

# CITY OF CHIPPEWA FALLS, WISCONSIN

## NOTICE OF PUBLIC MEETING

In accordance with the provisions of the Wisconsin State Statutes, Sec. 19.84, notice is hereby given that a public meeting of:

### Committee #3 **Transportation, Construction, Public Safety and Traffic**

**Will be held on Tuesday, October 18, 2016, at 4:45 pm in the City Hall Council Chambers, 30 W. Central Street, Chippewa Falls, WI**

Items of business to be discussed or acted upon at this meeting are shown on the agenda below:

1. Discuss communication received from residents in the neighborhood adjacent to Leinenkugel's Brewery addressing concerns with parking and increased traffic flow at Leinie's Lodge. Possible recommendations to Council.
2. Discuss request from Zebradog on behalf of Leinenkugel's Brewery for a variance from Chippewa Falls Municipal Code Chapter 19 relative to required sign set-backs. Possible recommendations to Council.
3. Discuss speed study in the W Elm Street neighborhood including safe routes to school recommendations, potential speed boards, and feasibility of placing a pedestrian crossing at Hilary Street and Elm Street at the walking path. Possible recommendations to Council.
4. Adjournment

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE CITY COUNCIL MAY BE PRESENT AT THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THEY HAVE DECISION MAKING RESPONSIBILITY.  
NOTE: REASONABLE ACCOMMODATIONS FOR PARTICIPATION BY INDIVIDUALS WITH DISABILITIES WILL BE MADE UPON REQUEST. FOR ADDITIONAL INFORMATION OR TO REQUEST THIS SERVICE, CONTACT THE CITY CLERK AT 726-2719.

Please note that attachments to this agenda may not be final and are subject to change. This agenda may be amended as it is reviewed.

#### CERTIFICATION OF OFFICIAL NEWSPAPER

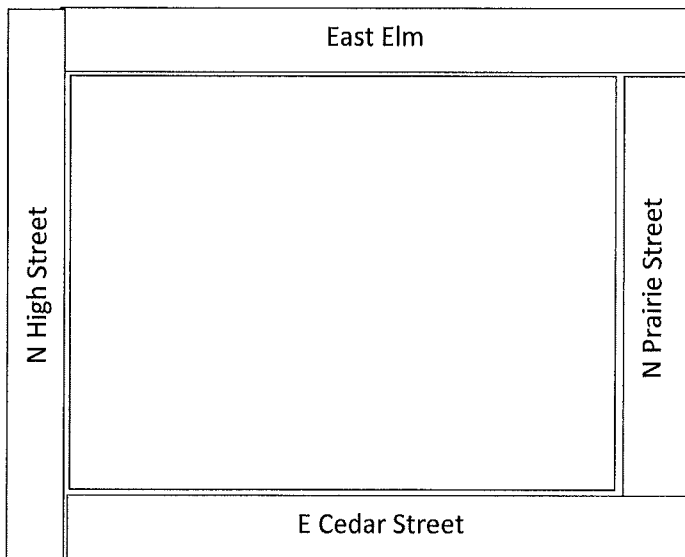
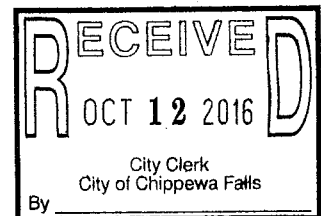
I hereby certify that a copy of this notice has been posted on the City Hall bulletin board and a copy has been given to the Chippewa Herald on October 13, 2016 at 8:55 am by BNG.

We request that the residential side of Elm to Prairie and Prairie to E Cedar and from E Cedar to N High Street be posted as no parking or restricted parking.

Our concerns stem from increased traffic, blind spots, extended hours of the Leinie's Lodge, and concern for the safety of our families.

Residents have difficulty exiting and entering driveways & alleyways. Leinie's customers partially block driveways, alleyways, fire hydrants, and mailboxes. We feel that posting no parking or restricted parking on the residential side of the street would help immensely. We also request that tour & coach busses not be allowed to park on either side of the street. Busses backup in the roadway causing traffic delays, it's difficult for motor homes, boats, and vehicles to go around the corner when they park along the streets. Another concern is the noise from the busses when they are left to run for several hours at a time. This noise vibrates thru our homes and is very disruptive. It would be helpful if they would drop off passengers and park in another area and only return when the passengers are ready to depart. It would be even more beneficial if they would pick up and drop off their riders in another location, for instance on the other side of the bridge.

There is a lack of parking space for the Lodge which causes people to park wherever they can squeeze in even if it means blocking fire hydrants, driveways or alleyway. We understand parking is an issue, it's an issue for residents as well; with the extended hours it is becoming more of a hardship to the residents that live in the area. We have families with small children & grandchildren; our neighborhood does not feel like a neighborhood anymore it feels like a parking lot with disruptive traffic. Not allowing the busses down the street would also alleviate some of the traffic that backs up at the High/Elm Street intersection.



# ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

Monday October 3, 2016

Eric Marty

ZD Studios, Inc. - DBA Zebradog

Re: Leinenkugels's Brewery Monument Sign Variance Request

Dear City of Chippewa Falls,

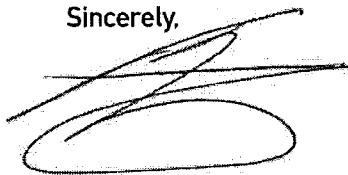
Zebradog is requesting a variance to the Chapter 19 sign code requiring a setback for a new monument sign. The proposed sign will be located at the main entrance of the Leinenkugel's Brewery located at 1 Jefferson Avenue in the City of Chippewa Falls.

The current City of Chippewa Falls sign code requires a 15' setback from the property line right-of-way for any monument signage. Since the requested monument sign design includes the logo and name of the brewery, it must be identified as a ground sign with directional information located on its faces. The proposed location for the new monument sign places it 2' from the property line right-of-way. Any further from the property line right-of-way would require the sign to be placed in the parking lot of the brewery. We have confirmed that the proposed sign location will not create any visibility issues for vehicles leaving the brewery entrance or for drivers on Jefferson Ave. This is due to the significant utility setback from the road and sidewalk.

It is crucial for Leinenkugel's and MillerCoors to maintain the identity of their brand especially at the main entrance of the brewery and Leinie Lodge. The need for this ground sign is to assist in wayfinding for visitors looking for tours, brewery related business and brewery deliveries. Helping the general public locate the correct entry points to the property, while using the approved Leinenkugel's logo, is the primary goal for this sign.

Thank you for your consideration.

Sincerely,



Eric Marty  
Zebradog

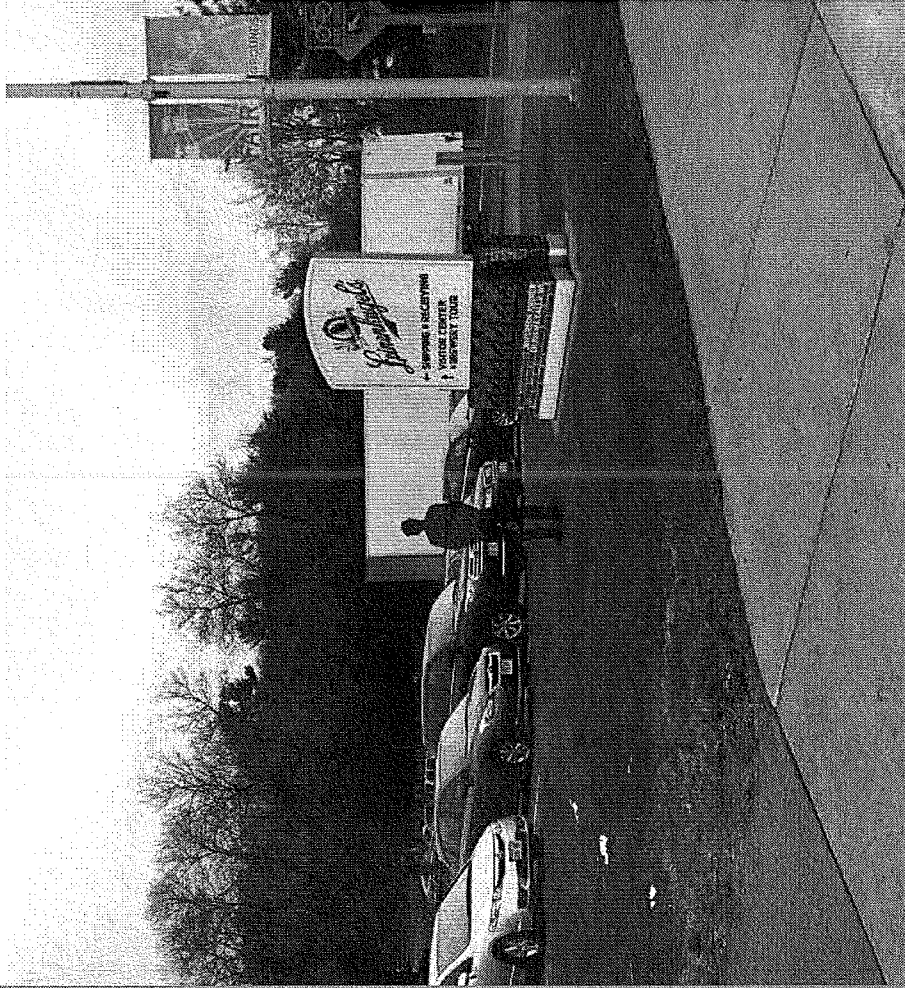
PRODUCTION / PO

LEINENKUGEL'S / EXTERIOR SIGNAGE

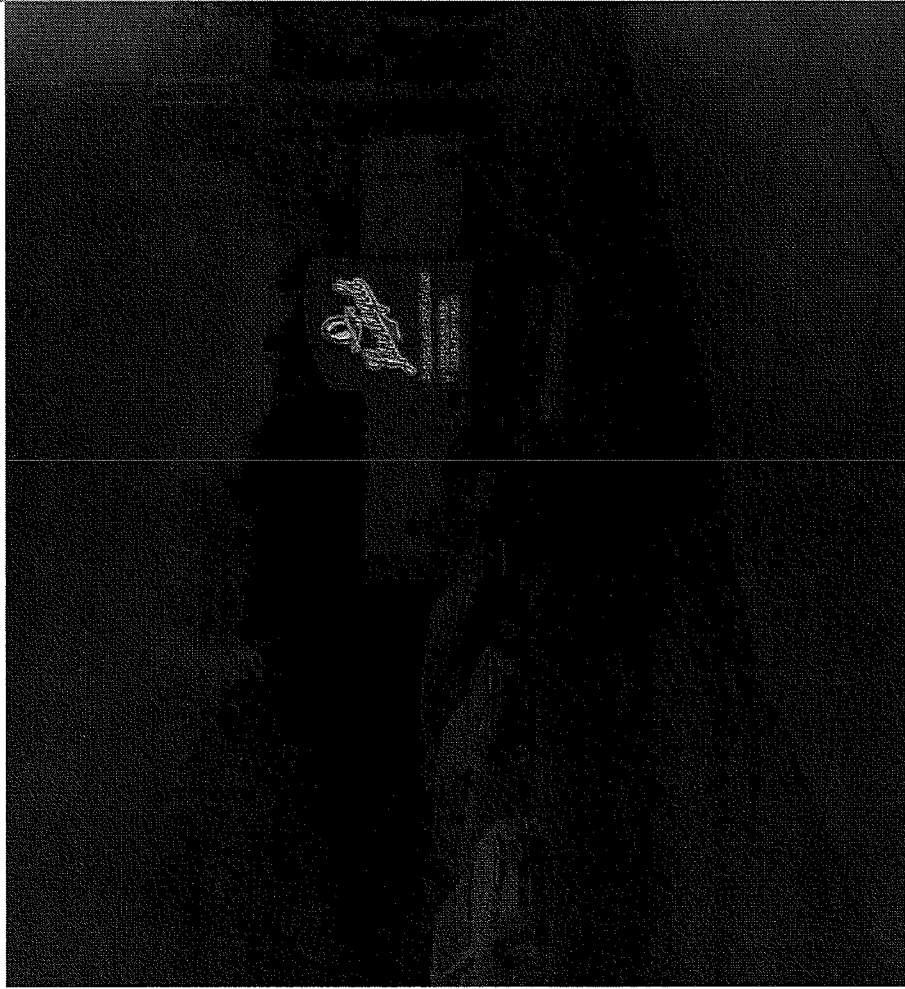
# ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

THE ARTWORK ON THIS DOCUMENT IS NOT TO BE USED AS PRODUCTION ARTWORK. SEPARATE FILES WILL BE SENT TO YOU ONCE PRODUCTION BEGINS. CONTRACTOR(S) INVOLVED ARE RESPONSIBLE FOR VERIFICATION OF ALL MEASUREMENTS, DIMENSIONS AND CONSTRUCTION DETAIL RELATIVE TO INDIVIDUAL CONTRACTOR(S) SCOPE. TO ENSURE SUCCESSFUL DELIVERY RELATIVE TO DESIGN INTENT - ANY ADJUSTMENTS REQUIRED TO THE INFORMATION PROVIDED IN THIS DOCUMENTATION SHOULD BE FORMALLY IDENTIFIED AND SUBMITTED TO ZEBRADOG FOR APPROVAL.



Day Scenario



Night Scenario

**JOB SPECS**

**SIGNAGE FABRICATOR**

Entry Monument 1  
10'-6" H x 10'-0" W

1. 3/4" D push through white acrylic with vinyl graphic applied to first surface. Inset vinyl face 1/4". To be internally lit.
2. Flat-cut aluminum logo (wheat and hops flourishes). Paint to match PMS 873C. Mask and paint black outlined details. Applied flush to tex-coat finish.
3. 3/4" D push through white acrylic with vinyl graphic applied to first surface. Inset vinyl face 1/4". To be internally lit.
4. Gemini 1/4" flat cut copper detail applied to cabinet.

Brushed copper alloy C11000 (horizontal grain)  
Apply matte clear coat to protect copper finish.

5. Aluminum cabinet w/ stone finish.
6. Fabricate cabinet out of aluminum extrusion or tub with aluminum sheet on front and back faces.
7. Internal white LED's inside to light push-through letters / logo.

7. 3/4" D push through white acrylic with vinyl graphic applied to first surface. Inset vinyl face 1/4". To be internally lit.

8. Gemini 1/4" flat cut copper letters applied to cabinet.

Brushed copper alloy C11000 (horizontal grain)  
Apply matte clear coat to protect copper finish.

10. Aluminum caps painted to match red of existing architecture trim and caps. Color TBD.

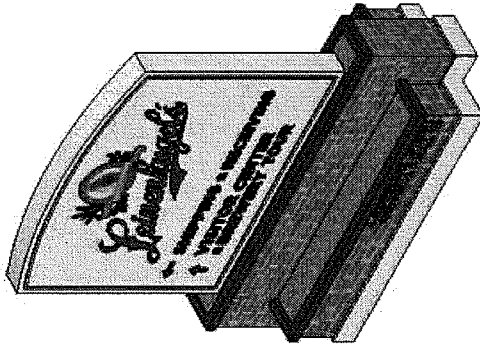
Sign company to provide installation poles for contractor to set in footing.

**MASONRY BASE CONTRACTOR**

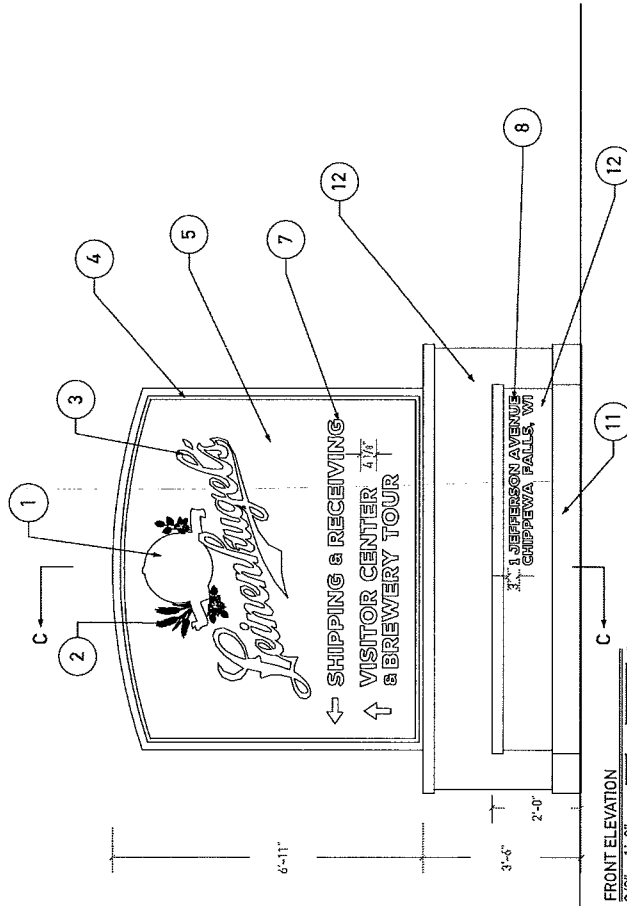
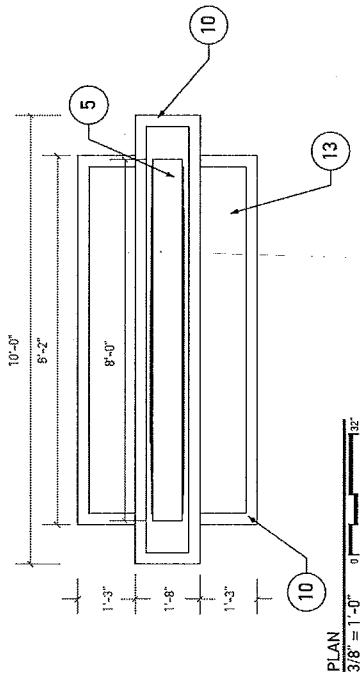
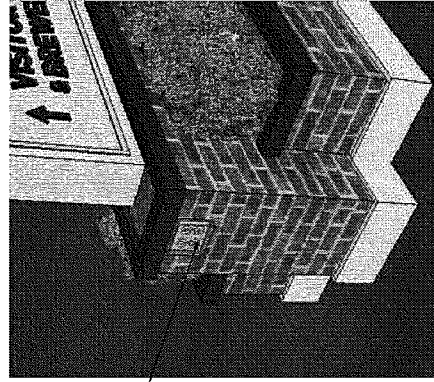
Entry Monument 1  
10'-6" H x 10'-0" W

11. Stone base to match existing architecture.
12. Brick masonry to match existing architecture or Bottlehouse / Shipping and Receiving building.
13. Cavity for landscaping (evergreens and hops). Landscaping by others.
14. Bring separate 20A 110V power (quad-plex) Provide 12" finished spread around perimeter of masonry.

NOTE: ALL ARTWORK FPO. USE FINAL OUTLINES FOR FINAL PRODUCTION



ISOMETRIC



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JOB SPECS

SIGNAGE FABRICATOR

LOGO:

3'-9" H X 5'-9 3/8" W

Qty: 2

3/4" D push through white acrylic with translucent vinyl graphic applied to first surface. Inset graphic 1/4". To be internally lit.

Wheat/hops detail on maiden logo to be flat-cut aluminum painted to match PMS 873C. Mask and paint black outlined details.

COPY:

< SHIPPING & RECEIVING

^ VISITOR CENTER:

4-1/8" H

Qty: 1

3/4" D push through white acrylic with translucent vinyl graphic applied to first surface. Inset vinyl face 1/4". To be internally lit.

To be internally lit.

SHIPPING &

RECEIVING > :

4-7/8" H

Qty: 1

3/4" D push through white acrylic with translucent vinyl graphic applied to first surface. Inset vinyl face 1/4". To be internally lit.

To be internally lit.

Qty: 1

1 JEFFERSON AVENUE

CHIPPEWA FALLS, WI:

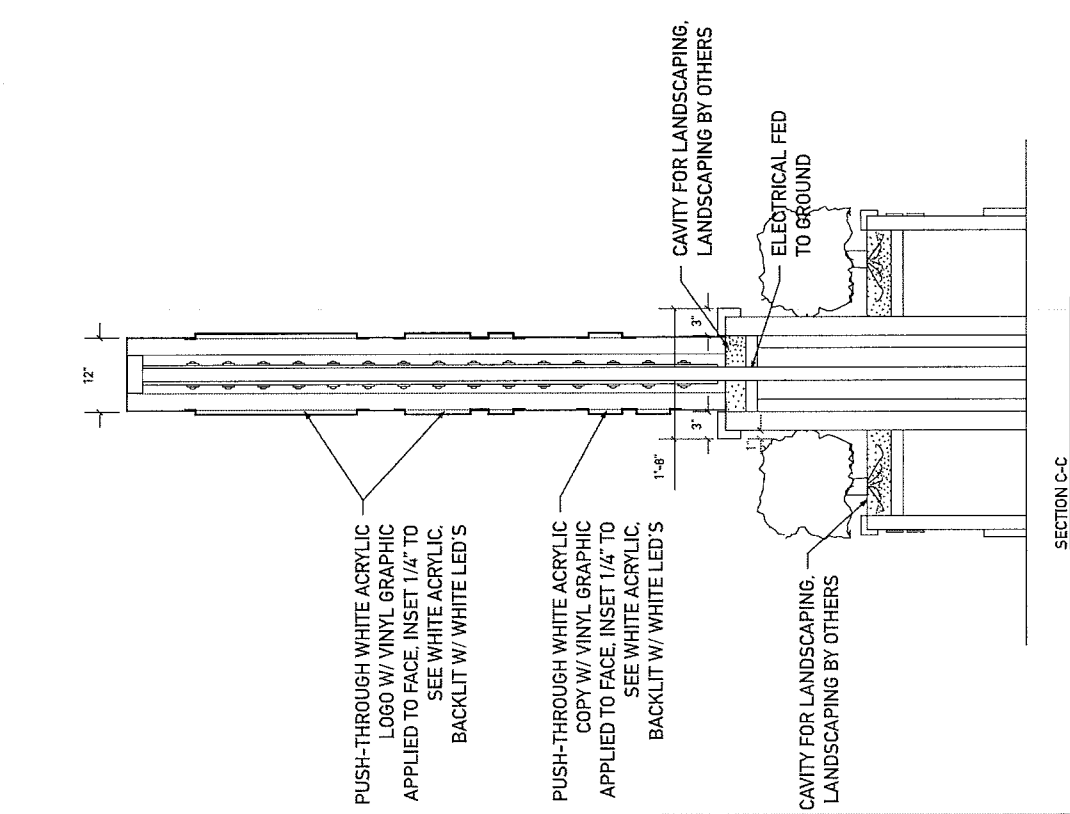
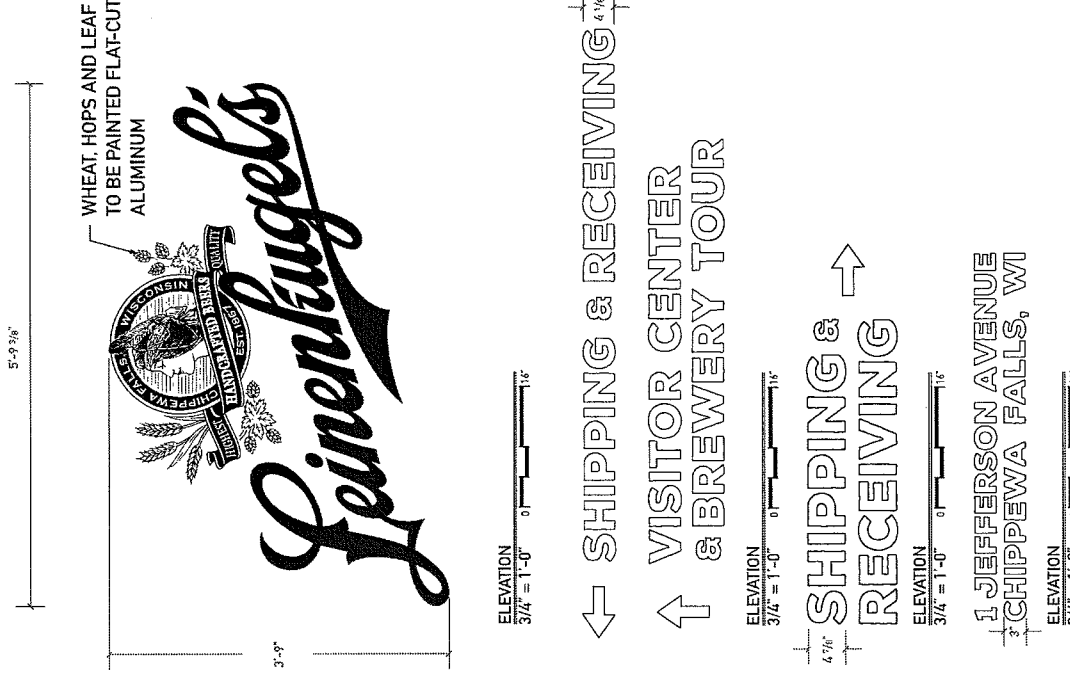
3 H

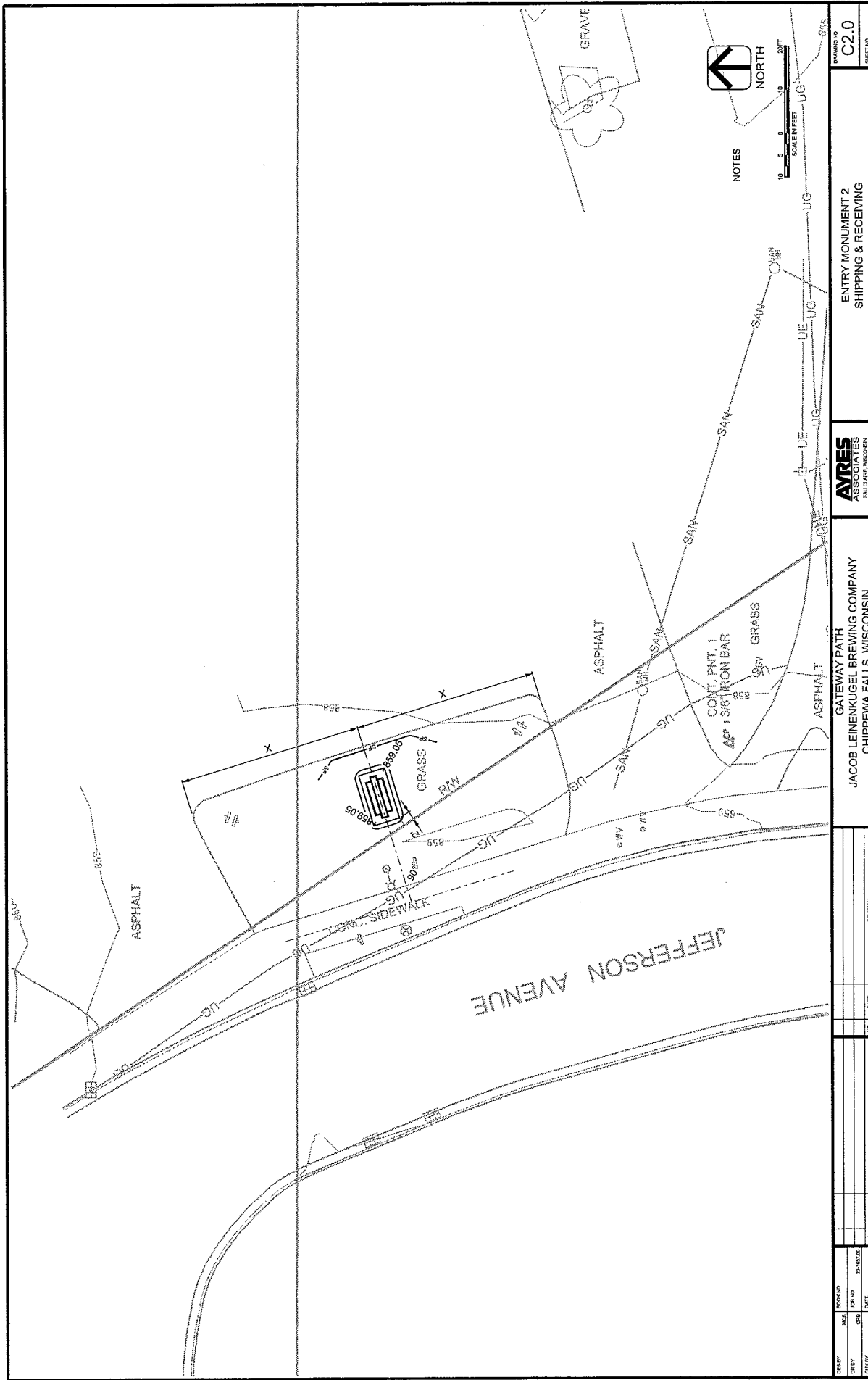
Qty: 2

1/4" thick Copper Alloy dimensional lettering applied to face of brick.

6emini 1/4" flat cut copper letters applied to brick. Brushed copper alloy C11000 (horizontal grain) Apply matte clear coat.

NOTE: ALL ARTWORK FPO. USE FINAL OUTLINES FOR FINAL PRODUCTION





DATE	BY	REVISION

JACOB LEINENKUGEL BREWING COMPANY  
CHIPPewa FALLS, WISCONSIN

ENTRY MONUMENT 2  
SHIPPING & RECEIVING

DRAWING NO. C2.0  
SHEET NO.

DESIGNED BY: JMB  
CHECKED BY: JMB  
DATE: 2-18-72  
SCALE: AS SHOWN

APPROVED BY: [Signature]