



December 5, 2008

Downtown Design District Property and Business Owners
Cross Plains, Wisconsin, 53528

Re: Downtown Design Standards

Dear Downtown Property or Business Owner:

The Village of Cross Plains is preparing to amend the existing Main Street Design Standards and would appreciate your feedback on the changes. Please attend a public meeting on Wednesday, January 7th at American Legion Hall at 6:00 p.m. to learn more and provide feedback.

These changes are being proposed by the Economic Development Committee (EDC), which helped draft the current standards. The most significant change is the addition of several areas not previously included in the Downtown Design District, including the “East Gateway District” and the “Bourbon Road District” (see the maps on pages 2 and 3 of the enclosed draft). Because those areas differ from the historic commercial areas along Main Street, the standards have been revised to accommodate those differences.

If you are not familiar with the Main Street Design Standards or your property is not currently covered by these standards I recommend that you review this draft in its entirety to understand how it may affect your business or property. If you are familiar with the Main Street Design Standards and your property in the West Gateway District or Commercial Core District is already subject to them, I offer the following summary of changes from the current ordinance that affect your property.

- D.2 - LIGHTING – Lights to illuminate flags would now be *permitted*.
- E.5 - PARKING – Driveways connecting to Main Street would need to provide a safe zone for vehicle queuing, extending 25’ from the right-of-way, not impeded by parking stalls.
- H.5 – LANDSCAPING – Parking lot islands, if created, would need to be planted with shade trees, shrubs or perennials.
- I.3 – SERVICE AREAS – Loading docks would need to be located such that they do not face a street and are hidden from view from Zander Park. On small lots (smaller than 1 acre) this would not be enforced as a required standard.

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This revised version will be considered by EDC and Plan Commission that same evening, January 7, following public discussion. A recommendation on adoption will be forwarded to the Village Board at that time.

Though this proposed ordinance will be the primary topic of discussion, we will also briefly describe three reports recently completed with Dane County BUILD funding assistance:

- Main Street Parking Study (to evaluate parking demand and the impact of redevelopment),
- Downtown Stormwater Best Management Practices Report (to provide options for meeting the stricter stormwater standards in the Downtown Design District), and
- Structural Engineering Condition Report for the Zander Creamery.

All of these documents, including the Design Standards, are available on the Village's website (www.cross-plains.wi.us).

Please read the enclosed draft and attend the January 7 meeting at American Legion beginning at 6:00. If you are unable to attend the meeting but have comments that you would like to share with the committee, please submit those comments in writing by January 6th to Village Clerk Jan Klock at Village Hall (fax: 798-3817, email: act112@charter.net).

Sincerely,

MSA Professional Services, Inc.



Jason Valerius
Project Planner

CC: Cross Plains Economic Development Committee
Cross Plains Plan Commission
Cross Plains Village Board