

'Crossgates Special' published

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GUILDERLAND — A 20-page "Crossgates Special Edition" has been published by Pyramid Crossgates Co., developer of the proposed \$85 million Crossgates Mall, and is being circulated to Guilderland residents as part of a publicity campaign.

A copy of the newspaper insert, obtained from an Altamont resident, contains a full-color cover, ads showing "smoother flowing traffic" due to the proposed mall, and a letter from Ernest Proulx, mayor of the City of Holyoke, Mass., where another mall has been built by the Pyramid Companies of Dewitt, of which Pyramid Crossgates is a subsidiary.

Also contained in the insert, printed by the Holyoke *Transcript-Telegram*, is a graph projecting a total of \$1,343,212 in "net additional revenues" to local governments in the form of taxes.

According to the insert, "A new standard of retailing excellence will soon make its debut in Guilderland. Government approvals permitting, a fall 1982 opening is planned."

Crossgates will contain "New England shops and boutiques, high fashion department stores such as Filene's, Jordan Marsh, G. Fox, and Hess."

The developer is awaiting approval of permits on the mall, with a decision expected April 28 by Robert Flacke, commissioner of the Department of Environmental Conservation. Flacke must either close the hearing record on the mall and decide whether to issue permits within 60 days, ask for more

information from the developers, or reopen hearings on the mall.

Although Bruce Kenan, managing partner of the Pyramid Crossgates Co., could not be reached for comment, James Vlasto, official spokesman for the Pyramid Company, said the Crossgates special edition is "just a good effort to tell the citizens of Guilderland the positive aspects of the proposed mall."

Vlasto said the insert was part of a promotion campaign routinely undertaken by mall developers.

He said the insert was "put out by Bruce (Kenan). It's his work, and that of a committee they have there."

Meanwhile, town residents have been receiving letters from people who support the Guilderland project.

Kenan, when asked several weeks ago if there was an organized committee working on a letter-writing campaign in support of Crossgates, said, "I doubt it's organized. Maybe it's being organized by someone else."

He said his company has not approached people to write letters, although people who have gone on Pyramid-sponsored bus trips to the Holyoke Mall have been "encouraged to write letters to their friends and neighbors saying, 'Yes, we want something like this.'"

John Smircich, a Republican member of the Town Board, said he received "about 20 letters (in support of Crossgates), and about the same number in postcards." He said he received most of them during a time period between last November and "three or four weeks ago."