



**EXISTING CONDITIONS**

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## 1.1 Introduction and Purpose

The Existing Conditions Report provides the City of Sun Prairie with a physical and market assessment of the Central Main Street Corridor, herein known as the “Corridor,” and the immediate surrounding area. This context analysis is made up of the physical context, information about the Corridor’s location, its inherent characteristics, linkages with other parts of the city and region, and the history of how it came to look the way it does. This report does not encapsulate the entire data and project history for the study area; however, it does attempt to gain insight into the physical and market forces that provide the foundation for the recommended goals, policies, and actions described later in this report.

## 1.2 Location and Boundary

Map 1.2 identifies the study area for the Corridor. The Steering Committee selected this boundary to facilitate the research, mapping, data gathering, and ultimate strategies for the planning area between Ruby Lane and Jones Street. The Corridor is approximately 89 acres, and spans Sun Prairie Tax Increment District (TID) 11.

Two major areas of investment lie to the west of the study area, the Westside Neighborhood and the Prairie Lakes Development. Additionally, downtown revitalization is occurring to the east of the study area. The City is concerned with ensuring the Corridor’s continued success as it is positioned between these two growing areas.

## 1.3 History and Background

Sun Prairie was founded in 1837 by a party traveling from Milwaukee at the request of President Martin Van Buren to establish Wisconsin’s territorial capital in Madison. After days of walking through rain and foul weather, the group reached the territory to the east of Madison on a cloudless, sunny morning. In honor of the gentle, rolling landscape and sunny weather, the area was dubbed “Sun Prairie” and incorporated under the laws of the state legislature in 1868. The

Central Main Street Corridor serves as the main entryway into the city, and connects the heart of downtown with Highway 151. The district is composed primarily of older commercial strip development that includes retail stores, professional offices, restaurants, and government buildings. Single-family detached houses also front the street along the east end of the Corridor, serving as entryways to adjacent neighborhoods. While sidewalks run the length of the Corridor and allow access to pedestrians, most development is auto-oriented and low density.

## 1.4 Issues and Opportunities

The following is a summary of the issues identified by the Steering Committee and the general public during the open house. These issues are explained in greater detail throughout this report.

### Land Development Issues:

- Incompatible land uses
- Piecemeal zoning approach
- Inconsistent building design
- Vacant and deteriorated sites and parking lots
- Large incompatible uses

### Land Development Opportunities:

- Vacant lots ripe for redevelopment
- Current transition to entertainment uses
- Walkability potential with nearby residential
- Age of development is relatively similar

### Transportation Issues:

- Wide and empty streets
- Excess parking
- Lack of designated bike lanes
- Lack of visual connections outside the Corridor

### Transportation Opportunities:

- Mass transit potential
- Large lanes for designated on-street facilities
- Available space for wayfinding and other pedestrian amenities

## Map 1.2 Planning Area



### Business Mix Issues:

- Businesses do not complement each other
- Lack of onsite expansion because of required parking

## 1.5 Document Assessment

This section presents findings gathered during the review of previous planning documents and stakeholder interviews. Previous City of Sun Prairie planning documents that directly or indirectly impact the Downtown Corridor Plan process include the existing West Main Street Corridor Plan, the Westside Neighborhood Plan, the City of Sun Prairie Comprehensive Plan, the Downtown Revitalization Plan, the Tax Increment District No. 11 Project Plan, the 2015 Dane County Bicycle Transportation Plan, along with various other school district long range plans, traffic studies, zoning standards, and documents deemed appropriate by the city. It is important that the analysis, goals, and vision of these plans are considered moving forward, that this plan is consistent

with the goals and recommendations of these plans, and that the work of previous steering committees and public bodies is furthered.

### West Main Street Corridor Plan

The City of Sun Prairie adopted the West Main Street Corridor Plan on August 1, 2006. The plan's purpose was to guide growth and development along the 1.75-mile stretch from US Highway 151 to North Street. The plan includes discussion of steps that can be taken to improve the appearance and functional uses of land and transportation routes through the Corridor. The plan divided the study area into West, Central, and East districts. The Central Main Street Corridor studied in this plan spans portions of both the Central and East districts in the West Main Street Corridor Plan. Further organization of the project was broken into the following components: collection and analysis of background data, identification and analysis of key issues and opportunities, preparation of Corridor concept plans, preparation of a Corridor Master Plan, and implementation planning

and action steps. Recommendations of the plan that pertain to the Central Main Street Corridor include:

- Redevelopment of specific parcels consistent with the regulating plan block code and design guidelines.
- Removal of acute angle at intersection of West Main Street and Lothe Street and coordination of driveway entrance of parcel to the north of Main Street.
- Work with the school district to coordinate development as the status of the high school site changes.

#### **Westside Neighborhood Plan: Land Use and Transportation Study**

The city approved the final draft of the Westside Neighborhood Plan on February 4, 2004. The plan considers the Westside Neighborhood planning area to be bounded by STH 19 to the north, Thompson Road to the east, USH 151 to the south, and Rattman Road to the west. Rapid growth in the Westside Neighborhood necessitated the creation of a land use and transportation plan. The document was created through a consensus-based planning process that integrated land use recommendations, traffic system upgrades, and economic development approaches. The purpose of the study was to guide the area's future development and improve the community's infrastructure. The plan promotes the construction of a variety of uses, including low-density residential, mixed-use, townhomes, condominiums, civic areas, and open space. The plan relates to the Central Main Street Corridor by:

- Promoting a fluid transition from the Westside Neighborhood to the Main Street Corridor
- Treating USH 151 as an edge.
- Recommending additional lanes on Main Street and a minimum right-of-way of 100 feet between intersections to accommodate through traffic.
- Enhancing gateways to establish a sense of identity for each neighborhood.
- Creating unique neighborhood spaces.
- Promoting walkable neighborhoods and accessible community amenities.
- Maintaining an overall regional and local focus.

#### **City of Sun Prairie Comprehensive Plan**

The City of Sun Prairie adopted the current Comprehensive Plan in December of 2009. The plan's purpose is to guide future decision-makers when considering the growth and development of the city. The plan consists of two separate volumes. The first contains relevant background data and helpful information, and the second contains specific plans, policies, and recommendations. The plan was drafted in accordance with Section 66.1001 of the Wisconsin Statutes, known as the "Smart Growth" laws which guide municipal comprehensive planning. Chapters 2-10 comprise the nine required elements mandated by the Wisconsin Statutes that must be addressed in all comprehensive plans. These are:

- Issues and Opportunities
- Agricultural, Natural and Cultural Resources
- Utilities and Community Facilities
- Housing
- Economic Development
- Intergovernmental Cooperation
- Transportation
- Land Use
- Implementation

#### **Business District Revitalization Plan**

The Business District Revitalization Plan was written to provide a guide for redevelopment of the downtown area. The planning area lies directly east of the Central Main Street Corridor planning area. The plan's study area is bounded by Jones Street to the west, Dewey Street to the east, the railroad line to the south, and approximately one block above Main Street to the north. Funds from a Community Development Block Grant (CDBG) were used to prepare the plan. The purpose of the plan was to complement the City's comprehensive plan by focusing and refining the plan's goals for the downtown area. Elements of the plan that relate to the Central Main Street Corridor include:

- Make the Main Street into the heart of the community.
- Maintain a pedestrian-friendly environment.
- Ensure the district has adequate streetscaping and wayfinding.
- Give the Main Street Corridor a unique and identifiable character.

## Phase II Downtown Master Plan

The Phase II Downtown Master Plan was adopted in December 2004 as an addendum to the 2001 Business District Revitalization Plan and Phase I Master Plan for downtown Sun Prairie. The planning area for the Phase II Plan lies to the east of the Central Main Street Corridor planning area and is bounded by E. Main Street, Bristol Street, Linnerud Drive, and Market Street. The document was written to refine issues related to downtown redevelopment, including development of wayfinding and signage recommendations, downtown design guidelines, along with strategies to guide future downtown improvements. Elements of the plan that relate to the Central Main Street Corridor include:

- Consistent streetscape and signage between study area and Central Main Street Corridor.
- Consistent "fit" with character of downtown.
- Improved pedestrian experience along Main Street.
- Coordinate parking areas to allow pedestrians to easily access Main Street shopping and amenities.

## Tax Increment District (TID) No. 11 Project Plan

The Sun Prairie Common Council adopted the report titled "Project Plan for the Creation of Tax Incremental District No. 11" on December 2, 2014. The Project Plan boundaries are identical to the Central Main Street Corridor Plan boundaries. Map 1.2 illustrates the TID No.11 Boundary. All proposed improvements included in the project plan were established with the intent of attracting private investment to areas of blight and underdevelopment. TID No. 11 formed as a replacement for TID No. 10. The TID No. 11 plan makes several recommendations related to the improvement of the area, including:

- "Big box" retail redevelopment
- Neighborhood mixed-use redevelopment
- Proposed zoning changes
- Greenscape enhancements
- Multifamily residential redevelopment in certain areas
- Gateway improvements
- Streetscape and wayfinding improvements
- Creation of "town square" character via

- liner buildings
- Creation of a library plaza

## Dane County Bicycle Transportation Plan

The Bicycle Transportation Plan for the Madison Metropolitan Area and Dane County was prepared by staff at the Madison Area Transportation Planning Board as an update of the 2000 Bicycle Transportation Plan. The Madison Area Transportation Planning Board serves as the Madison-area MPO, as required by the US Department of Transportation, and is responsible for coordinating and planning the region's multi-modal transportation strategies. The plan is split into the following chapters:

- Introduction
- Benefits and Needs of Bicycling
- Plan Vision, Goals, and Strategies
- Bicycle Facilities, Conditions and Deficiency Analysis
- Bicycle Use and Trends
- Current Education, Encouragement and Enforcement Activities
- Current Engineering, Envisioning, End-of-Trip, and Evaluation Activities
- Education, Encouragement, and Enforcement Recommendations
- Engineering, Envisioning, End-of-Trip Facilities, and Evaluation Recommendations
- Equity and Environmental Justice
- Implementation

In addition to summarizing the benefits of cycling and a broad multi-modal transportation system, the plan gives details on the current state of cycling in the area along with recommendations on expanding infrastructure, encouraging more commuters to adopt cycling, and how to evaluate and implement plans related to cycling. The plan focuses on the Madison region as a whole, and plans for connections between Sun Prairie, Madison, and other municipalities in the region are included.

## Sun Prairie Area School District 2015-2020 Strategic Plan

The plan's vision is to make SPASD a high-performing district of choice that reflects the cultures of the diverse community. The plan's mission is to inspire and prepare every child, every day, by providing relevant, engaging and innovative learning experiences in and

out of the classroom. The district currently operates seven elementary schools, two lower middle schools, one upper middle school, one high school, and one alternative high school. The district is also looking to open two new elementary schools in August 2018 and is researching a possible new high school for sometime in the near future. Similar to how the City of Sun Prairie seeks to continuously improve its services for residents and visitors, the Sun Prairie Area School District seeks to deliver better educational experiences for its students. The Strategic Plan's foundational thread seeks to "use evidence-based quantitative and qualitative methods to improve the effectiveness, efficiency, and equity of service delivery processes in classrooms, schools and the district toward the pursuit of better service and outcomes for all students." Elements of the plan that relate to the goals of the Central Main Street Corridor Plan include:

- Recruitment and retention of workforce talent that meets the needs of the community.
- Engage members of the community to promote positive outcomes for students and citizens.
- Use resources efficiently and effectively to ensure continued access to high-quality community facilities.

## 1.6 Existing Context - Regional Context

The City of Sun Prairie resides in the Madison Metropolitan Statistical Area (MSA). The Madison region forms the second-largest MSA in Wisconsin following the Milwaukee-Waukesha-West Allis MSA, and is the center of the state government, the state flagship research university, and a highly diversified economy.

The urban core of the Madison MSA is served by US-12, US-14, US-18, US-51, and US-151 are all major highways that service the city and the Greater Madison MSA and connect to cities such as Dubuque, Iowa, along with La Crosse, Janesville, Manitowoc, and Fond du Lac. The beltline is an expanded interstate highway that runs along the south and west sides of Madison, connecting the metropolitan core with suburbs primarily to the south and west. I-39 and I-90 intersect with I-94 close to Sun Prairie on the east side of the MSA, con-

necting the city to Chicago, Milwaukee, and the Twin Cities. I-39 and I-90 are currently undergoing work to widen the road to six lanes from Madison to the border with Illinois and eight lanes in the City of Janesville.

The Wisconsin Department of Transportation (WisDOT) provides an interactive traffic count map that shows updated traffic counts for various roads around the state. The map does not show any current traffic counts within the planning area boundaries, but the following four traffic counts are located on roads leading into the planning area that provide a useful approximation of current traffic volume within the Central Main Street Corridor. The following list reflects average annual daily traffic counts, which are also shown on Map 1.6.1:

- Bird St between Frederick St & Buena Vista DR—8,800
- Bird St between W. Main St & Commercial AVE—6,000
- W. Main St between Walker Way & Ruby LN—17,100
- W. Main St between North St & STH 19—10,200

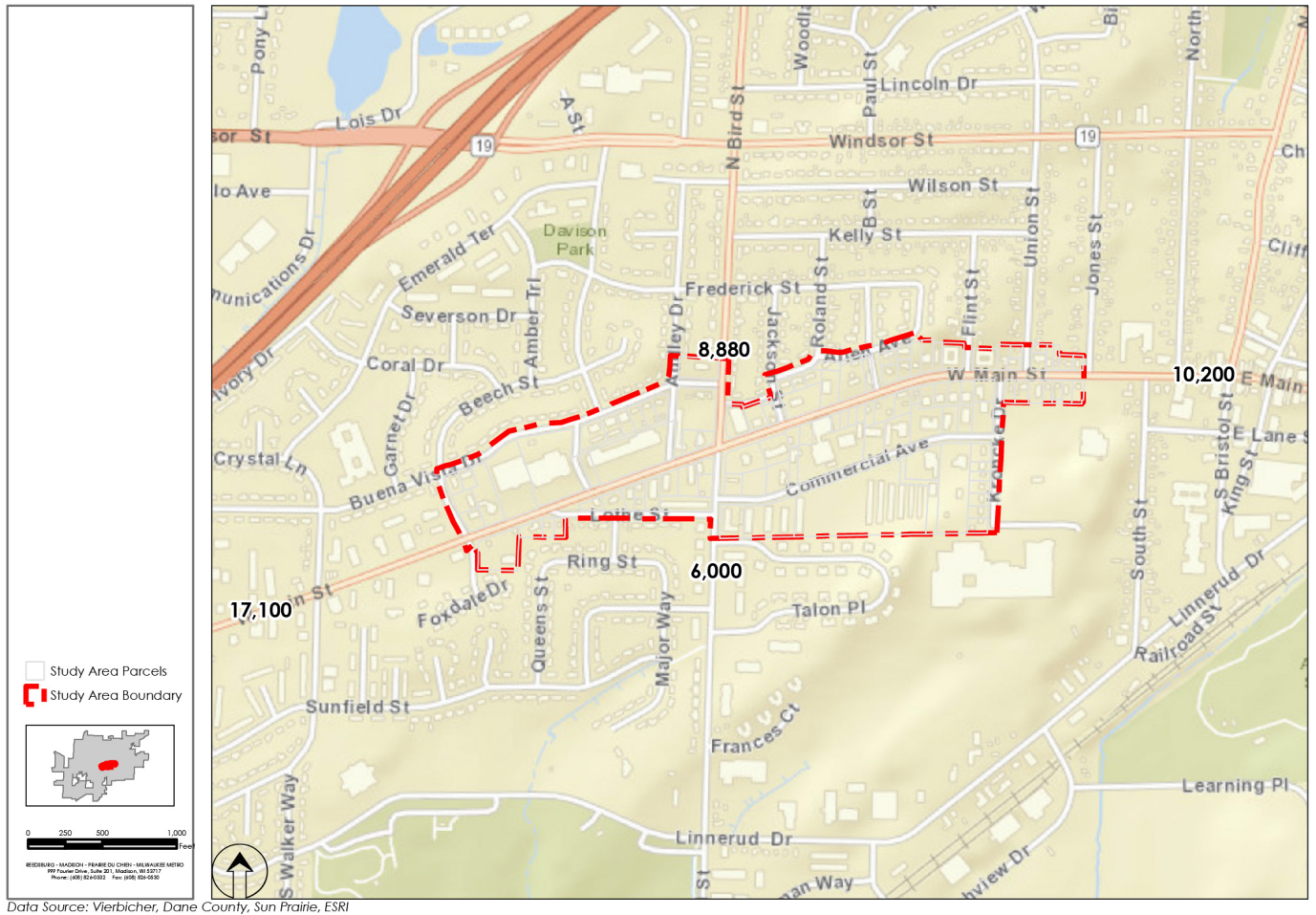
### 1.6.2: Zoning and Land Use Assessment

In the process of redevelopment and revitalization, the spatial arrangement and concentration of existing land uses impact the redevelopment potential of neighboring parcels. Important elements of land use include existing zoning, the presence and future mitigation of land use conflicts, and planned long-term land use evolution.

The Central Main Street Corridor contains parcels classified under five underlying zoning districts: Urban Commercial (UC), Mixed Residential (MR-8), Urban Industrial (UI), Central Commercial (CC), and Suburban Office (SO). The Corridor also contains an overlay district that encompasses the entire project study area—the W. Main Street Overlay.

Urban Commercial (UC) encapsulates the vast majority of the parcels in the Corridor. The UC zoning district is primarily composed of both pedestrian and auto-oriented retail and professional office space fronting Main Street. The city's municipal code states that

## Map 1.6.1: AADT



the district is "intended to permit both large and small scale commercial development at intensities which provide significant incentives for infill development and the continued economic viability of existing development."

The W. Main Street Overlay district is a specific zoning district designed to advance implementation of the recommendations contained in the W. Main Street Corridor Plan. These goals include encouraging high quality redevelopment and revitalization of lands located within the Corridor.

### 1.6.3: Future Evolution of Land Use

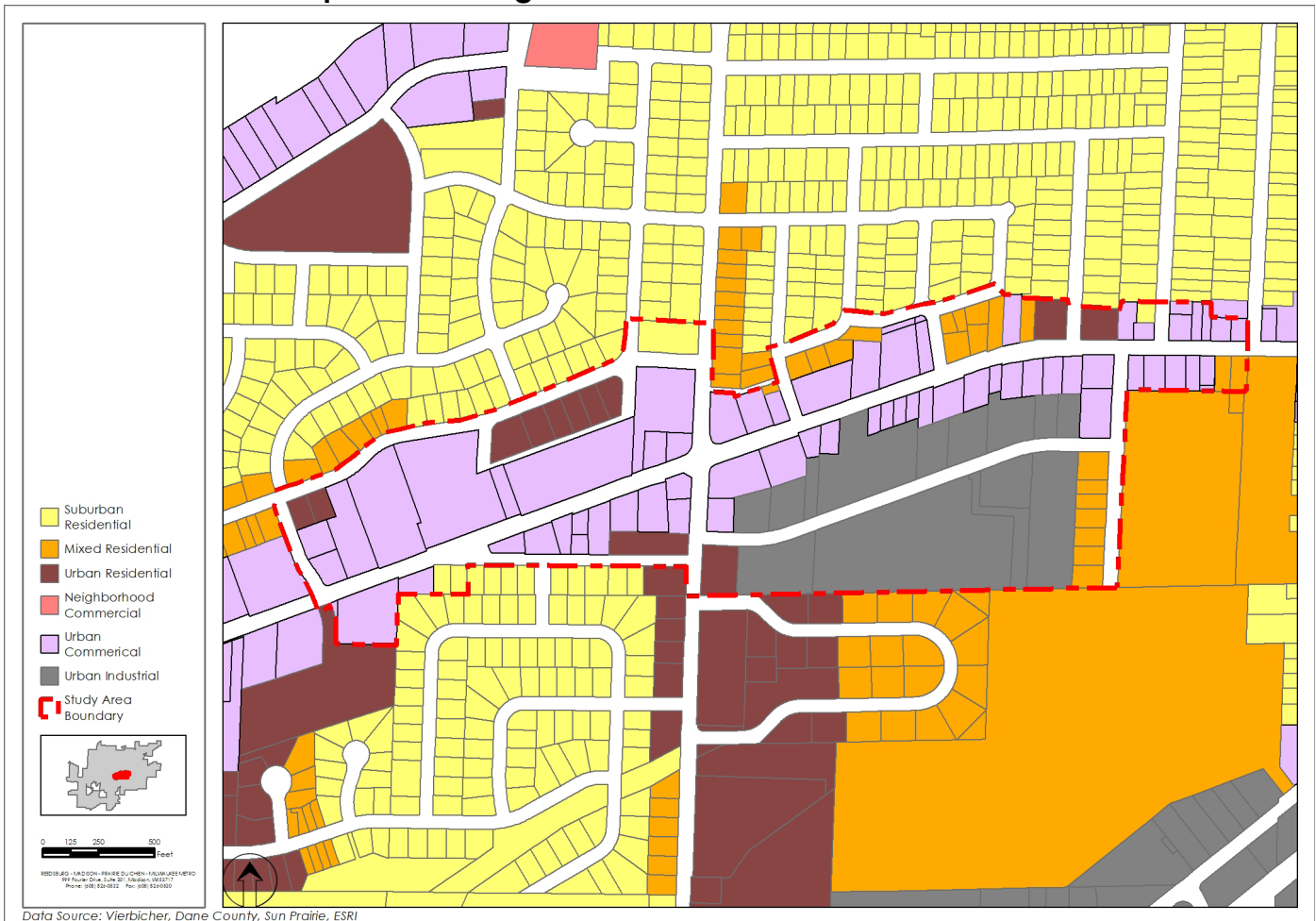
When comparing existing land use and zoning to the future land use element found in the city's Comprehensive Plan, the Corridor is planned for a transition to a primarily mixed-use district of walkable, urban scale buildings

and sites. Land use compatibility considers the types of uses which exist in proximity to one another, whether it is commercial, mixed use, residential, or others. Incompatible land uses detract from convenience within the District and could negatively impact user experience. Therefore, a proactive transition approach to compatible uses will help ensure the Corridor is successful in the future. Map 1.6.2 and 1.6.3 illustrate the zoning and observed land uses.

### Urban Design Assessment

To organize discussion of the physical layout of the Corridor, 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

**Map 1.6.2: Zoning**



an area's urban form, and, ultimately, the strength of its sense of place. Map 1.6.4 illustrates these elements within the planning area.

### Paths

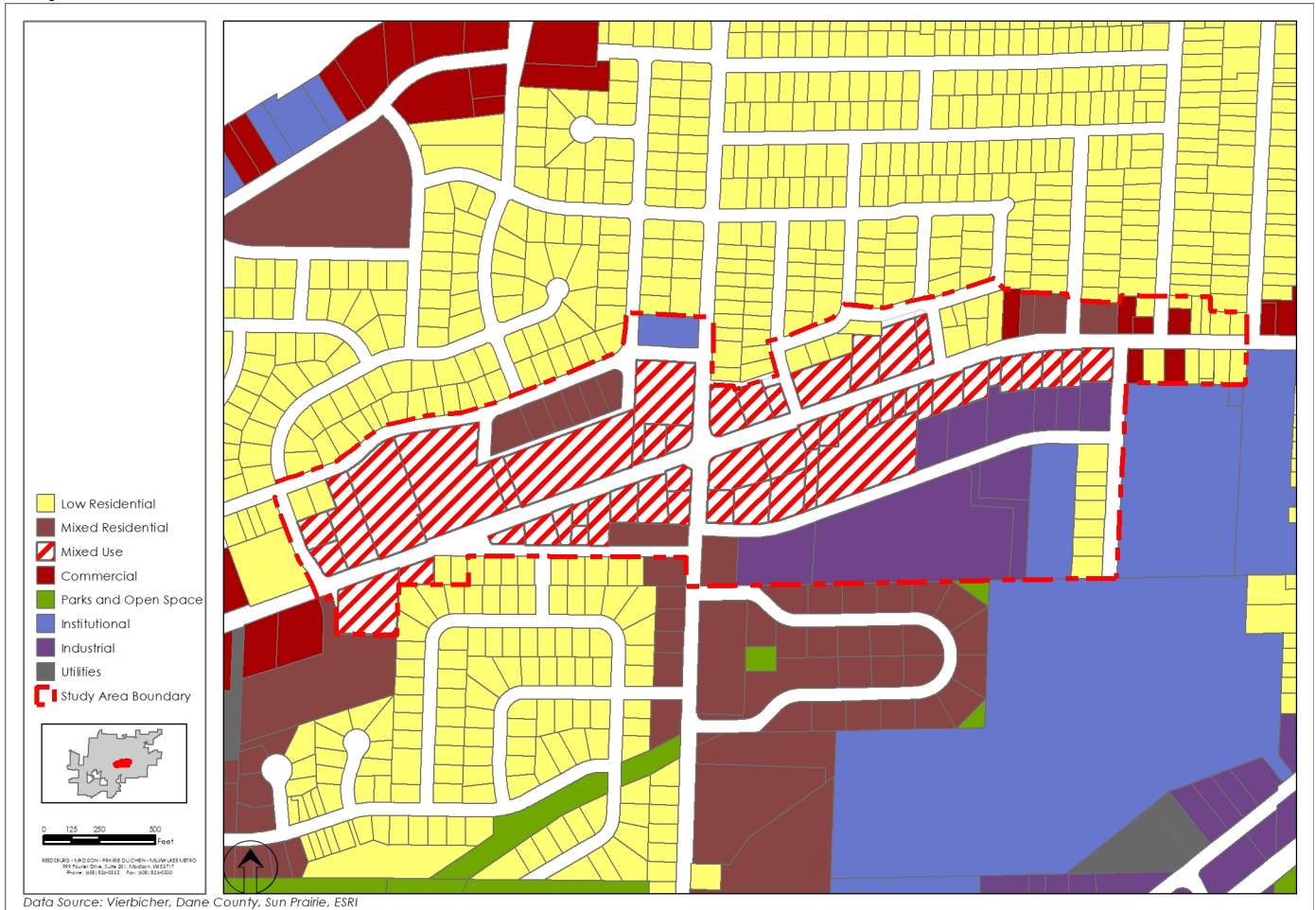
Paths are the channels along which people move. From here people observe other elements in the environment. Paths can be simple and one-dimensional like a bike path, or they may take on a room-like quality in the case of a well-formed urban corridor. The main pedestrian paths through the planning area follow Main Street running east-west and Bird Street running north-south. The two paths cross at the corner of Main and Bird, forming a de facto center of the Corridor. While Bird Street is outfitted with an off-street multi-use path accommodating bicycle traffic, Main Street currently does not contain an on-street

bike lane, multi-use path, or designated bike route. Buena Vista Drive, which runs parallel to W. Main Street one block north, is designated as a recommended bike route, and Commercial Avenue, which runs parallel to W. Main Street one block south, contains a multi-use path.

### 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 hard to penetrate. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area. The only identifiable edge within the city is US-151, which defines the boundary of the West Side Neighborhood from the rest of the city.

## Map 1.6.3: Land Use



### Districts

Districts are medium to large sections of the city which a user enters. The districts are recognizable by their common identifying character. Examples of this character include land use and density. The two principle districts in the city are the West Side Neighborhood District to the west of the planning area, and the Historic Downtown District to the east.

### Nodes

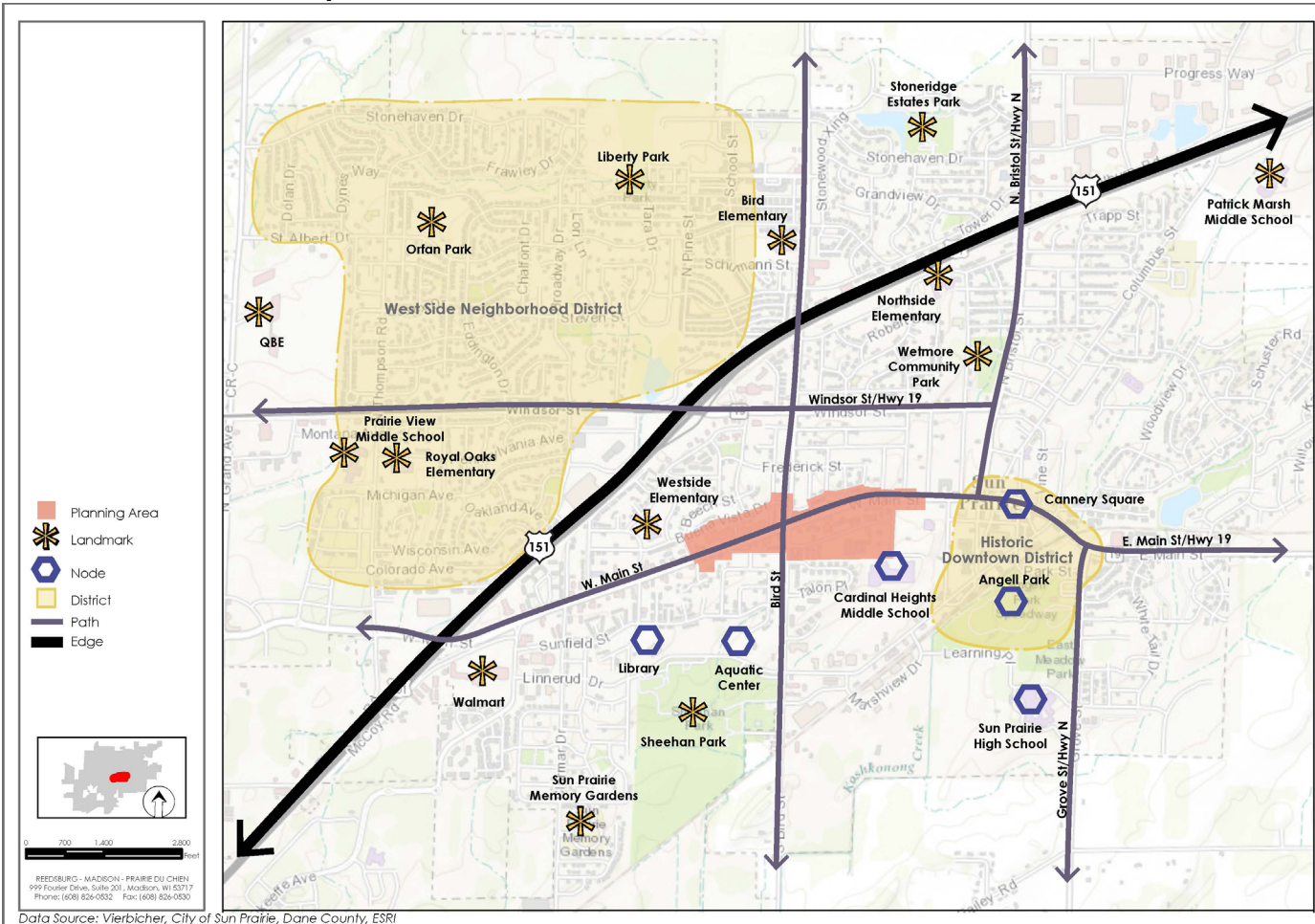
Nodes are strategic points with intensive use often located at junctions or connections. Examples may include a break in transportation, a crossing or convergence of paths, or moments of the shift from one structure to another. Nodes may also be a concentration of one particular use or physical characteristic. Nodes located near the planning area

include: the Library, the Aquatic Center, Cardinal Heights Middle School, Cannery Square, Angell Park, and Sun Prairie High School.

### 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. These are often used as radial references. Other landmarks are lower and more local, and can only be seen from certain approaches. These contribute to the identity of an area. Landmarks are frequently used for wayfinding and seem to be increasingly relied upon as a journey becomes more and more familiar. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. They may have, but in this

**Map 1.6.4: Urban Form**



context may not possess, some level of historical significance. Landmarks found in the vicinity of the planning area include: Westside Elementary, Sheehan Park, Wal-Mart, and the Sun Prairie Memory Gardens, along with other schools, parks, and public spaces.

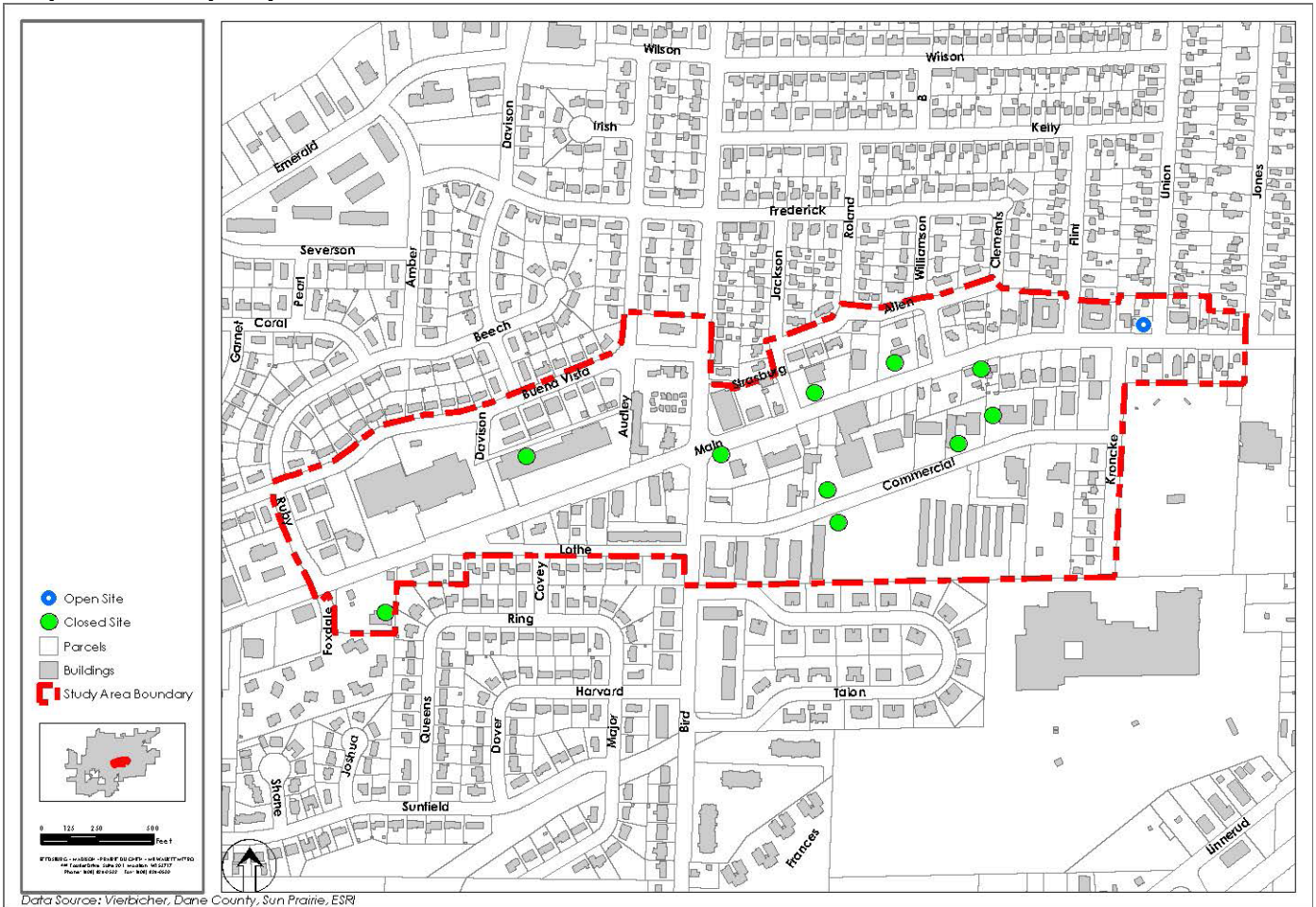
**Combined Physical Design Assessment:**

As a crossroads for business, leisure, and commuter activity, the Central Main Street Corridor should be accessible and easy to navigate via a variety of transportation modes. The Corridor is currently dominated by auto-oriented development, but nearby residential areas and sidewalks running the length of Main Street provide potential opportunities to improve walkability.

**Architectural Design Theme**

There is no distinctive architectural style present in the Corridor or the immediate surrounding area. Inconsistent land uses and differences in the age of structures pose challenges to enforcing uniform design standards. Several contiguous blocks within the Corridor feature properties with limited aesthetic appeal, either because of vacancy, deferred maintenance, incompatibility with adjacent structures, or storefront treatments limiting interaction between the street and the building. The presence of clusters of buildings that have not been maintained or were poorly designed with respect to the public realm can limit pedestrian activity, resulting in diminished economic activity in certain areas of the Corridor.

**Map 1.6.6: Property Condition**



Current TIF planning for the area encourages construction of multi-use pedestrian-scale development that will attract private investment. Despite these recommendations, many of these redevelopment goals have yet to be implemented. Implementation of these recommendations would contribute to a more holistic, attractive architectural aesthetic in the Corridor.

### Pedestrian Connections

While Map 1.6.4 illustrates a variety of landmarks and nodes that attract pedestrian activity, the planning area's current layout is not amenable to connecting these places. Destinations further than one-quarter mile are generally not visible and require a greater commitment. Furthermore, visual barriers often deter pedestrians from walking to areas they are unable to see. Encouraging trips

of greater distance can be accomplished through an emphasis on wayfinding, visual landmarks, engaging streetscapes, and cross marketing between destinations and businesses.

### Bicycle Connections

Few existing bike routes service the Corridor, and Main Street's high concentration of motor vehicles act as a barrier between cycling routes on the adjacent local roads. Bird Road features an off-street multi-use path, however, and cyclists can use this route to access residential areas to the north and south of Main Street. The pavement widths are wide enough to account for designated bicycle accommodations. There are no bike storage facilities; therefore, visitors unfamiliar with the city would likely need to search for places to store a bicycle.

**Table 1.6.6: Property Condition**

BRRS No.	Activity Name	Address	Municipality	Start Date	End Date	Status	Activity Type
0313548068	Prairie Foreign Cars	400 W Main St	Sun Prairie	8/16/2006	<Null>	Open	Lust
0313100723	Hanley Co Inc	641 W Main St	Sun Prairie	5/15/1996	8/22/2002	Closed	Lust
0213221815	Main Shopping Center	980 W Main St	Sun Prairie	5/18/1999	11/1/2010	Closed	ERP
0313182590	Marathon Station #2066	537 W Main St	Sun Prairie	2/16/1998	7/11/2016	Closed	Lust
0313178375	Hanley Co	691 Commercial Ave	Sun Prairie	12/2/1997	10/14/1999	Closed	Lust
0313119810	Hardees Restaurant	745 W Main St	Sun Prairie	3/18/1997	4/10/2003	Closed	Lust
0313111801	landmark Engine Service	526 Commercial Ave	Sun Prairie	10/30/1996	3/15/2001	Closed	Lust
0313002602	er-Corning Trust Property	662 W Main St	Sun Prairie	5/2/1995	7/17/2001	Closed	Lust
0313002019	Tuschen Trucking	1141 W Main St	Sun Prairie	8/17/1993	5/2/2008	Closed	Lust
0313001046	Tuscarora Plastics	550 Commercial Ave	Sun Prairie	6/5/1991	11/23/1994	Closed	Lust
0313000432	Amoco #18698	626 W Main St	Sun Prairie	4/6/1990	8/31/2009	Closed	Lust

### Streetscape Character

In general, the streetscape character of the Corridor has some room for improvement. Inconsistent tree plantings cause disconnections as pedestrians and commuters traverse the length of Main Street, and worn pavement needs repair along some portions of the Corridor. Introducing common streetscape elements would reinforce a sense of place, as well as lead to popular destinations. The addition of bike lanes, bump outs, terrace paving/planters, and street furniture in these areas would help draw pedestrian traffic into the Corridor. Diversity in streetscaping could also help generate a sense of place and assist in wayfinding. Streetscape enhancements, district divisions, and themes are discussed in the Recommendations Chapter of the report.

### Wayfinding

The Corridor does not have a unique system of directional wayfinding signage to direct motorists, pedestrians, and bicyclists to points of interest in and around the Corridor.

### Public Spaces

In general, there are no public spaces for residents, tourists, and Corridor patrons to use. All of the existing spaces in the planning area are private patios utilized by business patrons or yards and porches along single-family detached houses. Public spaces should be enhanced with pedestrian amenities included benches, trash/recycling receptacles, lighting, signage, and other themed elements.

### Public Parking

There are no off-street public parking spaces in the Corridor. The lack of public parking requires each business to construct parking (most often surface parking). Surface parking in urban mixed-use areas create disconnections in the urban fabric/theme. Concentrating parking into one or several central locations in the Corridor would allow for a better utilization of space and higher density.

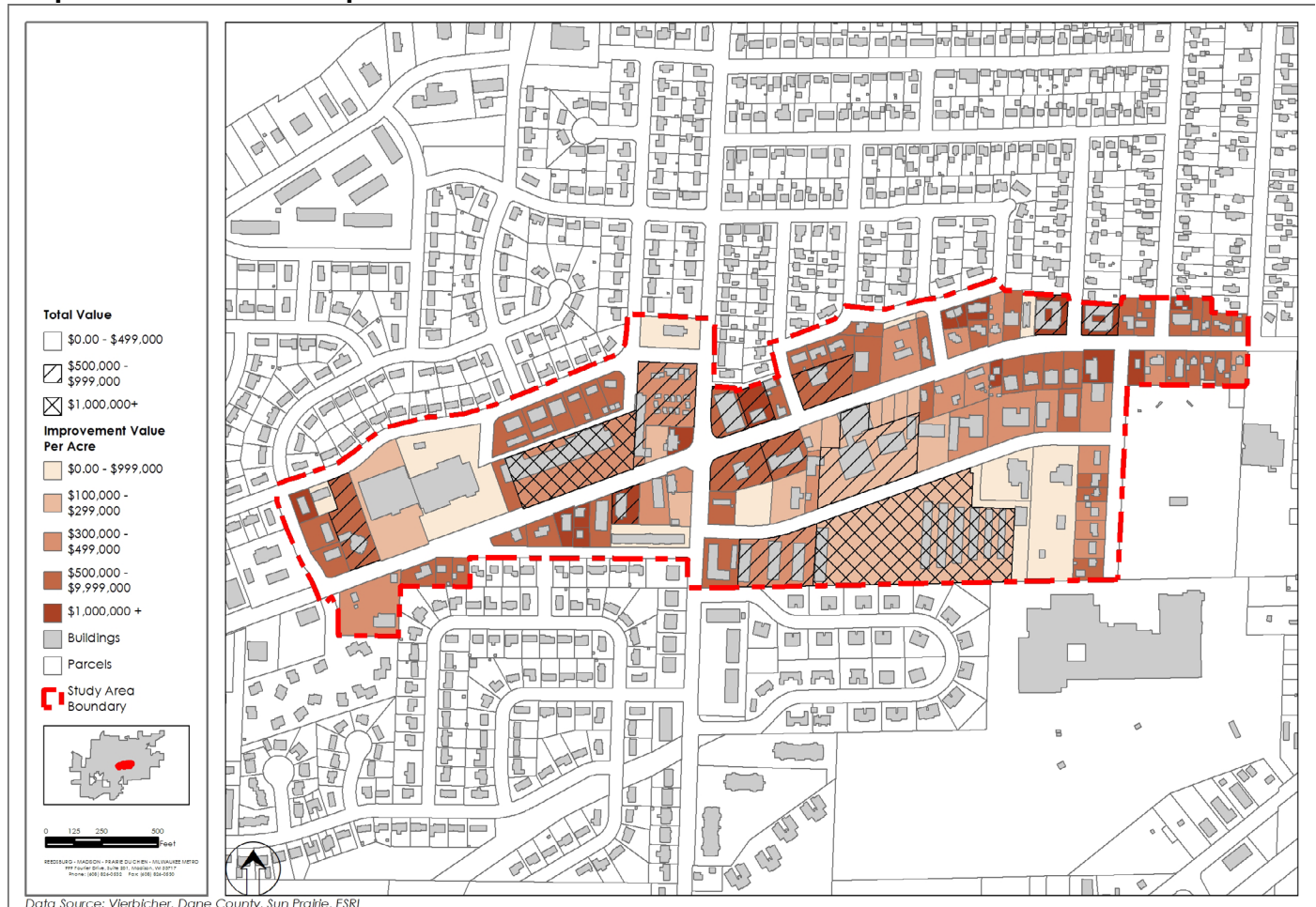
### Property Condition Assessment

The project team conducted a physical assessment of the site that determined the Corridor has many parcels that are currently blighted or dated but functional and fit for redevelopment. The Corridor has nineteen brownfields, of which sixteen are closed, two are listed as "No Action Required" (NAR) by the Wisconsin DNR, and one is open. The open brownfield is located at 400 W. Main Street, the former site of Prairie Foreign Cars. Landowners wishing to redevelop parcels designated as brownfields may need to complete additional remediation actions before approval of any projects. In such cases, developers should consult the Wisconsin DNR in the early stages of project planning. Map 1.6.6 and Table 1.6.6 detail these findings.

### Property Assessment

The extent to which land is productively utilized is a good predictor of economic value and vitality of an area. One useful measure of economic utilization is the improvement value per acre. Vacant and underutilized parcels in the Corridor present major opportunities for

## Map 1.6.7: Assessed Improvement Value Per Acre



redevelopment. Examples of these include areas near the intersection of W. Main Street and Bird Street and several large parcels along Commercial Avenue. Redevelopment of the major large commercial properties within the Corridor should coincide with relocation of these facilities elsewhere in the city. Map 1.6.7 illustrates these findings.

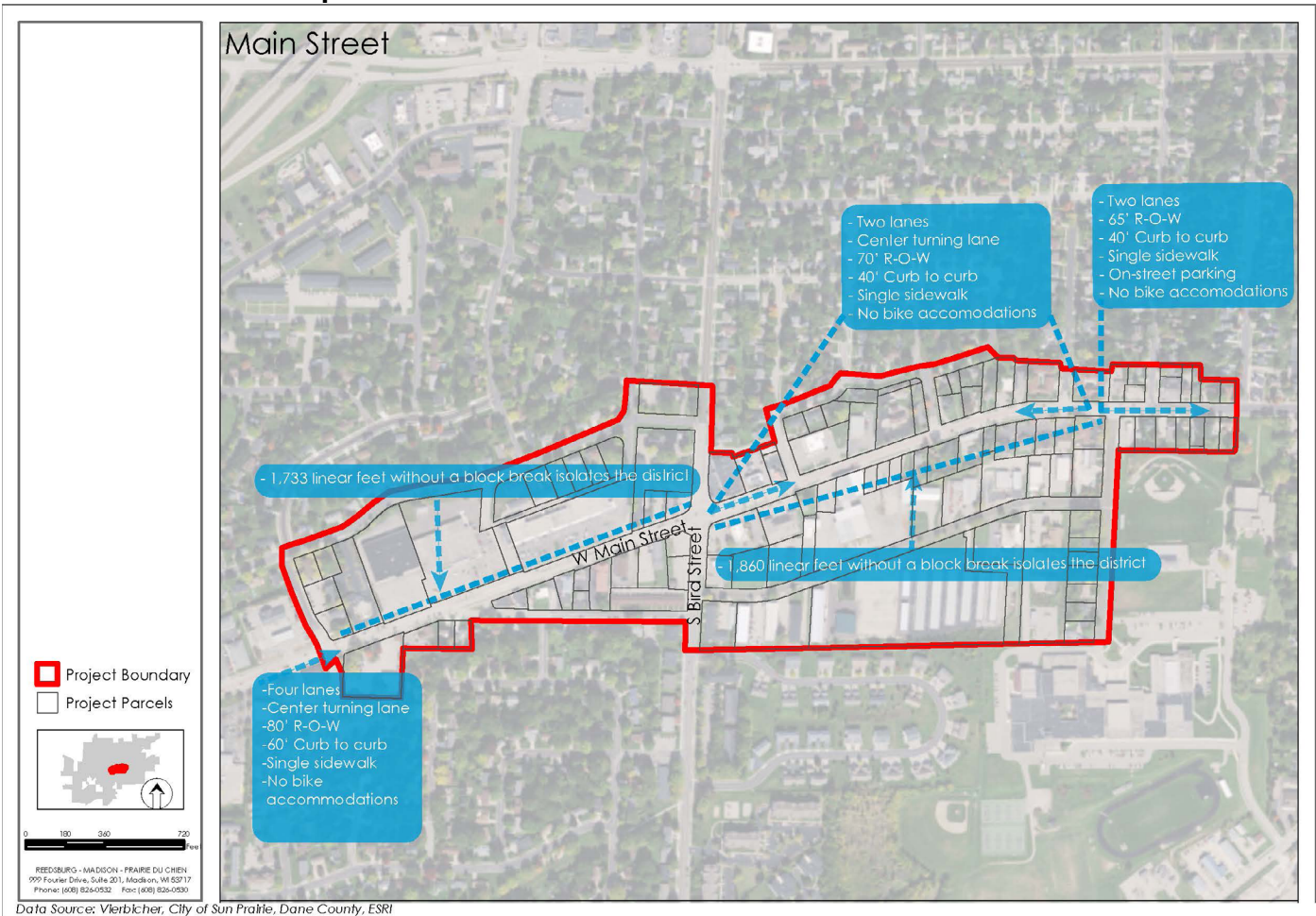
### Infrastructure Assessment

While Main Street functions as the prime avenue of the Corridor, the project team determined that adjacent surface parking located just off Main Street is overbuilt. Surface parking accompanies nearly every non-residential building along the Corridor, with much of empty or nearly empty most of the time. Parking requirements discourage pedestrians from walking to access these businesses, potentially limiting economic

activity. A significant portion of the overbuilt parking lots is blighted or in need of repairs. Repaving worn parking areas presents significant construction costs, which is one more reason to encourage the creation of smaller lots with a greater percentage of lots occupied by multi-use structures with either limited or no surface parking.

The lack of high-density zoning standards and unintuitive mix of land uses deters visitors and prevents the Corridor from becoming a destination for leisure, entertainment, and shopping. Nearby single and multi-family housing located in adjacent neighborhoods north and south of Main Street give the area great potential for becoming an economic focus for the city. The Corridor could easily capture a large number of nearby residents seeking walkable business and entertainment options. Map 1.6.8 illustrates these findings.

## Map 1.6.8: Infrastructure Assessment



### Public Transit Assessment

There is currently no functioning transit organization that services the immediate area. As Sun Prairie and the Corridor in particular grow, the City should consider working in conjunction with Madison Metro to explore expansion of bus service routes to provide additional transportation choices to the planning area. The transit impact will have to be monitored as the Corridor begins to grow with a higher concentration of land uses dependent on visitors, customers, and residents.

The City of Monona contracts with a private provider to operate a weekday commuter route to downtown Madison and the UW campus and a flexible route service designed for seniors and people with disabilities. The Sun Prairie Shuttle consists of one route with

three daily weekday round trips between East Towne and various points in Sun Prairie. The Cities of Sun Prairie and Stoughton contract with private providers for shared-ride taxi service.

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