

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: July 8, 2024

Re: Conditional Use Permit for Sign Change

Summary of Request	
Requested Approval:	Conditional Use Permit to allow for an internally illuminated electronic-message sign
Location:	1225 W. Main Street
Current Land Use:	Church
Proposed Land Use:	N/A
Current Zoning:	PCD – Planned Community Development
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Institutional

Site Plan Review

The applicant is requesting a Conditional Use Permit as required for an illuminated electronic message pylon post style sign for St. Patrick Parish, 1225 W. Main St., in the City of Whitewater. This sign will be a replacement for what is already there.

According to Section 19.54.080 - *Permanent business sign group relating to pylon signs*, Pylon signs may only be approved through the conditional use permit (CUP) process in permitted districts. Electronic message signs (of up to fifty percent of the sign area) are permitted for this sign type in nonresidential zoning districts, however, also requires a CUP.

Please see enclosed in your packet the location, measurements and renderings of this proposed electric message pylon sign.

Section 19.54.080 allows for internally lit electronic message signs in non-residential zoning districts; however, the planning commission shall consider visibility from any residential zoning

district.

According to Section 19.54.040, messages and non-text images shall not change appearance more than once every ten seconds, and transitions between messages shall be via instantaneous change. Electronic message signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination. Electronic message signs shall comply with the exterior lighting requirements of Section 19.57.150. Electronic signs shall be maintained so as to be able to display messages in a complete and legible manner.

Planner's Recommendations

- 1) Staff recommends that Plan Commission **APPROVE** the Conditional Use Permit with the following conditions:
 - a) The applicant is responsible for obtaining a sign permit.
 - b) The applicant is required to obtain an electrical permit prior to installation, if not already obtained.
 - c) Any conditions stipulated by the PARC.