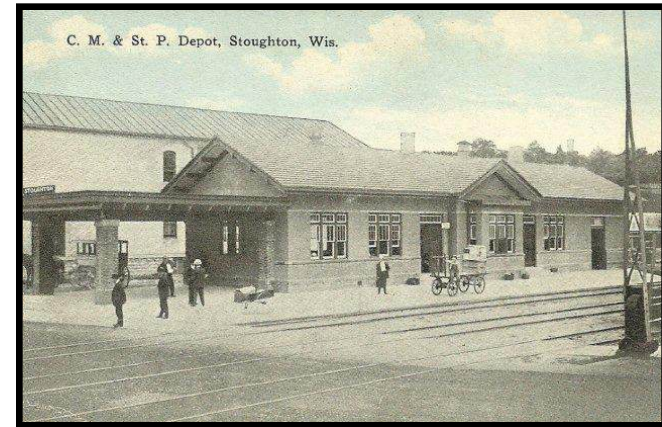


EAST MAIN ST.
DEPOT HILL
CREATIVE
DISTRICT
STOUGHTON, WI

**CONCEPT
RDA
SUBMITTAL**

11.11.24



C. M. & St. P. Depot, Stoughton, Wis.



EAST SIDE AND C. M. & ST. PAUL DEPOT FROM CITY HALL TOWER,
STOUGHTON, WIS.



EAST MAIN ST.
DEPOT HILL
CREATIVE
DISTRICT
STOUGHTON, WI
SUMMARY

VISION:
Development of an arts district consisting of buildings devoted to affordable work spaces for artists and creative professionals and public space for Community Events focused on the Arts in the City's historic and underutilized East Main District.



PRIORITIES:

Preserving Historic Character

A key part of this proposal is to preserve and incorporate the historic buildings into the development plans. Adaptive reuse of these structures where possible will maintain the architectural significance of the district. Where new buildings are constructed, they will enhance the walkability, context, and scales that fit within the visual context of the neighborhood.

Community Impact

The arts district will have a positive community impact by activating an underutilized area, providing accessible and affordable spaces for regional artists and creative businesses, fostering engagement with the arts, and drawing in visitors and economic activity. The mix of uses will also promote walkability and human-scale design.

Economic Benefits

In addition to historic preservation and community impact, the project offers significant economic benefits. Developing an arts district and culture hub will create construction jobs in the near-term and permanent jobs for artists and businesses occupying the spaces long-term. Arts districts also attract visitors, customers, and new residents which spur local spending and investment, provide tax revenue, and catalyze further development.

Project would consist of the assemblage of parcels to create a contiguous site for the project.

SITE 14:

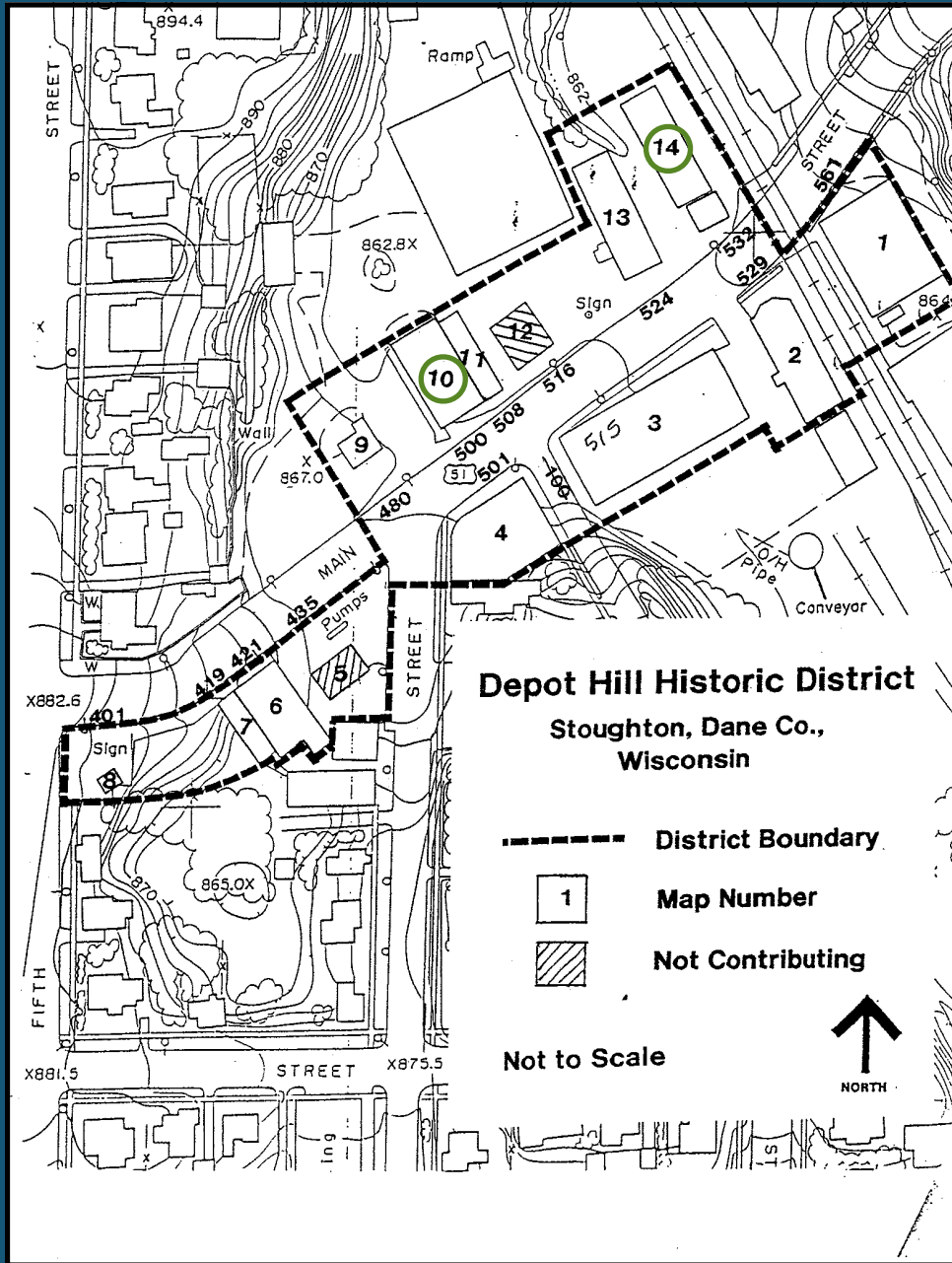
- Original Use: Train Depot
- Proposed Ownership Group: Non-Profit Foundation
- Existing Use: Municipal meeting space
- Proposed Use: Artist Work Space, Community Gathering Space, Office

SITE 10:

- Original Use: Warehouse, Manufacturing, and Office
- Proposed Ownership Group: Non-Profit Foundation
- Existing Use: Owner Storage
- Renovated Use: Artist Work Space

Use Guides and Studies:

- Market Revitalization Plan: Downtown Stoughton
- Current Downtown Design Overlay District Ordinance
- Local Historic District Ordinance
- Historic Downtown District Design Guidelines



Project Team:

<i>Owner</i>	Smet Foundation
<i>Architect</i>	Populance
<i>Structural Engineer</i>	Fink/Horejsh
<i>Surveying and Plats</i>	Isthmus Surveying
<i>Civil Engineer</i>	Quam Engineering
<i>Environmental Engineers</i>	True North
	Advanced Health and Safety
<i>Geotech</i>	CGC, Inc

COMMUNITY IMPACT



Fostering the Local Arts and Creative Communities

The creation of an affordable arts district would provide much-needed accessible working for artists and creative professionals in the region.

Having dedicated spaces enables more local artists to pursue their craft, develop their skills, collaborate with one another, and use their talents to better the community. It also creates an incredible incubator growth of the local and regional arts communities which are linked to the general economy.

Educational Opportunities

The arts district could collaborate with local schools to offer educational programming, art classes, mentorships, internships, and other opportunities for students to engage with working artists. Exposing youth to the arts has tremendous educational benefits for developing creativity, critical thinking, and well-rounded skills.

Community Engagement with The Arts

In addition to school collaborations, the arts district programming could make the arts more accessible to wider groups within the community through public art displays, concerts, events, festivals, classes, and more. This provides more ways for all community members to participate, appreciate and find inspiration from a thriving local arts culture.

Public Spaces and Amenities

The plans would incorporate public greenspaces, and amenity spaces that attract residents/visitors while also giving local artists built-in audiences. These well-activated public spaces become places for community activity and interaction.

Sense of Place and Identity

A well executed district helps instill a distinct sense of place and reinforces the cultural identity of the community. It provides a source of civic pride as more people visit to take part in the activities being developed and offered.

Creative District Leadership non-profit Foundation would hire a full-time director tasked with reviewing community needs and resources to maximizes Depot Hill Creative District Impact on Stoughton

ANALYSIS

PROPERTY ACQUISITION AND PROCESS



DEPOT HILL HISTORIC DISTRICT BOUNDARIES

Requests for City of Stoughton:

- Assist in process to convey Historic Depot to Foundation
- City to assist in identifying potential local programs and assistance for existing building renovations

Acquisitions:

- Depot Conveyed to Foundation by City of Stoughton
- 500 E. Main Street to be purchased by Foundation
- Potential discussions with additional property owners if interests align

Process:

- Stoughton RDA
- Plan Commission
- Landmarks
- City Council



PRECEDENTS

EXAMPLES OF SUCCESSFUL
PROJECTS DEVELOPED ON
UNDERUTILIZED PROPERTY



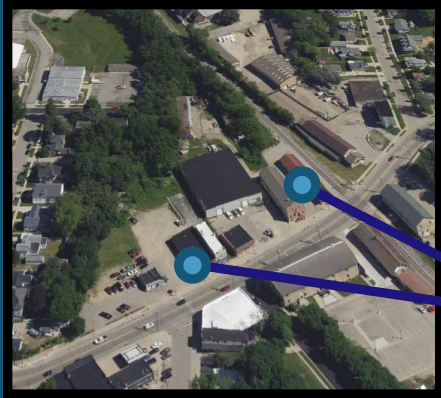
Tashiro Kaplan, Seattle, WA

Studios, Retail, community multipurpose

Toole Shed Studios, Tuscon, AZ

Studios, Retail, Community presentation

PROJECT SCOPE



SMET FOUNDATION

OWNERSHIP ENTITY

C

The District would consist of the following:

- Adaptive reuse of 2 structures
- Community/Gathering/Event space

A private non-profit Arts Foundation would control and operate the following:

- 532 E. Main Street- Historic Train Depot
- 500 E. Main Street-Amundson Building

Entities would renovate and manage the properties in a single phase to enhance and complement the streetscape, common spaces, and District goals



EXISTING SITE CONTEXT
E. MAIN ST. CORRIDOR

ZONING ANALYSIS

USES AND REGULATIONS

All subject parcels are zoned Central Business (CB)
Comprehensive Plan designates future use of sites as
“Planned Mixed Use”

Central Business (CB) District: 1. Description and purpose:

This district is intended to permit both large and small scale "downtown" commercial development at an intensity which provides significant incentives for infill development, redevelopment, and the continued economic viability of existing development.

To accomplish this effect, minimum landscape surface ratios (LSRs) permitted in this district are much lower than those allowed in the Planned Business District. A wide range of office, retail, and lodging land uses are permitted within this district. In order to ensure a minimum of disruption to residential development, development within this district shall take access from a collector or arterial street. There are no requirements for onsite landscaping or parking in this district. This district is strictly limited to the central city locations.

Rationale : This district is intended to provide an alternative, primarily infill development for commercial activity to the Planned Business (PB) District and is designed to assist in maintaining the long-term viability of the central city.

2. List of allowable principal land uses: (per article II)

a. Principal land uses permitted by right: (per subsection 78-202(1))

Passive outdoor public recreation (per subsection 78-206(3)(a))

Active outdoor public recreation (per subsection 78-206(3)(b))

Office (per subsection 78-206(4)(a))

Personal or professional services (per subsection 78-206(4)(b))

Indoor sales or service (per subsection 78-206(4)(c))

Off-site parking lot (per subsection 78-206(6)(a))

Artisan studios (per section 78-206(4)(r))

b. Principal land uses permitted as conditional use: (per subsection 78-202(2))

Community gardens (per subsection 78-206(2)(h))

Market gardens (per subsection 78-206(2)(i))

Indoor commercial entertainment (per subsection 78-206(4)(h))

Commercial indoor lodging (per subsection 78-206(4)(k))

Bed and breakfast establishments (per subsection 78-206(4)(l))

Artisan production shops (per section 78-206(4)(r))

3. List of allowable accessory uses: (per subsection 78-202(3)) a. Accessory land uses permitted by right:

Upper story dwelling unit (per subsection 78-206(8)(a))

Home occupation (per subsection 78-206(8)(j))

On-site parking lot (per subsection 78-206(8)(n))

Drainage structure (per subsection 78-206(8)(r))

6. Regulations applicable to all uses:

a. Landscaping regulations (See article VI)

b. Performance standards: (See article VII)

c. Signage regulations: (See article VIII) 7. Regulations applicable to residential uses:

For institutional residential development, see the MR-10 District. 8. Regulations applicable to nonresidential uses:

a. Nonresidential intensity requirements:

Maximum number of floors (F): Four

Minimum number of floors: Two

Minimum landscape surface ratio (LSR): Zero percent

Maximum floor area ratio (FAR): 4.0 (may be exceeded through use of structured parking)

Maximum building size (MBS): N/A

b. Nonresidential bulk requirements:

A: Minimum lot area: 1,000 square feet

B: Minimum lot width: 20 feet; minimum street frontage: 20 feet

Required Setbacks:

C: Building to front or street side lot line: average of directly adjacent building or buildings along same street frontage as determined by the department of planning and development

D: Building to residential side lot line: Zero feet

E: Building to residential rear lot line: Zero feet

F: Building to nonresidential side lot line: Zero feet

G: Building to nonresidential rear lot line: Zero feet

H: Side lot line to accessory structure: Four feet from property line, four feet from alley

I: Rear lot line to accessory structure: Four feet from property line, four feet from alley

J: Required buffer yard: See section 78-610 along zoning district boundary

K: Minimum paved surface setback: Zero feet*

L: Minimum building separation: Zero feet*

M: Maximum building height: 45 feet, minimum building height: 20 feet, minimum two habitable stories

N: Minimum number of off-street parking spaces required on the lot: See parking lot requirements per specific land use in section 78-206

*Maximum permitted setback of zero feet, except where permitted by the plan commission as an essential component of site design.

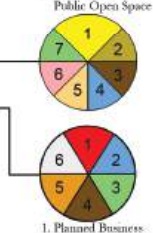
Future Land Use

- Planned Stoughton Urban Development Area**
- - - 2017 Urban Service Areas
- - - 2017 Limited Service Areas
- - - 2017 Municipal Boundaries
- Railroads

Future Land Use

- Agriculture/Rural/Vacant
- Unsewered Residential
- Single Family Residential
- Two Family Residential
- Multi-Family Residential
- Planned Neighborhood
- Central Business
- Planned Mixed Use
- Planned Office
- Neighborhood Office
- Planned Business
- Neighborhood Business
- Planned Industrial
- General Industrial
- Heavy Industrial
- Landfill/Extraction
- Institutional
- Recreation or Public Open Space
- Environmental Corridor (subject to confirmation)*
- Surface Water
- Right-of-Way

1. Single Family Residential
2. Two Family Residential
3. Multi-Family Residential
4. Institutional
5. Neighborhood Office
6. Neighborhood Business
7. Recreation or Public Open Space



1. Planned Business
2. Institutional
3. Recreation or Public Open Space
4. Multi-Family Residential
5. Planned Office
6. Planned Industrial

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Existing (not future) land use patterns shown beyond Planned Development Area.

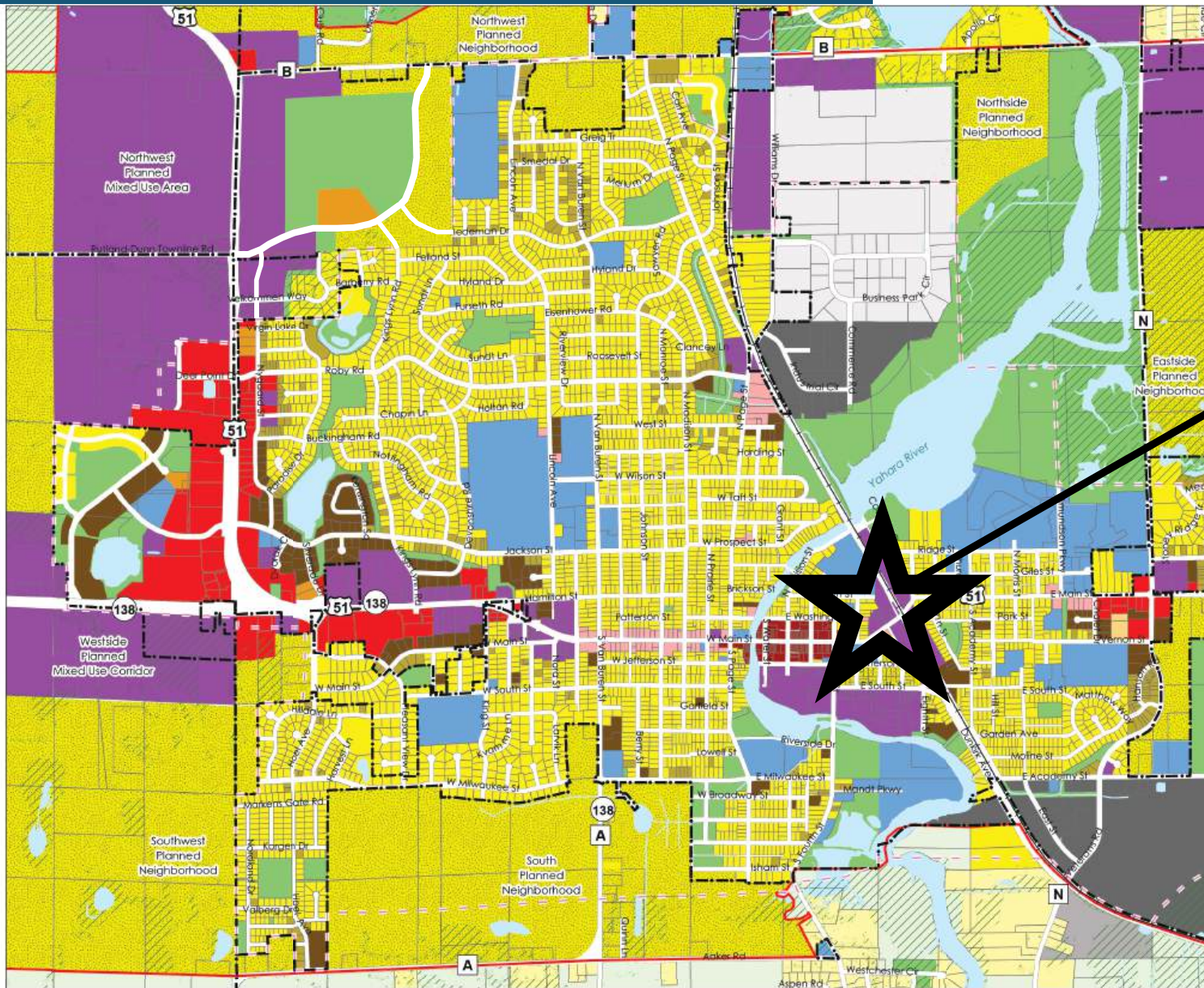
*Environmental corridors are a composite of the most important natural resources. Individual components consist of most of those elements seen on Map 2: Natural Resources. These include DNR Wetlands, 100 Year Floodplain, Woodlands, Public Lands, Steep Slopes above 12%, and all other Environmental Corridors as defined by CARPC. Within the Stoughton Urban Service Area, only Corridors defined by CARPC are depicted.

** See Table 9 for Acreage Totals.



Adopted July 11, 2017

Source: Dane County LFO, City of Stoughton, CARPC, FEMA, WI DNR, Madison Area Transportation Planning Board



GOALS

USES AND COMMUNITY IMPACT



Celebrate and foster creativity
Create a thriving Arts and Technology Community

Foundation to hire a full time director to assist in community outreach and program development

Provide residents opportunities to engage with and expand the overall community

Provide artist work and education opportunities

Enhance and complement existing uses along Main Street

Encourage resident interaction and provide gathering spaces

Provide small business opportunities for community

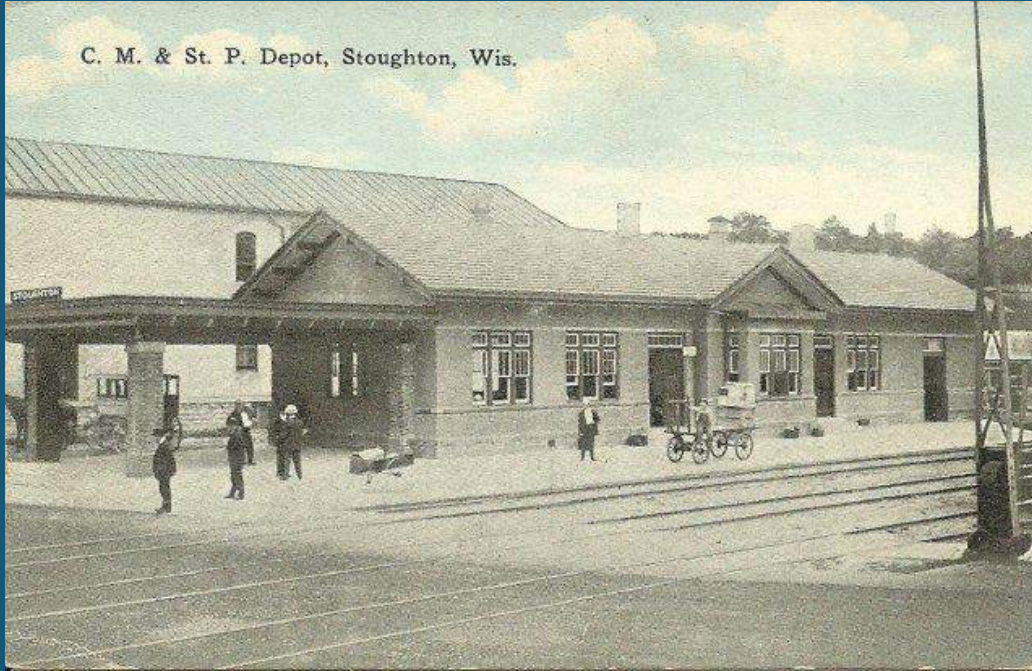
Provide a pedestrian/human oriented environment

Minimize surface parking and provide safe walking paths

Engage with Local and Regional groups to grow and create programs and opportunities for all residents.

GOALS USES AND PROGRAMMING

C. M. & St. P. Depot, Stoughton, Wis.



Stoughton Depot:

Restore building for modern uses in a way that enhances the historical significance and uses of the building. Restoration could include the following:

- New efficient Mechanical systems
- New lighting that would satisfy artists and activities of all types
- New double-paned, insulated storm windows
- New bathroom fixtures
- New kitchen/breakroom
- Activate street side overhang for complementary uses

Uses

- Large communal artist workspace filling the entire south side of the building (former Depot Waiting Room)
This large space would be used for:
 - Stoughton artist gatherings
 - Classes, demonstrations for community members
 - Artist-in-residence classes
 - Artist/crafter retreats for interested out of town participants
- Office space for full-time Foundation Executive Director
- Artist workspaces

Historic significance of the Depot building is paramount. No exterior work other than restoration of existing features would occur.

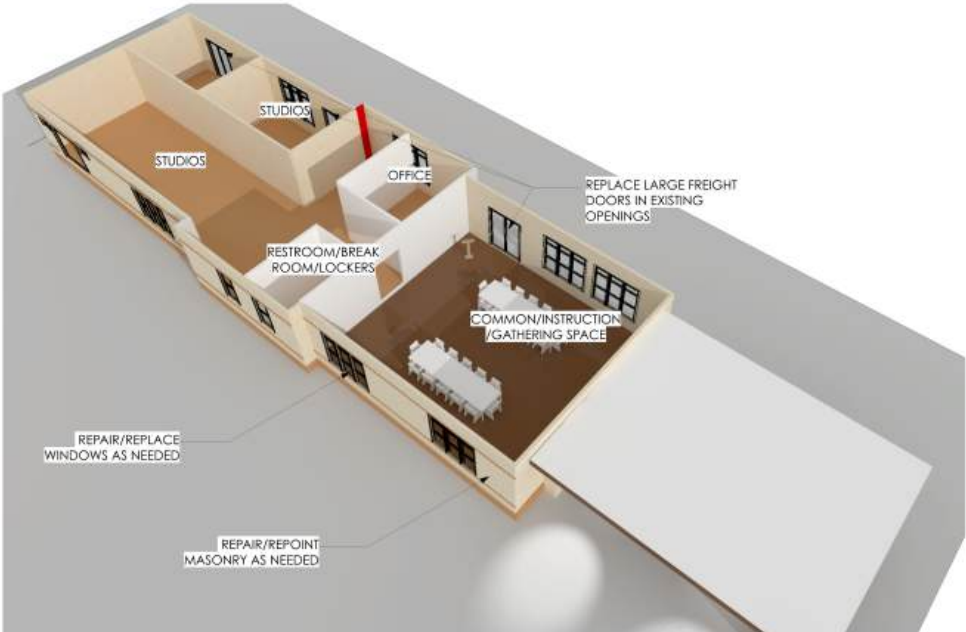
The interior spaces would maintain their character defining features and be used for programs directly relating to the District mission and goals.

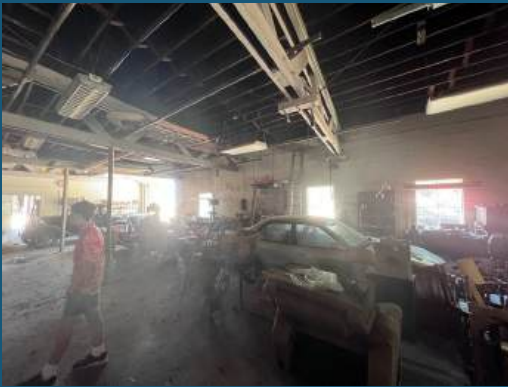
All work to be completed according to National Park Service Guidelines for Historic Buildings

Historic District: Depot Hill
National Register Designation: No
Local Landmark Designation: Yes

STOUGHTON HISTORIC DEPOT BUILDING

CONCEPT PLAN





Amundson Building:

Restore the building for modern use that engages the historical uniqueness of the building. Restoration could include the following:

- New efficient Mechanical systems
- New lighting
- New sky lights
- New energy efficient windows and restoration of closed up openings
- New energy efficient doors
- New roof
- New bathrooms
- New kitchen/breakroom
- Potter wheel(s), Kiln

Uses

- Artist workspaces
- Education and workshop space

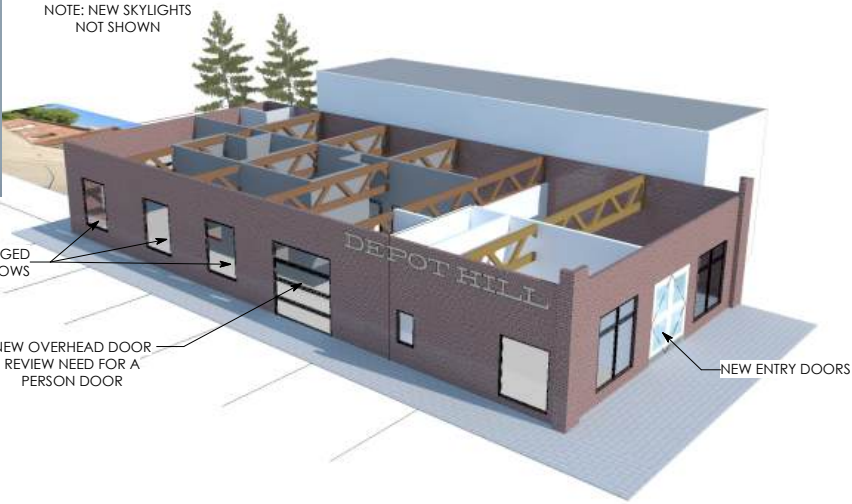
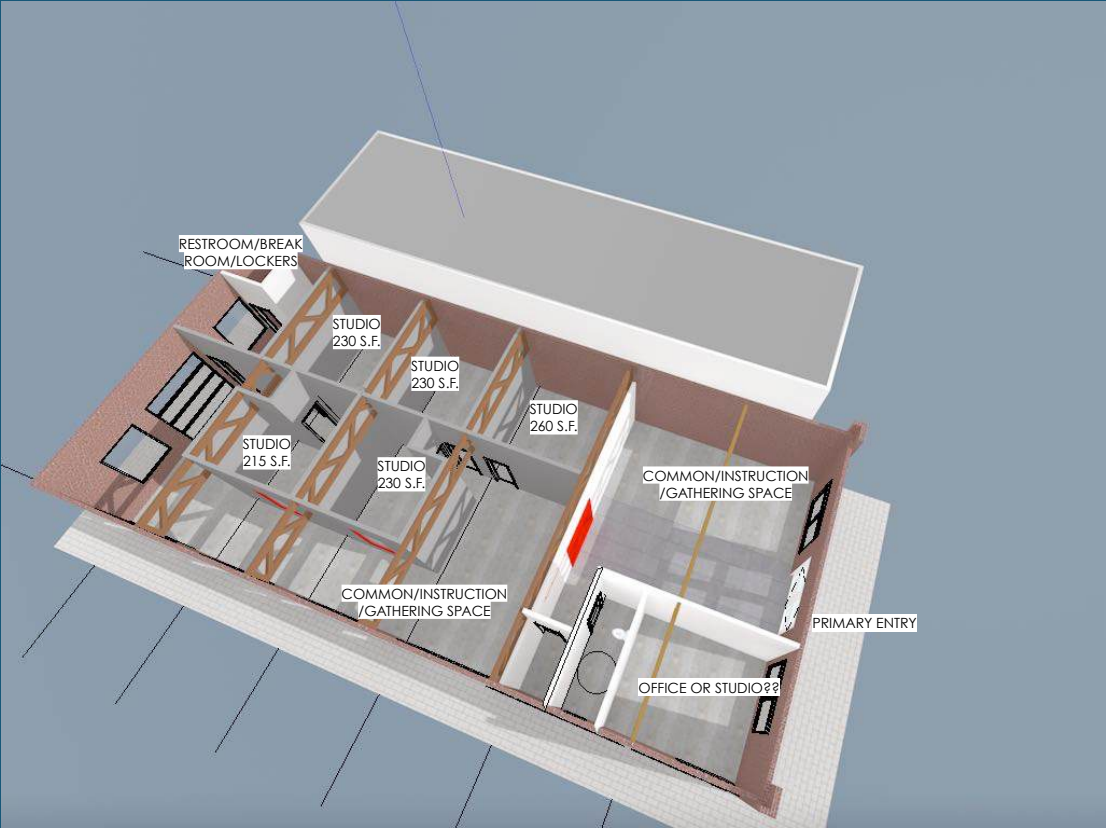
Footprint of Building will remain as existing. Exterior renovations and enlargement of existing openings to provide additional natural light are planned.

character defining features

Historic District: Depot Hill
National Register Designation: No
Local Landmark Designation: No

AMUNDSON BUILDING

CONCEPT PLAN





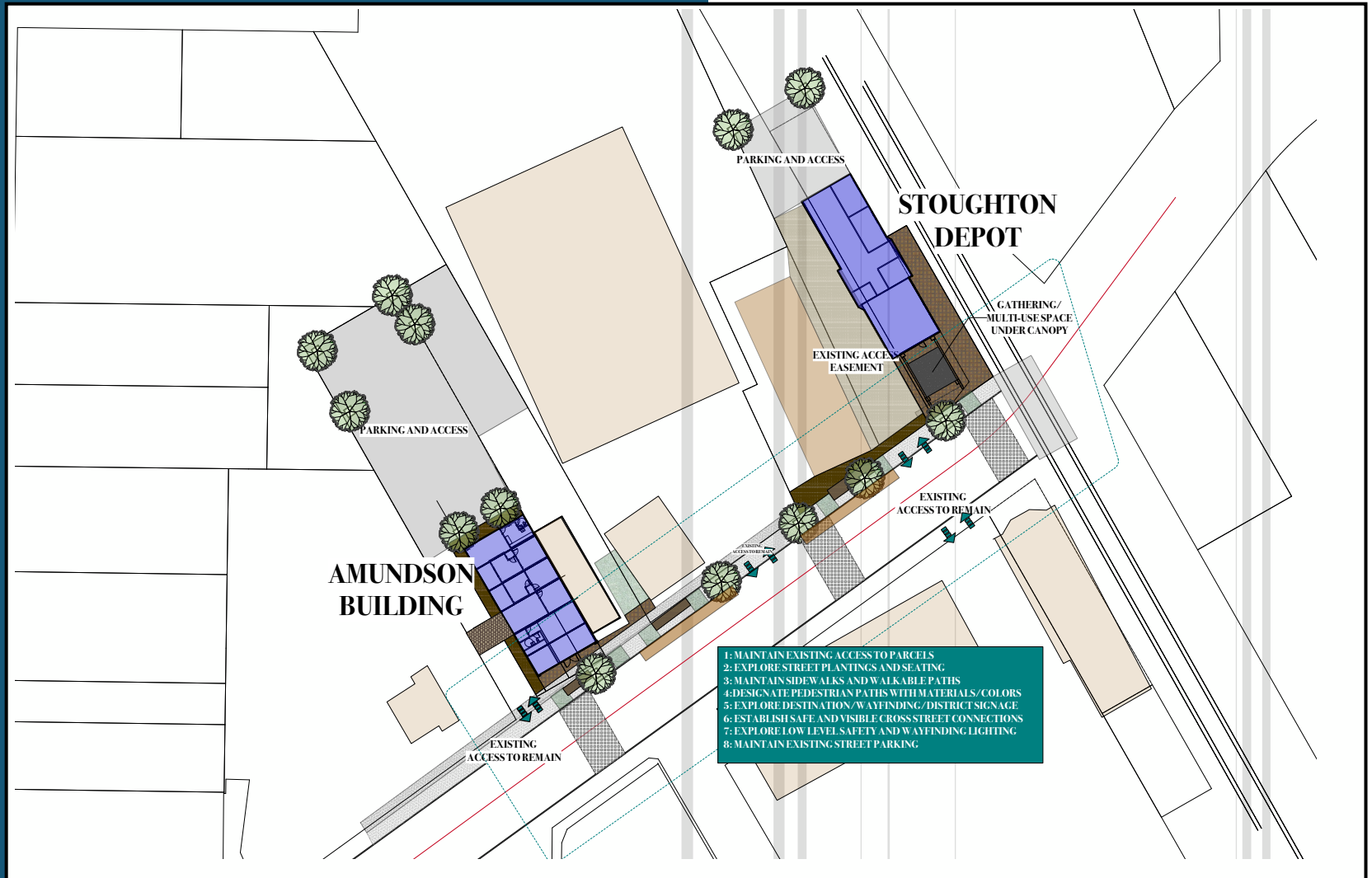
Streetscape Improvements:

Connect spaces along Main Street to provide a safe, walkable and pedestrian friendly path by potentially providing:

- Street plantings
- Lighting
- Signage
- Public Art
- Public Gathering Areas

This could be the first component of connecting the path from the Depot to the Opera House and engaging the opportunity to enhance a walkable District.





CONCEPT STREETSCAPE IMPROVEMENTS