

See AO 2003 62(S-1)

Submitted by: Assemblymember Tremaine

Prepared by: Department of Assembly

For reading: March 18, 2003

ANCHORAGE, ALASKA

AO NO. 2003-62

1 AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING
2 TITLE 21 BY REPEALING ANCHORAGE MUNICIPAL CODE 21.45.160, SIGNS, AND
3 ENACTING A NEW CHAPTER 21.47, PERTAINING TO SIGN STANDARDS FOR THE
4 MUNICIPALITY OF ANCHORAGE.

5
6
7 THE ANCHORAGE ASSEMBLY ORDAINS:

8
9 **Section 1.** Anchorage Municipal Code Title 21 is amended by repealing AMC 21.45.160,
10 Signs, enacting a new Chapter 21.47 as set forth in the attached January 10, 2003, DRAFT PROPOSED
11 SIGN STANDARDS FOR THE MUNICIPALITY OF ANCHORAGE, prepared by consultants D.B. Hartt, Inc.

12
13 **Section 2.** Any provisions in Title 21 of the Anchorage Municipal Code, ordinances, or
14 resolutions of the Municipal Assembly, resolutions of Municipal boards or commissions, or
15 entitlements issued pursuant to this Title that refer to Section 21.45.160 shall hereby be considered
16 as referring to the applicable provisions of Chapter 21.47.

17
18 **Section 3:** This ordinance shall become effective immediately upon its passage and
19 approval by the Assembly.

20
21 PASSED AND APPROVED by the Anchorage Assembly this 19th day of August,
22 2003.

23
24
25
26
27 _____
Chair

28
29 ATTEST:

30
31
32
33 _____
34 Municipal Clerk
35

MUNICIPALITY OF ANCHORAGE
Summary of Economic Effects -- General Government

AO Number: 2003- 62

Title: Sign Ordinance

Sponsor: Assemblymember Tremaine

Preparing Agency: Department of Assembly

Others Impacted: Planning, Development Services

CHANGES IN EXPENDITURES AND REVENUES:

(In Thousands of Dollars)

	<u>FY03</u>	<u>FY04</u>	<u>FY05</u>	<u>FY06</u>	<u>FY07</u>
Operating Expenditures					
1000 Personal Services					
2000 Non-Labor					
3900 Contributions					
4000 Debt Service					
TOTAL DIRECT COSTS:	\$	\$	\$	\$	\$
Add: 6000 Charges from Others					
Less: 7000 Charges to Others					
FUNCTION COST:	\$	\$	\$	\$	\$
REVENUES:					
CAPITAL:					
POSITIONS: FT/PT and Temp					

PUBLIC SECTOR ECONOMIC EFFECTS:

The sign ordinance as introduced is in draft form. Changes to the ordinance, especially those concerning the amortization period contained in 21.47.090, will have a great effect on costs and benefits. The longer the amortization period the lower the cost to the sign owners while a shorter period has a somewhat higher cost and corresponding higher benefit to the community at-large.

For instance, public testimony during an Assembly worksession in January 2003, indicated that the cost of lowering a pole sign would be between \$500 and \$2,000. The present value of such a future cost would depend, in part, on interest rates, inflation, and depreciation of the existing structure.

The benefit of reducing sign clutter is an increase in quality of landscape, a component of quality of life, for residents of the community as a whole. Such a benefit is extremely difficult to measure *a priori*. Nevertheless, a simplified example should suffice for demonstration purposes. Suppose a non-conforming pole sign passed by 10,000 cars per day. Further suppose that the occupants of each of these cars would, on average, be willing to pay one-tenth of one cent (\$0.001) each day to have the sign lowered. The benefit to the community of lowering the sign would amount to \$3,650 per year. Over a five year amortization period, the community would forego \$18,250 in benefits.

It is not possible to estimate total costs and benefits of implementing the final ordinance until more is known concerning how many signs will be in non-compliance and how long the amortization period will last. This information will most likely be brought forward during the public decision making process. As the previous example demonstrates, the benefits to the community as a whole are likely to greatly outweigh the private costs of compliance.

PRIVATE SECTOR ECONOMIC EFFECTS:

The costs of compliance will fall largely on the private sector. New signs may or may not cost more due to color and light restrictions. Some should cost less due to height and size restrictions. Most sign that will be initially be in non-compliance will have an amortization period to recover sunk costs. Given the relatively closed market that Anchorage presents, it is unlikely that economic activity overall will be reduced by lack of advertising.

Prepared by: Dick Tremaine

Telephone: 343-4751



MUNICIPALITY OF ANCHORAGE
ASSEMBLY MEMORANDUM
AM NO. 260 –2003

Meeting Date: March 18, 2003

From: Assemblymember Tremaine
Subject: January 10, 2003, Draft Proposed Sign Standards for the Municipality of Anchorage

These amendments to Title 21 would promote the public health, safety, and welfare by revising and establishing standards and criteria for the construction, installation, maintenance, and operation of signs in the Municipality of Anchorage.

In order to enhance and protect the physical appearance of the Municipality, and to promote property values, it is necessary to revise the allowable size, location, and number of allowable signs. For instance, the current Code provides no restrictions on the size or number of signs that may be utilized on most property zoned for business or industrial use (AMC 21.45.160F.).

Anchorage has struggled with revision of sign regulation for many years. The Code changes accompanying this ordinance at date of introduction are in draft form. They are the product of many months of consultant work with staff, committees, and members of the public. The time period between introduction and Assembly hearing will allow for finalization of the consultant's work, public hearing before the Planning and Zoning Commission, and preparation of the full record for final public comment and Assembly decision. This matter should be scheduled for Assembly public hearing at the first meeting in August 2003.

Respectfully submitted,


Assemblymember Dick Tremaine

**Proposed Sign
Standards
for the
Municipality of
Anchorage**

JANUARY 10, 2003 DRAFT

Prepared by:

D.B. Hartt, Inc. - David B. Hartt & John Lateulere, III

Professor Alan C. Weinstein

TABLE OF CONTENTS

21.47.010	PURPOSE STATEMENT	
21.47.020	APPLICATION OF THIS CHAPTER	2
21.47.025	RELATIONSHIP OF THIS CHAPTER TO THE STATE LAW	2
21.47.030	COMPUTATIONS, RULES OF MEASUREMENT, & DEFINITION	3
	A. Determining Sign Area or Dimension of Signs	
	B. Determining Building Frontage and Building Unit	
	C. Determining Window Area	
	D. Determining Public Street Frontage	
	E. Determining Sign Setbacks	
	F. Definitions	
21.47.040	SIGNS IN RESIDENTIAL DISTRICTS (R-1, R-1A, R-2A, R-2M, R-3, R-4, R-5, R-5A, R-6, R-7, R-8, R-9, R-10, R-11, D-2 and D-3).....	10
	A. Basic Standards for Signs in the Residential Districts	
	B. Supplemental Standards for All Freestanding Signs	
	C. Instructional Signs	
	D. Temporary Signs	
21.47.050	SIGNS IN THE PUBLIC LANDS AND INSTITUTIONS (PLI) DISTRICT, WATERSHED (W) DISTRICT AND THE RESIDENTIAL-OFFICE (R-O) DISTRICT	14
	A. Basic Standards for Building and Window Signs	
	B. Basic Standards for Permanent Freestanding Signs	
	C. Supplemental Standards for Freestanding Signs	
	D. Instructional Signs	
	E. Temporary Signs	
	F. Display of Flags	
	G. Unified Sign Plan	
21.47.060	SIGNS IN THE NONRESIDENTIAL DISTRICTS (B-1A, B-1B, B-2A, B-2B, B-2C, B-3, B-4, I-1, I-2, I-3, MC, MI, AND T)	20
	A. Basic Standards for Building and Window Signs	
	B. Basic Standards for Permanent Freestanding Signs	
	C. Supplemental Standards for Freestanding Signs	
	D. Instructional Signs	
	E. Unified Sign Plan	
	F. Display of Flags	
	G. Temporary Signs	
21.47.070	PROHIBITED SIGNS	27
21.47.080	SUPPLEMENTAL SIGN STANDARDS.....	28
	A. Illumination of Permanent and Temporary Signs	
	B. Minimum Letter Heights for Changeable Copy Signs on Federal and State Roadways	
	C. Preservation of Sight Lines	
	D. Construction Standards	
	E. Maintenance	
21.47.090	REGULATIONS FOR NONCONFORMING SIGNS.....	32

	A. Amortization of Permanent Signs	
	B. Termination	
	C. Amortization of Temporary Signs	
	D. Amortization of Animated Signs	
	E. Amortization of Converted Signs	
	F. Maintenance of Nonconforming Signs	
	G. Alteration, Relocation, or Replacement of Nonconforming Signs	
	H. Reconstruction of Damaged Sign	
	I. Historic Signs	
	J. Extension of Time to Comply	
21.47.100	ADMINISTRATIVE PROVISIONS	34
	A. Compliance with this Chapter	
	B. Approval Requirments for Signs	
	C. Status of Prior Violations	
	D. Application and Review Requirements	
21.47.110	VARIANCES AND APPEALS	35

**MUNICIPALITY OF ANCHORAGE
MUNICIPAL CLERK'S OFFICE
AGENDA DOCUMENT CONTROL SHEET**

AO 2003-62

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

1	SUBJECT OF AGENDA DOCUMENT AMENDING AMC TITLE 21 BY REPEALING 21.45.160, SIGNS, AND ENACTING A NEW CHAPTER 21.47, SIGN STANDARDS FOR THE MUNICIPALITY OF ANCHORAGE	DATE PREPARED Indicate Documents Attached <input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input checked="" type="checkbox"/> AM <input type="checkbox"/> AIM	
2	DEPARTMENT NAME <p style="text-align: center;">ASSEMBLY</p>	DIRECTOR'S NAME <p style="text-align: center;">DICK TRAINI, CHAIR</p>	
3	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY <p style="text-align: center;">MICHAEL GATTI -- ASSEMBLY COUNSEL</p>	HIS/HER PHONE NUMBER <p style="text-align: center;">343-4420</p>	
4	COORDINATED WITH AND REVIEWED BY	INITIALS	DATE
	Mayor		
	Municipal Clerk		
	Municipal Attorney		
	Employee Relations		
	Municipal Manager		
	Cultural & Recreational Services		
	Fire		
	Health & Human Services		
	Merrill Field Airport		
	Municipal Light & Power		
	Office of Management & Budget		
	Police		
	Port of Anchorage		
	Public Works		
	Solid Waste Services		
	Public Transportation		
	Water & Wastewater Utility		
	Executive Manager		
	Community Planning & Development		
	Finance, Chief Fiscal Officer		
	Heritage Land Bank		
	Management Information Systems		
	Property & Facility Management		
	Purchasing		
	Other		
5	SPECIAL INSTRUCTIONS/COMMENTS <p style="text-align: center;">LAID ON THE TABLE ITEM</p> <div style="border: 1px solid black; padding: 10px; margin-top: 20px;"> <p><i>PUBLIC HEARING SET FOR THE</i></p> <p><i>FIRST MEETING IN AUGUST 2003</i></p> </div> <div style="text-align: right; margin-top: 20px;"> <p>2003 MAR 18 PM 3:48 MUNICIPAL CLERK'S OFFICE</p> </div>		
6	ASSEMBLY HEARING DATE REQUESTED <p style="text-align: center;"><i>3/18/03</i></p>	7	PUBLIC HEARING DATE REQUESTED