

M E M O R A N D U M

To: City of Whitewater Plan and Architectural Review

Commission

From: Allison Schwark, Zoning Administrator

Date: May 11, 2026

Re: Conditional Use Permit

Summary of Request	
Requested Approvals:	Conditional Use Permit (CUP)
Location:	214 W Whitewater St (/OT 00144)
Current Land Use:	Central Business
Proposed Land Use:	Central Business
Current Zoning:	B-2
Proposed Zoning:	NA
Future Land Use:	Central Business

Application Summary

The applicant is requesting a Conditional Use Permit for the sale of alcohol by the drink at 214 W Whitewater St. In the B-2 District taverns and other places selling alcoholic beverages by the drink are only allowed by Conditional Use. The establishment, Cheap Shotz has been in operation for several years and will be continuing service. The applicant has applied for the Conditional Use Permit to become fully compliant with all City of Whitewater requirements for places that serve alcoholic beverages.

Planner’s Recommendations

- 1) Staff recommends the plan commission **APPROVE** the conditional use permit 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.