

MEMORANDUM

To: City of Whitewater Plan and Architectural Review

Committee

From: Allison Schwark, Zoning
Administrator

Date: December 11, 2023

Re: Conditional Use Permit for 1415 W. Main Street Tax Parcel # A301400002

Summary of Request	
Requested Approvals:	Conditional Use to allow for rentals of U-Haul vehicles at location
Location:	1415 W Main Street, Tax Parcel #A301400002
Current Land Use:	Hardware Store
Proposed Land Use:	Hardware Store with U-Haul rentals
Current Zoning:	B-1
Proposed Zoning:	B-1
Future Land Use, Comprehensive Plan:	Community Business

Description of the Proposal

The existing Ace Hardware store located at 1415 W Main Street is requesting to expand business operations by offering U-Haul rentals to the public. The use of rental services are only allowed by Conditional Use within the B-1 zoning district.

Planner's Recommendations

Staff recommends **approval** of the Conditional Use Permit for U-Haul rentals at 1415 W Main Street, Whitewater, WI with the following conditions:

- There shall be no increase in environmental emission (noise, odor, waste)
- U-Haul trucks and trailers should be limited to a maximum of 8 on site at any time.
- All rental truck maintenance and service shall be performed off site.
- All U-Haul trucks shall not be parked directly in front of the building, or in a fire lane for longer than one hour.
- Rental Truck parking shall be limited to hard surfaces and pavement only.
- All signage and advertisement shall be approved by the zoning officer and be fully compliant with the City of Whitewater Signage Ordinance.
- All rental trucks on site shall be fully licensed, registered, and operable.
- A copy of the approved Conditional Use Permit with conditions shall be posted on the premises, and available upon request.
- All lighting shall be in accordance with the City of Whitewater Lighting Ordinance.
- Business shall work in full cooperation with the City of Whitewater Police Department to ensure all safety measures are taken.
- After regular business hour drop off or pick up shall not disturb any neighboring property, business, or community member.
- Any other conditions stipulated by the PARC.