

	Presented
Date Action Taken: <i>N/A</i>	<i>2/27/17</i>
Other:	
Verified By: <i>[Signature]</i>	

CITY COUNCIL INFORMATIONAL MEMORANDUM

IM No. 17-04: Status Report on AM No. 16-32; Directing the Planning Commission to Consider Amendments to WMC 16.32, Signs, Through Adoption of a Resolution Recommending Changes no later than February 7, 2017.

Originator: Public Works Director

Date: February 15, 2017

Agenda of: February 27, 2017

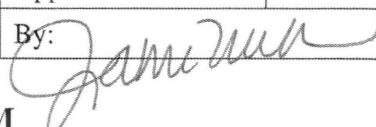
Route to:	Department Head	Signature	Date
X	Public Works Director	<i>[Signature]</i>	<i>2/17/17</i>
X	Finance Director	<i>[Signature]</i>	<i>2-17-17</i>
X	Deputy Administrator	<i>[Signature]</i>	<i>2/17/17</i>
X	City Clerk	<i>[Signature]</i>	<i>2/17/17</i>

Reviewed by Mayor Bert L. Cottle: *[Signature]* *2/17/17*
acting

Attachments: AM No. 16-32 (1 page)
Proposed sign code revisions (23 pages)

Summary Statement: During the last Planning Commission Meeting on February 9, 2017, draft sign code revisions were presented to the planning commission for their consideration (see attached). The Planning Department is proposing sign code revisions in addition to those requested in AM No. 16-32 and the administration is seeking additional time to present these code revisions to the city council, due to the number of revisions and the fact that there are two new commissioners.

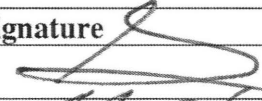



The next scheduled Planning Commission meeting is March 14, 2017, and at that time the commission will take up this agenda item in the form of a Resolution to the City Council. This will then be placed on the City Council agendas of April 10, 2017 for introduction and April 24, 2017 for a public hearing.

Date of Action: 11/28/16	
Approved <input checked="" type="checkbox"/>	Denied <input type="checkbox"/>
By: 	

CITY COUNCIL ACTION MEMORANDUM

AM No. 16-32: Directing The Planning Commission To Consider Amendments To WMC 16.32, Signs, Through The Adoption Of A Resolution Recommending Changes No Later Than February 7, 2017.

Originator: City Clerk on behalf of Council Member Graham
 Date: 10/26/2016 Agenda of: 11/28/2016

Route to:	Department Head	Signature	Date
X	Public Works Director		11/2/16
X	Finance Director		11-2-16
X	Deputy Administrator		11/2/16
X	City Clerk		11/2/16

Reviewed by Mayor Bert L. Cottle:  11/04/2016

Fiscal Impact: yes or no
Attachments: WMC 16.32, Signs (11 pages)

Summary Statement: Currently, WMC 16.32, Signs, contains verbiage that may be unclear to persons using the code to plan the success of their business. Wasilla is a business-friendly city that relies on the success of businesses within city limits to generate sales tax revenue needed to operate and improve the City.

There is no definition of "Sight Triangle" in WMC 16.32.030, Definitions and "Height" is defined as measured from two different reference points depending on the topography of the lot bearing the sign. Additionally, WMC 16.32.050(G), prohibits signs exceeding a maximum height of thirty (30) feet; however, WMC 16.32.130(B), limits sign height in the commercial zone to twenty-five (25) feet.

Staff Recommendation: The Planning Commission is directed to review WMC 16.32, Signs, with respect to the issues raised above. Further, the resolution from the Planning Commission recommending changes is due no later than February 7, 2017. Based on the decision of the Commission, Planning staff will prepare the necessary legislation to the City Council on the next available regular meeting agenda.

1 **16.32.010 Purpose.**

2 The purpose of this chapter is to coordinate the type, placement, and physical dimensions of
3 signs within the different land use ~~zones~~zoning districts; to recognize the commercial
4 communication requirements of all sectors of the community; ~~to~~ encourage the innovative use of
5 design; ~~to~~ promote both renovation and property maintenance; ~~to~~ allow for special
6 circumstances; to recognize traffic safety considerations; enhance the aesthetics of the
7 community; and ~~to~~ guarantee equal treatment under the law through accurate record keeping and
8 consistent enforcement. These shall be accomplished by regulation of the display, erection, use,
9 and maintenance of signs. The use of signs is regulated according to ~~zone~~zoning districts. The
10 placement and physical dimensions of signs are regulated primarily by type and length of street
11 frontage. No sign shall be permitted except in accordance with the provisions of this chapter.

12 **16.32.020 Scope.**

13 A. This chapter shall not relate to building design; nor shall the chapter regulate official
14 traffic or government signs; the copy and message of signs; signs not intended to be viewed from
15 a public right-of-way; window displays, product dispensers, and point of purchase displays;
16 scoreboards on athletic fields; flags of any nation, government, or non-commercial organization;
17 gravestones; barber poles; religious symbols; commemorative plaques; the display of street
18 numbers; or any display or construction not defined herein as a sign.

19 B. The primary intent of this chapter is to regulate signs of a commercial nature intended
20 to be viewed from any vehicular public right-of-way.

21 **16.32.030 Definitions.**

22 The following definitions pertain only to this chapter:

23 **A-frame sign.** (Add definition and cross-reference sandwich board sign)

1 **“Abandoned sign”.** A sign whose message describes the availability of goods or
2 services at a location where such goods and services are no longer available and have ceased to
3 be available for a period of at least 60 days or, in the alternative, a sign that is non-commercial in
4 nature and the content of the sign pertains to a time, event, or purpose that has elapsed or expired
5 in the preceding 60 days. Such abandonment includes failure to maintain the sign. ~~means a sign~~
6 ~~which no longer identifies or advertises a bona fide business, lessor, service, owner, product or~~
7 ~~activity, and/or for which no legal owner can be found.~~

8
9 **Alteration.** The process of changing, modifying, reworking, revising, or remodeling a
10 sign. This does not include maintenance of a sign or a change of the copy on a painted, printed,
11 or changeable copy sign.

12 **“Animated sign”.** ~~A~~ means any sign which uses movement or change of lighting to
13 depict action or to create a special effect or scene.

14 **Area.** See “Sign, area of.”

15 **“Awning”.** ~~A~~ means a shelter projecting from and supported entirely by the exterior
16 wall of a building constructed of non-rigid materials on a supporting framework that may either
17 be permanent or retractable.

18 **“Awning sign.”** means a ~~A~~ sign painted on, printed on, or attached flat against the
19 surface of an awning.

20 **Backlit sign.** A sign using illuminated reverse channel letters with an open or
21 translucent back so that light from the letter is directed against the surface behind the letter,
22 producing a halo lighting effect around the letter; also referred to as silhouette- or halo-lighted.

1 **“Banner sign.”** A means a temporary sign made of fabric or any nonrigid material with
2 no enclosing framework that is mounted to a pole or a building.

3 **Billboard.** See “Off-premises sign.”

4 **“Building.”** means aAny roofed structure intended or used for the support, shelter or
5 enclosure of persons, animals or property of any kind.

6 **“Cabinet, sign.”** means aA complete, fully enclosed, unit or module of a sign.

7 **Canopy.** A shelter projecting from and supported entirely by the exterior wall of a
8 building constructed of rigid materials or may be of non-rigid materials on a supporting
9 framework that may either be permanent or retractable.

10 **“Changeable copy sign (automatic).”** means aA sign, or portion thereof, on which the
11 copy changes automatically on a lampbank or through ~~mechanical~~ electrical or electronic means
12 (i.e., ~~electrical or electronic~~ time and temperature units.) –This does not include electronic
13 animation; see definition of “Copy.”

14 **“Changeable copy sign (manual).”** means aA sign, or portion thereof, on which copy
15 is changed manually in the field through placement of letters or symbols on a panel mounted in
16 or on a track system (i.e., readerboards with changeable letters).

17 **Channel Letter.** A fabricated or formed three-dimensional letter that may
18 accommodate a light source.

19 **City.** Unless the context clearly discloses a contrary intent, the word “city” shall mean
20 the city of Wasilla.

21 **“Clearance (of a sign).”** means†The smallest vertical distance between the grade of the
22 adjacent street or street curb and the lowest point of any sign, including framework and
23 embellishments, extending over that grade.

1 ~~“Construction sign.”~~ means a temporary sign identifying an architect, engineer,
2 contractor, subcontractor, financier, sponsor, and/or material supplier participating in
3 construction of a residential or commercial development on the property on which the sign is
4 located. The sign may also designate the future occupant or use of the development.

5 ~~“Copy.”~~ means the wording words and/or message displayed on a sign surface in
6 either permanent or removable letter form.

7 ~~“Directional/information sign.”~~ means an on-premise sign giving
8 directions, instruction, or facility information to pedestrian and vehicular traffic. and which It
9 may contain the name or logo of an establishment but no advertising copy (i.e., parking or exit
10 and entrance signs).

11 ~~“Double-/multiple-faced sign.”~~ means a sign with more than one message facet two
12 parallel faces.

13 ~~“Electrical sign.”~~ means a sign or sign structure in which electrical wiring,
14 connections, or fixtures are used.

15 **Electronic Message Center.** See “Changeable copy sign, automatic.”

16 **Exterior Illuminated Sign.** A sign that is illuminated by a light source that is directed
17 towards and shines on the face of a sign; also called direct illumination.

18 ~~“Facade.”~~ means the entire building front including the parapet.

19 ~~“Face, of sign”~~ See Sign face. means the area of a sign on which the copy is placed.

20 ~~“Festoons.”~~ means a string of ribbons, tinsel, small flags, or pinwheels.

21 ~~“Flashing sign.”~~ means a sign which contains an intermittent or sequential flashing
22 light source used primarily to attract attention. Generally, the sign’s message is constantly
23 repeated. This does not include changeable copy signs, animated signs, or signs which,

1 through reflection or other means, create an illusion of flashing or intermittent light.

2 | “**Freestanding sign.**” _means a sign supported above the ground by visible poles or
3 braces and not attached to any building.

4 | “**Frontage.**” _means tThe length of the property line of any one premises along a public
5 right-of-way on which it borders.

6 | “**Frontage, building.**” _means tThe length of an outside building wall on a public
7 right-of-way.

8 | “**Government sign.**” _means aAny temporary or permanent sign erected and maintained
9 by the city, borough, state or federal government for traffic direction or for designation of or
10 direction to any school, hospital, historical site, or public service, property or facility.

11 | “**Ground sign.**” _means aA sign other than a pole sign, in which the entire bottom is in
12 contact with or is close to the ground, there is no visible support structure, and; it is independent
13 of any other structure ~~and does not exceed five feet in height.~~

14 | ~~Signs of five feet in height and over are defined as freestanding signs.~~

15 | **Halo-lit sign.** See **Backlit sign.**

16 | “**Height (of a sign).**” _means tThe vertical distance measured from the highest point of
17 the sign, excluding decorative embellishments, to the grade of the adjacent street or the surface
18 grade beneath the sign, whichever is greater._

19 | [NOTE: Sign Code working group recommended that the definition be changed to allow properties at lower
20 elevations along the highway to have the same visibility as properties at or above street level (e.g. Grandview Inn &
21 Suites, Evangelos, commercial businesses along Lucas)]

24 | “**Icon.**” _means aAn image, symbol or emblem.

1 “**Identification sign.**” means a A sign whose copy is limited to the name and address of a
2 building, institution, or person and/or to the activity or occupation being identified.

3 “**Illegal sign.**” means a A sign which does not meet the requirements of this title and
4 ~~which~~ that has not received legal nonconforming status.

5 “**Illuminated sign.**” means a A sign with an artificial light source incorporated internally
6 or externally for the purpose of illuminating the sign.

7 “**Incidental sign.**” means a A small sign, emblem or decal informing the public of
8 goods, facilities, or services available on the premises (i.e., a credit card sign or a sign indicating
9 hours of business).

10 **Inflatable device.** A sign that is a cold air inflated object, which may be of various
11 shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable
12 blower motor that provides a constant flow of air into the device. These devices are restrained,
13 attached, or held in place by a cord, rope, cable, weight, or similar method.

14 **Internally illuminated sign.** A sign that has the light source enclosed within it so the
15 source is not visible to the eye.

16 **Logo.** A design or symbol that represents a product, identity, or service.

17 “**Lot.**” means a A distinct parcel of land for ownership and tax purposes which is
18 delineated and fixed on a plat filed for record.

19 “**Maintenance.**” fFor the purposes of this chapter, this means the cleaning, painting,
20 repair or replacement of defective parts of a sign in a manner that does not alter the basic copy,
21 design or structure of the sign.

22 “**Mansard.**” means a A sloped roof or roofline facade architecturally comparable to a
23 building wall.

1 “**Marquee.**” ~~_means a~~A permanent roof-like structure or canopy of rigid materials
2 supported by and extending from the facade of a building.

3 “**Marquee sign.**” ~~_means a~~Any sign attached to or supported by a marquee structure.

4 **Menu Board.** A variable-message sign that allows a retailer to list products and prices
5 (i.e. the bill of fare for a fast-food restaurant.)

6 **Message Area.** The area within the sign panel describing the limits of the message.

7 “**Name plate.**” ~~_means a~~A non-electric on-premises identification sign giving only the
8 name, address, and/or occupation of an occupant or group of occupants.

9 “**Nonconforming sign.**” means:

10 1. — A sign which was erected legally and maintained but ~~which~~ does not comply with
11 subsequently enacted sign restrictions and regulations;

12 2. — ~~A sign which does not conform to the sign code requirements but for which a~~
13 ~~special permit has been issued.~~

14 “**Occupancy.**” ~~_means~~tThe portion of a building or premises owned, leased, rented or
15 otherwise occupied for a given use.

16 “**Off-premises sign.**” ~~_means a~~A sign structure advertising or directing attention to a
17 specific business, an establishment, merchandise product, service, commercial activity, or
18 entertainment event or activity, which~~that~~ is not sold, produced, manufactured, ~~or~~ furnished, or
19 conducted at the property upon which said sign is located (i.e., billboards or outdoor advertising).

20 “**On-premises sign.**” ~~_means a~~A sign whose message and design relates to a business,
21 profession, product, service, event, or other commercial activity sold, offered, or conducted on
22 the same property where the sign is located.~~which pertains to the use of the premises on which it~~
23 ~~is located.~~

1 “**Owner.**” ~~_means a~~ A person recorded as such on official records. For the purposes of
2 this chapter, the owner of property on which a sign is located is presumed to be the owner of the
3 sign unless facts to the contrary are officially recorded or otherwise brought to the attention of
4 the city planner or designee (i.e., a sign leased from a sign company).

5 “**Painted wall sign.**” ~~_means a~~ Any sign which that is applied with paint or similar
6 substance ~~on the face of a wall~~ a building surface.

7 “**Parapet.**” ~~_means~~ The extension of a false front or wall above a roofline.

8 **Pennant.** A triangular or irregular piece of fabric or other material, commonly attached
9 in strings or stands, or supported on small poles intended to flap in the wind.

10 **Permanent sign.** A sign attached to a building or structure, or to the ground in a manner
11 that enables the sign to resist environmental loads, such as wind, and that precludes ready
12 removal or movement of the sign and whose intended use appears to be indefinite.

13 “**Person.**” ~~_means a~~ A partnership, firm, joint venture, public agency, government,
14 company, corporation or other association, as well as a natural person.

15 “**Planner.**” ~~_means~~ The city planner or designee.

16 “**Point of purchase display.**” ~~_means a~~ Advertising of a retail item accompanying its
17 display (i.e., an advertisement on a product dispenser).

18 “**Pole cover.**” ~~_means~~ eAn enclosure for concealing and/or decorating ~~overs enclosing or~~
19 ~~decorating~~ poles or other structural supports of a sign.

20 **Pole sign.** See Freestanding sign.

21 “**Political sign.**” ~~_means a~~ A temporary sign used in connection with a local, state or
22 national election or referendum.

1 **“Portable sign.”** ~~_means a~~Any sign designed to be moved easily and not permanently
2 affixed to the ground, a structure or a building.

3 ~~For the purposes of setbacks, a portable sign is a freestanding sign.~~

4 **“Premises.”** ~~_means a~~A parcel of land with its appurtenances and buildings which,
5 because of its unity of use, may be regarded as the smallest conveyable unit of real estate.

6 **“Projecting sign.”** ~~_means a~~A building-mounted sign with the faces of the sign
7 projecting from and perpendicular to the building fascia. This does not include signs located on
8 a canopy, awning, or marquee.

9 ~~sign, other than a flat wall sign, which is attached to and projects from a building wall or~~
10 ~~other structure not specifically designed to support the sign.~~

11 **Pylon sign.** See **Freestanding sign.**

12 **“Real estate sign.”** ~~_means a~~A temporary sign advertising the real estate ~~property~~ upon
13 which the sign is located as being for rent, lease or sale that provides the name and contact
14 information for the owner or their agent.

15 **Regulatory sign.** A sign having the primary purpose of conveying information
16 concerning rules, ordinances, or laws.

17 **Right-of-way (ROW).** The land on which a public thoroughfare is located and certain
18 lands adjacent thereto.

19 **“Roof-line.”** ~~_means~~†The top edge of a roof or building parapet, whichever is higher,
20 excluding any cupolas, architectural pylons, chimneys, or minor projections.

21 **Roof sign.** A building-mounted sign erected upon, against, or extending either partially
22 or completely over the roof of the building.

1 “**Rotating sign.**” ~~_ means a~~A sign in which the sign itself or any portion of the sign
2 moves in a revolving or similar manner. Such motion does not refer to methods of changing
3 copy.

4 **Sandwich board/Sidewalk sign.** A sign not secured or attached to the ground or
5 surface upon which it is located, but supported by its own frame and most often forming the
6 cross-sectional shape of an A.

7 **Sight triangle.** A triangle at an intersection, formed by the two roads or rights-of-way
8 and a third line, which must be kept clear of obstructions such as hedges so that people in
9 vehicles on one road can see cars approaching on the other road.

10 “**Sign.**” ~~_ means a~~Any device, structure, fixture, painting, visual image, flashing light,
11 strobe or placard regardless of whether it is standalone or fixed using graphics, symbols,
12 numbers and/or written copy designed specifically for the purpose of advertising, ~~or~~
13 identifying, or attracting attention to any establishment, product, goods or services.

14 “~~Sign, area –~~ **Projecting and Freestanding sign**” ~~means:~~

15 ~~1. ———. Projecting and Freestanding.~~ The area of a freestanding sign or projecting sign
16 shall have only one face (the largest one) of any double- or multifaced sign counted in
17 calculating its area. The area of a sign shall be measured as follows if the sign is composed of
18 one or two individual cabinets:

19 a.1. The area around and enclosing the perimeter of each cabinet or module
20 shall be summed and then totaled to determine total area. The perimeter of
21 measurable area shall not include embellishments such as pole cover, framing,
22 decorative roofing, etc.; provided, that there is not written advertising copy on such
23 embellishments.

1 ~~b.2.~~ If the sign is composed of more than two sign cabinets or modules, the
2 area enclosing the entire perimeter of all cabinets and/or modules within a single,
3 continuous geometric figure shall be the area of the sign. Pole covers and other
4 embellishments shall not be included in the area of measurement if they do not bear
5 advertising copy.

6 **Sign area – Wall sign.** ~~2. — Wall Signs.~~ The area shall be within a single, continuous
7 perimeter composed of any straight line geometric figure which encloses the extreme limits of
8 the advertising message. If the sign is composed of individual letters or symbols using the wall
9 as the background with no added decoration, the total sign area shall be calculated by measuring
10 the area within the perimeter of each symbol or letter. The combined areas of the individual
11 figures shall be considered the total sign area.

12 **Sign face.** The surface area of a sign on which the advertising copy or message is
13 placed or displayed.

14 **“Snipe sign.”** means aA temporary or permanent sign or poster affixed-tacked, nailed,
15 posted, pasted, glued, taped, or otherwise attached to trees, telephone or utility poles, public
16 benches, streetlights, or placed on any public property or within a public right-of way.

17 ~~to a tree, fence, etc. (erected for three days or less).~~

18 **“Subdivision identification sign.”** means aA freestanding or wall sign identifying a
19 recognized subdivision, condominium complex, or residential development.

20 **“Temporary sign.”** means aA sign not constructed or intended for long-term use or
21 permanent installation. Generally these signs are intended to be used for a limited period of
22 time for purposes such as announcing special events or sales, announcing the sale or rental of
23 property, supporting political positions, or presenting other miscellaneous or incidental

1 ~~information or instructions. (erected for less than thirty (30) days).~~

2 ~~“Under-canopy sign.” means a~~ A sign suspended beneath a canopy, ceiling, roof or
3 ~~marquee.~~

4 ~~“Use.” means~~ †The purpose for which a building, lot, sign or structure is intended,
5 ~~designed, occupied or maintained.~~

6 ~~“Wall sign.” A building-mounted sign that is either attached to, displayed on, or painted~~
7 ~~on an exterior wall in a manner parallel with the wall surface, and not projecting more than 18~~
8 ~~inches from such surface.~~

9 ~~means a sign attached parallel to and extending not more than eighteen (18) inches from~~
10 ~~the wall of a building. This definition includes painted, individual letter, and cabinet signs, and~~
11 ~~signs on a mansard.~~

12 ~~“Window sign.” means a~~ A sign that is painted on, attached to, or suspended directly
13 ~~behind a installed inside a window for the intended purpose of being viewed from the outside.~~

14 **16.32.040 Compliance required.**

15 No person shall erect, place or maintain a sign in the city except in accordance with the
16 provisions of this chapter.

17 **16.32.050 Signs prohibited.**

18 The following types of signs are prohibited in all districts:

19 A. Abandoned signs;

20 B. Signs imitating or resembling official traffic or government signs or signals of
21 response vehicles;

22 C. Snipe signs or signs attached to trees, telephone or utility poles, public benches, or
23 street-lights, or placed on any public property or within a public right-of way;

1 D. Signs placed on vehicles or trailers which are parked or located for the primary
2 purpose of displaying the sign. ~~T~~(this does not apply to allowed portable signs or to signs or
3 letters on buses, taxis or vehicles operating during the normal course of business);

4 E. Signs with flashing, intermittent, revolving or blinking illumination, or an alternating
5 light pattern or which are animated, other than electronic message centers, as permitted in this
6 chapter. No sign regulated by this chapter may utilize:

7 1. An exposed incandescent lamp with an external reflector and without a sunscreen
8 or comparable diffusion,

9 2. Any revolving beacon or flashing light,

10 3. Signs using exposed incandescent light sources exceeding ~~sixty (60)~~60 watts per
11 source;

12 F. Signs using reflectors, mirrors or other devices intended to focus or direct illumination
13 from the sign to any other place;

14 G. Wall Signs exceeding a maximum height of ~~thirty (30)~~30 feet or the height of the
15 roofline, whichever is less;

16 H. Off-premises signs;

17 I. Billboards;

18 J. Banners, except when approved for a special event or as a temporary sign;

19 K. Pennant signs with advertising copy or logos, except when approved for a special
20 event or as a temporary sign;

21 L. Inflatable devices with or without copy or logos, except when approved for a special
22 event or as a temporary sign;

23 M. Signs located within the sight triangle that are between three feet and nine feet in

1 | height, not including the support poles; and

2 | N. Any sign not specifically permitted in this section.

3 | **16.32.060 Permits required.**

4 | Unless otherwise provided by this title, all signs shall require permits and payment of fees as
5 | described in the section covering administration and enforcement. No permit is required for the
6 | maintenance of a sign or for a change of copy on painted, printed or changeable copy signs.

7 | **16.32.070 Signs not requiring permits.**

8 | The following types of signs are exempted from permit applications but must be in
9 | conformance with all other requirements of this chapter:

10 | A. Construction signs with a sign area of ~~thirty-two (32)~~ square feet or less and eight feet
11 | or less in height;

12 | B. Directional/information signs of eight square feet or less and three feet or less in
13 | height;

14 | C. Holiday or special events decorations;

15 | D. Nameplates of ~~twelve (12)~~ square feet or less;

16 | E. Political signs;

17 | F. Public signs or notices, or any sign relating to an emergency;

18 | G. Real estate signs;

19 | H. Window signs;

20 | I. _Incidental signs;

21 | J. _Point of purchase display signs;

22 | K. Religious icons; and

23 | L. Wall signs.

1 **16.32.080 Maintenance.**

2 All signs shall be properly maintained. _Exposed surfaces shall be clean and painted if paint
3 is required. _Defective parts shall be replaced. _The city planner or designee shall have the right
4 to order the repair or removal of any sign which is defective, damaged or substantially
5 deteriorated.

6 **16.32.090 Changeable copy.**

7 Unless otherwise specified by this title, any sign herein allowed may use manual or
8 automatic changeable copy.

9 **16.32.100 Sign setback requirements.**

10 A. The base of structural members supporting signs mounted on the ground shall be set
11 back at least three feet from any public right-of-way except that of the George Parks Highway. __
12 The base of structural members supporting signs mounted on the ground shall be set back at least
13 five feet from the right-of-way of the George Parks Highway.

14 B. ~~The base of structural members supporting signs mounted on the ground shall be set~~
15 ~~back at least five feet from the right of way of the George Parks Highway.~~Repealed. (moved to
16 subsection A above)

17 C. No part of any sign shall encroach into a public right-of-way or the air space above
18 such a right-of-way, nor shall any part of a sign obscure the line of sight within thea sight
19 triangle. The sight triangle area at the intersection of two public streets is formed by measuring
20 from the point of the intersection of the two rights-of-way a distance of 25 feet along said
21 rights-of-way and connecting the points so established to form a sight triangle on the area of the
22 lot adjacent to the street intersections. The sight triangle area at the intersection of a public
23 street and a private access way is formed by measuring from the point of the intersection of the

1 right-of-way a distance of 25 feet along said right-of-way and a distance of 15 feet along said
2 private access way and connecting the points so established to form a sight triangle on the area of
3 the lot adjacent to the street and private access way intersection.

4 **16.32.110 Signs permitted in all zones.**

5 The following signs are allowed in all ~~zones~~zoning districts:

6 A. All signs ~~not requiring permits~~allowed in Section 16.32.070;

7 B. **Construction sign.** One construction sign for each street frontage of a construction
8 project, not to exceed ~~thirty-two (32)~~ thirty-two (32) square feet in sign area and eight feet in height. Such signs
9 may be erected ~~fourteen (14)~~ thirty (30) days prior to beginning of construction and shall be removed
10 ~~seven~~ thirty (30) days following completion of construction;

11 C. **Real estate sign.** One non-illuminated real estate sign per lot or premises, not to
12 exceed ~~thirty-two (32)~~ thirty-two (32) square feet in sign area and eight feet in height. Such signs must be
13 removed one week following sale, rental or lease;

14 D. **Nameplate.** One attached nameplate per occupancy, not to exceed two square feet in
15 sign area;

16 E. *Repealed by IM 07-24;*

17 F. **Directional sign.** One directional/information sign per lot, not to exceed eight square
18 feet in sign area or ~~six-three~~ six-three feet in height;

19 G. **Special event sign.** Two temporary special event signs and decoration per premises
20 for special events, grand openings, or holidays. Such signs and decorations may be erected
21 seven days prior to a special event or holiday and shall be removed seven days following the
22 event or holiday. For grand openings such signs may be used for no more than ~~fourteen (14)~~ 14
23 days; (Add maximum size, height, duration, and type of signage.)

1 H. **Snipe sign.** Snipe signs for three days or less. Signs must be dated. (Clarify if
2 allowed in right-of-way or only on private property – specifically yard sale signs)

3 **16.32.120 Signs permitted in residential zones.**

4 A. ~~The following signs are allowed as follows in all residential zones zoning districts~~
5 subject to the restrictions within this subsection:

6 ~~1A.~~ **Maximum height.** All allowed freestanding signs in this subsection shall
7 have a maximum height limit of six feet.

8 B. All signs as ~~permitted~~ allowed in Sections 16.32.070 and 16.32.110;

9 ~~2C.~~ **Subdivision sign.** Two subdivision signs per neighborhood, subdivision or
10 development, not to exceed ~~thirty-two (32)~~ 32 square feet in sign area;

11 ~~3D.~~ **Identification sign.** One identification sign per apartment or condominium
12 complex, ~~not to exceed six square feet in sign area;~~

13 ~~4E.~~ **Religious sign.** ~~For allowed nonresidential uses, including eChurches and~~
14 ~~synagogues may have;~~ one freestanding sign, not to exceed ~~thirty-two (32)~~ 32 square
15 feet in sign area; and one wall sign not to exceed six square feet in sign area.

16 F. **Other non-residential uses.** A non-residential use may have one freestanding sign,
17 not to exceed 32 square feet in sign area and one wall sign not to exceed six square
18 feet in sign area.

19 ~~B.~~ ~~Special regulations for residential districts are as follows: All allowed freestanding~~
20 ~~signs shall have a maximum height limit of six feet.~~

21 **16.32.130 Signs in the commercial and industrial zone.**

22 The following signs are allowed in the commercial and industrial zoning districts:

23 A. All signs as ~~permitted~~ allowed in Section 16.32.070 and 16.32.110;

1 B. **Freestanding sign.** One freestanding sign per premises, not to exceed one square
2 foot in sign area for each linear foot of main street frontage up to a maximum of ~~one hundred-~~
3 ~~fifty (150)~~150 square feet. Such signs may not exceed a height of ~~twenty-five (25)~~25 feet.

4 Where an occupancy is on a corner or has more than one street frontage, one additional
5 freestanding sign will be allowed on the additional frontage, not to exceed the area and/or height
6 of the other freestanding sign. Where a lot has in excess of 400 feet of street frontage, one
7 additional freestanding sign will be allowed for each additional 100 feet of street frontage. Such
8 signs shall be subject to the size and height limitations of the first allowed freestanding sign and
9 may be placed no closer than 250 feet to any other freestanding sign on the same premises;

10 -C. **Under-canopy sign.** One under-canopy sign per occupancy, not to exceed ~~fifty-~~
11 ~~(50)~~50 square feet in sign area;

12 D. **Incidental sign.** One ~~Incidental~~ signs, not to exceed six square feet in aggregate sign
13 area per occupancy;

14 E. ~~Where an occupancy is on a corner or has more than one street frontage, one additional~~
15 ~~freestanding sign will be allowed on the additional frontage, not to exceed the size of the other~~
16 ~~freestanding sign;~~(Repeal subsection – information relocated to subsection D)

17 F. **Awning sign.** One awning sign, with text, per occupancy not to exceed ~~thirty (30)~~30
18 percent of the surface area of an awning, or one marquee sign, not to exceed one square foot in
19 sign area for each linear foot of marquee front and side;

20 G. **Portable sign.** One portable sign per lot, not to exceed ~~thirty-two (32)~~32 square feet
21 in sign area or five feet in height. Such signs may be displayed eight times per year for periods
22 not to exceed two weeks;

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H. —Where a lot has in excess of four hundred (400) feet of street frontage, one additional freestanding sign will be allowed for each additional one hundred (100) feet of street frontage. Such signs shall be subject to the size and height limitations of the first allowed freestanding sign and may be placed no closer than two hundred fifty (250) feet to any other freestanding sign on the same premises; Repeal subsection (information relocated to subsection D)

I. **Projecting sign.** A projecting sign may be used instead of any freestanding sign, not to exceed a sign area of one square foot for each linear foot of an occupancy’s building frontage up to a maximum of ~~fifty (50)~~50 square feet. Signs may not project more than six feet from the building face and the lowest portion of the sign must be a minimum of eight feet from the sidewalk or pedestrian area;

J. **Ground sign.** Two ground signs may be used instead of any one free standing sign, not to exceed ~~fifty (50)~~50 square feet each and five feet in height;

K. **Wall sign.** Any size and amount of wall signs;-

L. **A-frame/sandwich board signs.** One A-frame/sandwich board sign is allowed per business provided that the size of the sign does not exceed three feet in width and four feet in height, the sign is only placed on the lot where the business occurs, is only in place during store hours, and is stored inside at all other times.-

16.32.140 Nonconforming signs - Determination of legal nonconformity.

Existing signs which do not conform to the specific provisions of the chapter may be eligible for the designation “~~legal non-conforming~~nonconforming,” provided that:

A. Such signs are properly maintained and do not in any way endanger the public; and

B. The sign was covered by a valid permit or variance or complied with all applicable

1 laws on the date of adoption of this chapter.

2 **16.32.150 Loss of legal nonconforming status.**

3 A legal nonconforming sign ~~may~~will lose this designation if:

4 A. The sign is relocated or replaced; or

5 B. The structure or size of the sign is altered in any way except towards compliance with
6 this chapter. This does not refer to change of copy or normal maintenance.

7 **16.32.160 Maintenance and repair of nonconforming signs.**

8 The legal nonconforming sign is subject to all requirements of this chapter regarding safety,
9 maintenance and repair. However, if the sign suffers more than ~~fifty (50)~~50 percent- appraised
10 damage or deterioration, it must be brought into conformance with this chapter or removed.

11 **16.32.170 Construction information.**

12 All electrical signs shall be constructed and located in such a way as to meet required federal,
13 state, and city laws statutes and ordinances and meet the requirements of the National Electrical
14 Code.

15 **16.32.180 Anchoring.**

16 A. No sign shall be suspended by non-rigid attachments that will allow the sign to swing
17 in a wind.

18 B. All freestanding signs shall have self-supporting structures erected on or permanently
19 attached to concrete foundations or steel pilings.

20 C. All portable signs on display shall be braced or secured to prevent motion.

21 **16.32.190 Additional safety information.**

22 A. No sign shall be erected, constructed or maintained so as to obstruct any fire escape,
23 required exit, window or door opening used as a means of egress.

1 B. No sign shall be attached in any form, shape, or manner which will interfere with any
2 opening required for ventilation, except that signs may be erected in front of and may cover
3 transom windows when not in violation of building or mechanical codes.

4 C. Signs shall be located in such a way as required to meet state and/or city safety
5 standards.

6 **16.32.200 Administration and enforcement - City planner.**

7 A. The city planner or designee is authorized to process applications for permits and
8 variances, hold public hearings as required, and enforce and carry out all provisions of this
9 chapter, both in letter and in intent. The city planner or designee is authorized to promulgate
10 regulations and procedures consistent with this function.

11 B. The city planner or designee is empowered, upon presentation of proper credentials, to
12 inspect any structure, or premises in the city for the purpose of inspection of a sign to ensure
13 compliance with this chapter. Such inspections shall be carried out during business hours unless
14 an emergency exists.

15 **16.32.210 Application for permits.**

16 Application for a permit for the erection, alteration, or relocation of a sign shall be made to
17 the city planner or designee on a form provided by the city planner or designee and shall include
18 the following information:

19 A. Name and address of the owner of the sign;

20 B. Street address or location of the property on which the sign is to be located, along with
21 the name and address of the property owner;

22 C. The type of sign or sign structure as defined in this chapter;

23 D. A site plan showing the proposed location of the sign along with the locations and

1 square footage areas of all existing signs on the same premises; and

2 E. Specifications and scale drawings showing plans, elevation, materials, design,
3 dimensions and structural supports.

4 **16.32.220 Permit fees.**

5 All applications for permits filed with the city planner or designee ~~shall be issued free of~~
6 charge with the appropriate fee.

7 **16.32.230 Issuance and denial.**

8 A. The city planner or designee shall issue a permit for the erection, alteration or
9 relocation of a sign within five working days of receipt of a valid and complete application,
10 provided that the sign complies with all applicable laws and regulations of the city. In all
11 applications, where a matter of interpretation arises, the more specific definition or higher
12 standard shall prevail.

13 B. When a permit is denied, a written notice shall be provided to the applicant along with
14 a brief statement of the reasons for denial. The city planner or designee may suspend or revoke
15 an issued permit for any false statement or misrepresentation of fact in the application.

16 **16.32.240 Permit conditions.**

17 A. Permit fees are nonrefundable.

18 B. A permit becomes null and void if work is not completed within one year of the date of
19 issuance.

20 **16.32.250 Removal of sign by planner.**

21 ~~In cases of emergency, the~~The city planner or designee may cause the immediate removal of
22 signs within the public right-of-way consistent with the regulations in WMC 12.16.040.

23 Additionally, a dangerous or defective sign that presents a hazard to the public safety may be

1 | removed without notice to the owner. ~~Signs removed in this manner must present a hazard to the~~
2 | ~~public safety.~~

3 | **16.32.260 Variance provisions.**

4 | Variances to the setbacks, sign area, number of signs per parcel, and height of signs may be
5 | requested by a property owner, or authorized agent. The application process, notice
6 | requirements, and variance standards shall be the same as those for variances in Section
7 | 16.28.110. In granting a sign variance, the planning commission may prescribe conditions and
8 | safeguards to assure conformity with the purpose and intent of this chapter and consistency with
9 | the city comprehensive plan and any other applicable adopted city plans.