



PUBLIC SURVEY RESULTS

CENTRAL MAIN STREET CORRIDOR PLAN PUBLIC SURVEY

Introduction

The City of Sun Prairie contracted with Vierbicher to produce a new Central Main Street Corridor Plan. The Plan's public engagement process invited feedback through a survey that asked questions about land use and site design, business and economic conditions, and strengths, weaknesses, opportunities, and threats to the Central Main Street Corridor planning area. The following paragraphs summarize the results of each section of the survey and present some of this data visually.

Demographics

Close to half of the respondents who started the survey were between the ages of 36 and 50, with the vast majority of them either living or working in Sun Prairie—93%. About 75% of respondents answered that they have between two and four members in their household.

Land Use and Site Design Survey

The survey asked respondents to indicate whether they would like to see more, less, or the same amount of different types of land uses in the redevelopment of the Central Main Street Corridor. Retail commercial and public space/parks were by far the two most desired land uses, with 84% and 74% of respondents indicating they want to see more of these in the redeveloped planning area.

Institutional uses such as schools, hospitals, and government buildings were voted by most respondents as having just the right amount of space. Respondents generally wanted less workforce housing, multi-family housing, and industrial uses.

The survey also asked which elements of design were most important to respondents for the Central Main Street Corridor on a scale of 1-6, with (1) being very important and (6) being not important. This question was divided into two categories—Site Design and Building Design. About half of respondents rated "Pedestrian experience and amenities" as very important (1), with an additional 17% rating this element as (2). Landscaping and

building façade also received more than half of their votes as either (1) or (2). Having appropriate signage and parking lot design were the least important elements of the Corridor according to respondents, with less than half of votes selecting either (1) or (2).

Around one-third of respondents selected (3) for each of these elements. For building design, the element rated most important by respondents was building entry, which was rated as either (1) or (2) by 59% of respondents. Window size, shape, number, etc. was voted as the least important element of building design with only 35% of respondents rating it as either (1) or (2).

The survey also required respondents to indicate which aspects of redevelopment the City should focus its efforts on improving using a scale of 1-4, with (1) as most desired, and (4) as least desired. Results indicate that blight elimination/demolition and infrastructure improvements seem to be the most desired aspects respondents want the City to address, with 32% and 28.5% of voters selecting (1) respectively. Providing tax incentives to spur redevelopment was the least desired, with 37% selecting (4).

Most respondents (51%) preferred parking to be located behind buildings with building setbacks closer to the street. A strong 46.5% of respondents indicated that parking in front of buildings was the least desired arrangement, with side or in-between parking the second-most preferred option at 57%. The figure below shows respondent preferences for each of these options.

The survey next asked which specific right of way improvements would be most desired throughout the Central Main Street Corridor planning area. Respondents rated each type of improvement on a scale of 1 to 4, with (1) indicating the most desired and (4) indicating the least desired. Enhancing sidewalk and intersection crossings was rated as the most desired action by respondents, with 42% selecting (1) and 31% selecting (2). Nearly 60% of respondents rated the transformation to a more pedestrian-scale Corridor as (1) or (2).

At the Public Meeting, attendees were asked to mark sites in the Corridor they think are most in need of redevelopment. Seven sites were identified on a map and meeting attendees were asked to rank which sites were their top three priorities for redevelopment. As shown below, Site D was identified by 40% of attendees as the top choice for redevelopment. Site D includes the area surrounding the intersection of W. Main Street and Bird Street, which is considered the de facto center of the Central Main Street Corridor. Site F is located just east of Site D and was the second most popular area selected by meeting attendees. Site F falls between W. Main Street and Commercial Avenue and encompasses an area of successive vacant and underutilized lots.

Business and Economic Survey

The third portion of the survey asked respondents to assess the economic character of the Central Main Street Corridor. Questions asked about which types of businesses respondents wished to see the City recruiting to the area, which kinds of businesses are missing from the Corridor, how often respondents visit businesses in the Corridor, and which specific business development priorities the City of Sun Prairie should focus its efforts on improving during the next five years. Respondents listed restaurants and retail establishments most frequently regarding which types of businesses the City should seek to recruit to the area at 27% and 25% of the votes respectively.

The second question asked respondents to list two types of businesses they would like to see in the Corridor that are either currently absent or inadequate. Some of the businesses cited by respondents include:

- More local restaurants
- Hotel
- Music venue
- Entrepreneurial business incubator
- Brewpub or microbrewery
- Public Market

- Youth recreation center

Next, the survey asked respondents to list some of the Corridor's existing strengths in terms of business availability, variety, quality, and convenience. Some of the strengths of the Corridor cited by respondents include:

- Centralized location
- Abundance of space
- Presence of small local businesses
- Proximity to a large population base
- Variety of businesses in the area
- Easy to access by car
- Heavily traveled by commuters

Nearly 40% of respondents indicated they visit businesses along the Central Main Street Corridor once or twice per month, with 26% making between three and five visits per month. About one out of six respondents indicated they never visit businesses along the Central Main Street Corridor.

Almost 37% of respondents indicated they do between 51% and 75% of their shopping in the City of Sun Prairie. An additional 26% do at least a quarter of their shopping in Sun Prairie and 21% do between 76% and 100% of their shopping in Sun Prairie.

The next question of the Business and Economic Survey section asked respondents to rate a list of economic development actions in terms of how high a priority each one should be over the next five years. Respondents rated each action as "high," "medium," "low," or "not a priority." Attracting new businesses to the Corridor was rated as the highest priority action of all, with 76% of respondents marking this should be a high priority and 19% marking it as a medium priority.

Improving the appearance of the business corridor was also important to respondents, with 63% marking this as a high priority and a further 30% marking it as a medium priority. Assisting with new business startups was also

important to respondents, with 45% marking this as a high priority and 36% marking it as a medium priority. The results for other actions are listed in the graphic below.

The survey also asked respondents to indicate at least two other commercial or mixed-use districts that they enjoy visiting. The areas listed below were most frequently cited by respondents:

- Willy Street (Madison)
- Cannery Square
- Prairie Lakes
- Greenway Station (Middleton)
- Hilldale (Madison)
- State Street/Capitol Square (Madison)
- Downtown Sun Prairie

SWOT

The final section of the survey asked respondents to list the strengths, weaknesses opportunities, and threats to the Central Main Street Corridor Redevelopment Plan process. Strengths are defined as positive attributes that are internal to the community that are within the community's control. Weaknesses are internal factors within the community's control that may impede the ability to meet the community's objectives.

Opportunities are external factors that the community should develop. Threats are external factors beyond the community's control that could place the community at risk. A list of major recurring answers for each of these four categories is listed below:

Strengths

- Nearby community with high discretionary income
- Central location
- High traffic and easily accessible
- Lots of local businesses
- Near other ongoing redevelopment areas

- Plenty of available land
- Historic Feel

Weaknesses

- Lack of public transportation
- Heavy traffic
- Unattractive buildings
- Lack of bicycle lanes
- Lack of aesthetic cohesion
- Lack of parking
- Inconsistent building setbacks

Opportunities

- Plenty of room for bicycles and pedestrians
- Captive audience for restaurants and retail
- Potential park area at corner of Main & Bird
- Fiber optic infrastructure could attract tech businesses
- Large lots could allow for major projects
- Could be a good connection between Downtown and Westside
- Potential for an artisan store district

Threats

- Crime and public safety
- Citizens afraid of change
- Excessive housing
- Competition with the Prairie Lakes community
- Competition with big business/multinationals
- Lack of walkable amenities for youth
- Loss of local culture and character

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APPENDICES

Table 1: Age

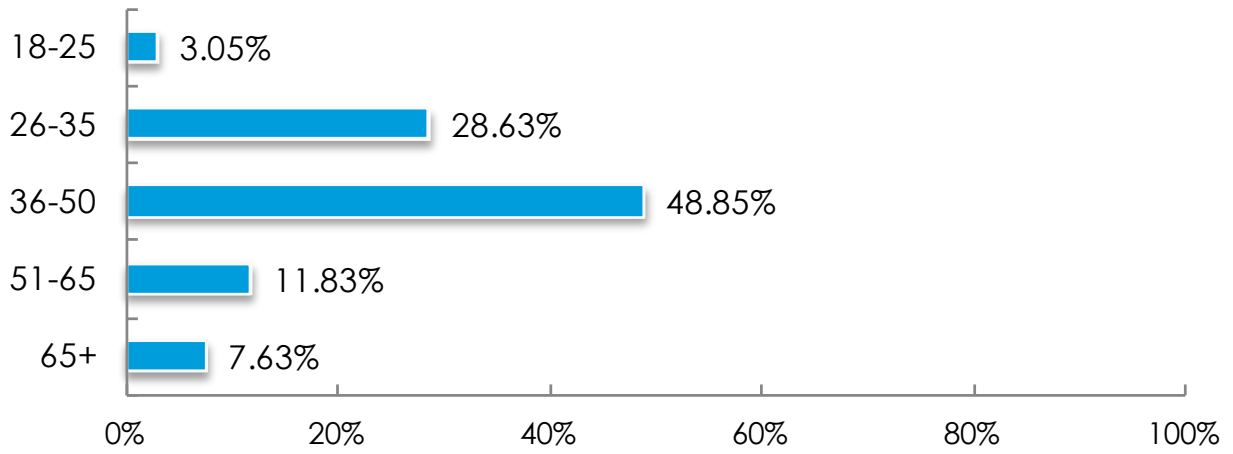


Table 2: Live or Work in Sun Prairie

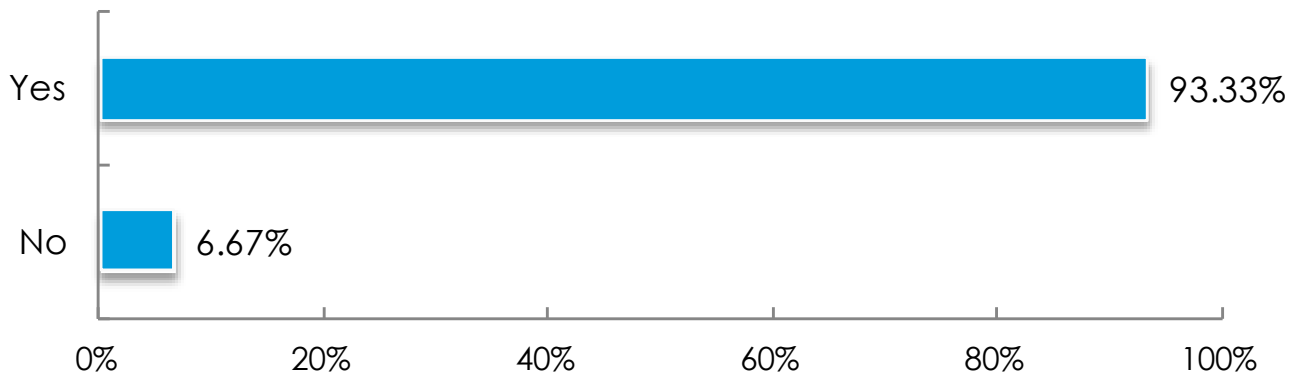


Table 3: Household Size

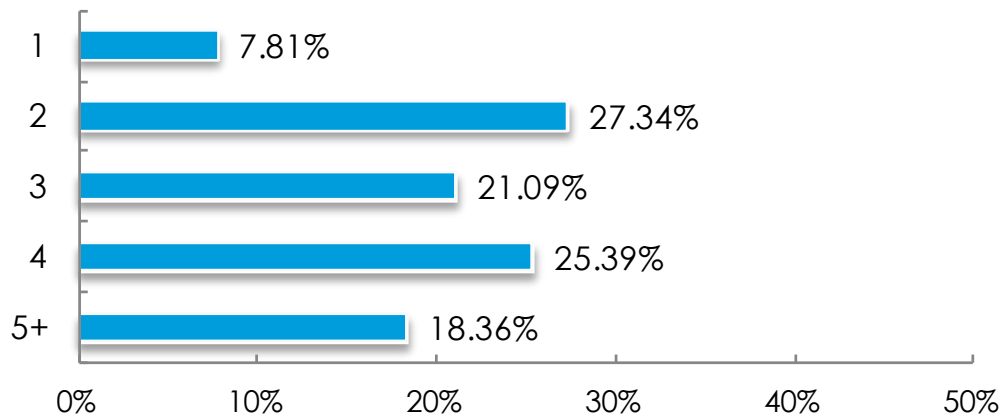


Table 4: Land Use Desirability

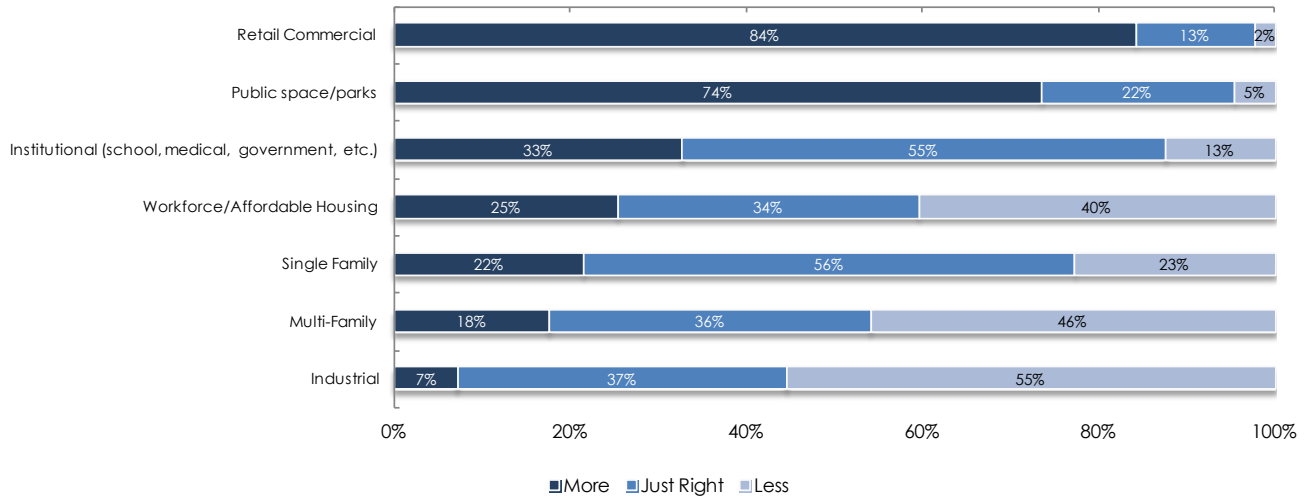


Table 5: Site Design

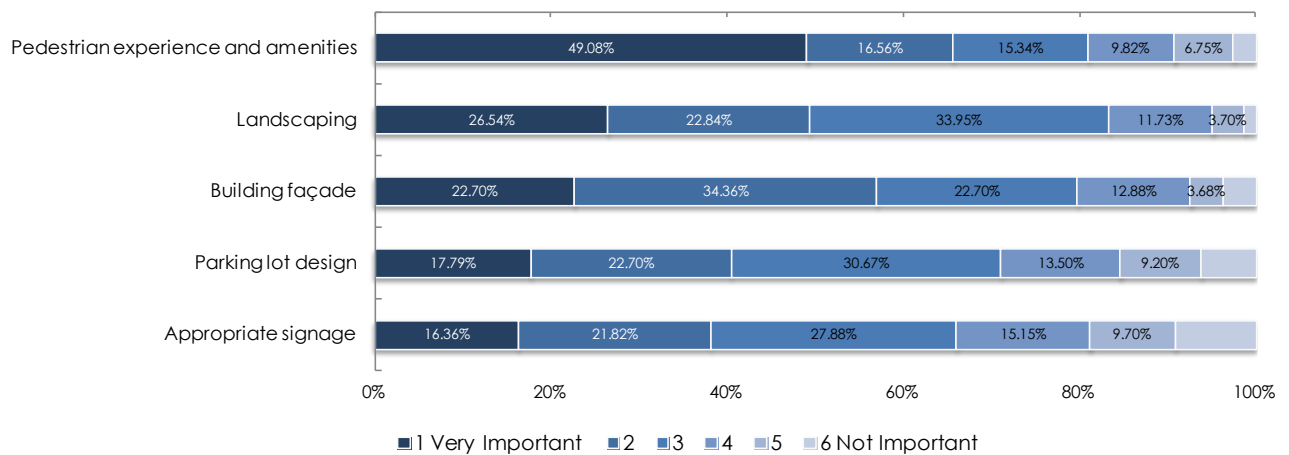


Table 6: Building Design

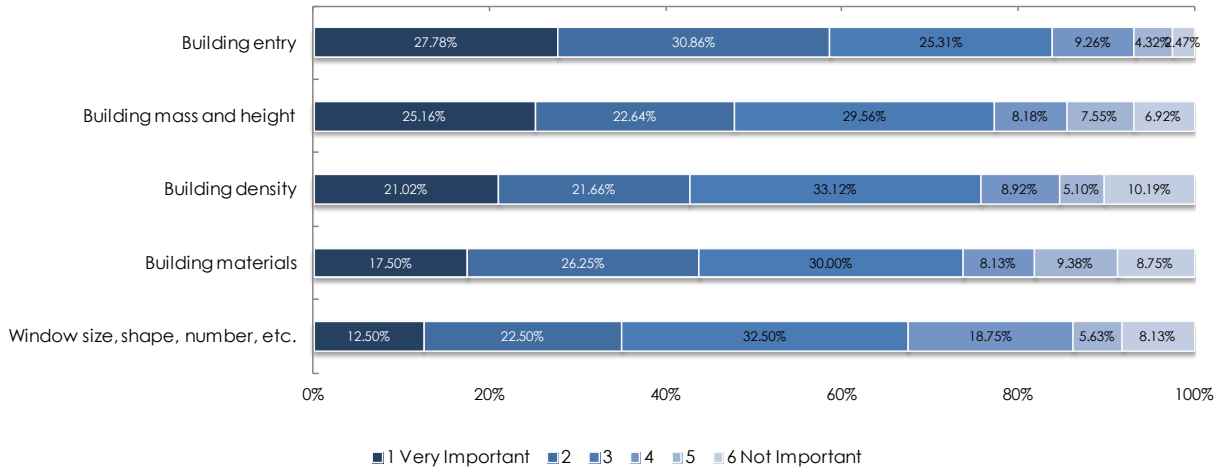


Table 7: Redevelopment Focus

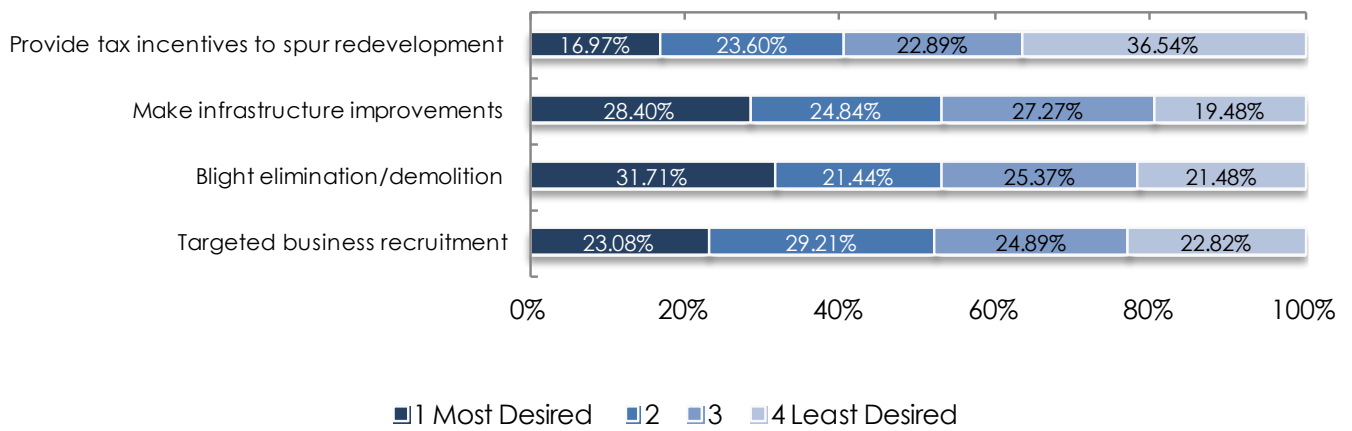


Table 8: Parking Location

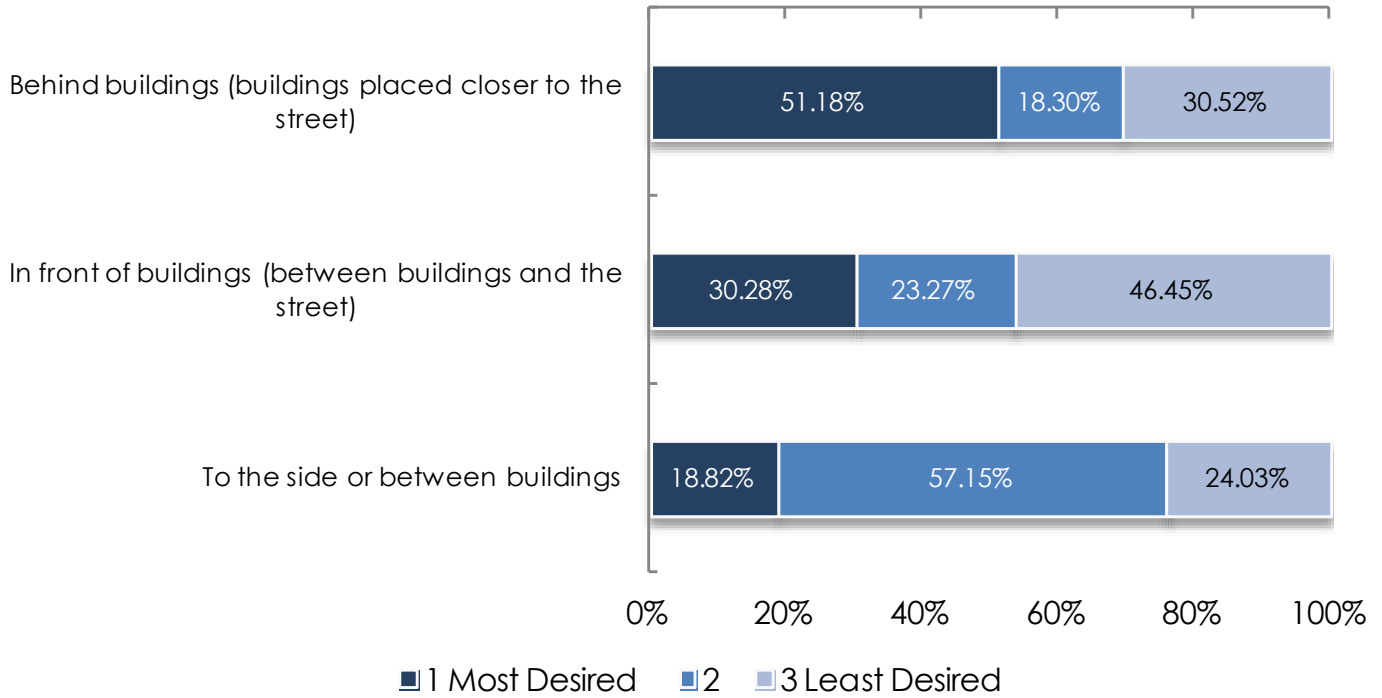


Table 9: Right of Way Improvements

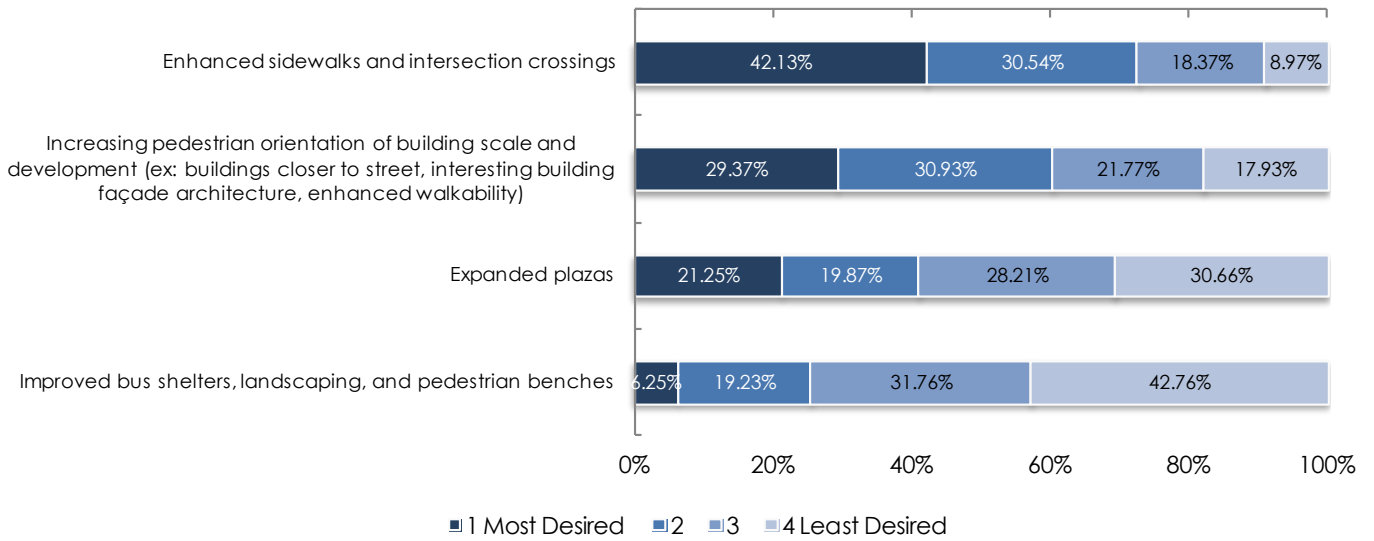
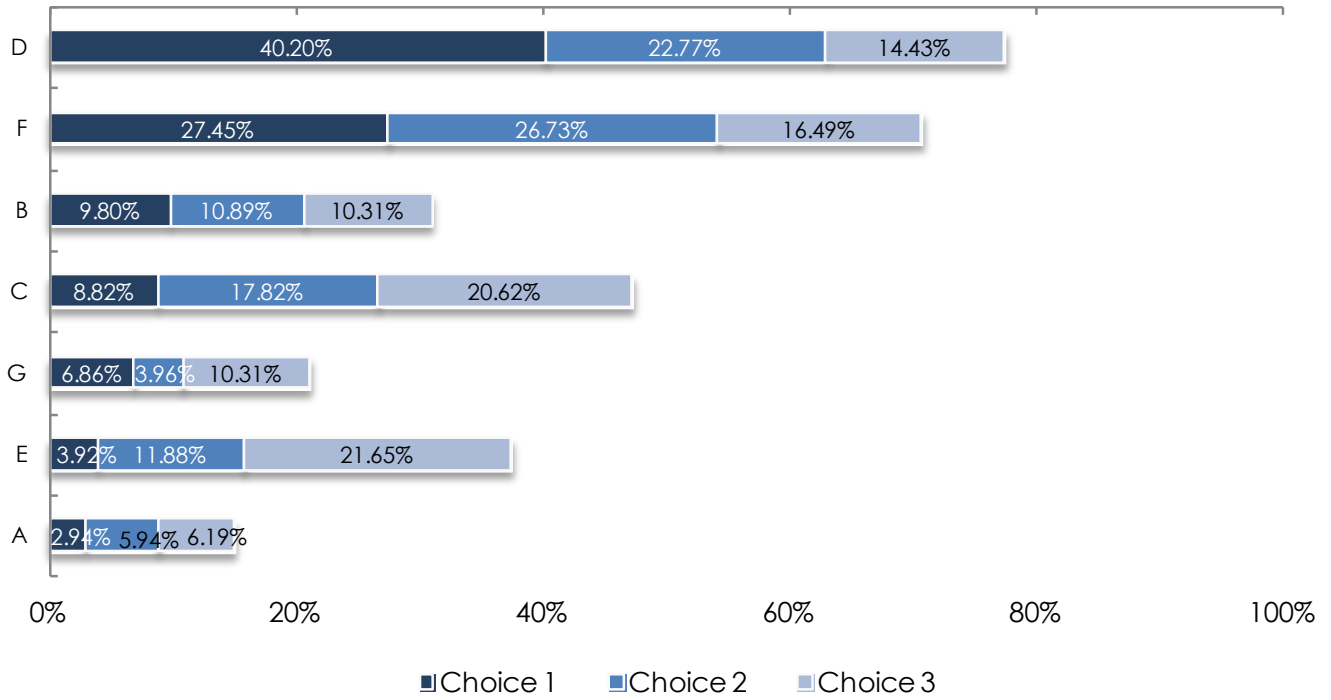


Table 10: Priority Redevelopment Focus



Map 1: Focus Areas

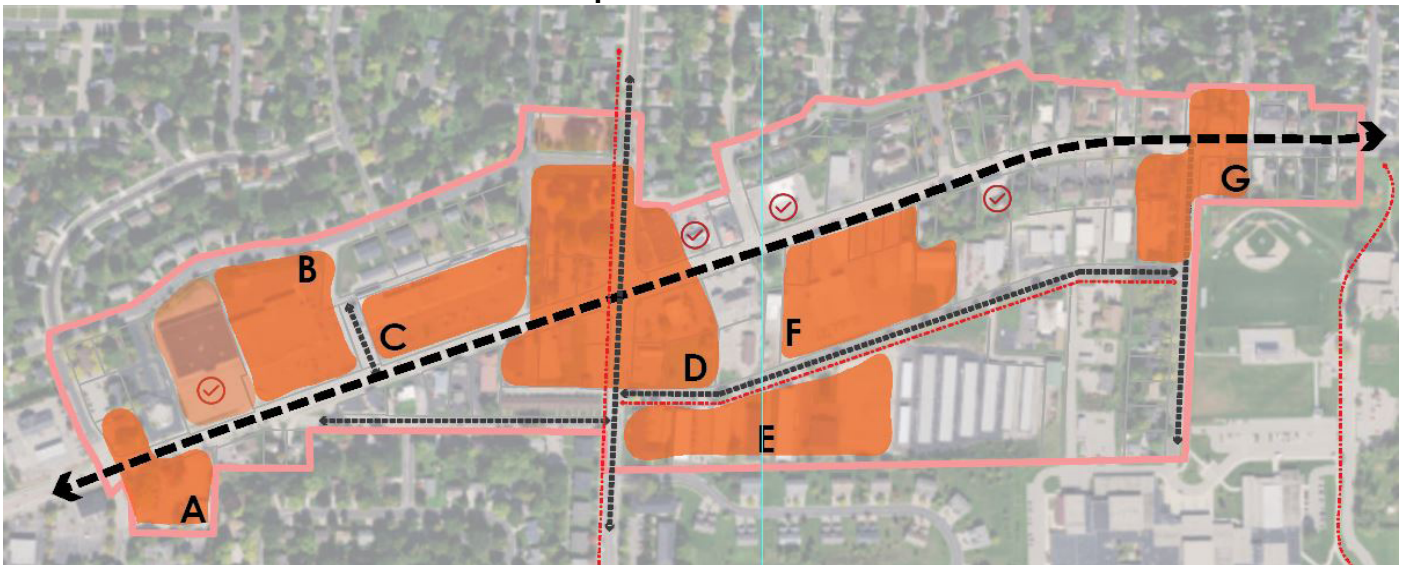


Table 11: Desired Business Recruitment

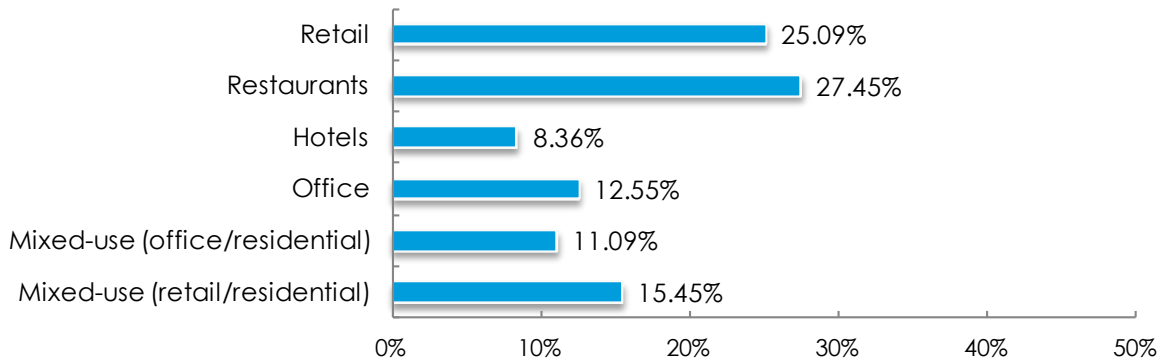


Table 12: How Often Do You Visit Businesses along the Corridor Monthly?

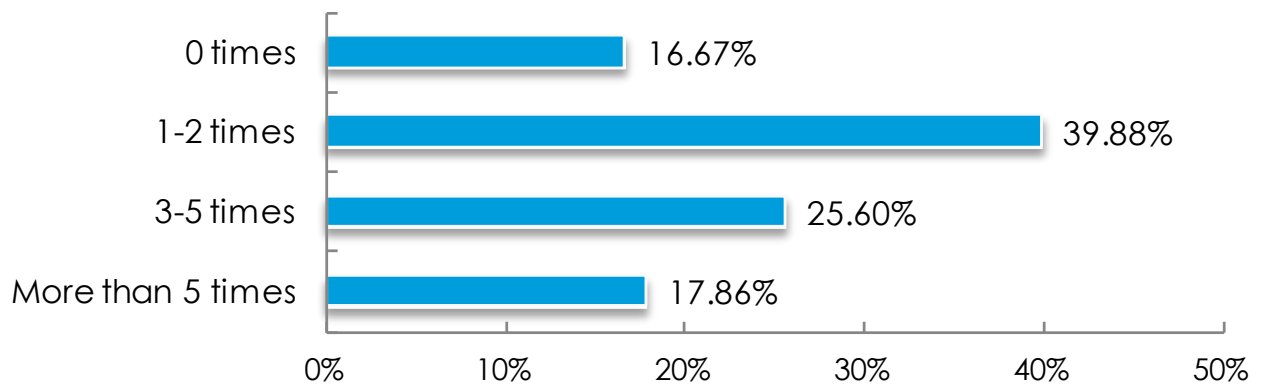


Table 13: What Percentage of Your Shopping is in Sun Prairie?

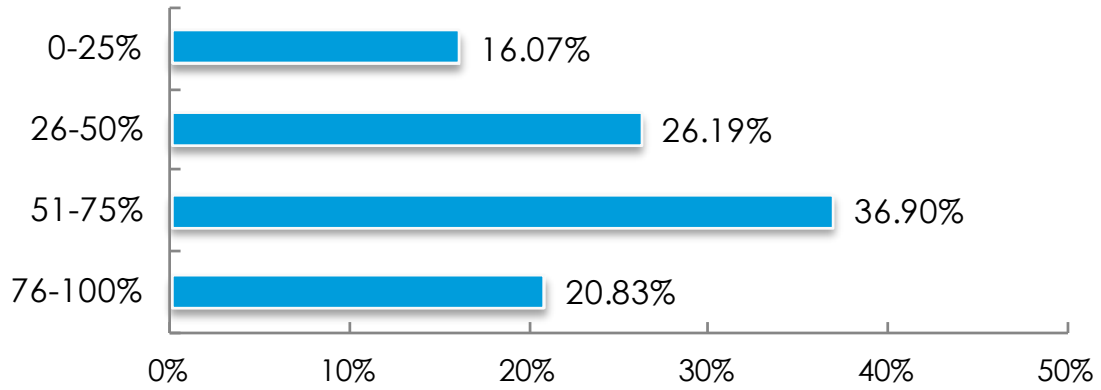


Table 14: City Assistance Efforts

