

See AO NO. 2003-62

Submitted by: Assemblymember Tremaine
Prepared by: Department of Assembly
For reading: August 12, 2003

ANCHORAGE, ALASKA
AO NO. 2003-62 (S)

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

1 THE ANCHORAGE ASSEMBLY ORDAINS:

2 **Section 1.** Anchorage Municipal Code Title 21 is amended by repealing AMC 21.45.160, Signs,
3 enacting a new Chapter 21.47 from the attached January 10, 2003, DRAFT PROPOSED SIGN
4 STANDARDS FOR THE MUNICIPALITY OF ANCHORAGE, prepared by consultants D.B.
5 Hartt, Inc., and as revised by the Planning & Zoning Commission recommendations of July 14,
6 2003.

7
8 **Section 2.** Any provisions in Title 21 of the Anchorage Municipal Code, ordinances, or
9 resolutions of the Municipal Assembly, resolutions of Municipal boards or commissions, or
10 entitlements issued pursuant to this Title that refer to Section 21.45.160 shall hereby be considered
11 as referring to the applicable provisions of Chapter 21.47.

12
13 **Section 3.** This ordinance shall become effective immediately upon its passage and approval by
14 the Assembly

15
16 PASSED AND APPROVED BY THE ANCHORAGE ASSEMBLY THIS _____ DAY
17 OF _____, 2003.

18
19
20
21 _____
22 CHAIR

23
24
25 ATTEST:

26
27
28 _____
29 MUNICIPAL CLERK

MUNICIPALITY OF ANCHORAGE

Summary of Economic Effects -- General Government

AO Number: 2003-62 (S) Title: AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING TITLE 21 BY REPEALING ANCHORAGE MUNICIPAL CODE 21.45.160, SIGNS, AND ENACTING A NEW CHAPTER 21.47, PERTAINING TO SIGN STANDARDS FOR THE MUNICIPALITY OF ANCHORAGE. (Planning & Zoning Case No. 2003-079)

Sponsor:

Preparing Agency

Planning Department

Others Impacted

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 Services					
TOTAL DIRECT COSTS:	\$	\$	\$	\$	\$
Add: 6000 Charge from Others					
Less: 7000 Charge to Others					
FUNCTION COST:	\$	\$	\$	\$	\$
REVENUES:					
CAPITAL:					
POSITIONS: FT/PT and Temp					

It is difficult to summarize the economic effects of this proposed legislation. The planning department does not have the financial resources to do a complete inventory of signs in Anchorage, nor even a corridor inventory. An inventory of signs along a few representative commercial corridors in Anchorage, done by DOWL Engineers in 2002, produced an estimate of the number of signs affected by the height regulations of the January 10 draft: 35%. However, there is no information on the number of signs affected by the sign area regulations, the pole wrap regulations, or the illumination requirements. The planning department could provide information about the costs of various sign elements, but an attempt to create any complete estimate of the economic effects on the city as a whole would be so full of unknown variables and broad estimates as to be of limited utility.

PUBLIC SECTOR ECONOMIC EFFECTS: The most significant public sector economic impacts will be on city government for notification to sign owners, administration, and enforcement of the new code. The logistics of notifying sign owners is complicated by imperfect permit records. Administration and enforcement will depend, to a large degree, on the extent of voluntary compliance with the new code.

There will be positive economic benefits from this legislation as well, but it is difficult and expensive to measure aesthetic benefits of less sign clutter to the community as a whole. There are methods to estimate economic values of non-use items (i.e., contingent valuation method) employing such methods would require a consultant. Reducing sign clutter will increase the quality of the landscape, which will add to the quality of life of residents of the community. A higher quality of life can contribute to economic development by making Anchorage a more desirable place to locate a business.

PRIVATE SECTOR ECONOMIC EFFECTS:

Amortization of Signs that are Non-Conforming for Height and/or Size. Again, without a comprehensive inventory of signs, it is impossible to estimate how many businesses will have non-conforming signs under the proposed regulations. Signs that are too high but not too large will only have to cut down their pole height—they won't have to replace anything. Signs that are too large but not too high will have to replace the sign itself, but not the supporting pole(s).

Amortization of Pole Signs. For the three-year amortization period which applies to pole signs, business owners who have pole signs, or more specifically, signs with exposed structural steel supports, would need to cover the exposed structural steel as outlined in the proposed code. The cost of this depends on how much structural steel is exposed and on what type of material is chosen to use as the cover. If their sign is non-compliant in other ways, some business owners may choose to make all the necessary changes to bring the sign into compliance within the first three years, rather than covering the exposed structural steel within three years and fixing the

other issues before the end of seven years. Without a comprehensive inventory of signs, it is impossible to estimate how many businesses have freestanding signs with exposed structural steel supports, and of those signs, what the average cost of the covering would be.

Amortization of Illuminated Signs. During the three-year amortization for illuminated signs, business owners will need to replace sign faces that have light-colored backgrounds with sign faces that have dark backgrounds and light-colored letters, to be in conformance with 21.47.080 A 3 a. This is a relatively minor procedure as in most cases only the replacement of the plastic sign face will be necessary.

While some might argue that businesses will suffer from less opportunity to advertise through signs, it is likely that the reduction in sign clutter will make the remaining signs more visible and noticeable. Given the relatively closed market that Anchorage presents, it is unlikely that overall economic activity will be reduced by a reduction in advertising caused by the reduction of number of signs.

The IRS depreciation schedule allows signs to be depreciated over seven years. Thus, a seven year amortization period will allow even the newest signs to have the maximum allowed depreciated.

Prepared by: Tom Nelson, Physical Planning Division Supervisor

Telephone: 343-7914/343-7921

Validated by OMB: _____

Date: _____

Approved by: _____

Date: _____

Concurred by: _____

Approved by: _____

Date: 8/06/03

Mike Abbott for Denis LeBlanc
(Municipal Manager)



MUNICIPALITY OF ANCHORAGE

ASSEMBLY MEMORANDUM

AM No. 655-2003

Meeting Date: August 12, 2003

From: Mayor

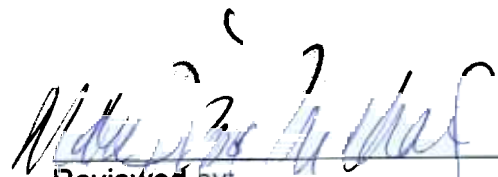
Subject: Sign Standards for the Municipality of Anchorage

In 2002, the Planning Department hired consultants D.B. Hartt, Inc. and Professor Alan Weinstein to draft new sign regulations for Anchorage. The consultants made four trips to Anchorage, during which they observed existing signage, conducted stakeholder interviews and public forums, and presented signage issues at work sessions of the Planning and Zoning Commission and Municipal Assembly. The consultants produced a first draft in September 2002, and based on comments received on that draft, a revised draft in January 2003. This draft, dated January 10, 2003, was carried forward to the public hearing process of the Planning and Zoning Commission.

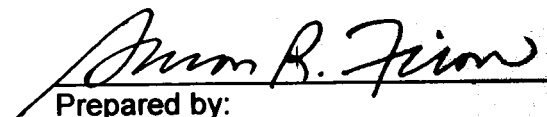
The Planning and Zoning Commission heard public testimony on June 2, 2003. During the June 9, 2003 deliberations, one of the Commission members offered 43 amendments and Physical Planning Division staff offered a number of amendments. The Commission directed two of its members to meet with staff to develop the proposals to be brought before the Commission. Staff and the Commission members reached consensus on the proposed amendments, which were accepted by the Planning and Zoning Commission on July 14, 2003.

The proposed sign standards are a significant part of a larger effort to implement urban design policies relating to neighborhoods and commercial districts, called for in the Anchorage 2020 Comprehensive Plan. The proposed sign standards with the Commission's recommended revisions are intended to create a balance between the needs of businesses to identify themselves and attract customers, and the need of the community to create a more attractive visual environment.


Reviewed by:
Denis C. LeBlanc, Municipal Manager


Reviewed by:
Mary Jane Michael, Director
Department of Economic and Community
Development


Respectfully submitted,
Mark Begich, Mayor


Prepared by:
Susan R. Fison, Director
Planning Department

Municipality of Anchorage
MUNICIPAL CLERK'S OFFICE
Agenda Document Control Sheet

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

1	SUBJECT OF AGENDA DOCUMENT Ordinance Amending Title 21 By Repealing AMC 21.45.160 and Enacting a New Chapter 21.47 Pertaining to Sign	DATE PREPARED August 6, 2003
	Standards for the MOA	Indicate Documents Attached <input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input checked="" type="checkbox"/> AM <input type="checkbox"/> AIM
2	DEPARTMENT NAME Planning Department	DIRECTOR'S NAME Susan R. Fison
3	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY Tom Nelson	HIS/HER PHONE NUMBER 343-7914
4	COORDINATED WITH AND REVIEWED BY	INITIALS
<input checked="" type="checkbox"/>	Mayor	
	Heritage Land Bank	
	Merrill Field Airport	
	Municipal Light & Power	
	Port of Anchorage	
	Solid Waste Services	
	Water & Wastewater Utility	
<input checked="" type="checkbox"/>	Municipal Manager	<i>MA for AC</i>
	Cultural & Recreational Services	
	Employee Relations	
	Finance, Chief Fiscal Officer	
	Fire	
	Health & Human Services	
	Office of Management and Budget	<i>PW</i>
	Management Information Services	<i>8/06/03</i>
	Police	
	Planning, Development & Public Works	
	Development Services	
	Facility Management	
	Planning	
	Project Management & Engineering	
	Street Maintenance	
	Traffic	
	Public Transportation Department	
	Purchasing	
<input checked="" type="checkbox"/>	Municipal Attorney	
<input checked="" type="checkbox"/>	Municipal Clerk	
	Other	
5	Special Instructions/Comments	
6	ASSEMBLY HEARING DATE REQUESTED August 12, 2003	7
		PUBLIC HEARING DATE REQUESTED

Proposed Sign Standards

for the

Municipality of Anchorage

Assembly Packet

Contents:

Assembly Ordinance

Assembly Memorandum

January 10 draft

**January 10 draft as amended by the Planning and Zoning Commission
(tracked changes)**

**January 10 draft as amended by the Planning and Zoning Commission
(clean)**

Planning and Zoning Commission Resolution

Planning and Zoning Commission Meeting Minutes for

June 2

June 9

July 7

July 14

Planning and Zoning Commission Packets for

June 2

June 9

July 14

Coffey Amendments