

M E M O R A N D U M

To: City of Whitewater Plan and Architectural Review Commission

From: Chris Bennett, Director of Neighborhood Services

Date: May 8, 2023

Re: Item 5: Public Hearing regarding review and possible approval of a Conditional Use Permit for a drive-through service lane attached to a proposed restaurant/coffee shop and site plan review for a proposed restaurant/coffee shop located at 1280 W. Main Street, Parcel #/A 1709 00002: Lot 2 CSM 1709 for DSDH – Whitewater LLC – Dave Herbeck.

Summary of Request	
Requested Approvals:	Conditional Use Permit for a drive-through service lane attached to a proposed restaurant/coffee shop and site plan review for a proposed restaurant/coffee shop
Location:	1280 W. Main Street, Parcel #/A 1709 00002
Current Land Use:	Retail
Proposed Land Use:	Retail
Current Zoning:	B-1 – Community Business
Proposed Zoning:	Same
Future Land Use, Comprehensive Plan:	Community Business

Synopsis

In front of the PARC for consideration is a request for a Conditional Use Permit for a drive-through service lane attached to a proposed coffee shop/restaurant at 1280 W. Main Street. Concurrently, the PARC is conducting site plan review for the same property.

The site is currently home to Whitewater Quick Lube, which is an oil change facility. The owner intends to redevelop the parcel by demolishing the current structure and building a stand-alone outlet of the Starbucks Coffee Company.

Per the city’s B-1 zoning code, restaurants without drive-through facilities are a permitted use. Restaurants with a drive-through require a CUP regardless of the zoning district. Per the city’s B-1 zoning district, plan review is required for any development.

Conditional Use Permit

Regarding the conditional use permit for the drive-through, the code requires that the drive-through maintain visual continuity and attractive pedestrian movement along the street front.

The drive-through is situated at the rear of the building. Vehicles enter the drive-through from the east, travel west and exit west. There are two lanes that merge to one.

The movement of vehicles is not going to hamper or mar the building's visual continuity. At worst, passers-by will see a stack of cars in the parking lot waiting for service in the drive-through. Cars are allowed to stack in the parking lot to facilitate safe access to the drive-through.

The drive-through will also not detract from pedestrian movement on the street front. It is situated at the back of the development. Vehicles will, primarily, enter and exit the business on West Main St. A limited number of vehicles will likely enter and exit the business and drive-through from West Salisbury Lane, which is east of the parcel. This will not affect the drive-through.

Traffic within the Walmart parking lot, on private property, is not the city's concern.

Strand Associates studied traffic at the proposed Starbucks. Their memo is included. Strand reached the following conclusion:

“The proposed Starbucks that will replace the existing Quick Lube on an outlot to Walmart will result in traffic volume increases on the driveways to the site. The eastern driveway is likely to be most impacted, but the increases are anticipated to be minor. The daily travel patterns for a Starbucks are well suited to a Walmart as they tend to be busier at different times of the day. The section of Main Street that this site is located on has substantial excess capacity to support the redevelopment of the area.

Given the results of this analysis it appears that the proposed Starbucks is a good fit for this site.”



PLANNER'S RECOMMENDATIONS

The city recommends the PARC approve the Conditional Use Permit application for a drive-through service lane attached to a proposed coffee shop/restaurant at 1280 W. Main Street, subject to findings on the following page, and subject to the following conditions of approval:

1. The CUP shall run with the current business owner. Any transfer of business ownership will require a separate conditional use permit for the operation of the drive-through.
2. Any other conditions identified by the PARC.

SUGGESTED FINDINGS TO BE MADE BY THE PLAN COMMISSION

Conditional Use Permits are required to be reviewed in relation to a set of standard criteria presented in the Zoning Ordinance (Section 19.66.050). See the following page for suggested findings:

Analysis of Proposed Conditional Use Permit for: 1280 W Main Street		
<i>Conditional Use Permit Review Standards per Section 19.66.050:</i>		
STANDARD	EVALUATION	COMMENTS
1. The establishment, maintenance, or operation of the conditional use will not create a nuisance for neighboring uses or substantially reduce the values of property.	Yes	The proposed use is surrounded by B-1.
2. Adequate utilities, access roads, parking, drainage, landscaping, and other necessary site improvements are being provided.	Yes	In compliance with all regularions.
3. The conditional use conforms to all applicable regulations of the district in which it is located, unless otherwise specifically exempted in this ordinance or through variance.	Yes	In compliance with all regularions
4. The conditional use conforms to the purpose and intent of the city master (comprehensive) plan.	Yes	The proposed use is consistent with the Comprehensive Plan.
5. The conditional use and structures are consistent with sound planning and zoning principles.	Yes	The project is consistent with the use requirements of the B-1 District.

Site Plan Review

As stated, the parcel for which the Starbucks is proposed is zoned B-1 – Community Business. Per 19.27.010 the B-1 Community Business District is established to accommodate retail shopping and service needs in a manner compatible with the desired community character. The district should be located in relative proximity to residential areas and major traffic routes.

The proposed restaurant/coffee shop is a permitted use. The drive-through is a conditional use discussed previously.

A review of the plans submitted, reviewed against the city's B-1 ordinance, shows the following:

Lot area

- Per B-1: 15,000 square feet.
- Parcel: 31, 127 square feet.

Lot width

- Per B-1: 50 feet.
- Parcel: 197.79 square feet at the rear.

Yard requirements

- Per B-1
 - Front and street side: 15 feet.
 - Side: 10 feet.
 - Rear: 20 feet.
- Parcel
 - Front and street side: roughly 76 feet.
 - West side: 32.61 feet.
 - Rear: 34.07 feet.
 - East side: 90.96 feet.

Lot coverage

- Per B-1: No provision for maximum.
- Parcel: Total impervious surface area is 19,678 square feet.
 - 11,449 open, green space.

Building height

- Per B-1: Maximum five stories or 100 feet, whichever is greater.
- Parcel: 18 feet.

Parking

- Per 19.51.130, there must be one stall for each 200 square feet of primary floor area for restaurants, bars and places of entertainment.
- Per A1.1 in the plans there is 2,190 usable square feet in the building, meaning 12 parking stalls are required.
- The developer is providing 28 spaces – two of which are handicapped accessible.

Lighting

- C3.1 provides the photometric plan.

- Maximum fixture height is thirty-five feet in all commercial, industrial and institutional districts.
- Fixture height at the development is 23 feet, and the fixtures are shielded.
- Average illumination levels within parking lots shall not exceed 2.5 footcandles. The illumination level at any property line shall not exceed 0.5 footcandles above the ambient lighting conditions on a cloudless night where the property adjoins land in a residential district, and 2.0 footcandles above the ambient lighting conditions on a cloudless night where the property adjoins land in any other zoning district.
- Per C3.1, all average illumination levels are within standards.

Landscaping & screening

- There are no minimum requirements for landscaping in B-1. The developer is leaving ample space for foliage, and shows flora and fauna on page C 1.4.
- Dumpsters and any utility equipment – HVAC systems and the like – are screened from view.

Access

- Traffic within the shopping center, on private property, is not the city’s concern.
- The B-1 district is meant to be located in proximity to residential areas and major traffic routes.
- Strand Associates studied traffic at the proposed Starbucks. Their memo is included.
- Strand reached the following conclusion:
 - “The proposed Starbucks that will replace the existing Quick Lube on an outlot to Walmart will result in traffic volume increases on the driveways to the site. The eastern driveway is likely to be most impacted, but the increases are anticipated to be minor. The daily travel patterns for a Starbucks are well suited to a Walmart as they tend to be busier at different times of the day. The section of Main Street that this site is located on has substantial excess capacity to support the redevelopment of the area.

Given the results of this analysis it appears that the proposed Starbucks is a good fit for this site.”

Architecture

- C2.0 and C2.1 show the building’s exterior and elevations. The building is to be constructed with brick veneer, aluminum and wood in earth tones. The building will blend well with its surroundings, be aesthetically pleasing and carry design cues from other Starbucks locations.

Planner’s Recommendations

The city recommends site plan approval, subject to any conditions stipulated by the PARC.

Site Plan Review for: 1280 W Main Street

Plan Review Standards per Section 1919.63.100:

STANDARD	EVALUATION	COMMENTS
1. The proposed structure, addition, alteration or use will meet the minimum standards of this title for the district in which it is located	Yes	The proposed use is surrounded by B-1 uses.
2. The proposed development will be consistent with the adopted city comprehensive plan	Yes	Comp plan shows area marked for retail.
3. The proposed development will be compatible with and preserve the important natural features of the site	Yes	Site contains no natural features.
4. The proposed use will not create a nuisance for neighboring uses, or unduly reduce the values of an adjoining property	Yes	The proposed use is consistent with the Comprehensive Plan.
5. The proposed development will not create traffic circulation or parking problems	Yes	The project is consistent with the use requirements of the B-1 District.

<p>6. The mass, volume, architectural features, materials and/or setback of proposed structures, additions or alterations will appear to be compatible with existing buildings in the immediate area</p>	<p>Yes</p>	<p>The building will fit and augment its surrounding area.</p>
<p>7. Landmark structures on the National Register of Historic Places will be recognized as products of their own time. Alterations which have no historical basis will not be permitted</p>	<p>N/A</p>	<p>N/A</p>
<p>8. The proposed structure, addition or alteration will not substantially reduce the availability of sunlight or solar access on adjoining properties</p>	<p>Yes</p>	<p>The structure will not affect the sun and light.</p>