plan created a loose guide, but now the City needs to review the 11-year-old plan and create a detailed implementation and action strategy to implement the vision.

Previous Influential Planning Efforts - TID No. 11

The City created TID No. 11 in December 2014, for the calendar creation year 2015. In the one reported year since the creation, the TID experienced a six percent, or \$2,064,600 increase in value. It is vital that the district continue to increase in value so they City can reinvest in the TID. The City recently approved a \$2.5 million development agreement for property located at 1120 W. Main Street. This agreement will assist TMA Land, by offsetting redevelopment costs associated with the demolition of the current building, environmental remediation, restoration of a common wall with a neighboring property. The agreement will also allow for the inclusion of underground parking for a 74-unit mixed use building that contains 50 percent of workforce housing and 5,000 square feet of commercial retail space fronting Main Street. The \$2.5 million agreement accounts for 37.3 percent of the total anticipated developer incentives in the TID No. 11 project plan.

How can Vierbicher assist the City to achieve the goals of creating a more diverse urban, mixed-use, multi-modal corridor?

Vierbicher specializes in creating plans that are market-based realities and clearly defined implementation/action plans. This City can use this expertise to encourage and incentivize redevelopment. By engaging in a market study prior to strategy and implementation development, we can properly plan for land uses that have the best opportunity to succeed in the area. Moreover, our market based approach to site design ensures that the plan renderings are not just sales pitch images, but can be used to show developers and investors how the site can fit their needs. Finally, where Vierbicher stands above all others is our connections to private developers and investors. As part of this process, we will facilitate a developer focus group discussion to help bring a development proposal to the table before, during, and after the Plan is implemented.



Description of Firm



COMMUNITY OF BISHOPS BAY



X01 UNIVERSITY AVE., MADISON, WI



DEFORREST DETENTION BASIN

Vision to Reality

Vierbicher is a community planning and engineering firm that has become a proven partner for thriving Wisconsin communities and developers. Our long history of working with both public and private clients has earned us the reputation as a valuable connector and a firm that brings vision to reality.

Clients choose Vierbicher because we get projects done, from greenfield developments to urban revitalization. While our core service is engineering, our extensive due diligence, market-based approach and public funding expertise have resulted in success rates unmatched by other firms.

We pride ourselves on long-term relationships with clients, many spanning decades. With a multi-disciplined team of experts, we work together collaboratively and efficiently from concept to completion.

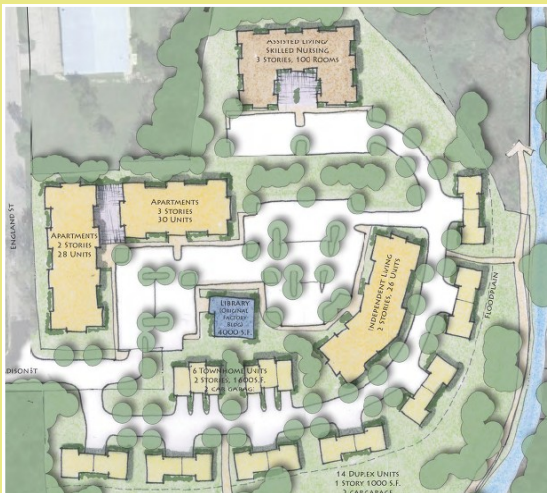
INTEGRATED SERVICES

- Planning & Community Development
- Economic Development
- Urban Design & Landscape Architecture
- Grant Writing & TIF
- Municipal Engineering
- Civil Engineering
- Surveying & GIS
- Water Resources Engineering





Area Development and Redevelopment Master Planning



Creating and reshaping a community that will inspire, satisfy, and work is of great value and is central to Vierbicher's approach to the design process.

Providing a visual illustration of a project within the local context is essential for communicating a project vision and obtaining support and approval for the concept. End products range from hand drawn rendered plans to sophisticated three-dimensional models. These graphics can be quickly and seamlessly integrated into presentations and marketing materials.

Vierbicher is experienced at providing numerous urban design services for new development and redevelopment project types that include:

- Urban Streetscape Design
- River Walks / Waterfront Development
- Multi-Modal Trails in Urban & Rural Environments
- Acquisition / Relocation
- Brownfield Redevelopment
- Business Improvement Districts
- Historic Preservation & Tax Incremental Financing

Recent Representative Projects:

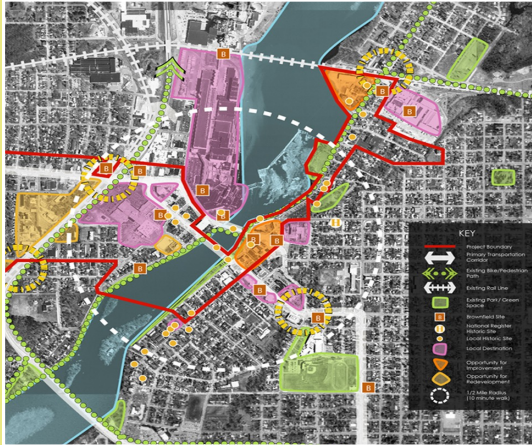
- City of Green Bay - Legends District Master Plan
- Village of Shorewood Hills - Marshall Court Redevelopment Plan & Streetscaping
- City of Middleton - Middleton Springs Neighborhood Redevelopment Plan
- City of Madison - Regent Street Neighborhood Redevelopment Plan
- City of Stoughton - Downtown Revitalization Program
- City of Wisconsin Dells - River District Unified Design Theme and River Walk System
- T. Wall Properties - Bishop's Bay Concept Plan and Design Guidelines
- T. Wall Properties - Tribeca Village Concept Planning and Site Engineering

Agricultural Representative Projects:

- LaCrosse County - Lakeview Farm Transportation and Land Use Plan
- UW-Madison - Integrated Dairy Research Farm
- Chippewa County - Chippewa County Farm Staged Development Plan



Corridor & Downtown Revitalization



A healthy downtown or a vibrant corridor is a symbol of community pride and history. This pride, history and vibrancy that is linked to healthy communities helps in the creation of jobs, reduction of sprawl, and protection of property values. Community support and planning are key elements in successful revitalization efforts in addition to a comprehensive planning approach.

Vierbicher's services include a full range of activities required to effectively plan and implement a successful program.

SERVICES

- Planning
- Community Development
- Landscape Architecture and Urban Design
- Engineering and Surveying

PROJECT TYPES

- Acquisition/Relocation
- Brownfield Redevelopment
- Business Improvement Districts
- Grant Applications
- Historic Preservation
- Infrastructure Engineering
- Market Analysis
- Parking and Traffic Studies
- Public Involvement
- Redevelopment Districts
- Redevelopment Plans
- Streetscape Design
- Tax Incremental Financing

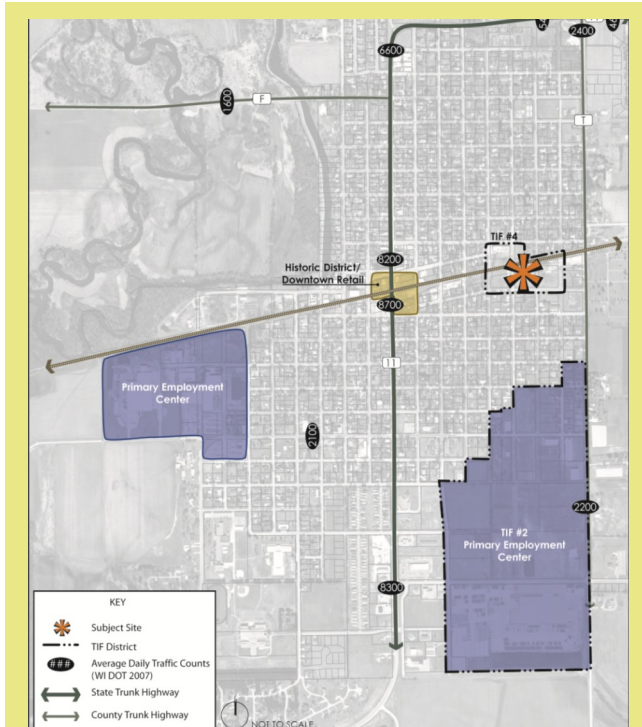
RECENT REPRESENTATIVE PROJECTS

- City of Madison - Regent Street Neighborhood Redevelopment Plan
- City of Green Bay - Military Avenue Redevelopment Plan
- City of Beaver Dam - Downtown Redevelopment
- City of Whitewater - Downtown Revitalization
- City of Stoughton - Downtown Revitalization
- Historic King Drive (Milwaukee) - Corridor Economic Restructuring Plan
- City of Wisconsin Dells - River District Unified Design Theme and River Walk
- City of Rhinelander - Downtown Revitalization Plan

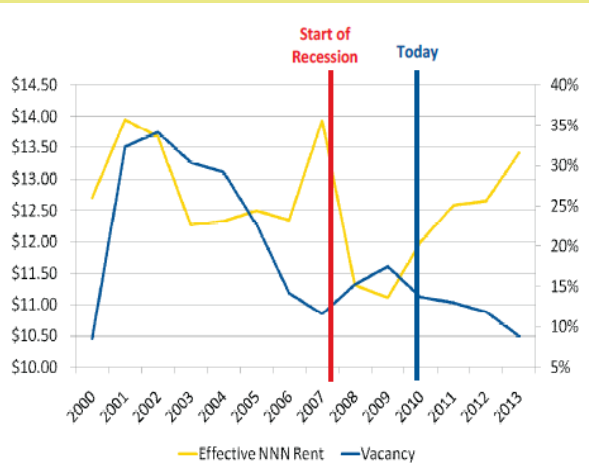
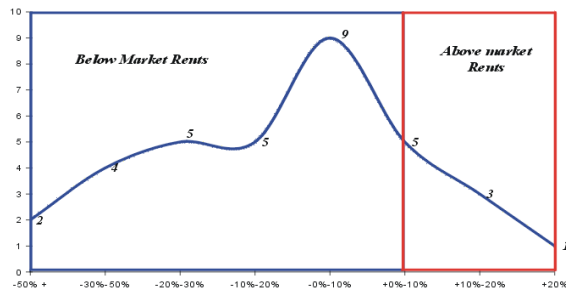




Market Analysis



Over/Under Bell Curve



Accurate market information is critical to making good planning and development decisions. Whether you are a developer wanting to identify the best mix of uses for a project or a municipality wanting to revitalize the downtown or develop a business park - a market analysis will result in development that is appropriately sized, phased for quicker absorption, and more profitable. Vierbicher is experienced at analyzing commercial, industrial, and residential markets and helping our clients develop projects designed to be the perfect fit for the market.

MUNICIPAL CLIENTS

Vierbicher prepares market analyses for municipal clients for all types of projects.

- Allocating land use to match market demand
- Retail district revitalization projects
- Corridor revitalization and restructuring
- Re-use studies for vacant or underutilized properties
- Providing adequate office and industrial space
- Recruiting new businesses
- Providing housing that meets market demand
- Targeted Industry Analysis

PRIVATE DEVELOPERS

Vierbicher provides market analyses to private developers to assist in making sound decisions in every phase of the development process:

- Locating land or development opportunities
- Concept design
- Zoning amendments
- Plan approval
- Recruiting commercial tenants

A market analysis can identify the types of development that are in short supply now and in the future. It can also be used to convey market demand to project lenders or municipalities.



Economic Development Strategic Planning

Our strategic economic development planning services are designed to assist communities in designing an economic development plan which is tailored to local market realities, in line with local economic and fiscal realities, and within the capacity of local organizations to implement. Our approach includes up-front research which incorporates an:

- Assessment of local capacity,
- Analysis of local market opportunities and
- Stakeholder interviews.

Based on this knowledge of existing conditions, Vierbicher staff will facilitate a local working group of economic development staff, board members, elected officials and stakeholders. This working group will be encouraged to take an outsiders view of their community, evaluate the market analysis findings, and develop a collective vision of what the community wants to be in the future.

Only once the initial assessment is complete will the work group begin to focus on economic development strategies, tools and programs available. This approach reduces the risk that communities will create targets focused on unattainable goals, inappropriate industries, or ambitious plans that cannot be implemented. Armed with the two filters of local market strengths and community vision, the group will be presented with a set of core economic development strategies and are encouraged to evaluate each in terms of community appropriateness. Stakeholders will be asked to identify strategies that:

- Are compatible with the community vision
- Are realistic given local market conditions and capacity
- Maximize an existing competitive advantage, and
- Leverage local assets.

For each strategy selected, stakeholders will assess the ability to successfully implement the strategy. Resource considerations will include financial, staffing and political capital. If insufficient resources are identified, the strategy will be given a lower priority, and near-term efforts will focus on

building capacity in this area (i.e. grants, training) while higher priority will be initially given to strategies that are able to be implemented at the present time. The end result of this process is a set of specific core economic development strategies, prioritized for action, and an associated work plan tailored to achieve the desired outcome.





Market-Based Planning and Implementation



Economic development has been a core service offered by Vierbicher for more than 30 years. Our economic development expertise includes strategic planning, financing, attraction, retention, entrepreneurial development, site development, economic analysis, and marketing.

Although planning and analysis are integral to moving economic development initiatives forward, we know a good plan must be focused on implementation. Vierbicher distinguishes itself from most planning firms in its understanding of and focus on implementation. Our economic development staff have been integral in helping our clients secure over \$85 million in grants and other funding to implement their projects. We have been involved in the planning, design and development of more than 55 business parks. We have helped to facilitate over 150 economic development deals that have resulted in the creation of over 5,500 jobs.

Our implementation efforts have been recognized by the Wisconsin Chapter of the American Planning Association (WAPA), the Wisconsin Economic Development Association (WEDA), and the Wisconsin State Historic Society (SHS). In 2004, WAPA presented Vierbicher with an award for best Plan Implementation for our work with Wisconsin Dells. In 2005, the Village of Weston was recognized by WEDA as Economic Development Organization of the Year, and in 2009, the City of Prairie du Chien won that distinction. Vierbicher has been providing economic development consulting services to both communities for many years. Two other long-term clients, Darlington and Stoughton, were presented awards by SHS for results achieved from implemented plans prepared by Vierbicher.



Public Funding Services

Aggressive and creative use of public funding programs is many times the key to a successful project. We have developed a reputation for being one of the best firms in Wisconsin for using public funding programs.

TAX INCREMENTAL FINANCING

Vierbicher has extensive experience assisting communities plan, create, and implement Tax Incremental Financing programs. We have assisted our clients create over 120 tax increment districts. Our experience includes the following:

- 65 Industrial Development TIDs
- 40 Blight Elimination TIDs
- 16 Mixed-Use TIDs
- 88 TID Amendments

GRANT APPLICATIONS

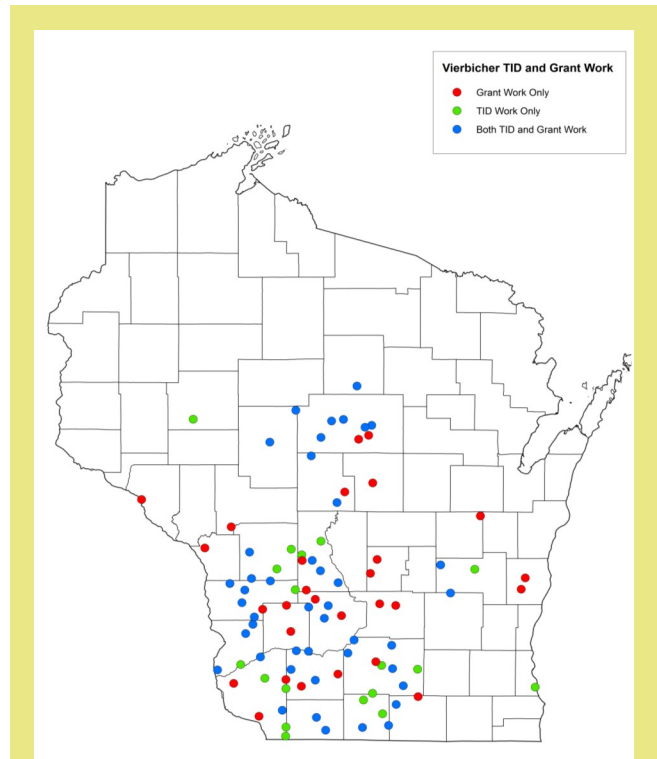
Vierbicher has a long history of assisting client's access public financial assistance programs. We have assisted our clients obtain over \$87 million in grant funds. Our grant application success rate is over 85%. We also provide grant administration for a majority of the grant projects. Following is a summary of grant awards:

- 12 CDBG Planning Grants
- 34 CDBG Economic Development Grants
- 15 CDBG Public Facilities for Economic Dev. Grants
- 21 CDBG Housing Grants
- 63 CDBG Public Facilities & EAP Grants
- 5 WDOT Transportation Enhancement Grants
- 5 Economic Development Administration
- 19 Rural Development Grants and/or Loans
- 23 WDOT Transp. Economic Assistance (TEA) Grants
- 13 DNR CWF and SDWL Loans
- 51 DNR Park and Lake Grants
- 15 DNR Stormwater Management Grants
- Numerous Miscellaneous Grants

OTHER PROGRAMS

Vierbicher has extensive experience assisting communities use other programs to assist with funding projects.

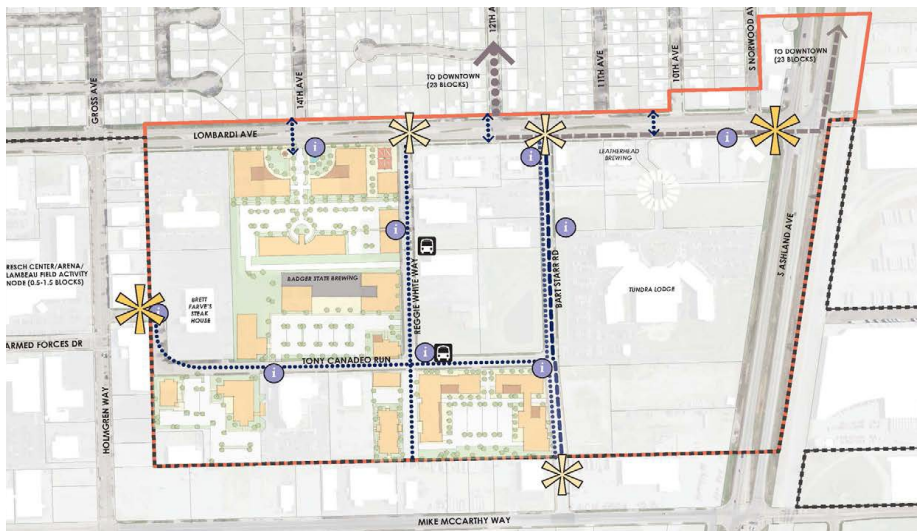
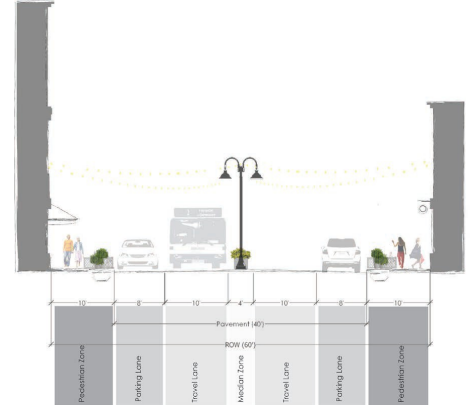
- Redevelopment Authorities
- Housing Authorities
- Business Improvement Districts
- Special Assessments & Impact Fees





Green Bay – Legends District Master Plan

LEGENDS DISTRICT GREEN BAY



CLIENT
City of Green Bay

PROJECT LOCATION
City of Green Bay,
Wisconsin

PROJECT DESCRIPTION: Vierbicher worked with the City of Green Bay to develop an area master plan for a once substantial industrial area. The Legends District is one of Green Bay’s oldest areas and is in a transition from old industrial usage to a mixed-use district. The Green Bay Packers have made significant investments in the local community in recent years, including investment in the area immediately surrounding Lambeau Field. The City seeks to continue its partnership with the Packers while also establishing the Legends District as a year-round recreational draw that will go beyond football weekends, and bring in visitors from across the state and country. The Legends District is intended to be a year-round center of leisure, recreation, retail, and entertainment with a wide draw extending beyond the City of Green Bay. Drawing on input from stakeholders and the public, the District is envisioned to be energetic, economically stable yet adaptable, connected, and distinctive. Attracting and keeping quality entertainment establishments will create additional market opportunities for surrounding areas. Additionally, the City of Green Bay and Village of Ashwaubenon will work in close collaboration to ensure that residents and tourists will be easily able to access the District. Providing unique and interesting activities and destinations will increase opportunities to reach new populations and provide for a greater variety of residential, entertainment, and business options.

The project included analysis of land use, desired development density, property values, development patterns, space utilization, traffic flow, transit location, public space planning. A market analysis provided a guideline for future development. The planning process produced a future density map instead of a typical land use map, because the area was to focus on creating a walkable district. Associated streetscape plans, site plans, zoning changes and recruitment targets were developed for districts to help guide the City when attracting developers to the area. Moreover, Vierbicher produced a detailed set of immediately adoptable overlay district design standards. These will shape the future developments to a desired “industrial chic” design theme that harkens back to the rich manufacturing days in Green Bay’s history.

SERVICES PROVIDED:

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT, URBAN DESIGN & LANDSCAPE ARCHITECTURE, & GIS



Representative Project

Sheboygan Harbor Centre Downtown Master Plan



CLIENT
HARBOR CENTRE BID

PROJECT LOCATION
Sheboygan, WI

PROJECT DESCRIPTION: Vierbicher worked with the Harbor Centre BID on a district master plan for the entire Harbor Centre district. Although extensive planning had been done for individual areas within the district, the introduction of a new BID director presented an opportunity to take a comprehensive look at the organization, operations, marketing, design and planning for the entire 27 block district.

The planning process included significant market analysis and public outreach, as well as a strategic assessment of the BID structure and partnerships. The Plan ultimately generated three core elements of focus for the Harbor Centre, including:

- Leverage 8th Street Arts, Culture and Food District
- Encourage housing and urban infill
- Connect and cross market

An integrated 5-year action plan was identified for the district and its partners to focus efforts on these core elements. Tools to help jumpstart activity in each of these sectors were also created, including streetscape recommendations, design guidelines for 8th Street, and identification of several priority redevelopment sites. One of the sites, the former Boston Store, became available during the planning process and negotiations are underway for successful redevelopment.

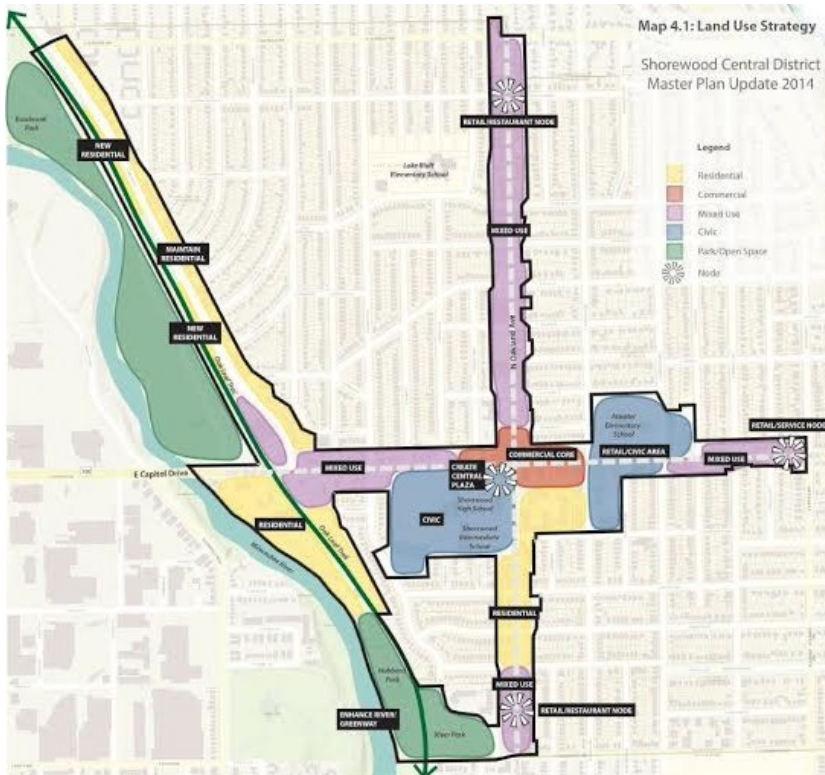
SERVICES PROVIDED:

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT; URBAN DESIGN & LANDSCAPE ARCHITECTURE



Representative Project

Shorewood Central District Master Plan Update



CLIENT
VILLAGE OF SHOREWOOD

PROJECT LOCATION
Shorewood, Wisconsin

PROJECT DESCRIPTION:

The Village of Shorewood is a first-ring suburb of Milwaukee that had seen a significant amount of redevelopment along its commercial corridors since it adopted a Central District Master Plan in 2006. The Village was looking to update its Master Plan to reflect past successes and provide a fresh look at market conditions and redevelopment opportunities. Because the Village was happy with aspects of the previous plan, such as design guidelines, the approach was to address changing conditions since the 2006 plan. The process started with an in-depth look at the area's retail and residential market conditions to look at the impacts of the recession and determine the uses that could most successfully be accommodated as part of future redevelopment. Two public input sessions were held—one near the project kickoff to gather broad-based input on needed improvements and target redevelopment areas, and one after a plan draft was available to gather feedback on redevelopment scenarios. The drafted plan included a parking, land use, and connectivity assessment, and created 10 redevelopment scenarios with development pro formas for selected sub-areas within the overall planning area. The Central District Master Plan Update arrived at 35 recommendations in five categories for the Village, Business Improvement District, and various stakeholders to undertake in the coming years.

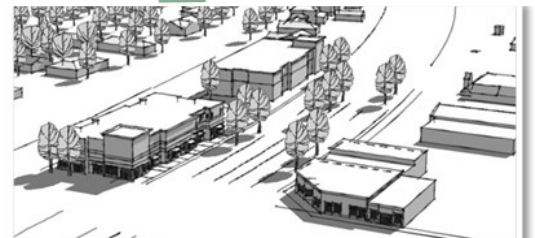
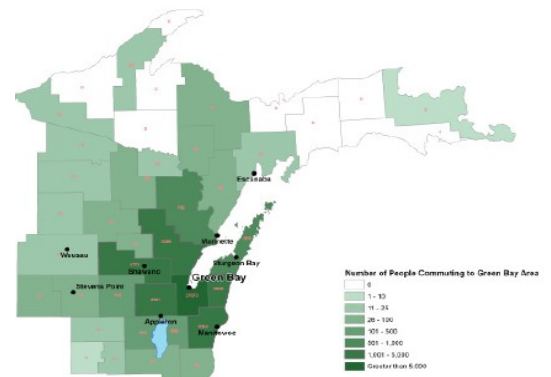
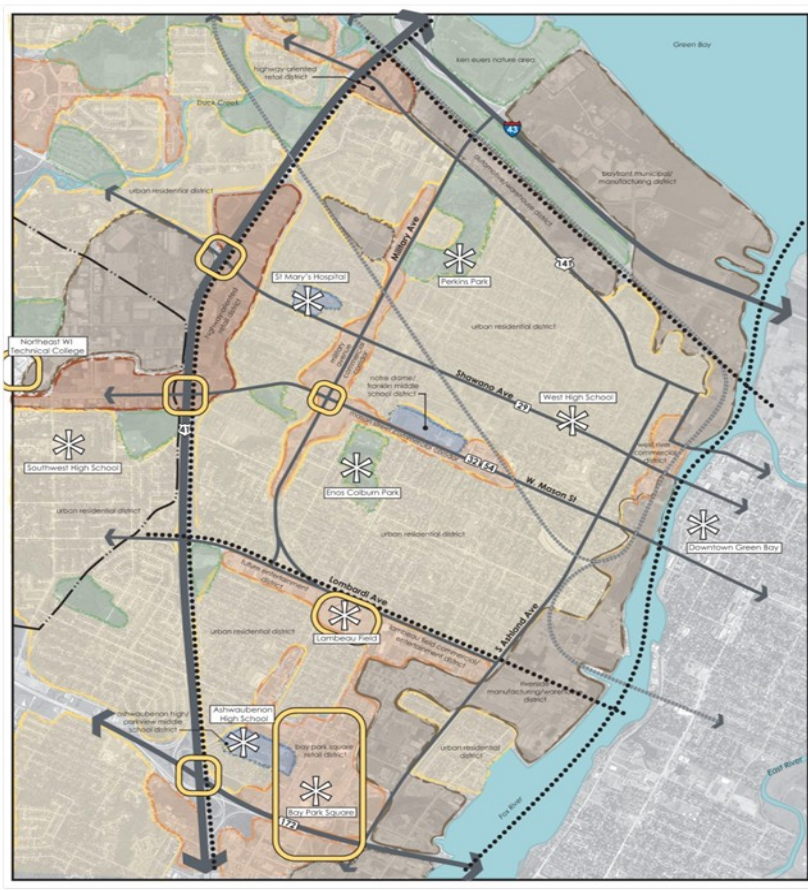
SERVICES PROVIDED:

PLANNING & COMMUNITY DEVELOPMENT, ECONOMIC DEVELOPMENT, URBAN DESIGN & LANDSCAPE ARCHITECTURE



Representative Project

Green Bay -Military Avenue Corridor Plan



CLIENT
City of Green Bay

PROJECT LOCATION
City of Green Bay,
Wisconsin

PROJECT DESCRIPTION: Vierbicher worked with the City of Green Bay to develop a corridor plan for the revitalization of Military Avenue. The corridor, originally an automobile-oriented shopping district, was in decline as retailers had relocated to newer shopping centers on the fringes of town. Faced with increasing vacancy and declining property values, the City sought a vision for the corridor's future.

The project included analysis of land use, development density, property values, development patterns, space utilization, traffic flow, and residential and commercial occupancy patterns. A detailed market analysis provided a maximum supportable square footage within each major property type, providing a guideline for future development. A list of commercial and retail industry clusters with a demonstrated supply gap was also developed. Specific space needs for these industries were identified, as well as their desired space and demographic location profiles. Residential demand in the surrounding areas was also evaluated, which demonstrated a lack of units for senior and multi-family properties that could be accommodated through mixed-use development on the corridor itself.

Geographic Information Systems (GIS) software allowed multiple factors to be compared simultaneously, aiding in the identification of sub district areas most suitable for each of the various recommended development types. This analysis resulted in the recommendation for 5 specific sub districts. Associated streetscape plans, site plans, design guidelines, zoning changes and recruitment targets were developed for each of these sub districts to help guide appropriate development patterns.

A series of maps was developed over the course of the project to illustrate key concepts including existing conditions, land use trends, sub district areas, zoning districts, redevelopment characteristics and future vision. These maps were used at the four public meetings, and also included in the final document.

SERVICES PROVIDED:

PLANNING & COMMUNITY DEVELOPMENT; ECONOMIC DEVELOPMENT, URBAN DESIGN & LANDSCAPE ARCHITECTURE, SURVEYING & GIS



Key Staff



Quasan Shaw, ED FP

Project Manager

Quasan is a community development planner with experience and knowledge in integrating market and design approaches to community development. Quasan has worked with clients throughout Wisconsin on economic analysis, tax increment financing, redevelopment, and strategic planning. Most recently, he has worked with the City of Green Bay to develop an entertainment district master plan adjacent to Lambeau Field - The Legends District.

Quasan will lead the planning efforts for Vierbicher on the Central Main Street Corridor Redevelopment Plan project. He will be the primary point of contact and will lead and coordinate all of the elements that will make this planning process successful.



Katherine Westaby

Project Planner

Katherine is a Community Development Consultant for the Vierbicher Team. Katherine has over seven years experience in Community Planning with diverse topics such as economic development, land use, housing, and neighborhood planning. Katherine has completed Comprehensive Plans, Outdoor Recreations Plans, Agricultural Land Conservation Plans, Housing Studies, Transportation Plans, and worked with Downtown Main Street Programs. Additionally, Katherine has a certificate in Geographic Information Systems, and has taught Master Level GIS Planning courses.

Katherine will be a project planner and will assist Quasan throughout the project.



Kurt Muchow

Project Principal & Public Funding

Kurt has over 35 years of experience providing consulting services to local units of government. He has extensive experience with planning and implementation of community development programs with a particular emphasis on industrial development, downtown revitalization, capital improvements planning, funding research, grant & loan applications, grant administration and tax incremental financing.

Kurt will be responsible for project oversight and will develop recommendations for public funding strategies to implement the project.



Key Staff



Suzanne Vincent, PLA

Project Designer

Suzanne has been with Vierbicher since May of 2007. During that time she has gained extensive experience in site planning, urban design, and landscape design realms. One of her initial projects at Vierbicher was working on the Regent Street-South Campus Neighborhood Plan process for the City of Madison. That plan, which encompassed Camp Randall Stadium and the surrounding area, involved in the development of land use, building height/density, and infrastructure design recommendations. In addition to many other projects around the state, Suzanne led the concept planning effort for two projects in the City of Green Bay and created concept plans for Centennial Centre in the Village of Hobart.

As Vierbicher's lead designer, Suzanne will lead the concept planning efforts for the selected redevelopment sites. Suzanne will work with the project team to ensure that the concepts are market-feasible.



Timothy Schleeper, PE

Project Engineer—Opinion of Probable Cost Engineer

Tim has worked in the Madison area for over 20 years and has experience designing and managing a broad variety of projects for municipal and private clientele. He has worked closely with many municipalities and governmental agencies and has a thorough understanding of the construction process and technical design components required to successfully complete a project.

Tim will assist with identifying the budget cost of proposed improvements and review the constructability of the items defined in the plan.



Daniel Lindstrom, AICP

Project Quality Assurance and Quality Control (QA/QC)

Daniel is the manager of the Vierbicher Planning and Community Development Team. Daniel is a planning and community planner with experience and knowledge in integrating participatory approaches to community development. Daniel's project experience includes comprehensive, downtown, corridor, area, and neighborhood planning. Daniel also has extensive experience in project management, public participation planning, public meeting facilitation, design charrettes, site design, Geographic Information Systems (GIS) mapping, and a variety of economic development efforts.

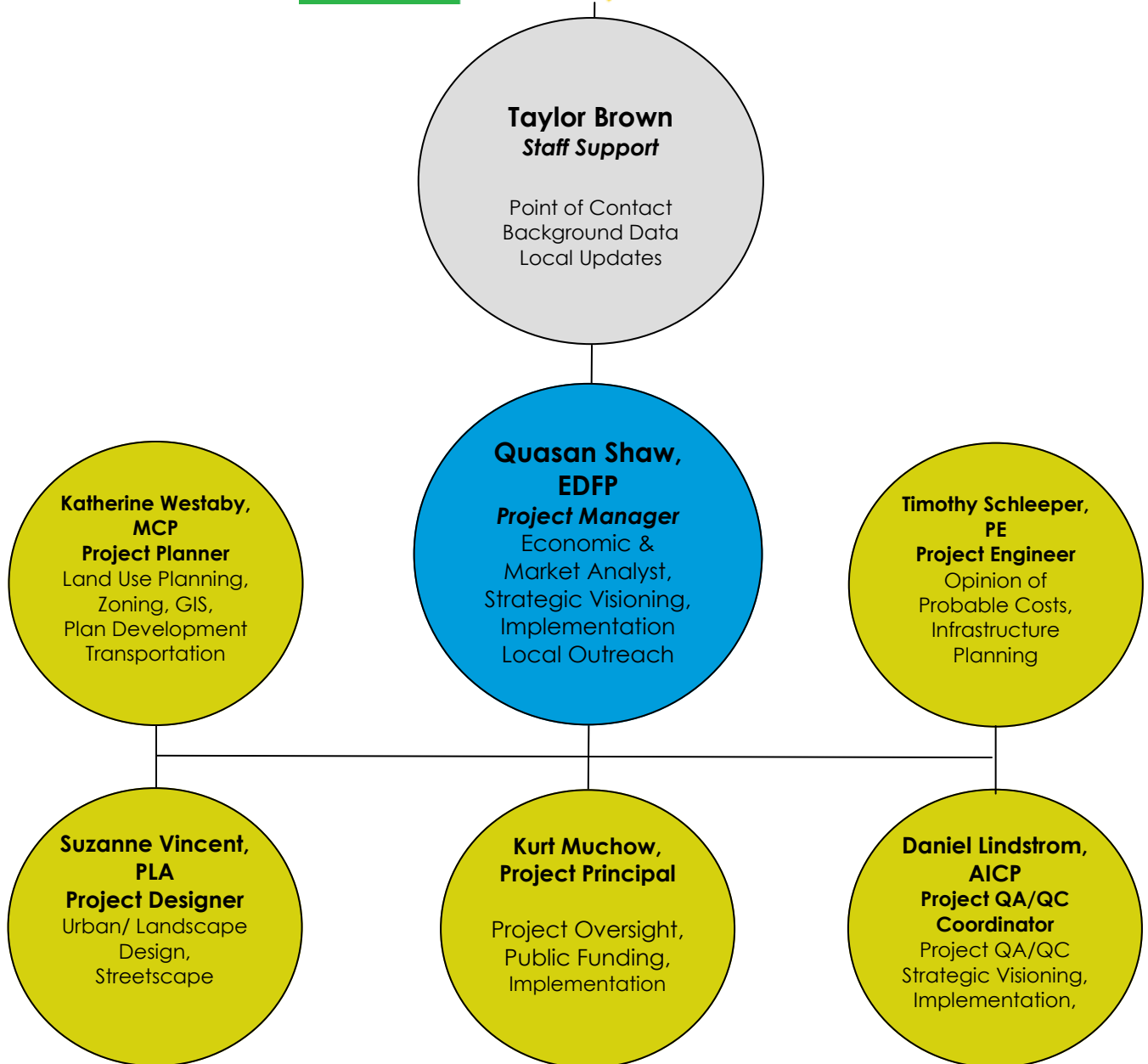
Daniel will act at the Project QA/QC Planner to ensure the project meets and exceed the project expectations.



Project Team



CITY OF
SUN PRAIRIE
Wisconsin



This project team has been selected specifically for the Central Main Street Corridor Redevelopment Plan project. The team offers strong expertise in downtown management, real estate analysis, landscape architecture, zoning, land use planning and public meeting facilitation. The role of each individual is further defined in the scope. Staff resumes are located on the following pages.





PROJECT MANAGER

Quasan Shaw, EDFP

EDUCATION:

M.S. Urban & Regional Planning
The University of Wisconsin – Green
Madison (2003)

B.S. Urban and Regional Studies
The University of Wisconsin – Green
Madison (1997)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.
Planner/Community Development
Consultant (2016-Present)

Northeast Wisconsin Technical Col-
lege
Economic Development Coordina-
tor (2012-2016)

City of Appleton
Economic Development Specialist
(2011-2012)

City of Green Bay
Business Development Planning
Specialist (2009-2011)

PROFESSIONAL CERTIFICATIONS

Economic Development Finance
Professional (EDFP)

National Development Council
(2014)

Green Bay Packers Mentor-Protégé
Program

International Council of Shopping
Centers (ICSC)

Wisconsin Economic Development
Association (WEDA)

OCUS

Project Management
Economic Development
Tax Incremental Financing
Business Recruitment
Market Assessment
Strategic Planning
Public Policy

Background Information

Quasan is a community planner and economic development professional with experience providing strategic planning, business recruitment and retention planning to community development. Quasan's project experience includes comprehensive, downtown, corridor, area, and neighborhood planning, real estate development, urban redevelopment planning and grant writing. In addition, Quasan has extensive experience in project management, public participation planning, public meeting facilitation, business recruitment, financing strategies, site design, and a variety of economic development efforts.

Quasan is also a long time lecturer and adjunct faculty in the Urban Studies Department at the University of Wisconsin—Green Bay. His areas of expertise and classes taught include; Real Estate Development, Environmental Design Studio, Regional Planning, and intro to Urban Studies.

Primary Projects

LEGENDS DISTRICT MASTER PLAN
CITY OF GREEN BAY, WI
PROJECT MANAGER

Quasan is managing the Legends District project, which is a commercial/mixed use area plan to serve the City of Green Bay's stadium entertainment district. This mixed-use core will be attractive to the surrounding neighborhoods (existing and future) while serving the needs of the district and complementing the Lambeau Field redevelopment area.

Tax Increment District No. 9
City of Kaukauna, WI
Project/TIF Planner

Quasan is project manager for the TID 9 Project Plan for the City of Kaukauna to become the catalyst for new development along its far north side. Quasan's role was to provide management of public meetings and project action plan.

VILLAGE CENTER PLAN AND COMPREHENSIVE PLAN, VILLAGE OF HARRISON, WI
PROJECT MANAGER

Charged with updating the Comprehensive Plan and designing a new Village Center project, which is a commercial/mixed use area plan to serve the Village's commercial and social center. This mixed-use core will be attractive to the surrounding neighborhoods while serving the needs of the larger Village and region. This plan incorporates planning for the Village Center for the newly incorporated village.



PROJECT PLANNER

Katherine A. Westaby

EDUCATION

University of Cincinnati - Cincinnati, Ohio
Master of Community Planning (2013)

Miami University - Oxford, Ohio
Bachelor of Arts
Geography (2011)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.
Community Development Consultant (2016)

Southwestern Wisconsin Regional Planning Commission
Planner/GIS Specialist (2014)

Mt Auburn Chamber of Commerce - Cincinnati, Ohio
Urban Planning Assistant (2013)

Chicago Mayor's Office - Chicago, Illinois
Graduate Fellow (Summer 2012)

Cincinnati Area Geographic Information Systems (CAGIS) - Cincinnati, Ohio
Graduate Assistant (2011-2012)

Warren County Engineer's Office - Lebanon, Ohio
GIS Intern (2011)

CERTIFICATIONS, AND TRAINING

GIS Certificate - May 2011

Economic Modeling Specialist, EMSI Certificate - February 2015

IEDC Economic Development Course - September 2015

Media Relations Training - November 2015

Background Information

Katherine is a community planner that has learned and shared best practices for city and county governments. Katherine's project experience includes comprehensive, outdoor recreation, land and water resource management, and housing planning, and substantial GIS projects such as the Dodgeville Eastside Cemetery project with over 6,000 paper and field records that are now available online.

Katherine has facilitated workshops, visioning meetings, and forums. Katherine is committed to enhancing communities. Not only is she a community planner, but also a Councilmember for her local community. She works to create efficiencies within City processes to produce a more useful process for staff and residents.

Relevant Project Experience

COMPREHENSIVE PLAN AND ZONING REWRITE, CITY OF MAUSTON, WI
PLANNER

Katherine is working with the City of Mauston to update their Comprehensive Plan and re-write their zoning code. Katherine has met with the Plan Commission to finalize the Comprehensive Plan chapter elements, along with goals, actions, and initiatives. The Comprehensive Plan is expected to be complete in December. Katherine will begin working with the City on their zoning re-write with a completion date in early 2017.

VILLAGE CENTER PLAN AND COMPREHENSIVE PLAN, VILLAGE OF HARRISON, WI
PLANNER

Katherine is managing the Village Center project, which is a commercial/mixed use area plan to serve the Village's commercial and social center. This mixed-use core will be attractive to the surrounding neighborhoods (existing and future) while serving the needs of the larger Village and region. Additionally, Katherine is producing a Village Comprehensive Plan for the newly incorporated village. This plan will incorporate planning for the Village Center, present Village data, and contain an implementation element.

HOUSING STUDY ASSESSMENT, CITY OF MONROE, WI
PLANNER

A community-wide survey and public meetings were held to gather resident's feedback on the housing in Monroe. A Housing Study/Assessment was completed with the survey data, public meeting results, and recommendations. Additionally, Vierbicher is working with Monroe to establish a Housing Program to assist with the recommendations from the Housing Study/Assessment.



PROJECT PRINCIPAL & PUBLIC FUNDING

Kurt R. Muchow

EDUCATION

Madison Area Technical College
Associate Degree, Civil Engineering
(1975)

Fox Valley Technical College
Associate Degree, Natural
Resources (1976)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc. (1980)
Principal
Board of Directors
Community Development
Consultant

Terrametrics Engineering, Ltd.
(1978)
Engineer Technician, Land Surveyor

Wisconsin DNR - Bureau of Water
Regulation & Zoning; Flood Plain
(1976)

USDA Forest Service (1976)
G.S. 4 Engineer Technician

Sauk County Planning & Zoning
(1975)

REGISTRATIONS, CERTIFICATIONS, TRAINING, AND CONTINUING EDUCATION

Certified Economic Development
Finance Professional—National
Development Council

Attend numerous conferences and
seminars annually.

PROFESSIONAL AFFILIATIONS

Wisconsin Economic Development
Association

Wisconsin County/City Manage-
ment Assn.

COMMUNITY INVOLVEMENT

Board Member—Sauk County De-
velopment Corporation

Board Member— Reedsburg Area
Medical Center

Town Board Supervisor

Background Information

Kurt has over 35 years of experience providing consulting services to local units of government. He has extensive experience with planning and implementation of community development programs with particular emphasis on industrial development, downtown revitalization, capital improvements planning, funding research, grant & loan applications, grant administration and tax incremental financing. His experience includes:

Community Development

- Business/Industrial Parks
- Downtown Revitalization
- Business & Developer Recruitment
- Development Agreements

Public Funding Services

- Capital Improvements Planning
- Funding Research & Analysis
- Grant & Subsidized Loan Applications
- Grant & Loan Administration
- Tax Incremental Financing
- Redevelopment Authorities

Representative Grant & Loan Program Experience

Kurt has assisted Clients obtain over \$60 million in grant funding and has significant experience with the following funding programs and/or agencies:

- Community Development Block Grant (CDBG) Program
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation
- Wisconsin Department of Tourism
- Wisconsin Economic Development Corporation
- USDA Rural Development
- US Economic Development Administration

Representative Tax Incremental Financing Experience

Kurt has assisted Clients with the creation and/or amendment of over 80 TIF districts. He also has significant experience assisting Clients with implementation of TIF programs. Kurt's experience includes the following types of Tax Incremental Districts:

- Industrial Development
- Blight Elimination
- Rehabilitation & Conservation
- Mixed Use
- Environmental Remediation



PROJECT DESIGNER

Suzanne Vincent, PLA

EDUCATION

University of Wisconsin – Madison
Bachelor of Landscape
Architecture (2007)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.
Landscape Architect (2007)

Ganshert Nursery & Landscaping
Nursery Staff (Summer 2005)

REGISTRATIONS, CERTIFICATIONS, TRAINING, AND CONTINUING EDUCATION

Wisconsin Registered Landscape
Architect #620

NCI Charrette System Training

Expand Your Horizons Youth Mentor

PROFESSIONAL AFFILIATIONS

American Society of Landscape
Architects (ASLA)

WIASLA—Wisconsin Chapter
Executive Committee 2012-Present

Background Information

Suzanne plays a critical role in the creative development of projects through her landscape architecture and graphic design abilities. She has been involved in a wide range of both public and private projects, from site landscape designs to neighborhood plans and downtown revitalization projects. Suzanne works collaboratively with the planning group throughout the design process, from site analysis to creative problem solving and project documentation. She aids project visualization by creating 3D models using Google Sketchup, developing photo manipulations for realistic “after” images, and providing technical CAD drawings.

Primary Projects

CENTENNIAL CENTRE MASTER PLAN, HOBART, WI

Urban Designer

Suzanne worked with the planning team to develop a master plan for the 100 acre Centennial Centre Master Plan, a vision for the commercial core of the neighborhood. The plan includes a network of open spaces created to preserve sensitive wetland areas and provide community gathering space, a street network that ties in with surrounding neighborhoods and future plans, and a land use plan that is sensitive to adjacent properties while taking advantage of the Highway 29 frontage. The public was engaged throughout the planning process and provided valuable feedback and insights into the local community.

MILITARY AVENUE CORRIDOR PLAN, CITY OF GREEN BAY, WI

During the redevelopment planning for Military Avenue, an aging commercial corridor in west Green Bay, Suzanne led the effort to develop the desired character of future development in the area. She worked with the project team to develop different districts along the corridor based on intended future land uses; to develop redevelopment scenarios for key sites along the corridor within the defined districts, and to create walking opportunities between the corridor and the several residential neighborhoods that surrounded it. Suzanne also participated in the public workshops that were a key component of the process, leading exercises to get public feedback on priority projects and desired development character.

REGENT STREET/SOUTH CAMPUS NEIGHBORHOOD PLAN, MADISON, WI

Urban Designer

Suzanne was a part of the design team for the Regent Street/South Campus Neighborhood Plan, a long term growth management plan for an aging commercial corridor along the southern edge of the UW-Madison Campus. The goal was to integrate revitalization and redevelopment opportunities along the corridor with campus expansion plans and new student housing. Suzanne provided planning and graphic support, including site analysis, identification of infill and redevelopment opportunities, development of public input exercises, and plan production.



PROJECT ENGINEER

Timothy L. Schleeper, PE

EDUCATION

University of Wisconsin—Madison
B.S., Civil & Environmental
Engineering (1993)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.
Project Manager (2010)

I&S Group, Inc.
Project Engineer (2009)

D’Onofrio, Kottke & Associates, Inc.
Project Engineer (2002)

Town & Country Engineering, Inc.
Staff Engineer (1993)

**REGISTRATIONS, CERTIFICATIONS, TRAINING,
AND CONTINUING EDUCATION**

Licensed Professional Engineer –
Wisconsin (1999)

COMMUNITY AFFILIATIONS

Past President of Dane County
Pheasants Forever (2005—2010)

Capstone Program Mentor—UW
Madison, multiple semesters

Background Information

Tim has worked in the Madison area for over 20 years and has experience designing and managing a broad variety of projects for municipal and private clientele. He has worked closely with many municipalities and governmental agencies and has a thorough understanding of the construction process and technical design components required to successfully complete a project.

Primary Projects

MUNICIPAL/PUBLIC CLIENTELE

Primary responsibilities include plan and specification preparation for bidding, writing and presenting reports, plans, studies and other technical analyses. Tim is responsible for construction administration, obtaining regulatory approvals, design presentations at public hearings and actively communicating with the client to ensure project objectives are met. Some of the communities and agencies for whom Tim provides engineering services are listed below.

City of Stoughton	Wisconsin DFD
UW - Madison	Town of Middleton
UW - Platteville	Town of New Glarus

Some specific, relevant projects follow.

UW-PLATTEVILLE STORMWATER IMPROVEMENTS—UW PLATTEVILLE, PLATTEVILLE, WI
This project will assist the Platteville campus in meeting the stormwater quality requirements of their WPDES permit. Key among the elements of the project are presenting a low-maintenance, sustainable design that provides water quality benefits for the existing campus and future campus buildings. The proposed facilities will be constructed in 2012.

*TOWN OF MIDDLETON ROAD IMPROVEMENTS—*Tim works with Town Staff to design and bid the Town’s annual road reconstruction projects. Recent projects include milling and reconstructing a section of Wayside Road (0.2 miles, completed 2015), pulverizing and re-paving Old Sauk Road (1.2 miles, completed 2014), pulverization and repaving Mathias Lane (.3 miles, completed 2013). Tim has also completed multiple types of other pavement maintenance projects including parking lot rehabilitations, trail and path construction projects, roadside drainage improvements, and annual chip seal maintenance projects.



PROJECT QA/QC

Daniel Lindstrom, AICP

EDUCATION:

M.S. City and Regional Planning
The Ohio State University (2009)

B.S. Urban and Regional Studies
The University of Wisconsin – Green Bay (2007)

PROFESSIONAL EXPERIENCE

Vierbicher Associates, Inc.
Planner/Community Development
Consultant/ Planning & Community
Development Team Manager
(2016)

Vierbicher Associates, Inc.
Planner/Community Development
Consultant (2015)

City of Green Bay
Planner II (2014)
Planner I (2009)

City of Dublin
Research and Design Assistant
(2008)

ACP Vision + Planning, Ltd.
Community Planning Intern (2007)

PROFESSIONAL CERTIFICATIONS

American Institute of Certified
Planners (AICP)

Professional Affiliations
American Planning Association
Wisconsin Chapter of the American
Planning Association

Wisconsin Economic Development
Association (WEDA)

Background Information

Daniel is a community planner with experience and knowledge in integrating participatory approaches to community development. Daniel's project experience includes comprehensive, downtown, corridor, area; and neighborhood planning, recreational area planning and grant writing. In addition, Daniel has extensive experience in project management, public participation planning, public meeting facilitation, design charrettes, site design, Geographic Information Systems (GIS) mapping, and a variety of economic development efforts.

His professional drive stems from finding the balance between community development, sustainability, and urban design as seen through the lens of community participation. Daniel received his professional certification in 2012 from the American Institute of Certified Planners and regularly attends conferences and events hosted by the American Planning Association and the Wisconsin Chapter of the American Planning Association. Daniel regularly is a guest lecturer at local high schools and universities to discuss the field of participatory urban planning and design.

Recent Projects

UNIVERSITY AVENUE CORRIDOR BROWNFIELD REDEVELOPMENT PLAN, CITY OF GREEN BAY, WI - US EPA Brownfield Area Wide Plan Grantee
Project/Grant Manager

The City of Green Bay was awarded a US EPA Brownfield Area Wide Planning grant to complete a redevelopment vision for an aging commercial and industrial corridor connecting the University of Wisconsin – Green Bay to Interstate 43 and the downtown. As project/grant manager, Daniel worked with elected officials, a citizen steering committee, stakeholder businesses, and a contracted consultant to facilitate the creation of a redevelopment vision rooted in public participation. The Plan was adopted in 2015 and includes a detailed and obtainable implementation strategy to achieve the exciting new 20 year vision.

Village of Shorewood Hills, WI
Village Planner

Daniel has been the Village planner since 2015. Vierbicher has served as Village Planner for Shorewood Hills since early 2008. Daniel helped the Village review and implement two master plans that Vierbicher drafted for the Village immediately following the recession. Daniel help revise and draft ordinance text, facilitated public meetings, and routinely makes presentations to the Plan Commission and Village Board.

Daniel has also assists the Village in grant writing, zoning ordinance revisions, completion of the Village Comprehensive Plan revisions, and performed reviews of several redevelopment proposals and TIF requests. Finally, Daniel led the efforts to amend and create additional tax increment districts.





Methodology—EASI Model

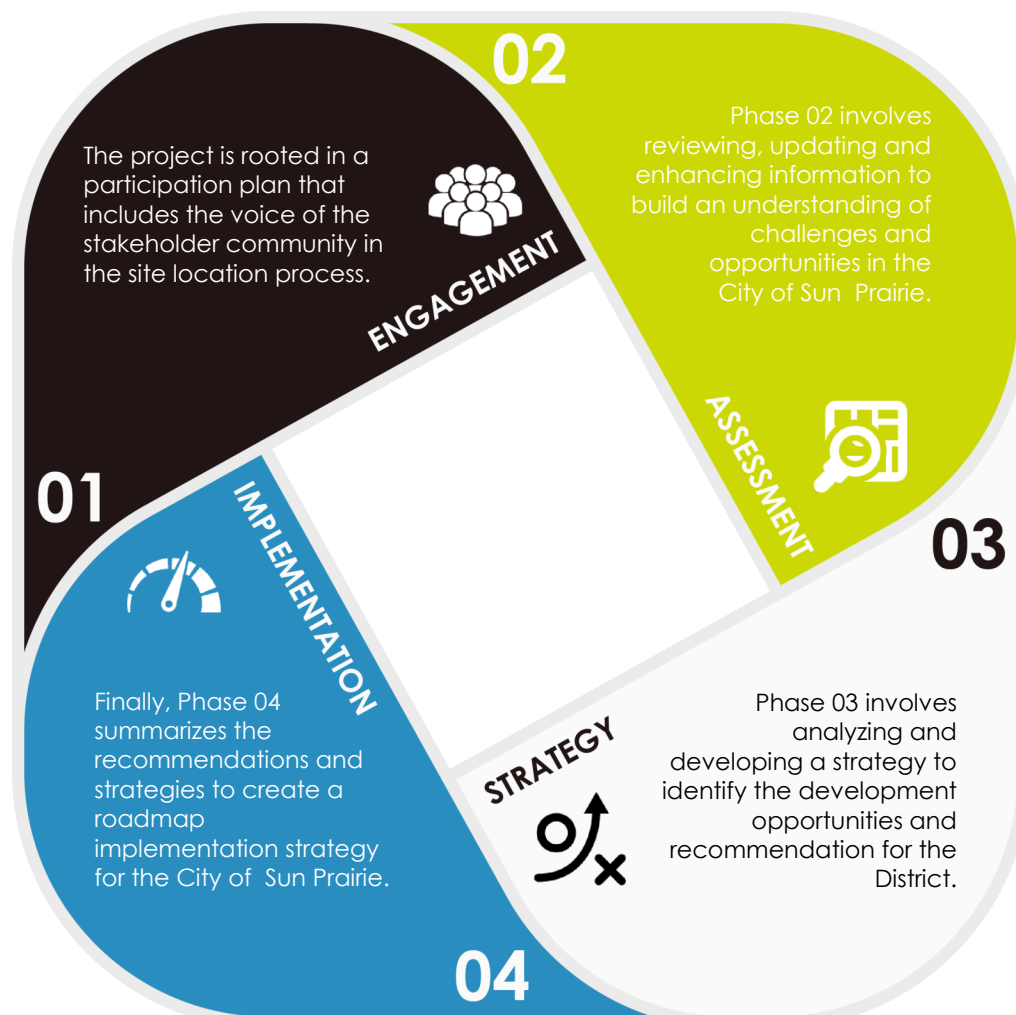
To complete the scope of work for this project efficiently and effectively, we will guide the process using Vierbicher’s proven model for community development and site planning. Our approach is divided into four components which will enable a collaborative and thorough method for completing the Central Main Street Corridor Redevelopment plan within nine months.

Our team’s goal is to be a partner with the City of Sun Prairie and Dane County in their planning efforts. By building on community-wide engagement and area-specific analysis, we will provide a coordinated and streamlined project experience. Together, we will complete a plan that incorporates several planning techniques to help the City of Sun Prairie achieve the best possible outcome. A corridor master plan that is responsive to the market conditions and creates a future vision that emphasizes on an enjoyable and safe pedestrian experience.

Our approach:

- Engages** the public and stakeholders
- Assesses** the opportunities and challenges facing the project, identifies
- Strategic** recommendations, and creates an
- Implementation** plan to achieve the desired results.

Engagement. Assessment. Strategy. Implementation. The **EASI** Model.





Methodology

01 ENGAGEMENT

Goal

Stakeholder engagement is essential to a quality and efficient planning process. Our proven planning framework establishes expectations and opportunities for involvement for City residents, businesses, civic organizations, City staff, the school district, a project steering committee (CDA), and any City/County Committees of Jurisdiction updates (Plan Commission, Public Works, Parks and Recreation Commissions, Dane County BUILD Committee etc). The tasks required to achieve this goal include:



Engagement Plan

Task E1.1 Determine the appropriate level of public engagement.

At the kickoff meeting, Vierbicher will conduct a survey of City staff and leaders to determine the appropriate level of public engagement. Based on the response from the simple survey, Vierbicher will tailor the engagement plan and strategy to the project based on the five levels of participation listed in the figure to the left.

Task E1.2 Present the Public Engagement Plan for adoption

The project team will outline and present the Public Engagement Plan for adoption to the steering committee or the committee(s) of jurisdiction Plan Commission for adoption. Ensuring the planning process has an approved Public Engagement Plan ensures the final plan can be approved as an appendix to the City of Sun Prairie Comprehensive Plan.

Task E1.3 Project updates.

The project team will conduct half-hour bi-weekly staff conference calls for relevant project updates throughout the planning process. Vierbicher will also provide short monthly summaries to detail the previous months, and illustrate the next steps in the project.

Task E1.4 Committee Updates.

The project team will help prepare up to two project update presentations for City staff to present to the various interested Committees of Jurisdiction and Dane County.

Steering Committee

Vierbicher agrees with the decision to use the existing Community Development Authority as the project Steering Committee. If requested, the group could still request additional outside insight from local developers, landowners, and business owners.

Vierbicher anticipates six (6) scheduled steering committee meetings. These meetings will help the project team fluidly illustrate and iterate design issues, concepts, and opportunities with



METHODOLOGY (ENGAGEMENT CONTINUED)

the Committee. The proposed meeting structure is as follows:

Task E2.1 Steering Committee Meeting No. 1.

The first meeting of the Steering Committee will introduce the project team and complete initial discussion or thoughts on the engagement process. Initially, the Steering Committee will complete worksheets to capture immediate issues facing the planning area and the immediate surroundings. The Committee will also go over the preliminary plan for Public Meeting No. 1.

Task E2.2 Steering Committee Meeting No. 2.

The second meeting will review the output from Public Meeting No. 1 and preview of Public Meeting No. 2 materials. This meeting will also review the initial existing condition report.

Task E2.3 Steering Committee Meeting No. 3.

The third meeting will review the output from Public Meeting No. 2 and the initial draft of the redevelopment plan.

Task E2.4 Steering Committee Meeting No. 4.

The fourth meeting will review the revised redevelopment plan sections with final edits and will preview the meeting materials for Public Meeting No. 3.

Task E2.5 Steering Committee Meeting No. 5.

The fifth meeting will review Public Meeting No. 3 results and recommend the Central Main Street Corridor Redevelopment Plan to Plan Commission.

Public Engagement

Vierbicher will work as a partner with City staff to conduct public engagement meetings to adequately assess the current state of and future desires for the Central Main Street Corridor.

Task E3.1 Public Meeting No. 1.

This meeting will focus exercises on several themes around existing conditions and initial thoughts on desired development. These themes could include:

- Conducting a SWOT analysis;
- Real and perceived opportunities and constraints/barriers of the planning area;
- Impacts the planning area has or could have on quality of life for the community;
- Impact the planning has on the current or desired business climate; and
- Other topics desired by the City.

Vierbicher will integrate the results of Public Meeting No. 1 into the various sections of the redevelopment plan.

Task E3.2 Public Meeting No. 2.

This meeting will focus exercises on several themes around design/identity for the Central Main Street Corridor. These themes could include:

- Community implementation preference identifying the priority redevelopment sites. The top sites become the catalyst redevelopment sites.
- An abbreviated visual preferences survey aimed to refresh the ideas and themes generated during the 2006 West Main Street Corridor Plan assessing desired building architecture, site design, placemaking, and other public amenities.

Vierbicher will integrate the results of Public Meeting No. 2 into the various sections of the redevelopment plan.

Task E3.3 Public Meeting No. 3.

The primary focus of the meeting is to present three conceptual site plan renderings for the top selected phase one redevelopment site. This site should work in conjunction with the recently approved development agreement for redevelopment of the vacant building 1120 W. Main Street.

This meeting will also include an open house format for citizens to view the draft plan strategies and recommendations. This will be a final presentation of the project presented by City Staff, Steering Committee members, and



METHODOLOGY (ENGAGEMENT CONTINUED)

Vierbicher. Vierbicher will integrate any final comments from the meeting into the redevelopment plan before presenting at the final steering committee meeting.

All of the public meeting exercises will be available in survey format and hosted online by Vierbicher. Links to the survey material should be made available to all City of Sun Prairie social media networks and neighborhood associations. Vierbicher will be responsible for creation of the meeting materials and related advertisement materials. The City will be responsible for advertising, posting, printing, and other organizational tasks.

Other Engagements

Task E3.4 Stakeholder Panel & Survey.

Vierbicher will work with the City to hold a landowner/stakeholder panel discussion and a mailed survey to identify local commercial gaps based on the market and commercial leakage study (described below). Vierbicher will then integrate the results of the stakeholder panel into the redevelopment vision and implementation strategy.

Task E3.5 Developer Panel & Survey.

Vierbicher will tap into our vast array of commercial, residential, and mixed-use developers to understand their market needs and present the available planning area sites. Vierbicher will then work with the City to Develop an action strategy to encourage development for any developers interested in the sites.

Task E3.6 Public Hearing Presentation.

Vierbicher will present the draft of the Central Main Street Corridor Redevelopment Plan to the Plan Commission.

Task E3.7 City Council Approval.

Vierbicher will be present at a subsequent City Council meeting to answers questions or provide additional comments.

Engagement Deliverables:

- Participation Plan.
- Public meeting summary reports.

Figure: Proposed Project Structure





Methodology

02 ASSESSMENT

Goal

A successful planning process must be built on local strengths and assets and framed in the market realities of the local economy. To build this understanding, we conduct a thorough assessment of local conditions, linkages, and market position. Therefore, the goal of the Assessment phase is to understand the current issues and opportunities related to this project in the Central Main Street Corridor and analyze the changes since the 2006 Plan. The tasks required to achieve this goal include:

Existing Conditions

Task A1.1 Existing Documents.

Vierbicher will review existing materials and information relevant to zoning, development plans, property valuation, transportation and planning initiatives to build on existing City information and efforts. Specifically, Vierbicher will conduct a review and summary of the following existing documents provided by the City to complete a more detailed update to the 2006 Plan:

Existing Plans, Studies, and Other Development Tools:

- West Main Street Corridor Plan;
- Westside Neighborhood and Transportation Plan;
- City of Sun Prairie Comprehensive Plan;
- Downtown Revitalization Plan;
- Tax Increment District No. 11 Project Plan;
- 2015 Dane County Bicycle Transportation Plan;
- Past traffic studies;
- Recent/planned capital improvements;
- Existing zoning patterns;
- Existing zoning standards;
- Main Street Overlay standards;
- Sun Prairie Area School District long range plans; and
- Other documents deemed appropriate by the City.

Existing Demographic and Community Trends:

- Population trends and projections;
- Income trends and projections; and
- Housing trends and projection.

Task A1.2 Site Conditions and Constraints.

Vierbicher will conduct a review and area inventory of the local constraints and opportunities for redevelopment. This includes a review of the changes since the 2006 Plan. Specifically, Vierbicher will study the following areas of focus:

- Public open spaces and pedestrian connections;
- Current development patterns, current building utilization, existing building vacancy status, existing land use trends, and current parking restrictions;
- Property value growth/appreciation in an annual average and five-year growth increments;
- Architectural building styles, building materials, building signage, wayfinding features and signage, ROW utilizations, and streetscaping themes;
- Area brownfield sites (10 closed, 1 open); and
- Update the Blight Determination study created for the creation of TID No. 11.

Market Analysis

Understanding the current market is a vital component of the analysis. Vierbicher will use the market analysis to help shape the vision, land use strategies, and implementation plan. Grounding the redevelopment plan in market realities will help ensure the City is successful in the redevelopment efforts.



METHODOLOGY (ASSESSMENT CONTINUED)

Task A3.1 Define Trade Areas.

An immediate primary retail trade area will be identified and mapped based on local knowledge and Reilly's law of retail gravitation.

Task A3.2 Market and Commercial Gap Study.

A demographic profile of the community and the identified trade area will be provided including growth projections, spending profile and preferences using ESRI data. These assessments will capture existing populations and projected trends, including household growth, immigration, second home owners and retiree populations.

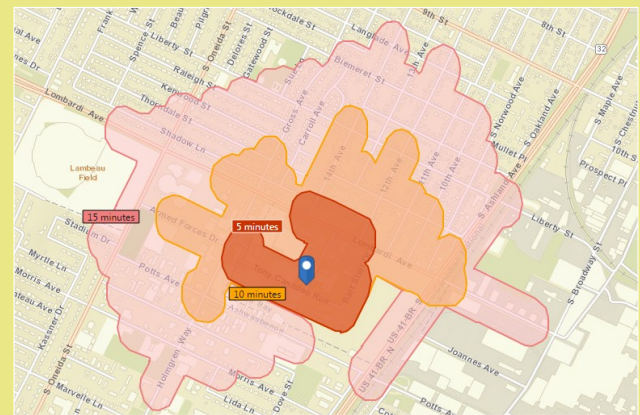
Based on an identified trade area, a retail supply and demand analysis will be performed to identify retail products or sectors which have a demonstrated supply gap in the community. The analysis will include primary trade area demand gaps and projections based on 5- and 10-year forecast data. For all gaps to compare with industry averages identified, retail opportunities, recommendations for product types best suited to downtown and, specifically, existing vacant spaces, will be identified.

Vierbicher will use the resulting data to validate future land use strategies in the study area. This task is detailed in Task I1.1 and I1.2.

Assessment Deliverables:

- Existing Conditions report chapter (maps and analysis).
- Issues and Opportunities report chapter.

Figures: Example Targeted Analysis Images and Concept Redevelopment Planning





Methodology

03 STRATEGY

Goal

Vierbicher will work with the Steering Committee to review, revise, and support the previous 2006 Plan goals. Vierbicher will also develop additional specific goals and action strategies that will enable the City of Sun Prairie to achieve its objective to create an implementable corridor master plan that emphasizes efficient use of land and fiscal resources while creating an area that is safe and accommodating to the user experience. The specific tasks required to achieve these goals include:

Vision Statement

Task S1.1 Vision Statement.

Vierbicher will create a vision statement based on feedback during the public meeting and recommendation from the 2006 Plan.

Land Use

Task S2.1 Land use & zoning recommendations.

Vierbicher will develop future land use maps based on recommendations from public input and the market analysis. This task will identify any future land use and zoning changes necessary to implement the plan vision. This will include standards and recommendations for existing properties to apply the Main Street Overlay design standards.

Task S2.2 Redevelopment and infill sites.

Vierbicher will identify redevelopment and infill site locations, and the public will rank the sites based on availability, buildability, and feasibility.

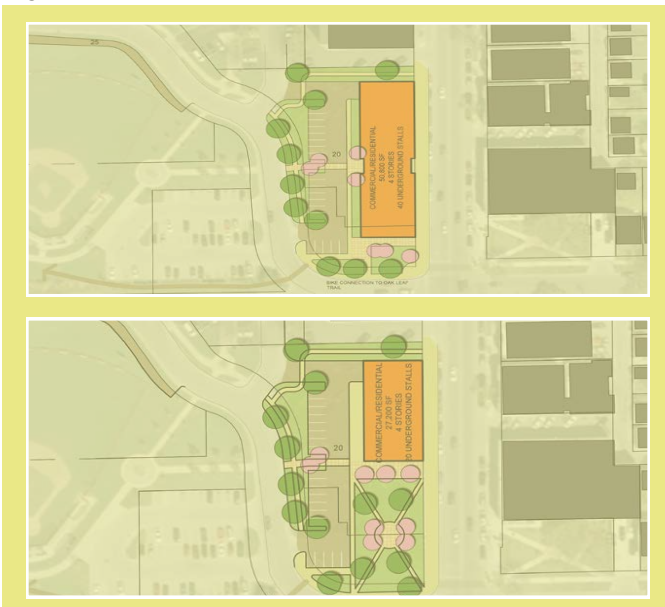
Task S2.3 Redevelopment Site Concept.

Vierbicher will prepare three initial site concepts and initial pro forma summaries for the top selected redevelopment site (Phase 1 Implementation). We will revise the final selected vision based on citizen and committee input. Additional sites could be added to the scope base for an additional fee listed in the fee section of this proposal.

Task S2.3 Pedestrian and public amenities.

Vierbicher will identify locations for possible pedestrian corridor and connections, public open spaces, and other public amenities.

Figure: Example Plan and Implementation





METHODOLOGY (STRATEGY CONTINUED)

Transportation

Task S3.1 Non-vehicular strategies.

Vierbicher will develop strategies for integrating pedestrian, bike, and other non-vehicular recommendations into the. Recommendations could include;

- Connections and crossings across West Main Street
- Safe non-vehicular routes for frequently traveled routes to commercial, neighborhood, and school uses

Task S3.2 Traffic strategies.

Vierbicher will develop strategies and recommendations to improve the general traffic flow and safety at the heavily impacted intersections.

Task S3.3 Transit connection strategies.

Vierbicher will develop strategies and recommendations to improve transit connections within and around the planning area.

Urban Form and Design

Task S4.1 Design Guideline Review.

Vierbicher will facilitate a review of the design guidelines from the 2006 Plan. Based on Steering Committee guidance, the redevelopment plan could recommend modifications to the design guidelines as a result of changes in design preferences over the 11 years since the 2006

adoption. Changes in the development guidelines could also include additional suggestions for implementation.

Task S4.2 Placemaking strategies.

Vierbicher will develop Placemaking recommendations for placemaking strategies that include integrating the West Main Street district vision into streetscaping, public art, site furniture, and landscaping.

Assessment Deliverables:

- Proposed strategies and recommendations chapter.
- If necessary, revisions to the 2006 West Main Street Corridor Land Use and Design Plan/ Standards.
- Conceptual site plans for the Phase 1 Redevelopment site.

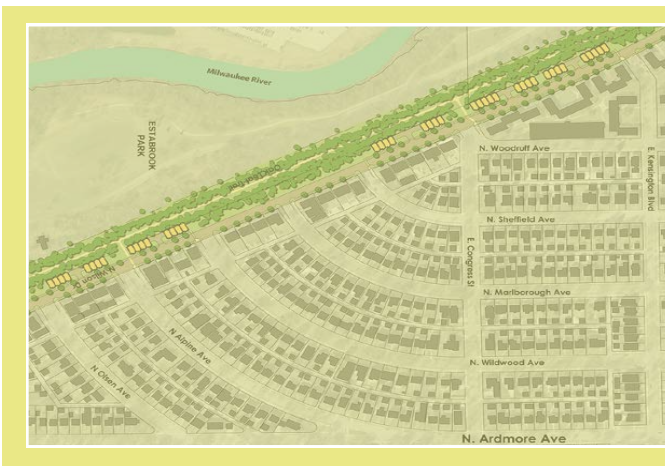
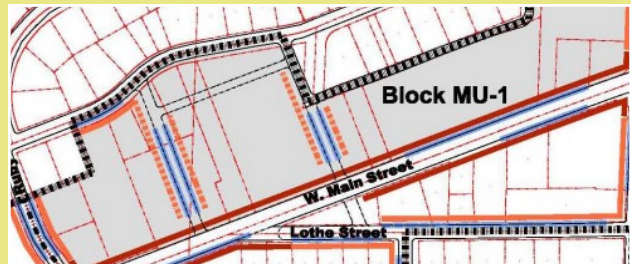
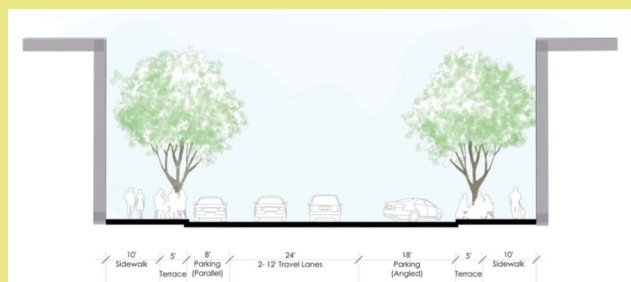


Figure: Example Design Guideline Supporting Images



Map from 2006 Plan





METHODOLOGY

04 IMPLEMENTATION

Goal

The final phase summarizes all of the recommendations and strategies developed throughout the process and creates a roadmap for sustainable momentum for the City of Sun Prairie and redevelopment partners.

Vierbicher understands the City of Sun Prairie is deeply focused on implementation strategies that will spur redevelopment of the area while the TIF district is still in its infancy. Vierbicher specializes in identifying potential funding sources for clients and is a leader in holistic Tax Incremental District planning, review, and administration and has assisted municipalities all over the State of Wisconsin with nearly 200 TID creations, amendments, and project implementation.

Vierbicher also annually reviews national and state programs available to our clients to assist in their project financing.

Implementation Plan

Task 11.1 Implementation Plan Creation.

Vierbicher will create a realistic and achievable implementation plan that will identify responsible parties, timing and available financing sources for each action item. The implementation plan will also take into consideration existing efforts and resources available through local economic development partner organizations. Specifically, Vierbicher will use the implementation plan to create 1-2, 3-5, and 5+ year work plans with target metrics for use by the City in tracking progress. Early implementation within TID No. 11 will ensure the TID is successful and the City can reinvest funds into the TID.

Task 11.2 Funding Plan Creation.

Drawing on our extensive experience in creating economic development strategic plans and redevelopment plans, we will research and

recommend specific funding sources and incentive programs that the City of Sun Prairie can potentially use to promote investment.

Task 11.3 TID No. 11 Project Coordination Review.

As part of the funding element, Vierbicher will conduct a comprehensive review of the performance of TID No. 11 and prepare a plan of action for the remaining years of the TID. This review will evaluate the annual reported increment and cumulative project plan expenditures incurred based on its most recent audit and most recent development agreements. Vierbicher will then develop strategies to optimize the use of tax incremental financing for projects identified in this planning effort. This activity will include a summary of the existing TID and identification of opportunities to enhance the TIF program.

Document Production

Task 12.1 Document Production

Elements from the Engagement, Assessment, Strategy, and Implementation phases will be compiled into a final Redevelopment Plan document which will be presented to the Plan

Figure: Example Implementation Matrix

#	Strategy	Community Wide	Industry Influence	Promotes Business Growth	Increases Daytime Population	Growth in Commercial Tax Base	Improves Connectivity	Provides External Marketing Opportunity	Total Score	Overall Ease of Implementation	Cost
1	Startup Support	🚗	🚗	5	3	1	0	2	11	Moderate	\$1,000-25,000
2	ID Office Sites	🚗	🚗	5	5	4	4	3	21	Easy	Minimal
3	Connectivity	🚗	🚗	3	2	1	5	3	14	Moderate	Varies
4	Business Referral	🚗	🚗	3	2	2	0	4	11	Easy	Minimal
5	Ordinance Structures	🚗	🚗	4	1	4	0	1	10	Difficult	Minimal
6	WISCDC	🚗	🚗	4	1	1	0	1	7	Easy	Minimal
7	TID Use	🚗	🚗	3	1	5	0	1	10	Easy	Minimal
8	Tenant Database	🚗	🚗	4	1	1	0	4	10	Easy	Minimal
9	Business Retention	🚗	🚗	4	1	1	0	4	10	Moderate	Minimal
10	Economic Gardening	🚗	🚗	5	2	3	0	1	11	Moderate	\$1,000/ company
11	Baseline Marketing Tools	🚗	🚗	3	1	1	0	5	10	Moderate	\$17,500
12	Improve Property Listings	🚗	🚗	5	1	2	0	5	13	Easy	Minimal
13	Direct Mail	🚗	🚗	4	1	1	0	5	11	Moderate	\$10,000
14	Address System	🚗	🚗	4	3	4	0	5	16	Moderate	Varies



METHODOLOGY

(IMPLEMENTATION CONTINUED)

Commission and residents at a public meeting. The purpose of the meeting will be to present the updated Comprehensive Plan and the Strategic Plan to create excitement and interest in the implementation process. Participants will have the opportunity to identify additional related initiatives or tasks and to sign up for future implementation activities.

A final PDF version of the documents will be provided, along with an editable Microsoft Word version. All associated graphs, tables and maps will be provided.

Implementation Deliverables:

- Implementation Plan (detailing action items, funding sources, responsible organization, and descriptions).
- 1-2, 3-5, and 5+ year action guides.
- Property and site design standard implementation guide
- Opinion of Probable Cost for capital improvement planning.



Figure: Example Implementation and Funding Plan

Category	#	Strategy	Implementation Responsibility	Ballpark Potential Cost	Potential Funding Source(s)	Description
Public Realm Improvements	25	Investigate acquisition of 4230 N. Oakland Ave. for a public plaza	Village	\$300,000-\$400,000 for property acquisition; \$150,000 for plaza construction	Parkland dedication fees, fundraising	Most redevelopment within the planning area is expected to be privately-driven. However, a recommendation for a small public plaza along N. Oakland emerged as part of the planning process. 4230 N. Oakland Ave. represents an excellent location in that it is close to planned redevelopment, yet does not represent a likely redevelopment target due to its small size and lot depth. The existing UPS store could be relocated elsewhere in the District, as it represents a popular business along the corridor. The proposed plaza could be designed to host food trucks, a small Farmers' Market, and small community events. The Village should decide whether it wishes to commit to implementation of this strategy in the short term, though actual construction may take some time.
	26	Add playground at River Park	Village - Parks	\$60,000-\$75,000	Parkland improvement fees	Public comments during the planning process expressed a desire for more playgrounds as part of existing Village greenspaces.
	27	Improve bicycle parking along N. Oakland Ave.	Village - Public Works	\$250/rack installed (single post-and-ring)	TID No. 1	There are currently a few bike racks along N. Oakland Ave. Given the increasing density along the corridor with recently completed and newly proposed redevelopment projects, there will be an increasing desire for bicycle parking. Additional racks should be installed to fill in gaps in the existing provision of bike racks. Installation can be paid for by TID No. 1 if it is accomplished prior to January 2017.
	28	Work with School District to install public plaza at southwest corner of Capitol and Oakland	Village & School District	\$100,000 - \$300,000	Fundraising, School District	A desire to maintain school district grounds along E. Capitol Dr. and N. Oakland Ave. was expressed by the public throughout the planning process. However, an opportunity exists to make better use of the grounds by adding a plaza for student and public use. The plaza should be designed and constructed with an eye towards flexibility to accommodate future programming, such as (potentially) a farmers' market or food carts. Because this project would likely require some level of fundraising, it is planned for the long term.
	29	Reconstruct N. Wilson Dr. with a narrower cross-section	Village - Public Works, in coordination with developer selected under #18	Depends upon selected cross-section and design elements	General fund	The Village has undertaken preliminary planning for reconstruction of N. Wilson Dr. There has been strong public support to reduce speeding on this overly-wide street, without eliminating the convenient connection between Hampton Road and E. Capitol Dr. Two concept cross-sections have been produced. Both concepts narrow the amount of paved street surface. Whatever concept is chosen, it should be integrated with the N. Wilson Dr. residential development concept in Section IV, and should enhance crossings at newly added access points to the Oak Leaf Trail. N. Wilson is in poor shape, so reconstruction should proceed as quickly as possible without compromising future implementation of other strategies outlined in this chart.





City Assistance

The City of Sun Prairie expressed that a member of the planning staff will provide support regarding background information at the onset of the project, help coordinate meeting logistic planning (location, space, and time), and public meeting advertisement.

If selected, Vierbicher would be facilitating the CDA/steering committee meetings. Therefore, Vierbicher would request the planning staff representative track and produce meeting notes. This ensures all relevant topics are summarized in the meeting summary and are not missed due to the facilitation process. Vierbicher would provide the meeting summary template.

If selected, Vierbicher would provide the planning staff representative with two project PowerPoint presentation updates over the course of the project. These presentations can be used to give the City of Sun Prairie and Dane County committees with project status updates.