Cover Letter - RDA and City combined Letterhead?

January XX, 2022

Name
Street
Address

RE: Planning for East Main Street Improvements

Dear Property Owner.
The Stoughton Redevelopment Authority (RDA) was created by the City Council in 2007 to facilitate the improvement of property that may be having a blighting influence on neighboring properties. A brochure describing the RDA and its activities is enclosed.

Within the next few years, the Wisconsin Department of Transportation (WisDOT) will begin reconstruction of the Hwy 51 corridor which will impact the East Main Street area in 2025 (current plan). The RDA would like to learn about how this project might impact the use of your property, to give you a notice of the pending project in the event you are planning any significant near-term improvements, to identify any opportunities the project may offer for adding value to the use of your property and to learn about any public improvements the City may make to improve the use of your property. More information about the project from WisDOT may be found here: https://wisconsindot.gov/Pages/projects/by-region/sw/us51-danecounty/Stoughton.aspx.

We are starting the discussion by asking you to respond to the short survey enclosed. The survey may also be answered on-line by using this link: xxxxxxx.com. If you are more comfortable talking in a one-on-one meeting with me or a member of the RDA, please let me know and we can arrange a confidential meeting.

By starting the conversation early, we hope this project can not only improve the roadway but spur new investment and opportunity for the property in this area.

I am enclosing some information the RDA has compiled recently about the East Main Street area in anticipation of preparing a plan. If there is additional information you wish to have, please let me know.

Sincerely

Tim Swadley, Mayor
City of Stoughton

Enc: Survey
RDA Brochure
Draft East Main St. Area Redevelopment Plan

Cover Letter - RDA and City combined Letterhead?

East Main Street
Property Owner Survey

The Redevelopment Authority of the City of Stoughton is considering investments that may be needed in the East Main Street corridor to improve how the corridor is used. We are planning to time any work to roughly coincide with WisDOT's planned reconstruction of this section of Hwy 51 in 2025. Central to our consideration is what you hope to accomplish at your location and how the new public investment may help you realize the full potential of your site.

The following questions are intended to help guide any RDA or City investments in public improvements as well as to understand what we can do to add greater value to the properties in this area.

1. Are you considering investing in improvements to your parcel in the next 5 years?
   Yes __ No __
2. If yes, and you don't mind sharing, please describe your idea:

3. If yes, and you rather not share your idea, would you like us to contact you for a one-on-one discussion?
   Yes __ No __ Preferred contact (phone #/email):_____
4. Are you planning on or interested in selling your property in the next five years?
   Yes __ No __
5. Are you experiencing barriers to investing in your property?
   Yes __ No __
6. If Yes, please describe the barriers you are facing:

7. Would you be interested in having a meeting about financing that may be available for you for property improvements?

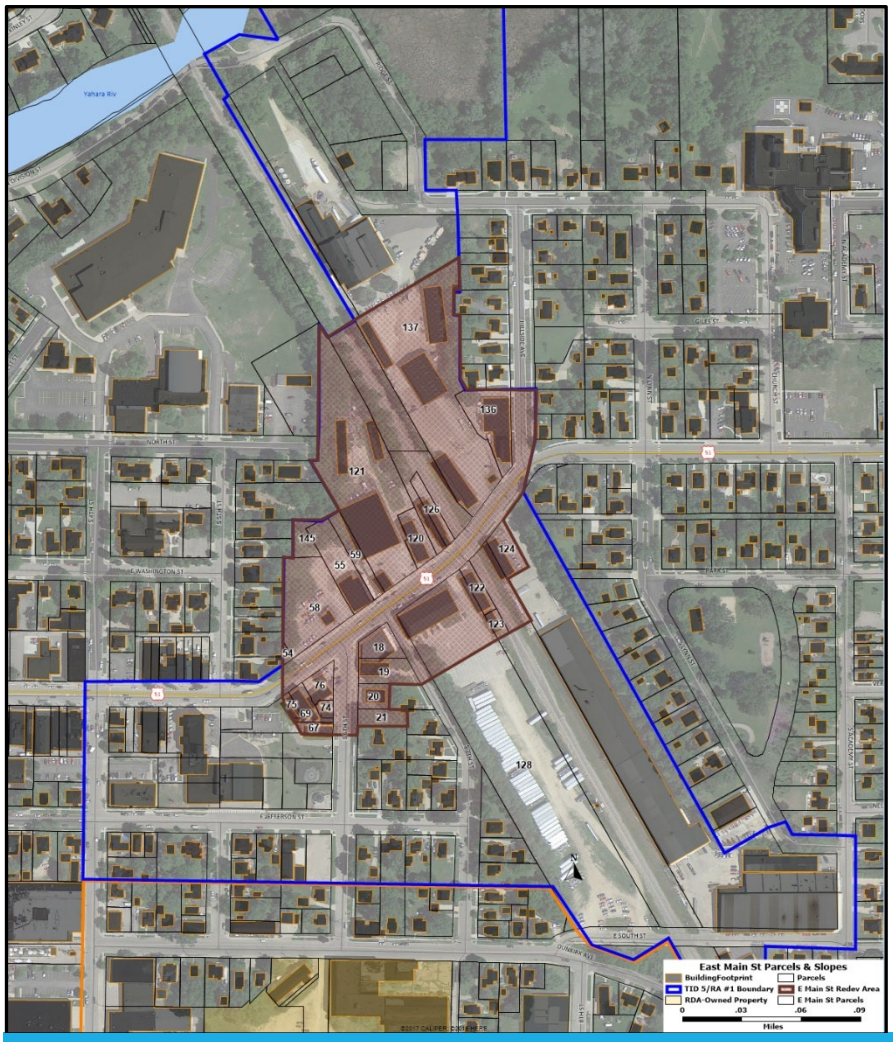
   Contact Info:

   RDA Contact Info: Jamin Friedl, Finance Director

Enc: Cover Letter
RDA Brochure
East Main St. Area
Link to DOT Project Website

RDA Brochure will go here upon completion

Redevelopment Plan East Main Street Redevelopment Area



09/04/2020

Initial Draft

The East Main Street Redevelopment Area is part of Redevelopment Area #1 and included in Tax Increment District #5. The Redevelopment Authority wishes to follow-up a plan for downtown Stoughton with a redevelopment plan focused on the east end of the downtown.

ACKNOWLEDGEMENTS

Stoughton Redevelopment Authority	Stoughton City Council	City Staff
Dale Reeves, Chair	Timothy Swadley, Mayor	Jamin Friedl, Director of Finance & Economic Development
Roger Springman, Vice Chair	Brett Schumacher	
Regina Hirsch, City Council	Sid Boersma	
Ozzie Doom, City Council	Timothy Riley	Rodney Scheel, Planning Director
Lukas Trow	Phil Caravello	
Carl Chenoweth	Jean Ligocki	Holly Licht, Clerk
Pete Manley	Lisa Reeves	
	Regina Hirsch	
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	Tom Majewski	Gary Becker
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	Leonard Doom	5813 Piping Rock Rd.
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		(608)444-0836
		gwb@garywbecker.com

Insert copy of City Council resolution approving plan.

Table of Contents

INTRODUCTION **1**

BOUNDARY MAP, REDEVELOPMENT AREA #1 ..... **2**
- Boundary Description 2
- Parcels Included in East Main Street Redevelopment Area 3
- Historical Development 5
  - Parcel Land Use History Table 6
  - Building Intensity Over Time 1884 - Current 16
- Existing Conditions 20
  - Context 20
- Summary of Market Potential 23
  - Market Potential of East Main Street Redevelopment Area for Neighborhood Businesses. 24
  - Key Operating Statistics Sample Neighborhood Businesses 25
  - Public Improvements 28
  - Site Conditions 28
  - Summary 29

REDEVELOPMENT PLAN CREATION PROCESS **37**

PLAN OF REDEVELOPMENT **40**
- Summary of Potential Displacement Impacts 41
- Illustration of Development Potential 42
- Standards of Population Density, Land Coverage and Building Intensity 44
- Condition of Property Map 45
- Current Land Uses Map 46
- Future Land Uses Map 47
- Current Zoning Map 48
- Future Zoning Map 49

PROPOSED SITE IMPROVEMENTS AND PUBLIC WORKS **50**
- Proposed Project Costs 50
- Financing 50
  - Preliminary Sources and Uses of Funds Chart 52

PROPOSED CHANGES IN ZONING ORDINANCES, MASTER PLAN, BUILDING CODES, MAP AND CITY ORDINANCES **52**

APPENDIX **53**
- Blight Determination Resolution, City of Stoughton 54
- Blight Study 2007 55
- Cost Estimates 56
- Historical Development 57
  - Sanborn Maps 58
- Historical Land Uses by Parcel 71
- Radius Census Report E. Main Street, Stoughton, Wisconsin 81

Public Hearing 142
Property Owners Public Hearing Notice 142
Notice of RDA Redevelopment Plan Public Hearing 143
RDA Minutes of Redevelopment Plan Public Hearing 144
Resolutions 145
RDA Resolution Approving Redevelopment plan 145
City Council Resolution Approving Redevelopment Plan 146

Redevelopment Project Plan

INTRODUCTION

The City of Stoughton has many under-utilized parcels within its jurisdiction. It is in the City's interest to see each parcel utilized to its fullest potential. This not only maximizes property tax revenue to the City and its overlying taxing jurisdictions; it also helps the local economy operate most effectively, helps to keep property tax rates under control and helps keep housing affordable.

This document outlines a plan of redevelopment for the eastern end of downtown Stoughton along the East Main Street corridor. If successful, implementation of this plan will bring improved housing opportunities, more residents to patronize downtown businesses and increased tax base.

This plan was prepared by the Redevelopment Authority of the City of Stoughton (RDA).

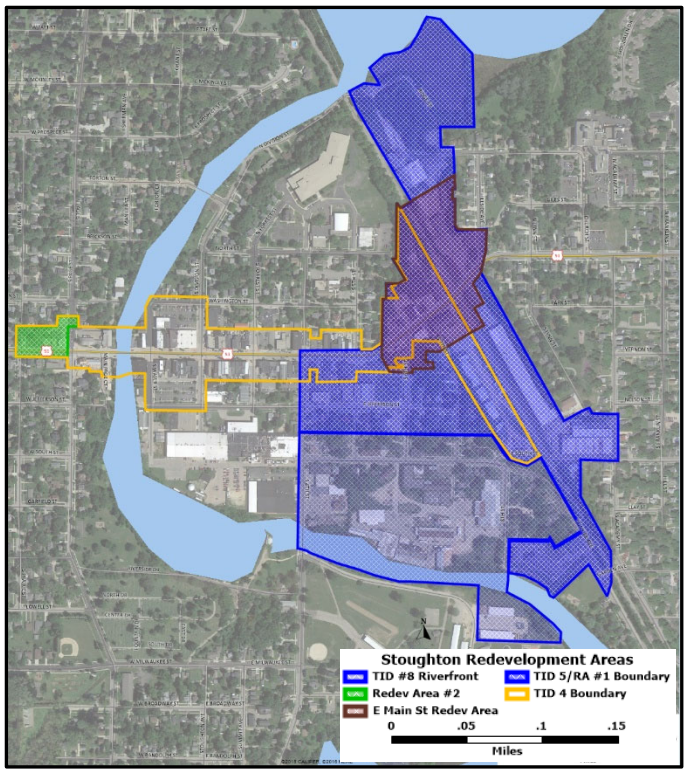
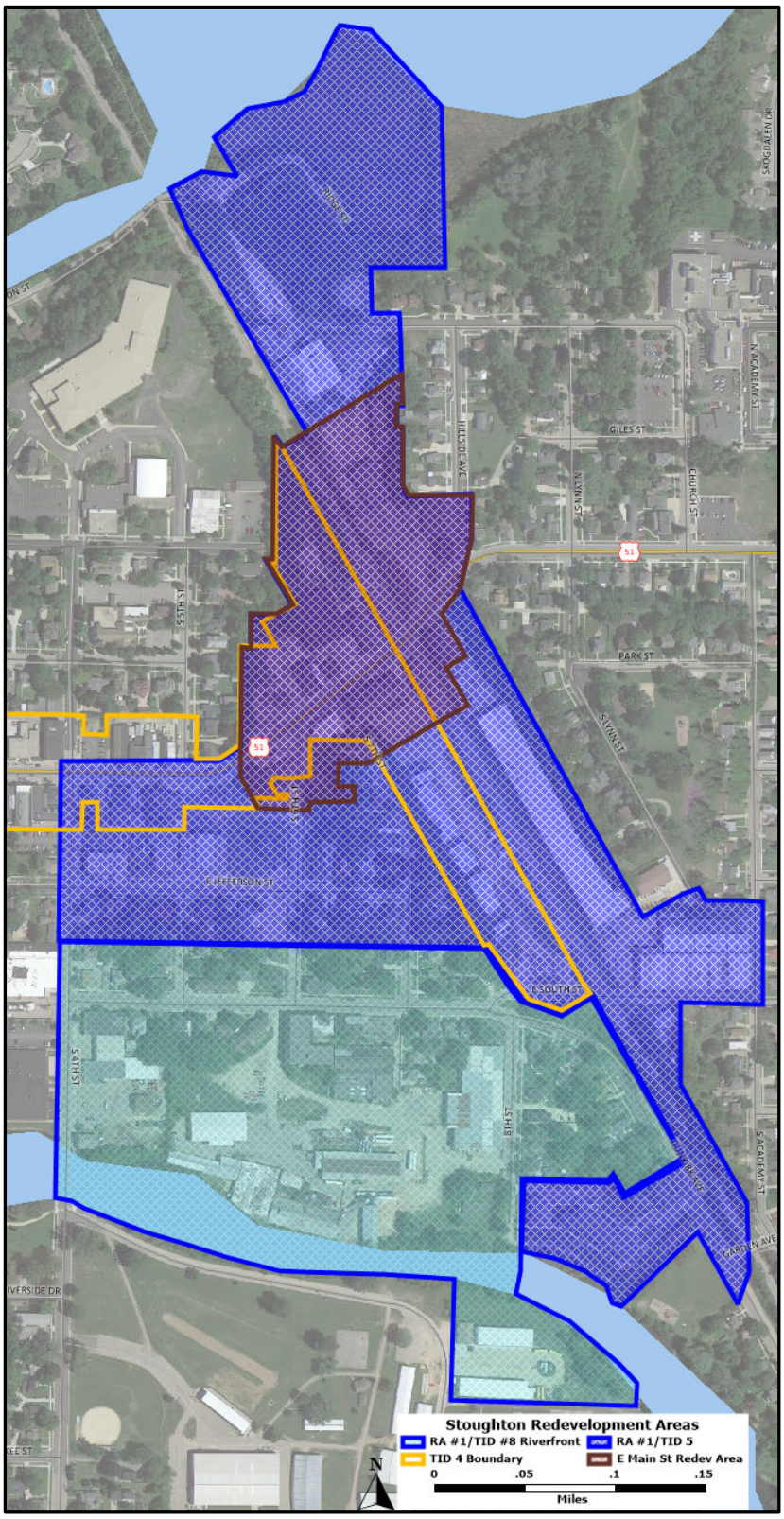


FIGURE 1: OVERVIEW MAP OF CENTRAL STOUGHTON SHOWING LOCATIONS OF CITY REDEVELOPMENT AREAS.

BOUNDARY MAP, REDEVELOPMENT AREA #1



Boundary Description

The boundary of Redevelopment Area #1 (RA #1) is described in the RA #1 Plan. The East Main Street redevelopment area is a sub-area of RA #1 and does not have a fixed boundary but generally includes parcels that front on East Main Street from the Opera House east to Hillside St. This area has property lying in two Tax Increment Districts – TID #4 and TID #5.

RA #1 is ¾ mile in length and less than ½ mile at its widest point, comprising about 92 acres of land. The East Main Street Redevelopment Area is 13 acres in size – ¼ mile north-to-south and 1/10 mile east-to-west.

Other sub-areas of RA #1 are the Riverfront, which is included in Tax Increment District #8, the residential area between East Main Street and East South Street, the IKI property on the north end and the Stoughton Trailers property along the Rail Corridor.

Parcels Included in East Main Street Redevelopment Area

PARCELNO	PIN	Owners 2009	Owners 2019	Property Address	Blight	Size acres	Land Value 2009	Improv Value 2009	Total Value 2009	Land Value 2019	Improve Value 2019	Total Value 2019
051108112015	18	Chris K. Hull	LYNN M HULL	501 E MAIN ST	Y	0.141	$27,700	$120,800	$148,500	$27,700	$109,600	$137,300
051108112122	19	Kris K. Hull	LYNN M HULL	201 S SIXTH ST	Y	0.202	$39,400	$95,100	$134,500	$39,400	$79,200	$118,600
051108112239	20	Chris Hull	LYNN M HULL	209 S SIXTH ST		0.125	$24,400	$75,600	$100,000	$24,400	$68,800	$93,200
051108112444	21	Kris K. Hull	LYNN M HULL	209 S SIXTH ST		0.133	$26,100	$0	$26,100	$26,100	$0	$26,100
051108136802	54	P Mayo & A Zanchetti	CHRIS GENTILLI	217 S FIFTH ST	Y	0.06	$300	$0	$300	$300	$0	$300
051108137132	55	BC & EW AMUNDSON	BC & EW AMUNDSON	500 E MAIN ST	Y	0.394	$61,600	$60,600	$122,200	$61,600	$54,900	$116,500
051108136900	58	DAVID MELTON	DAVID MELTON	480 E MAIN ST	Y	0.582	$91,000	$15,600	$106,600	$91,000	$7,000	$98,000
051108137230	59	DANNY K AABERG	DANNY K AABERG	508 E MAIN ST	Y	0.199	$31,200	$215,100	$246,300	$31,200	$179,300	$210,500
051108138480	67	JW KING & MJ KING	JW KING & MJ KING	300 S SIXTH ST	Y	0.084	$16,300	$49,000	$65,300	$16,300	$49,000	$65,300
051108138695	69	Phillip & Viki Elsing	ELSING REV LIVING TR	421 E MAIN ST	Y	0.093	$27,300	$99,500	$126,800	$27,300	$95,300	$122,600
051108138533	74	DANNY NABERG	DANNY NABERG	210 S SIXTH ST	Y	0.04	$5,200	$63,000	$68,200	$5,200	$57,200	$62,400
051108138631	75	R & G Lazarro	Current Owner	419 E MAIN ST		0.037	$10,800	$189,600	$200,400	$10,800	$158,000	$168,800
051108138793	76	Peterson's Service Inc	MELTON SERVICE LLC	435 E MAIN ST	Y	0.189	$44,200	$103,300	$147,500	$44,200	$83,700	$127,900
051108181012	120	Lois L. Alm	AO Arts Warehouse	524 E MAIN ST		0.188	$29,400	$188,000	$217,400	$29,400	$140,600	$170,000
051108181101	121	Julia Mann Deyoung	VIKING WARE & STOR	516 E MAIN ST	Y	2.17	$75,600	$185,400	$261,000	$75,600	$168,300	$243,900
051108181601	122	CLARENCE A HAASE	JBST Stoughton LLC	529 E MAIN ST	Y	0.112	$9,800	$29,700	$39,500	$9,800	$40,700	$50,500
051108181709	123	CLARENCE A HAASE	JBST Stoughton LLC	529 E MAIN ST #1	Y	0.056	$4,900	$40,100	$45,000	$4,900	$44,600	$49,500
051108181902	124	STOUGHTON TRAILERS	STOUGHTON TRAILERS	567 E MAIN ST	Y	0.194	$3,300	$96,100	$99,400	$16,900	$166,100	$183,000
051108180997	126	STOUGHTON, CITY OF	STOUGHTON, CITY OF	532 E MAIN ST		0.1	$0	$0	$0	$0	$0	$0
051108183207	128	STI Holdings	Current Owner	515 E MAIN ST	Y	0.849	$74,000	$302,300	$376,300	$74,000	$301,800	$375,800
051105470752	136	SE & DL MCKICHAN	SE & DL MCKICHAN	578 E MAIN ST	Y	0.48	$41,800	$169,300	$211,100	$41,800	$133,200	$175,000
051105470602	137	Whistlestop Developmnt	POC LLC	556 E MAIN ST	Y	2.555	$199,900	$473,600	$673,500	$199,900	$150,100	$350,000
051108135830	145	DAVID MELTON	DAVID MELTON	119 S FIFTH ST		0.087	$7,600	$15,200	$22,800	$7,600	$12,100	$19,700
				Total		**9.07**	**$851,800**	**$2,586,900**	**$3,438,700**	**$865,400**	**$2,099,500**	**$2,964,900**

Change in Total Value 2009 - 2019	-$473,800	
Change in Land Value 2009 - 2019	$13,600	All of this is from the Youth Center.
Change in Improvement Value 2009 - 2019	-$487,400	
Blighted Area	8.4 acres	
% Blighted	93%	

Historical Development

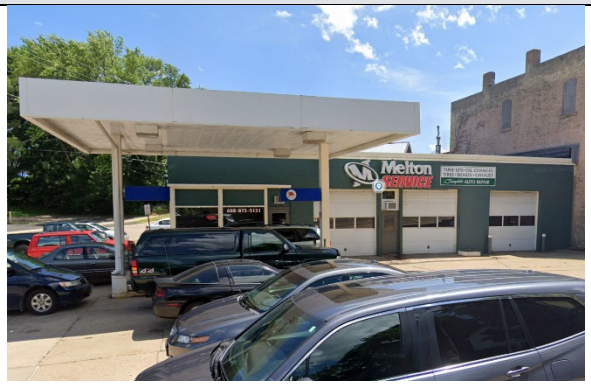
The East Main Street Redevelopment Area can be characterized as the former logistics heart of the City and region due to the presence of the rail line and a rail depot. This area is highly significant to the history of Stoughton. The historic significance has been memorialized through the establishment of the Depot Hill Historic District with the Wisconsin Historical Society (https://www.wisconsinhistory.org/Records/NationalRegister/NR1627) . The District contains 12 contributing buildings. Much of the material that built the City, heated its homes, and ran the economy physically came through this area between 1885 and 1946. Most of the land area was dedicated to tobacco warehousing, and lumber and coal storage. Important support services were also here, including hotels, saloons, blacksmith, and wagon repair shops, not to mention the horse stables which were as ubiquitous then as car garages are today.

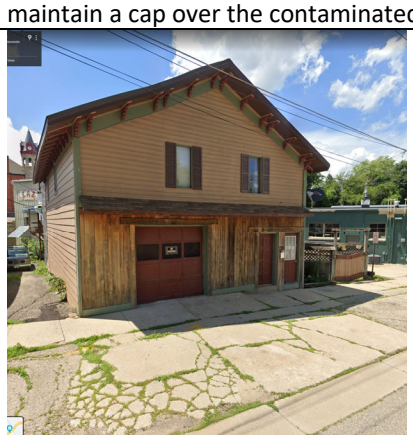
FIGURE 2: IMAGE OF THE VIROQUA LEAF TOBACCO CO. LOOKING SOUTH ALONG THE RAILROAD TRACKS FROM E. MAIN STREET. THESE BUILDINGS HAVE BEEN REPLACED BY THE STOUGHTON TRAILERS FACILITY. SOURCE: WISCONSIN HISTORICAL SOCIETY ARCHITECTURE AND HISTORY INVENTORY.

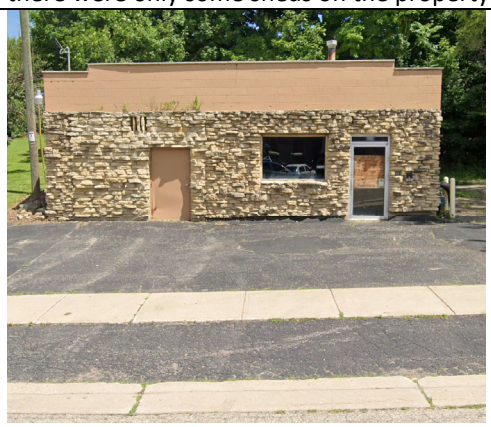
The following table of parcels within the East Main Street Redevelopment Area provides a summary of current and historical uses of each parcel as well as noting other property conditions relevant to an investigation of revitalization strategies. Shaded entries indicate properties that contribute to the Depot Hill Historic District or are locally designated landmarks. If there is a record of the property in the Wisconsin Historical Society Architecture and History Inventory, it is noted and relevant information from that record is provided A graphic under the street address indicates the location of the parcel. The Map PIN number relates to the parcel map and any other map that has parcels labeled with their Parcel Identification Number. The images are from Google Maps street view and were taken in 2019.

Parcel Land Use History Table

Map PIN	Description	History
75	419 E. Main St. 	 **Current Use:** Restaurant – Laz Bistro (downstairs), Art Studio – Richard Lazarro (upstairs). **Historic Uses:** This is a contributing building to the Depot Hill Historic District. The Wisconsin Historical Society has a record on this property (https://www.wisconsinhistory.org/Records/Property/HI5891). This property is not a designated local landmark. The building was constructed between 1887 and 1892 and is part of the Depot Hill Historic District. In 1898 the building was just a saloon, and in 1904 it was run by R. H . Robinson and John Zerwes. In 1912 the occupant is selling "soft drinks." Carl Ellingson operated a Cigar and Billiards establishment along with a saloon in 1915. In 1926, the building is listed as a store. This building seems to have historically served both commercial and residential needs. Prior to its current use, it was Roger & Sally's Bar. Canvas awnings were added, and the paint was refreshed around 2013. The building appears to be in good condition.
69	421 E. Main 	 **Current Use::** Store – Elsing's 2nd Hand Shop **Historic Uses:** Grand Hotel. This is a contributing building to the Depot Hill Historic District and there is a record at the State Historical Society -

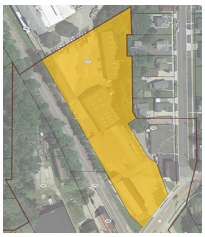
		https://www.wisconsinhistory.org/Records/Property/HI5893. This property is not a designated local landmark. In October 1891, the Stoughton Hub ran an article describing the Hanson House - a new hotel then being built by Gregor Hanson, brother of owner H. T. Hanson. It had a kitchen, bar room, laundry and servants' bedrooms in the basement, office, ladies' parlor and twelve bedrooms on the street level, and twenty-seven bedrooms on the second floor. In 1892, two story wood porches were located on the front and back of the brick building. In 1893 the name was changed to the Grand Hotel. The Diamond Laundry opened in the Grand Hotel in January of 1894. Carl Ellingson retired as proprietor of the hotel in February of 1901 and sold the property to Marshal and Bissell. By May of the same year, G. F. Carley purchased the hotel. H. T. Hanson was the proprietor of the hotel in 1904. It was then leased to Samuel Peterson in September of 1906. Mrs. Julia Thomson ran the hotel in 1915 and Mrs. Carl Bratvold ran it in 1928. One of two originally in the immediate area (the Revere Hotel was across the street slightly to the east), this hotel building is indicative of the activity in Stoughton from the 1890s through the 1920s. The Hanson House/Grand Hotel is a two-story commercial vernacular building with Italianate details. This imposing five bay, two story brick building anchors the west end of the industrial area of East Main Street. Shouldered segmental arch lintels cap the windows, which are also segmentally arched. A heavy brick denticulated and corbelled cornice breaks into a round arch in the center of the building. The first floor has been substantially altered. Various construction features of the former hotel building include a rectangular shaped plan configuration, a brick exterior, a brick trim, a flat roof, and a post 1926 addition or alteration. The building is in good condition. Source: Wisconsin Historical Society, Wisconsin Architecture and History Inventory
76	435 E. Main St. 	 **Current Use:** Auto Repair **-** Melton Auto Service **Historic Uses:** Blacksmith, Painting, Auto Service. There is a record on this property at both the Wisconsin Historical Society - https://www.wisconsinhistory.org/Records/Property/HI92077 as well as the Wisconsin Dept. of Natural Resources list of brownfield sites. Although WHS has a record, the property does not contribute to the Depot Hill Historic District. The current structure was built in 1947, however there has been activity on this site since before 1884 when there was a blacksmith shop and painting shop on the property. It continued in this use for many decades – into the

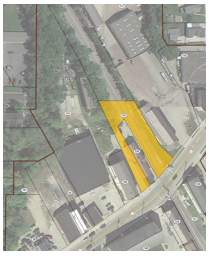
		1930's. In 1947 the Robert Van Etten gas station was constructed. Eventually it became Peterson's Service. This property has a 2005 deed restriction related to contaminated soil and groundwater resulting from a leaking underground petroleum tank. Additional testing and possible remediation will be required if this property is changed in any way. The property also has a continuing obligation to maintain a cap over the contaminated soil.
74	210 S. Sixth St. 	 **Current Use:** 2-unit residential **Historic Use:** Auto Repair/Storage. This property is not listed with the Wisconsin Historical Society. This property appeared to be part of PIN 76 and hosted wagon repair and painting services from 1884 until about 1900 when a storage building was constructed. It continued to be used for storage until about 1926 when the building was used for auto repair. In 1949 it was still shown as an auto repair use. More research is needed to learn when it stopped being used for commercial purposes.
67	300 S. Sixth St. 	 **Current Use:** Storage **Historic Uses:** Stable, Implement Dealer. Sanborn maps show the first development on this site in 1887 with a shed or stable. The site continued to be used as a stable for the Grand Hotel until sometime between 1904 and 1912 when a farm implement dealer operated from the property.

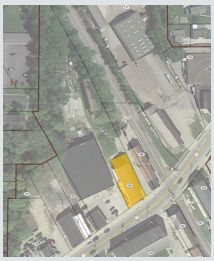
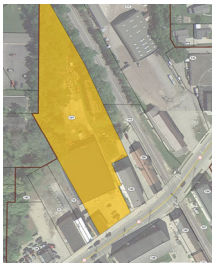
21	209 S. Sixth St. 	 **Current Use:** Vacant **Historic Uses:** Marble Shop. This property was primarily residential from the time it developed around 1885 until sometime prior to 1898 when Sanborn maps show this as the site of a marble shop which operated until sometime between 1912 and 1926. In 1926 there was a repair shop here and by 1949 there were only some sheds on the property.
20	209 S. Sixth St. 	 **Current Use:**Vacant/Storage **Historic Uses:** Stable, Storage. Historically there has been only minor use of this site. Sanborn maps show there being a stable on this property in the late 1880's-'90's followed by many decades of no structure until 1949 when a structure used to store steel was on the site. Aerial photos indicate there has been a structure on this site since then, although it is difficult to tell whether it is the same building.
19	201 S. Sixth St. 	

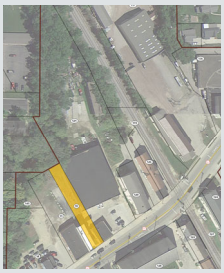
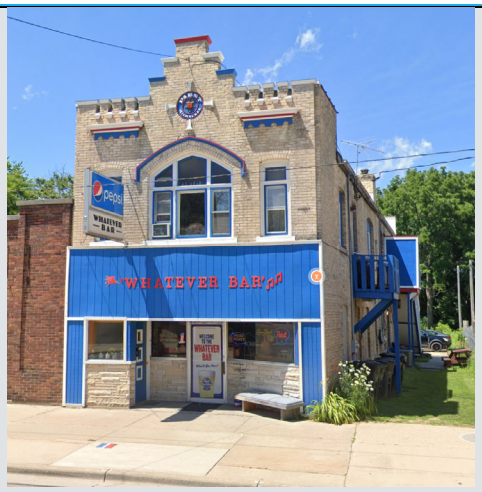
		Current Use: Tavern – Never Mind Saloon **Historic Uses:** Dwelling, Saloon, Laundry. This site has been developed since before 1884. The 1884 Sanborn map shows there being a 35' water tower on the site along with several sheds. This was just before public water service was provided to the area. By 1887 there was a residence on the property, and it continued to be a residence until sometime before 1949. There were often other uses in the lower level such as laundry, saloon, box ball alley, a store and back to a tavern in modern days. It appears that this same structure has been on the property since about 1890. It is not listed by the Wisconsin Historical Society Architecture and History Inventory.
18	501 E. Main St. 	 **Current Use:** Vacant/Storage **Historic Uses:** Grocery/Dry Goods Store, Auto Services. This is a contributing property to the Depot Hill Historic District and listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI68438. Known as Doughboy Feeds. This property has been the site of a grocery/dry goods store since the first Sanborn map was published in 1884. The site converted to auto-related services around 1925 when the current structure was built. Until nearly the mid-1900's this has also had a residential use. In more recent times the building has been the home of a septic tank cleaning and installation service (Honey Wagon Services). The building's architectural style is modern.
128	515 E. Main St. 	 **Current Use:** Event Center (Lagarete) and Church (Ezra Church) **Historic Uses:** Tobacco Warehouse. This property is a contributing property to the Depot Hill Historic District and is in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI5895. The building was constructed in 1885. This is also a locally designated landmark. This is one of only three remaining tobacco warehouses. At one time there were at least 15 in this area. The structure is in good condition and is essentially unchanged from its use as a tobacco warehouse. The structure sits on a large parcel that extends southeast along the railroad tracks to South St. – over

		1,000 feet. Currently the rest of the site is vacant, but historically there have been many uses here, including up to six tobacco warehouses, grain and lime warehouses, coal storage, an ice house, a brewery (Hausmann Brewing Co.), a grist mill, horse stables and auto garages.
122	529 E Main St. 	 **Current Use:** Woodworking Shop **Historic Uses:** Railroad Depot. This is a contributing property to the Depot Hill Historic District. It is listed on the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI5897. This property is a designated local landmark. This building was constructed in 1861 and was the physical arrival point for most of the material that built, heated and ran the local economy for the first 75 years of the City's history.
124	567 E. Main St. 	 **Current Use:** Youth Center **Historic Uses:** Tobacco Warehouse. This property contributes to the Depot Hill Historic District and is listed in the Wisconsin Historical Society Architecture and History Inventory. It is not a designated local landmark. A 'site file' titled "Lackenbroch Tobacco" exists for this property. It contains additional information such as correspondence, newspaper clippings, or historical information. It is a public record and may be viewed in person at the State Historical Society, Division of Historic Preservation. In 1884 a wood-frame passenger railroad depot was located on this site. The current structure was built in 1885 as a tobacco warehouse and continued in that use until the 1950's. The property is currently owned by Stoughton Trailers and leased to the City of Stoughton for use as a Youth Center. This warehouse gains importance as one of three remaining warehouses on East Main Street in Stoughton. While it is slightly simpler in architectural detail than its neighbors, the use of the keystones and corbelling in the window lintels provides visual interest. The east most building of the concentration of transportation/agri-industrial - related buildings on East Main Street, it has

		significance in defining the edge of the warehouse district from the residential neighborhood to the east. The dependence of the tobacco industry on the local railroad is clear from the proximity of the warehouse to the tracks and freight depot. The success of the tobacco industry is reflected in the architectural details and massive scale of this warehouse.
136	578 E. Main St. 	 **Current Use:** Storage **Historic Uses:** Tobacco Warehouse, Dwelling, Cigar Factory. This property is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI93706. It is not contributing to any historic district and is not a locally designated landmark. This property shows its first use on the 1898 Sanborn map with a tobacco warehouse and a dwelling on this corner. The 1949 Sanborn map still shows the use of this property as a tobacco warehouse. Eventually it was used by Stoughton Lumber for offices. It currently appears to be used for storage. This may be the same building that was originally constructed on the site, although further research is needed to know whether it is or not.
137	556 E. Main St. 	 **Current Use:** Construction Business **Historic Uses:** Tobacco Warehouses, Lumber Storage, Coal Shed, Cement Warehouse. This property is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI88605. This is not a contributing building to any historic district and is not a designated local landmark. This is a large 2.5-acre parcel that has been used intensively ever since the railroad was built. There was a large structure in the middle of the site that was used continuously for lumber storage since before 1904. At least half the structure appears to have been demolished and a concrete block wall installed to close in the remainder of the building which is currently on the site. A railroad track ran through the building to facilitate unloading of lumber. The rear of the site was used for many decades for coal storage. Railroad tracks cut across the back of the parcel to serve the condensed milk plant where IKI Manufacturing currently operates. The

		course of the tracks can still be seen on aerial images of the site. There were three tobacco warehouses on this site along the railroad tracks for many decades. Around the turn of the century, there was a fire and the warehouse closest to East Main Street burned down. It was replaced by another warehouse and the 1904 Sanborn map shows this new warehouse used for wood products rather than tobacco. Various organizational forms of Stoughton Lumber owned this property for over 100 years – into the first decade of the 21st century.
119	No address 	**Current Use:** Railroad Tracks **Historic Uses:** Railroad Tracks This parcel has been used for the railroad ever since the tracks were first laid around 1860.
126	532 E. Main St.	**Current Use:** Chamber of Commerce Historic Uses: Railroad Passenger Depot. This property is contributing to the Depot Hill Historic District and is listed in the Wisconsin Historical Society Depot Hill Historic District - https://www.wisconsinhistory.org/Records/Property/HI5900. It is a designated local landmark. This structure was built in 1913 as a passenger depot for the Chicago Milwaukee Saint Paul and Pacific Railroad. The depot across Main Street became the freight depot, while this newer depot handled passenger traffic. As the third depot historically in Stoughton and making a total of two at the time of construction, this building reflects the importance of the railroad to the viability of the community. Unlike neighboring villages where the railroad did not stop, Stoughton had a healthy, growing economy from the 1880s to the 1920s. The railroad's presence made Stoughton a center for agriculture since products and people could be transported easily to and from the city. The surrounding concentration of transportation/agri-industrial - related buildings depended on the railroad for commercial support in customers and freight opportunities.

120	524 E. Main St. 	 **Current Use:** Art Gallery **Historic Uses:** Tobacco Warehouse. This property contributes to the Depot Hill Historic District and is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI5896. This property is not a designated local landmark. This building was constructed in 1891 as a tobacco warehouse. Prior to that the site was occupied by a grain elevator. This is one of three remaining tobacco warehouses in the area.
121	516 E. Main St. 	 **Current Use:** Stoughton Transit, Viking Warehouse **Historic Uses:** Lumber Storage, Tobacco Warehouse, Scales, Coal Storage, Lime Storage, Carpentry. This property is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI88604. It does not contribute to any historic district and is not designated as a local landmark. The small building along East Main Street was built sometime between 1926 and 1949 to serve as the office for the Brittingham and Hixon Lumber Company. For a time it was the home to Uncle Bud's Small Engine Sales. The larger concrete block warehouse building in back is of relatively recent construction, built between 1937 and 1955.

59	508 E. Main St. 	 **Current Use:** Tavern – Whatever Bar Historic Uses: Lumber Storage, Stable, Coal Storage, Lime Storage, Saloon, Warehouse, Concrete Block Factory, Implement Storage, Store. This property is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI5894. This property contributes to the Depot Hill Historic District. It is not designated as a local landmark. This building was built in 1902 as the Pabst Brewing Co. Saloon Prior to this, a planning mill was on the site from before 1884 until around 1890 when it burned.
55	500 E. Main St. 	 **Current Use:** Storage **Historic Uses:** Planing Mill, Marble Shop, Restaurant, Auto Top Factory, Auto Repair, Auto Showroom. This property is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI88596. This building contributes to the Depot Hill Historic District. This building is not designated as a local landmark. This building was constructed around 1916 as a factory to make automobile tops. It remained in automotive-related uses as an auto repair and storage garage and ultimately a Buick car showroom.

58	480 E. Main St.	**Current Use:** Used Car Lot – Melton Motors **Historic Uses:** Hotel, Livery, Pump Shop, Dwelling, Laundry, Store, Bowling Alley, Restaurant, Gas Station. This property contributes to the Depot Hill Historic District and is listed in the Wisconsin Historical Society Architecture and History Inventory - https://www.wisconsinhistory.org/Records/Property/HI88606. It is not a designated local landmark. This building was constructed in 1939 as a gas station and auto service shop. There were numerous other uses on this large site before this building was constructed – most notably the Revere Hotel. Prior recent uses included Peterson's Muffler Shop and Abe Holtan Service Station.

Building Intensity Over Time 1884 - Current

Year	Building Footprints
1884	104,871 sf
1887	128,692 sf
1892	145,581 sf
1898	165,988 sf
1904	199,947 sf
1912	206,567 sf
1926	208,587 sf
1949	207,515 sf
2019	121,449

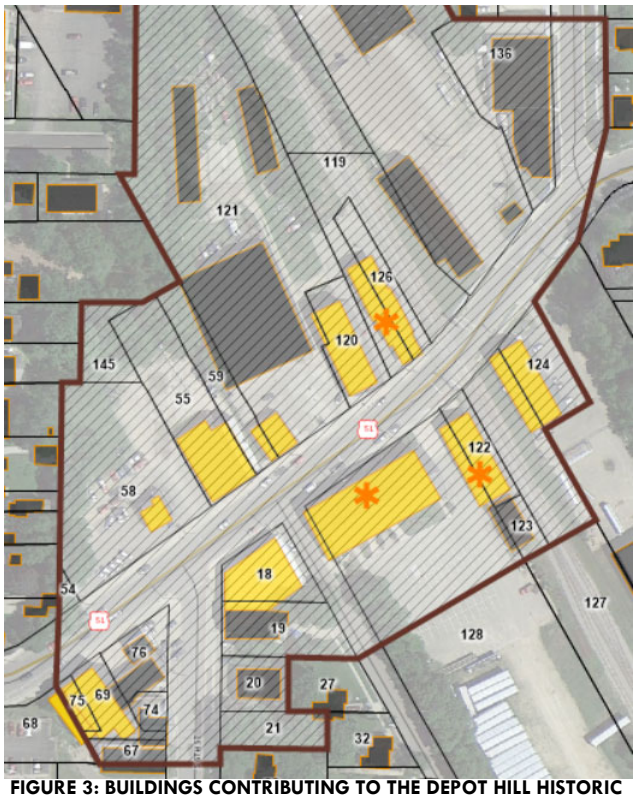


FIGURE 3: BUILDINGS CONTRIBUTING TO THE DEPOT HILL HISTORIC DISTRICT. LOCALLY DESIGNATED LANDMARKS ARE STARRED.

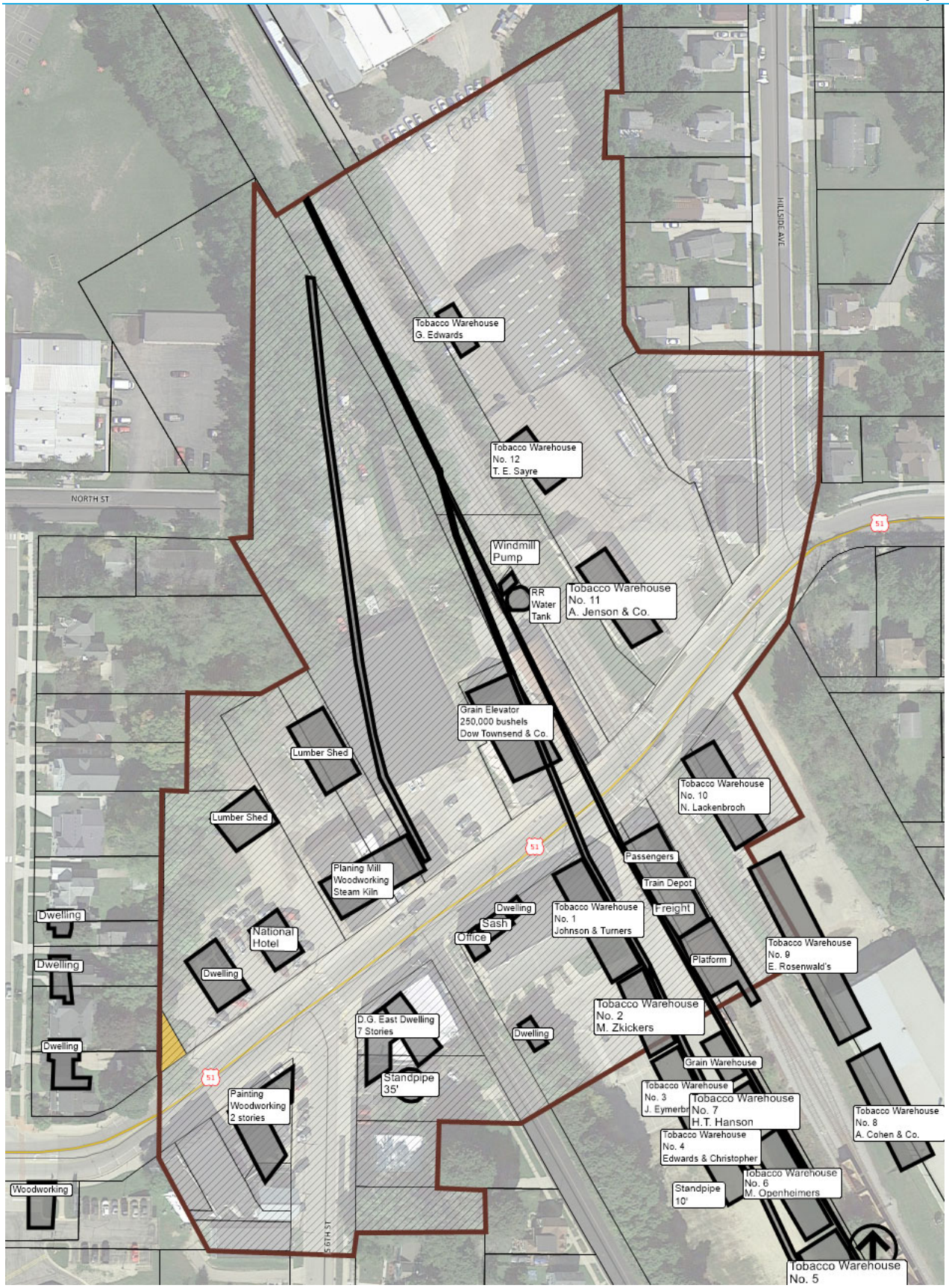


FIGURE 4: DEVELOPMENT OF EAST MAIN STREET REDEVELOPMENT AREA IN 1884 WITH CURRENT AERIAL PHOTO UNDERLAYING MAP.

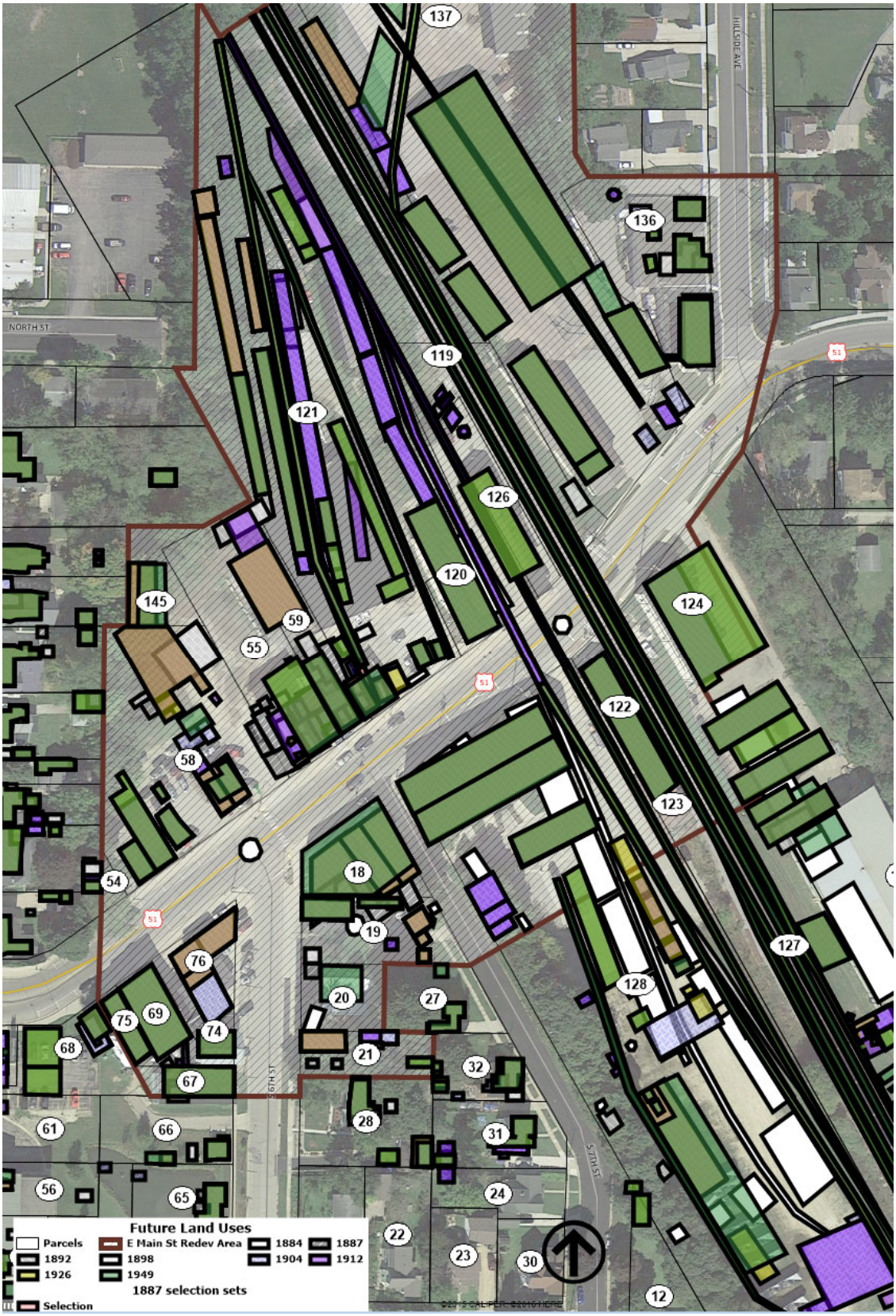


FIGURE 5: DEVELOPMENT INTENSITY OF EAST MAIN STREET REDEVELOPMENT AREA OVER TIME. SOURCE: SANBORN MAPS 1882 - 1949, GWB PROFESSIONAL SERVICES

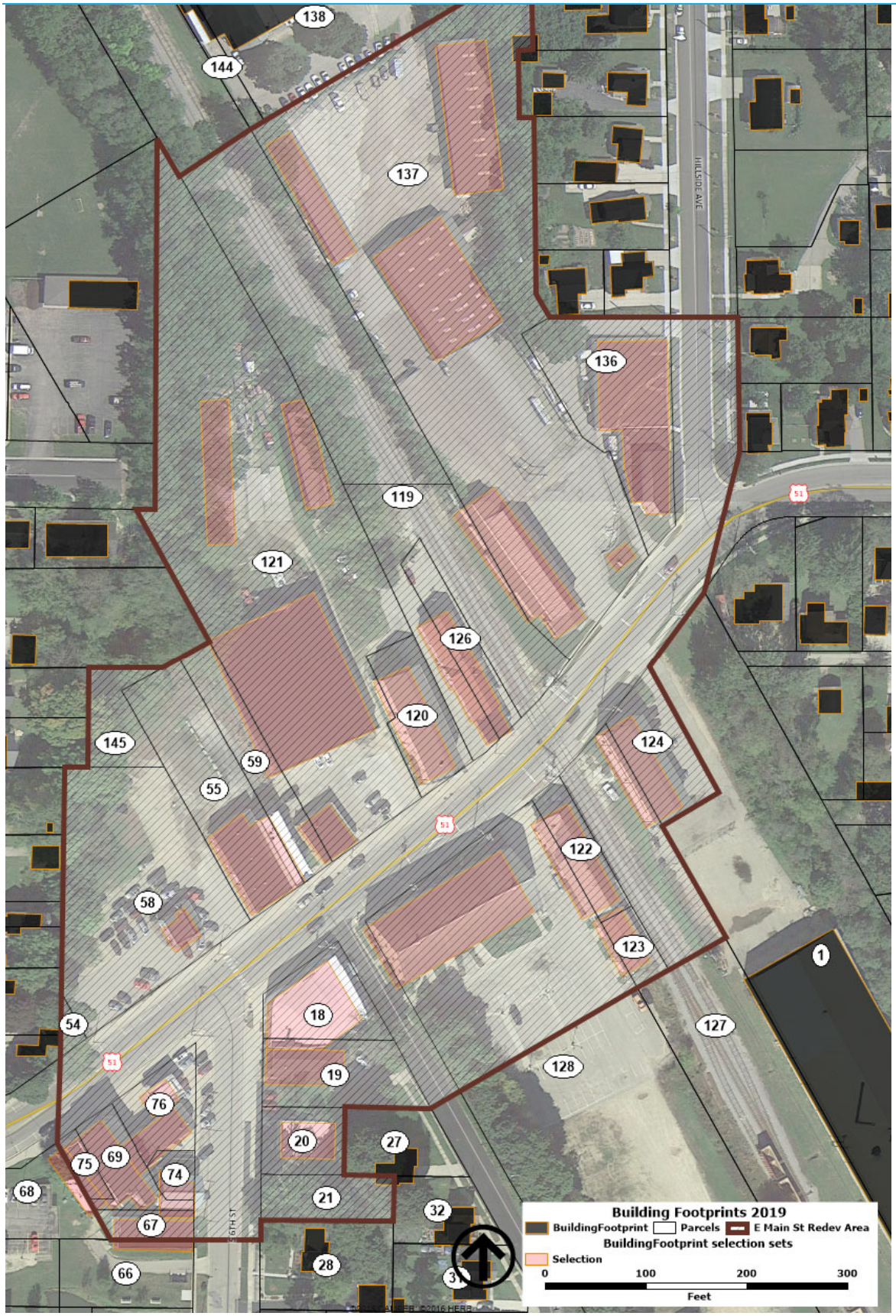


FIGURE 6: TODAY'S BUILDING INTENSITY IS 58% OF WHAT IT WAS AT ITS PEAK. SOURCE: DANE COUNTY INTERACTIVE MAP, GWB PROFESSIONAL SERVICES

Existing Conditions

Context

RA #1 is a large area in the center of the City of Stoughton, Dane County, Wisconsin. The area is the east edge of the downtown and primarily runs north and south along the railroad tracks that serve the City. Another aspect of RA #1 is that it connects two sections of the Yahara River as it winds its way through the City.

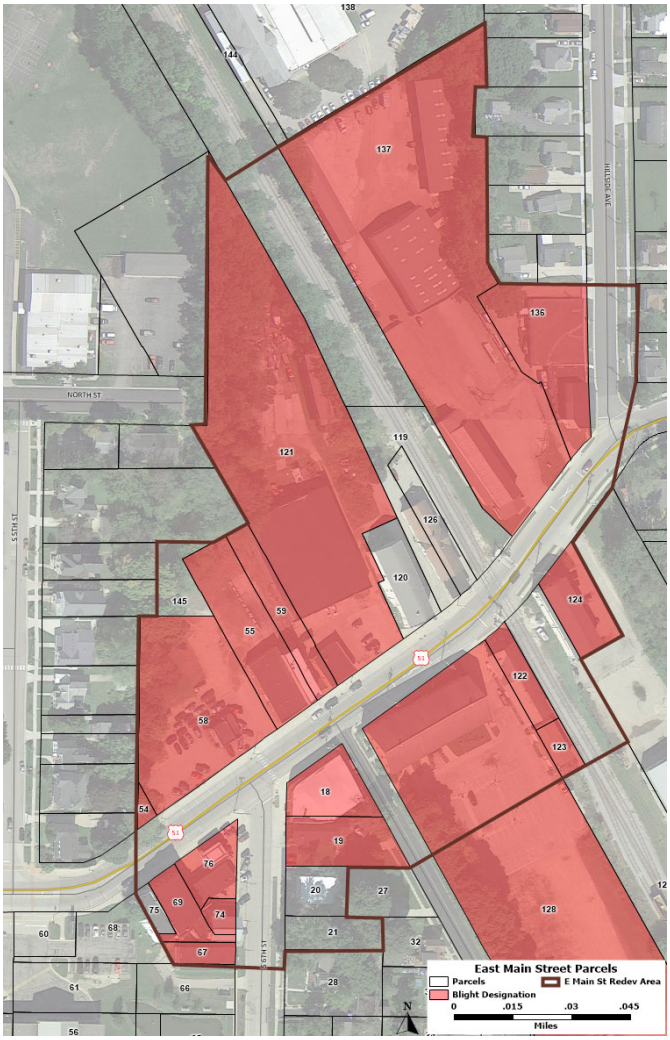


FIGURE 8: PARCELS FOUND TO BE BLIGHTED IN 2009.

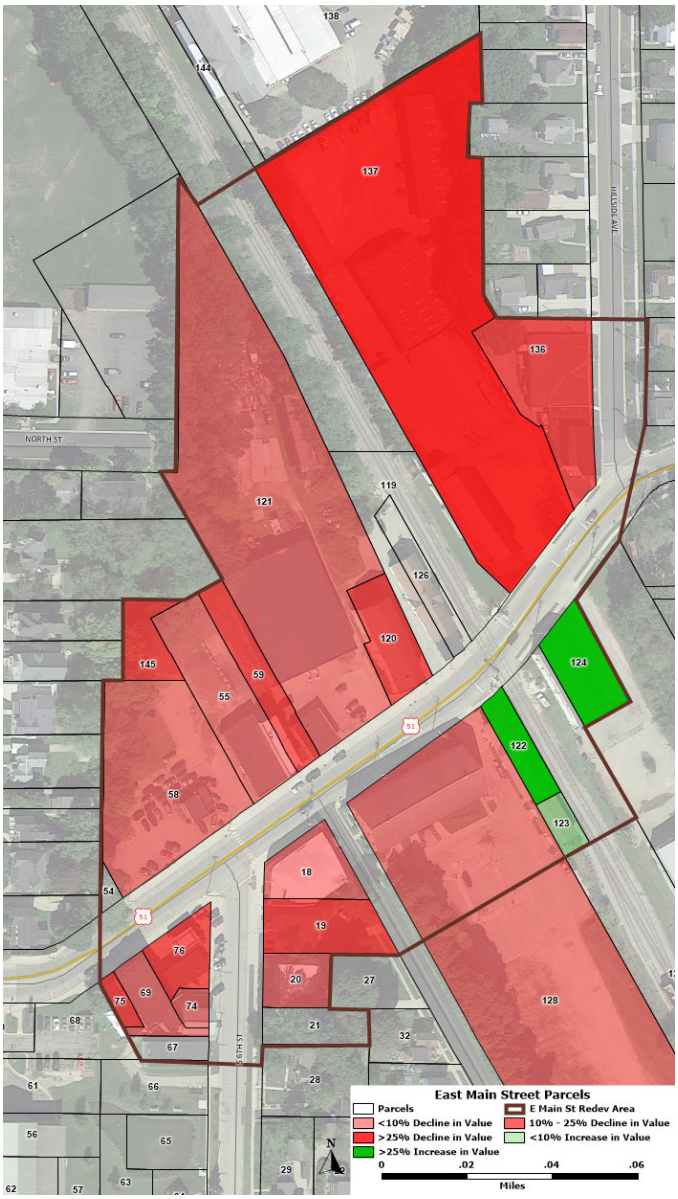


FIGURE 7: MUCH OF THE EAST MAIN STREET REDEVELOPMENT AREA HAS DECLINED IN VALUE SINCE 2009. THIS MAP SHOWS THE DISTRIBUTION OF THE CHANGE IN PROPERTY VALUES. THE LIGHTEST RED COLOR INDICATES LESS THAN 10% DECLINE, DARKEST RED >25% DROP.

The East Main Street Redevelopment Area is a sub-area of RA #1 and lies at approximately the geographic center of RA #1 at the intersection of East Main Street and the railroad tracks.

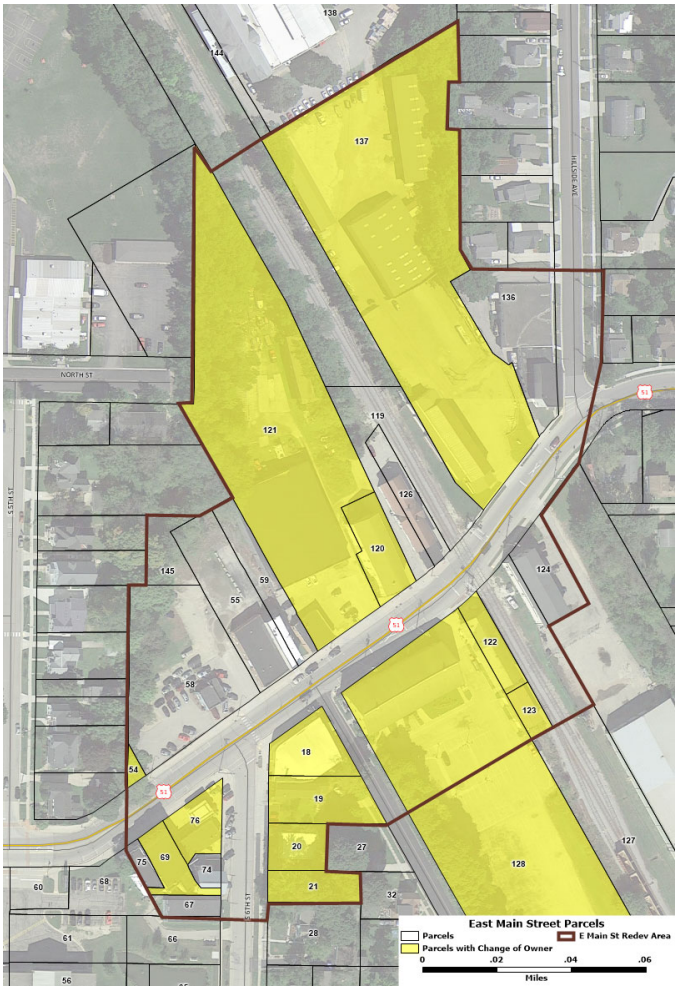


FIGURE 9: PARCELS SHOWING CHANGE IN OWNERSHIP SINCE 2009.

FIGURE 10: EXISTING LAND USE MAP - 1/4 MILE RADIUS

Summary of Market Potential

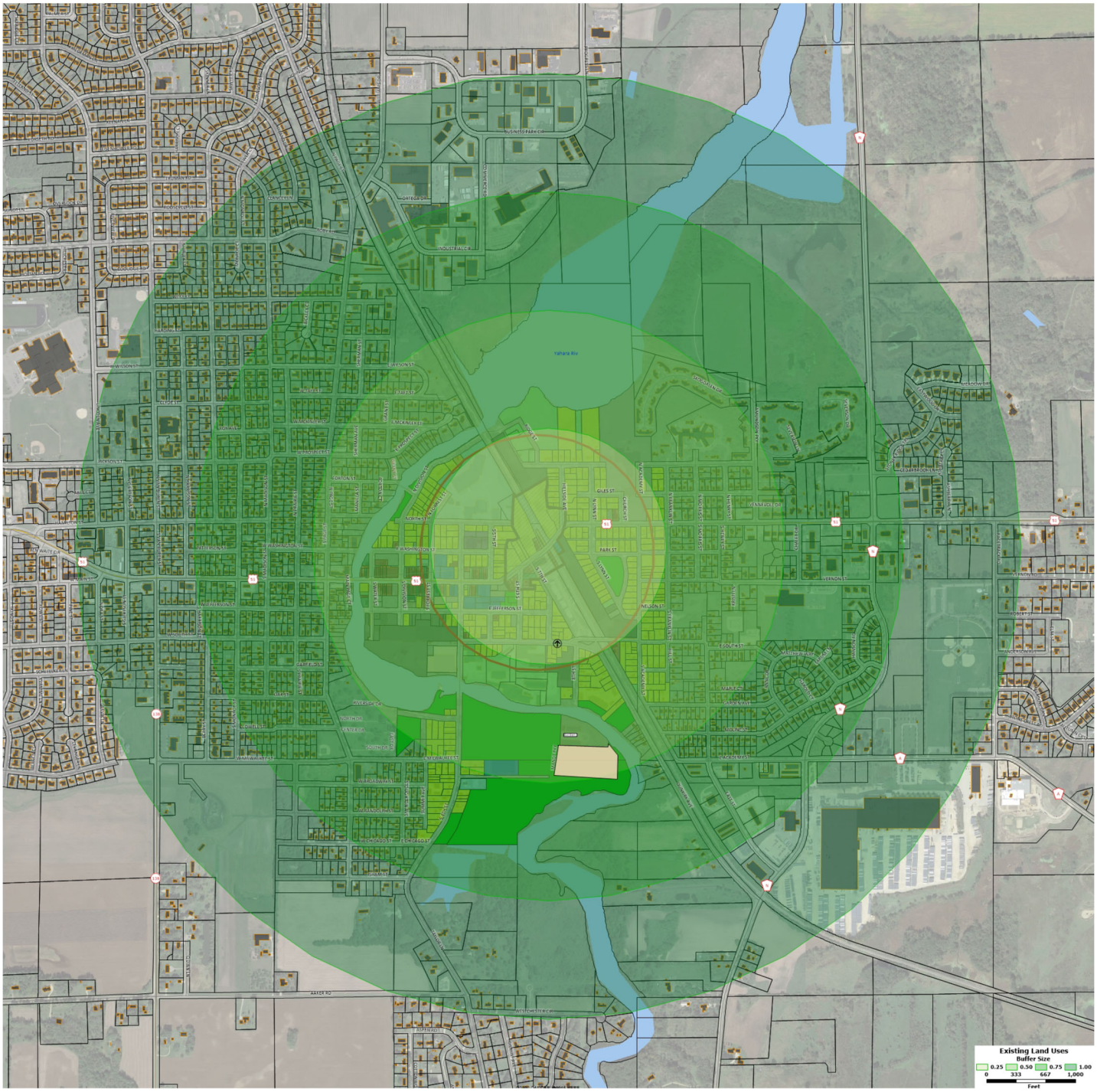


FIGURE 11: RADIUS MAP CENTERED ON EAST MAIN STREET AND THE RAILROAD TRACKS. EACH BAND IS 1/4 MILE - THE INNER LIGHT GREEN CIRCLE IS 1/4 MILE IN RADIUS WHILE THE DARK OUTER BAND IS 1 MILE IN RADIUS.

Market Potential of East Main Street Redevelopment Area for Neighborhood Businesses				
Radius (mile)	**¼**	**½**	**1**	
Population	109	461	2,839	
Households	45	189	1,129	
Average HH Size	2.37	2.39	3.02	
New Future Households	100	100	100	
Total Potential Population	**282**	**698**	**3,076**	
Total Potential Households	**145**	**289**	**1,229**	
Consumer Expenditures per Household	**$55,234**	**$55,551**	**$57,676**	
Total Expenditures by all Households	$8,017,043	$16,062,710	$70,891,263	
Dining Out Expenditures	$333,263	$667,632	$2,941,790	
Dining Out -Dinner Expenditures	$203,963	$408,541	$1,799,037	
Dining Out – Lunch Expenditures	$122,476	$245,178	$1,076,327	
Dining Out – Breakfast Expenditures	$41,427	$84,911	$363,982	
Grocery Store Expenditures	$910,840	$1,819,824	$7,862,833	
Health Club/Fitness Center Expenditures	$7,532	$15,119	$67,490	
Total Alcohol Expenditures	$42,957	$86,087	$379,540	
Total Alcohol Outside-the-Home Expenditures	$21,013	$41,882	$178,107	
Businesses Identified by Census				
Auto Service & Maintenance	1	3	10	
Bank	1	1	3	
Food/Beverage	2	3	4	
Restaurant	2	4	9	
Sources: *Consumer Expenditure Survey, Bureau of Labor Statistics, U.S. Census, Maptitude, GWB Professional Services*				