

City Kicks Off Central Main Street Corridor Redevelopment Study

The City of Sun Prairie has officially started the 2017 Central Main Street Corridor Redevelopment Study. The first public participation meeting for the Central Main Street Corridor Redevelopment Study will be held on **Thursday, April 27, 2017 from 6:00 – 8:00 pm at the VFW Post 9362, located at 349 S. Walker Way** in Sun Prairie. Throughout the planning process, the City will encourage collaboration with property and business owners within the neighborhood to maximize potential ideas and opportunities for housing, transportation, economic growth, and sustainable land use in the planning area. All are invited to attend!

The Central Main Street Corridor planning area consists of the entire Tax Increment District 11 (TID 11), roughly 89 acres, extending east from Ruby Lane to Jones Street and approximately two blocks north and south off of Main Street. What was once the former Highway 151 Business Corridor, the Central Main Street Redevelopment Corridor contains a surplus of industrial buildings and underutilized parcels with public services already in place. The goal of the planning project is to attain the highest and best use by revamping the corridor, attracting new development, and linking the historic downtown to the developing Westside Neighborhood. This effort will complement and further implementation of the 2006 West Main Street Corridor Plan.

The Sun Prairie Community Development Authority (CDA) will serve as the steering committee for the project. The City has contracted with Vierbicher Associates, Inc. to assist with the planning project. The project will focus on strengthening social and economic vitality, increasing housing density, and establishing sustainable activity and compatible uses within the Central Main Street Corridor.

This process is being funded in part by a Better Urban Infill Development (BUILD) grant from Dane County. The City has successfully partnered with the Dane County BUILD program in the past, including the creation of Downtown Redevelopment plans that directly led to the development of Cannery Square, as well as the redevelopment of several industrial parcels to the Pick 'N Save Grocery Store development located at the intersection of State Highway 19 and County Highway N.

Additional information on the Dane County BUILD Program is available at:

<https://build-plandev.countyofdane.com/>.

For more information, contact:

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For ongoing project updates, go to: <http://www.cityofsunprairie.com/Main-Street>