

# BOARD OF APPEALS OF THE CITY OF PLATTEVILLE

Monday, May 17, 2021 at 7:00 p.m.  
Platteville, Wisconsin 53818

This meeting will be held virtually through ZOOM.  
Use the meeting link found at the bottom of this agenda.

## AGENDA

1. Roll Call
2. Approve Minutes: December 21, 2020
3. Motion:

- 
- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Staff Presentation         | 5. Public Statements in General |
| 2. Applicant Statement        | 6. Applicant Rebuttal           |
| 3. Public Statements in Favor | 7. Board of Appeals Discussion  |
| 4. Public Statements Against  | 8. Board of Appeals Action      |
| 9. Findings of Fact           |                                 |
- 

A. Variance: 1185 E. Business Highway 151 – Pioneer Lanes LLC (BA21-VA01-01)

4. Adjournment

Join Zoom Meeting

<https://us02web.zoom.us/j/82138912119?pwd=VjhTc0o5L0w4OXRjbkw4TnliOUFpQT09>

Meeting ID: 821 3891 2119

Passcode: 367049

888 475 4499 US Toll-free

877 853 5257 US Toll-free

If you have concerns or comments related to an item on this agenda, but are unable to attend the meeting, please send the comments to [carrollj@platteville.org](mailto:carrollj@platteville.org) or call 608-348-9741 x 2235.

**MINUTES**  
**CITY OF PLATTEVILLE ZONING BOARD OF APPEALS**

December 21, 2020 at 7:00 p.m.  
Council Chambers at City Hall

MEMBERS PRESENT: Michael Knautz, Joie Schoonover, Mary Miller, Isaac Shanley

ALTERNATE MEMBERS PRESENT: Jennifer Ginter-Lyght

MEMBERS ABSENT:

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 21, 2020 via Zoom.

**APPROVAL OF MINUTES:**

Motion by Shanley, second by Miller, to approve the minutes of the November 16, 2020 meeting as corrected. Motion carried unanimously.

**VARIANCE REQUEST: 150 E. Pine Street**

Carroll introduced the variance request of Graphic House Inc. on behalf of Southwest Tech who seeks permission to install electronic wall signage on the building at 150 E. Pine Street that exceeds the allowable size limitations of Chapter 22.11(G)(5) of the City of Platteville Municipal Code.

Joe Carroll gave the staff report. Southwest Tech has an educational outreach center located in the ground floor commercial space in the Ruxton Apartment building, which is located on the corner of Oak Street and Pine Street. They would like to install two electronic message center wall signs on the building that exceed the area allowed by the zoning ordinance. The two proposed message center signs would each be a 47-1/4" x 113-3/8" LED digital wall signs, with the area for each sign being 37.2 sq. ft. One sign will be installed on the west wall facing Oak Street, and the other sign will be installed on the South wall facing Pine Street. The 37.2 sq. ft. area of the proposed signs exceeds the maximum area of 35 sq. ft. allowed for electronic signs in the B-2 district.

Joe 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.

The applicant statement was made by Mike Johnson from Graphic House Inc., and Dan Imhoff from Southwest Tech was also present. Mr. Johnson explained that the LED panels that go together to form the sign are only available in certain sizes and are based on a standard 16" x 16" panel. Multiple panels are assembled to make up the total sign. Reducing the sign by one panel doesn't work because you either have to reduce the entire sign height by 16" or the entire sign width by 16". The resulting sign would be too small for Southwest Techs purposes. The site has very limited space for freestanding signage, so the only viable option is the wall signs. Southwest Tech uses a standard size digital sign for all their locations to make it easier to send out consistent messages for each location. Having an odd sign size would require the sign message for Platteville to be created separately, which would be a burden on the staff.

Shanley mentioned that signs can be made to any size and dimension and that cost isn't supposed to be a consideration.

Mr. Johnson explained that normal custom signs can be any size and dimension but the digital signs are limited by the size of the LED panels. A dimension that isn't based on that panel would need to

be custom made which would be much more difficult, would take longer and would be approximately 75% more expensive.

Mr. Imhoff commented that Southwest Tech utilizes consistent messages across all the locations via the digital signs. It would be very difficult if they had to do different messages just for Platteville.

Public statements in favor. None

Public statements against. None

Public statements in general. None

Applicant Rebuttal. None

Board Discussion.

Schoonover commented that she is familiar with the use of standard messaging on digital signs from her work.

Miller mentioned the variance that was issued for the digital sign for the Edward Jones office on Water Street.

There was consensus that the size of the proposed signage seemed appropriate for the size of the building.

Motion by Shanley to approve the variance with the condition that both signs are equal in size and have the same distance from the building corner. Second by Miller. Upon roll call vote, motion was approved 4 - 0.

**The Findings of Fact were discussed:**

A precedent has been set with the Edward Jones variance approval.

The proposed signage fits the building.

The signage would be consistent with other signage in the area.

**ADJOURN:**

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

\_\_\_\_\_  
Joe Carroll  
Community Development Director

Approved: \_\_\_\_\_

# STAFF STATEMENT TO THE BOARD OF APPEALS

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**From:** Community Planning & Development Department

**Date:** May 17, 2021

**Re:** Variance from Zoning Ordinance

**Case #:** BA21-VA01-01

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**Request:** Variance from Section 22.059 of the Zoning Ordinance regarding the construction of a residential accessory building.

**Applicant:** Pioneer Lanes LLC

**Location:** 1185 E. Business Highway 151

## Surrounding Uses and Zoning:

Direction	Land Use	Zoning	Comprehensive Plan
Property	Commercial	B-3	Business
North	Commercial	B-3	Business
South	Storage warehouses/ Vacant	B-3/M-2	Business/Manufacturing
East	Commercial/Vacant	M-1/M-2	Manufacturing
West	Vacant	B-3	Business

## BACKGROUND

1. The applicant would like to construct an accessory residence on the Pioneer Lanes property that would be used as a residence for the business owner. The zoning ordinance was recently changed to allow residential use in the B-3 district, but not on the ground floor as requested.

## PROJECT DESCRIPTION

2. The applicant is the owner of the Pioneer Lanes business. Due to the negative impacts of the pandemic on his business, he has needed to cut back on staffing and increased the number of hours that he spends at the business. As a result, he is interested in constructing/locating a single-family residence on the property for his own personal residence. This would reduce his commute time and his housing costs, and also allow him to better serve the business needs.
3. There is an existing 24' x 42' detached garage/storage building toward the rear of the property. The applicant would like to expand this building with a 20' x 42' addition and

convert the building to his residence. An alternate plan would be to install a 16' x 80' manufactured home at the rear of the building that would serve as his residence.

#### STAFF ANALYSIS

4. The zoning ordinance was amended about a year ago to allow residential use in the B-3 district, which was not allowed prior to that change. The intent of the change was to allow residential use as an accessory to a business use of the property. The language that was included in the list of allowed uses in the B-3 district is the same as the language for the B-2 district (downtown area) – “Residences attached to business establishments; however, residential use of the ground floor is prohibited.” With this request, the residential use is not attached to the business establishment and will be on the ground floor, which is why the variance is required.
5. As with any variance request, there are three standards that must be considered. The first standard requires the applicant to show that a strict application of the dimensional standards in the Zoning Ordinance would lead to an unnecessary hardship. The Wisconsin State Supreme Court has determined that a hardship exists only when the applicant can show that the regulations would unreasonably prevent the owner from using the property for a permitted purpose or would render conformity with such restrictions unnecessarily burdensome. The applicant has an existing viable use of the property that can continue. It would be possible to add the residential use to the existing business building, but that would create more building code requirements, and adding it to the second floor would be much more difficult from a structural standpoint. It is questionable if the first standard has been met for the variance request.
6. The second standard requires the applicant to show that the hardship is due to some unique feature of the property, such as an odd shape or the presence of natural features. The property has no unique physical features that are applicable to this situation. The existing building is not conducive to easily adding residential to the second floor, but this situation is not necessarily unique. It is questionable if this standard has been met.
7. The third standard requires the applicant to show that the variance, if granted, will not have a negative impact on the public interest. Staff believes the overall impact on the public will be limited. The request conforms with the intent of the ordinance that the residential use is accessory to a business use. Since the business use is an existing building, adding the residential to the second floor is significantly more difficult than adding a separate building. The residential building will not be visible from the street and will not have a negative impact on the surrounding properties. It appears that the third standard may have been met for the variance request.

#### STAFF RECOMMENDATION

8. It is questionable if the request meets all three of the standards needed for approval. If the Board determines the standards have not been met, the request should be denied. If the Board determines the standards have been met, the request should be approved.

**ATTACHMENTS:**

1. Location map, site photos, application





GIS Port  
Map



-90.458 42.730 Degrees





APPLICATION TO THE  
**BOARD OF APPEALS**  
 CITY OF PLATTEVILLE, WISCONSIN



**General Information** (please type or print clearly)

	Applicant/Agent	Owner
Name	PIONEER LANES LLC	JOE HAALIK
Address	1185 BUS HWY 151 EAST PLATTEVILLE WI 53818	P.O. BOX 761 PLATTEVILLE WI 53818
Phone	608-349/6631 OR 608 558-9785	608-558-9785
Fax	N/A	N/A

Type of Request:  Variance from Code Requirements  
 Appeal of Administrative Decision

**Property Information** (Attach additional sheets if necessary)

Address of Property in Question: 1185 BUS HWY 151 EAST, Platteville, WI

Legal Description: PARCEL 271-00386-000 S.E. CORNER OF SEC 15,  
T3N, R1W, N. 24° 43' W 406.40 FT N 2° 42' E 1218.43 FT.  
PROPERTY HELD BY BSR PIONEER INVESTMENTS LOCATION OF PIONEER LANES  
BOWLING CENTER.

Current Use and Improvements: BOWLING CENTER / PARKING LOT / OUT BUILDING

Proposed Use and Improvements: BOWLING CENTER / PARKING LOT CONVERSION  
OUT BUILDING INTO OFFICE AND RESIDENCE BY ADDING  
STRUCTURE ATTACHED TO EXISTING BUILDING 20' X 42' ONE LEVEL  
GROUND LEVEL

Dimensions:	Required	Requested
Street Yard	N/A ft.	ft.
Left Side Yard	N/A ft.	ft.
Right Side Yard	N/A ft.	ft.
Rear Yard	N/A ft.	ft.
Area	1500 sq. ft.	1500 sq. ft.
Other		

Is this a corner lot? \_\_\_ YES  NO

Zoning District: B-3

Code Reference (Section No.): \_\_\_\_\_

**OFFICE USE ONLY**

Date Application Filed: \_\_\_\_\_ File Number: \_\_\_\_\_  
 Board of Appeals Action & Date: \_\_\_\_\_ Fee Paid/Receipt #: \_\_\_\_\_  
 Conditions: \_\_\_\_\_



**Justification for the Request** (Attach additional sheets if necessary)

**APPEAL OF AN ADMINISTRATIVE DECISION:** Provide a description of your appeal.

City official(s) who made the decision you are appealing: \_\_\_\_\_

Decision of official(s): \_\_\_\_\_

Describe your appeal: \_\_\_\_\_

**VARIANCE:** State in the spaces below how your variance request conforms to the Three Standards Test as described in the attached Q&A document. Attach a separate sheet if necessary.


1) Unnecessary Hardship is present because... DUE TO THE IMPACT OF THE CURRENT PANDEMIC, IT HAS BECOME NECESSARY TO WORK LOWER HOURS WITH LESS STAFF. REVENUES HAVE BEEN DRASTICALLY REDUCED AND THE COST OF LEVING OFFSITE IS UNMANAGEABLE.

2) The hardship is due to unique features of the property in that... BY BEING ON SITE I CAN MAINTAIN A SAFER ENVIRONMENT FOR STAFF AND CUSTOMERS ALIKE, WITH ALSO BEING ON SITE I AM ABLE TO HAVE A MORE SECURE BUSINESS SINCE IT WILL BE MONITORED 24/7 BY MYSELF.

3) The variance will not be contrary to the public interest because... THE ADDITION WILL NOT EFFECT ANY ADJACENT PROPERTY, THE ADDITION OF THE IMPROVEMENT WILL INCREASE THE TAX LIABILITY OF THE PROPERTY CREATING MORE TAX REVENUE. THE ADDITION WILL BE SOLE USE OF BUSINESS OWNERSHIP AND WILL NOT BE LEASED OR RENTED TO OTHERS. SECURITY OF PROPERTY WILL BE INCREASED BY OWNER ON PREMISES.

**Signatures**

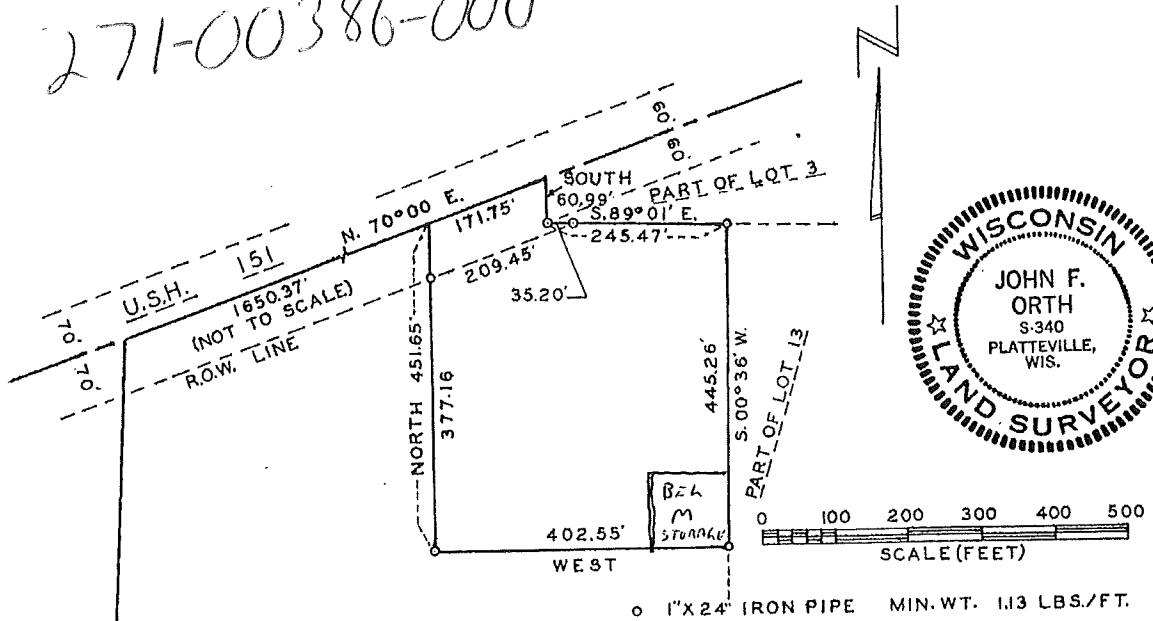
The undersigned person(s) hereby give notice to the Board of Zoning Appeals of the City of Platteville, Wisconsin, of an appeal and/or request for a variance.

APPELLANT:  DATE: 5/5/2021

APPELLANT: \_\_\_\_\_ DATE: \_\_\_\_\_

PARTS OF LOTS 4 AND 11 OF BLOCK 5 OF THE ASSESSMENT PLAT OF PLATTEVILLE, WISCONSIN

271-00386-000



1218.43'  
N. 02° 42' E.  
N. 24° 43' W. 406.40'

I, John F. Orth, Platteville, Wis., Registered Land Surveyor, hereby certify: That I have surveyed and mapped a part of Lots 4 and 11 of Block 5 of the Assessment Plat, located in the N.E.  $\frac{1}{4}$  of the S.W.  $\frac{1}{4}$  of Sec. 14, T3N, R1W of the 4th P.M., in the City of Platteville, Grant County, Wisconsin.

That I have made such survey and plat by the direction of Bernard A. Rosemeyer and Katherine Rosemeyer, his wife, Platteville, Wisconsin, owners of said land. Commencing at the S.E. Corner of Sec. 15, T3N, R1W of the 4th P.M., Grant County, Wisconsin; thence N. 24° 43' W. 406.40 ft.; thence N. 02° 42' E. 1218.43 ft. to the centerline of U.S. Hwy. 151; thence N. 70° 00' E. 1650.37 ft. along said centerline to the point of beginning; thence N. 70° 00' E. 171.75 ft. along said centerline to the West line of Lot 3. Block 5 of the Assessment Plat of the City of Platteville, Grant County, Wisconsin; thence South 60.99 ft. to the South line of said Lot 3; thence S. 89° 01' E. 245.47 ft. along the South line of said Lot 3 to the West line of Lot 13. Block 5 of the Assessment Plat of the City of Platteville; thence S. 00° 36' W. 445.26 ft. along the West line of said Lot 13; thence West 402.55 ft.; thence North 451.65 ft. to the point of beginning, containing 4.279 acres, more or less. (The area of the parcel, exclusive of highway R.O.W. is 4.00 acres, more or less.)

That such plat is a correct representation of all exterior boundaries of the land surveyed.

That I have fully complied with the provisions of Sec. 236.34 of Chapter 236 of the Wisconsin Statutes and of Sec. 21.08 of the Subdivision Ordinance of the City of Platteville, Grant County, Wisconsin.

Sept. 10, 1975  
Dated \_\_\_\_\_ John F. Orth, RLS-340

I, Dean G. Williams, City Clerk in and for the City of Platteville, Grant County, Wisconsin do hereby certify that the foregoing was duly Approved by the Plan Commission of the City of Platteville at the regular meeting held on the date of October 6, 1975.  
Dean G. Williams, City Clerk

May 6, 2021


BSR PIONEER INVESTMENTS, LLC  
PO BOX 611  
MONROE, WI 53566

JOSEPH HAACK  
Pioneer Lanes LLC  
1185 Bus Hwy 151 East  
Platteville, WI 53818

Joe,

The members of BSR Pioneer Investments, LLC grant Joseph Haack (dba Pioneer Lanes LLC) permission to build on the property located at 1185 Bus Hwy 151 East (parcel 271-000386-000).

Sincerely,

 A handwritten signature in black ink, appearing to read "Frank Borowitz", with a date "5/6/21" written to its right.

Frank Borowitz  
Managing Member  
BSR Pioneer Investments, LLC

Steve Streff  
Member  
Randy Schwartz  
Member





General Reference Map  
Grant County, WI





Pioneer Lanes, LLC  
1185 Hwy 151 E  
PO Box 432  
Platteville, WI 53818  
(608) 349-6631  
(608) 558-9785

City Council Platteville WI:

Pioneer Lanes LLC, Joe Haack, am looking for a variance to convert the existing out building located at Pioneer Lanes 1185 Bus Hwy 151 E Platteville WI 53818 into an office and living quarters. The existing building is a concrete structure with a wood framed front and roof it is approximately 1050 sq ft measuring 24' x 42'. I would like to construct an addition onto the building that would be 20' x 42' increasing the footprint of the building to 44' x 42' 1848 sq ft approximately. The addition would be on a concrete slab and the sewer and water lines would be attached to Pioneer Lanes main building. I have spoken with Adam Arians, owner Big M Storage (608)723-8768, and the structure would maintain the property line and would not impede the access to Big M Storage. Adam actually liked the idea because having myself onsite would increase security for his business as well.

The 2<sup>nd</sup> option would be to leave the existing build as is and pour a concrete footings next to Pioneer lanes and place a mobile home, not a camper, on the location and connect the utilities to Pioneer Lanes. The advantage with the mobile home is it would not be a permanent structure.

Both options are feasible for my needs and I would landscape the area to provide an eye pleasing improvement to the property.

I have spoken with Ingersoll Plumbing and Aliant energy about the hook ups and there are no apparent issues with doing so.

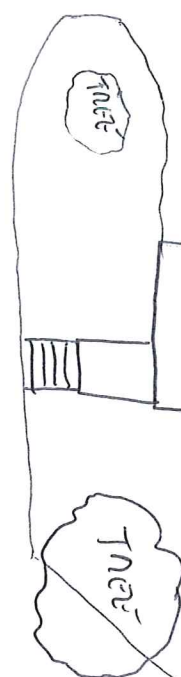
Attached is rough drawings of the proposed items.

Thank You for Your Time:

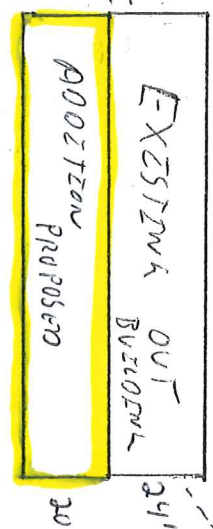
Joe Haack  
5/6/2021



PIONEER  
LAWYER  
BUILDING



SEWER/WATER



20 X 42' ADDITION  
SIMPLE LEVEL ON  
CONCRETE SLAB  
SITE BUILT, ARCHED ROOF

ELECTRICAL

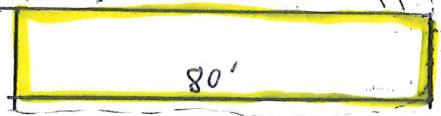
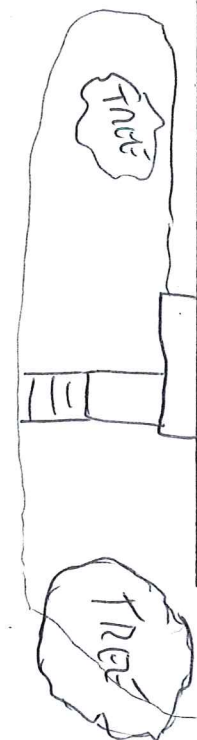






PIONEER  
LANES  
BUILDING

SEWER  
WATER  
ELECTRICAL



EXISTING  
OUT  
BUILDING

16 X 80' MOBILE HOME  
SINGLE LEVEL ON  
FOOTINGS  
SPACED AWAY FROM  
PIONEER LANES MINIMUM  
10'



