



PARC Agenda Item

Meeting Date: January 12, 2026

Agenda Item: Sign Ordinance

Staff Contact (name, email, phone): Llana Dostie, Zoning Specialist

BACKGROUND

(Enter the who, what when, where, why)

Following multiple Conditional Use Permit requests for 2nd sign on multi-tenant business buildings. Staff are requesting an increase in the number of signs allowed prior to a conditional use request needed to be made from 1 wall sign to three. Accordingly, we are requesting amendment of a wall sign ordinance to reflect the increase in the number of signs.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommend the City of Whitewater PARC:

1. Recommend approval of all ordinance sections to the Whitewater Common Council.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Draft Ordinance.