October 12, 2026

Project Narrative

Project: 7Brew – Whitewater, WI
1155 W Main St.
Whitewater, WI 53190

The proposed development is a 526 SF drive-thru coffee shop and 300 SF cooler located on 0.49-acres of Parcel #00007, at 1155 W Main St in the City of Whitewater. The lot is currently zoned B-1 Community Business. The existing site consists of a vacant building and parking lot that will be removed in the proposed condition.

The proposed development will be a drive-thru coffee shop and will operate between the hours of 5:30am to 11pm. There will be an average of 10 employees per shift.

The proposed structures will have a 3.8% building floor area ratio. The structures will have exterior materials that match design standards and enhance the aesthetic of the area.

The existing building and parking lot cover 15,953 s.f. (73%) of the site. The proposed buildings, parking and drive isles will cover 16,781 (77%) of the site, this results in an area of disturbance of 19,750 s.f.. The proposed development disturbs less than 20,000 s.f. therefore stormwater management regulations do not apply to this project. Stormwater runoff will continue to drain into the existing storm system. Erosion control on site is accounted for in the plans to limit sediment from leaving the site. Existing sanitary and water mains will be utilized.

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