

BUILD Central Main Street Corridor Redevelopment Plan Public Meeting No. 1

April 27, 2017



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planners | engineers | advisors



Road Map for Discussion

1. Proposed Planning Process

1. Scope and Timeline
2. Project Goals
3. Steps in the Process

2. Upcoming Public Participation Opportunities

1. Public Meeting No. 1
2. Stakeholder Interview Panel

3. Review of Initial Findings

1. Existing Documents
2. Land Use and Zoning
3. Urban Form
4. Property and Site Conditions

4. Public Workshop No. 1 Exercises

1. Issues and Opportunities
2. Pedestrian Constraints and Barriers
3. Bicycle Constraints and Barriers
4. Quality of Life
5. Survey
 1. Land Use and Site Design
 2. Business Mix
 3. SWOT

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Project Timeline

	Month Week	March				April				May					June				July				August					September				October													
		1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4										
Engagement																																													
Project Management / Communication																																													
Staff / Consultant / Steering Committee Meetings						1				2					3														4													5			
Dates						4.6				5.11					6.8														8.10													9.28			
Public Engagement/Public Meeting							1										2																				3								
Dates							4.27										6.22																				9.14								
Stakeholder Focus Groups Panel ¹									1																																				
Developer Focus Group Panel																																													
Plan Commission and City Council																																								PC, CC					
Assessment																																													
Document Review																																													
Existing Site Conditions																																													
Market Analysis																																													
Strategy																																													
Vision Statement																																													
Land Use, Transportation, Urban Form Recommendations																																													
Redevelopment Priorities																																													
Implementation																																													
Detailed Implementation Plan																																													
Funding Strategies																																													
Document																																													
Draft and Final Documents																																													

● Draft Document ● Final Document

Notes

¹ Stakeholder focus groups could include Plan Commission, City Committees of Jurisdiction, Chamber of Commerce, neighborhood and civic associations, business owners, developers, City residents, etc.

Initial Planning Goals

(Based off RFP and subject to change throughout this process)

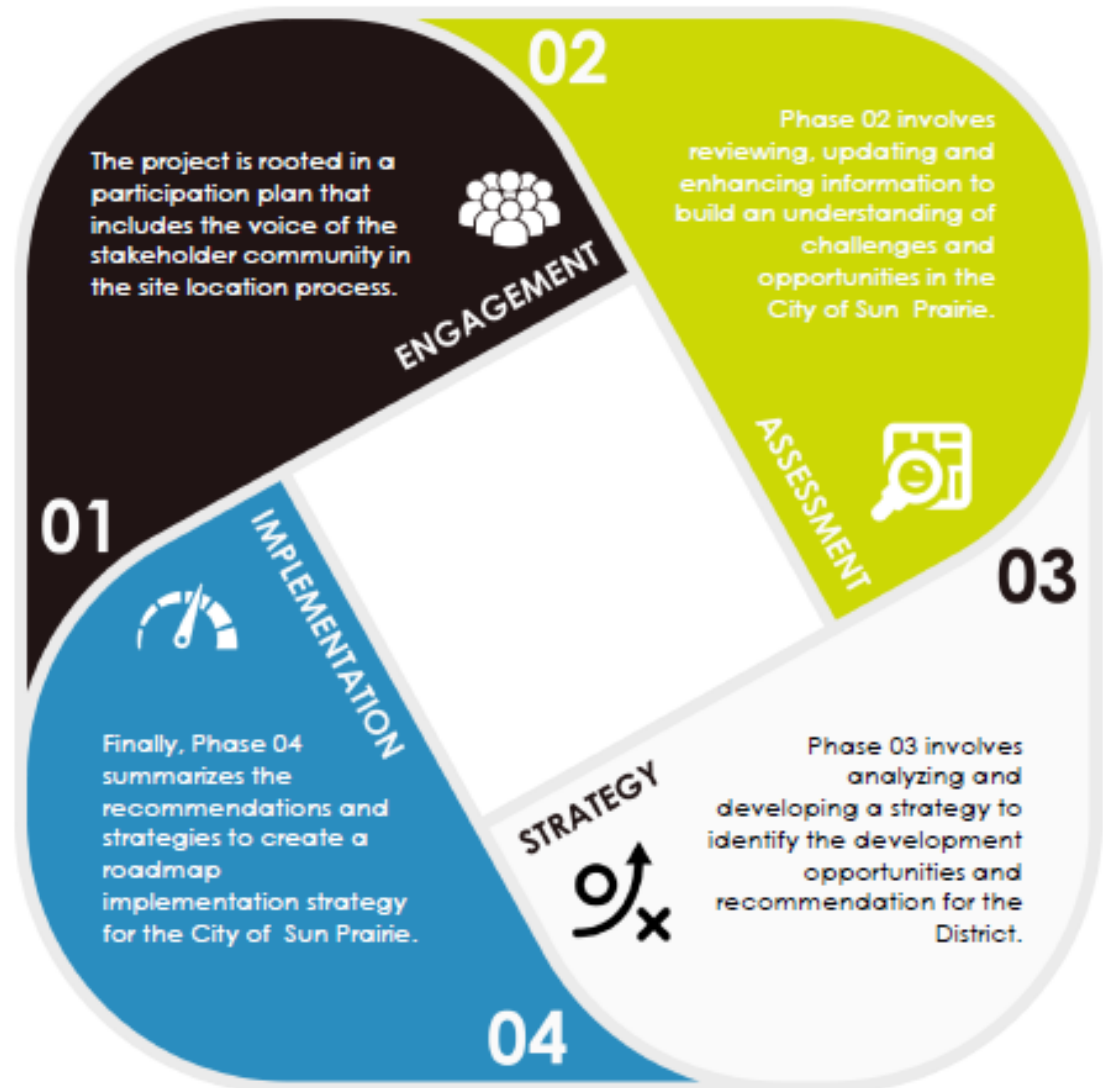
- Planning Process Goals:
 - Inclusive and transparent planning process
 - Community shared vision
 - Market-based vision
 - Detailed implementation strategies
- Redevelopment Plan Goals:
 - Create an distinctive and unique environment that is going to be a profitable, positive, community asset for the long term.
 - Continue to leverage private and public investments to stimulate future corridor improvements.
 - Strengthen interaction between the Main Street business corridor and adjacent residential neighborhood.
 - Increase connections to the surrounding neighborhood.
 - Improve climate for existing businesses while attracting new businesses to vacant and underutilized sites.
 - Proactively strengthen safe and convenient bicycle and pedestrian connections.
 - Review and revise previously approved distinctive corridor design theme.

Project Outline

Our approach:

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

EASI Model



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Public Engagement

- CDA/Steering Committee

- Meeting 1: Critical issues and opportunities and PM No.1 materials
- Meeting 2: Review existing condition report, PM No.1 review and PM No.2 materials
- Meeting 3: Public meeting No.2 review and draft redevelopment plan
- Meeting 4: Revised redevelopment plan sections and PM No.3 materials
- Meeting 5: Public meeting No.3 results and recommend the Central Main Street Corridor Redevelopment Plan to Plan Commission



Public Engagement

- Public Meetings

- Meeting 1: Constraints and barriers, SWOT analysis, business climate, quality of life, etc.
- Meeting 2: Community implementation preferences identifying the priority redevelopment sites. Abbreviated visual preference survey, simplified implementation preferences.
- Meeting 3: Present three conceptual site plan renderings and draft final plan review.



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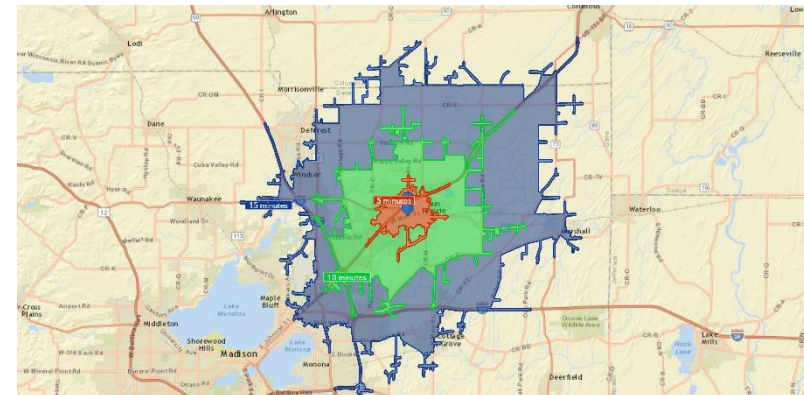
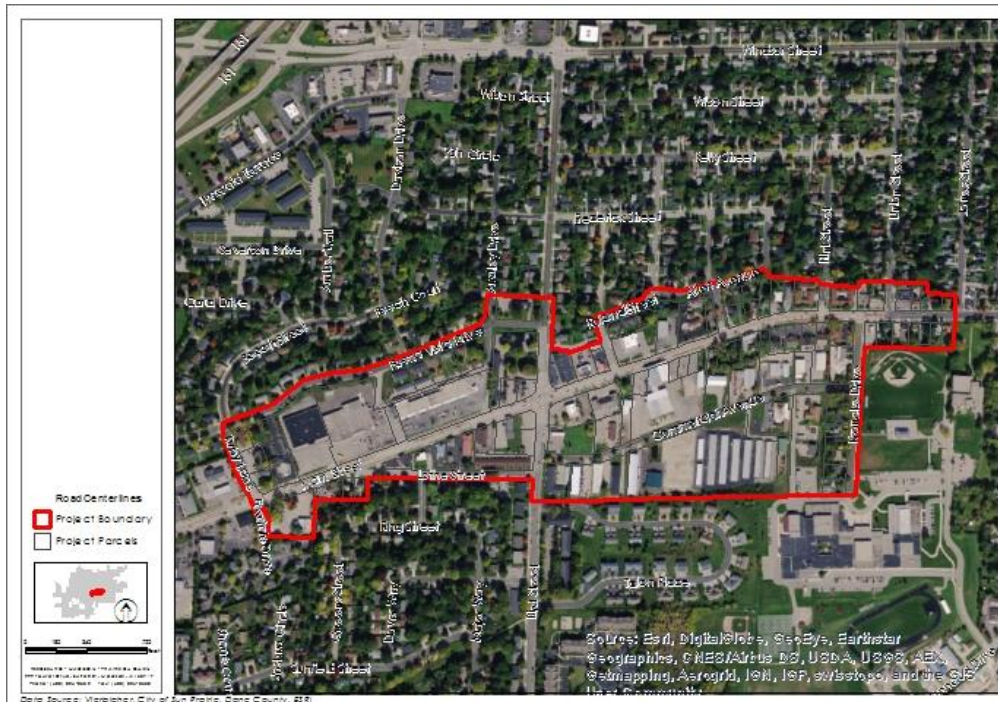
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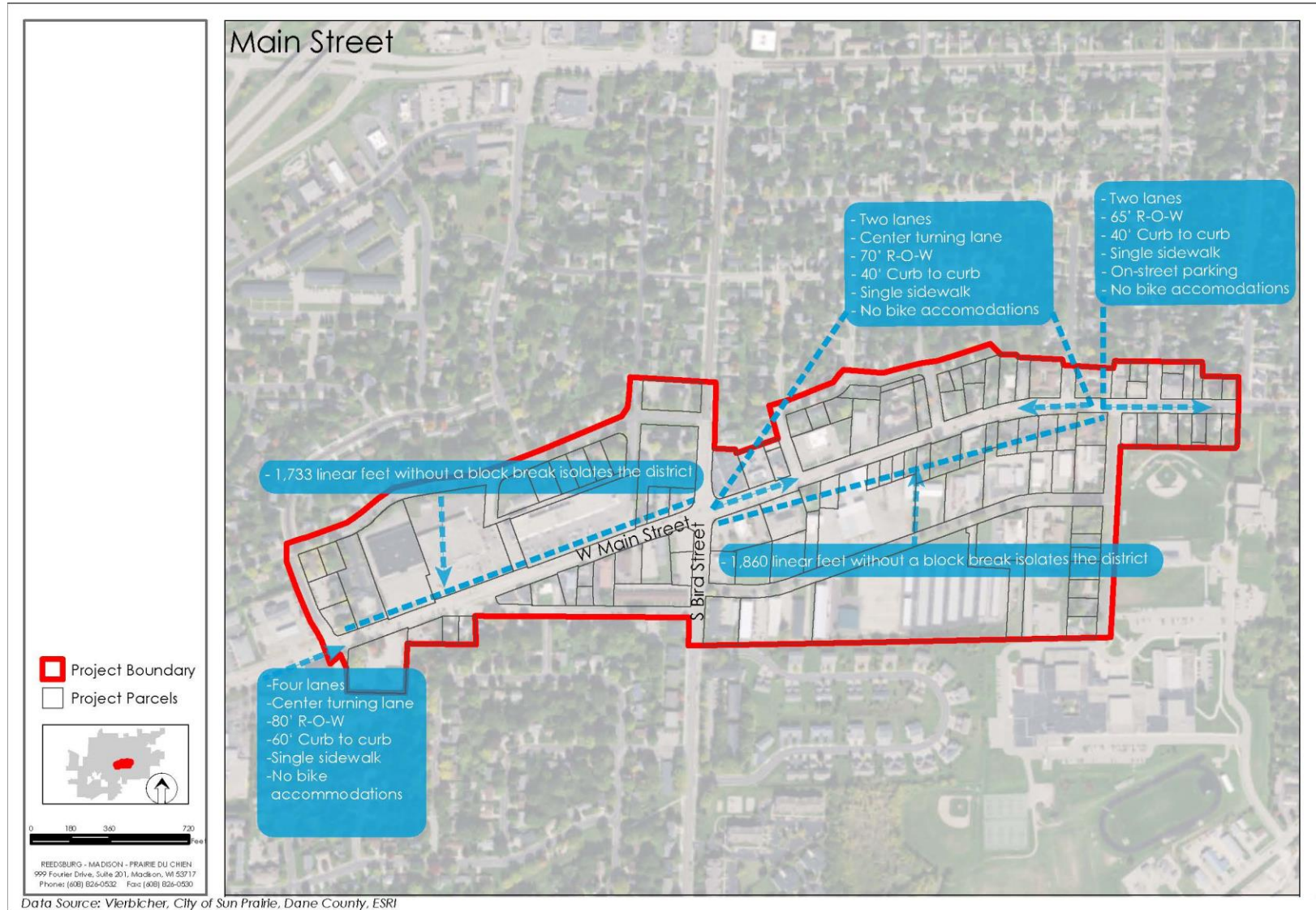
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Existing Conditions – Project Boundary

- Total area ~89 acres
- Total Parcels ~ 116 Parcels
- Immediate market competition study area includes 5 minute drive radius and secondary market in 10 minute drive radius



Existing Conditions



Existing Conditions – Issues & Opportunities

- Land Development & Urban Design Issues
 - Semi-incompatible land uses
 - Inconsistence building design
 - Vacant and deteriorated sites
 - Open parking lots
 - Closed brownfields
 - Large incapable uses
 - Lack of wayfinding
- Land Development Opportunities:
 - Existing guiding document
 - Several redevelopments current underway or in the pipeline
 - Additional vacant lots ripe for redevelopment (boom of MF, manufacturing, mixed-use in the community)
 - Current transition of real estate cycle
 - Available space for wayfinding and other pedestrian amenities
 - Overlay district framework for redevelopment

Existing Conditions – Issues & Opportunities

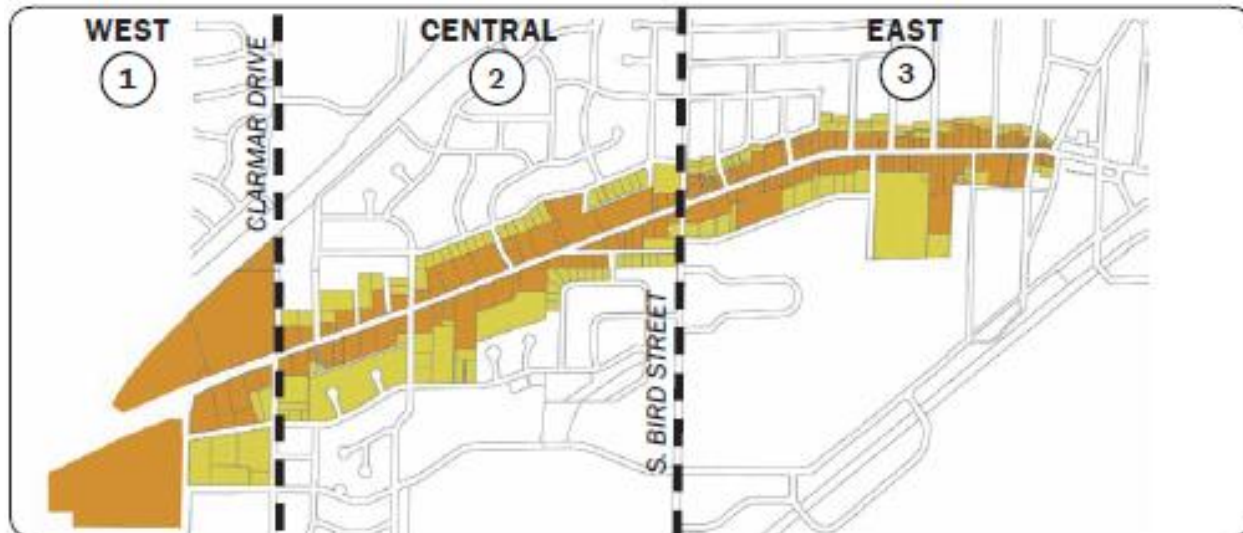
- Transportation Issues
 - Limited pedestrian and bicycle access across Main Street
 - Over parked parking lots
 - Lack of uniform designated bike facilities
 - Lack physical and visual connections to school areas
 - Lack of visual connections to outside the corridor
- Transportation Opportunities:
 - Adjacent Mass transit routes
 - Recently reconstructed transportation facilities (Main Street)
 - Available space for wayfinding and other pedestrian amenities

Existing Conditions – Issues & Opportunities

- Business and Economic Development Issues:
 - Main and Bird Street intersection
 - Buildings in need of rehabilitation
 - Business Community perception- “Cool Factor”
- Business and Economic Development opportunities:
 - TIF No.11 in place
 - Business mix of national, regional, and entrepreneurial
 - Strong demographics
 - Create BID/Enhance BRE Program
 - Momentum- edges to center

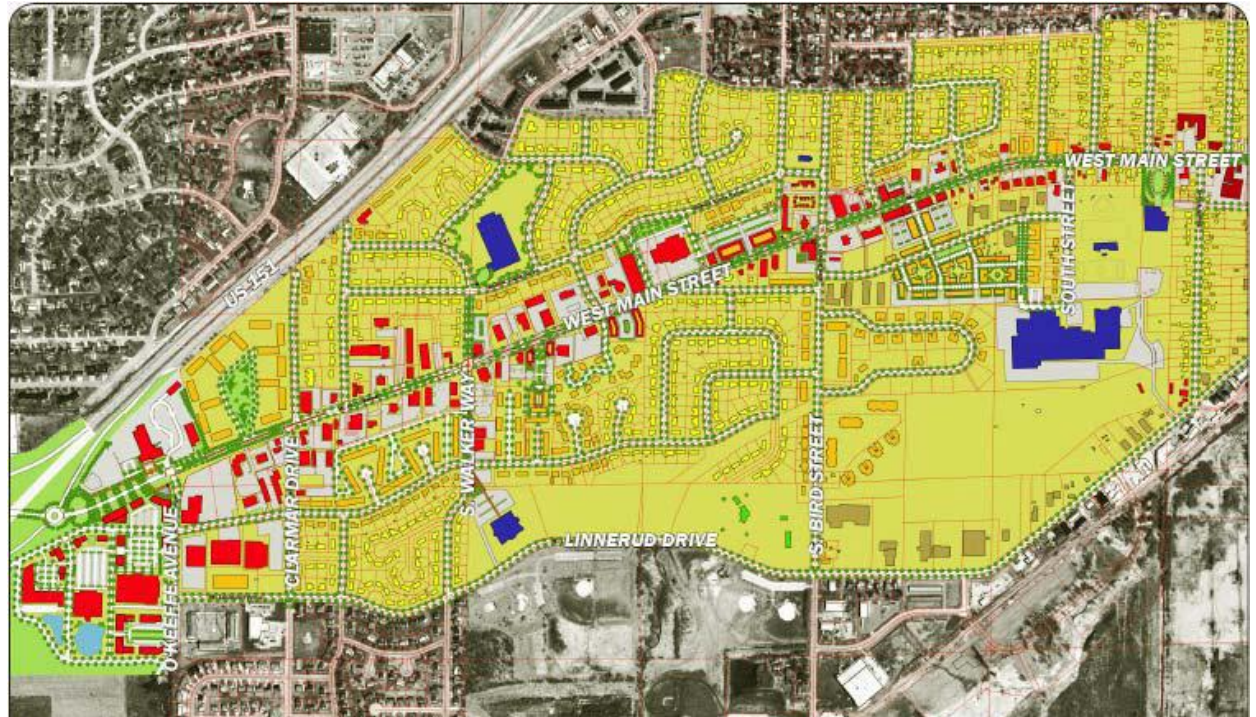
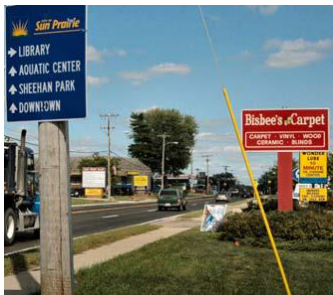
Existing Conditions – Prior Planning Documents

- West Main Street Corridor Plan 2006
 - Lead to the creation and adopting a zoning overlay district for the planning area which requires adherence to regulating plan block code and guidelines.
 - Lead to the creation of a TIF district for the study area.
 - Created design guidelines to influence the form and character of development along the corridor.
 - Implement a wayfinding system to provide an integrated approach for directional and informational signage.
 - Estimate the options and costs for burying the overhead utility lines.
 - Consider formation of a West Main Street Business Association to aid in business development and recruitment, and marketing.



Existing Conditions – Prior Planning Documents

- Smart Growth Comp Plan
 - Formation of a West Main Street Business Association to aid in business development, recruitment and marketing;
 - Creation of a TIF district for the W. Main Street corridor; and
 - Implementation of a regulating plan and design guidelines the corridor.



Existing Conditions – Prior Planning Documents

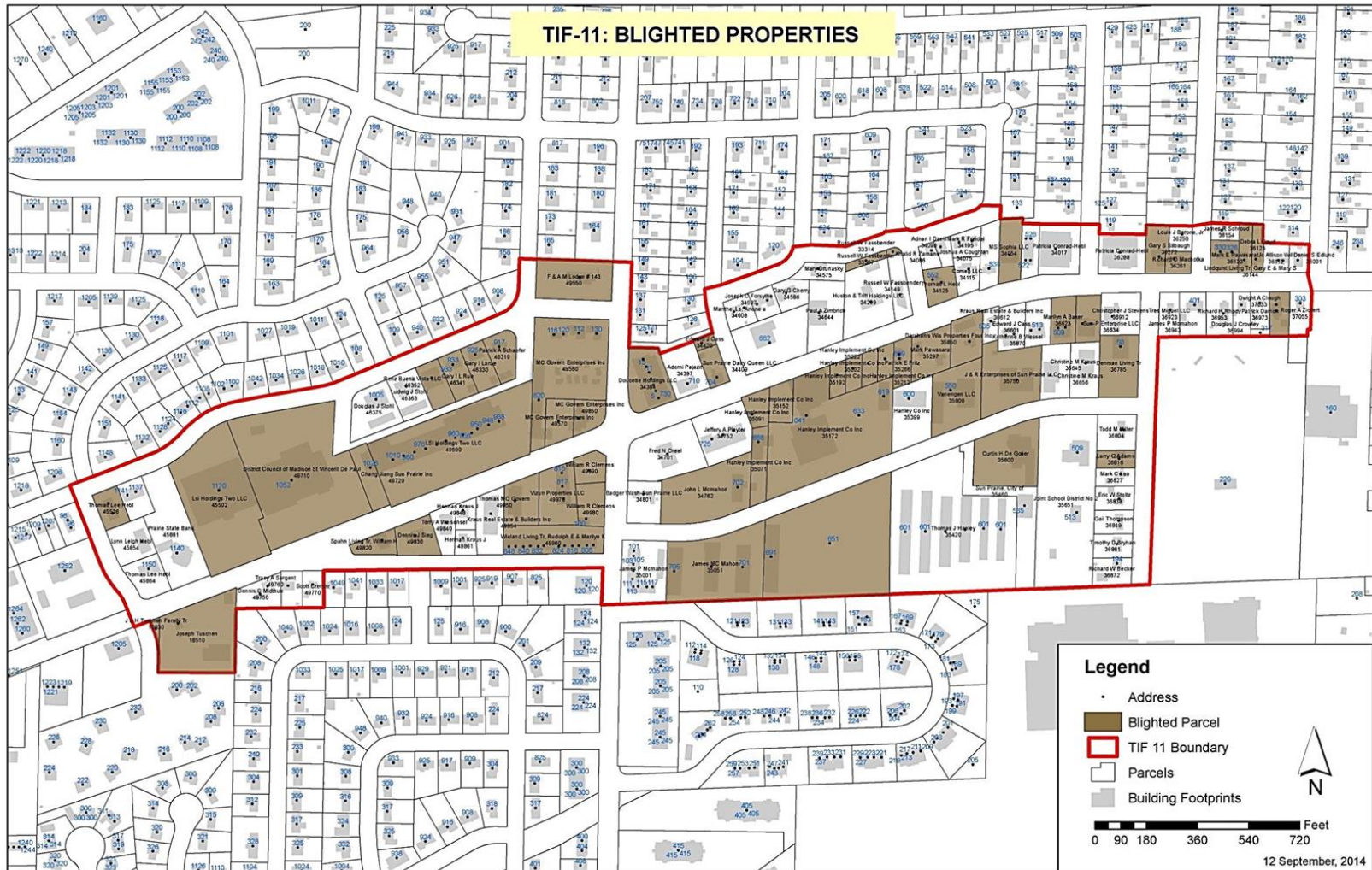
- Tax Increment District No.11

Project Plan Included

- Development Incentives;
- Land acquisition; environmental remediation; demolition & site preparation; and general economic incentives;
- Public Infrastructure;
- Utility improvements & relocation (to include fiber); street improvements; and streetscaping and landscaping;
- Business/Retail/Entertainment Redevelopment (several sites);
- Business/Retail Redevelopment (several sites); and
- Planning, Administrative, and Professional services.



Existing Conditions – Prior Planning Documents



Recent Achievements

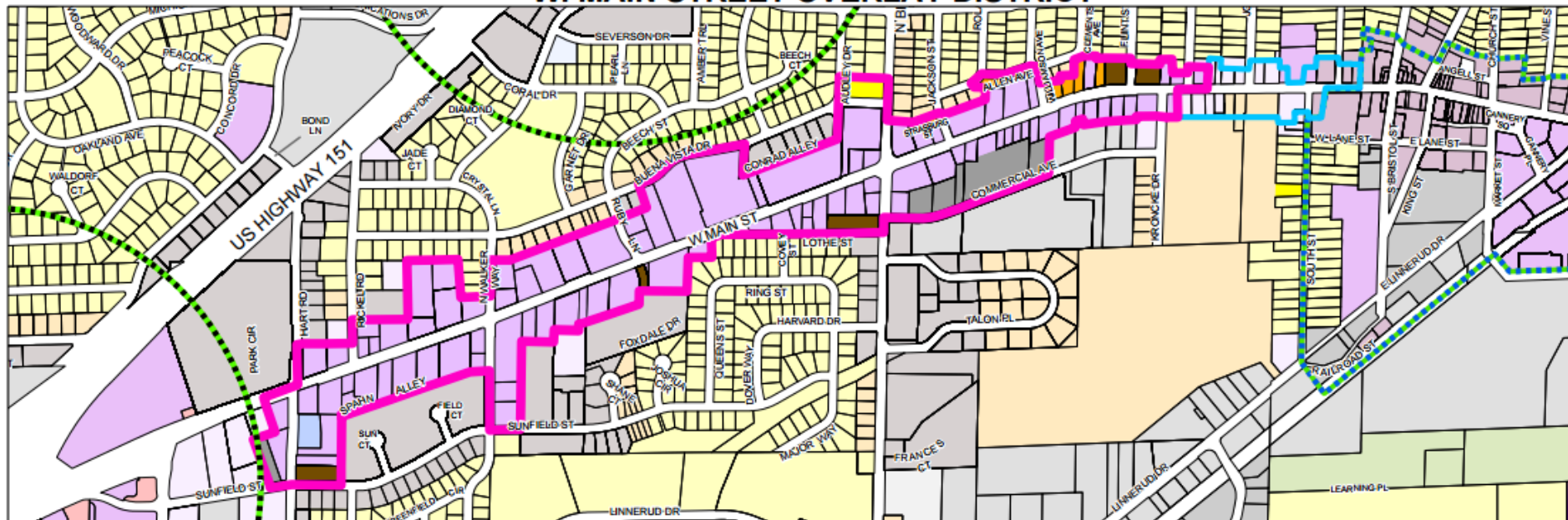
- The City funded and completed the required Phase I & Phase II environmental for the Marathon site.
- Jennings & Woldt new two-story, 6,400 s.f. showroom and office project at the site. Set to open 2017.
- 1120 W. Main St redevelopment. \$13 million with \$2.5 million in TIF assistance for housing, workforce housing, and retail. Scheduled to be completed by July 2018. Could be a model for other developments along Main Street.
- Main Street reconstruction is still in good condition leaving the area attractive to new developers with some additional corridor planning.



Existing Conditions – Land Use and Zoning

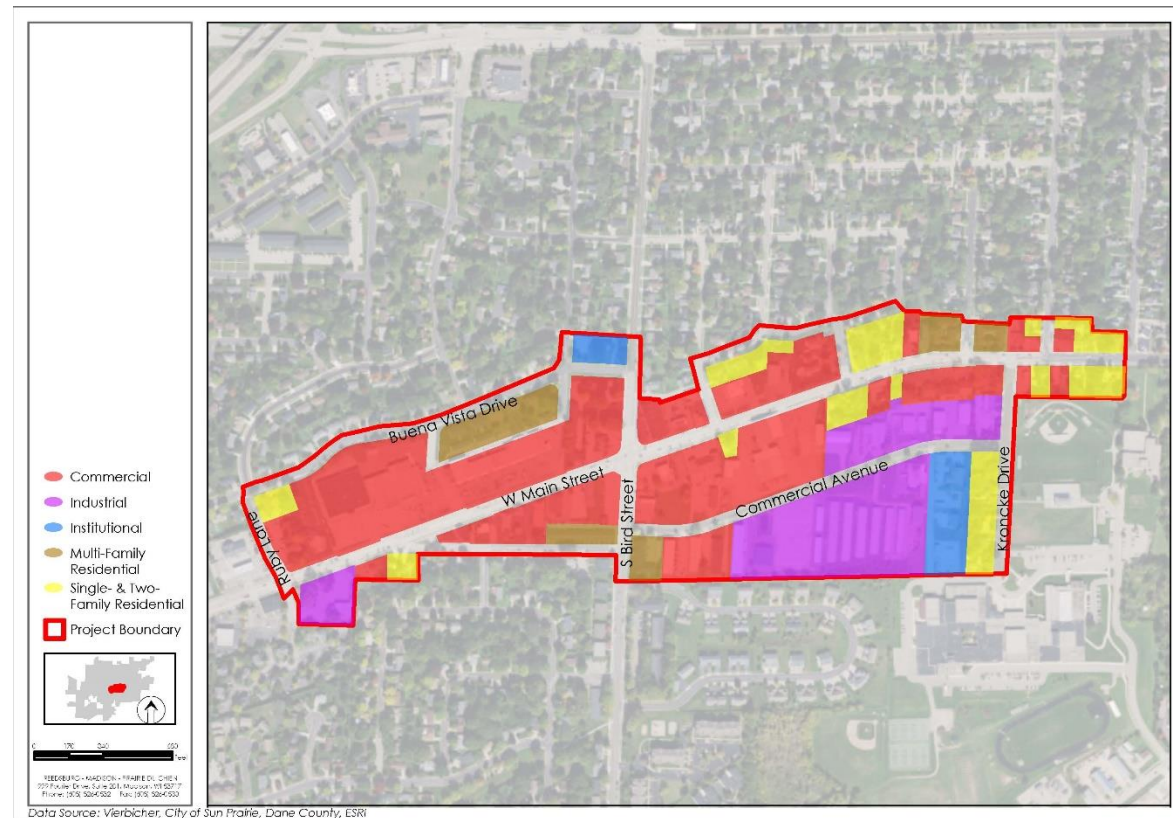
- Zoning and Overlay District
 - General Commercial
 - Multi-Family Residential
 - Single & Two Family Residential
 - General Industrial
 - Institutional

W. MAIN STREET OVERLAY DISTRICT



Existing Conditions – Land Use and Zoning

- Current Land Use
 - Retail
 - Restaurants
 - Manufacturing
 - Residential
 - Other commercial services



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6. Also available online:

<http://sunprairie-publicmeeting1.questionpro.com>



Public Meeting No. 1 Exercises

- Issues and Opportunities in the Corridor
 - General map that include points to mark issues and strengths of the corridor
 - Sticky-notes for additional ideas
- Transportation Constraints and Barriers
 - Maps (bicycle and pedestrian) to gauge barriers to usability
- Quality of Life in the Corridor
 - Poster to document general preferences for the future of the corridor
- Redevelopment Site
 - Map to identify key sites for redevelopment in the corridor
- Paper/Digital Survey
 - Current and Desired Business Mix
 - Land Use and Site Design
 - SWOT

Public Meeting No. 1

Central Main Street Corridor Redevelopment Plan Process

Identifying Pedestrian Constraints and Barriers



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MARK THE FOLLOWING WITH THE MARKERS PROVIDED:

- Missing links/connections
- Barriers to important places,
- Areas where you do not feel safe/comfortable



Public Meeting No. 1

I would really like to

In the Central Main Street Corridor

Grab a business lunch

Visit local shops

live.work.play

See live music



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ARCHITECTS



Corridor Aspirations

Central Main Street Corridor Redevelopment Plan Process

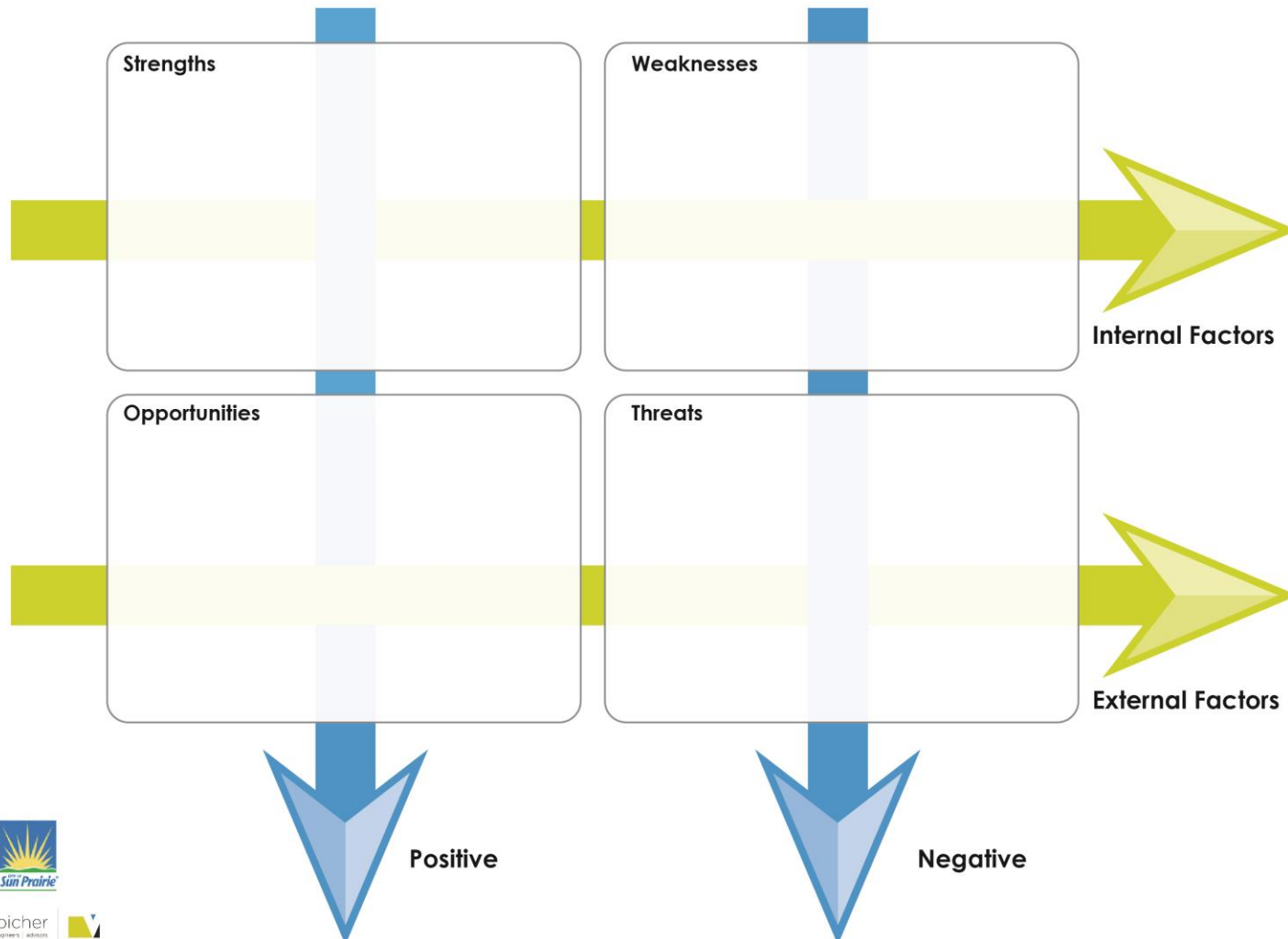
Public Meeting No. 1



Public Meeting No. 1

Central Main Street Corridor Redevelopment Plan Process

SWOT Analysis



Public Meeting No. 1

Also available online:

<http://sunprairie-publicmeeting1.questionpro.com>





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