

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: March 9, 2026

Re: Conditional Use Permit Request

Summary of Request	
Requested Approvals:	Conditional Use Permit
Location:	1414 W Main St. (/A332600001)
Current Land Use:	Community Business
Proposed Land Use:	NA
Current Zoning:	B-1 Community Business
Proposed Zoning:	NA
Future Land Use, Comprehensive Plan:	Community Business

Conditional Use Review

Lora Trent seeks approval for a conditional use permit for updated signage at Culvers located at 1414 W Main St. Per **19.54.130**, a conditional use permit is required for signage located within the B-1 district, and for order board signage at the drive-thru.

Order Board Sign.

A type of daily notice sign used only in conjunction with drive-through or drive-in establishments.

- a. Order board signs shall be freestanding or mounted on the exterior wall of the building containing the use.

- b. Freestanding two-way microphone/speaker devices shall not count toward the maximum permitted area of the order board sign.
- c. Order board sign audio components shall meet the noise standards set forth in Section 19.58 of the Zoning Ordinance.
- d. Order board sign lighting components shall meet the exterior lighting standards set forth in Section 19.57.150 of the Zoning Ordinance. The following forms of sign lighting are permitted: ambient, backlit, internal, and gooseneck.
- e. Order board signs may only be approved through the conditional use permit process.

The signage plan presented meets all requirements of the signage ordinance.

Planner's Recommendations

- 1) Staff recommend that the Plan Commission **APPROVE** the Conditional Use Permit for signage at 1414 W Main St with the following conditions:
 - a. The applicant shall comply with all required City and building codes.
 - b. A sign permit may be revoked if the applicant has failed to comply with the provisions of this chapter or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by either the zoning administrator for zoning ordinance violations or the building inspector for building code or other construction code violations.
 - c. Any conversions or changes on approved signs will require approval of a conditional use permit for changes from the Plan Commission.
 - d. Granted sign permit shall expire, and shall be null and void, if the sign is not attached or erected within one hundred eighty days after the issuance of the sign permit.