

## MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: July 14, 2025

RE: Conditional Use Permit for Signage

<b>Summary of Request</b>	
<b>Requested Approvals:</b>	Conditional Use Permit for All uses with second wall sign and pylon signage (for which the conditions shall, among other issues, maintain visual continuity and attractive pedestrian movement along the street fronts)
<b>Location:</b>	136 W Main Street (/OT 00003)
<b>Current Land Use:</b>	Vacant/ Bleu's Barbershop
<b>Proposed Land Use:</b>	Signage for Bleu's Barbershop
<b>Current Zoning:</b>	B-2 Central Business District
<b>Proposed Zoning:</b>	N/A
<b>Future Land Use, Comprehensive Plan:</b>	Central Business

### Site Plan Review

The applicant is requesting a Conditional Use Permit for the overage of wall signage located on the building at 136 W Main Street. Signage includes:

1. 2, 64.5 x 50 window decal signs.
2. 1, 32 x 14.5 window decal sign.
3. 1, 24 x 20 window decal sign.

Please see enclosed in your packet precise measurements and the location of each sign as indicated on the site plan submitted by the applicant.

According to section 19.54.080 - Permanent business sign group, all businesses requesting more than one wall sign require a Conditional Use Permit.

## **Planner's Recommendations**

1) Staff recommends that Plan Commission **APPROVE** the Conditional Use Permit with the following conditions:

- a) The project shall be developed in accordance with the approved site plan, architecture, and landscape plan. Any deviation from the approved plans shall require zoning administrator and/or Plan Commission approval.
- b) Signage shall not exceed 50% of windows.
- c) Any conditions stipulated by the PARC.