

MEMORANDUM

To: City of Whitewater Plan and Architectural Review
Commission

From: Allison Schwark, Zoning
Administrator

Date: October 14, 2024

Re: Conditional Use Permit for signage

Summary of Request	
Requested Approvals:	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)
Location:	1461 W Main Street
Current Land Use:	Dollar Tree
Proposed Land Use:	Dollar Tree
Current Zoning:	B-1
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Community Business

Site Plan Review

The applicant is requesting a Conditional Use Permit for the overage of wall signage, and a pylon sign at the new Dollar Tree located at 1461 W Main Street. Signage includes:

1. 1, 89.55 square foot illuminated channel letter sign
2. 1, custom canopy
3. 1, 18-foot 50 square foot illuminated pylon sign.

Please see enclosed in your packet precise measurements and the location of each sign as indicated in the narrative and 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. Currently the applicant is requesting 2 wall signs. Additionally, all pylon signs shall require a Conditional Use Permit, only one pylon sign per property, with a maximum height of 18 feet. The proposed signage appears to meet all requirements of Chapter 19.54.

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.
 - Any conditions stipulated by the PARC.