

## MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: January 8, 2024

Re: Conditional Use Permit for signage

Summary of Request	
<b>Requested Approvals:</b>	Conditional Use Permit for All uses with drive-in and drive-through facilities (for which the conditions shall, among other issues, maintain visual continuity and attractive pedestrian movement along the street fronts)
<b>Location:</b>	1280 W Main Street
<b>Current Land Use:</b>	Vacant Property
<b>Proposed Land Use:</b>	Starbucks Coffee Shop
<b>Current Zoning:</b>	B-1
<b>Proposed Zoning:</b>	N/A
<b>Future Land Use, Comprehensive Plan:</b>	Community Business

### Site Plan Review

The applicant is requesting a Conditional Use Permit for all signage pertaining to the drive-through, as well as an overage of wall signage located at the Starbucks Coffee Shop located at 1280 W Main Street. Signage includes:

1. 2, 48" Siren illuminated wall signs
2. 1, 12" STARBUCKS wall sign
3. 2, Clearance Bar signs
4. 2, Pre-Menu Board signs
5. 2, 3 Panel Order Board signs

Please see enclosed in your packet precise measurements and 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 3 wall signs.

According to section 19.54.080 - Permanent business sign group, all order board signs require Plan Commission

approval, and all uses pertaining to drive throughs require a CUP in the B-1 Zoning District. The applicant is requesting 4 order board signs. 2 of the signs being smaller pre-menu signs, and 2 of them being larger full menu signs.

### **Planner's Recommendations**

- 1) Staff recommends that Plan Commission **APPROVE** the Conditional Use Permit with the following conditions:
  - a) The applicant is responsible for planning, design, and implementation of the grading plan for the site. The City of Whitewater shall not be held responsible for any deficiency in the grading plan.
  - b) 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.
  - c) Any conditions stipulated by the PARC.





