

Memo

To: Village Board

Fr: Trevor Fuller, Planning and Zoning Administrator

Re: APPROVAL OF FAÇADE IMPROVEMENT FUNDING FOR SCHROEDER'S FLOWERS – 1530 S. WEBSTER AVENUE

Date: April 8, 2015

The village has received an application for the Façade Improvement Program from Schroeder's Flowers, 1530 S. Webster Avenue. Schroeder's Flowers is requesting a grant of up to \$10,000 to help fund a new sign. Attached is the application and estimates related to the applicant's project. A summary of the project is listed below, including the scope of work highlighted in the estimates provided.

Scope of Project:

- Remove existing reader board and faces
- Fabricate and install new faces
- Replace reader board with electronic message center
- Sign software and training

Estimated Project Cost: \$35,372.00 - \$50,961.78

Requested Assistance: \$10,000

The project will have to comply with all applicable village zoning and development requirements, the project will have to be completed within one year of grant approval, and no work begun prior to receiving Village Board approval will be eligible for reimbursement.

The Village Board is asked to review the project and determine whether or not to allocate funds to reimburse for up to 50% of the project estimate, not exceeding \$10,000.

FAÇADE IMPROVEMENT APPLICATION FORM
DUE JANUARY 15TH, APRIL 15TH, AUGUST 15TH DECEMBER 15TH FOR
CONSIDERATION

Applicant Name: Brian Schroeder

Business Name: Schroeders Flowers

Address: 1530 South Webster

Business Phone: 920 436-6363 Alternate Phone: _____

Email: PlantDr@Schroedersflowers.com Fax: 920-433 9685

I am the (Circle one) of the business property: Property Owner or *Tenant*

If you are a tenant, please provide a written consent letter from the property owner, lease agreement, and complete the following information on the property owner.

Name: n/a

Address: _____

Phone: _____ Fax: _____

Email: _____

When does the lease expire? _____

If you are the property owner, please provide proof of ownership.

Facade Project Information

Please submit a contractor's work proposal narrative, 3 detailed cost estimates, and illustration with dimensions. Please briefly describe your project below.

Description of Project:

See attached

Estimated cost (Contractor quote): 35,000 plus 3000.00 for upgraded electrical

Anticipated start date of project: may 2015

Anticipated completion date of project: June 2015

Façade Improvement Program Rules

Please initial each line after reading, understanding and agreeing to:

Applicants must pay for a minimum of 50% of the project costs for projects where a grant is awarded. The maximum grant award shall not exceed \$10,000.

BS

For the loan program, the maximum term of the loan shall not exceed 5 years. The maximum loan amount is \$7,500. The interest rate is equal to the interest rate for a State Trust Fund Loan at the time of the application.

BS

If business removes façade improvements funded by the grant program within 5 years of receiving grant money, the grant must be repaid in full within 30 days of removal.

BS

Applicants must receive a Notice to Proceed and secure all necessary permits before work may begin.

BS

I have received the "Façade Improvement Program Guidelines"

BS


Applicant Signature

3/31/2005
Date

Please submit all paperwork to: Brad Lange
Village Administrator
1900 Libal Street
Green Bay, WI 54301

Phone: (920) 448-2800 ext. 106 Email: brad@villageofallouez.com
Website: www.villageofallouez.com

Schroeder's Flower's
Application for Village of Allouez's
Façade Improvement Program
April 1, 2015

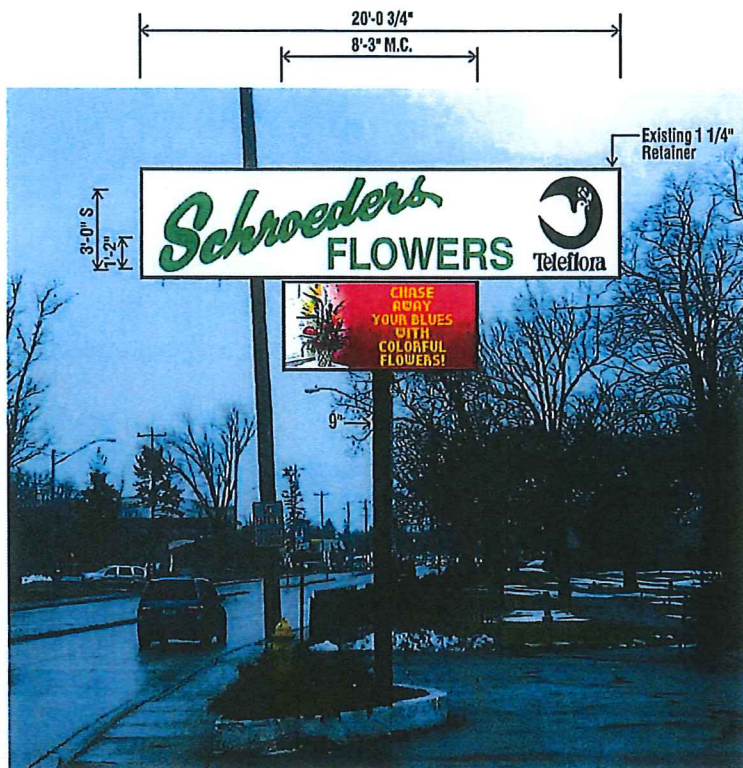
Founded in 1899, our family owned business of Schroeder's Flowers has been a valuable asset to the Village of Allouez and surrounding communities. Sorrow & Happiness, Smiles & Tears, Pain, & Joy have been overcome by the Schroeder family's hard work and willingness to share their love of nature, and floral beauty.

As most of our time (and staff time) is spent growing, arranging and serving the many people of Northeastern Wisconsin and beyond, we have decided it is time to upgrade and renovate our current sign which has been in place for over 43 years.

We are coming before the Village of Allouez to ask for assistance in upgrading & renovating to our current signage.



Design number 12332-02 is replacing the faces of the current sign, with New Lexan Faces; removing the reader board, and replacing with an electronic message center by Watchfire 16 MM with a 54x 144 matrix (36" x 8' area).



EXISTING DOUBLE FACE INTERNALLY ILLUMINATED PYLON

Top Cabinet: New Lexan Faces w/Gerber 230 Series Vinyl
 Existing Readerboard Replaced w/Color Message Centers
 MM/Matrix TBD

DESIGN

12332-02

We understand the regulations and code of the Village of Allouez, and will utilize the Electronic Message Center as such. Adding the new Electronic version allows our staff to change messages as appropriate by way of wireless remote. This will help during extreme weather (both Winter and Summer) and heavy traffic flows within our property.

It also allows us to assist during community activities, special events and holidays.

We are asking to maintain the current pole design of the Schroeder's Flowers due to the lack of visibility, and ability to place any change signage at their place of business.

Schroeder's main location is surrounded by the Woodlawn Cemetery and a Wisconsin Central LTC (utilizing a bridge on Webster to cross). The other side of Wisconsin Central LTD is an additional Schroeder's property.

Across the street from the Main location is an additional property owned by Schroeder's for use, and residential properties next (owned by Schroeder's). Kalb is the nearest cross street with F & M Bank, and 2 properties owned by the Village of Allouez.

We ask for your assistance within this Façade Improvement Program as well as in improving this portion of our business. We plan on continuing our family business, improving and growing while remaining one of the Village's longest owned business in the community.

Thank you,

The Schroeder Family

** Attached is current view of existing signage for Schroeder's Flowers







1350 Flight Way Drive
Hobart, WI 54115
920-338-4635

March 30, 2015

Schroeder's Flowers
Attention Brian Schroeder
1530 South Webster
Green Bay, WI 54301

Quotation for sign project at Schroeder's Flowers

Design number 12332-02PG2

Remove existing reader board and faces, Fabricate & Install New Lexan Faces using Gerber 230 Vinyl and replacing reader board with 16 MM 54x144 Electronic Message Center and illuminated with LED's.

\$35,372.00

Tax and Permit fees not included.

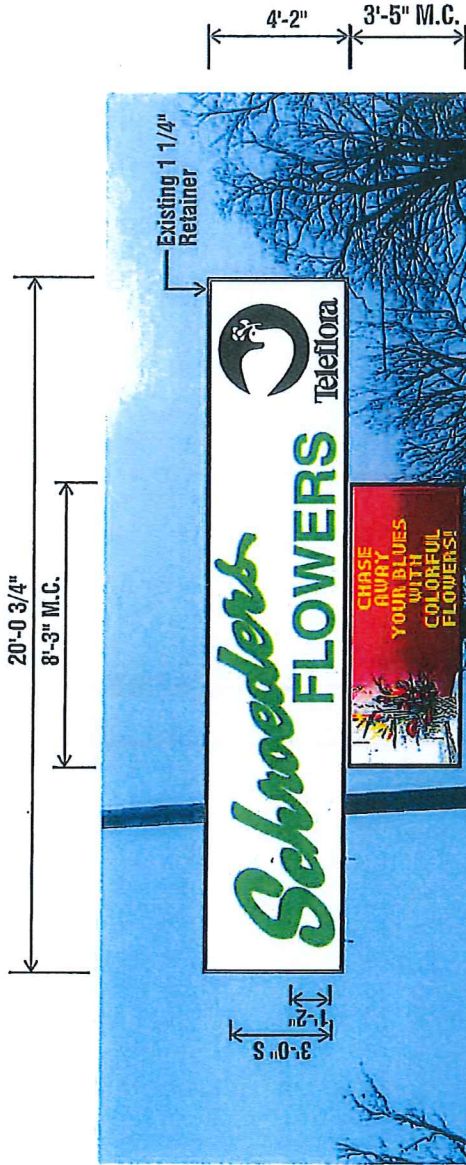
2% discount given for prepayment with cash or check.

If you have any questions, feel free to contact me.

Sincerely,

Wendy Davis

Wendy L. Davis



EXISTING DOUBLE FACE INTERNALLY ILLUMINATED PYLON

Top Cabinet: New Lexan Faces w/Gerber 230 Series Vinyl
 Existing Readerboard Replaced w/Color Message Centers
 MM/Matrix TBD

16 mm color
 54+144

DESIGN #: 12332-02 Pg.: 2 CLIENT: SCHROEDERS FLOWERS ADDRESS: GREEN BAY, WI DATE: FEBRUARY 23, 2012 SCALE: 3/16"=1'-0" A.C: MARY CARPENTER DESIGNER: JULIE MAROHL REVISIONS BY: JM DATE: 9/8/14	DESIGN STAGE: <input type="checkbox"/> CONCEPTUAL <input checked="" type="checkbox"/> FINAL ITEMS NEEDED PRIOR TO FABRICATION <input checked="" type="checkbox"/> FIELD MEASURE EXISTING CABINET <input checked="" type="checkbox"/> MESSAGE CENTERS TBD <input checked="" type="checkbox"/> COLORS TO BE DETERMINED	APPROVALS: WITH APPROVAL OF THIS DESIGN I HEREBY GIVE ORDE SIGN & GRAPHICS, INC. PERMISSION TO BEGIN PRODUCTION ON THE SIGNAGE ILLUSTRATED. I AGREE THAT ALL ELEVATIONS LISTED ARE CORRECT AND APPROVED. ANY CHANGES MADE AFTER PRODUCTION HAS STARTED WILL RESULT IN ADDITIONAL CHARGES. CLIENT SIGNATURE: _____ ESTIMATOR SIGNATURE: _____	MEMBERS OF: COLORS SHOWN ON ART MAY NOT REFLECT TRUE REPRESENTATION OF ACTUAL COLORS. DATE: _____ DATE: _____
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ORDE Sign & Graphics Inc.
 1825 Nimitz Drive # 920.339.4600
 De Pere, WI 54115
 www.orde.com

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Creative Sign Co.
 505 Lawrence Dr.
 De Pere, WI 54115
 920.336.8900
 www.greenbaysigns.com

PROPOSAL

Proposal: #1
 Proposal Date: 3.9.15

Page: 1

Client: Schroeder's Flowers 1530 S. Webster Ave. Green Bay WI 54301 Attn: Brian Schroeder plantdr@schroederflowers.com 920.436.6363 371.0092	Job Location: SAME
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TOP CABINET:

Remove existing faces in top cabinet; dispose of; fabricate and install new Lexan faces per design #D6783 pg. 5
 Retrofit to white LED's:

\$ 3,680 + tax & permit
 \$ 3,600 + tax

MESSAGE CENTER: (Remove existing Reader Board-dispose of)

Option #1: 19mm

Install 19mm full color 48x128 matrix, 41" x 8'-3" double face message center: 6 lines, 26 characters, 5" copy; per design #D6783 pg. 5:

\$29,800 + tax & permit

Option #2: 16mm

Install 16mm full color 54x144 matrix, 41" x 8'-3" double face message center: 6 lines, 29 characters, 4" copy; per design #D6783 pg. 5:

\$33,900 + tax & permit

Both are wireless and include software and onsite training.

The proposal amount does not include sales tax, permits, obtainment fees, engineering, primary wiring, or final electrical connection unless specifically stated. Engineering cost if required, to be paid by customer. Unforeseen/difficult digging conditions will be billed to customer. All signs are wired at 120 volts unless otherwise specified in writing.

Payment Terms: 75% down payment is required, balance due upon installation. 1.5% interest on all balances over 30 days. 18% annual fee applicable taxes added to invoice.

Sign project will be placed into production after receipt of all of the following; 1) Signed proposal acceptance, 2) Signed drawing approval, 3) Down payment, and 4) Permit approval, if required. Approximately one week after receipt of these requirements, an estimated completion date will be communicated to the client. No project will be started until down payment has been received, unless prior arrangements have been made.

All material is guaranteed to be as specified. (2) year warranty on all parts and labor excluding lamps.(5) year warranty on LED's and transformers. All work to be completed in a professional manner according to standard practices. Any alteration or deviation from the above specifications will be executed only upon written change order(s), and will become an extra charge, to be paid by the Client, over and above the proposal amount. All agreements contingent upon strikes, accidents or delays beyond our control. Our workers are fully covered by Worker's Compensation Insurance. All lawyer and court fees to be paid by buyer if this is disputed.

This proposal does not become effective until signed and dated by Creative Sign Company and may be withdrawn if not accepted within thirty (30) days.

The prices, specifications, terms, and conditions contained herein are satisfactory and are hereby accepted. Creative Sign Co. is authorized to do the work as specified. Payment will be made in accordance with the terms above. 3% charge for credit card charges over \$500.00.

SIGNATURE: _____
 Brian Schroeder – Schroeder's Flowers

DATE: _____

SALESPERSON: _____
 Kelli Lax – Senior Sign Consultant

DATE: _____

Permit(s) obtained by: Client _____ Creative Sign Co. _____
 In addition to the actual permit fees charged by municipalities, permits obtained by Creative Sign Co. on behalf of client will be billed separately for obtainment and processing. Permit charges should be paid promptly to avoid potential delay of project.

JONES SIGN

PROPOSAL

1711 Scheuring Road
De Pere, WI 54115
Ph: 800-536-7446
Fx: 920-983-9145

PROPOSAL SUBMITTED TO:	PROJECT LOCATION:
Schroeder's Flowers ATTN: Brian Schroeder 1530 So. Webster Ave. Green Bay, WI 54301 Phone: 371-0092 Fax:	Schroeder's Flowers Existing Pylon Sign Work 1530 So. Webster Ave. Green Bay, WI 54301 Est #: 206972 Date: 3/31/2015

QTY	DESCRIPTION	NoTx	UNIT PRICE	TOTAL
1	Manufacture and install (2) 4' X 20' new white lexan sign faces with vinyl graphics "Schroeder's Flowers."		\$6,105.00	\$6,105.00
1	Retro-fit existing 4' X 20' sign cabinet with white LED illumination.		\$2,250.00	2,250.00
1	Provide and install (1) 3' - 5" X 8' - 3" WatchFire double face LED color display. 16mm pixel pitch, 54 X 144 matrix, RF communication. Ignite Software package to include message creation, scheduling and content. Easy Art library with 1,200 still images and animations. Web based software training, one hour software training provided by Jones Sign LED display technician.		\$39,950.00	39,950.00
	Five Year Parts, Two Years Labor Warranty			-
				-
1	Permit and obtainment by customer.			-
				-
1	Proposal includes pack, load, crate, and freight.			-
				-
				-
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				-

<input checked="checked" type="checkbox"/> Ship my order In 7 weeks** from Permit receipt at no additional charge	<input type="checkbox"/> 50% DOWN, BALANCE BEFORE SHIPMENT	Taxable Amount:	48,305.00
<input type="checkbox"/> Ship my order In 6 weeks** from Permit receipt - add 10% to Total	<input type="checkbox"/> 50% DOWN BALANCE DUE PRIOR TO INSTALL	Non-Taxable Amount:	-
<input type="checkbox"/> Ship my order In 5 weeks** from Permit receipt - add 15% to Total	<input type="checkbox"/> 50% DOWN BALANCE DUE NET 10 DAYS	5.50% Sales Tax:	2,656.78
<input type="checkbox"/> Ship my order In 4 weeks** from Permit receipt - add 25% to Total	<input checked="checked" type="checkbox"/> 50% DEPOSIT BALANCE DUE UPON COMPLETION	Grand Total:	\$ 50,961.78
<i>** LEADTIME DOES NOT BEGIN UNTIL PERMIT HAS BEEN RECEIVED</i>	<input type="checkbox"/> _____ <i>Initial indicating acceptance of payment terms listed above.</i>		

**ALL PRICES ARE PLUS SALES TAX, FREIGHT, PROJECT MANAGEMENT, PERMIT COSTS AND OBTAINMENT FEES
 **PRICES ARE VALID FOR 30 DAYS ONLY AND DO NOT INCLUDE ELECTRICAL HOOKUP

Sales Representative: Nick Lison Phone: 920.425.9856
 Authorized By: _____ Date: _____

ACCEPTANCE OF PROPOSAL

Your acceptance of this proposal is expressly limited to the terms and conditions contained herein and the reverse side hereof, and as such shall constitute the entire agreement between the parties. No different or additional terms shall apply unless agreed to in writing by Jones Sign Co., Inc.

JONES SIGN CO., INC.	DATE	PURCHASER	DATE
BY _____	BY _____		