



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 2nd 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