

*Presented by Ord 99-07  
3/8/99  
W.*

**WASILLA CITY COUNCIL INFORMATION MEMORANDUM**

**IM No. 99-08**

**SUBJECT: AN ORDINANCE OF THE WASILLA CITY COUNCIL AMENDING THE OFFICIAL WASILLA MUNICIPAL CODE SECTIONS 16.43.904.6, 16.43.906.2, 16.43.906.4, 16.43.910.2, 16.43.910.4, 16.43.912, 16.43.912.2, 16.43.912.4, 16.43.912.12, SIGNS.**

REQUESTED BY: Wasilla City Council

PREPARED BY: Tim Krug, City Planner

DATE: February 11, 1999

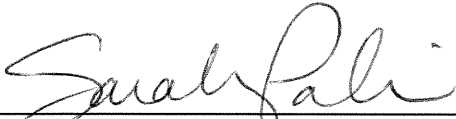
FOR AGENDA OF: February 22, 1999

**SUMMARY:**

The Wasilla Planning Commission has requested Ordinance Serial No. 99-07, relating to signs, be forwarded to the Wasilla City Council.

**FISCAL IMPACT:**  No  Yes, amount requested: \$ < \$250 > Fund: 01-3022-20

**RECOMMENDED ACTION:**



Reviewed by: SARAH PALIN, Mayor

Attachments: Ordinance Serial No. 99-07  
WPC Resolution No. 98-22



# CITY OF WASILLA

290 E. HERNING AVE.  
WASILLA, ALASKA 99654-7091

## WASILLA PLANNING COMMISSION RESOLUTION NO. 98-22

**A RESOLUTION OF THE WASILLA PLANNING COMMISSION RECOMMENDING THE WASILLA CITY COUNCIL AMEND WASILLA MUNICIPAL CODE SECTIONS 16.43.904.6, 16.43.906.2, 16.43.906.4, 16.43.910.2, 16.43.910.4, 16.43.912, 16.43.912.2, 16.43.912.4, 16.43.912.12, SIGNS, IN THE WASILLA DEVELOPMENT CODE.**

WHEREAS, the existing sign ordinance of the City of Wasilla is too restrictive; and,

WHEREAS, the Wasilla Planning Commission supports the concept that "Wasilla is open for business"; and,

WHEREAS, permit fees appear to be double taxation and increase administrative costs; and,"

WHEREAS, residential neighborhoods will remain protected against an intrusion of signs with the City's sign ordinance.


NOW THEREFORE BE IT RESOLVED the Wasilla Planning Commission recommends that "Exhibit A" be approved as a code ordinance by the Wasilla City Council; and,

BE IT FURTHER RESOLVED, the Wasilla Planning Commission wishes to encourage economic development and make sign requirements more accommodating of the private sector needs.

I certify that a resolution in substantially the above form was passed by a majority of those voting at a duly called and conducted meeting of the Wasilla Planning Commission this 9<sup>th</sup> day of January 9, 1999.

ATTESTED:

  
Helen Y. Kaye, Planning Clerk

  
Verne E. Rupright, Chair

Area Code (907)

Administration  
Ph: 373-9055  
Fx: 373-9092

Clerks Office  
Ph: 373-9090  
Fx: 373-9092

Finance  
Ph: 373-9070  
Fx: 373-9085

Library  
Ph: 376-5913  
Fx: 376-2347

Museum  
Ph: 373-9071  
Fx: 373-9072

Parks &  
Recreation  
Ph: 373-9053  
Fx: 373-9072

Planning  
Ph: 373-9094  
Fx: 373-9092

Police  
Ph: 373-9077  
Fx: 373-9051

Public Works  
Ph: 373-9095  
Fx: 373-9054

\_\_\_\_\_  
Ph: \_\_\_\_\_  
Fx: \_\_\_\_\_

DRAFT

**CITY OF WASILLA  
ORDINANCE SERIAL NO. 99-XX**

AN ORDINANCE OF THE WASILLA CITY COUNCIL AMENDING WMC 16.43.902.2, 16.43.904.6, 16.43.906.2, 16.43.906.4, 16.43.910.2, 16.43.910.4 16.43.912, 16.43.912.2, 16.43.912.4, 16.43.912.12, SIGNS, IN THE WASILLA DEVELOPMENT CODE.

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BE IT ORDAINED AND ENACTED BY THE CITY OF WASILLA, ALASKA AS FOLLOWS:

**SECTION I. Classification.** This ordinance is of a general and permanent nature and shall become part of the city code.

**SECTION 2. Amendment of section.** WMC 16.43.902.2, Definitions, is hereby amended to add a definition for ground sign and amend definition of freestanding sign and to be inserted in alphabetical order with subsequent paragraphs renumbered accordingly:

Freestanding Sign: A sign supported above the ground by poles or braces and not attached to any building.

Ground Sign: means a sign other than a pole sign, in which the entire bottom is in contact with or is close to the ground, it is independent of any other structure and does not exceed 5 feet in height. Signs of 5 feet in height and over are defined as freestanding signs.

Sign: Any device, structure, fixture, flashing light, strobe, placard regardless of whether it is stand alone or fixed using graphics, symbols, and/or written copy designed specifically for the purpose of advertising or identifying any establishment, product, goods, or services.

**SECTION 3. Amendment of Section.** WMC 16.43.904.6, Signs not requiring permits, is hereby amended to read as follows:

16.43.904.6 Signs Not Requiring Permits

(A) The following types of signs are exempted from permit applications but must be in conformance with all other requirements of this chapter:

- (1) Construction signs of 32 square feet or less;
- (2) Directional/information signs of eight [8] square feet or less;
- (3) Holiday or special events decorations;

- (4) Nameplates of 12 square feet or less;
- (5) Political signs (also see Chapter 11, City of Wasilla Municipal Code);
- (6) Public signs or notices, or any sign relating to an emergency;
- (7) Real estate signs;
- (8) Window signs;
- (9) Incidental signs;
- (10) Point of Purchase Display signs;
- (11) Religious icons; and**
- (12) Wall signs.**

**SECTION 4. Amendment of Section. WMC 16.43.906.2, Signs Permitted In Residential Zones, is hereby amended to read as follows:**

**16.43.906.2 Signs Permitted In Residential Zones**

**(A) Signs are allowed as follows in residential zones:**

- (1) All signs as permitted in Section 16.43.904.6 and 16.43.906 [16.43.837.2.04].
- (2) Two subdivision signs per neighborhood, subdivision or development not to exceed 32 [THIRTY-TWO] square feet in sign area.
- (3) One identification sign per apartment or condominium complex, not to exceed six square feet in sign area.
- (4) For allowed nonresidential uses, including churches and synagogues, one freestanding sign, not to exceed 32 [THIRTY-TWO] square feet in sign area and one wall sign not to exceed six square feet in sign area.

**(B) Special regulations for residential districts are as follows:**

- (1) All allowed freestanding signs shall have a maximum height limit of six feet.

**SECTION 5. Amendment of Section. WMC 16.43.906.4, Signs in the Commercial and Industrial Zones, is hereby amended to read as follows:**

**16.43.906.4 Signs In The Commercial and Industrial Zone**

**(A) All signs as permitted in Section 16.43.904.6 and 16.43.906 [.837.2.08 and 2.09].**

**(B) One freestanding sign per premises, not to exceed one square foot in sign area for each linear foot of main street frontage up to a maximum of 150 square feet. Such signs may not exceed a height of 25 feet [OR THE HEIGHT OF THE BUILDING, WHICHEVER IS LESS].**

**(C) [ONE] Any size and amount of wall signs [PER OCCUPANCY, NOT TO EXCEED TWO SQUARE FEET IN SIGN AREA FOR EACH LINEAR FOOT OF THE OCCUPANCY'S BUILDING FRONTAGE UP TO A MAXIMUM OF ONE HUNDRED SQUARE FEET].**

(D) One under-canopy sign per occupancy, not to exceed 50 [FIFTY] square feet in sign area.

(E) Incidental signs, not to exceed six square feet in aggregate sign area per occupancy.

(F) Where an occupancy is on a corner or has more than one street frontage, [ONE WALL SIGN AND] one additional freestanding sign[S] will be allowed on the additional frontage, not to exceed the size of other [ALLOWED WALL AND THE] freestanding sign[S].

(G) One awning sign, with text, per occupancy not to exceed 30 [THIRTY] percent of the surface area of an awning, or one marquee sign, not to exceed one square foot in sign area for each linear foot of marquee front and side.

(H) One portable sign per lot, not to exceed 32 [THIRTY-TWO] square feet in sign area or five feet in height. Such signs may be displayed eight [FOUR] times per year for periods not to exceed two weeks.

(I) Where a lot has in excess of 400 feet of street frontage, one additional freestanding sign will be allowed for each additional 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 250 feet to any other freestanding sign on the same premises.

(J) A projecting sign may be used instead of any [ALLOWED WALL OR] 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 square feet.

**(K) Two ground signs may be used instead of any one freestanding sign, not to exceed 50 square feet each.**

**SECTION 6. Amendment of Section.** WMC 16.43.910.2, Anchoring, is hereby amended to read as follows:

16.43.910.2 Anchoring

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

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

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

**SECTION 7. Amendment of Section.** WMC 16.43.910.4, Additional Safety Information, is hereby amended to read as follows:

16.43.910.4 Additional Safety Information

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

(B) No sign shall be attached in any form, shape, or manner which will interfere with any opening required for ventilation, except that signs may be erected in front of and may cover transom windows when not in violation of [FIRE PREVENTION CODES] Building Code or Mechanical Code.

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

**SECTION 8. Amendment of Section.** WMC 16.43.912, Administration and Enforcement, is hereby amended to read as follows:

16.43.912 Administration and Enforcement – City [CODE] Planner

(A) The City Planner or designee is authorized to process applications for permits and variances, hold public hearings as required, and enforce and carry out all provisions of this chapter, both in letter and in intent. The City Planner or designee is authorized to promulgate regulations and procedures consistent with this function.

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

(Ord. 96-29 Attachment A 1996)

**SECTION 9. Amendment of Section.** WMC 16.43.912.2, Application for permits, is hereby amended to read as follows:

16.43.912.2 Application For Permits

(A) Application for a permit for the erection, alteration, or relocation of a sign shall be made to the City Planner or designee on a form provided by the City Planner or designee and shall include the following information:

- (1) Name and address of the owner of the sign;
- (2) Street address or location of the property on which the sign is to be located, along with the name and address of the property owner;
- (3) The types of sign or sign structure as defined in this chapter;
- (4) A site plan showing the proposed location of the sign along with the locations and square footage areas of all existing signs on the same premises; and

- (5) Specifications and scale drawings showing plans, elevation, [THE] materials, design dimensions and structural supports.

**SECTION 10. Amendment of Section.** WMC 16.43.912.4, Permit Fees, is hereby amended to read as follows:

**16.43.912.4 Permit Fees**

All applications for permits filed with the City Planner or designee shall be **issued free of charge.** [ACCOMPANIED BY A PAYMENT IN THE AMOUNT \$50.00. RELIGIOUS ICONS USED BY CHURCHES, SYNAGOGUES OR, SIGNS USED BY CIVIC ORGANIZATION SHALL BE EXEMPT FROM PAYMENT OF PERMIT FEES]

**SECTION 11. Amendment of Section.** WMC 16.43.912.12, Title of Section, is hereby repealed in its entirety:

[(A) ANY FAILURE TO RESPOND TO AN APPLICATION WITHIN TEN DAYS OF RECEIPT OR ANY DECISION RENDERED BY THE CITY PLANNER OR DESIGNEE IN DENYING A PERMIT OR VARIANCE OR IN ALLEGING A VIOLATION OF THIS CHAPTER MAY BE APPEALED TO THE WASILLA PLANNING COMMISSION WITH FOURTEEN DAYS OF THE CITY PLANNERS' OR DESIGNEE'S RECEIPT OF APPLICATION.

(B) THE ACTION BEING APPEALED SHALL BE HELD IN ABEYANCE PENDING THE DECISION OF THE WASILLA PLANNING COMMISSION.]

**SECTION 12. Effective date.** This ordinance is effective upon adoption by the Wasilla City Council.

ADOPTED by the Wasilla City Council on this \_\_\_\_\_ day of \_\_\_\_\_, 1998

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SARAH H. PALIN, Mayor

ATTEST:

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KRISTIE L. VANGORDER, CMC/AAE  
City Clerk

(SEAL)