

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

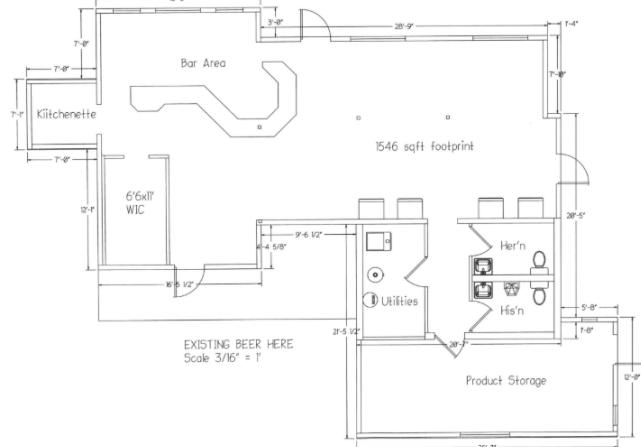
From: Allison Schwark, Zoning Administrator

Date: January 12, 2026

Re: Conditional Use Permit

Summary of Request	
Requested Approvals:	Conditional Use Permit for taverns and other establishments selling alcoholic beverages by the drink
Location:	617 E. Milwaukee Street (A288100002)
Current Zoning:	B-3, Highway Commercial and Light Industrial District
Proposed Zoning:	NA
Future Land Use:	Community Business District

Application Summary



The applicant is requesting a Conditional Use Permit for the sale of alcohol by the drink at 617 E. Milwaukee Street. In the B-3 District taverns and other places selling alcoholic beverages by the drink are only allowed by Conditional Use. Property and business is in process of sale with purchase being conditional on alcohol sale permit approval. The property has previously been utilized for the same purpose for several years, with the name of "Cordio's Beer Here". The previous property owner over the last 30 years has completed modifications to the building, and requested several conditional use permits, and conditional use permit amendments for changes and expansion to the existing building. The most recent modifications to the active conditional use permit appear to have been made in 2006 and 2008, and all conditions required have been met, and the property appears to have been operating in full compliance with these Conditional Use Permit requirements.

The current property owner is seeking to sell the business, and the new owner intends to continue the same operations under the name "Viola's Beer Here". The operation includes carryout of beverages that are unopened, sale of alcohol by the drink inside the bar area, and the idea to offer food in the future. In the application the applicant also states there will be outdoor seating and service areas. Although this is not a use that requires a conditional use permit, the applicant should be advised that in order to have an outdoor café seating area, the new property owner will be required to apply for a Private Property Outdoor Café Permit with the City of Whitewater, and be required to adhere to all requirements of Section 5.18 of our Municipal Ordinances.

Planner's Recommendations

- 1) Staff recommends the plan commission **APPROVE** the conditional use permit for sale of alcoholic beverages by the drink at 617 E Milwaukee Street (A288100002) with the following conditions:
 1. The conditional use permit shall run with the applicant and not the land. Any change in ownership/licensee (or operator) will require approval of a conditional use permit for the new owner/licensee (or operator) from the Plan Commission.

2. Maximum occupancy shall be as determined by the fire department and building inspector.
3. Future signage shall be consistent with that of adjacent properties and downtown areas and shall comply with the City's sign ordinance. In addition, backlit, plastic signage shall be prohibited. City staff shall review and approve all new and replacement signage prior to installation.
4. The applicant shall comply with all required City and building codes and be responsible for obtaining all required building and zoning permits for future modification or renovation to the building.
5. The applicant shall be responsible for applying for an occupancy permit.
6. A Knox box shall be installed on the building for Emergency Services within 6 months of ownership changing.
7. Lighting shall comply with City lighting ordinances.
8. Hours of operation shall never exceed 11AM-12AM Weekdays, and 11AM-2AM Weekends, (all State regulations on carryout shall be upheld).
9. All dumpsters and waste receptacles shall be fully screened from public view.
10. Property owner shall not have outdoor seating unless a valid private outdoor café permit is issued by the City of Whitewater, and all regulations in Section 5.18 of the municipal ordinance is followed.
11. Any other conditions as stipulated by the PARC.