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# CHAPTER 21.10: SIGNS<sup>1</sup>

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## **21.10.010 PURPOSE**

The purpose of this chapter is to promote the public health, safety, and welfare by establishing standards and criteria for the construction, installation, maintenance, and operation of signs in the municipality, which are subject to the provisions of this chapter. It is the further purpose to provide for the removal of those signs that do not comply with these regulations. More specifically, this chapter is intended to:

- A. Enhance and protect the physical appearance of the municipality.
- B. To protect property values.
- C. Promote and maintain visually attractive, high value residential, retail, commercial and industrial districts.
- D. Promote the economic well being of the community by creating a favorable physical image.
- E. Ensure that signs are located and designed to:
  - 1. Provide an effective means of way finding in the community.
  - 2. Afford the community an equal and fair way to advertise and promote its products and services.
  - 3. Reduce sign clutter and the distractions and confusion that may be contributing factors in traffic congestion and accidents, and maintain a safe and orderly pedestrian and vehicular environment.
  - 4. Minimize the disruption of the scenic views which when maintained protect important community values.
  - 5. Respect the unique climatic conditions such as the amount of snow fall and the effect of sustained snow piles, the amount of daylight and the acute shadows regularly occurring on the landscape.
  - 6. Afford businesses, individuals and institutions a reasonable opportunity to use signs as an effective means of communication.
- F. Provide review procedures that assure that signs are consistent with the municipality's objectives and within the municipality's capacity to efficiently administer the regulations.
- G. Prohibit all signs not expressly permitted by this chapter.

## **21.10.020 APPLICATION OF THIS CHAPTER**

- A. The regulations contained in this chapter shall apply to signs outside of the public right-of-way and on the property to which the standard or regulation refers, except when specifically stated otherwise. A sign may only be erected, established, painted, created or maintained in conformance with the standards, criteria, procedures, and other applicable requirements of this chapter.

- 1           **B.**     Unless otherwise stated in this chapter, all determinations, findings, and interpretations  
2                   shall be made by the director or other appropriate municipal officials called upon or  
3                   designated by the director.
- 4           **C.**     The following signs and displays are exempted from this chapter:
- 5                   1.     Any sign displaying a public notice or warning required by a valid and applicable  
6                   federal, state, or local law, ordinance, or regulation;
- 7                   2.     Flags of any nation, government, or non-commercial organization;
- 8                   3.     Any sign inside a building that is not attached to the window or door and is not  
9                   legible from a distance of more than three feet beyond the lot on which the sign is  
10                  located;
- 11                  4.     Any work of art that does not display a commercial message;
- 12                  5.     Any religious symbol that does not display a commercial message;
- 13                  6.     Any traffic control sign, such as "STOP" or "YIELD," located on private property  
14                  that meets applicable governmental standards pertaining to such signs and does  
15                  not display a commercial message;
- 16                  7.     Signs erected by state or local government agencies, or their contractors, to  
17                  facilitate the construction, maintenance, or operation of transportation facilities;
- 18                  8.     Product dispensers and trash receptacles;
- 19                  9.     Holiday and community special event decorations that do not display a  
20                  commercial message;
- 21                  10.    Mascots for educational institutions with primarily academic curricula;
- 22                  11.    Signs on athletic fields and scoreboards intended for on-premises viewing;
- 23                  12.    Construction signs of up to 32 square feet; and
- 24                  13.    Temporary signs of six square feet or less in area, except as regulated  
25                  elsewhere in this chapter.
- 26           **D.**     Regulations for nonconforming signs are located in chapter 21.11.

27 **21.10.030     RELATIONSHIP OF THIS CHAPTER TO STATE LAW**

28           No provision of this chapter shall be interpreted as authorizing the erection or maintenance of any  
29           sign or display within 660 feet of the nearest edge of the right-of-way and visible from the main-  
30           traveled way of an interstate, primary or secondary highway, or the erection or maintenance of  
31           any sign or display beyond 660 feet of the nearest edge of the right-of-way of the main-traveled  
32           way of an interstate, primary or secondary highway with the purpose of the message displayed  
33           being read from that travel way, in a manner that would conflict with the provisions of Alaska  
34           statutes sections 19.25.075 – 19.25.180.

**21.10.040 COMPUTATIONS AND RULES OF MEASUREMENT**

The following regulations shall control the computation and measurement of sign area, sign height, building frontage, and public street frontage:

**A. Determining Sign Area or Dimension of Signs**

1. The sign area shall include the face of all the display area(s) of the sign. The sign area shall include the frame and structural support, as shown in figure 1, unless such structural support is determined to be an architectural feature as defined in section 21.13.030. Architectural features that are either part of the building or part of a freestanding structure are not considered signs and are thus exempt from these regulations.

2. For a sign that is framed, outlined, painted or otherwise prepared and intended to provide a background for a sign display, the area of the sign shall be the area of not more than three geometric shapes that encompasses the entire area of the sign including the background or frame.

3. For a sign comprised of individual letters, figures or elements on a wall or similar surface of a building or structure, or an irregular shaped freestanding sign, the area of the sign shall be the area of not more than three regular geometric shapes that encompasses the perimeter of all the elements in the display.

a. When separate elements are organized to form a single sign, but the elements are separated by open space, the area of the sign shall include all the display areas, including the space between the elements.

b. Up to five percent of the permitted sign area may be considered minor protrusions, and extend outside of the maximum limitation of three geometric shapes and are, therefore, exempted from being included as part of the sign area.

4. For freestanding and projecting signs the sign area shall be computed by the measurement of one of the faces when two display faces are joined, are parallel, or are within 30 degrees of being parallel to each other and are part of the same sign structure. For any sign that has two display surfaces that do not comply with the above regulation, or has more than two display surfaces then each surface shall be included when determining the area of the sign.

In determining the area of freestanding signs the following shall be exempted from being considered as part of the maximum permitted area:

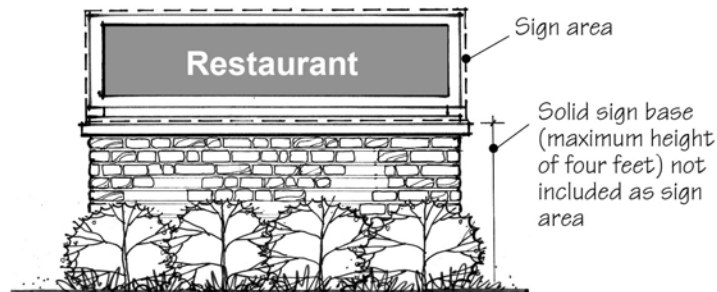
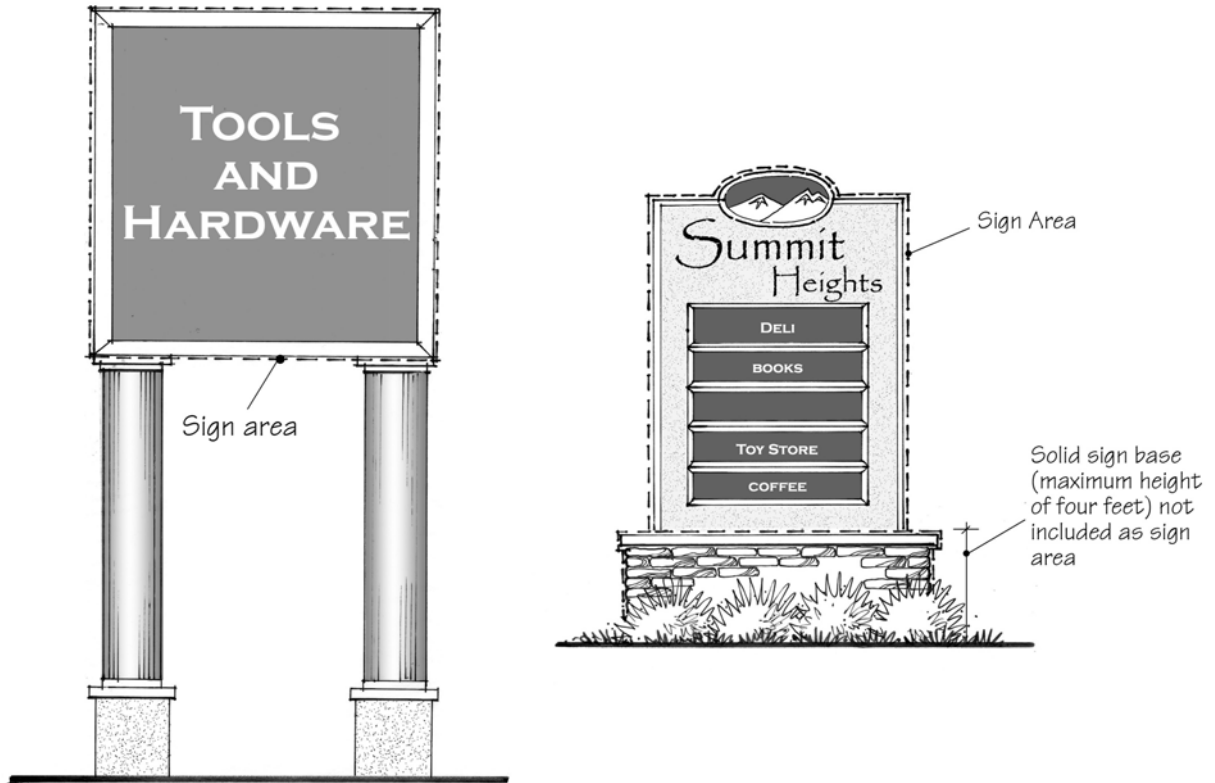
a. One half square foot of sign area shall be exempted for each digit of the street number, up to a maximum of three square feet.

b. The portion of a solid sign base or other sign support, up to a maximum height of four feet that is at least 50 percent screened by landscaping.

c. The air space under a freestanding sign between supporting posts, other air space between a projecting sign and the wall to which it is attached.

All other exemptions to the area of a sign may only be approved by the urban design commission.

- 1           **5.**    Except as provided in table 21-10-1 for non-residential uses located within  
2                    residential districts, the height of a freestanding sign shall be measured from the  
3                    elevation of the edge of the public right-of-way immediately adjacent to, or  
4                    nearest the sign structure, to the highest point of the sign, its frame, or decorative  
5                    features.



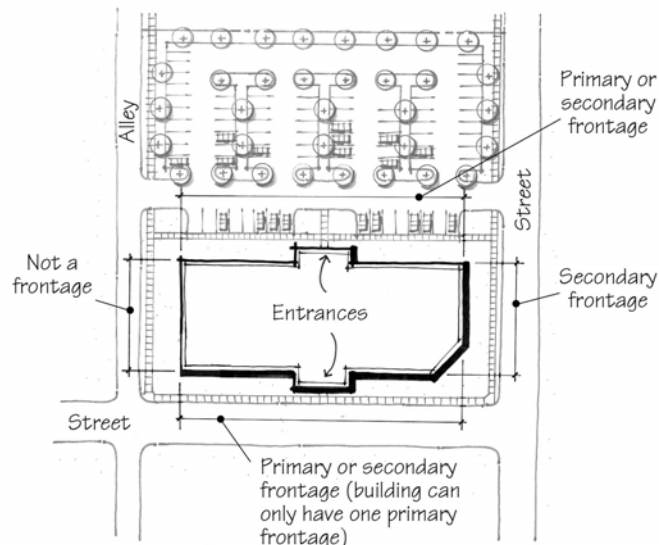
**B. Determining Building Frontage and Building Unit**

For the purposes of this section and for determining allowable wall sign area, the building frontage shall include the building walls that: face a public street, face a parking lot which serves the use, or that contains a public entrance to the uses therein. For the purposes of these regulations, a public alley is not considered a public street.

1. The building frontage shall be measured along such building wall between the exterior faces of the exterior sidewalls.
2. In the case of an irregular wall surface, a single straight line approximating such wall surface shall be used to measure the wall's length.
3. For multi-occupant buildings, the portion of a building that is owned or leased by a single occupant shall be considered a building unit. The building frontage for a building unit shall be measured from the centerline of the party walls defining the building unit.
4. The primary frontage shall be the portion of a frontage that serves as the main access point to a building or building unit. (See figure 2)
5. The secondary frontage shall be all other frontages. (See figure 2)

**C. Determining Public Street Frontage for Freestanding Signs**

For the purposes of determining allowable freestanding sign area, public street frontage is the length of a lot line, measured between two corners of the lot, which abuts the public street along which the sign is to be located. The length of public street frontage along one lot line shall only be used to calculate the allowable freestanding sign size for a sign to be located on that lot line. Lots with more than one public street frontage shall not add these street frontages together to calculate an allowable freestanding sign area. For the purposes of these regulations a public alley is not considered a public street. For the purposes of this section, standards, which are based on a minimum length of the public street frontage, shall also apply to "any portion thereof" unless the specific section states otherwise.



1 For signs placed at the intersection of two streets, equidistant from two lot lines, the  
2 length of either lot line, but not both, may be used to determine the allowable sign size.

3 **D. Determining Sign Setbacks**

4 The required setbacks for the sign shall apply to all elements of the sign including its  
5 frame and base.

6 **21.10.050 SIGNS IN RESIDENTIAL DISTRICTS**

7 **A. Applicability**

8 Signs for all residential and nonresidential uses in residential districts shall comply with  
9 the standards set forth in this section. In the TA district, the standards in this section  
10 apply only to residential parcels.

11 **B. Basic Regulations for Signs in the Residential Districts**

12 Signs for all residential and nonresidential uses in residential districts shall be limited in  
13 number, area, height, and setback based on the type of use, as set forth in table 21.10-1.

14 **C. Supplemental Standards for All Changeable Copy Signs**

15 1. Signs for permitted nonresidential uses may have up to 100 percent of the sign  
16 area devoted to changeable copy, except as provided in subsections C.2. and  
17 C.3. below.

18 2. Electronic changeable copy is prohibited for all building signs and is prohibited  
19 for freestanding signs except as provided in subsection 3.

20 3. Electronic changeable copy is permitted for freestanding and building signs on  
21 parcels that are nine acres or greater with a minimum of 500 feet of frontage on a  
22 street of Class II or greater classification in the official streets and highways plan.  
23 Electronic changeable copy cannot be changed more than 12 times per day.  
24 Electronic changeable copy freestanding signs are permitted up to a maximum of  
25 80 percent of the actual sign area. One electronic changeable copy building sign  
26 per 300 linear feet of frontage is permitted up to a maximum of 20 square feet  
27 per sign.

28 **D. Multi-Occupant Facilities**

29 When a freestanding sign is permitted on a site that has more than one occupant, it is the  
30 property owner's responsibility to determine if the sign area shall be devoted to  
31 identification of the building(s), the anchor occupant, all occupants, or some combination  
32 thereof.

33 **E. Instructional Signs**

34 Instructional signs that are clearly intended for instructional purposes shall be permitted  
35 as needed on a lot in a residential district when the lot is devoted to a multi-family or  
36 nonresidential use provided such signs comply with the following:

37 1. The signs are not larger than necessary to serve the intended instructional  
38 purpose, but in any event do not exceed six square feet in area;

- 1                   2.       The number of instructional signs located on the site are the minimum needed to  
2                   serve the intended instructional purpose;
- 3                   3.       The signs are not located or designed to be legible or serve to attract attention  
4                   beyond the perimeter of the site.
- 5                   4.       The signs may be placed on the base of a permitted freestanding sign with out  
6                   the area of such instructional sign, or the background, being considered as part  
7                   of or added to the area of the freestanding sign.

**TABLE 21.10-1: SIGNS IN THE RESIDENTIAL DISTRICTS**

Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding Signs	
			Maximum Height	Minimum Setback from ROW
<b>Signs for Each Single Family Dwelling, Two-Family Dwelling, or Townhouses</b>				
Permanent Signs				
Building Signplates	1 per dwelling unit	2 sq. ft. [3]	--	--
Freestanding Signs	1 per building	2 sq. ft. [6]	5 ft.	0
Temporary Signs [1]	2 per dwelling unit	6 sq. ft.	5 ft.	0
Signs for Residential Subdivisions	2 per subdivision entrance	30 sq. ft.	8 ft.	5 ft.
<b>Multi-Family Buildings</b>				
Permanent Signs				
Building Signplates	1 per public entrance to building	2 sq. ft.	--	--
Freestanding Signs	1 per development entrance or per 500 feet of public street frontage, whichever is greater	30 sq. ft.	8 ft.	Equal to height of sign
Temporary Signs				
Freestanding Signs [1]		6 sq. ft.		
<b>Permitted Nonresidential Uses</b>				
Permanent Signs				
Building Signplates	1 per address	2 sq. ft. [3]	--	--
Primary Building Signs	Not Applicable	½ sq. ft. of sign for every lineal ft. of primary building frontage	--	--
Freestanding Signs	1 per 500 feet of public street frontage	40 sq. ft. [4]	8 ft.[5]	10 ft.
Temporary Signs				
Freestanding Signs [1]	2	6 sq. ft.		
Instructional Signs	Shall be exempt from requirements when in compliance with subsection 21.10.050C.			



TABLE 21.10-1: SIGNS IN THE RESIDENTIAL DISTRICTS				
Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding Signs	
			Maximum Height	Minimum Setback from ROW
[1] Temporary signs are also subject to provisions of subsection 21.10.050D.				
[3] A sign plate is not in violation of these regulations if a larger sign is determined to be necessary to accommodate identification as mandated by the municipality.				
[4] A sign which is located within 40 feet of a property line of a parcel which is either occupied by, or is zoned for, a single family or two family dwelling unit shall be limited to a maximum area of 30 square feet.				
[5] Sign height is measured from the natural grade at the base of the sign.				
[6] For parcels larger than one acre located within the RS-2, RL-2, RL-3, RL-4, and TA residential zoning districts, one freestanding sign no greater than eight square feet shall be permitted.				

1



Figure 3. Non-residential Uses  
 Illustration: 7 ft height, 27 sq ft area  
 Maximum Permitted: 8 ft height, 40 sq ft area



Figure 4. Subdivision Entrance Sign  
 Illustration: 5 ft height, 24 sq ft area (Approx.)  
 Maximum Permitted: 8 ft height, 30 sq ft area

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**F. Temporary Signs**

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**1. For Single Family Dwellings, Two Family Dwellings, or Townhouses**

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Two temporary signs are permitted at any given time on any one parcel. These temporary signs may be displayed for an unspecified amount of time provided these signs do not contain any commercial messages except for the sale or leasing of the property on which the sign is located.

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**2. For Multiple-Family Developments and Nonresidential Uses**

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Two temporary freestanding signs that do not exceed six square feet each may be erected for an unspecified time.

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**3. Vacant Parcels**

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The following signs are permitted for an unspecified period of time:

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a. For a parcel equal to or less than one acre, one temporary sign is permitted up to a maximum of 16 square feet.

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b. For a parcel greater than one acre, one temporary sign is permitted up to 32 square feet. A parcel that also has frontage on a second public street is entitled to a second sign, not to exceed 32 square feet, provided that

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the length of the frontage along the second public street is a minimum of 300 feet.

Such signs may not be used to display commercial messages referring to products or services that are unrelated to current or pending activities on or uses of the property.

**21.10.060 SIGNS IN THE PUBLIC LANDS AND INSTITUTIONS (PLI), OFFICE (OC), WATERSHED (W), DEVELOPMENT RESERVE (DR), AND PARKS AND RECREATION (PR) DISTRICTS**

**A. Applicability**

Signs in the PLI, OC, W, DR, and PR districts shall conform to the standards set forth in this section.

**B. Basic Standards for Building Signs**

**1. Maximum Area of Permanent Building Signs**

Building signs shall conform to the maximum area limitations set forth in table 21.10-2.

**TABLE 21.10-2: BUILDING SIGNS IN THE PLI, OC, W, DR, AND PR DISTRICTS**

Sign Type	Maximum Number Permitted	Base Area Permitted on a Single Building Frontage
Signplate	1/address	2 square feet
Building Sign on Primary Frontage [1][2]		1 sq. ft. per lineal ft. of primary frontage [3]
Building Sign on Secondary Frontage [1][2]		0.6 sq. ft. per lineal ft. of secondary frontage [3]
Instructional Sign	Shall be exempt from regulations when in compliance with subsection 21.10.050C.	

[1] See subsection 21.10.040B.  
 [2] The maximum sign area that is permitted for primary frontage may be transferred to a secondary frontage provided that the maximum sign area on any secondary frontage does not exceed one (1) square foot for each lineal foot of frontage.  
 [3] The maximum building sign area for a building or any portion of the building which is setback more than 200 feet from the right-of-way that provides primary access to the site may be increased by 25 percent, provided the building is visible from any portion of the adjacent street.



Figure 5. Building Signs  
 Illustration: 1.0 sq ft per lineal ft of frontage  
 Maximum Permitted: 1.0 sq ft per lineal ft of frontage

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**2. Placement of Building Signs**

- a. The building signs permitted in table 21.10-2 may be placed on the wall, awnings, canopies, parapets, or be a projecting sign in compliance with subsection 21.10.060A.2.b. below.
- b. Projecting signs shall be limited to occupants that have a minimum of ten feet of occupant building frontage provided that:
  - i. All projecting signs shall have a maximum height of 14 feet and a minimum clearance of eight feet from the ground to the bottom of the sign. A projecting sign may be a minimum of six feet from the ground when it is located above a landscaped area or other area that does not permit pedestrian traffic beneath the sign.
  - ii. Projecting signs shall be placed on the building so the signs are intended to be viewed by the pedestrians on the abutting street or pedestrian way.

**C. Basic Standards for Permanent Freestanding Signs**

**1. Maximum Number, Area and Height, Minimum Setback of Permanent Freestanding Signs**

Permanent freestanding signs shall comply with the maximum number, area, and height limitations, and minimum setback from the street right-of-way set forth in table 21.10-3.

**2. Sign Area Proportions**

For any freestanding sign, the horizontal portion (width) of the face shall not exceed four times the height of the face.

TABLE 21.10-3: FREESTANDING SIGNS STANDARDS IN THE PLI, W, OC, DR, AND PR DISTRICTS	
Maximum Height	15 ft.
Maximum Area	120 sq. ft. for PLI, W, DR, and PR districts; 80 sq. ft. for the OC district

<b>TABLE 21.10-3: FREESTANDING SIGNS STANDARDS IN THE PLI, W, OC, DR, AND PR DISTRICTS</b>	
Number/Frontage	1 per 300 ft. frontage up to a maximum of two
Minimum Separation	200 ft.
Minimum Setback from R.O.W.	None on a class II or greater street; otherwise 10 ft.
Minimum Setback from Side Lot Line [2]	10 ft.
Entrance and Exit Signs [1]	
Maximum Area	6 sq. ft.
Maximum Height	5 ft.
[1] Entrance and exit signs, which are permitted in addition to the above freestanding signs, shall be limited to two for each entrance/exit driveway. [2] If the side lot is adjacent to a residential district then the minimum setback from the side lot line is 30 feet.	

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**D. Supplemental Standards for Freestanding Signs**

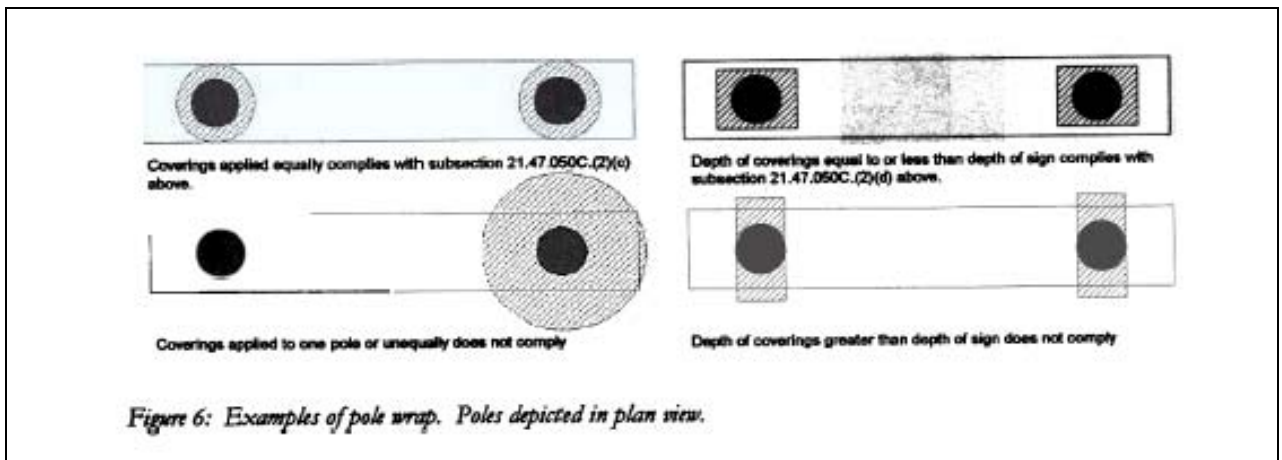
**1. Number of Freestanding Signs Allowed**

- a. Lots with less than 300 lineal feet of frontage on any one street may have only one freestanding sign per that street frontage.
- b. Lots with 300 or more lineal feet of frontage on any one street may have two freestanding signs per that street frontage.
- c. No more than two freestanding signs are allowed along any one frontage. Freestanding signs must be separated by a minimum distance of 150 feet. On corner lots, the property frontage on both streets shall be considered when measuring the separation.

**2. Wrapping Structural Steel Supports**

- a. Signs that are eight feet or less in height with exposed structural steel support: The structural steel supports shall have a covering that totals at least four times the width of the structural steel at its widest point and is parallel to the sign face.
- b. Signs that are greater than eight feet in height: All structural steel supports shall have coverings that collectively total at least 33 percent of the width of the sign at its widest point.
- c. The width of the covering shall be symmetrical for all supports. (See figure 6)
- d. The depth of the support coverings shall not exceed the depth of the sign unless the supports are located on the perimeter of the sign. (See figure 6)
- e. In all circumstances, the covering shall extend from four inches above the ground to the base of the sign face.

- f. The following materials shall not be the visible covering for structural steel supports:
  - i. T-111
  - ii. Plywood
  - iii. Particle Board
  - iv. Sheet Metal of less than 24 gauge
  - v. Aluminum of less than .063 inches



**E. Supplemental Standards For All Changeable Copy Signs**

1. Freestanding signs may have up to 30 percent of the actual sign area devoted to changeable copy. Building signs and projecting signs may have up to 30 percent of the actual sign area or 120 square feet, whichever is less, devoted to changeable copy.
2. Changeable copy may only be changed manually, provided, however, if the business or institution has frontage on a street of class II or greater classification, the copy may be changed electronically or mechanically as well as manually.
3. Copy which is changed electronically or mechanically shall not be changed more than one time per 20-second period, however, if the business or institution has frontage on a street of class II or greater classification in the official streets and highways plan, the changeable copy shall not change more than one time per three seconds.

*Figure 7. Freestanding sign in PLI Zone  
Illustration: 3 ft. height, 45 sq ft area (approx.)  
Maximum Permitted: 15 ft height, 120 sq ft area*



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**F. Instructional Signs**

Signs that comply with the definition of “instructional sign” shall be permitted as needed provided such signs comply with the following:

1. The signs are not larger than necessary to serve the intended instructional purpose;
2. The number of instructional signs located on the site are the minimum needed to serve the intended instructional purpose; and
3. The signs are not located or designed to be legible or serve to attract attention beyond the perimeter of the site.
4. The signs may be placed on the base of a permitted freestanding sign without the area of such instructional sign, or the background, being considered as part of or added to the area of the freestanding sign.

**G. Temporary Signs**

Temporary signs in the PLI, OC, W, DR, and PR Districts are permitted pursuant to schedule 21.10-4 as set forth below:

<b>TABLE 21.10-4: TEMPORARY SIGNS IN THE PLI, OC, W, DR, and PR DISTRICTS</b>	
Maximum Area	100 sq. ft. (32 sq. ft. rigid material)
Maximum Number of Signs Per Principal Use	1
Maximum Number of Display Days	60 [1]
Lighting	Not permitted.
Motion	Animation or flashing is prohibited
Maximum Height (Freestanding)	Same as permanent signs
Setbacks	Same as permanent signs
[1] For temporary signs involving the sale, rent, or lease of the property on which the sign is located, the time limit is unlimited.	

18

**H. Display of Commercial Flags**

In the PLI, W, OC, DR, and PR Districts, a maximum of three flagpoles may be erected on any parcel provided that:

1. A maximum of three commercial flags may be displayed simultaneously;
2. The maximum length of the flag pole shall be 30 feet; and
3. The total maximum size of all commercial flags displayed shall not exceed 120 square feet. Subject to the total maximum size of commercial flags, a commercial or non-commercial organization may display alongside a national or governmental flag, one organizational flag not larger than the national or governmental flag.
4. The corporate or commercial flag may only display the name, trademark, or logo of the business on the parcel and such flag may not be used for other business or advertising purposes.

**I. Unified Sign Plan**

Multiple contiguous lots and/or tracts may be considered as a single site for the purposes of determining the size, number, and placement of freestanding signs permitted pursuant to this section. Solely for the purposes of this section:

1. The number and area of the freestanding signs permitted, pursuant to table 21.10-3, shall be determined based on size and frontage of the multiple properties being considered as a single parcel.
2. After a unified sign plan has been approved by the municipality and a permit has been issued, the sign rights or limitations shall be recorded with the state district recorder's office as a deed restriction.
3. Revocation of a unified sign plan must be approved by all participants in the plan; all signs on the affected properties must be in compliance with this code before the plan can be revoked.
4. This section shall not be interpreted as authorizing the erection or maintenance of any sign or display within 660 feet of the nearest edge of the right-of-way and visible from the main-traveled way of an interstate, primary or secondary highway, or the erection or maintenance of any sign or display beyond 660 feet of the nearest edge of the right-of-way of the main traveled way of an interstate, primary or secondary highway with the purpose of the message displayed being read from that travel way, in a manner that would conflict with the provisions of Alaska statutes sections 19.25.075 – 19.25.180.

**21.10.070 SIGNS IN THE COMMERCIAL, MIXED-USE, INDUSTRIAL, MARINE (M) AND AIRPORT DEVELOPMENT (AD) DISTRICTS**

**A. Applicability**

Signs in the commercial, mixed-use, and industrial districts, as well as the Marine (M) and Airport Development (AD) districts shall conform to the standards set forth in this section. Non-residential parcels in the TA district shall also conform to the standards set forth in this section.

**B. Basic Standards for Building Signs**

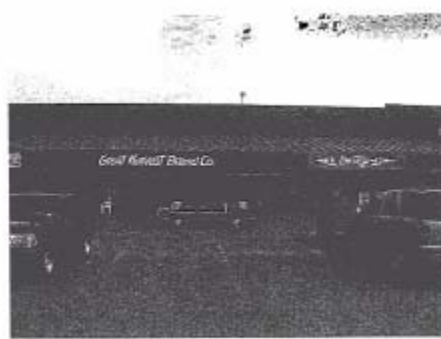
**1. Maximum Area of Permanent Building Signs**

Building signs shall conform to the maximum area limitations set forth in table 21.10-5.

**2. Placement of Building Signs**

a. The building signs permitted in table 21.10-5 may be placed on the wall, awnings, canopies, parapets, or be a projecting sign in compliance with subsection 21.10.070A.2.b.

*Figure 8. Building Signs-General  
Illustration: 1.77 sq ft per lineal ft frontage  
Maximum Permitted: 2.00 sq ft per lineal ft frontage*



b. Projecting signs shall be limited to occupants that have a minimum of ten feet of occupant building frontage provided that:

i. All projecting signs shall have a maximum height of 14 feet and a minimum clearance of eight feet from the ground to the bottom of the sign. A projecting sign may be a minimum of six feet from the ground when it is located above a landscaped area or other area that does not permit pedestrian traffic beneath the sign.

ii. Projecting signs shall be placed on the building so that the signs are intended to be viewed by the pedestrians on the abutting street or pedestrian way.

**3. Additional Building Signs for Multiple Story Buildings**

In addition to the building signs in subsection 21.10.070A one additional sign is permitted on each of the building's primary and secondary frontages according to the following. For a building with two floors the additional permitted sign area is 40 square feet for an eligible building wall. This additional sign area may be increased by ten square feet for each additional floor in the building provided that the sign is placed at the floor height for which the bonus is given.

**TABLE 21.10-5: BUILDING SIGNS IN THE COMMERCIAL, MIXED-USE, AND INDUSTRIAL DISTRICTS, MARINE (M) AND AIRPORT DEVELOPMENT (AD) DISTRICTS**

Sign Type	Maximum Permitted	Number	Base Area Permitted on a Single Building Frontage [2]
Signplate	1/address		2 square feet



**TABLE 21.10-5: BUILDING SIGNS IN THE COMMERCIAL, MIXED-USE, AND INDUSTRIAL DISTRICTS, MARINE (M) AND AIRPORT DEVELOPMENT (AD) DISTRICTS**

Sign Type	Maximum Number Permitted	Base Area Permitted on a Single Building Frontage [2]
Building Sign on Primary Frontage [3]		<ul style="list-style-type: none"> <li>1.2 sq. ft. per linear ft. of primary frontage in the CBD, CMU, RMU, and MMU Districts.</li> <li>2 sq. ft. per linear ft. of primary frontage in all other districts regulated in section 21.10.070 [4]</li> </ul>
Building Sign on Secondary Frontage		1.2 sq. ft. per linear ft. of secondary frontage
Building Sign on Door of Rear Entrance		2 sq. ft. per each door
Instructional Sign	Shall be exempt from regulations when in compliance with subsection 21.10.070D	

[2] See subsection 21.10.040.B.

[3] The maximum sign area that is permitted for primary frontage may be transferred to a secondary frontage provided that the maximum sign area on any secondary frontage does not exceed two square feet for each lineal foot of frontage.

[4] The maximum building sign area for a building or any portion of the building that is setback more than 200 feet from the right-of-way that provides primary access to the site may be increased by 25 percent, provided the building is visible from the street.

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**C. Basic Standards for Permanent Freestanding Signs**

**1. Maximum Area and Height, Minimum Setback of Permanent Freestanding Signs**

Permanent freestanding signs shall comply with the maximum area and height limitations and minimum setback from the street right-of-way set forth in table 21.10-6.

**2. Sign Area Proportions**

For any freestanding sign greater than 15 feet in height but less than 20 feet, the horizontal portion (width) of the face shall not exceed four times the height of the face. For any freestanding sign between 20 feet and 25 feet in height, the horizontal portion (width) of the face shall not exceed three times the height of the face.

**D. Supplemental Standards for Freestanding Signs**

**1. Number of Freestanding Signs Allowed**

a. Lots with less than 300 linear feet of frontage on any one street may have only one freestanding sign per that street frontage.

**TABLE 21.10-6: FREESTANDING SIGN REGULATIONS**

	NC and NMU	TA (Commercial and Industrial parcels)	CBD-1, CBD-2, CBD-3, CMU, RMU, and MMU	AC, IC, I-1, I-2, M, and AD
Maximum Height	12 ft.	12 ft.	8 ft.	25 ft.
Maximum Area	80 sq. ft.	80 sq. ft.	64 sq. ft.	0.7 sq. ft. per 1 lineal foot of frontage [3]
Number/Frontage	See subsection 21.10.070C			

**TABLE 21.10-6: FREESTANDING SIGN REGULATIONS**

	NC and NMU	TA (Commercial and Industrial parcels)	CBD-1, CBD-2, CBD-3, CMU, RMU, and MMU	AC, IC, I-1, I-2, M, and AD
Separation	150 ft.			
Minimum Setback from R.O.W.	0 ft.	10 ft.	0 ft.	0 ft.
Minimum Setback from side lot line [2]	10 ft.	10 ft.	10 ft.	10 ft.
Entrance and Exit Signs [1]				
Maximum Area	6 sq. ft.			
Maximum Height	5 ft.			
[1] Entrance and Exit signs, which are permitted in addition to the above freestanding signs, shall be limited to two for each entrance/exit driveway. [2] If the side lot line is adjacent to a residential district then the minimum setback from the side lot line is 30 feet. [3] For street frontages exceeding 285 lineal feet, the maximum allowable sign area shall not exceed 200 square feet. Lots with less than 100 lineal feet of frontage are allowed a sign area of up to 70 square feet.				

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- b. Lots with 300 or more lineal feet of frontage on any one street may have two freestanding signs per that street frontage.
  - c. No more than two freestanding signs are allowed along any one frontage. Freestanding signs must be separated by a minimum distance of 150 feet. On corner lots, the property frontage on both streets shall be considered when measuring the separation.
- 2. Wrapping Structural Steel Supports**
- a. Signs that are eight feet or less in height with exposed structural steel support: The structural steel supports shall have a covering that totals at least four times the width of the structural steel at its widest point and is parallel to the sign face.
  - b. Signs that are greater than eight feet in height but less than 15 feet in height: All structural steel supports shall have coverings that collectively total at least 33 percent of the width of the sign at its widest point and are parallel to the sign face.
  - c. Signs 15 feet or greater in height that have a single structural steel support: The structural steel support shall have a covering that totals at least 25 percent of the width of the sign at its widest point and is parallel to the sign face.
  - d. Signs 15 feet or greater in height that have more than one structural steel support: The structural steel supports shall have coverings that collectively total at least 33 percent of the width of the sign at its widest point.
  - e. The width of the covering shall be symmetrical for all supports. (See figure 9)

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- f. The depth of the support coverings shall not exceed the depth of the sign unless the supports are located on the perimeter of the sign. (See figure 9)

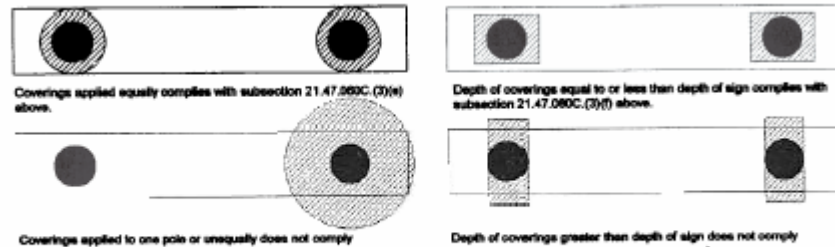


Figure 9: Examples of pole wrap. Poles depicted in plan view.

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- g. In all circumstances, the covering shall extend from four inches above the ground to the base of the sign face.
- h. The following materials shall not be the visible covering for structural steel supports:
  - i. T-111;
  - ii. Plywood;
  - iii. Particle Board;
  - iv. Sheet metal of less than 24 gauge;
  - v. Aluminum of less than .063 inches.



Figure 10. Freestanding sign  
Illustration: 21 ft height, area unknown  
Maximum Permitted: 25 ft height



Figure 11. Freestanding sign  
Illustration: 14 ft height, 85 sq ft area  
Maximum Permitted: 25 ft height, 200 sq ft area

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- 3. **Multi-Occupant Facilities**  
When a freestanding sign is constructed on a site that has more than one occupant, it is the property owner's responsibility to determine if the sign area

1 shall be devoted to identification of the building(s), the anchor occupant, all  
2 occupants, or some combination thereof.

### 3 **D. Supplemental Standards for All Changeable Copy Signs**

4 1. Freestanding signs may have up to 30 percent of the actual sign area devoted to  
5 changeable copy. Building signs and projecting signs may have up to 30 percent  
6 of the actual sign area or up to 150 square feet, whichever is less, devoted to  
7 changeable copy.

8 2. Copy which is changed electronically or mechanically shall not be changed more  
9 than one time per three-second period.

### 10 **E. Instructional Signs**

11 Signs that comply with the definition of "instructional sign" shall be permitted as needed  
12 provided such signs comply with the following:

13 4. The signs are not larger than necessary to serve the intended instructional  
14 purpose;

15 5. The number of instructional signs located on the site are the minimum needed to  
16 serve the intended instructional purpose; and

17 6. The signs are not located or designed to be legible or serve to attract attention  
18 beyond the perimeter of the site.

19 7. The signs may be placed on the base of a permitted freestanding sign without  
20 the area of such instructional sign, or the background, being considered as part  
21 of or added to the area of the freestanding sign.

### 22 **F. Unified Sign Plan**

23 Multiple contiguous lots and/or tracts may be considered as a single site for the purposes  
24 of determining the size, number, and placement of freestanding signs permitted pursuant  
25 to this section. Solely for the purposes of this section:

26 1. The number and area of the freestanding signs permitted, pursuant to table  
27 21.10-6, shall be determined based on size and frontage of the multiple  
28 properties being considered as a single parcel.

29 2. After a unified sign plan has been approved by the municipality and a permit has  
30 been issued, the sign rights or limitations shall be recorded with the state district  
31 recorder's office as a deed restriction.

32 3. Revocation of a unified sign plan must be approved by all participants in the plan;  
33 all signs on the affected properties must be in compliance with this code before  
34 the plan can be revoked.

35 4. This subsection shall not be interpreted as authorizing the erection or  
36 maintenance of any sign or display within 660 feet of the nearest edge of the  
37 right-of-way and visible from the main-traveled way of an interstate, primary or  
38 secondary highway, or the erection or maintenance of any sign or display beyond  
39 660 feet of the nearest edge of the right-of-way of the main traveled way of an

interstate, primary or secondary highway with the purpose of the message displayed being read from that travel way, in a manner that would conflict with the provisions of Alaska statutes sections 19.25.075 – 19.25.180.

**G. Display of Commercial Flags**

In a commercial or industrial district a maximum of three flagpoles may be erected on any parcel provided that:

1. A maximum of three commercial flags may be displayed simultaneously;
2. The maximum length of the flag pole shall be 30 feet; and
3. The total maximum size of all commercial flags displayed shall not exceed 120 square feet. Subject to the total maximum size of commercial flags, a commercial or non-commercial organization may display alongside a national or governmental flag, one organizational flag not larger than the national or governmental flag.
4. The corporate or commercial flag may only display the name, trademark, or logo of the business on the parcel and such flag may not be used for other business or advertising purposes.

**H. Temporary Signs**

Temporary signs in nonresidential districts are permitted pursuant to table 21.10-7 as set forth below:

TABLE 21.10-7: TEMPORARY SIGNS	
Maximum Area	100 sq. (32 sq. ft. rigid material)
Maximum Number of Signs Per Principal Use	1
Maximum Number of Display Days	60 [1]
Lighting	Internally illuminated or lighted signs are prohibited.
Motion	Animation or flashing is prohibited
Maximum Height (Freestanding)	Same as permanent signs
Setbacks	Same as permanent signs
[1] For temporary signs involving the sale, rent, or lease of the property in which the sign is located, the time limit is unlimited.	

**21.10.080 PROHIBITED SIGNS**

The following signs are prohibited:

- A. Roof signs.
- B. Billboards and other off-premise signs.
- C. Any sign or display within 660 feet of the nearest edge of the right-of-way and visible from the main-traveled way of an interstate, primary or secondary highway, or any sign or display beyond 660 feet of the nearest edge of the right-of-way of the main traveled way of an interstate, primary or secondary highway erected or maintained with the purpose of the message displayed being read from that travel way, that would conflict with the provisions of Alaska statutes sections 19.25.075 – 19.25.180.

- 1           **D.**     Portable signs.
- 2           **E.**     Flashing, moving, animated, coursing, blinker, racer-type, intermittent, rotating, moving or
- 3                    revolving signs and/or devices, whirligig devices, inflatable signs and tethered balloons,
- 4                    pennants, ribbons, streamers, spinners, and other similar types of attention-getting
- 5                    devices except for changeable copy signs when in compliance with the applicable
- 6                    regulations in this chapter.
- 7           **F.**     Signs in the AF district except for warning signs and identification placards required in
- 8                    subsection 21.05.040K.5.

**21.10.090     SUPPLEMENTAL SIGN STANDARDS**

- 10           **A.**     **Illumination of Permanent and Temporary Signs**
- 11                    Permanent and temporary signs shall be permitted to be illuminated in compliance with
- 12                    the following:
- 13                    1.     Signs shall not include animated, flashing, moving or intermittent illumination
- 14                                 except that the messages may change no more frequently than the rates
- 15                                 specified in subsections 21.10.050B., 21.10.060D., and 21.10.070D.
- 16                    2.     Temporary signs shall not be internally illuminated. Any external illumination of
- 17                                 these signs shall be permitted only in commercial and industrial zones.
- 18                    3.     All internally illuminated building or free-standing signs with the exception of
- 19                                 neon-lighted signs with exposed neon tubes shall comply with the following:
- 20                                 a.     Except as provided in subsection 21.10.090A.3.c. below, the sign shall
- 21   be constructed with either: an opaque background and translucent letters
- 22   and symbols; or, a translucent darker colored background with a lighter
- 23   contrasting color for the letters and symbols. Registered trademarks and
- 24   logos are exempt from this provision.
- 25                                 b.     No internal lighting shall include exposed incandescent or fluorescent
- 26   bulbs.
- 27                                 c.     A changeable copy sign with dark colored letters or symbols on a lighter
- 28   contrasting translucent background may be internally illuminated if the
- 29   internally illuminated area of the sign does not exceed 20 square feet.
- 30                                 d.     During daylight hours between sunrise and sunset, luminance shall be
- 31   no greater than 5,000 candelas per square meter for LED signs. At all
- 32   other times, LED luminance shall be no greater than 800 candelas per
- 33   square meter.
- 34                    4.     Freestanding signs more than 15 feet high shall only be internally illuminated.
- 35                                 Signs less than or equal to 15 feet in height may be either internally or externally
- 36                                 illuminated.
- 37                    5.     The external illumination of freestanding signs shall comply with the following:
- 38                                 a.     Any external lighting of signs that have a height of between eight feet
- 39   and 15 feet must be from the top of the sign and directed downward;

- 1                   **b.**     The lighting of signs that have a height of eight feet or less may be  
2                   illuminated from the top of the sign or from the ground.
- 3                   **6.**     Externally illuminated building signs may only be illuminated from the top of the  
4                   sign.
- 5                   **7.**     Light sources for externally illuminated signs must be shielded and directed so  
6                   that the light shines on the sign and that the light source is not visible beyond the  
7                   property line.
- 8                   **8.**     Freestanding signs accessory to a single-family dwelling, two-family, or  
9                   townhouse use in a residential district shall not be illuminated.
- 10                  **9.**     Signs on a building or parcel in a residential district that has multi-family uses  
11                  shall not be internally illuminated.
- 12                  **10.**    For signs on permitted non-residential uses in residential districts the illumination  
13                  may be from external sources or by internal illumination of the letters and logos  
14                  only; internal illumination of the background portion of the sign is prohibited.
- 15                  **11.**    If a registered trademark or logo is not in compliance with the illumination  
16                  requirements of this section, then such area of non-compliance shall be limited to  
17                  a maximum of 30 percent of the allowable sign area.

18                  **B.     Preservation of Sight Lines**

19                  For the purpose of assuring that drivers and pedestrians have adequate visibility at the  
20                  intersection of a roadway, street, driveway, trail, or alley, no sign or portion of a sign  
21                  between a height of two and one-half feet and eight feet shall conflict with the American  
22                  Association of State Highway and Transportation Officials (AASHTO) sight distance  
23                  triangle specifications. (See also subsection 21.06.020A.8.)

24                  **C.     Construction Standards**

- 25                  **1.**     The construction, erection, safety, and maintenance of signs shall comply with  
26                  the adopted building code as amended.
- 27                  **2.**     Signs shall be structurally sound and located so as to pose no threat to  
28                  pedestrian or vehicular traffic.
- 29                  **3.**     Permanent signs shall be fabricated on and of materials that are of good quality  
30                  and good durability.
- 31                  **4.**     Electric signs and all permanent signs involving structural requirements of the  
32                  building code shall be installed, repaired, altered, and serviced only by a  
33                  contractor licensed to perform such tasks.
- 34                  **5.**     No sign shall be erected so as to obstruct any window, door, fire escape,  
35                  balcony, platform, stairway, ladder, vent, or other means of ingress and egress of  
36                  any building.
- 37                  **6.**     No sign shall be attached to a utility pole, tree, trash receptacle, bench, or other  
38                  structure not intended or approved as a sign support.

- 1 7. Temporary signs shall be durable and weather-resistant and fastened or  
2 anchored sufficiently, whether attached to the building or positioned in the  
3 ground.
- 4 8. No sign regulated by any of the provisions of this section shall be erected in the  
5 right-of-way, in proximity to railroad crossings, or at the intersection of any streets  
6 in such a manner as to obstruct free and clear vision; or at any location where, by  
7 reason of the position, shape, or color, it may interfere with, obstruct the view of,  
8 or be confused with, any authorized traffic sign signal or device; or which makes  
9 use of the words "STOP," "LOOK," "DANGER", or any other word, phrase,  
10 symbol or character in such a manner as to interfere with, mislead, or confuse  
11 traffic.
- 12 9. In the event there is a conflict between the provisions of this section and the  
13 provisions of any applicable building codes, the provisions of the applicable  
14 building code shall govern.

15 **D. Maintenance**

16 All signs shall be maintained in accordance with the following:

- 17 1. The property owner, occupant, or other person responsible for the sign shall  
18 maintain the sign in a condition fit for the intended use and he or she shall have a  
19 continuing obligation to comply with all building code requirements.
- 20 2. If the director finds that any sign is unsafe, insecure, a menace to the public,  
21 notice shall be given in writing by the director to the owner. The owner of the  
22 business shall, within 48 hours of such notification, correct such unsafe condition  
23 or remove the sign. If the correction has not been made within the 48 hours, the  
24 sign may be removed or altered by the municipality to comply with these  
25 regulations at the expense of the owner or occupant of the property upon which  
26 the sign is located. The director may cause any sign, which, in the municipality's  
27 opinion, creates a danger to persons or property to be removed immediately and  
28 without notice.
- 29 3. Whenever any sign, either conforming or nonconforming to these regulations, is  
30 required to be removed for the purpose of repair, refurbishing, or repainting, the  
31 same may be done without a permit or any payment of fees provided that all of  
32 the following conditions are met:
- 33 a. There shall be no enlargement or increase in any of the dimensions of  
34 the sign or its structure.
- 35 b. The sign shall be accessory to a legally permitted, conditional or  
36 nonconforming use.
- 37 4. The director may order any sign to be repaired whenever needed to keep the  
38 sign in a safe condition. All supports, guys, braces, and anchors for such signs  
39 shall be maintained in a safe condition.
- 40 5. The sign face of any permanent sign which advertises a business that has not  
41 been conducted on the premises for 180 consecutive days or fails to serve the  
42 purposes for which it was intended, or evidences a lack of maintenance, shall be  
43 removed by the owner, agent, or person having the beneficial use of the building,



1 structure or land upon which such sign is located, within 30 days after written  
 2 notice by the director and the sign area shall be replaced by a neutral, single  
 3 background color panel or similar cover. If the sign is comprised of individually  
 4 raised letters then the letters shall be removed. Upon failure to comply with such  
 5 notice within the time specified in such order, the director is hereby authorized to  
 6 cause removal of such sign, and any expense incident thereto shall be paid by  
 7 the owner of the property on which such sign is located.

#### 8 **21.10.100 PROCEDURES FOR OBTAINING AN ADMINISTRATIVE VARIANCE FOR SIGNS**

- 9 **A.** The director may grant an administrative variance from the height restrictions and/or  
 10 setback requirements for freestanding signs, provided:
- 11 1. Special topographic circumstances exist that would result in a material  
 12 impairment of visibility of a conforming sign from the adjacent roadway;
  - 13 2. There is no reasonable conforming alternative to the variance;
  - 14 3. Any setback variance does not result in an encroachment into a public right-of-  
 15 way; and,
  - 16 4. A fee has been received.
- 17 **B.** The director shall make written findings and conclusions for each variance request.
- 18 **C.** If the request for an administrative variance is denied, the applicant may apply for a  
 19 variance under section 21.10.110.

#### 20 **21.10.110 VARIANCES**

21 The urban design commission shall hear and decide on any request for a variance to the  
 22 regulations in this section 21.10 including:

- 23 **A.** The maximum sign area, the maximum sign height, the location of the sign, and the  
 24 number of signs on the parcel. In evaluating the request for a variance to the maximum  
 25 sign height the urban design commission may consider whether there are special  
 26 topographic circumstances that would result in a material impairment of visibility of the  
 27 sign from the adjacent roadway which significantly diminishes the owner's or user's ability  
 28 to continue to communicate adequately and effectively with the public through the use of  
 29 the sign.
- 30 **B.** The portion of the sign structure that should be exempt from being considered part of the  
 31 sign area if such exemption has not been granted by the director pursuant to subsection  
 32 21.10.040A.4.

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<sup>1</sup> NOTE: This draft includes amendments to the sign regulations passed by the Assembly on June 14, 2005. As in the previous draft, note that sign definitions are located in chapter 21.13, *Definitions*, and administrative provisions are located in section 21.03.130, *Sign Permits*.