

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: March 11, 2024

Re: Conditional Use Permit for signage

Summary of Request	
Requested Approvals:	Conditional Use Permit for All uses with second wall sign and pylon signage (for which the conditions shall, among other issues, maintain visual continuity and attractive pedestrian movement along the street fronts)
Location:	1380 W Main Street
Current Land Use:	Vacant Property
Proposed Land Use:	Aldi Grocery Store
Current Zoning:	B-1
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Community Business

Site Plan Review

The applicant is requesting a Conditional Use Permit for the overage of wall signage, and a on the future Aldi grocery store located at 1380 W Main Street. Signage includes:

1. 2, 75 square foot illuminated wall signs
2. 1, 18 foot 75 square foot illuminated pylon sign.

Please see enclosed in your packet precise measurements and the 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 2 wall signs. Additionally, all pylon signs shall require a Conditional Use Permit, only one pylon sign per property, with a maximum height of 18 feet. The proposed signage appears to meet all requirements of Chapter 19.54.

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.

