

# **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, February 25, 2016**

**7:00 pm**

- I. Call to Order
- II. Approval of Minutes – December 10, 2015.
- III. Wayfinding, Business Access, and Gateway Signage Update
- IV. 2016 Streetscaping Project Planning/Design Update
- V. Fundraising Program Update
- VI. Set next meeting date.
- VII. 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 10, 2015

7:00 pm

### **I. Call to Order**

The meeting was called to order at 7:02 pm.

Present: Pat Andreoni, Dick Cashwell, Mary Devitt, Chuck Law, Casey Peterson, Sara Metz, Mike Schutz, and Terry Walker.

- II. Approval of Minutes – October 22, 2015** – A motion was made by Walker, seconded by Devitt, and unanimously carried by the Streetscape Workgroup to approve the minutes from the October 22, 2015 meeting.
- III. Discussion and action to make a recommendation to the Village Board regarding the award of contract for the revised US Highway 14 (Main Street) Signage Implementation** – Following discussion, a motion was made by Schutz, seconded by Metz, and unanimously carried by the Streetscape Workgroup to recommend to the Village Board that the bid for the revised US Highway 14 (Main Street) Signage Implementation be awarded to La Crosse Sign Company in the amount of \$42,297.
- IV. Gateway Signage Project Update** – An update was provided by the Village Administrator/Clerk-Treasurer. The installation of the footings and foundation for both gateway signs will be installed the week of December 14<sup>th</sup> by Village Staff and hired private contractors. Electrical services will be installed soon after. Once this work is complete, the remainder of the signage work will be rebid for completion in the first quarter of 2016.
- V. 2016 Streetscaping Project Planning/Design Update** – An update was provided by the Village Administrator/Clerk-Treasurer. MSA will be working with the Workgroup in 2016 to revisit the approved plan and add Mill Creek Parkway lighting to the discussion. This planning work will take place in early 2016 followed by implementation late Spring and/or early Summer of next year. It was requested that a joint meeting with the Parks/Recreation Committee be held to discuss issues of mutual concern along Mill Creek Parkway adjacent to Zander Park.

- VI. **Discussion regarding the establishment of a fundraising program for future streetscaping improvements** – A revised brochure was presented to the Workgroup for discussion. The Village Administrator will meet with the Chamber of Commerce and Mike Schutz to talk about marketing options for the brochure. Progress will be updated at the next meeting.
- VII. **Adjournment** – A motion was made by Devitt, seconded by Cashwell, and unanimously carried by the Streetscape Workgroup to adjourn the meeting at 7:49 pm.

*The next meeting is scheduled for Thursday, January 28, 2016 at 7:00 pm.*

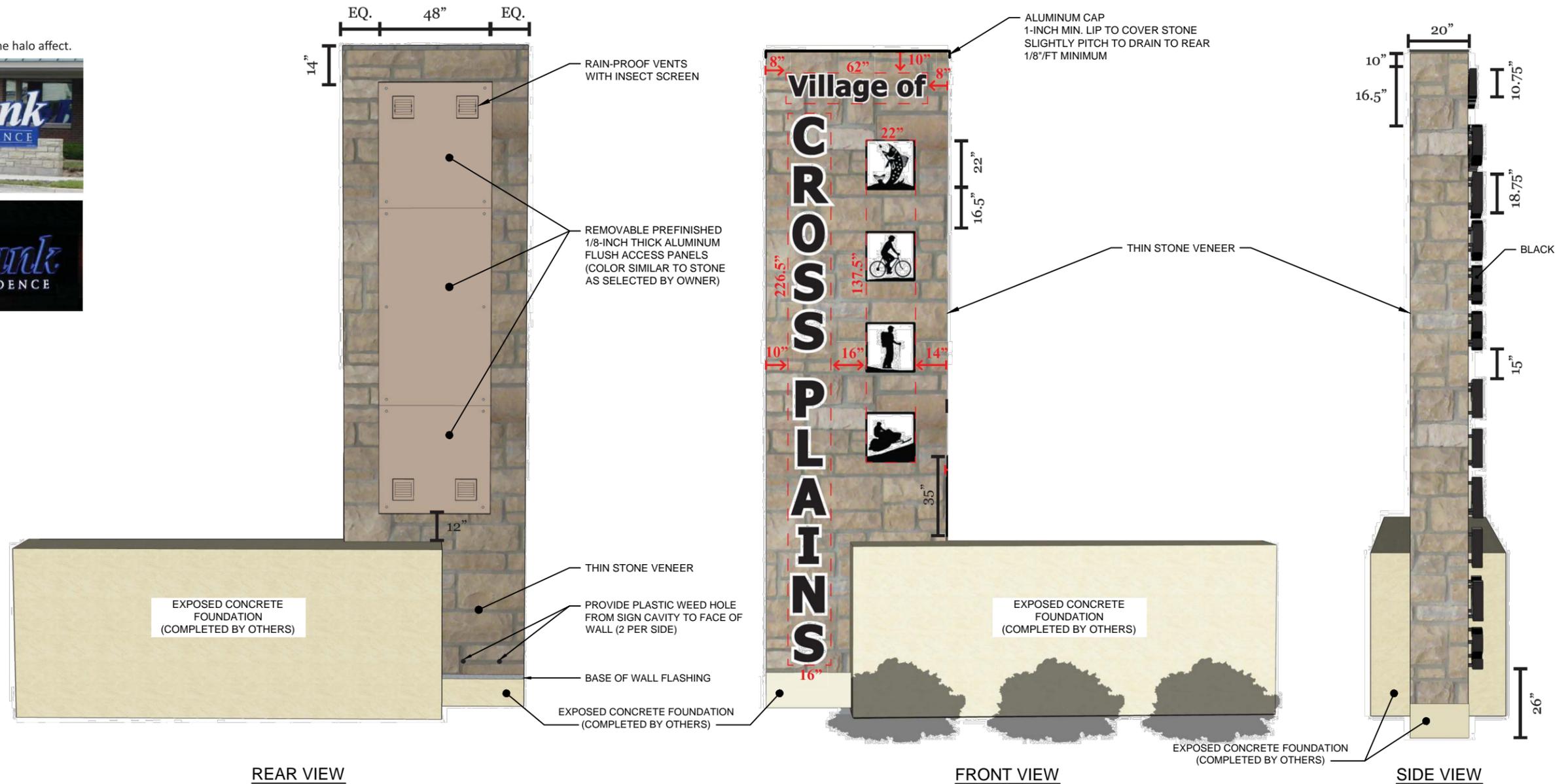
Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,

---

Matthew G. Schuenke  
Village Administrator/Clerk-Treasurer

REPRESENTATIVE PHOTO illustrating the halo affect.



REAR VIEW

FRONT VIEW

SIDE VIEW

**NOTES:**

**VERTICAL SIGN FACE:**

- METAL FRAME WITH THIN STONE VENEER.

**HILLS SIGN FACE:**

- LIGHT BOX WITH 1-INCH THICK ACRYLIC FACE WITH DIMENSIONAL LETTERING (STICKING 3/4-INCH THROUGH FACE WITH WHITE VINYL APPLIED TO FACE TO BE LIT BY LED LIGHTING. (ONE-SIDED - ONLY VISIBLE TO ONCOMING TRAFFIC))
- COLOR: BLACK
- SCALED DRAWING TO BE PROVIDED

**"VILLAGE OF" LETTERS:**

- FABRICATED 0.125-INCH ALUMINUM LETTERS MOUNTED TO STONE
- FONT: TAHOMA BOLD
- SIZE: 10.75" TALL WITH 3" BETWEEN WORDS

**"GATEWAY TO THE DRIFTLESS AREA" LETTERS:**

- FONT: ARIAL ROUNDED MT BOLD
- COLOR: WHITE
- SIZE: FIRST LINE: 6.75" UPPER CASE & 5" LOWER CASE
- SECOND LINE: 8" UPPER CASE
- 5-INCHES BETWEEN FIRST & SECOND LINE

**"CROSS PLAINS" LETTERS:**

- FABRICATED 0.125-INCH ALUMINUM FACES WITH 3-INCH DEEP 0.080 WELDED RETURNS. CLEAR POLYCARBONATE BACKER. LED HALO LIT. LETTERING MOUNTED 1.5-INCH OFF STONE BACKER.
- FONT: TAHOMA BOLD
- SIZE: 18.75" TALL BY 16" WIDE (INCLUDING HALO BORDER)
- 2.25" SPACING BETWEEN LETTERS
- CAST ALUMINUM EXTRUDED FROM STONE
- "HALO" BACKLIGHTING (NOT INTERNALLY LIT - SEE EXAMPLE ABOVE)

**RECREATION SYMBOLS:**

- SANDBLASTED VINYL FRAMED WITH BLACK ALUMINUM
- SYMBOLS: FISHING, BIKING, HIKING AND SNOWMOBILING.
- SYMBOL TEMPLATES TO BE PROVIDED

**GATEWAY SIGNAGE DETAIL**

NOT TO SCALE

PROJECT NO.	SCALE	NO.	DATE	REVISION	BY
03535020	AS SHOWN				
PROJECT DATE:	1/11/16	DRAWN BY:	KNN		
F.B.:		CHECKED BY:	KCL		
PLOT DATE: 1/7/16, P:\3500\3530\3535\03535020\CADD\3D\Bid #2\03535020_Bid #2_Details.dwg					

**MSA**  
 TRANSPORTATION • MUNICIPAL  
 DEVELOPMENT • ENVIRONMENTAL  
 2901 International Lane Madison, WI 53704  
 608-242-7779 1-800-446-0679 Fax: 608-242-5664  
 Web Address: www.msa-ps.com  
 © MSA Professional Services, Inc.

USH 14 GATEWAY SIGNAGE  
 VILLAGE OF CROSS PLAINS  
 DANE COUNTY, WISCONSIN

GATEWAY SIGNAGE DETAILS

FILE NO.  
03535020  
SHEET  
G4

February 1, 2016

Village of Cross Plains Gateway Signs -

Base bid for both signs \$ 99,120.00

Performance bond \$ 3,000.00

Pricing Options

**West Entrance Sign**

- Driftless sign without lighting or copy. - \$ 3,325.00  
(sign can be fabricated to add lighting and copy at a later date)
- Remove balance of Driftless sign cabinet from equation. - \$ 6,115.00
- Recreation Symbols using black 3mm black ACM panels. - \$ 800.00  
(ACM is solid plastic center with aluminum facing)
- Remove face stone from entire back of sign and add aluminum. - \$ 2,000.00  
(face and sides will still have stone on them)
- Change aluminum backer panels from .125" thick to .080" thick. - \$ 400.00
- Adjust angle iron framework to a smaller sized angle. - \$ 1,000.00

**East Entrance Sign**

- Driftless sign without lighting or copy. - \$ 3,325.00  
(sign can be fabricated to add lighting and copy at a later date)
- Remove balance of Driftless sign cabinet from equation. - \$ 6,115.00
- Recreation Symbols using black 3mm black ACM panels. - \$ 800.00  
(ACM is solid plastic center with aluminum facing)
- Remove stone from entire back and right side of sign, add aluminum. - \$ 2,500.00  
(face and side facing the highway will still have stone on them)
- Change aluminum backer panels from .125" thick to .080" thick. - \$ 400.00
- Adjust angle iron framework to a smaller sized angle. - \$ 1,000.00

- If we can do project without performance bond - \$ 3,000.00

James Fuchsel  
La Crosse Sign

*James Fuchsel*

## ATTACHMENT A: PROJECT SCOPE

The adopted US14 Streetscape Plan includes conceptual layout for street furniture, landscaping and decorative paving along Main Street and Mill Creek Parkway. This project will provide final design and construction documentation for the following streetscaping areas: 1) along Mill Creek Parkway; 2) in the newly completed Village parking lots (flanking Mill Creek Parkway); 3) in the northeast corner of the Ice Age Alliance property; 4) in front of Hooty's Bar & Grill on Main Street; and 5) in the northwest and southwest corners of the CTH P / Main intersection. A portion of the above streetscaping areas may not be completed per discussions with adjacent property owners. Therefore, the final scope of work will be provided by the Village Administrator, via written consent in the form of an email or letter, prior to MSA starting tasks outlined below.

### PHASE 1 – MILL CREEK PARKWAY STREETScape

This phase includes a streetscape design for the Village's two parking lots (flanking Mill Creek Parkway), Mill Creek Parkway (south-side of the street), and the streetscape areas near Hooty's Bar & Grill and on the Ice Age Trail Alliance property, per the adopted US14 Streetscape Plan.

**TASK 1.1 Design Development.** MSA will use the adopted US14 Streetscape plan to produce one (1) alternative through exhibits detailing street furniture, landscaping, and paving. The exhibits will include: 1) a hand drawn concept (using existing CAD drawing provided by the Village); and 2) a character image board with plantings and ground cover options. The Streetscape Workgroup will select the planting style desired (planting mix/layout per character image board) with suggested modifications to the concept (if any) in order to draft the construction documentation (Task 1.2).

**TASK 1.2 Construction Documentation.** MSA will provide 60% and 90% construction documentation and specifications to be used by the Village to implement the improvements. Bidding services are not included in the current scope.

**TASK 1.3 Easement Services.** If the Village moves forward with the final design for the streetscape area on the Ice Age Trail Alliance property, MSA will survey the site (as needed) to produce an easement exhibit and legal description. The Village will obtain signatures and facilitate any meetings required to approve the easement (no meeting attendance by MSA).

**TASK 1.4 Street Furniture Procurement.** MSA will verify the selected street furniture per the adopted US14 Streetscape Plan with the Streetscape Workgroup and Village staff. After approval of the 90% construction plans for Phase 1 (Mill Creek Parkway) and Phase 2 (CTH P / US14 intersection), MSA will assist the Village by identifying model numbers and quantities as well as identify the potential vendor(s) from which the Village will directly purchase these items.

## PHASE 2 – CTH P & US 14 STREETSCAPE

This phase includes design for the northwest and southwest corners of the CTH P and Main Street (CTH P) intersection, per the adopted US14 Streetscape Plan.

**TASK 2.1 Design Development.** MSA will use the adopted US14 Streetscape plan to produce one (1) alternative through exhibits detailing street furniture, landscaping, and paving. The exhibits will include: 1) a hand drawn concept (using existing CAD drawing provided by the Village); and 2) a character image board with plantings and ground cover options. The Streetscape Workgroup will select the planting style desired (planting mix/layout per character image board) with suggested modifications to the concept (if any) in order to draft the construction documentation (Task 2.2).

**TASK 2.2 Construction Documentation.** MSA will provide 60% and 90% construction documentation and specifications. MSA will provide 60% and 90% construction documentation and specifications to be used by the Village to implement the improvements. Bidding services are not included in the current scope.

**TASK 2.3 Street Furniture Procurement.** MSA will verify the selected street furniture per the adopted US14 Streetscape Plan with the Streetscape Workgroup and Village staff. After approval of the 90% construction plans for Phase 1 (Mill Creek Parkway) and Phase 2 (CTH P / US14 intersection), MSA will assist the Village by identifying model numbers and quantities as well as identify the potential vendor(s) from which the Village will directly purchase these items.

## PHASE 3 – LIGHTING DESIGN

This phase includes design and review for pedestrian-oriented lighting for Mill Creek Parkway and potentially for the streetscape areas proposed for the northwest and southwest corners of the CTH P and Main Street (CTH P) intersection, per the adopted US14 Streetscape Plan. It is assumed a new lighting controller and new utility electrical services is needed for Mill Creek Parkway, while the CTH P / US 14 intersection may be able to utilize (obtain) a 120 volt lighting circuit from the existing signal control cabinet already in place.

**TASK 3.1 Design Development.** MSA will provide two alternative lighting options (i.e. lighted bollards and post-up) to be reviewed by the Streetscape Workgroup, including LED photo metrics. This work and review will be done in coordination with Phase 1 and 2. The Streetscape Workgroup will select the final design prior to MSA developing construction documentation (see Task 3.2).

**TASK 3.2 Construction Documentation.** MSA will provide 60% and 90% construction documentation and specifications. Design includes lighting plans, electrical details, opinion of construction cost estimate, and special provisions, including pole base details (if post up lighting is desired). MSA will provide 60% and 90% construction documentation and specifications to be used by the Village to implement the improvements. Bidding services are not included in the current scope.

#### PHASE 4 – MEETINGS / COORDINATION

The scope of services includes two meetings with the Streetscape Workgroup to complete this project. Additional Streetscape Workgroup meetings will be completed on a time and materials basis upon authorization from the Village Administrator. The scope of services includes coordination between Village Staff and MSA via email and phone in order to complete the project.

**TASK 4.1 Workgroup Meetings.** MSA will facilitate two meetings with the Village's designated US 14 Streetscape Workgroup. The first will review the two concepts produced in Tasks 1.1, 2.1, and 3.1. The second meeting will review a revised final concept to be recommended as shown, or with minor modifications. After these two meetings, MSA will work on construction documentation per direction from the Village Administrator.

**TASK 4.2 Coordination.** MSA will be available for phone and email discussions to complete the above tasks and deliverables, including project management and quality assurance and quality control.

---

**SERVICES NOT INCLUDED.** The following items are not included in this Scope of Services:

- Boundary or topographic field surveys of properties, except for easement verification on Ice Age Trail Alliance Property
- Construction Staking
- Bidding Services
- Installation of any items
- Construction Administration
- Permit Applications & Fees

# Highway 14 Streetscape Project

## REVENUES

Revenue Source	Fund	2015 Budget	2015 Projection	2015 Actual	Projection vs. Actual		2016 Projection
					Difference	Percentage	
WisDOT	CSS	45,000	45,000	45,000	0	0.00%	0
WisDOT	Street Lighting	274,200	274,200	274,200	0	0.00%	0
WisDOT	RR Credit	145,515	145,515	145,515	0	0.00%	0
WisDOT	Stormwater	44,700	67,301	79,719	12,418	18.45%	0
WisDOT	Other	4,500	0	0	0	-----	0
WisDOT	Property Sales	26,550	26,550	0	(26,550)	-100.00%	26,500
Public	Fundraising	0	0	0	0	-----	25,000
Village	Water Utility	15,000	0	0	0	-----	15,000
Village	TID	250,000	265,000	250,000	(15,000)	-5.66%	15,000
Village	Capital - Fund Balance	0	30,000	0	(30,000)	-100.00%	25,000
Village	Capital - 2015 Funds	0	0	0	0	-----	171,750
Village	Capital - Borrowing	194,535	297,746	345,000	47,254	15.87%	0
Total Revenue		1,000,000	1,151,312	1,139,434	(11,878)	-1.03%	278,250

## EXPENDITURES

Expense Category	Line Item	2015 Budget	2015 Projection	2015 Actual	Projection vs. Actual		2016 Projection
					Difference	Percentage	
Aesthetics	Banners, Other Displays	75,000	19,000	14,986	(4,014)	-21.13%	4,000
Aesthetics	Kiosks	0	0	0	0	-----	15,000
Aesthetics	Bridges	1,000	3,105	0	(3,105)	-100.00%	0
Aesthetics	Medians	50,000	16,863	6,570	(10,293)	-61.04%	0
Aesthetics	Streetscape Enhancements	0	0	0	0	-----	40,000
Amenities	Benches	3,900	0	0	0	-----	4,000
Amenities	Bike Racks	2,750	0	0	0	-----	3,750
Amenities	Drinking Fountains	15,000	0	0	0	-----	15,000
Amenities	Trash Receptacles	3,750	0	0	0	-----	3,500
Amenities	Trees	0	0	0	0	-----	5,000
Amenities	Planters/Landscaping	5,000	0	0	0	-----	5,000
Lighting	Street	494,117	567,610	536,971	(30,639)	-5.40%	0
Lighting	Traffic Signals	25,000	25,000	11,084	(13,916)	-55.67%	0
Pedestrian	Park Street	10,000	10,000	6,728	(3,272)	-32.72%	0
Pedestrian	Crosswalks - Colored	31,000	31,480	32,900	1,420	4.51%	0
Pedestrian	Crosswalks - Thermo Print	14,000	21,492	21,751	259	1.21%	0
Pedestrian	Crosswalks - RRFB's	55,000	42,481	58,349	15,868	37.35%	0
Signage	Gateway	50,000	80,000	15,879	(64,121)	-80.15%	115,750
Signage	Street	15,000	0	3,690	3,690	-----	0
Signage	Wayfinding	15,000	28,600	0	(28,600)	-100.00%	42,250
Other	Construction Engineering	0	80,997	109,262	28,265	34.90%	0
Other	Non-Participating Parking	0	47,495	752	(46,744)	-98.42%	0
Other	Stormwater	89,400	122,366	138,846	16,480	13.47%	0
Other	Contingency ~ 5%	45,083	54,824	9,918	(44,907)	-81.91%	25,000
Total Expenses		1,000,000	1,151,312	967,684	(183,628)	-15.95%	278,250

0                      0                      171,750                      171,750                      0

Streetscaping Improvements completed in 2015 as part of Highway 14 Reconstruction.

Planning Streetscaping Improvements programmed for implementation in 2016.

# Highway 14 Streetscape Project

## Streetscaping Improvements Completed in 2015:

<i>Aesthetics</i>	<i>Banners, Other Displays</i>	Includes holiday decorations and banners for street lights.
<i>Aesthetics</i>	<i>Bridges</i>	Staining of Brewery Creek Bridge, paid for by WisDOT.
<i>Aesthetics</i>	<i>Medians</i>	All medians stamped and colored to match bridges. Reallocating quantities and sharing cost with WisDOT allowed for reduced price and expanded treatment.
<i>Lighting</i>	<i>Street</i>	Cost was shared with WisDOT on a fixed dollar amount. Completed under bid (projection) by just over \$30,000.
<i>Lighting</i>	<i>Traffic Signals</i>	WisDOT installed the black traffic signal poles. Village costs included purchasing spare black signal poles to be installed in case of a knockdown per our agreement.
<i>Pedestrian</i>	<i>Park Street</i>	Costs related to painting and signing Park Street during construction.
<i>Pedestrian</i>	<i>Crosswalks - Colored</i>	Red colored concrete for all crosswalks within concrete paved areas, included within WisDOT contract.
<i>Pedestrian</i>	<i>Crosswalks - Thermo Print</i>	Decorative stamping in asphalt paving at Water Street and Glaciers Square entrance, included within WisDOT contract.
<i>Pedestrian</i>	<i>Crosswalks - RRFB's</i>	Pedestrian warning lighting for Water, East, Wilson, and Caesar Streets. Included canteliver crossing at East St. and Overhead Banner at Caesar St.
<i>Signage</i>	<i>Gateway</i>	Bid and remaining work presented for consideration to Village Board at January 25, 2016 meeting. Currently over budget within the line item but feasible with available funds for streetscaping.
<i>Signage</i>	<i>Wayfinding</i>	Contract authorized by Village Board on December 14, 2015 for implementation in 2016 for wayfinding and business access signs.
<i>Other</i>	<i>Construction Engineering</i>	Project engineering, billing, staking related to Village responsibilities within WisDOT contract. Final allocation set by percentage of projects costs and established within WisDOT agreement.
<i>Other</i>	<i>Non-Participating Parking</i>	Includes the addition of parking spaces near barber shop, Kalscheur Implement, included within the contract.
<i>Other</i>	<i>Stormwater</i>	Split cost with WisDOT to construct treatment facility within Zander Park, included within contract.
<i>Other</i>	<i>Contingency - 5%</i>	Additional funds set aside to deal with unexpected or rising costs. Unused funds will go towards 2016 implementation.

# Highway 14 Streetscape Project

## 2016 Implementation

With the highway construction complete, the Village has to finalize its implementation of streetscaping items that were deferred from 2015 to 2016. The Wayfinding and Gateway Signage is the only item officially committed to for 2016 by the Village as a contract for this work was authorized late in 2015 and early 2016, respectively. The remainder of the work will have to be prioritized by the Streetscape Workgroup for implementation in 2016 as funds are available. The following is presented as a suggestion based on present funds available and estimated costs for implementation.

<i>Aesthetics</i>	<i>Banners, Other Displays</i>	All commercial areas were decorated with banners and holiday decorations. Additional discussion is needed whether or not to also decorate residential areas.
<i>Aesthetics</i>	<i>Kiosks</i>	Three styles of kiosks are considered in the plan in the parking lots and bridges to direct people in and around Cross Plains as well as business directory. Funding for one of the three options is included with the remaining options considered as part of the Trail Development.
<i>Aesthetics</i>	<i>Streetscape Enhancements</i>	Landscaping areas, bench bumpouts, and other associated improvements around the public parking lots, Mill Creek Parkway, and County Highway P.
<i>Amenities</i>	<i>Benches</i>	Two bench styles are recommended by the Workgroup throughout Main Street and Mill Creek Parkway.
<i>Amenities</i>	<i>Bike Racks</i>	Three different bike rack styles are suggested with a custom branding option.
<i>Amenities</i>	<i>Drinking Fountains</i>	To be paid for by the Water Utility, the water and sewer lines were stubbed in 2015 as part of the road construction.
<i>Amenities</i>	<i>Trash Receptacles</i>	Garbage and recycling receptacles are used in a combination of different locations.
<i>Amenities</i>	<i>Trees</i>	Mainly planned on Mill Creek Parkway, around parking lots, and along Highway 14 near Church St.
<i>Amenities</i>	<i>Planters/Landscaping</i>	Combinations of planters and landscaping are used throughout the design.
<i>Signage</i>	<i>Gateway</i>	Revised contract authorized by the Village Board on February 1, 2016 for implementation in 2016 for the Gateway Signs (East and West).
<i>Signage</i>	<i>Wayfinding</i>	Contract authorized by Village Board on December 14, 2015 for implementation in 2016 for wayfinding and business access signs.
<i>Other</i>	<i>Contingency - 5%</i>	Additional funds set aside to deal with unexpected or rising costs. Reset based on remaining work and available fund balance for project(s).

# CROSS PLAINS, WI

## US14 STREETScape & SIGNAGE PLAN

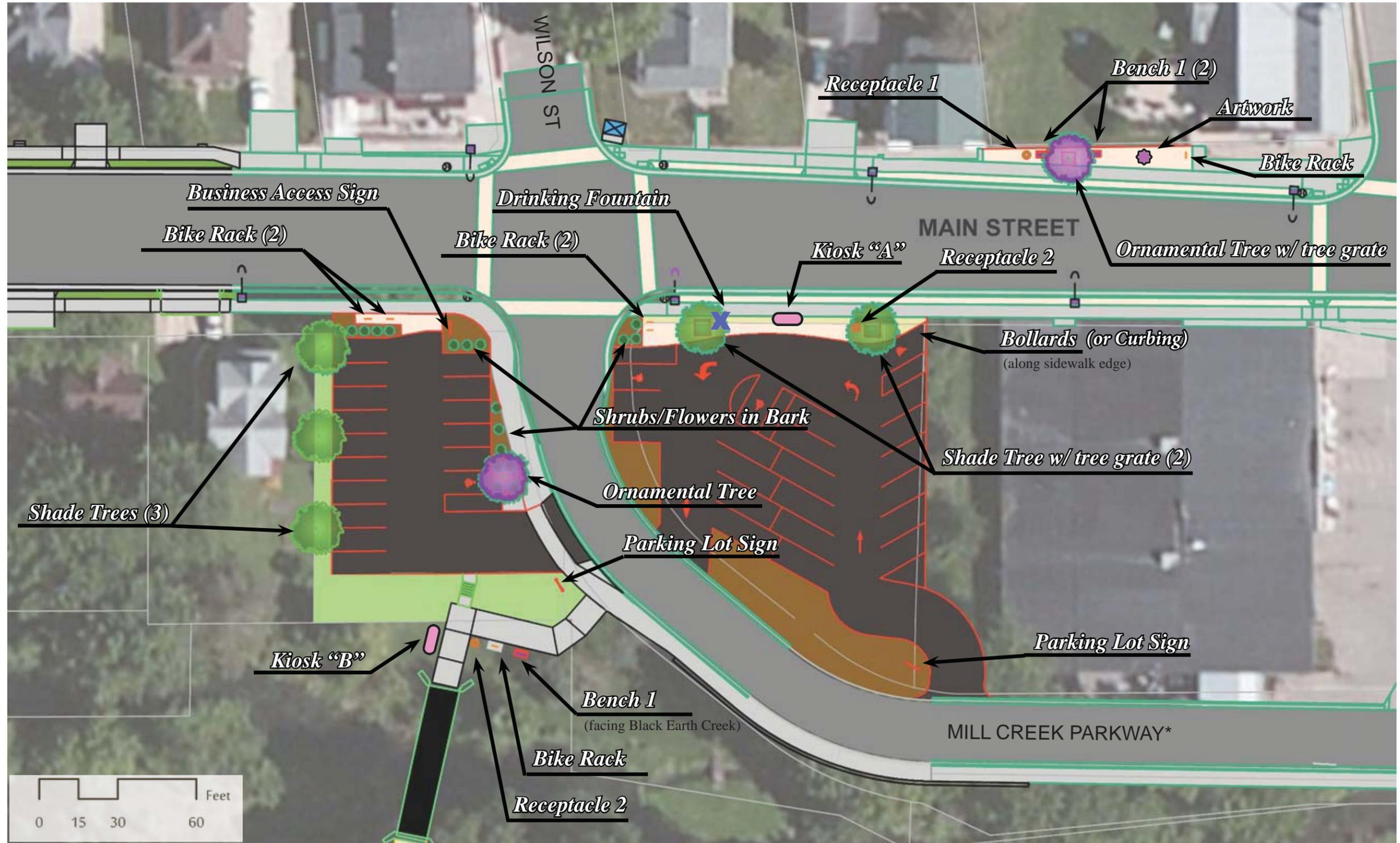


Recommended to the Village Board by the US14 Streetscape Workgroup on April 21, 2015

# STREETSCAPE DETAIL

See the Street Furniture section (on [page 6](#)) for information regarding specific furniture items denoted on this page.

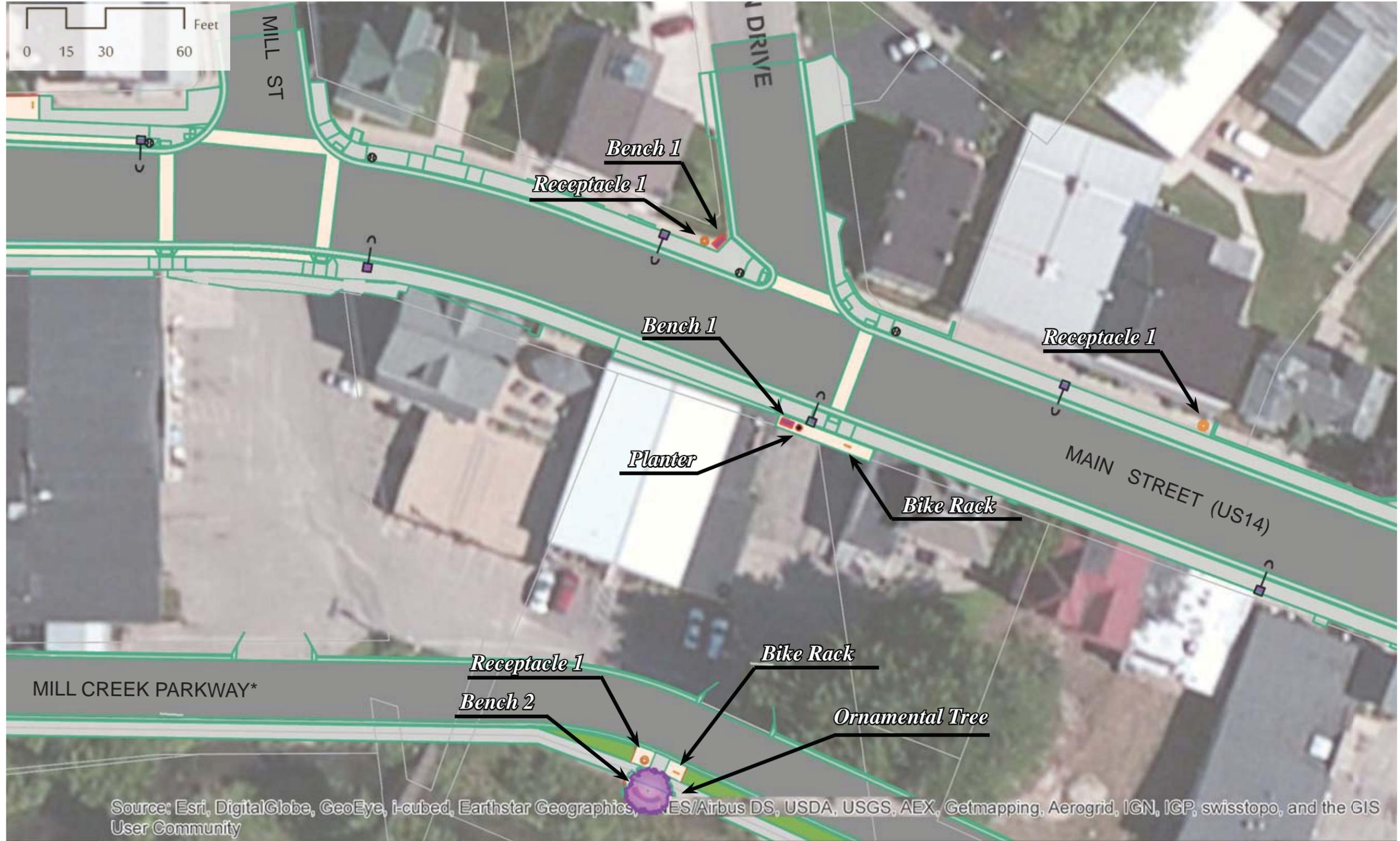
Note (\*): There was some discussion about lighted bollards along Mill Creek Parkway. This streetscape detail does not illustrate this improvement, but see the potential for such an improvement within the Mill Creek Parkway terrace. Further discussion will be needed with the Streetscape Workgroup and the Village.



# STREETSCAPE DETAIL (cont)

See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.

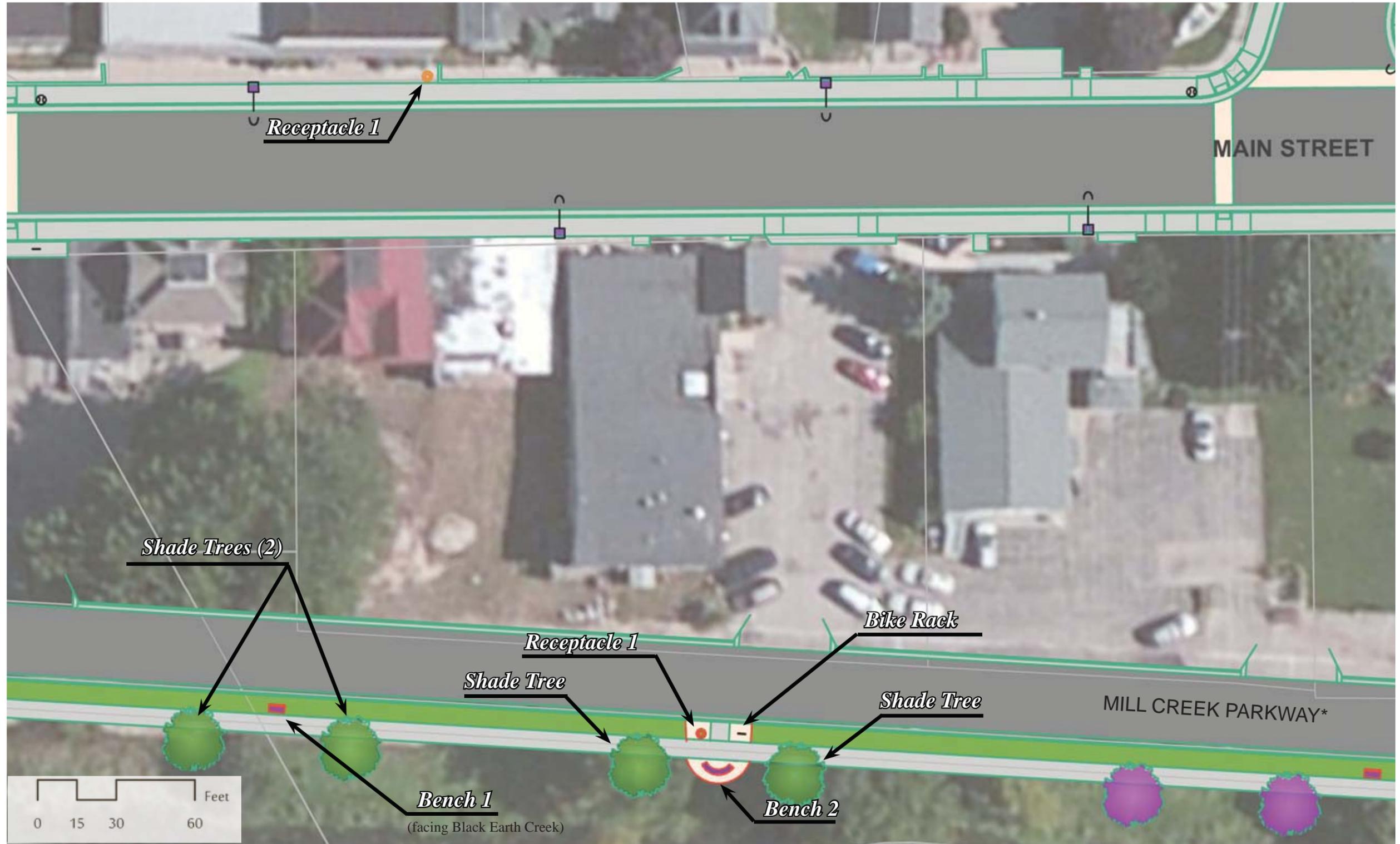
Note (\*): There was some discussion about lighted bollards along Mill Creek Parkway. This streetscape detail does not illustrate this improvement, but see the potential for such an improvement within the Mill Creek Parkway terrace. Further discussion will be needed with the Streetscape Workgroup and the Village.



# STREETSCAPE DETAIL (cont)

See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.

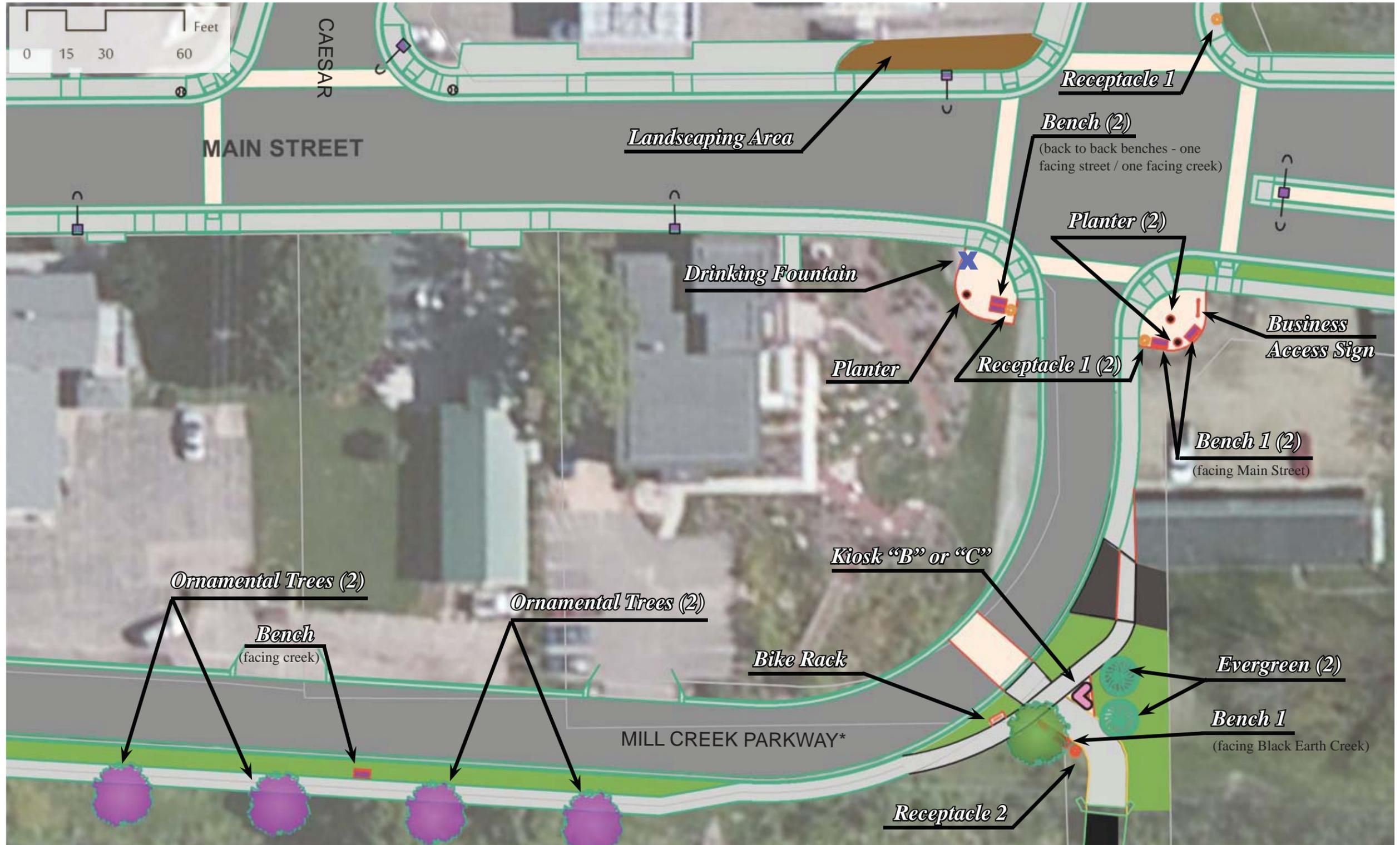
Note (\*): There was some discussion about lighted bollards along Mill Creek Parkway. This streetscape detail does not illustrate this improvement, but see the potential for such an improvement within the Mill Creek Parkway terrace. Further discussion will be needed with the Streetscape Workgroup and the Village.



# STREETSCAPE DETAIL (cont)

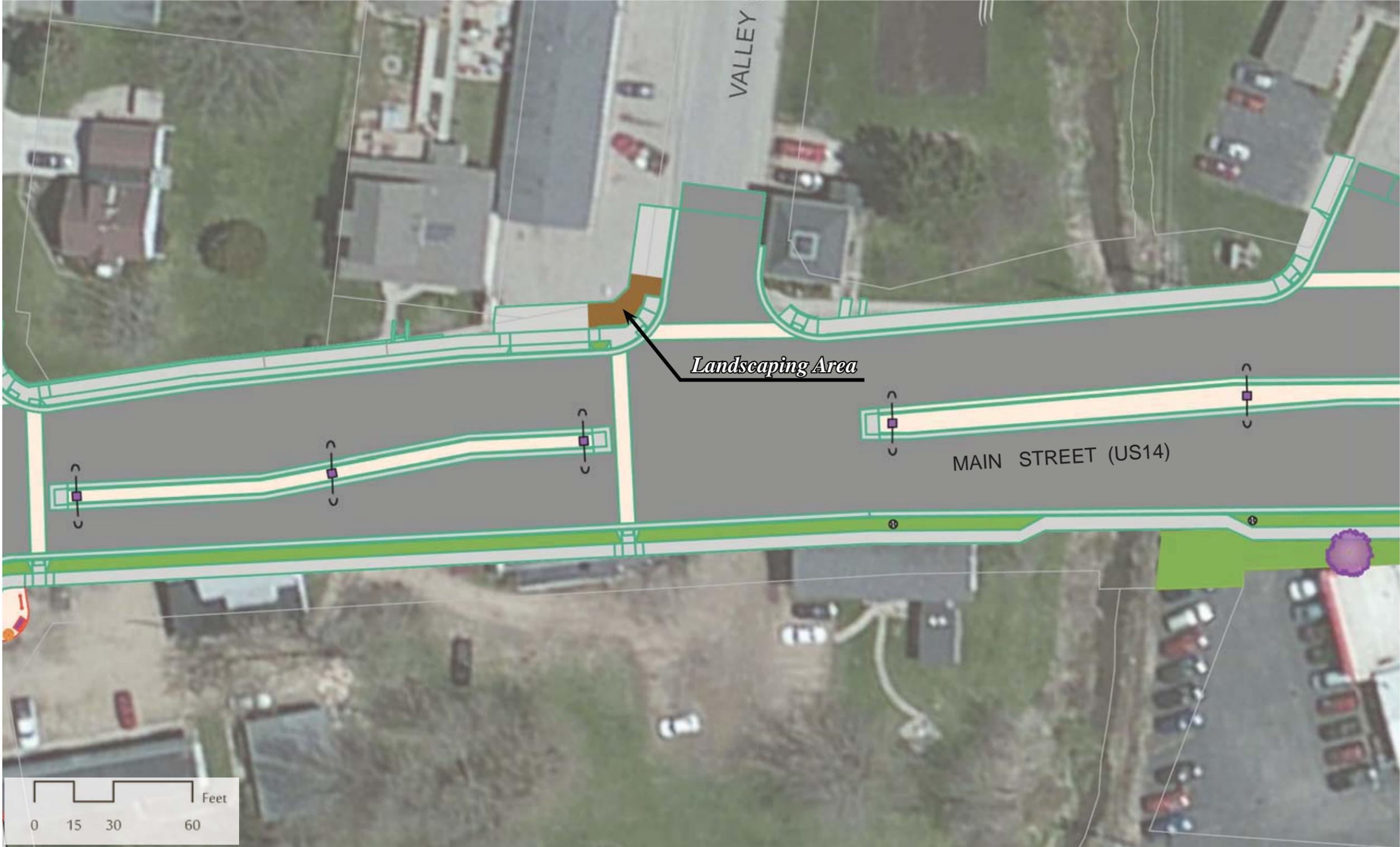
See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.

Note (\*): There was some discussion about lighted bollards along Mill Creek Parkway. This streetscape detail does not illustrate this improvement, but see the potential for such an improvement within the Mill Creek Parkway terrace. Further discussion will be needed with the Streetscape Workgroup and the Village.

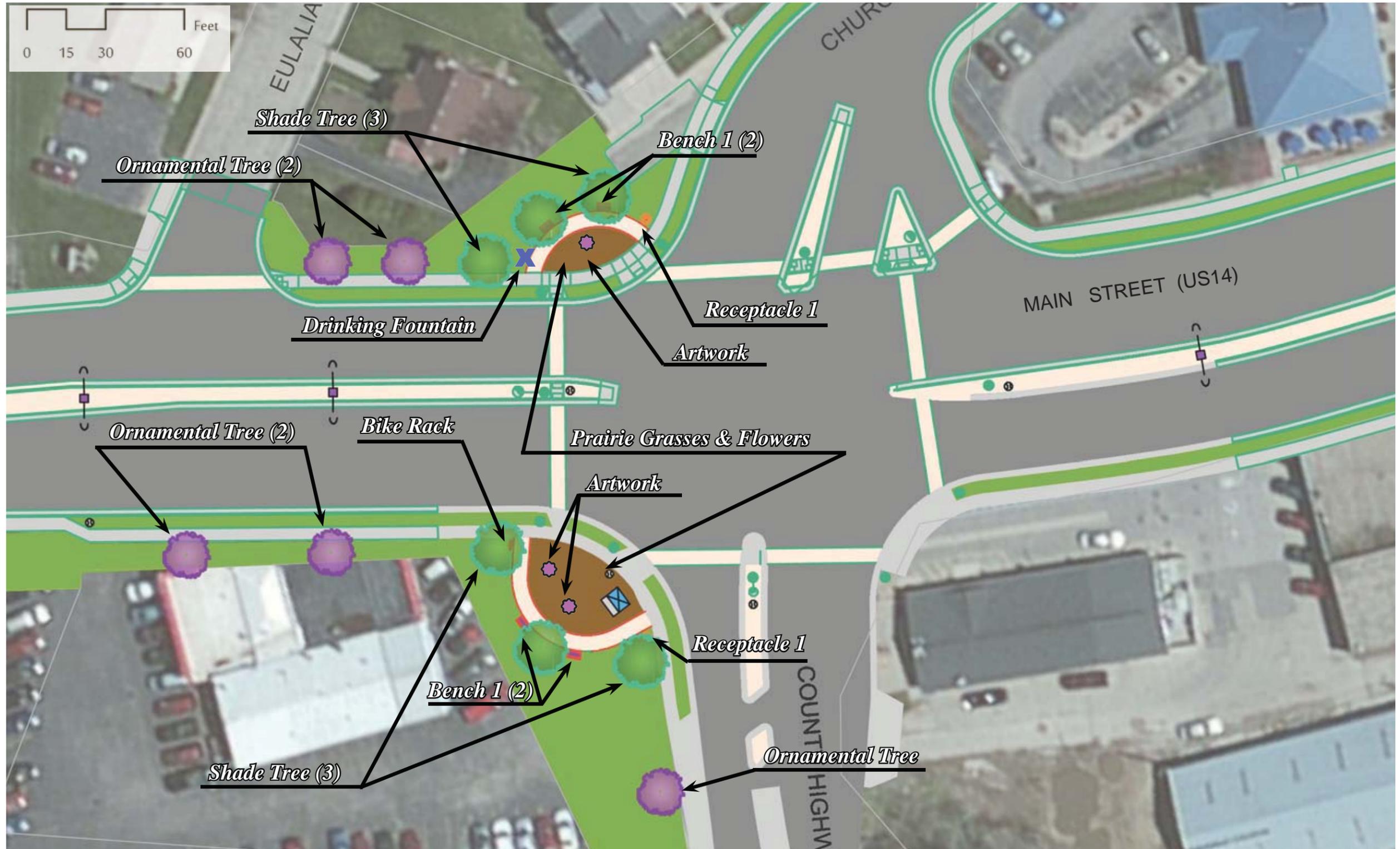


# STREETSCAPE DETAIL (cont)

See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.



See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.



## What is the Streetscape Sponsorship Program?

- ◆ A unique opportunity to beautify our community.
- ◆ A marketing opportunity for your business.
- ◆ Each sponsored item will receive its very own personalized plaque commemorating the donation.
- ◆ A special place to honor the memory of a loved one.
- ◆ An easy way to make a tax-deductible donation.

The Village has prepared a plan that lays out several amenities in and around Main Street. Space is limited!!! You may have a chance to choose the location for the desired item to sponsor based on availability. Items and locations will be made available on a first come first served basis. Cost of the sponsorship includes personalized plaque to memorialize donation. For further information or to sponsor an item, please contact Matt Schuenke at 608-798-3241 or matt@cross-plains.wi.us.

### ***Madison Community Foundation***

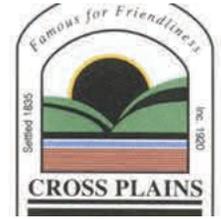
Donations to the Streetscape Sponsorship Program are tax-deductible thanks to a partnership with the Madison Community Foundation, a 501 (c)(3) community trust.

- Payments should be made to: **Madison Community Foundation** c/o Cross Plains Streetscape Sponsorship Program.
- Donations accepted at:
  - ⇒ONLINE:  
www.madisoncommunityfoundation.org
  - ⇒IN PERSON: Village Hall located at 2417 Brewery Road, Cross Plains.
  - ⇒MAIL: Village of Cross Plains, Attn: Streetscape, PO Box 97, Cross Plains, WI 53528.



PLACE  
STAMP  
HERE

Village of Cross Plains  
PO Box 97  
Cross Plains WI 53528

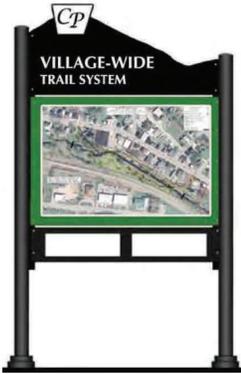


# STREETSCAPE SPONSORSHIP PROGRAM



# Sponsorship Opportunities

## Village Wide Trails/Destinations Kiosk



**Sponsorship Price:** \$4,500

**Available Space:** 1-2

## Circular Bench with 2 Arms



**Sponsorship Price:** \$2,000

**Available Space:** 2

## 5' Gramercy Horizontal Strap Bench



**Sponsorship Price:** \$1,150

**Available Space:** 16

## Carnival Single 36 Gallon Receptacle

**Sponsorship Price:** \$1,150

**Available Space:** 9



## Carnival Planter with Top Ring

**Sponsorship Price:** \$650

**Available Space:** 4



## Ornamental/Shade Tree(s)

**Sponsorship Price:** \$500

**Available Space:** 30



## "U" Rack Bike Rack - Regular & Custom



**Sponsorship Price:**

- Regular - \$300
- Custom - \$450

**Available Space:** 11

*Want to donate to the beautification effort but don't want to sponsor an entire item?*

General sponsorship levels available as follows:

- Gold \$250**
- Silver \$125**
- Bronze \$50**

All general sponsorships provided will go towards the Streetscape Project as a whole to help assist with new trees, landscaping, and other amenities throughout the project. A single plaque will be prepared to note all those who contributed to this effort.