

# **US Highway 14 Streetscape Workgroup**

## *Meeting Notice and Agenda*

**Village of Cross Plains**  
2417 Brewery Road, PO Box 97  
Cross Plains, WI 53528  
(608) 798-3241

**Thursday, January 22, 2015**

**7:00 pm**

- I. Call to Order
- II. Approval of Minutes – December 11, 2014.
- III. General Project Updates
- IV. Discussion to finalize conceptual design for Gateway Signage.
- V. Discussion to finalize conceptual design for Wayfinding Signage.
- VI. Discussion regarding preliminary conceptual design for Street Signage.
- VII. Review the draft streetscape design concept for the US 14 corridor with MSA Professional Services.
- VIII. Discussion regarding color selection for drinking fountains.
- IX. Set next meeting agenda and date.
- X. Adjournment

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the Village Hall at (608) 798-3241 or [matt@cross-plains.wi.us](mailto:matt@cross-plains.wi.us).

# US Highway 14 Streetscape Workgroup

## *Meeting Minutes*

**Village of Cross Plains**  
2417 Brewery Road, PO Box 97  
Cross Plains, WI 53528  
(608) 798-3241

**Thursday, December 11, 2014**  
**7:00 pm**

**I. Call to Order** - The meeting was called to order at 7:00 PM.

Present: Terry Walker, Dick Cashwell, Pat Andreoni, Mike Wollmer, Amy Hansen, Chuck Law, John Klabough, Mike Schutz, Mary Devitt, Sara Metz and Cathy Barman.

**II. Approval of Minutes – October 23, 2014** - A motion was made by Hansen, seconded by Walker, and unanimously carried by the Streetscape Workgroup to approve the minutes from the October 23, 2014 meeting.

**III. General Project Updates** – The Assistant Village Administrator provided an update on the Mill Creek Parkway reconstruction and Highway P bridge replacement projects.

**IV. Review of conceptual plan for Gateway, Street, and Wayfinding Signage Project with MSA Professional Services** - Steve Tremlett from MSA reviewed the updated project schedule and deliverables with the workgroup. The workgroup reviewed changes to the way finding signage plan and gateway sign designs and the proposed locations from the last meeting. Tremlett stated he would update the plans based on feedback from the meeting.

**V. Discussion regarding the development of a plan for aesthetic amenities with MSA Professional Services** – Steve Tremlett from MSA review the updated project schedule for aesthetic amenities.

**VI. Set next meeting agenda and date** - The next meeting date was set for Thursday, January 22<sup>nd</sup> at 7:00 PM.

**VII. Adjournment** – A motion was made by Walker, seconded by Barman, and unanimously carried by the Streetscape Workgroup to adjourn the meeting at 8:24 pm.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,

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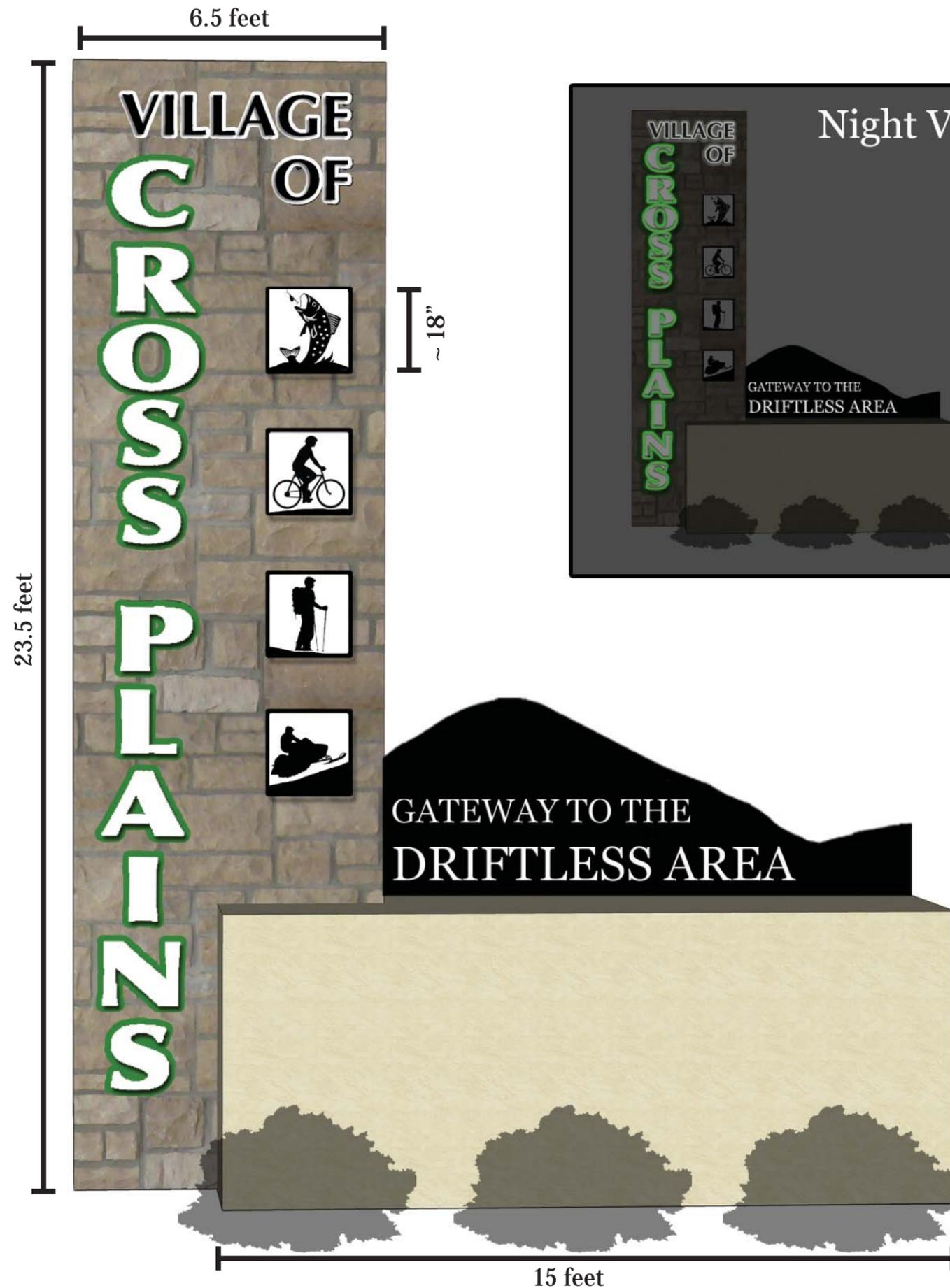
Thomas E. Malone  
Assistant Village Administrator

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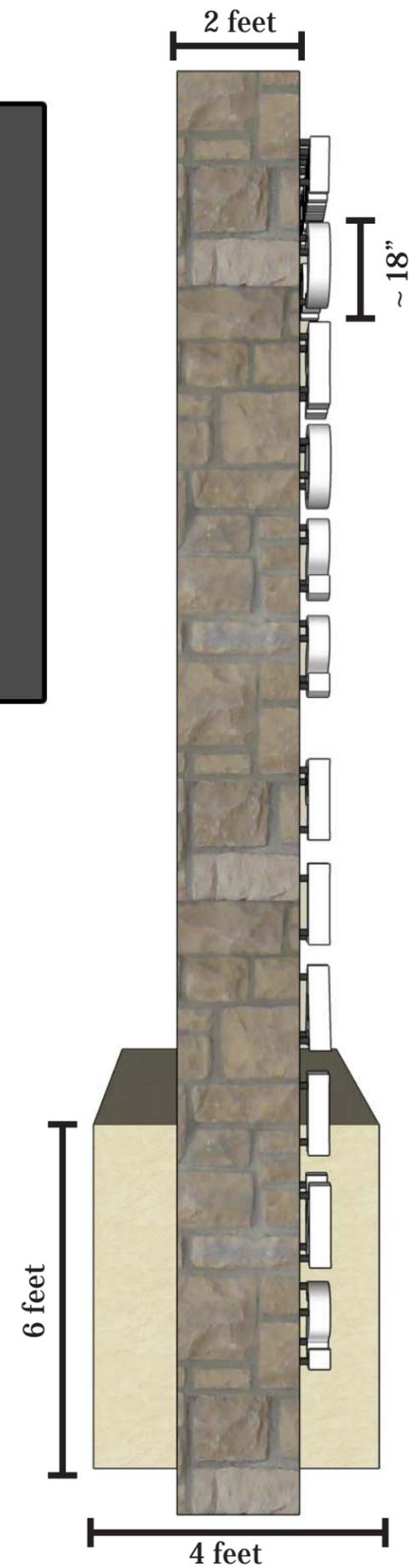
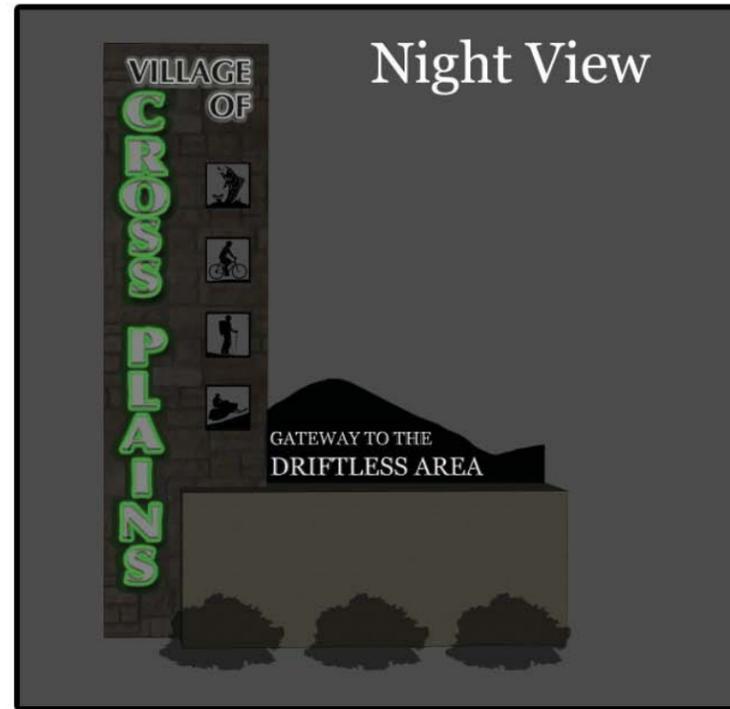
# CROSS PLAINS

## Gateway Sign Design (NEW)

- Vertical Sign Face: Metal frame w/ limestone cladding (similar to reconstructed bridge)
- Horizontal Sign Face: Cast-in place colored concrete (to match median color)
- Hills Sign Face: Light box w/ extruded lettering to be lit at night (*one-sided - only visible to incoming traffic*)
- Recreation Symbols: Sandblasted Vinyl framed w/ black aluminum
- Village Letters: Cast Aluminum extruded from stone and backlit



Front View



Side View

# CROSS PLAINS

## Gateway Sign Design (OLD)

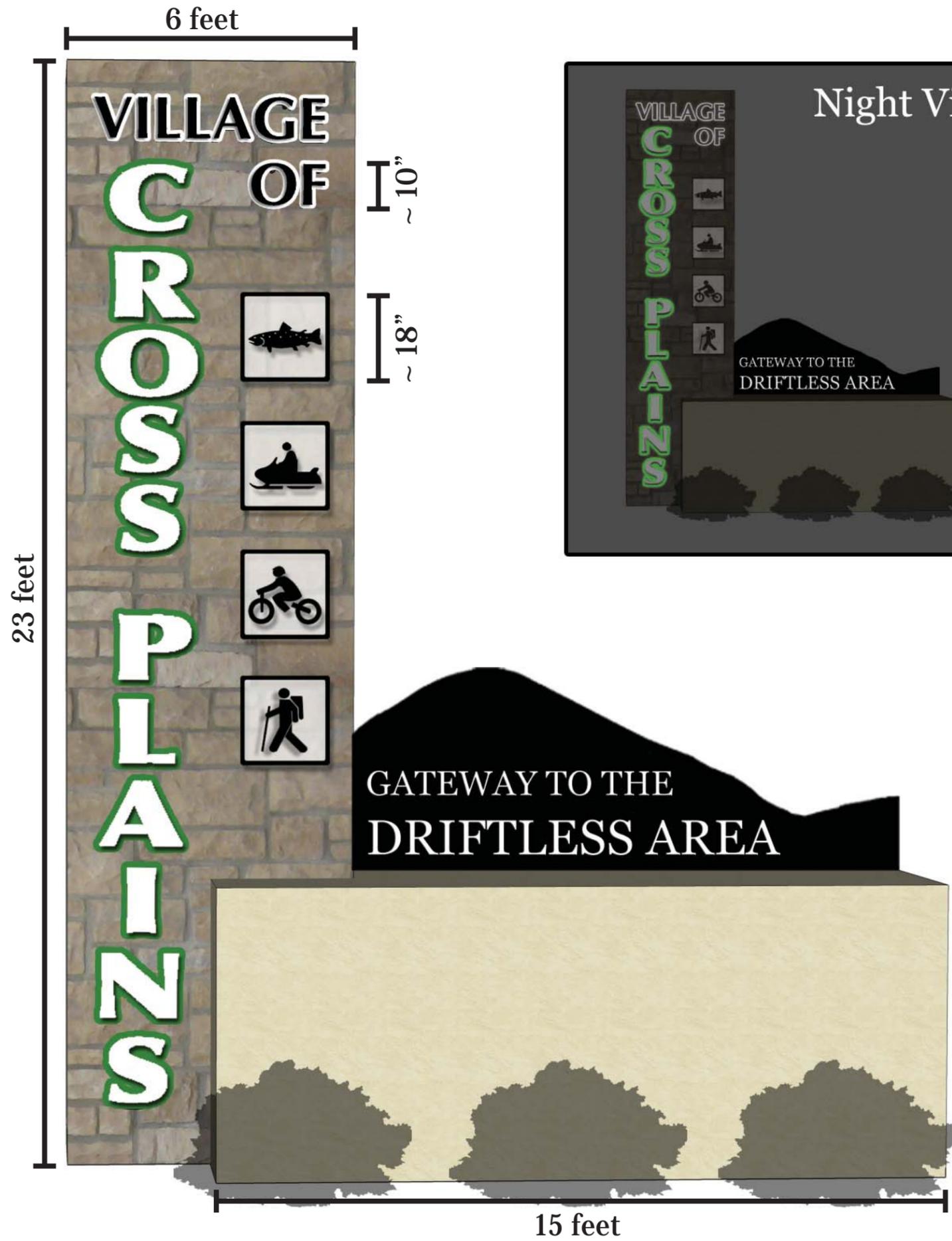
Vertical Sign Face: Metal frame w/ limestone cladding (similar to reconstructed bridge)

Horizontal Sign Face: Cast-in place colored concrete (to match median color)

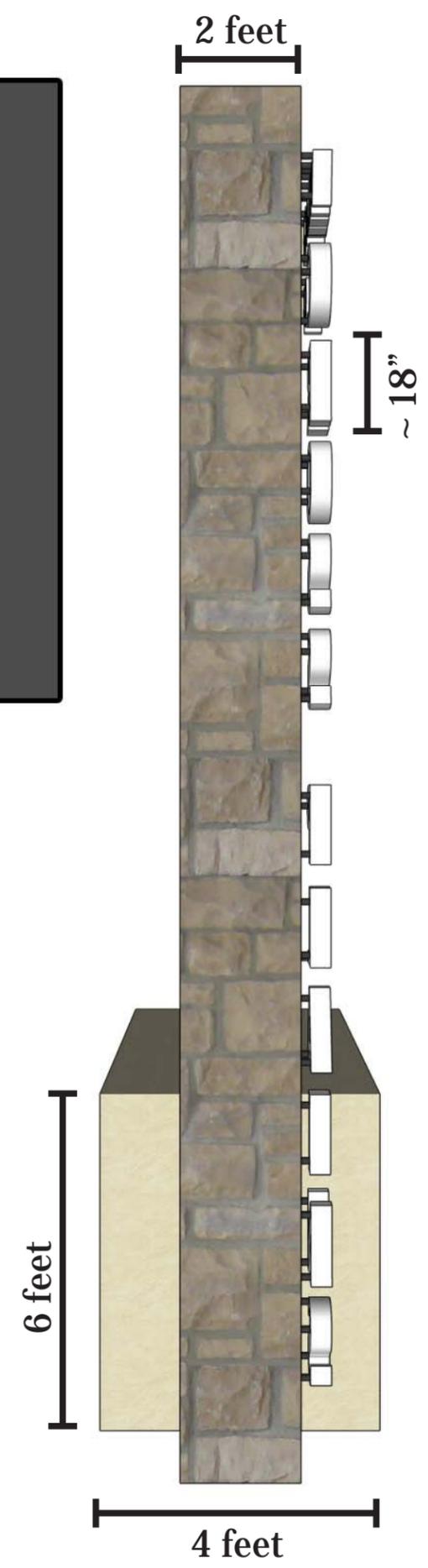
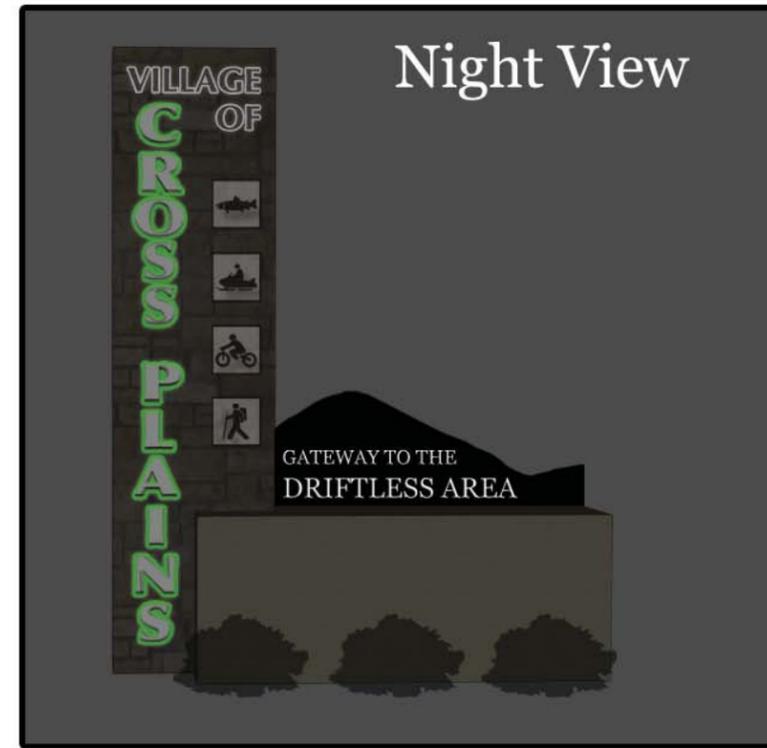
Hills Sign Face: Light box w/ extruded lettering to be lit at night (*one-sided - only visible to incoming traffic*)

Recreation Symbols: Sandblasted Vinyl framed w/ black aluminum

Village Letters: Cast Aluminum extruded from stone and backlit

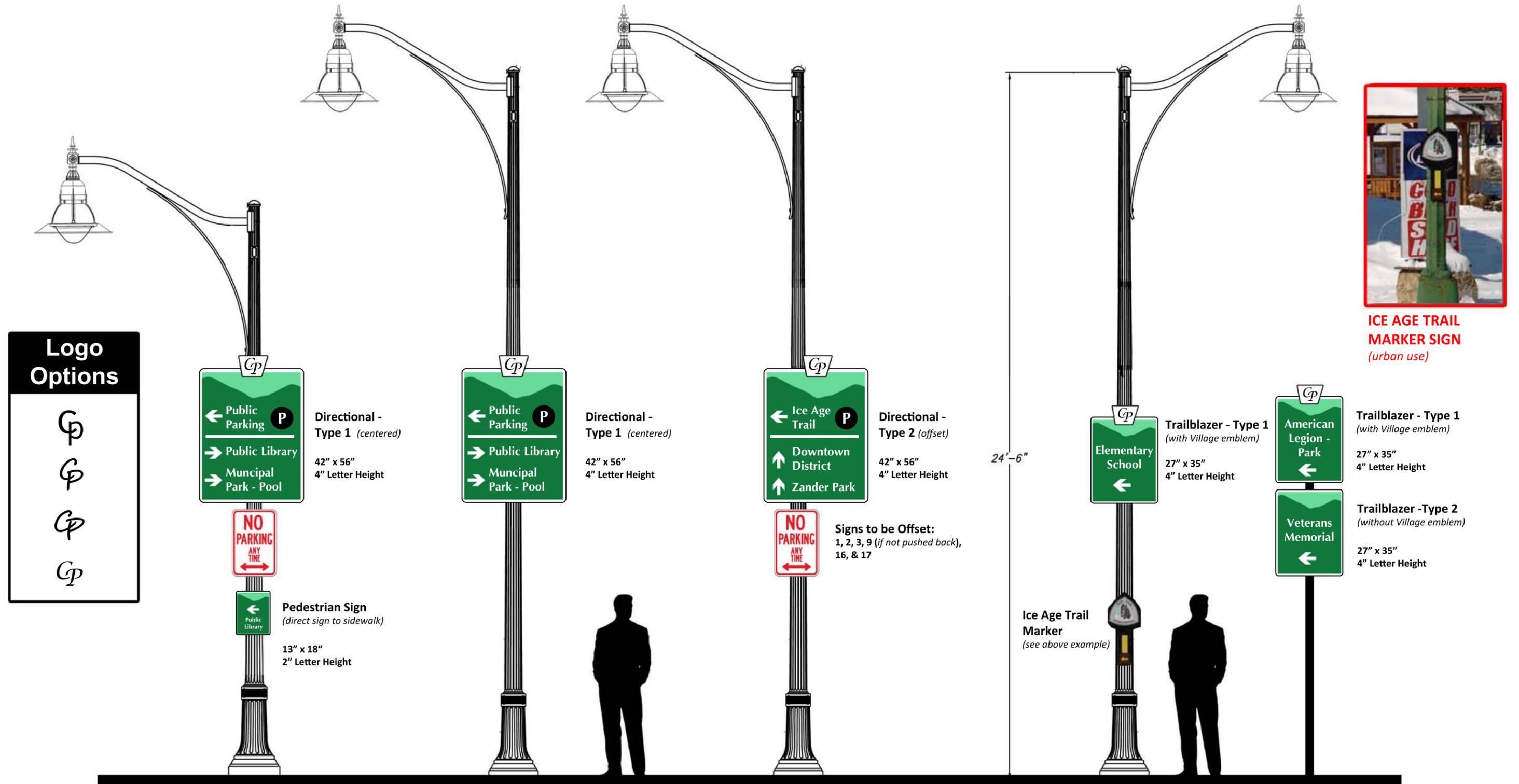


Front View



Side View

# Cross Plains Wayfinding Signage



**Logo Options**

- CP
- CP
- CP
- CP

CP

← Public Parking **P**

→ Public Library

→ Muncipal Park - Pool

**Directional - Type 1 (centered)**

42" x 56"  
4" Letter Height

CP

← Public Parking **P**

→ Public Library

→ Muncipal Park - Pool

**Directional - Type 1 (centered)**

42" x 56"  
4" Letter Height

CP

← Ice Age Trail **P**

↑ Downtown District

↑ Zander Park

**Directional - Type 2 (offset)**

42" x 56"  
4" Letter Height

**Signs to be Offset:**  
1, 2, 3, 9 (if not pushed back),  
16, & 17

**NO PARKING ANY TIME**

← →

←

Public Library

**Pedestrian Sign (direct sign to sidewalk)**

13" x 18"  
2" Letter Height

24'-6"

CP

Elementary School

←

**Trailblazer - Type 1 (with Village emblem)**

27" x 35"  
4" Letter Height

CP

American Legion - Park

←

**Trailblazer - Type 1 (with Village emblem)**

27" x 35"  
4" Letter Height

Veterans Memorial

←

**Trailblazer - Type 2 (without Village emblem)**

27" x 35"  
4" Letter Height

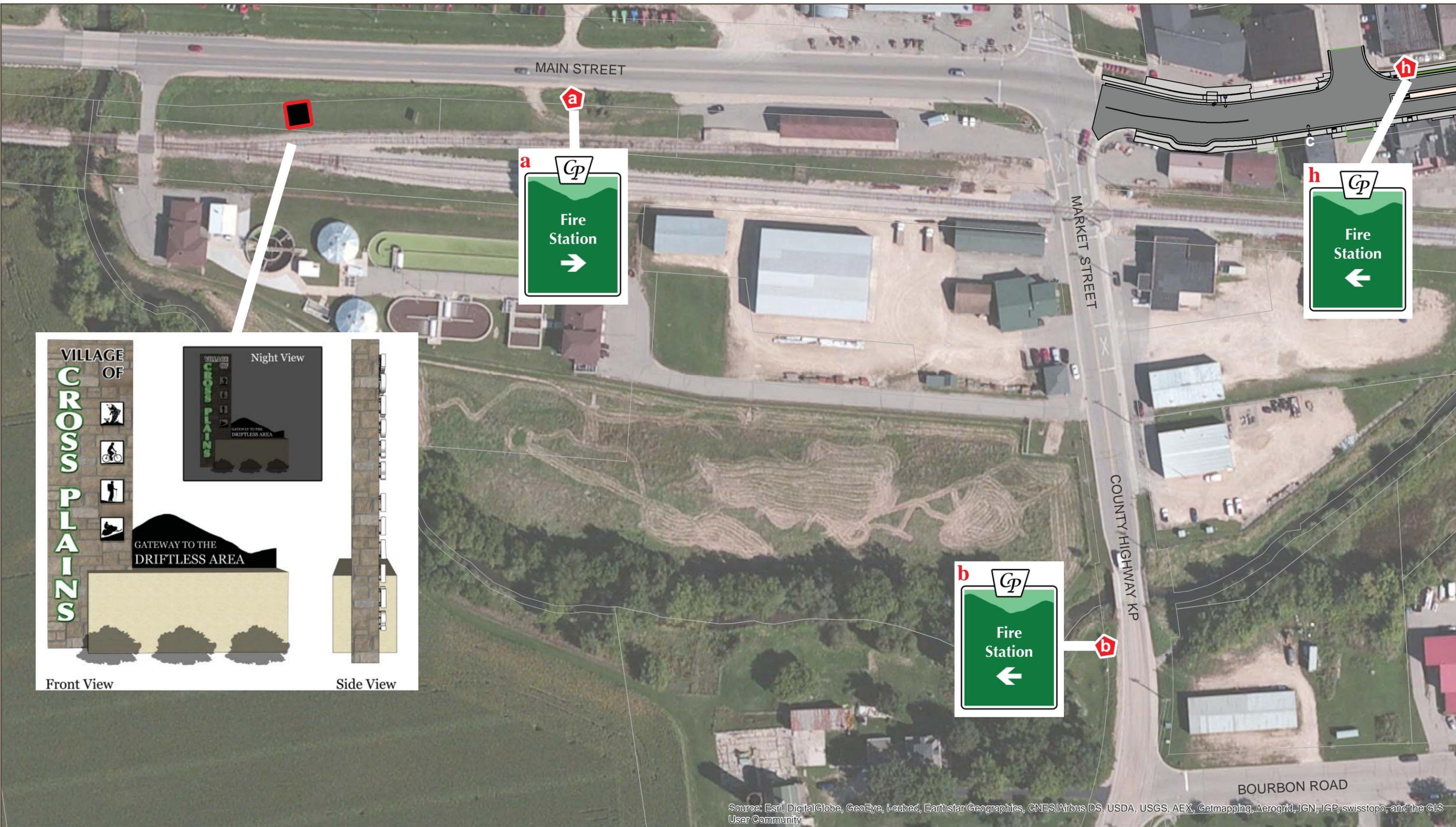


**ICE AGE TRAIL MARKER SIGN**  
(urban use)

**Ice Age Trail Marker**  
(see above example)

**Directional Signs**

**Trailblazer Signs**



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

**COMMUNITY SIGNAGE: PAGE 1 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

-  Parcel
-  Civic Display A
-  Civic Display B
-  Directional Sign
-  Trailblazer Sign
-  Gateway Feature

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
AERIAL IMAGERY PROVIDED BY ESRI.







Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

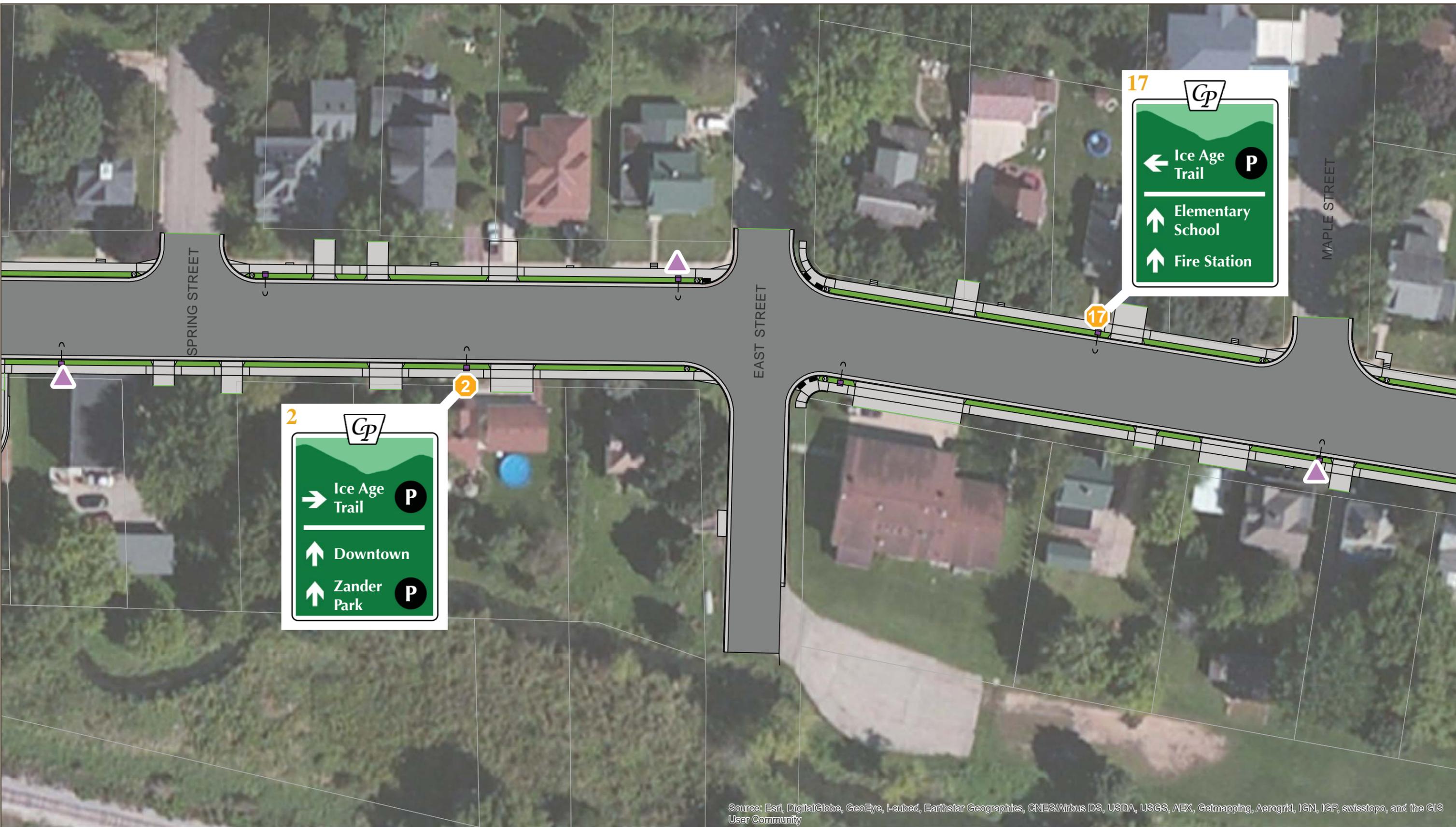
**COMMUNITY SIGNAGE: PAGE 2 OF 11**

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DANE COUNTY, WISCONSIN

-  Parcel
-  Civic Display A
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**COMMUNITY SIGNAGE: PAGE 3 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

Parcel	Civic Display A	Civic Display B	Directional Sign	Trailblazer Sign	Gateway Feature	DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.		Feet 0 12.5 25 50	
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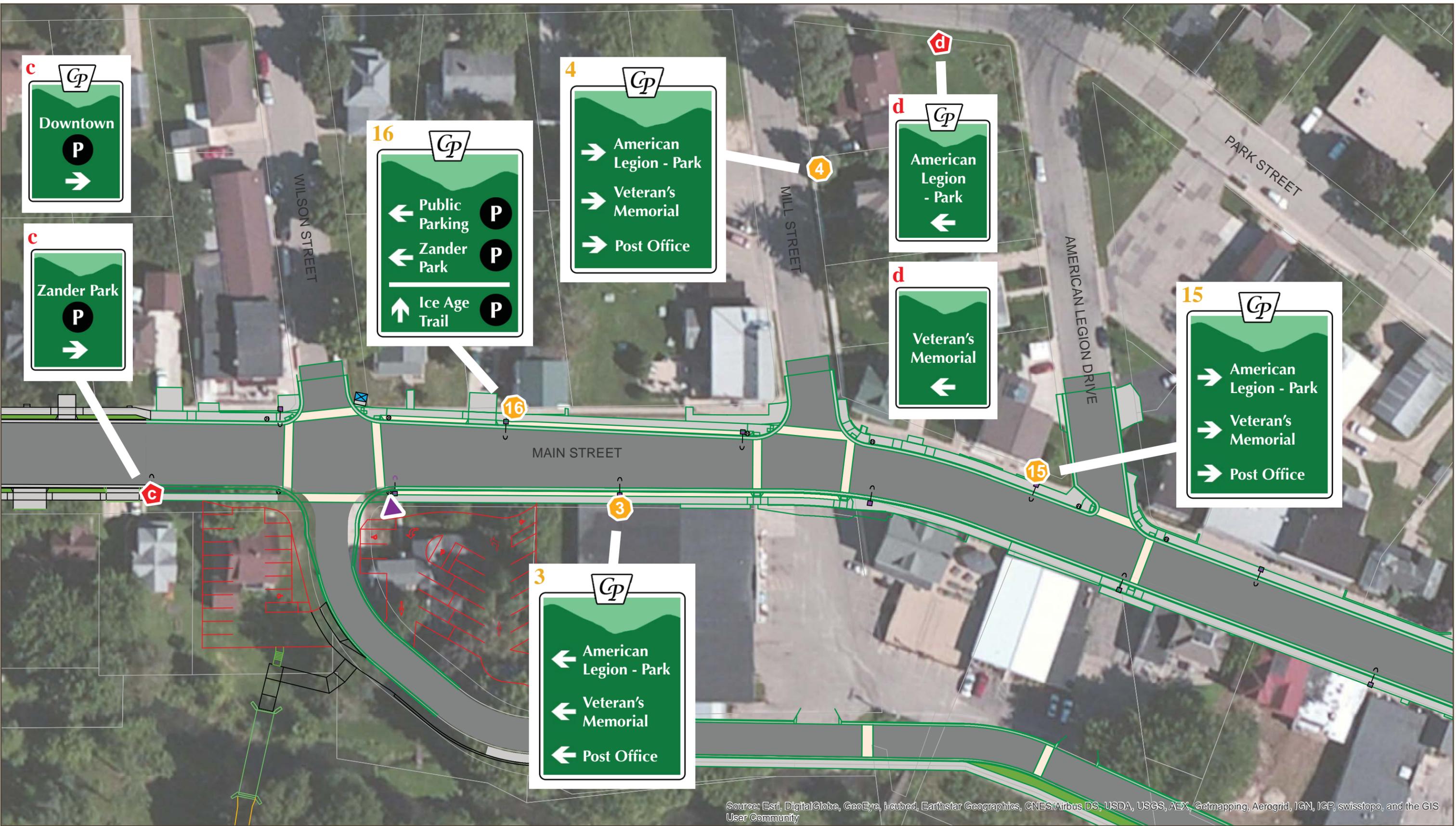


Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

**COMMUNITY SIGNAGE: PAGE 4 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

Parcel	Civic Display A	Civic Display B	Directional Sign	Trailblazer Sign	Gateway Feature	<p>DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.</p>
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Parcel	Civic Display A	Civic Display B	Directional Sign	Trailblazer Sign	Gateway Feature	DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.		Feet 0 15 30 60	
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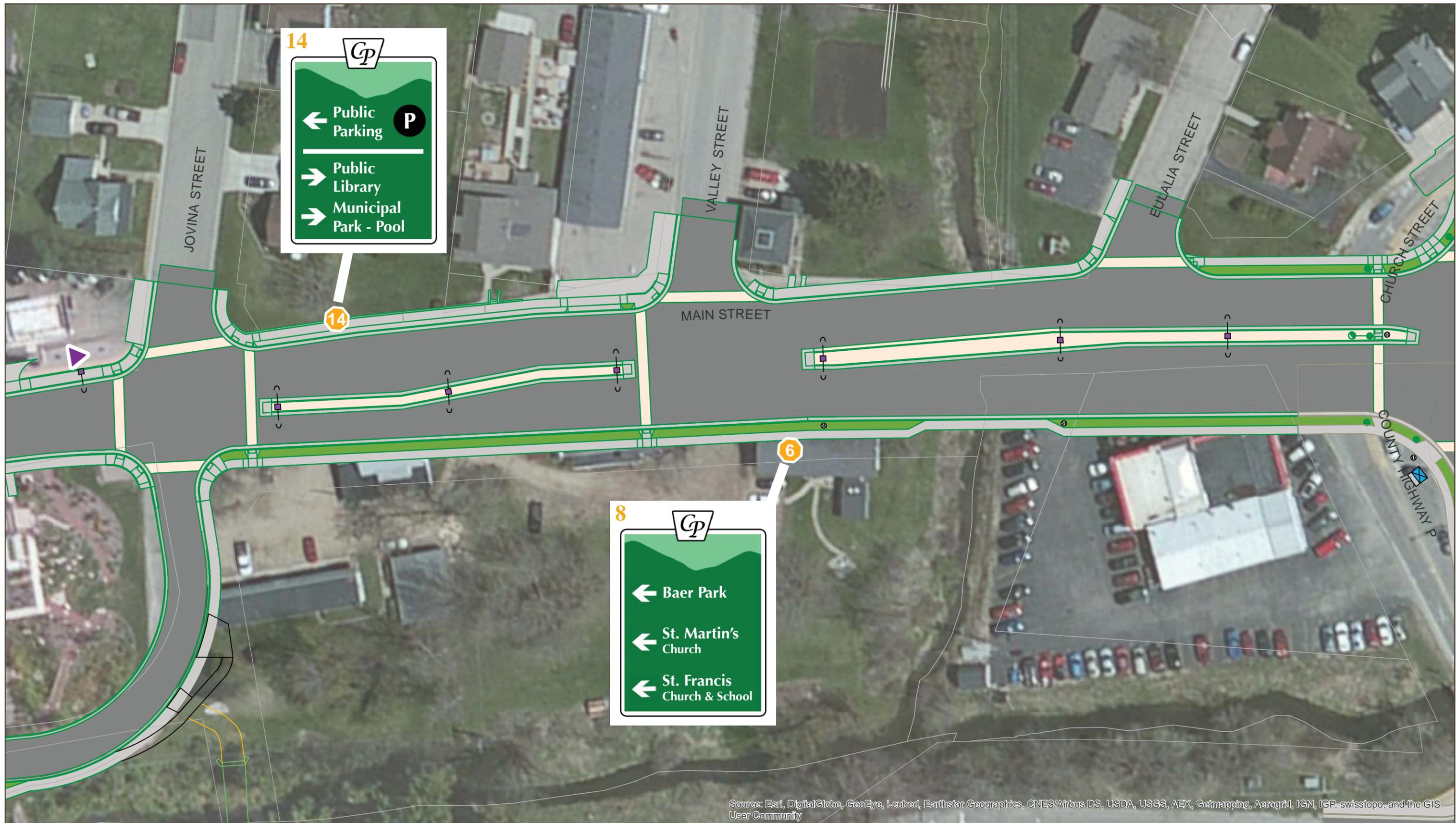


Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

**COMMUNITY SIGNAGE: PAGE 6 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

Parcel	Civic Display A	Civic Display B	Directional Sign	Trailblazer Sign	Gateway Feature	DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.		Feet 0 12.5 25 50	
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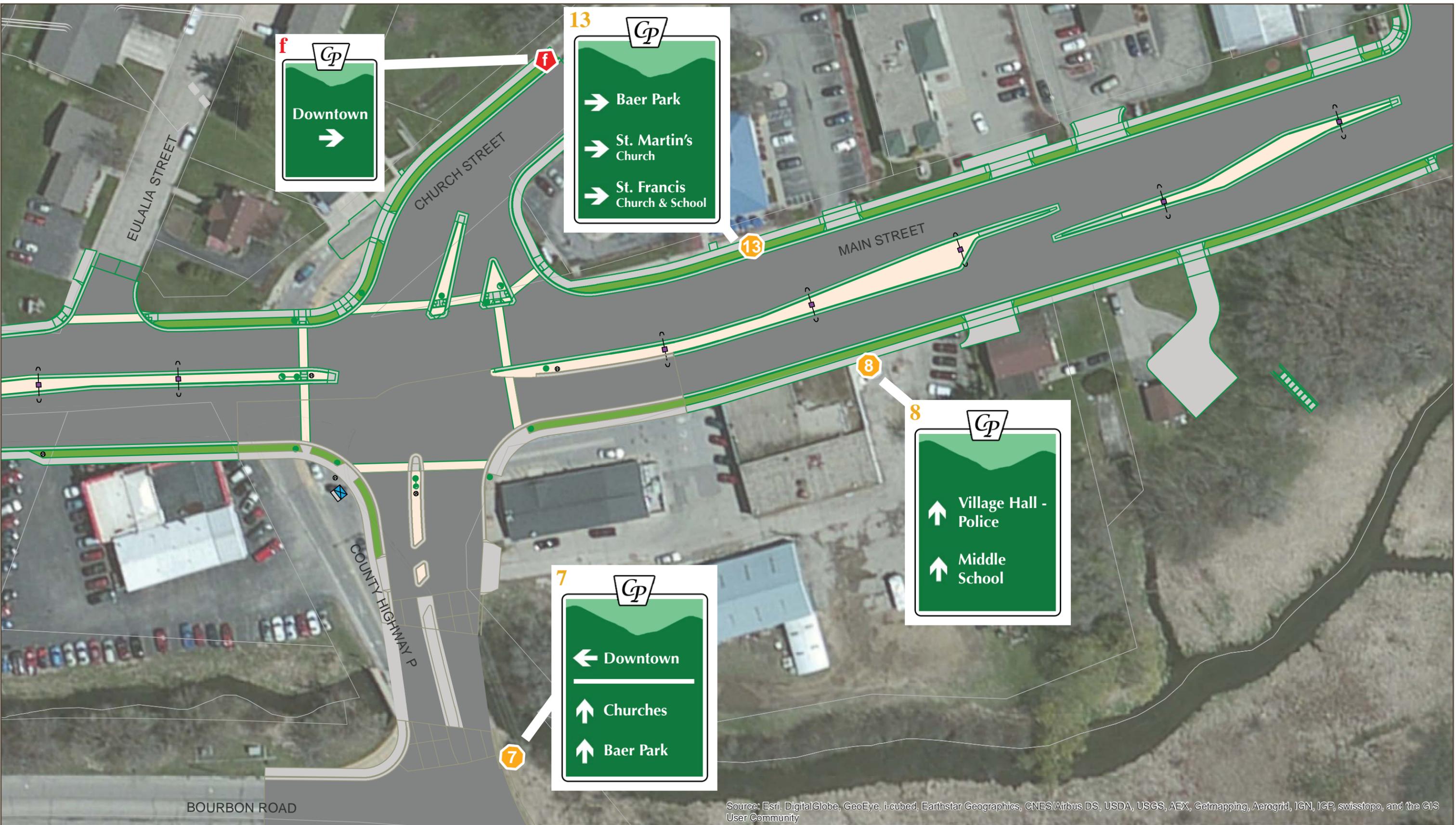


Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

□ Parcel
▲ Civic Display A
▲ Civic Display B
⬡ Directional Sign
⬡ Trailblazer Sign
⬡ Gateway Feature

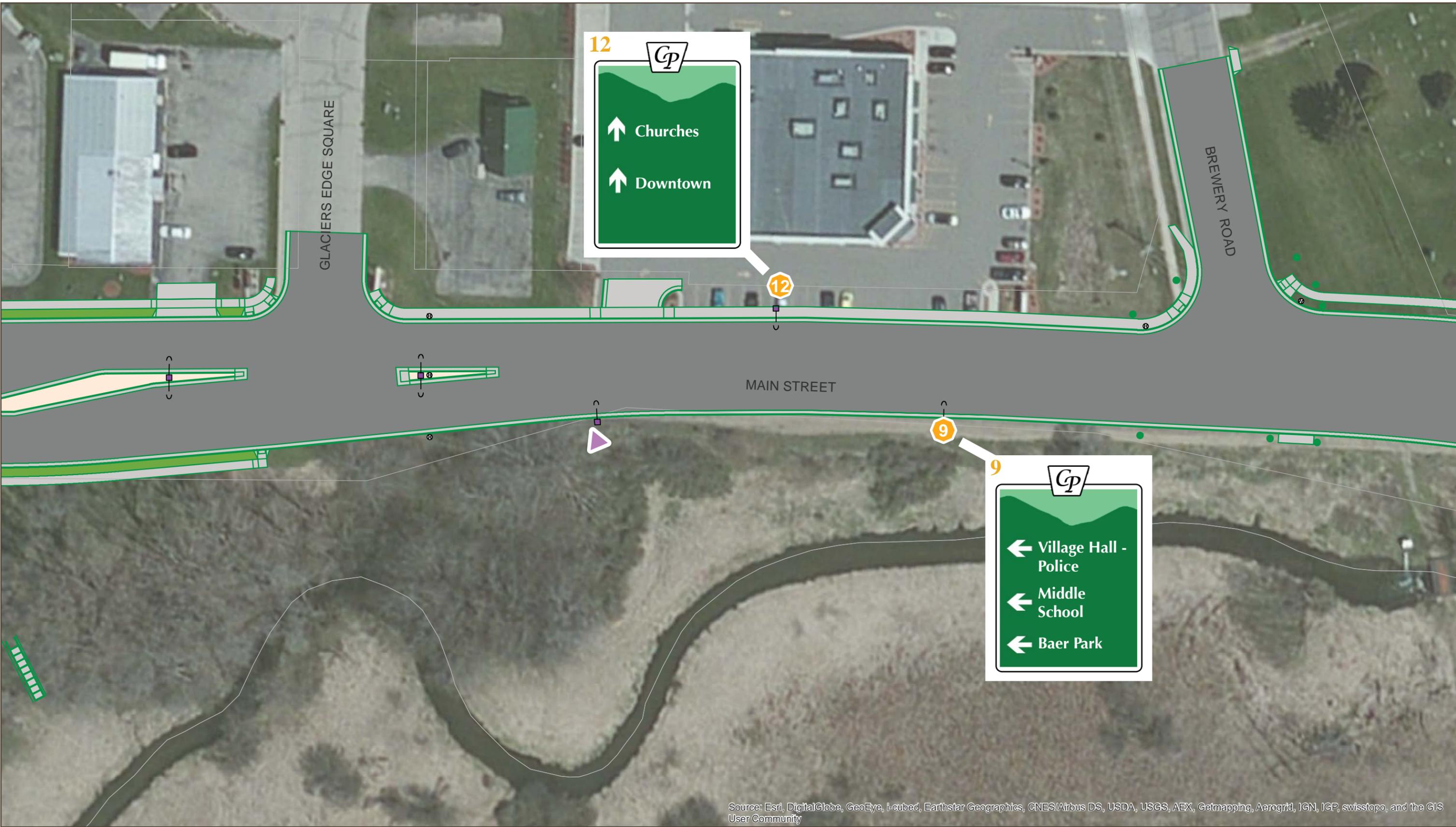
DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
AERIAL IMAGERY PROVIDED BY ESRI.

Feet



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

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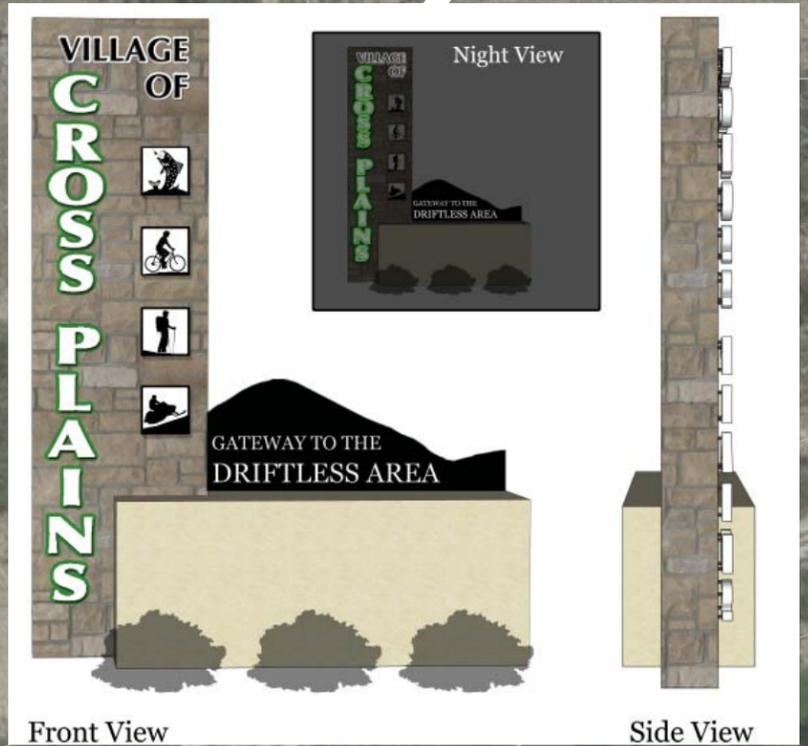
**COMMUNITY SIGNAGE: PAGE 9 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

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- 10
- CP**
- ➔ Village Hall - Police
  - ➔ Middle School
  - ➔ Baer Park



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

- Parcel
- Civic Display A
- Civic Display B
- Directional Sign
- Trailblazer Sign
- Gateway Feature

DATA SOURCES:  
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AERIAL IMAGERY PROVIDED BY ESRI.

Feet  
 0 25 50 100



Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

**COMMUNITY SIGNAGE: PAGE 11 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

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# Highway 14 Streetscape Project

## Projected Project Costs

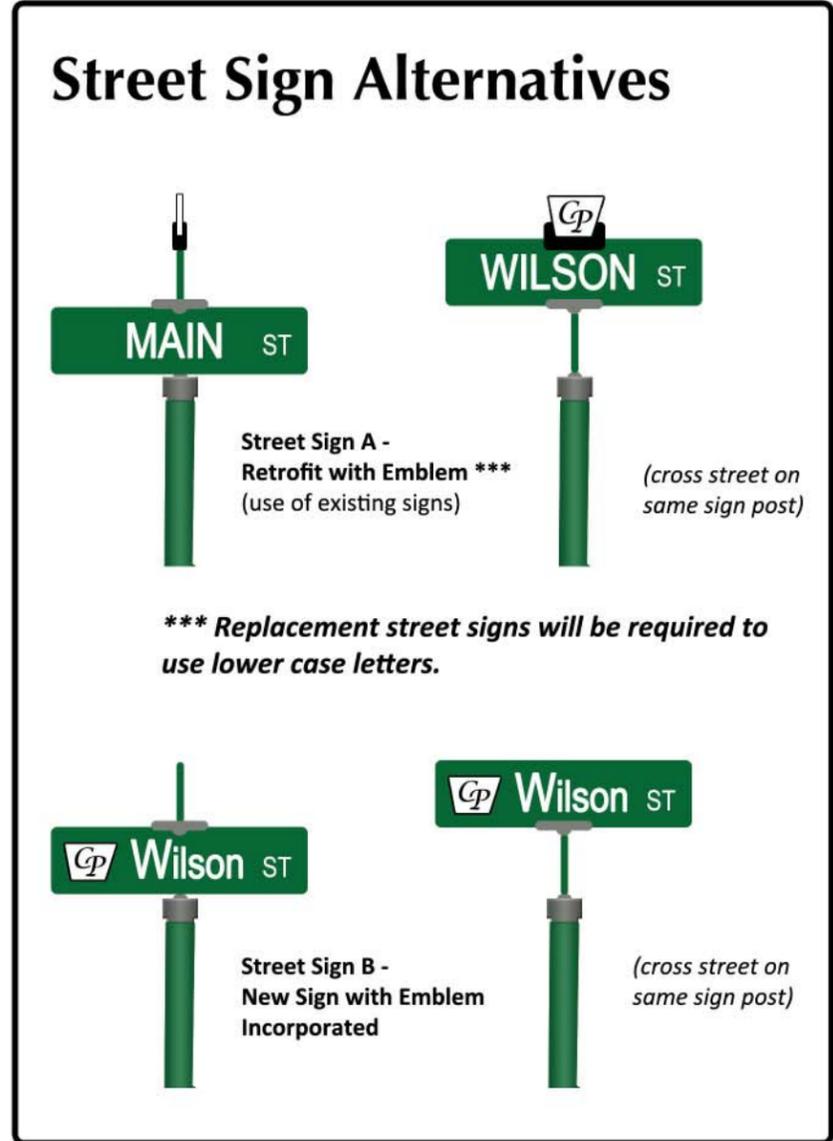
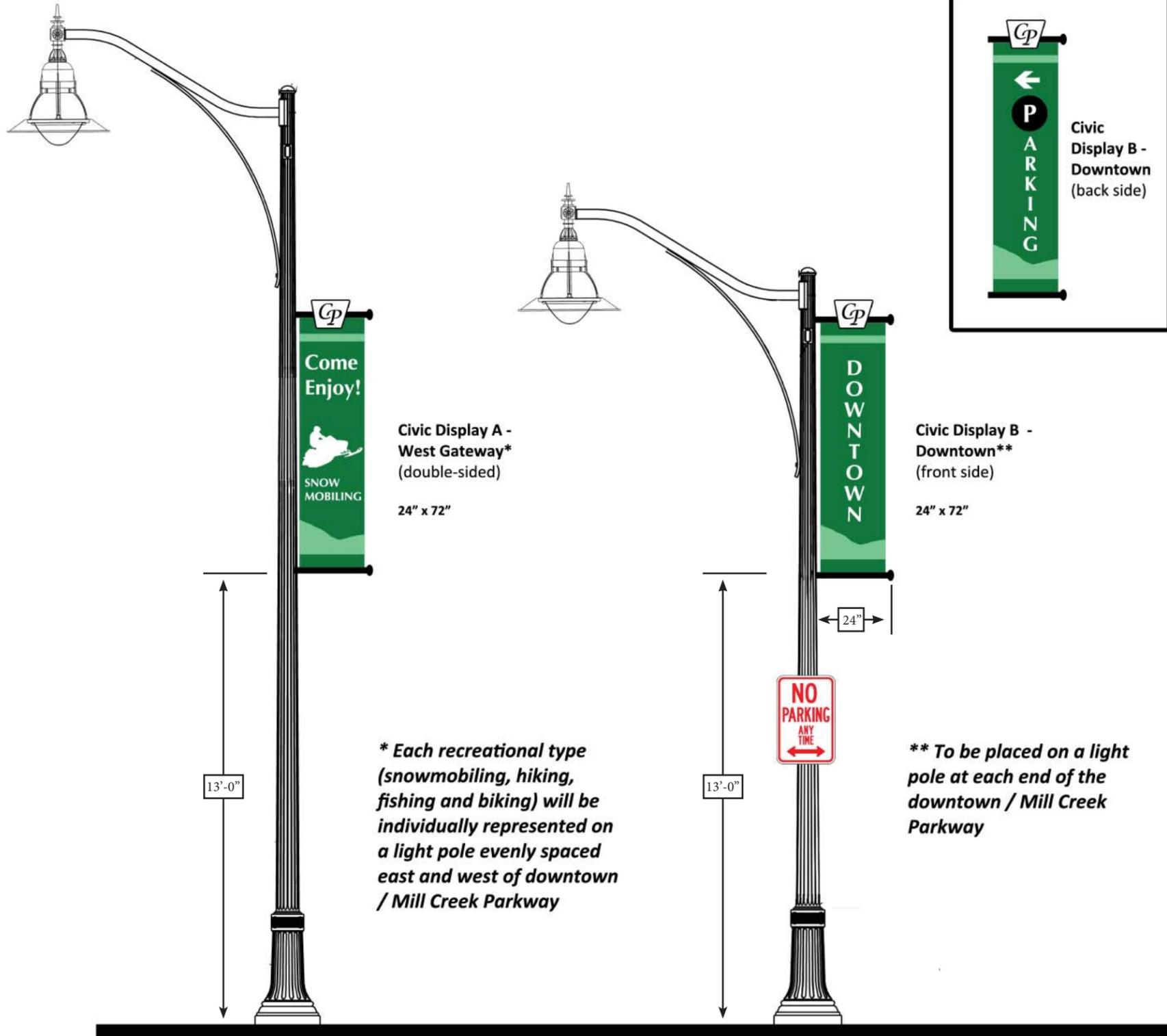
### REVENUES

Revenue Source	Fund	2015 Budget	2015 Projection	Budget vs. Projection	
				Difference	Percentage
WisDOT	CSD	45,000	45,000	0	0.00%
WisDOT	Street Lighting	274,200	274,200	0	0.00%
WisDOT	RR Credit	145,515	145,515	0	0.00%
WisDOT	Stormwater	44,700	44,700	0	0.00%
WisDOT	Other	4,500	4,500	0	0.00%
WisDOT	Property Sales	26,550	26,550	0	0.00%
Public	Fundraising	0	0	0	-----
Village	Water Utility	15,000	15,000	0	0.00%
Village	TID	250,000	265,000	15,000	6.00%
<b>Village</b>	<b>Capital</b>	<b>194,452</b>	<b>226,952</b>	<b>32,500</b>	<b>16.71%</b>
Total Revenue		999,917	1,047,417	47,500	4.75%

### EXPENDITURES

Expense Category	Line Item	2015 Budget	2015 Projection	Budget vs. Projection	
				Difference	Percentage
Aesthetics	Banners	75,000	75,000	0	0.00%
Aesthetics	Bridges	1,000	1,000	0	0.00%
Aesthetics	Medians	50,000	50,000	0	0.00%
Amenities	Benches	3,900	3,900	0	0.00%
Amenities	Bike Racks	2,750	2,750	0	0.00%
Amenities	Drinking Fountains	15,000	15,000	0	0.00%
Amenities	Trash Receptacles	3,750	3,750	0	0.00%
Amenities	Planters	5,000	5,000	0	0.00%
Lighting	Street	494,117	494,117	0	0.00%
Lighting	Traffic Signals	25,000	25,000	0	0.00%
Pedestrian	Park Street	10,000	10,000	0	0.00%
Pedestrian	Crosswalks	100,000	100,000	0	0.00%
<b>Signage</b>	<b>Gateway</b>	<b>50,000</b>	<b>80,000</b>	<b>30,000</b>	<b>60.00%</b>
Signage	Street	15,000	15,000	0	0.00%
<b>Signage</b>	<b>Wayfinding</b>	<b>15,000</b>	<b>27,500</b>	<b>12,500</b>	<b>83.33%</b>
Other	Stormwater	89,400	89,400	0	0.00%
Other	Contingency - 5%	45,000	50,000	5,000	11.11%
Total Expenses		999,917	1,047,417	47,500	4.75%

# Cross Plains Civic Displays



**CARNIVAL SERIES (149-201 Wt)**



**LANGDON SERIES (137-176 Wt)**



**GRAMERCY SERIES (295-381 Wt)**



**TRASH RECEPTACLE LIDS**

Lid | LID-A    Lid | LID-F    Lid | LID-D    Lid | LID-C\*    Lid | LID-CA\*    Lid | LID-E    Lid | LID-ED    Lid | LID-R    Lid | LID-EA    Lid | LID-FSQ    Lid | LID-CSQ

**POWDERED COATED FINISHES**

**Note:** Due to variations in the printing process, colors shown may not be an exact match. Please request color samples from Thomas Steele for accurate color comparisons.

CROSS PLAINS, WISCONSIN STREET FURNITURE ALTERNATIVES		BENCH	RECEPTACLES (*) (#)		PLANTERS
		4-6 foot	32-36 Gallon	Ash	
ALT 1	Carnival II (CRB2)	\$649-\$729	\$809-\$849	\$459	\$549
	Carnival II / Flat (CRB2)	\$569-\$629			
ALT 2	Langdon (LAB)	\$849-\$949	\$909-	\$459 (carnival series)	\$549 (carnival series)
	Langdon / Flat (LAB)	\$729-\$839			
ALT 3	Gramercy (GRB - Vertical)	\$909-\$1,039	\$769-\$819	\$509	\$559
	Gramercy (GRB - Horizontal)	\$1,099-\$1,299			

\* - Carnival Receptacles have a door option (add \$110) & keyed door lock option (add \$60)  
 # - Most lids are included in the price; however, there are a few with additional costs (\$20-179)

Source: Thomas Steele / Graber Manufacturing (Waunakee, WI)



**ADVOCATE MINI**



ADM-2-P

**OASIS**



OAS-2-SF

**POST & RING**



PAR-2-P-SF

PARBC-2-P-SF

**'U' RACK**



**HEAVY DUTY CHALLENGER**



H36-7-SF

**ORION**

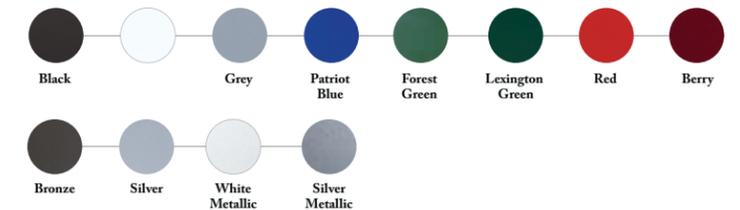


UX238-LB-6

MADRAX PRODUCTS	INDIVIDUAL (IN-GROUND)		
	Galvanized	Powder Coated	Surface (not in-ground)
Advocate Mini (ADM)	\$299	\$329	add \$30-\$40
Oasis (OAS)	\$189	\$199	add \$30
Post and Ring (PARBC)	\$149	\$169	add \$20
"U" Rack (2 3/8 OD Tubing 30") - No Flat Bar *	\$139	\$149	add \$30
Heavy Duty Challenger (5-9 bikes)	\$279-\$469	\$309-\$519	add \$50
"U" Rack - same as above (4-8 bikes) **	\$389-809	\$409-849	---

\* Add \$50 for Flat Bar; \*\* Add \$60-120 for Flat Bar (4-8 bikes)

**POWDERED COATED FINISHES**



Note: Due to variations in the printing process, colors shown may not be an exact match. Please request color samples from Thomas Steele for accurate color comparisons.

Source: Madrax & Thomas Steele / Graber Manufacturing



# Cross Plains Kiosk / Parking Signage

## Design Alternatives

Trail Kiosk\* - Sign Alternative A



Trail Kiosk\* - Sign Alternative B



*\* Ice Age Trail kiosks are rustic in design; thus, consideration of all trail signs being complimentary (vs. following the design of the wayfinding signage design)*

Downtown Kiosk - Sign Alternative A



Downtown Kiosk - Sign Alternative B



Downtown Business Directional Sign A (double-sided)

48" x 120"



Downtown Business Directional Sign B (double-sided)

48" x 60"



Parking Lot Sign (single-sided)

48" x 60"



Parking Lot Bollard & Chain (between parking & sidewalk)





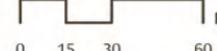
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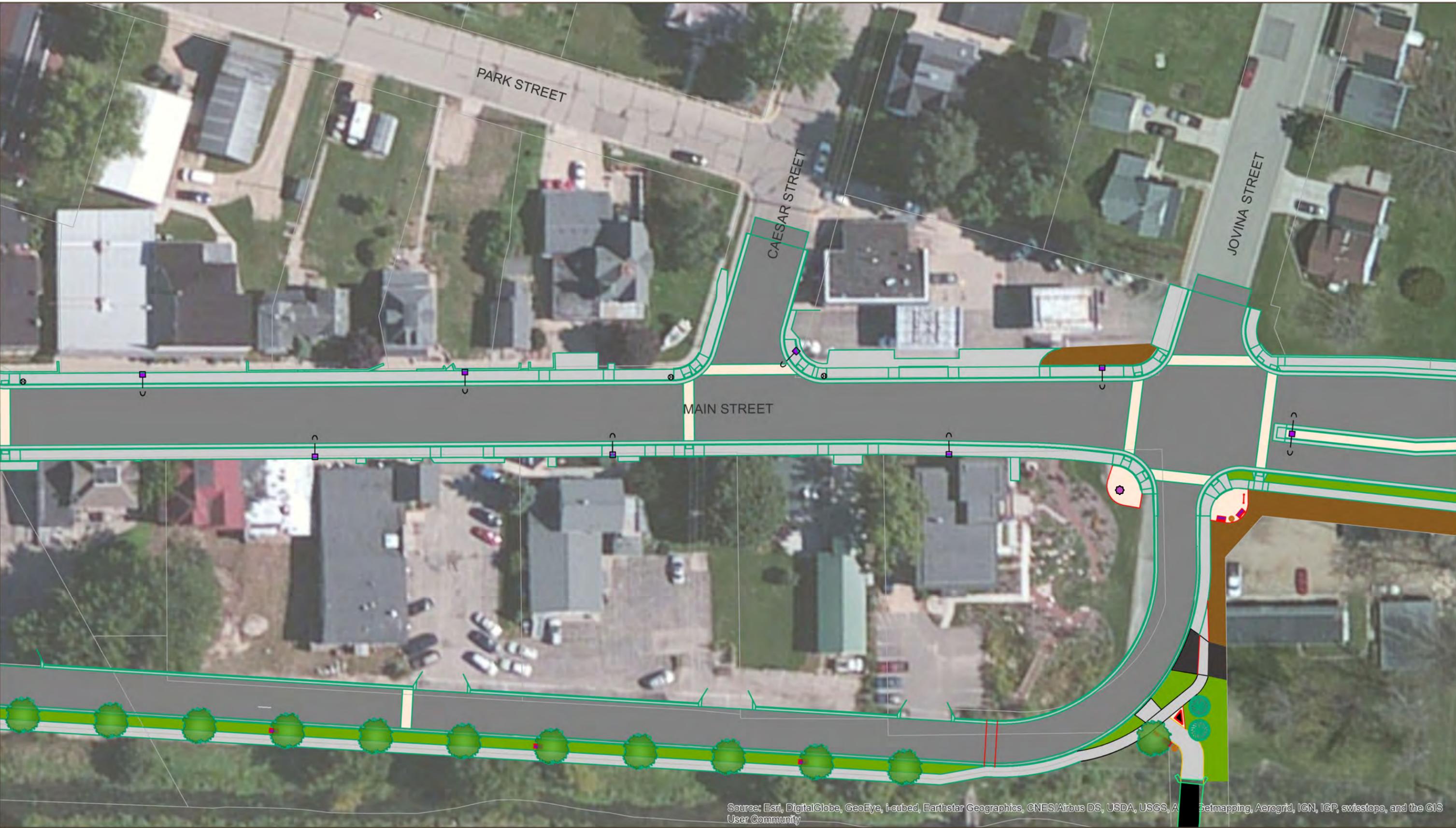
**COMMUNITY SIGNAGE: PAGE 5 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

-  Landscaping
-  Bench
-  Trash Receptacle
-  Bike Rack
-  Kiosk
-  Sign
-  Tree
-  Shrub
-  Artwork

DATA SOURCES:  
PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY.  
AERIAL IMAGERY PROVIDED BY ESRI.

Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, IGP, swisstopo, and the GIS User Community

**COMMUNITY SIGNAGE: PAGE 6 OF 11**

VILLAGE OF CROSS PLAINS  
DANE COUNTY, WISCONSIN

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