

FEE: \$150.00

VILLAGE OF ALLOUEZ  
BOARD OF APPEALS PETITION

Date Paid 11/26/14  
Rept. No. 91989 } \$150.<sup>00</sup>

(Form must be returned for publication 15 days prior to meeting date)

NAME Schoeder's Flowers PHONE 920-436-6363

ADDRESS 1530 South Webster

1. The petitioner's interest in the property under consideration is as Sign Consultant

2. The owner of record presently is Schoeder Flowers Inc

3. The legal description of the property under consideration is (parcel # & street address)

AL-33 1530 South Webster

4. A CSM or copy of the plat on which the property is shown is attached.

5. On the 9 day of September, 2014, the petitioner was denied a permit by the Building Inspector and hereby petitions the Board for the following variance:

See attached email:

stating Faces only - sign larger than currently allowed

6. Statements which would justify the granting of the variance requested (see attached) --

a. Unnecessary Hardship - See attached

b. Unique Property Limitation - See attached

c. Protection of the Public Interest - See attached

Dated this 26 day of November, 2014.

(Signed) Wendy Davis Wendy Davis  
Petitioner

(Signed) per Brian Schoeder  
Owner-other than petitioner

## Village of Allouez

### Board of Appeals Petition- Schroeder's Flowers

Currently, Schroeder's Flowers is desiring to change the faded, cracked faces with new Lexon Faces taking off the outdated FTD logo. Schroeder's Flowers has the older Reader Board Style message Board. Schroeder's is asking to replace this manually operated board to a modern electric message center operated from an internal computer.

**Unnecessary Hardship-** Due to the unique placement of the existing pole sign, and the fact the "Village of Allouez" has grown around Schroeder's Flowers, it is difficult for the family to place a ground mount sign per current visions of the Village. Schroeder's Flowers has been a part of the Village of Allouez for many years (considered of Historical Significance and a Landmark business in the North East Wisconsin area as well as one of the oldest and most recognized businesses within the Village limits having been in business since 1903).

We understand the Village of Allouez has future visions for the Village of a constancy in signage. The difficult part of adhering to current standards for Schroeder's Flowers is the surrounding properties and view of the property via traffic patterns has limitations in being able to visually see any other required signage other than current signage. To change from the current pole sign, to a ground mounted sign would not only cost Schroeder's, but could jeopardize safety of clients and residents in the surrounding areas.

**Unique Property Limitation-** Continuing to do business in the Village for over 100 years. Schroeder's is currently surrounded by a cemetery on one side, the railroad culvert (and additional Schroeder's property) as well as Schroeder property across the street. Through growth of the Village the retail property has been a part of this growth. The current pole sign is located at the entrance of the property. We are asking for replacement only of the faces of the sign, and replacing the older reader board with the electronic unit, there are no changes needed to the current property.

The goal for signage is to convey information, services and location of a specific business. The current sign is located in an area, where limited future signs will be placed (cemetery, and residential are neighbors). Preferred manner of announcement signage via a ground mounted sign would not be feasible (nor safe) for Schroeder's flowers. The location of the building on the property, neighboring cemetery and Schroeder parking lot, would set the sign back out of view of traffic patterns as well be an exorbitant cost to the family owned business should they have to conform with a 15 foot setback as well. Having to re direct clients in the parking lot, and the closer proximity of the building would require major renovations including re modeling parking lot and floral designations, to the family.

**Protection of the Public Interest:** Because the Village has grown around Schroeder's modifying the existing grand fathered sign, would create potential safety concerns to those visiting the business. Due to the slight curve and limited view to the West of the business, one would not see a smaller ground mounted or pole sign until they were directly upon it. From the East of the sign, the aged large trees limit view of the business.

The current manual reader board is changed by an employee or family member with a ladder, to alter messages. Replacing the current manual reader board with the electronic message center is conducive to a safer area for the public and staff. There are times when someone is changing the Reader board, with traffic so close, one wrong turn or move could result in injury. The family is desiring to change only the Reader board to a similar size message center. Schroeder's is fully aware of the use of electronic message centers limitations per new sign ordinance, being able to change once every 15 minutes.



