

MINUTES
CITY OF PLATTEVILLE ZONING BOARD OF APPEALS

December 20, 2021 at 7:00 p.m.
Council Chambers at City Hall

MEMBERS PRESENT: Joie Schoonover, Isaac Shanley, Angie Donovan, Dana Niehaus, Gene Weber

ALTERNATE MEMBERS PRESENT: None

MEMBERS ABSENT: None

STAFF PRESENT: Joe Carroll (Community Development Director), Ric Riniker (Building Inspector)

A regular Board of Appeals meeting was held at 7:00 p.m., December 20, 2021.

APPROVAL OF MINUTES:

Motion by Schoonover, second by Shanley, to approve the minutes of the August 5, 2021 meeting.
Motion carried unanimously.

VARIANCE REQUEST:

Carroll introduced the variance request from Kwik Trip who seeks permission to construct a freestanding sign on the property at 1847 Ubersox Drive, which will not be in conformance with Chapter 22.11 of the City of Platteville Municipal Code.

The property in question is currently vacant property that is used as overflow parking for the Kunes dealership. Kwik Trip is interested in purchasing the current Mobil gas station and convenience store located at the corner of Vision Drive and Ubersox Drive. They would like to remove the existing building and pumps and construct a new Kwik Trip store, fuel pumps and canopy, diesel fuel pumps and canopy, and a carwash building. As part of the project, they would like to install a free-standing sign that exceeds the maximum height limits of the zoning ordinance.

The proposed sign would be located on the far southeast corner of the property, near the diesel fuel pumps and carwash. The proposed sign would have a 100 sq. ft. "Kwik Trip" panel area and two fuel price panels that are each 55.8 sq. ft., so the total sign area will be 211.6 sq. ft. This is within the requirements of the ordinance. The proposed sign will have a height of 60 feet. Section 22.11 of the zoning ordinance limits free-standing signs in the B-3 District to a maximum height of 30 feet. Kwik Trip has applied for a variance to allow the additional sign height so that the sign can be seen from the Highway 151 interchange.

Carroll addressed the three standards that must be considered for each variance request. He stated that it is questionable if the variance request meets all the standards needed for approval.

There was no applicant statement.

Public statements in favor. None

Public statements against. None

Public statements in general. None

Applicant Rebuttal. None

Board Discussion.

There was discussion related to the need for the sign with the availability of the official advertising signs that are along the highway for restaurants and gas stations, etc., and with the availability of apps and GPS devices.

There was discussion related to the benefits of having a taller sign for persons that are traveling on the highway. People like to be able to see the location of the gas station that they want to visit before taking the exit. The addition of the diesel service for trucks is also a benefit because this is not a service that is readily available in Platteville now. The property is not readily visible from the highway without a taller sign.

There was discussion related to concerns about setting a precedent for the taller sign. What happens if other businesses such as Walmart ask for a taller sign? This could be an issue, but if more requests are submitted, the City could look at modifying the ordinance to allow taller signs within a certain distance of the interchange.

Motion by Donovan to approve the variance for the sign as presented. Second by Shanley. Upon roll call vote, motion was approved 5 - 0.

The Findings of Fact were discussed:

The need for improved visibility from the interchange and exits is important to the business and to the public.

This type of signage is typical near interchanges and is beneficial.

The proposed business will be beneficial to the community and fills a need that is not being met.

The property is in a hole relative to the bypass and is hard to see without a taller sign.

ADJOURN:

Motion by Weber, second by Schoonover, to adjourn. Motion carried unanimously.



Joe Carroll
Community Development Director

Approved: 3/21/2022