

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

Tuesday, April 21, 2015

7:00 pm

- I. Call to Order
- II. Approval of Minutes – February 26, 2015.
- III. General Project Updates
- IV. Discussion and action regarding the final draft of the US 14 Streetscape and Signage Plan for the US Highway 14 (Main Street) Reconstruction.
- V. 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.

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 26, 2015

7:00 pm

I. Call to Order

The meeting was called to order at 7:00 pm.

Present: Kathy Pulvermacher, Mike Wollmer, Dick Cashwell, Kevin Engeliem, Amy Hansen, Kathleen Pape, Cathy Barman, Mary Devitt, Pat Andreoni, Chuck Law and Steve Schunk.

II. Approval of Minutes – January 22, 2015 - A motion was made by Wollmer, seconded by Devitt, and unanimously carried by the Streetscape Workgroup to approve the minutes from the January 22, 2015 meeting.

III. General Project Updates – The Village Administrator provided an updated budget for the Highway 14 Reconstruction Project.

IV. Review the draft streetscape design concept for the US 14 corridor with MSA Professional Services – Steve Tremlett from MSA reviewed the design choices for the streetscape amenities as well as the proposed locations. Final Workgroup review of the signage and streetscaping plan is scheduled for Thursday, March 26, 2015 at 7:00 pm.

V. Review draft plan for the use of Park Street including pedestrians, parking, and mail delivery – The Village Administrator reviewed the Park Street plan to address pedestrian usage, vehicle traffic, parking and business access during the highway project.

- VI. Update regarding Electrical Services Conversion on Main Street** – The Village Administrator reviewed the Village Board action to offer assistance to residents on Main Street who convert their electrical services to underground.

- VII. Set next meeting agenda and date** – The next meeting date was set for Thursday, March 26th at 7:00 PM.

- VIII. Adjournment** – Following a general consensus the meeting was adjourned.

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,

Thomas E. Malone
Assistant Village Administrator

CROSS PLAINS, WI

US 14 STREETScape & SIGNAGE PLAN



Draft Date: March 24, 2015

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Acknowledgments

VILLAGE BOARD

- Pat Andreoni *VILLAGE PRESIDENT*
- William Brosius *VILLAGE TRUSTEE*
- Doug Brunner *VILLAGE TRUSTEE*
- Judy Ketelbeoter *VILLAGE TRUSTEE*
- Jay Lengfeld *VILLAGE TRUSTEE*
- Steve Shunk *VILLAGE TRUSTEE*
- Lee Sorensen *VILLAGE TRUSTEE*

US 14 STREETScape WORKGROUP & OTHERS

- Amy Hansen
- Bonnie Law
- Cathy Barman
- Chuck Law
- Dick Cashwell
- Dick Fayram
- John Klabough
- Kathleen Pape
- Kathy Pulvermacher
- Kevin Engeliem
- Lisa Kostecki
- Mary Devitt
- Mike Shutz
- Mike Wollmer
- Sara Reeves-Metz
- Steve Schunk
- Terry Walker

VILLAGE STAFF

- Jerry Gray *EXECUTIVE DIRECTOR OF DPW*
- Matt Schuenke *ADMINISTRATOR*
- Tom Malone *ASSISTANT ADMINISTRATOR*

EXECUTIVE SUMMARY

The Wisconsin Department of Transportation (WisDOT) will be reconstructing US-14 through the Village of Cross Plains between April-October 2015. In conjunction with WisDOT reconstruction project, the Village is developing plans and recommendations for streetscaping and signage to be installed during/after this reconstruction project. In 2013, the first phase of this planning took place, establishing the hardscape (i.e. sidewalk, terrace and crosswalk) improvements and street lights to be installed in the corridor.

This Streetscape and Signage Plan documents the second phase of public improvement planning for the US 14 (Main Street) reconstruction project. The purpose of this phase is to produce workable plans and recommendations for signage (e.g. gateway, wayfinding, kiosks, etc.) and street furniture (e.g. benches, trash receptacles, bike racks, etc.) placement along the Highway 14 (Main Street) corridor. These plans will be designed to project a consistent, artistic design that will welcome people to the Village and guide them to desired destinations.

Plan Objectives

1. *To create new gateway signage to be placed at the main Village entryways along the US 14 corridor.*
2. *To develop a new and uniquely aesthetic design for street signs.*
3. *To create a wayfinding system that focuses on directing visitors to key Village destinations.*
4. *To develop a brand and promote the Village's identity through these types of signs.*

This project supports the Village's goal of creating a safe, secure and efficient local transportation system that links civic facilities, welcomes people to the Village, and improves the overall aesthetic nature throughout the heart of the Village.

PLANNING PROCESS

The Village convened a US14 Streetscape Workgroup in order to assist in reviewing and making recommendations regarding the WisDOT US14 project. This workgroup is made up of residents, businesses, staff, and others interested in working collaboratively to ensure US14 improvements leave a lasting positive impact on the community. Between August 2014 and March 2015, staff from MSA Professional Services met six times with the US14 Streetscape Workgroup to develop this Plan. All meetings were open to the public and materials were posted a week in advance of the meetings on the Village website. Additionally, all US14 Streetscape Workgroup meetings were recorded and hosted on the Village website.

The project began by reviewing the prior recommendations and plans for the US14 (Main Street) corridor. To clearly articulate what already existed in the corridor, a series of maps were created depicting the location of existing features along the planned right-of-way, curb and sidewalk locations as currently designed by WisDOT. After reviewing these materials, feedback from the US14 Streetscaping Workgroup helped to establish potential signage and streetscaping design palettes. In the following workgroup meetings the design palettes were discussed, accumulating into final selections and design concepts. The project concluded in April 2015 with a presentation before the Village Board.

Project Milestones

AUGUST 28, 2014	Meeting #1: Kick-off & Visioning
OCTOBER 23, 2014	Meeting #2: Discuss Signage & Streetscaping
DECEMBER 12, 2014	Meeting #3: Build Consensus on Signage
JANUARY 22, 2015	Meeting #4: Review Streetscaping Design
FEBRUARY 26, 2015	Meeting #5: Build Consensus on Streetscaping
MARCH 26, 2015	Meeting #6: Review Entire Plan
APRIL XX, 2015	Village Board Presentation / Adoption

PLAN GUIDE

This Plan is an accumulation of the recommendations selected by the US14 Streetscape Workgroup, excluding the first page which provides the recommendations from prior planning processes. In total there are three sections within this Plan, as noted below.

Pages 2-5: Signage Elements (i.e. gateway, kiosks, parking, wayfinding and civic displays)

Pages 6-11: Streetscape Elements (i.e. street furniture and streetscape details)

Page 12: Estimated Project Costs

The appendix provides an overview of the recommendations within the Plan, including illustrations depicting the design of all the proposed signs within the US14 corridor.

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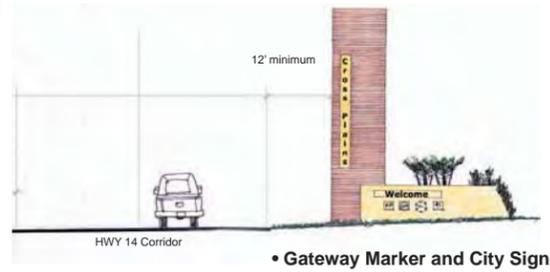
EXISTING PLANS

CROSS PLAINS DOWNTOWN REVITALIZATION PLAN (2005)

Vision Statement: *Downtown Cross Plains is the heart of the Village, where civic, commercial, and recreational activities occur side-by-side.*

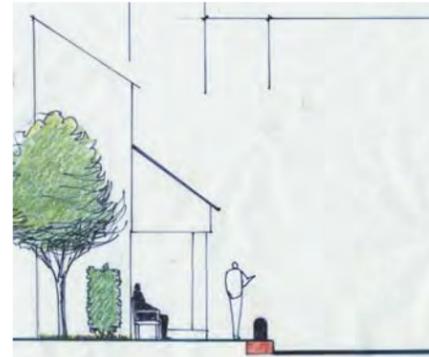
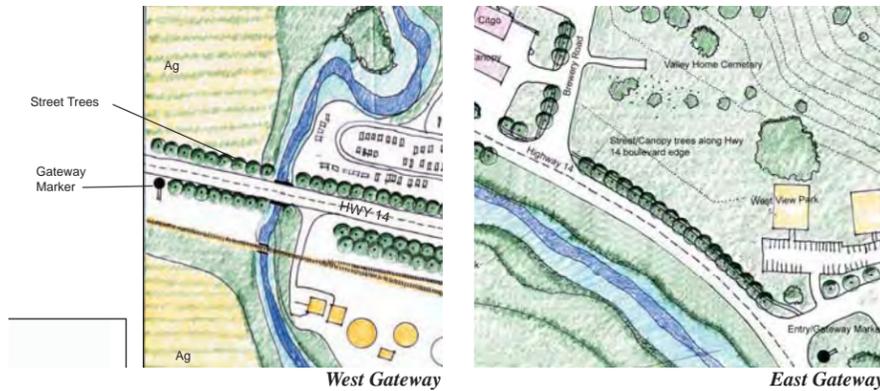
Signage Recommendations:

- This plan recommended placing community signs in the east and west gateways. The example provided in the Plan (shown on the right) includes a tall structural element to act as a visual marker.



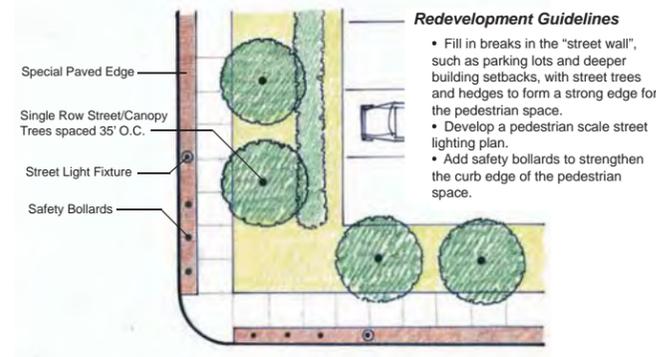
Other Streetscaping Recommendations:

- Use safety bollards at curb edges to strengthen the curb edge as a pedestrian space.
- Fill in breaks in the "street wall", such as parking lots and deeper building setbacks, with street trees and hedges to form a strong edge for the pedestrian space.
- Develop a pedestrian scale street lighting plan.
- Consider safety bollards along the curb edge through the tight downtown section to provide a sense of security from the street.



CROSS PLAINS DOWNTOWN REVITALIZATION PLAN: Supplements (2008-2009)

Recommendation to provide directional signage to (shared) parking areas, where appropriate.



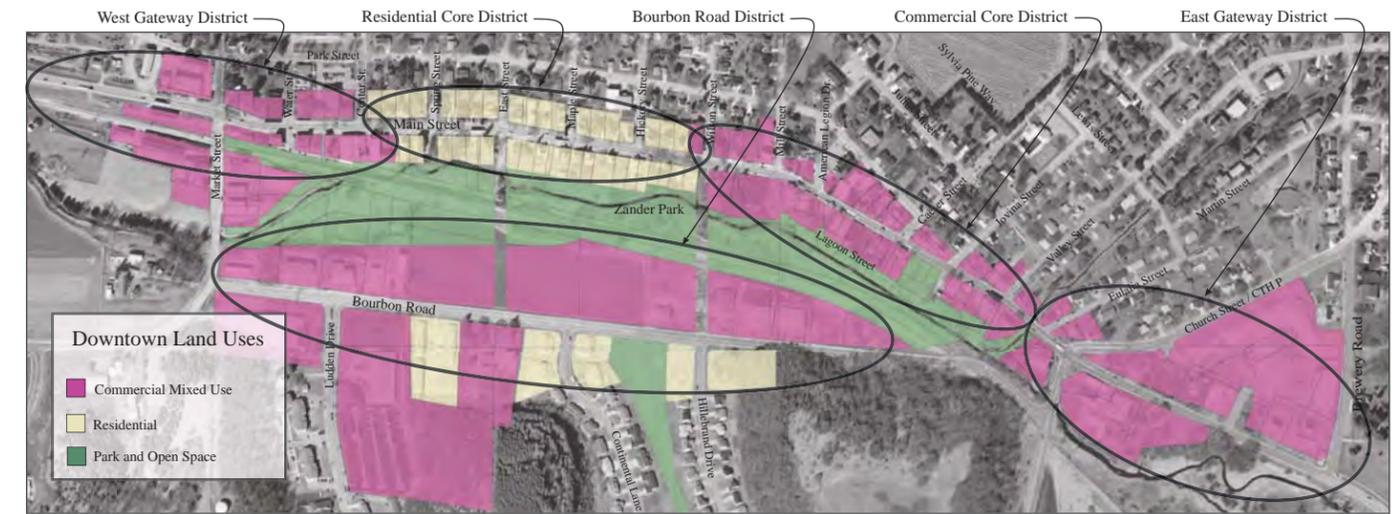
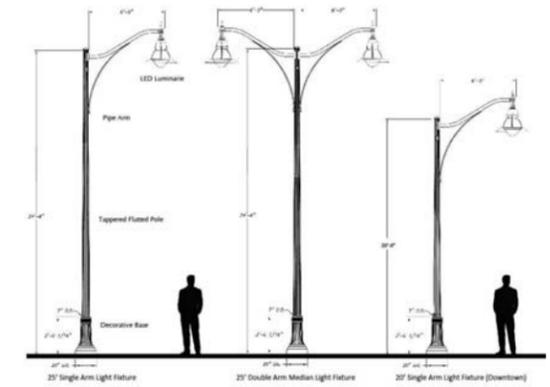
US 14 PAVING & LIGHTING PLAN (2013)

This project concluded with decisions regarding the type and placement of crosswalk treatments, medians, paving, and light fixtures.

Decisions Made:

- Crosswalks within the "Downtown" concrete section will be (red) colored concrete with the remainder of corridor having painted (white) striped crosswalks.
- Medians will be stamped (red) concrete.
- Water Street will have an enhanced pedestrian crossing (to include a Rectangular Rapid Flash Beacon (RRFB), small median and painted crosswalk).
- CTH P bridge will have a random limestone block decorative stamp concrete wall using a single color texture with a decorative black railing.
- Two intersections (i.e. Brewery and CTH P) will have black signal/light poles, matching the decorative street lights
- Street light fixtures will be 24.5-ft single-armed fixtures in the "West Gateway" and "Residential Core" Districts, 20-ft single-arm fixtures in the "Commercial Core" District and 24.5-ft double arms in the medians within the "East Gateway" District (and DOT-standard single-arm east of Brewery Road).

STREET LIGHTING



GATEWAY SIGN

Gateway signs are planned for both ends of the US14 corridor within the Village limits, following direction from past planning efforts and discussions within this process. See the Design Mapbook ([Appendix A](#)) for specific locations of the gateway signs. In addition to these two locations, it is recommended at some point in the future CTH P (which bisects the Village north/south) should also receive new gateway signs that resemble those recommended for the US14 corridor, but potentially at a smaller overall scale.

DESIGN: In discussions with the US14 Streetscape Workgroup, there was support for a gateway sign with a vertical element that in some way represents either (or both) the Village’s recreational opportunities and the surrounding “driftless area” landscape. The recommended design (shown on the right) represents both these aspects. Along the vertical element there are four recreational boxes with symbols for fishing, biking, hiking and snowmobiling. The surrounding landscape is highlighted on top of the base that suggest one is entering/exiting the driftless area. Adorned on top of this hill landscape is the Village emblem that will be branded throughout the US14 corridor (and potentially Village-wide). The text should be lit at night, including the Village emblem. The “Cross Plains” should be uniquely backlit using a halo affect, as shown in the representative photo on the right.

HEIGHT: The overall height of the vertical element has been depicted at 23.5-feet for several reasons, including it creates a statement as one enters into the Village, it allows for lettering that can be read from a distance and allows for snow accumulations along the base without impacting the primary portions of the sign.

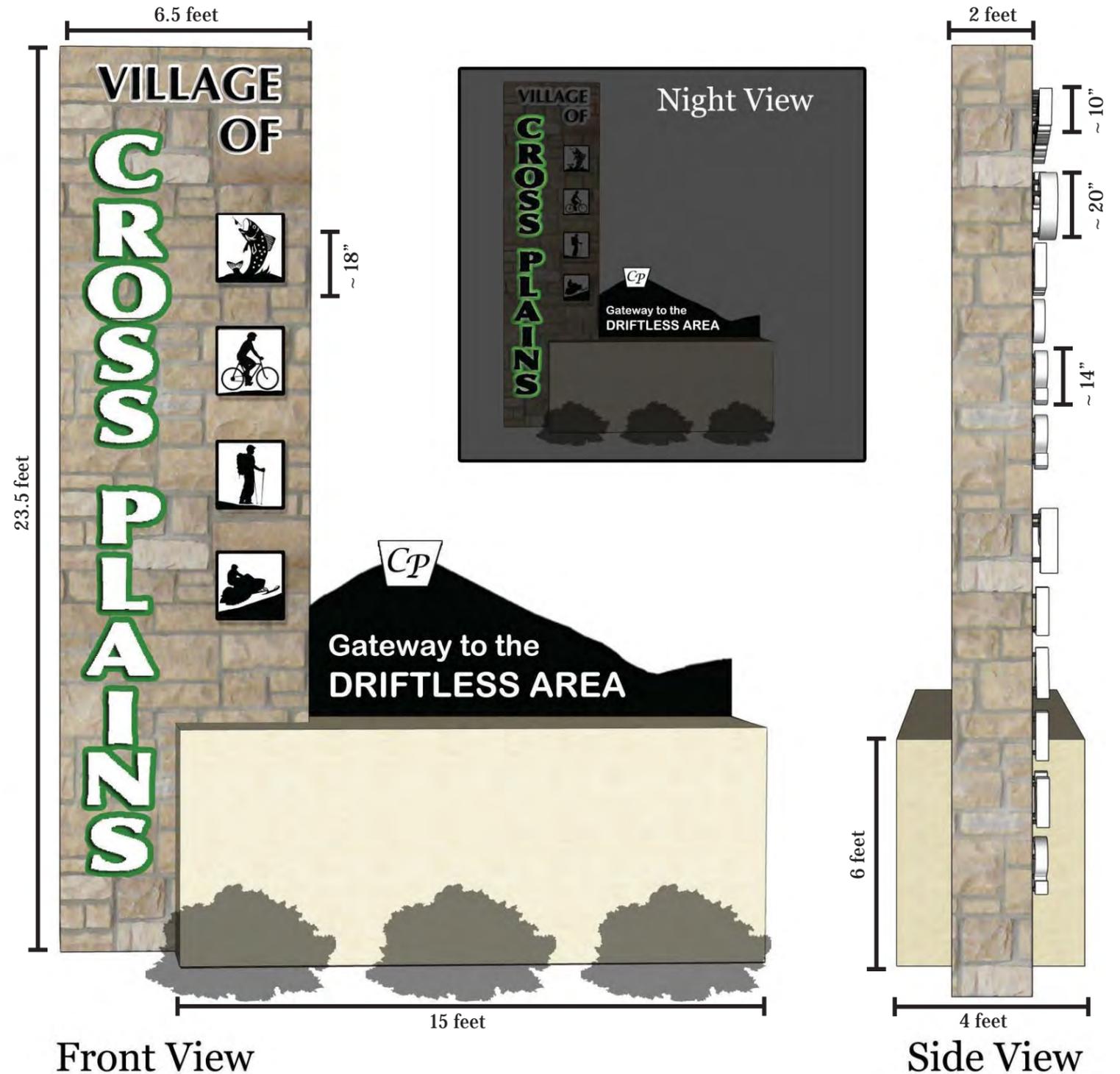
COMMUNITY GROUP EMBLEM SIGN: The community group emblem sign that currently resides next to the Village’s existing gateway sign are recommended to be located independently from the proposed gateway signs (at both ends of the Village). This will reduce the clutter around the proposed gateway signs, while giving the local community groups a place to be displayed as one enters the Village. See the Design Mapbook ([Appendix A](#)) for specific locations of the community group emblem signs.

REGULATIONS & PERMITS: Each sign will need to be permitted by WisDOT, following their DT 1680 application and permit.

CROSS PLAINS Gateway Sign Design

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 (<i>one-sided - only visible to incoming traffic</i>)
Recreation Symbols	Sandblasted Vinyl framed w/ black aluminum
Village Letters	Cast Aluminum extruded from stone and “halo” backlighting (<i>not internally lit</i>)

REPRESENTATIVE PHOTO illustrating the halo affect.



KIOSK & PARKING SIGNAGE

The Streetscape Workgroup would like to direct motorists to the newly built public parking lots, as well as notify them that the primary business access in the Downtown Core district is via Mill Creek Parkway. For this reason, business access and parking lot signage has been design and proposed near Mill Creek Parkway intersections with US14. See the Streetscape Details on [pages 7-9](#) for specific locations.

There is also desire to help inform, orient, and direct residents and visitors to the plethora of activities, destinations and businesses within the community. Therefore, informational kiosks are recommended at all major parking lots and trailheads. There are three kiosk types that are suggested in downtown Cross Plains. See the Streetscape Details on [pages 7-9](#) for specific locations of kiosks in the Downtown Core District.

DESIGN: All signs and kiosks (excluding Kiosk C) are utilizing the surrounding “driftless area” landscape, Village emblem, and the green and black color scheme. Below describes additional design elements for each of the recommendations presented on this page:

- **Business Access / Parking Signage:** These signs should incorporate the industry-standard parking symbol that is also present on the proposed wayfinding signage.
- **Kiosk A (Downtown Business Inventory):** The map will be an exterior grade digital print with clear coat that will be applied to an aluminum plate. The business directory and map will likely change with time, so it is recommended the assembly system allow for easy replacement. Therefore, it recommended the graphic sign face bolt to the exterior of the sign cabinet using vandal proof screws. The proposed base will resemble the same materials found on the reconstructed CTH P bridge.
- **Kiosk B (Village-Wide Trails/Destinations):** This trail map should have minimal revisions needed after planned improvements are completed; therefore, this map could be a permanent trail map that is bolted to the sign cabinet face with nuts on the inside of the cabinet. The lower panel can provide trail information that can be easily updated, so it is suggested to have vandal proof screws on the outside of the cabinet.
- **Kiosk C (Ice Age Trail):** This kiosk could provide history of the Village, the Driftless area, and the Ice Age Trail. If the majority of the information is related to the Ice Age Trail consider a more rustic design that resembles those found at other Ice Age Trail locations.

Business Access Sign
(double-sided)

54" x 78"
(to top of emblem)



Parking Lot Sign
(single-sided)

54" x 58"
(to top of emblem)



Kiosk A - Downtown Business Inventory
(double-sided)

78" x 114"

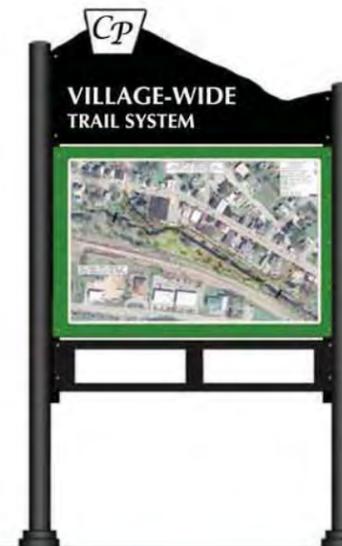
62" x 84"
(sign only - to top of emblem)

78" x 30"
(base only)



Kiosk B - Village-Wide Trails / Destinations
(single-sided)

62" x 100"
(to top of emblem)



Kiosk C - Ice Age Trail Info



WAYFINDING SIGNAGE

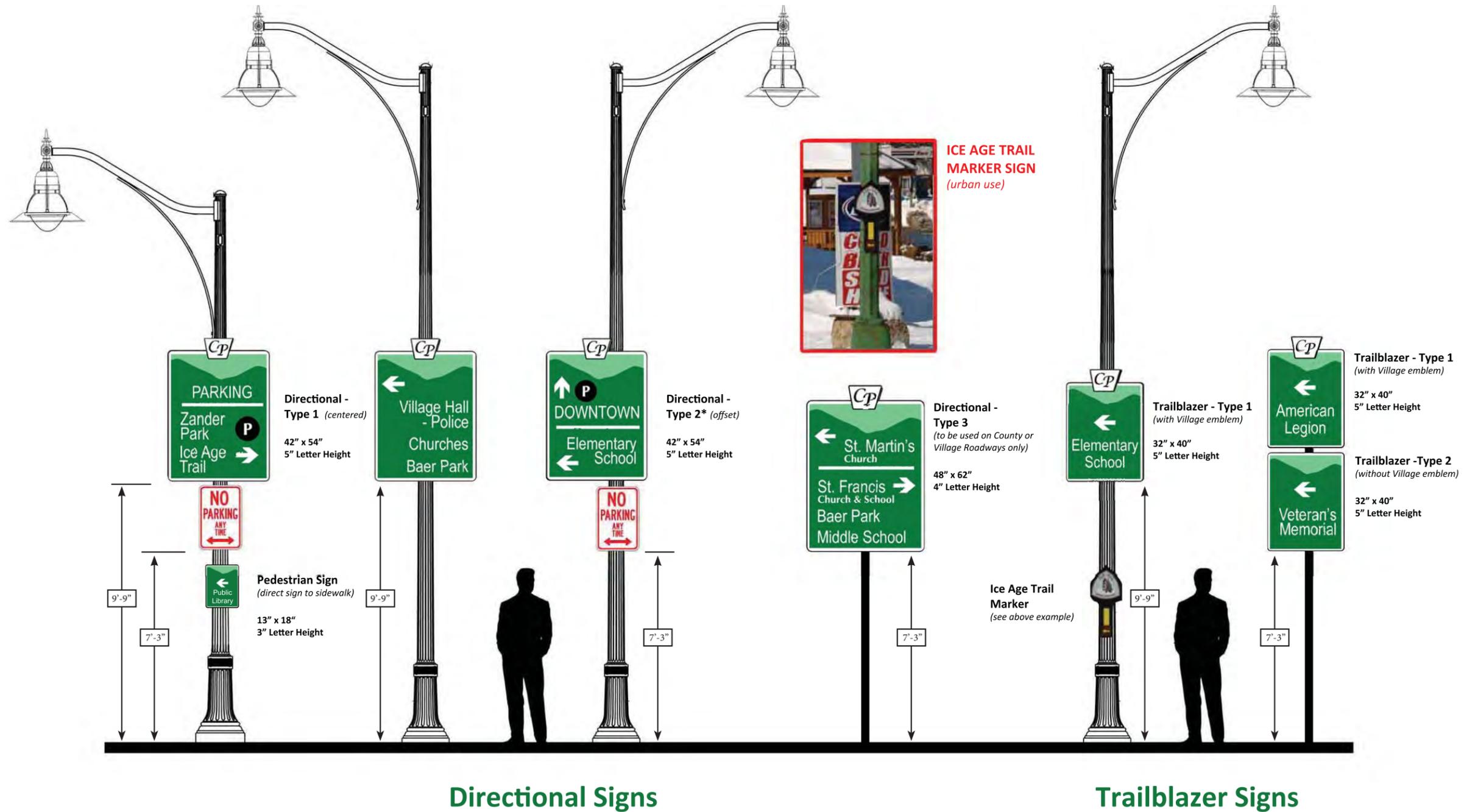
The wayfinding signage network proposed will connect US14 motorists to the key destinations within the community, including the newly built public parking lots at Mill Creek and Main (US14). In total, the plan recommends 12 trailblazer signs and 16 directional signs. See the Design Mapbook (**Appendix A**) for specific sign locations.

SIGNED DESTINATIONS: Based on feedback from the Streetscape Workgroup the following locations were determined to be the key attractions/destinations to be signed: Rosemary Garfoot Public Library, Ice Age Trail, Village Hall / Police Department, Fire Department, Zander Park, Baer Park, Municipal Swimming Pool, Glacier Creek Middle School, Park Elementary School, St. Francis Church & Xavier Catholic School, St. Martin's Lutheran Church, American Legion, Veteran's Memorial, and Post Office.

DESIGN: The design for the wayfinding sign face is based on the Cross Plains' "driftless area" surrounding landscape, which is also represented on the proposed gateway signs (see page 2). A Village emblem will be prominently displayed atop of each wayfinding sign, unless the light post includes multiple signs. In this case only the sign located highest on the pole will display the Village emblem.

HEIGHT: The wayfinding signage should be placed at a consistent height so motorists can expect upcoming signs as they travel through the US14 corridor. For this reason it is suggested the bottom of the sign be placed at 9' 9" from street grade, as this will allow planned regulatory signs to be placed below without impacting the standardized height of the wayfinding signage. Those signs that will be displayed on a pipe (vs. a street light) can be lowered to the minimum height clearance allowed by WisDOT, which is 7' 3" (as shown in Directional Type 3 and Trailblazer Type 2).

REGULATIONS & PERMITS: Each sign will need to be permitted by WisDOT, and shall meet WisDOT's regulations TGM 2-15-6 and Section 2D.50 in the 2009 MUTCD manual.



CIVIC DISPLAYS

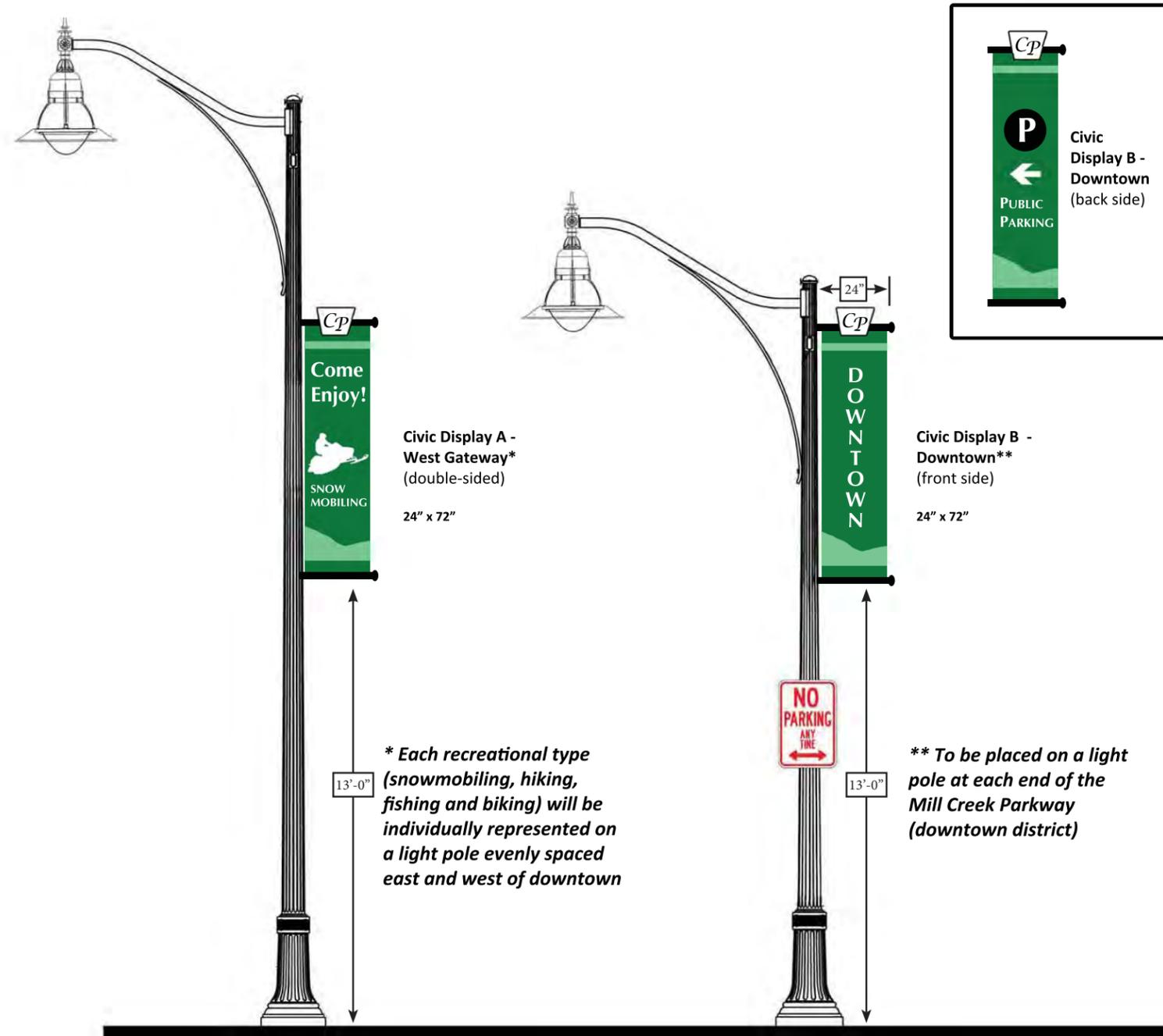
The Village would like to incorporate permanent civic displays on the US14 light poles that will promote the recreational activities available in the community, as well as incorporate the Village emblem and the “driftless area” surrounding landscape. In total, this plan suggests nine civic displays: seven of Type 1 (i.e. four in the West Gateway and three in the East Gateway) and two of Type 2 at each end of Mill Creek Parkway. See the Design Mapbook (**Appendix A**) for specific civic display locations.

DESIGN: The civic displays will continue the design theme represented on other streetscaping elements (i.e. “driftless area” landscape and the Village’s recreational opportunities). Each of the four recreational symbols (i.e. snowmobiling, fishing, hiking and biking) will be displayed on individual civic displays on both sides of the Village’s US14 corridor (using Type 1 displays), except snowmobiling will not be present on the East Gateway. This is due to only three displays being achievable based on the spaces suggested between displays. A Type 2 display will be installed at each Mill Creek / US14 intersection. These displays will denote the entrance into the downtown “core” district and will inform motorists of public parking on the backside of the display. Since these displays will be permanent, it is recommended that they be made out of metal to reduce long-term maintenance and replacement costs.

HEIGHT: The civic displays should be placed at a consistent height so motorists can expect upcoming displays as they travel through the US14 corridor. In discussion with WisDOT they are willing to allow civic displays at the designated mounting height (13-ft rather than the 17-ft) given the following conditions:

- They are on the side of the light poles opposite the street (i.e. over the sidewalk/terrace).
- They maintain a minimum 13’ mounting height (or a 14’ mounting height if multi-use path is present).
- Official traffic signage intended to regulate, warn, or guide road users takes precedence. Should any of these displays interfere with official traffic signage (either physically, or from a vision standpoint), they will not be allowed/will be removed.
- The installation is approved by WisDOT Region Traffic Operations.

REGULATIONS & PERMITS: Each civic display will need to be permitted by WisDOT, and shall meet WisDOT’s requirements TGM 13-12-1 and form DT1876. See *Sign Height for specific exceptions to the WisDOT’s TGM 13-12-1 requirements.*



STREET FURNITURE

The proposed street furniture for the US14 corridor, as well as along Mill Creek Parkway, were selected from Graber Manufacturing catalog. To order the below products contact John Chandler at 608-849-1080, or visit their websites: www.madrax.com (for bike racks) and www.thomas-steele.com (for all other furniture). For ease of purchase, each piece of furniture selected has a item number listed below the image. See the Streetscape Details on [pages 7-11](#) for specific locations of street furniture along the US14 corridor and along Mill Creek Parkway.

DESIGN: It is recommended all street furniture use the horizontal strap and one consistent color throughout the US14 corridor. Even though the light poles are planned to have a black finish, it is recommended the street furniture be forest green. This complements the green finish planned for other elements within the corridor (e.g. wayfinding signage, civic displays, kiosk, etc.).

Bike Rack 1 is the preferred type for US14 corridor and Bike Rack 2 is the preferred type for Mill Creek Parkway / Trail pathways. If possible, Bike Rack 1A should be used over Bike Rack 1, as it further emphasizes the Village emblem and recreational opportunities within the Village. If all eight bike racks along the US14 corridor were installed (as illustrated in the Streetscape Details on [pages 7-11](#)), each of the four recreational symbols would be displayed on two bike racks.



Source: Graber Manufacturing (Thomas Steele / Madrax)

BIKE RACKS



* Includes a Village emblem decal (double-sided) and a laser-cut recreational symbol. It is recommended that each recreational symbol is represented within the US14 corridor.



Bike Rack 2
Advocate Mini (ADM-2-P)

BENCHES



Bench 1 (5- or 6-foot)
Gramercy Horizontal Strap (GRB-5/6-HS)
61"L * 33"H * 26"D (6-ft bench: 74"L)



Bench 2
Carnival Flat Curve (CRFC-60)

RECEPTACLES



Receptacle 1 (w/ Large Elevated Lid)*
Carnival Single 36 Gallon (CRTR-36) w/ LID-E
30"D * 36" (w/ door: 41"H)



Receptacle 2 (w/ Large Elevated Lid)*
Carnival Dual 32 Gallon (CRTR2-32) w/ LID-E
62"D * 39"H

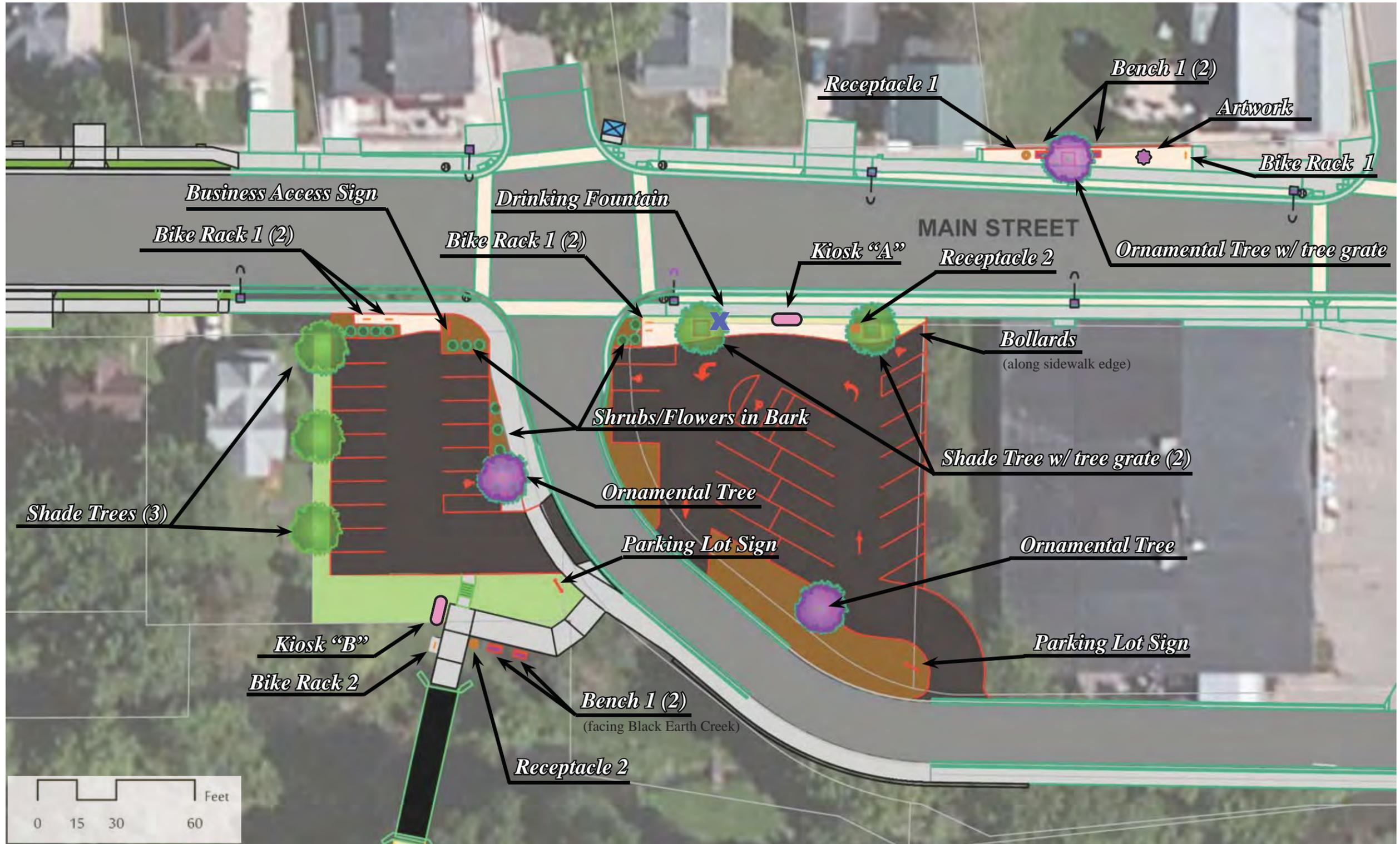
PLANTERS



Planter
Carnival w/ Top Ring (CRPN)
30"D * 26"H

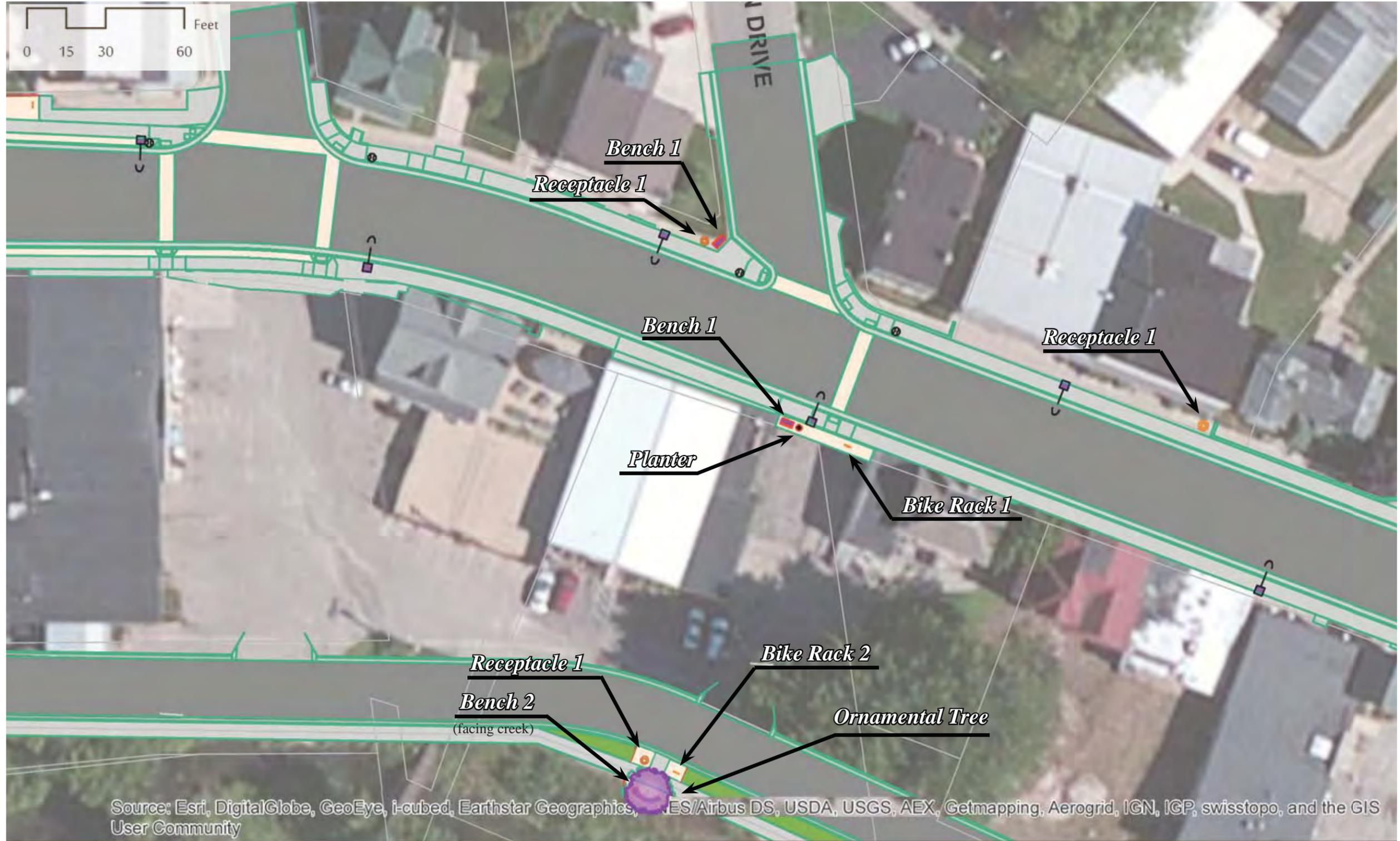
STREETSCAPE DETAIL

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



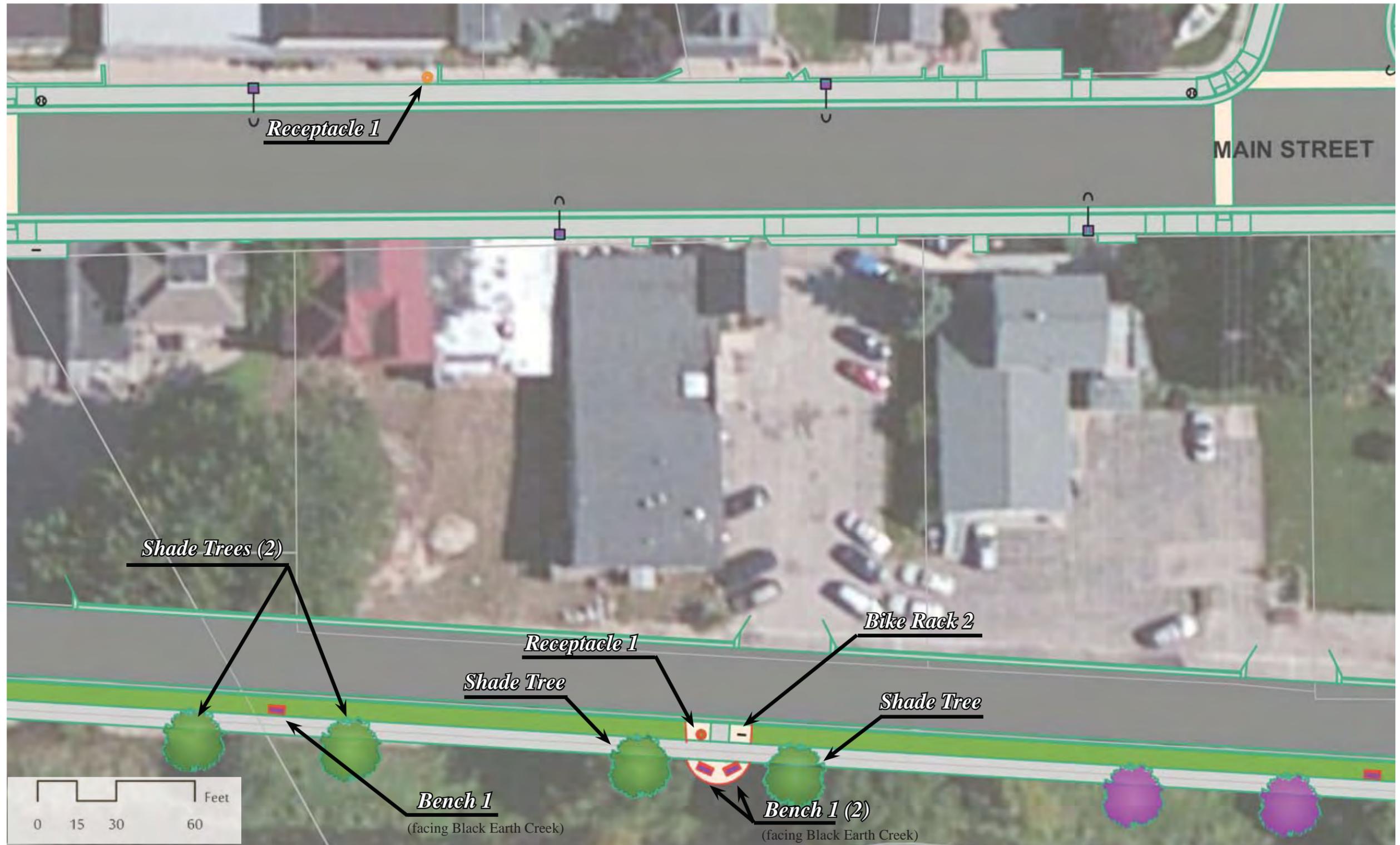
STREETSCAPE DETAIL (cont)

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



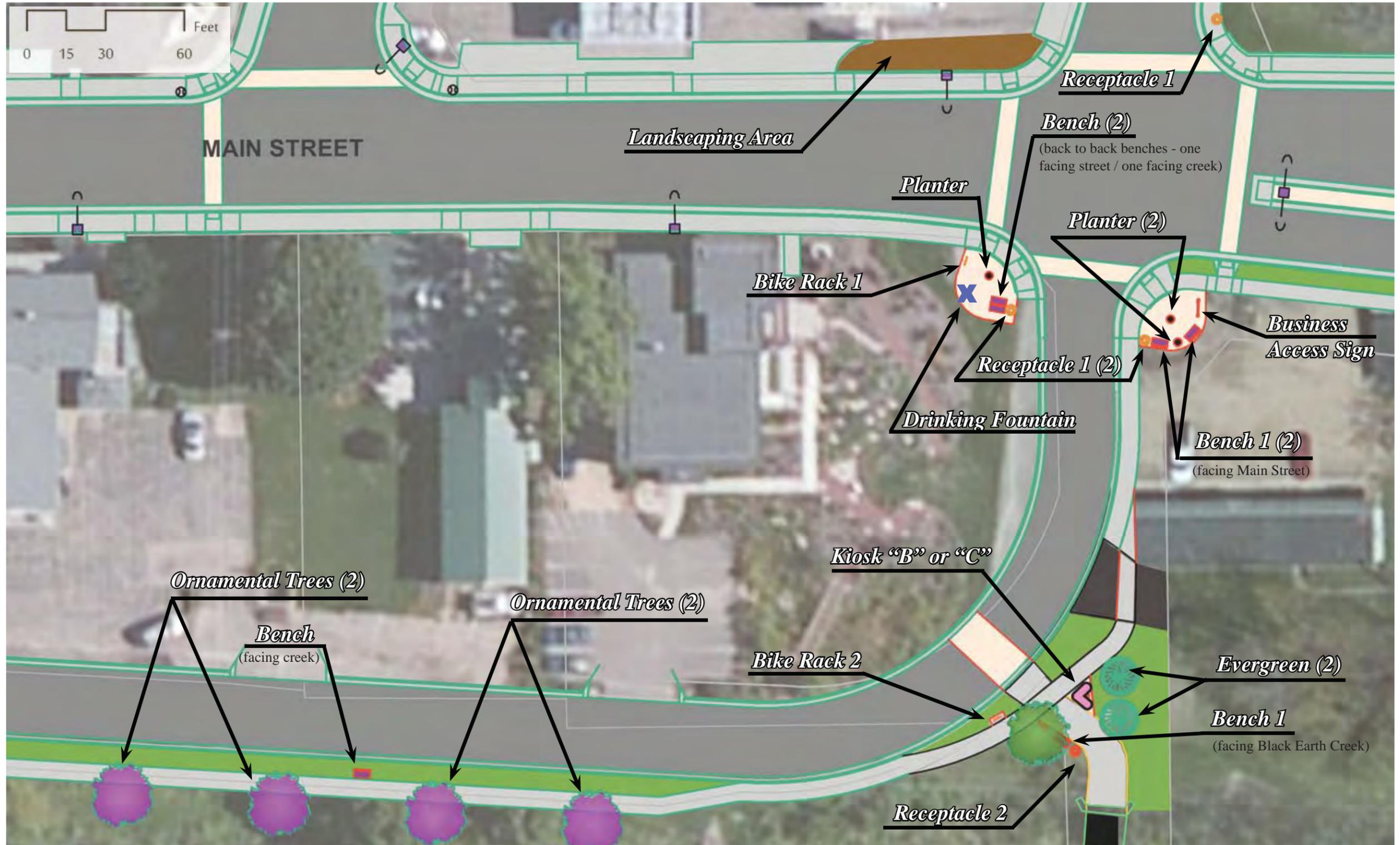
STREETSCAPE DETAIL (cont)

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



STREETSCAPE DETAIL (cont)

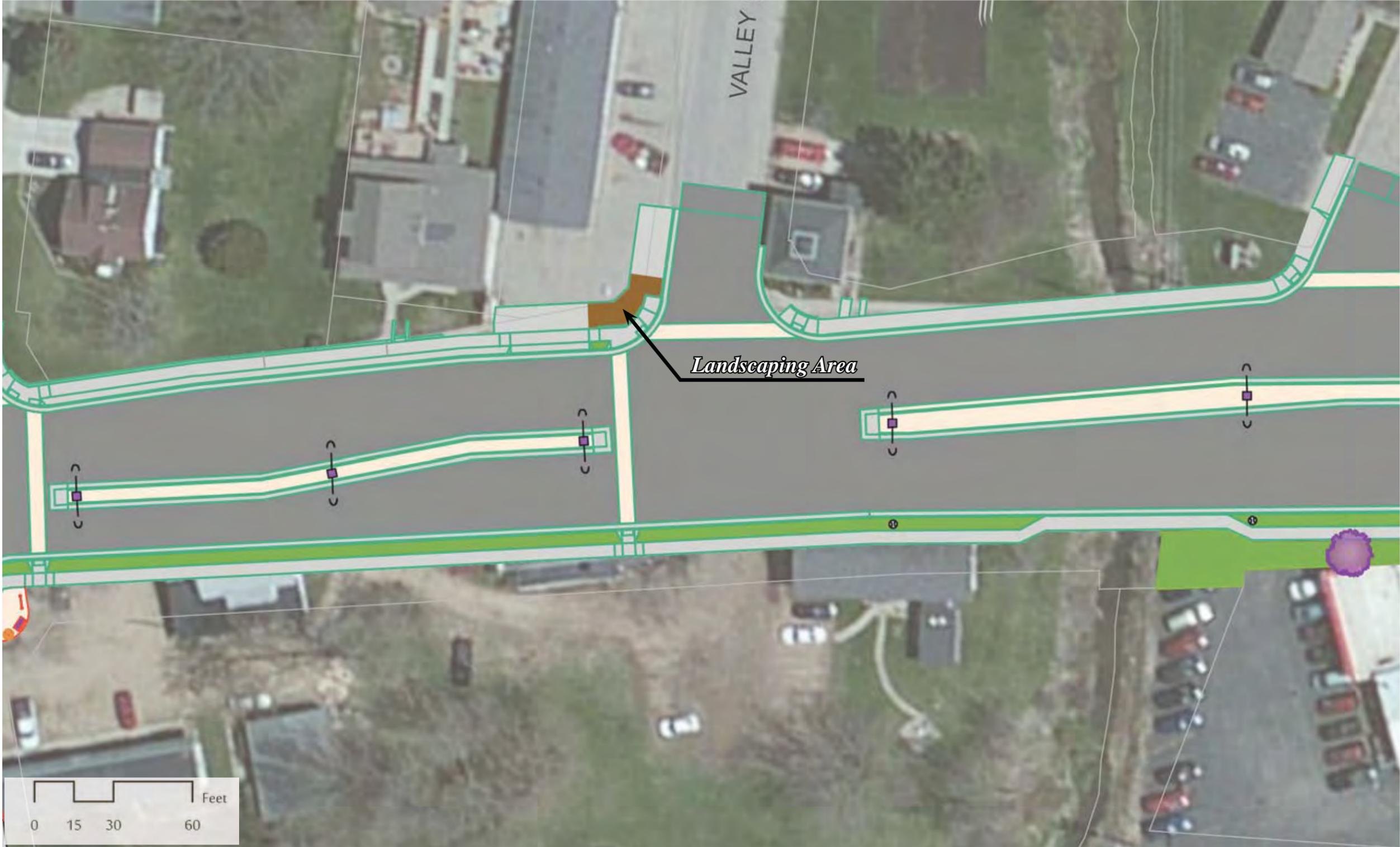
See the Street Furniture section (on page 6) for information regarding specific furniture items denoted on this page.



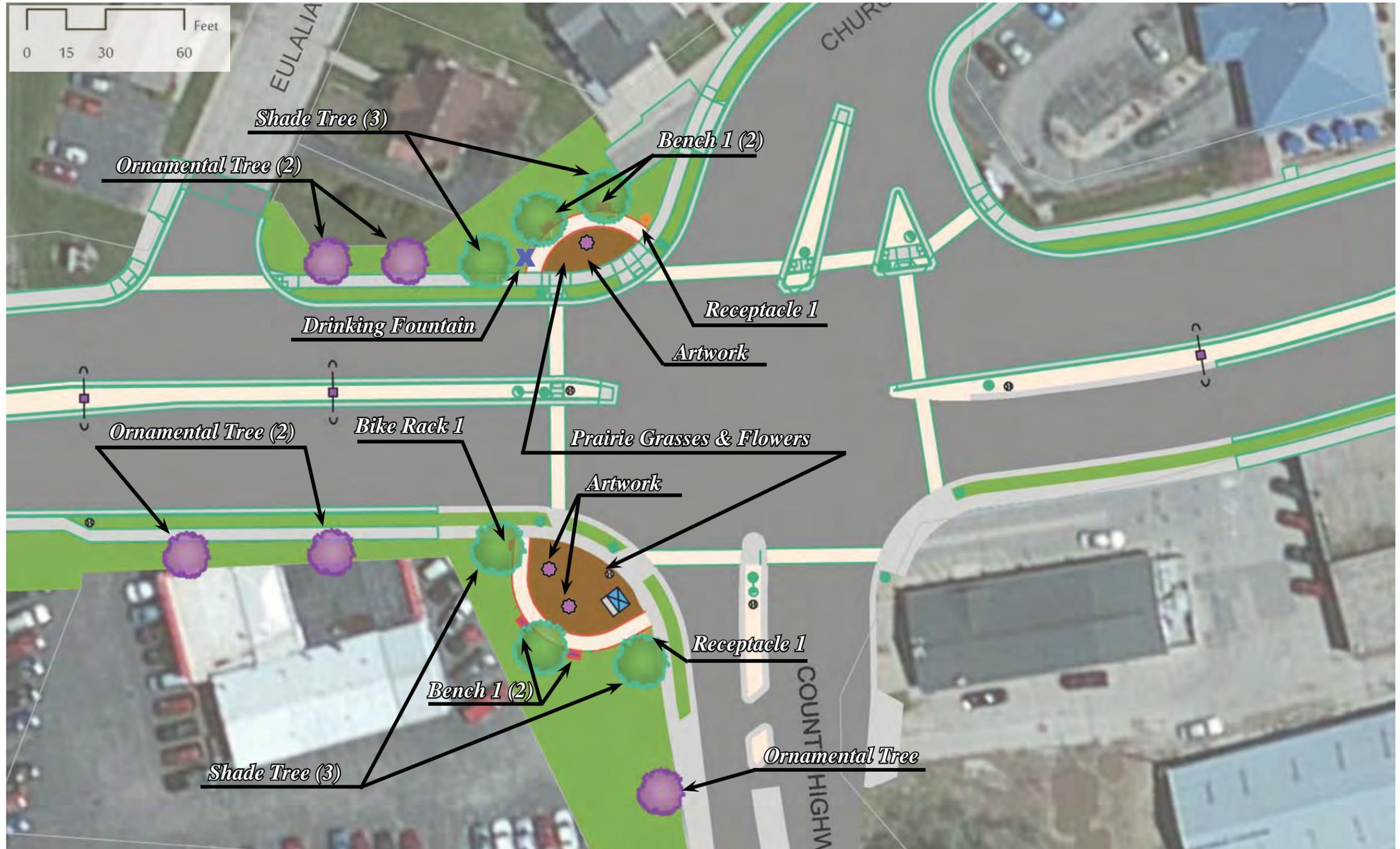
- Concrete
- Asphalt
- Colored Concrete
- Landscaping

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.



PROJECT COSTS

On the right is a summary of the recommendations outlined in this Plan, including estimated costs as of March 2015. It is assumed these improvements will be funded by the Village's general fund, downtown TIF monies and public fundraising. In some cases, some improvements may be delayed until future funds become available.

	Cost / Item	Number	Sub Total	Notes / Item Code	
Gateway Signs	\$40,000	2	\$80,000	Cost Provided by La Crosse Sign Company (includes fabrication and installation)	
Civic Displays (includes \$300 per arm/sign track)	\$910	9	\$5,500		
Wayfinding Signage	varies	(a)	\$28,600		
Business Access Signs	\$3,800	2	\$7,600		
Parking Lot Signs	\$3,500	2	\$7,000		
Kiosks	---	---	---		
	Type A	\$17,000	1	\$17,000	
	Type B	\$4,400	1	\$4,400	
	Type C	\$18,500	1	\$18,500	
Advocate Mini Bike Rack - Surface Mount	\$359	4	\$1,436	Madrax ADM-2-P	
U-Rack Bike Racks	---	---	---		
	Standard Square "U" Rack	\$169	0	\$0	Madrax U200-P
	"U" Rack w/ Branding Bar	\$339	8	\$2,712	Madrax UX238-P special order
Planter w Top Ring	\$549	4	\$2,196	Thomas Steele CRP	
Dual Receptacle w/ Large Elevated Lid (b)	\$1,879	3	\$5,637	Thomas Steele CRTR-2-32D	
Litter Receptacles w/ Large Elevated Lid (c)	\$1,029	9	\$9,261	Thomas Steele CRTR-36	
Circular Bench w/ 2 arms (no backs)	\$1,825	1	\$1,825	Thomas Steele CRFC-24	
5-ft Benches w/ Horizontal Straps	\$1,019	19	\$19,361	Thomas Steele GRB-5-HS	
Drinking Fountains	\$7,500	3	\$22,500	Kay Park Recreation Corp.	
TOTAL			\$233,528		

(a) There are 27 signs with 14 support poles

(b) There is an additional cost for doors (\$220) and for decals ()

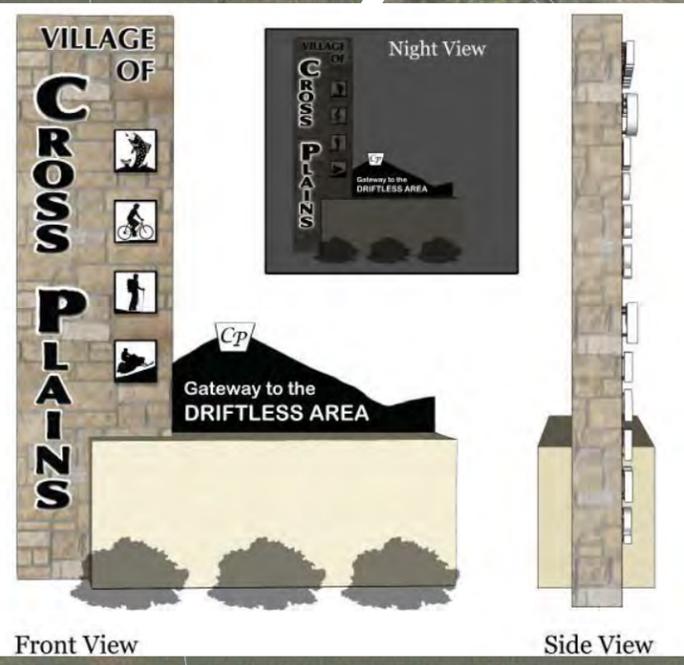
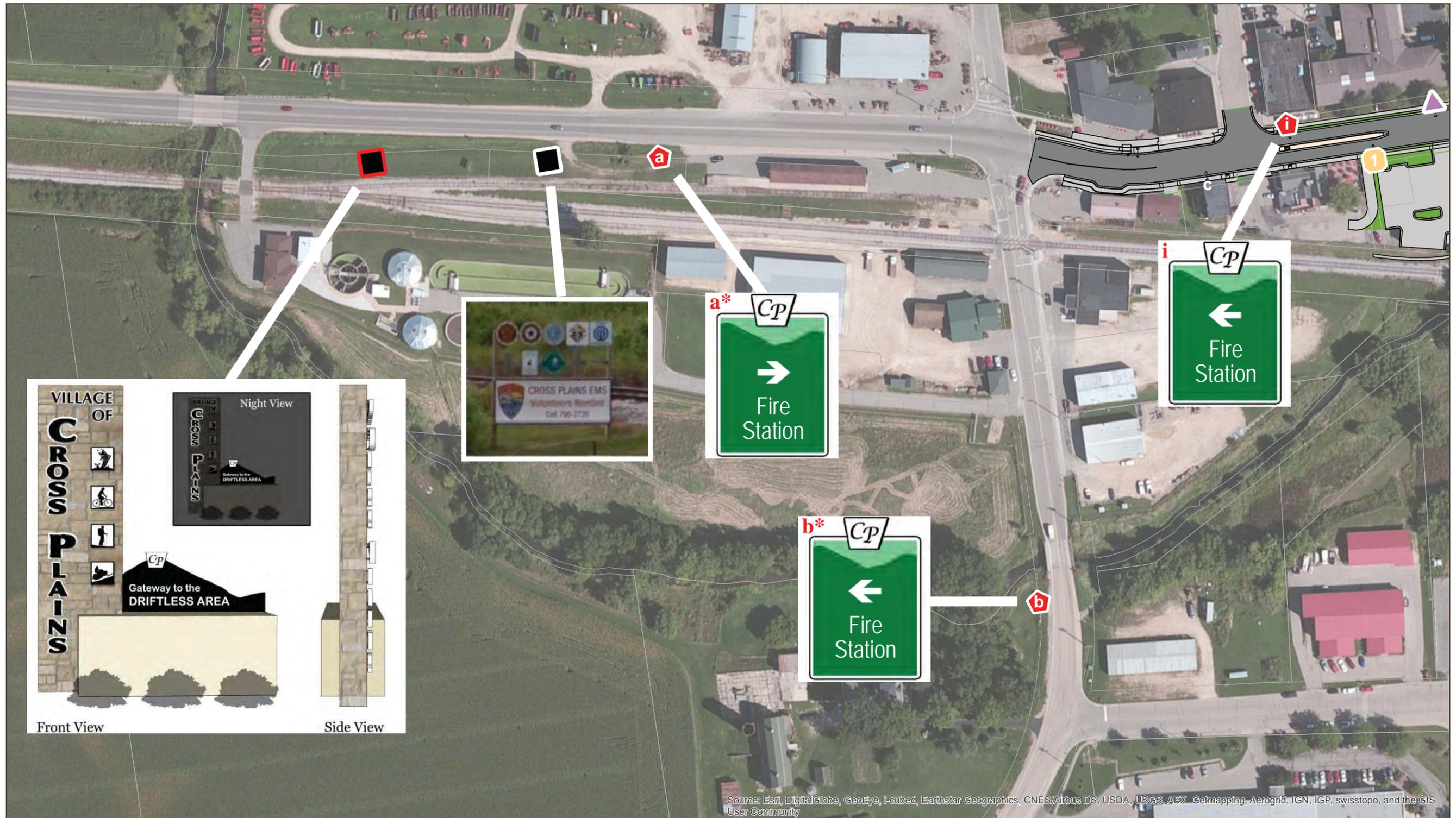
(c) There is an additional cost for doors (\$110) and keyed door lock (\$60)

NOTE: Several line items have cost associated with them that were provided by La Crosse Sign Company and Graber Manufacturing. For more information, please contact James Fuchsel (608-781-1450; jamesf@lacrossesign.com) from La Crosse Sign Company and John Chandler (608-849-1080; jchandler@madrax.com).

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APPENDIX A: Design Mapbook

NOTE: The letters (trailblazer) / numbers (directional) at the top of the wayfinding signs are just for reference. The asterisk denotes signs on separate support poles (i.e. not mounted to a light pole).



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

Directional - T1
Directional - T2
Directional - T3
Banner A
Banner B
Trailblazer Sign
Community Sign
Gateway Feature
DATA SOURCES: PARCELS AND ROAD NAMES PROVIDED BY DANE COUNTY. AERIAL IMAGERY PROVIDED BY ESRI.
0 30 60 120 Feet
MSA

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APPENDIX A: Design Mapbook

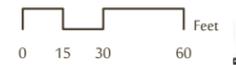
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-  Directional - T3
-  Banner A
-  Banner B
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-  Community Sign
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DATA SOURCES:
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Directional - T1



Directional - T2



Directional - T3



Banner A



Banner B



Trailblazer Sign

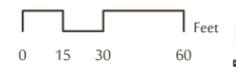


Community Sign



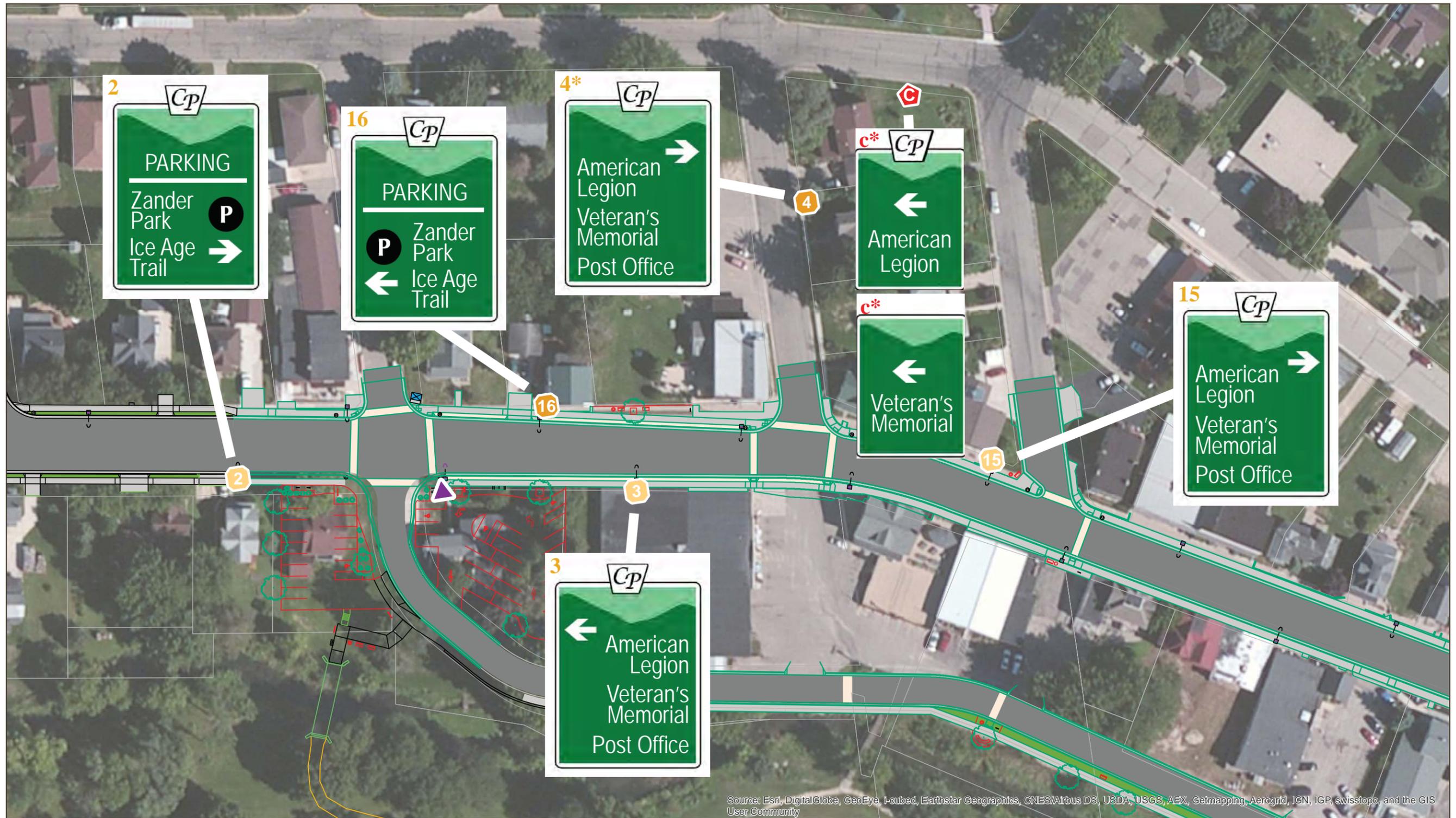
Gateway Feature

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APPENDIX A: Design Mapbook

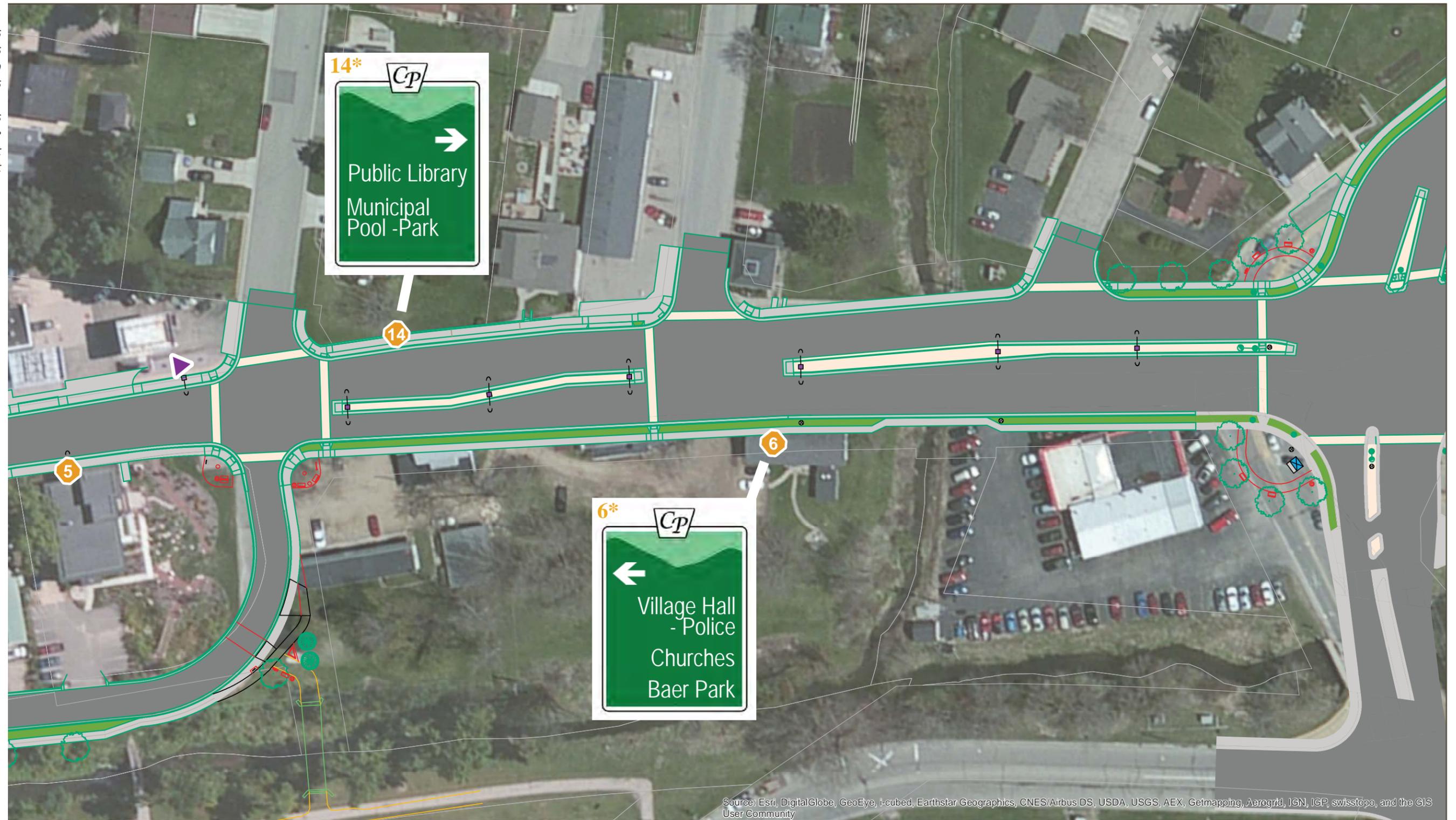
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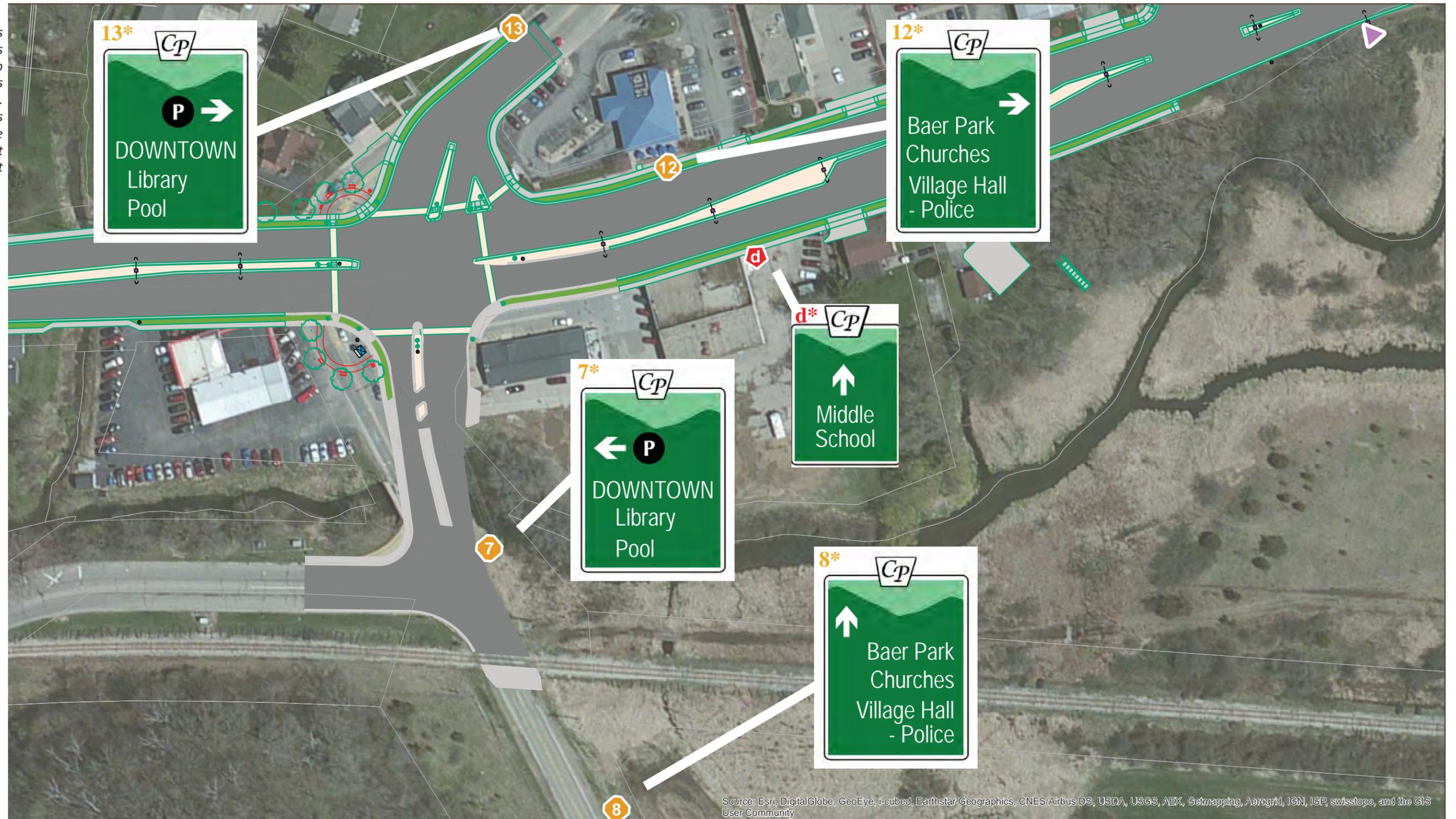
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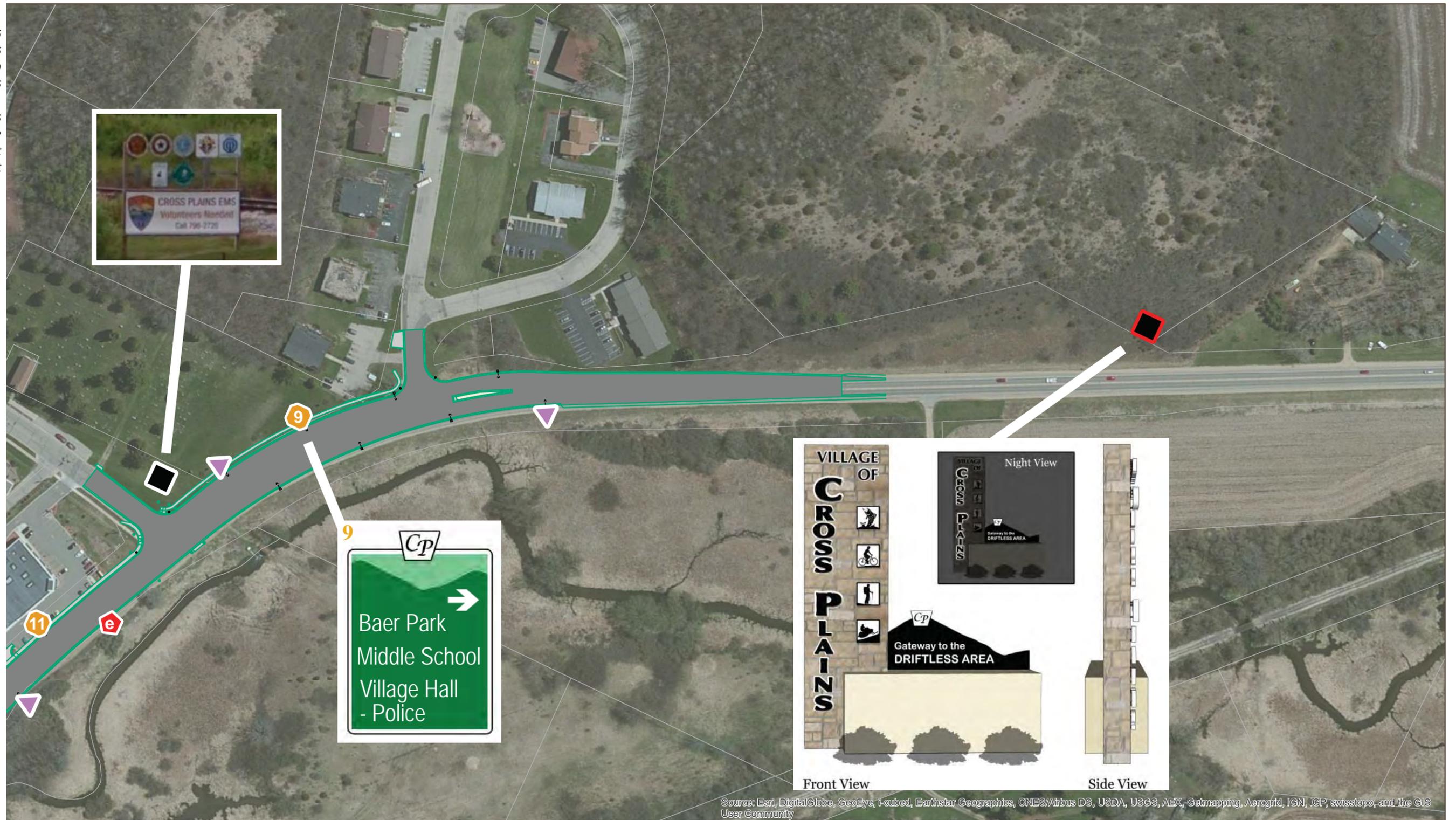


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CROSS PLAINS

Gateway Sign Design

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

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

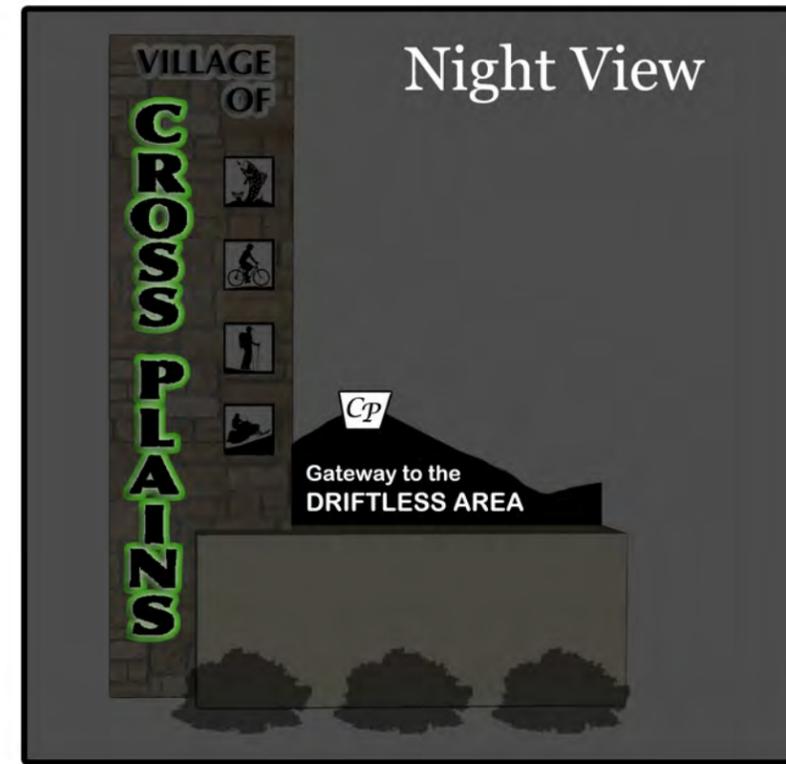
Hills Sign Face Light box w/ extruded lettering to be lit at night (*one-sided - only visible to incoming traffic*)

Recreation Symbols Sandblasted Vinyl framed w/ black aluminum

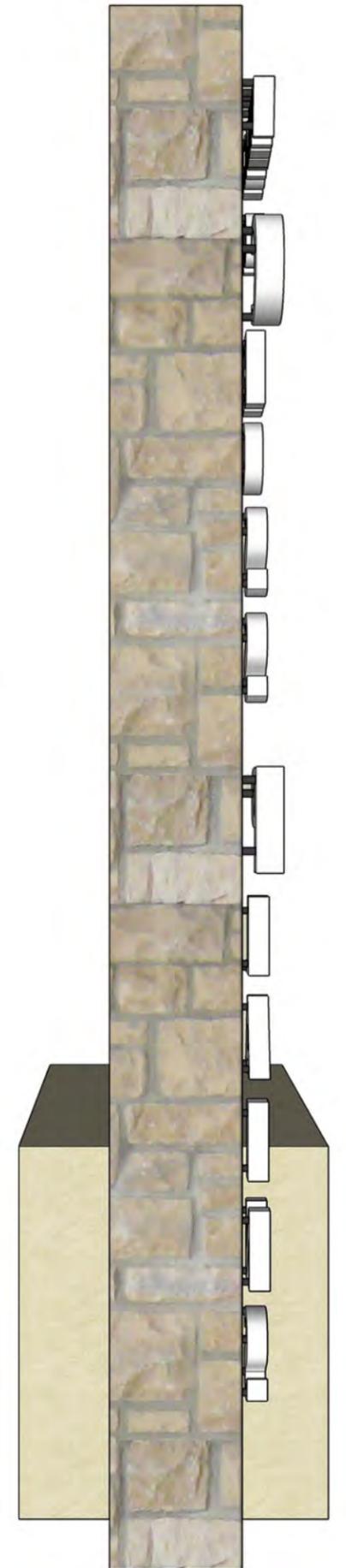
Village Letters Cast Aluminum extruded from stone and "halo" backlighting (*not internally lit*)



Front View



Night View



Side View

CROSS PLAINS

Gateway Sign Design

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

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

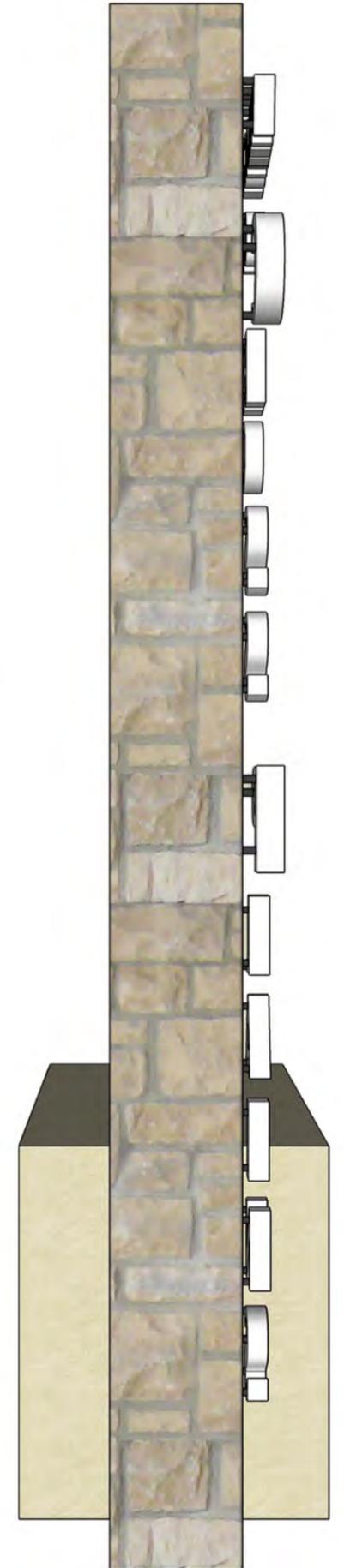
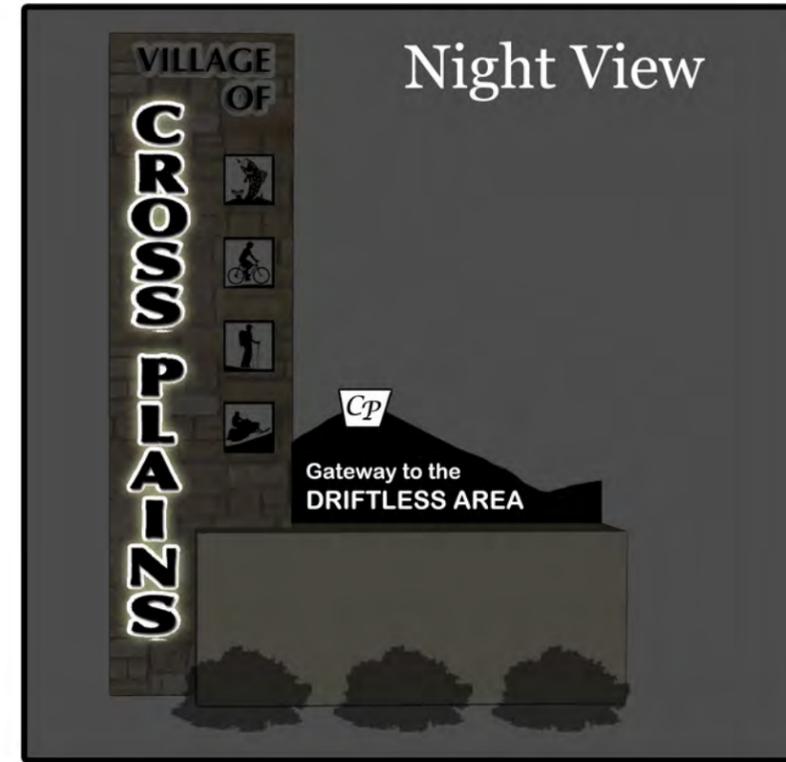
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Front View



Side View

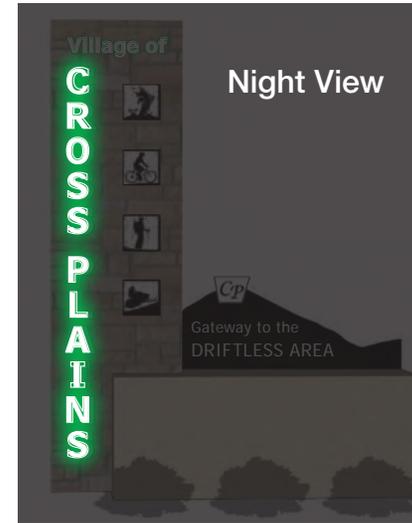
CROSS PLAINS

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 (<i>one-sided - only visible to incoming traffic</i>)
Recreation Symbols	Sandblasted Vinyl framed w/ black aluminum
Village Letters	Cast Aluminum extruded from stone and backlit



Front View

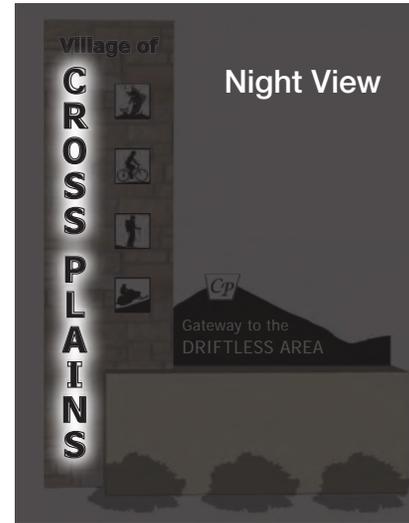


Night View

CROSS PLAINS

Gateway Sign Design (NEW)

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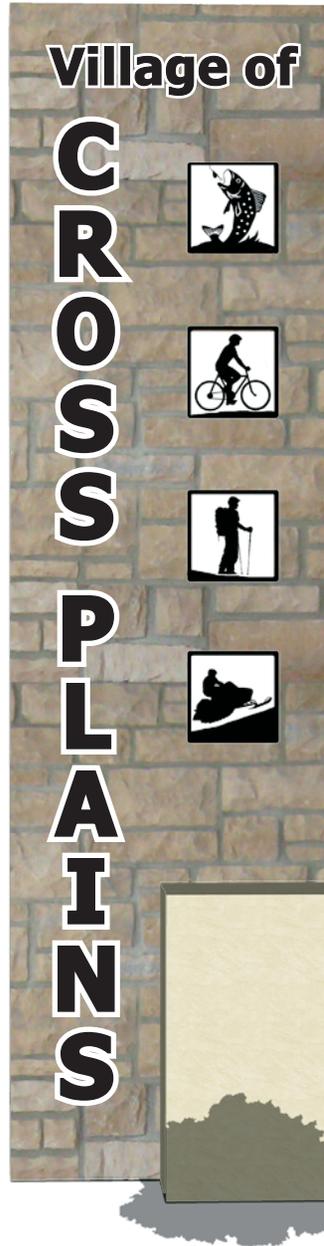


Front View

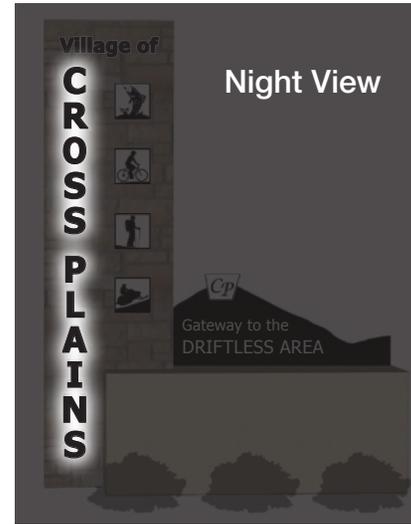
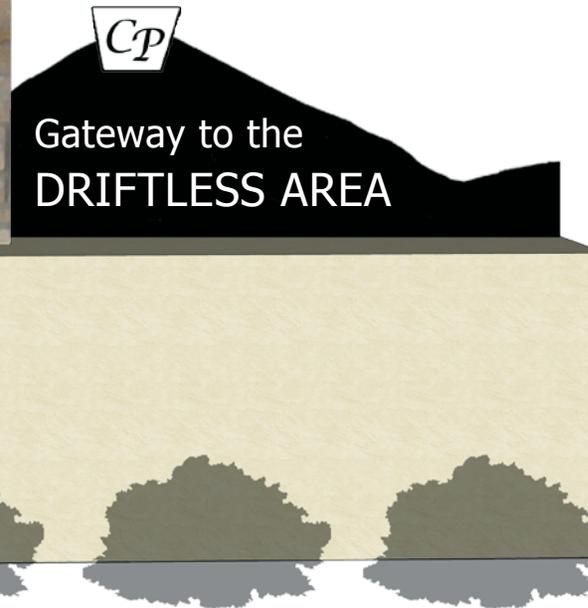
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Front View



Alternative Design
submitted from
Kathleen Pape

Highway 14 Streetscape Project

Projected Project Costs

REVENUES

Revenue Source	Fund	2015 Budget	2015 Projection	Budget vs. Projection	
				Difference	Percentage
WisDOT	CSS	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	67,301	22,601	50.56%
WisDOT	Other	4,500	0	(4,500)	-100.00%
WisDOT	Property Sales	26,550	26,550	0	0.00%
Public	Fundraising	0	0	0	-----
Village	Water Utility	15,000	0	(15,000)	-100.00%
Village	TID	250,000	265,000	15,000	6.00%
Village	Capital - Fund Balance	0	30,000	30,000	-----
Village	Capital - Borrowing	194,452	341,089	146,637	75.41%
Total Revenue		999,917	1,194,655	194,738	19.48%

EXPENDITURES

Expense Category	Line Item	2015 Budget	2015 Projection	Budget vs. Projection	
				Difference	Percentage
Aesthetics	Banners, Other Displays	75,000	55,100	(19,900)	-26.53%
Aesthetics	Kiosks	0	0	0	-----
Aesthetics	Bridges	1,000	3,105	2,105	210.50%
Aesthetics	Medians	50,000	19,522	(30,478)	-60.96%
Amenities	Benches	3,900	0	(3,900)	-100.00%
Amenities	Bike Racks	2,750	0	(2,750)	-100.00%
Amenities	Drinking Fountains	15,000	0	(15,000)	-100.00%
Amenities	Trash Receptacles	3,750	0	(3,750)	-100.00%
Amenities	Trees	0	0	0	-----
Amenities	Planters/Landscaping	5,000	0	(5,000)	-100.00%
Lighting	Street	494,117	567,610	73,493	14.87%
Lighting	Traffic Signals	25,000	25,000	0	0.00%
Pedestrian	Park Street	10,000	10,000	0	0.00%
Pedestrian	Crosswalks - Colored	31,000	31,480	480	1.55%
Pedestrian	Crosswalks - Thermo Print	14,000	21,492	7,492	53.51%
Pedestrian	Crosswalks - RRFB's	55,000	45,000	(10,000)	-18.18%
Signage	Gateway	50,000	80,000	30,000	60.00%
Signage	Street	15,000	0	(15,000)	-100.00%
Signage	Wayfinding	15,000	28,600	13,600	90.67%
Other	Construction Engineering	0	80,997	80,997	-----
Other	Non-Participating Parking	0	47,495	47,495	-----
Other	Stormwater	89,400	122,366	32,966	36.87%
Other	Contingency - 5%	45,000	56,888	11,888	26.42%
Total Expenses		999,917	1,194,655	194,738	19.48%

Items recommended to be deferred to Spring of 2016. To be discussed on March 26th with Streetscape Workgroup. Deferring would lower the borrowing needed within the amount authorized by resolution.

Line items are included with WisDOT Contract and reflect current pricing from February Bid.

Highway 14 Streetscape Project

Planned Improvements

2015 Implementation

Aesthetics	Banners, Other Displays	Includes banners on street lights; Business Access Sign; Parking Lot signs; and dual functioning RRFB and over street banner at Caesar Street crossing.
Aesthetics	Bridges	Staining of Brewery Creek Bridge, included within WisDOT Contract.
Aesthetics	Medians	Stamping and concrete coloring of medians as approved by Board, included within WisDOT Contract.
Amenities	Trees	Cost still being determined but mainly planned on Mill Creek Parkway, around parking lots, and Main/Church Intersection.
Lighting	Street	Permitted and adopted decorative street lighting system, included within WisDOT Contract.
Lighting	Traffic Signals	Agreement with WisDOT to use black poles for traffic signals to match street lighting system, included within WisDOT Contract.
Pedestrian	Park Street	Signage and painting for temporary pedestrian and parking regulations.
Pedestrian	Crosswalks - Colored	Red colored concrete for all crosswalks within concrete paved areas, included within WisDOT contract.
Pedestrian	Crosswalks - Thermo Print	Decorative stamping in asphalt paving at Water Street and Glaciers Square entrance, included within WisDOT contract.
Pedestrian	Crosswalks - RRFB's	Pedestrian warning lighting for Water, East, Wilson, and Caesar Streets. Village Engineer preparing specs and permits.
Signage	Gateway	New entry way signage as recommended by the Streetscape Workgroup.
Signage	Wayfinding	New wayfinding signage system recommended by the Streetscape Workgroup.
Other	Construction Engineering	Project engineering, billing, staking related to Village responsibilities within WisDOT contract. Currently under further review with WisDOT, set by SMA.
Other	Non-Participating Parking	Includes the addition of parking spaces near barber shop, Kalscheur Implement, included within the contract.
Other	Stormwater	Shared cost with WisDOT to construct treatment facility within Zander Park, included within contract.
Other	Contingency - 5%	Additional funds set aside to deal with unexpected or rising costs. Unused funds will go towards 2016 implementation.

Highway 14 Streetscape Project

Planned Improvements

2016 Implementation

The 2015 Highway Reconstruction is scheduled from March 30th to October 30th. The items recommended for implementation for 2016 are those aesthetic amenities that cannot be installed during the project, only after, and items that we would only see marginal benefit if installed in Winter. Holding till the following year also allows for more fundraising efforts to help pay for items like benches that have been donated in the past.

Aesthetics	Kiosks	Considered at parking lots and bridges to direct people in and around Cross Plains as well as business directory. Consider combining with Trail Development.
Est. Cost	\$39,900	

Amenities	Benches	Two bench styles are recommended by the Workgroup throughout Main Street and Mill Creek Parkway.
Est. Cost	\$21,186	

Amenities	Bike Racks	Three different bike rack styles are suggested with a custom branding option.
Est. Cost	\$4,148	

Amenities	Drinking Fountains	To be paid for by the Water Utility, the water and sewer lines will be stubbed in 2015 and then connected in 2016 when installed.
Est. Cost	\$22,500	

Amenities	Trash Receptacles	Garbage and recycling receptacles are used in a combination of different locations.
Est. Cost	\$14,898	

Amenities	Planters/Landscaping	Combinations of planters and landscaping is used throughout the design and will be installed with the Spring of 2016.
Est. Cost	\$2,196	