

**AN ORDINANCE AMENDING SECTIONS
19.54.030(1)(B) and 19.54.080(B)(1)**

WHEREAS, this ordinance was reviewed by the Plan and Architectural Review Commission and is recommended for adoption by said committee; and,

WHEREAS, most businesses have requested a CUP for additional signage at their location which have all been approved; and,

WHEREAS, the City of Whitewater strives to maintain an efficient and effective local government structure; and,

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, does ordain as follows:

SECTION 1: Wherever in the following sections of the City of Whitewater Ordinances the words “one on-building sign” are used, the words “three (3) on-building signs” are substituted: §§ 19.54.030 (1) (B) (1) b.; 19.54.030 (1) (B) (1) b. i.; 19.54.030 (1) (B) (2) i.; 19.54.030 (1) (B) (2) i. i.; 19.54.030 (1) (B) (3) g.; 19.54.030 (1) (B) (3) g. i.; 19.54.030 (1) (B) (4) h.; 19.54.030 (1) (B) (4) h. i..

SECTION 2: Whitewater Municipal Code 19.54.080(B) is hereby amended to read as follows:

B. On-Building Sign Category. Choose of the following Sign Types.											
1. Wall Sign	Yes: Staff approval	Up to 3 sign. More than three (3) signs requires a CUP	Sign shall not extend above parapet or facia. Minimum overhang rules.	Durable, all-weather materials in all districts.	Ambient, backlit, or gooseneck.	1 sf of sign area per 1 ft of building façade length	Not allowed	50 sf area	Per formula.		
2. Awning Sign					Gooseneck.				Per formula.		
3. Canopy Sign					Backlit, gooseneck.				40 sf area	60 sf area	40 sf area
4. Marquee Sign	Yes, For Each new sign P.C. approval.				Ambient, Backlit, Internal, or Gooseneck.				Not allowed	100 sf area	

SECTION 3: All ordinances or parts of ordinances inconsistent with the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take effect and be in force the day after its passage and publication.

ORDINANCE NO. 2026-O-06

This Ordinance was introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

DATE	First Meeting Date				Second Meeting Date			
READING	FIRST				SECOND			
	YES	NO	PASS	ABSENT	YES	NO	PASS	ABSENT
Michael Smith								
Orin Smith								
Steven Sahyun								
Brian Schanen								
Neil Hicks								
Greg Majkrzak								
Patrick Singer								
Total:								

ADOPTED: _____

John Weidl, City Manager

ATTEST:

Heather Boehm, City Clerk