



## Council Agenda Item

Meeting Date: February 3, 2026

Agenda Item: Ordinance 2026-O-06-Sign Ordinance Amendment

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

### BACKGROUND

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

Following multiple Conditional Use Permit requests for 2<sup>nd</sup> or more signs to be located business buildings. Staff are requesting an increase in the number of signs allowed prior to a conditional use request needing to be made from one (1) wall sign to three (3). On-Building signage total square footage still must not exceed the maximum square footage allowed. 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)

On January 12, 2026, a Public Hearing was held at the PARC meeting and PARC voted to recommend approval of the Proposed Ordinance Amendment to the Sign Ordinance to the Whitewater Common Council.

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

Staff recommends that the City of Whitewater Common Council:

1. Approve the first reading of the proposed Sign Ordinance Amendment.
2. Option to waive second reading.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

Amended Sign Ordinance