



VILLAGE OF CROSS PLAINS

2417 Brewery Road, PO Box 97 • Cross Plains, WI 53528 • Phone (608) 798-3241 • Fax (608) 798-3817

April 26, 2016

Downtown Property Owners and Interested Stakeholders
Cross Plains, WI

Re: Glacier's Edge Redevelopment Plan

Dear Stakeholder:

The Village of Cross Plains was awarded a Dane County Better Urban Infill Development (BUILD) grant to create a road map for viable design improvements and implementation strategies to ensure that the Glacier's Edge Square Shopping Center, and surrounding parcels, remains viable into the future.

The over-arching goal of the plan is to enhance the Glacier's Edge area by creating a greater sense of place that is unique and memorable; thus, increasing property values and consumer activity. Some of the main objectives of the planning process will be to consider improvements to vehicle, bicycle and pedestrian access/circulation, reimagine the existing "park" space in the middle of the shopping center, and consider aesthetic enhancements that will have a lasting impact on the character and look of the Glacier's Edge shopping area.

The Village's intent is to engage stakeholders in a discussion of these issues now prior to moving into the recommendation phase of the planning process. Please attend the Public Information Meeting on Wednesday, May 4th at 6pm at the American Legion (2217 American Legion Dr.) to learn about and discuss what you want to see preserved/enhanced, as well as what you want to see changed/removed. This meeting is open to all interested stakeholders, and will be followed by a discussion on proposed streetscaping enhancements along Main Street (US14 corridor).

For additional information, please contact Matt Schuenke, Village Administrator/Clerk-Treasurer, at (608) 798-3241, or Steve Tremlett, MSA Professional Services, Inc., at (608) 242-7779.

Sincerely,

MSA Professional Services, Inc.

Stephen Tremlett, AICP
Urban Planner

Cc: Matthew G. Schuenke, Village Administrator/Clerk-Treasurer