

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: February 10, 2025

Re: Rezone and Conditional Use Permit Request

Summary of Request	
Requested Approvals:	Rezone and Conditional Use Permit
Location:	401 S Elizabeth Street /WUP 00215
Current Land Use:	City of Whitewater Middle School
Proposed Land Use:	City of Whitewater Middle School
Current Zoning:	R-2 One & Two Family Residence
Proposed Zoning:	I Institutional
Future Land Use, Comprehensive Plan:	Institutional

Rezone Review

The City of Whitewater Middle School seeks to rezone their current parcel of land located at 401 S Elizabeth Street to Institutional Zoning so that they may place new commercial signage on site at the school.

The proposed signage would be a monument style sign with an electronic message center unit on each side of the sign that could display digital messages and updates. Currently the property is zoned R-2, which is a residential zoning district, which does not allow any signage of this nature.

Therefore, the applicant is simultaneously requesting a rezone into the institutional zoning district, so that a conditional use permit can be obtained for the signage.

message signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered flashing, scrolling, or animated signs, which are prohibited per Section 19.54.140(1)(J).

(6) 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.

(7) Electronic message signs shall comply with the exterior lighting requirements of Section 19.57.150.

(8) Electronic message signs shall be maintained so as to be able to display messages in a complete and legible manner.

Planner's Recommendations

- 1) Staff recommend that Plan Commission recommend **APPROVAL** of the Rezone to the City of Whitewater Common Council for the parcel located at 401 S Elizabeth Street, as it meets all requirements of the zoning district and is consistent with the comprehensive plan and future land use plan.
- 2) Staff recommend that Plan Commission **APPROVE** the Conditional Use Permit for an electronic message sign for the parcel located at 401 S Elizabeth Street with the following conditions:
 - a. The sign shall conform with all requirements above, specified in Section 19.54.040 of the City of Whitewater Zoning Ordinance.