

Starbucks

1280 West Main Street

Whitewater, WI 53190

This Starbucks is going to be located at 1280 West Main Street, Whitewater, WI 53190. This location is going to have a drive thru that will have two lanes to the East side of the building, these two lanes will then merge into one lane at the Northeast corner with the drive thru pick-up window located on the West side of the building.

This site has recently gone through a CUP process; however, the signage was not included. This proposal is related to the signage only. The signage will include two internally illuminated 48" Siren wall signs, one 48" Siren wall sign will be located on the West elevation at the drive thru window, the second 48" Siren wall sign will be located on the East elevation at the patio entry. A 12" x 9'-8" "STARBUCKS" internally illuminated wall sign will be located on the South elevation at the storefront. One internally illuminated directional sign will be located at the Southwest corner of the building, exiting the drive thru lane. There will be two clearance bars, one will be installed for each of the two drive thru lanes on the East side of the property. Each of the two drive-thru lanes will have a pre-menu board, these will be positioned on the west side of each lane. The order-point menu board will be located to the North side of the building. Three parking signs will be installed for parking spaces on the South side of the building. An internally illuminated, double-sided monument sign will be located at the Southeast corner of the property. This monument sign will enhance the ability for motorists to locate this Starbucks destination at posted speed limits.

We hereby address the following CUP criteria questions.

That the establishment, maintenance, or operation of the Conditional Use will not create a nuisance for neighboring uses or substantially reduce value of other property.

The conditional use is for signage. This will not create a nuisance for neighboring uses or substantially reduce the value of other properties. The submission as it relates to signage is for signage that is code compliant in nature. The lighting and design of the signage is consistent with the signage in this zoning district. There will not be an adverse impact but rather a positive impact overall created by the development of a Starbucks at this location. The signage is properly situated and will not cause distractions or obstructions. The sign proposed will help transient guests to identify this location thereby preventing motorist distractions while driving.

That utilities, access roads, parking, drainage, landscaping and other necessary site improvements are being provided.

The signage will not have an impact on utilities, access roads, parking, draining, landscaping and other site improvements that have already been approved thru the CUP process. The signage proposed is as follows:

- 48" Siren internally illuminated wall on exterior West elevation at drive-thru window. 4'-0" round wall sign.
- 12" internally illuminated "STARBUCKS" channel letters wall sign on exterior South elevation at storefront. 1'-0" x 9'-8"
- 48" Siren internally illuminated wall on exterior East elevation at patio entry. 4'-0" round wall sign.
- Directional sign, illuminated on new foundation. 3'8" x 1'-8"
- Clearance bar for drive-thru lane. Clearance bar height: 10'-0" with "Clearance 8'-6"" hanging placard. Placard dimensions: 5" x 5'-6"
- Clearance bar for drive-thru lane (right hand). Clearance bar height: 10'-0" with "Clearance 8'-6"" hanging placard. Placard dimensions: 5" x 5'-6"
- Pre-Menu board – Quantity 2 required for 2 lane drive thru. 3'-5 3/8" x 2'-5 1/8" – Overall height: 5'-0 7/8"
- Three-Panel Menu board for drive-thru lane – 3' 6 3/4" x 8'-0" – Overall height: 5'-1 1/2"
- Parking Sign "Order Pick Up" signage - 1'6" x 1'-0" – Quantity 3 required
- Monument sign, double-faced, internally illuminated. 6'-0" x 3'-0"

That the conditional use conforms to all applicable regulations of the district in which it is located, unless otherwise specifically exempted by this ordinance.

The conditional use conforms to all applicable zoning regulations. The proposed signs are for a drive thru restaurant, and they are consistent with the national brand image for Starbucks and comply with the overall intent of the zoning ordinance. For a drive thru establishment to effectively use this property, the signage indicated herein is necessary to ensure that motorists can prepare in time for turns and lane changes when searching for this destination. The drive thru signage will enhance the customer experience by providing the necessary details for a streamlined ordering process.

That the conditional use conforms to the purpose and intent of the City Master Plan.

The overall intent of the Master Plan is to provide the public with a safe and effective means of locating businesses, services, areas, and points of interest. The proposed signs do not produce clutter, are cohesive and appropriate in scale to the size of the building. These signs are keeping with the intent of the Master Plan overall; they are not designed to cause sign clutter and will not cause a nuisance to the city.