

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: July 8, 2024

Re: Conditional Use Permit for second wall sign

Summary of Request	
Requested Approval:	Conditional Use Permit to allow for two illuminated wall signs
Location:	1002 S. Janesville St., Whitewater, WI 59190
Current Land Use:	Landscape Supply
Proposed Land Use:	N/A
Current Zoning:	B-3 – Highway Commercial & Light Industrial
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Highway Commercial

Site Plan Review

The applicant is requesting a Conditional Use Permit for a second wall sign at Pro Landscape Supply, 1002 S. Janesville St., in the City of Whitewater.

According to Section 19.54.080 - *Permanent business sign group relating to on-building signs*, all businesses requesting more than one wall sign require a Conditional Use Permit. Currently the applicant is requesting two (2) wall signs.

Please see enclosed in your packet the location and measurements of each proposed wall sign which will go on opposite sides of the building as submitted by the applicants, Samuel and Dana Hatchett.

This CUP application is for the New Raceway letterset which will be installed on the Northwest wall of the building facing the railroad. This sign will be backlit illuminated which is allowed per the code. In addition, the code allows for 1 sq. ft. of signage area per 1' of building façade length

(the building is 73' wide). The square footage of this sign complies with the Zoning Code at a total of 29.50 square feet.

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 for both signs.
 - b) The applicant is required to obtain an electrical permit for installation, if not already obtained.
 - c) Any conditions stipulated by the PARC.