



Council Agenda Item

Meeting Date:	February 20, 2025
Agenda Item:	401 S Elizabeth Street /WUP 00215
Staff Contact (name, email, phone):	Allison Schwark, Zoning Administrator/Code Enforcement

BACKGROUND

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

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.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On February 10, 2025, a Public Hearing was held at the PARC meeting and the PARC voted to recommend approval of the rezone to Institutional for 401 S Elizabeth Street to the Whitewater Common Council.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommend that the City of Whitewater Common Council:

1. Approve the proposed rezone request

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Rezoning Ordinance