

CLERK'S OFFICE  
**AMENDED AND APPROVED**  
Date: 8/19/03

Submitted by: Assemblymembers Tremaine,  
Tesche

Prepared by: Department of Assembly

For reading: August 19, 2003

**ANCHORAGE, ALASKA**  
**AO NO. 2003-62(S-1)**

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 as amended July 14, 2003, by the Planning and Zoning Commission, with Amendments  
13 recommended by the Mayor following the August 12, Assembly hearing.


14  
15 **Section 2.** References made in prior legislation and acts of municipal boards and staff  
16 to sign regulations previously found in AMC 21.25.160 are amended to refer to the new AMC 21.47.

17  
18 **Section 3.** Anchorage Municipal Code section 21.35.020 is amended by repealing the  
19 terms, definitions and illustrations for "*Sign*," "*Sign, maximum viewing area*," "*Sign, political*,"  
20 "*Sign, portable*," "*Sign, surface*," and *Sign, temporary*."

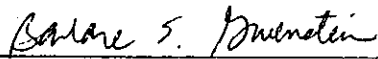
21  
22 **Section 4.** Within thirty days after enactment of this ordinance, the Mayor shall appoint  
23 a Special Downtown Sign Committee who will prepare and recommend an overlay district for signs  
24 and other outdoor commercial advertising in downtown Anchorage. The Committee shall consist  
25 of seven persons, of which at least two shall be appointed from persons recommended by the  
26 Anchorage Downtown Partnership and two from the Downtown Community Council. The remaining  
27 members shall be downtown residents or operators of businesses located in the downtown area. The  
28 Committee shall complete its work and present written recommendations to the Mayor within ninety  
29 days after its last member is appointed. The area encompassed by the proposed Overlay District shall  
30 be identical to that area contained within the boundaries of the downtown Business Improvement  
31 District. The committee's recommendations shall be presented to the Planning and Zoning  
32 Commission and to the Assembly as allowed under AMC 21.20.140.

33  
34 **Section 5.** Upon its passage and approval by the Assembly, this ordinance shall become  
35 effective October 1, 2003.

1 PASSED AND APPROVED by the Anchorage Assembly this 19<sup>th</sup> day of August,  
2 2003.

3  
4  
5  
6   
7 Chair

8 ATTEST:

9  
10  
11   
12 Municipal Clerk

# **Proposed Sign Standards**

for the

# **Municipality of Anchorage**

**JANUARY 10, 2003 DRAFT**

**As Amended July 14 by the**

**Planning and Zoning Commission**

**with Amendments recommended by the Mayor**

**following the August 12 Assembly hearing,**

**and additional amendments made by the Assembly on**

**August 19, 2003, as adopted on August 19, 2003.**

**Prepared by:**

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

**Professor Alan C. Weinstein**

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**General Reference:** Any provisions in Title 21 of the Anchorage Municipal Code, ordinances or resolutions of the Municipal Assembly, resolutions of Municipal boards or commissions, or entitlements issued pursuant to this Title that refer to Section 21.45.160 shall hereby be considered as referring to the applicable Sections and/or provisions of Chapter 21.47.

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**21.47.010 PURPOSE STATEMENT.**

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 of Anchorage, 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.

**21.47.020 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.
- B. Unless otherwise stated in this Chapter, all determinations, findings, and interpretations shall be made by the Administrative Official or other appropriate municipal officials called upon or designated by the Administrative Official.
- C. The following signs and displays are exempted from this Chapter:
  - 1. Any sign displaying a public notice or warning required by a valid and applicable federal, state, or local law, ordinance, or regulation;
  - 2. Flags of any nation, [÷] government or non-commercial organization;
  - 3. Any sign inside a building that is not attached to the window or door and is not legible from a distance of more than three feet beyond the lot on which the sign is located;
  - 4. Any work of art that does not display a commercial message;
  - 5. Any religious symbol that does not display a commercial message;
  - 6. Any traffic control sign, such as "STOP" or "YIELD," located on private property that meets applicable governmental standards pertaining to such signs and does not display a commercial message.
  - 7. Signs erected by state or local government agencies, or their contractors, to facilitate the construction, maintenance, or operation of transportation facilities.
  - 8. Product dispensers and trash receptacles;
  - 9. Holiday and community special event decorations that do not display a commercial message;



10. Mascots for educational institutions with primarily academic curricula;
11. Signs on athletic fields and scoreboards intended for on-premises viewing;
12. Construction signs of up to thirty two (32) square feet;
13. Temporary signs of six square feet or less in area.

#### 21.47.025 RELATIONSHIP OF THIS CHAPTER TO STATE LAW.

No provision of this Chapter shall 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 Secs. 19.25.075 – 19.25.180.

#### 21.47.030 COMPUTATIONS, RULES OF MEASUREMENT, AND DEFINITIONS.

The following regulations shall control the computation and measurement of sign area, sign height, [~~window area, and~~] 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 unless such structural support is determined to be an architectural [~~or site~~] feature as defined in Subsection 21.47.030 E [~~F~~]. 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 (3) 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 (3) 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 (5) percent of the permitted sign area may be considered minor protrusions, and extend outside of the maximum limitation of three (3)

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 (1) of the faces when two (2) display faces are joined, are parallel, or are within thirty (30) ~~[sixty (60)]~~ 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:

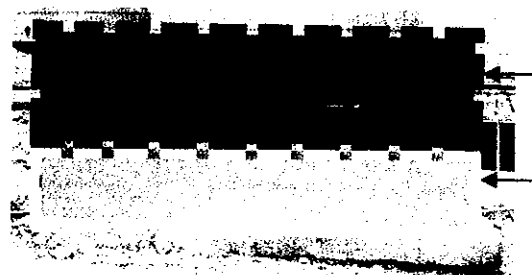
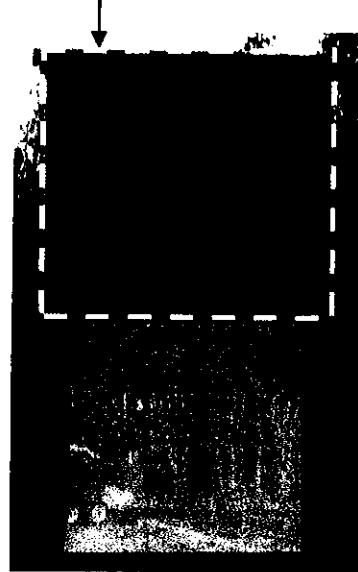
- a. One half square foot of sign area shall be exempted for each digit of the street number, up to a maximum of three (3) square feet.
- b. The portion of a solid sign base or other sign support, up to a maximum height of four (4) feet that:
  - i. Is at least fifty (50) percent screened by landscaping at the time of installation; or
  - ii. Complies with the requirements of Subsection "d ~~[e]~~" below.
- 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 (See Figure 1 ~~[2]~~)
- d. Additional base area, framing or structural supports or other portions of the sign when such areas are determined to be:
  - i. Constructed and designed with materials which are similar to, or compatible with, the architecture of the building or other site features;
  - ii. Not intended or designed to include messages; and
  - iii. Exclusive of colors, trademarks, or any other decorative design features that are primarily intended to attract attention, rather than be unobtrusive or compatible with the architecture of the building or other site features.

All other exemptions to the area of a sign may only be approved by the Urban Design Commission.

5. The height of a freestanding sign shall be measured from the elevation of the edge of the public right-of-way immediately adjacent to, or nearest the sign structure, to the highest point of the sign, its frame, or decorative features.

Figure 1. Calculation of freestanding sign area

Rectangular Shape = Sign Area



- B. Determining Building Frontage and Building Unit. For the purposes of this Chapter 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 the purposes of this Chapter and for determining allowable freestanding sign area, public street frontage is the length of the public street, which is contiguous to the adjacent private parcel for which the sign is being considered. For the purposes of these regulations a public alley is not considered a public street. For the purposes of this Chapter, 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.
- D. Determining Sign Setbacks. The required setbacks for the sign shall apply to all elements of the sign including its frame and base.

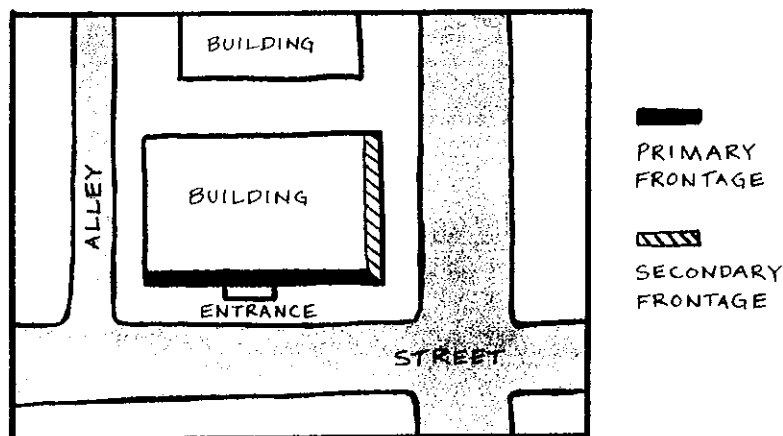


Figure 2: Primary and Secondary Frontage

- E. Definitions. The following shall serve as definitions as they are referred to within this Chapter.
1. Architectural feature means Any construction attendant to, but not an integral part of the sign, which may consist of landscape, building, or structural forms that enhance the site in general; also, graphic stripes and other architectural painting techniques applied to a structure that serves a functional purpose, or when the stripes or other painting techniques are applied to a building provided such treatment does not include lettering, logos or pictures.

2. *Billboard and off-premise sign* means a sign structure advertising an establishment, merchandise, event, service or entertainment which is not sold, produced, manufactured or furnished at the property on which the sign is located. Any other outdoor advertising prohibited by the provisions of Alaska Statutes Secs. 19.25.075 – 19.25.180 shall also be considered billboards.
3. *Building Wall* means any vertical surface of a building or structure (other than a pitched roof) that is integral to and could reasonably be constructed as part of the architecture of the building when a sign(s) are not being contemplated. Examples of building walls include but are not limited to: awnings, canopies, marquees, the vertical portion of gable roofs, parapets, mechanical penthouses, etc.
4. *Flag* means any fabric, ~~banner~~ or bunting containing distinctive colors, patterns or symbols, used as a symbol of a government, political subdivision, corporate or commercial entity, or institution. A corporate or commercial, or institutional flag may only display the name, trademark, or logo of the business or institution on the parcel and such flag may not be used for other business or advertising purposes.
5. *Parcel* means the area of land necessary for a use to be in compliance with the Land use Planning and Zoning Ordinances of the Municipality of Anchorage. The terms “lot” or “tract” may also be referring to a parcel.
6. *Sign* means any visual communication display, object, device, graphic, structure or part, situated indoors or outdoors, or attached to, painted on or displayed from a building or structure, in order to direct or attract attention to, or to announce or promote, an object, product, place, activity, person, institution, organization, or business or the like, by means of letters, words, model, banner, flag, pennant, insignia, device, designs, colors, symbols, fixtures, images, illuminations or representation used as, or which is in the nature of an announcement, direction, or advertisement.
7. *Sign, Banner* means a sign made of lightweight fabric or similar material with no enclosing framework that is mounted to a building or other structure at one or more edges.
8. *Sign, Building* means any sign attached to any part of a building and including wall, awning, canopy, and projecting signs. A wall sign is a building sign that is parallel to and does not extend from the wall more than twelve (12) inches.
9. *Sign, Changeable Copy* means a portion of a sign with letters, characters, or graphics that are not permanently affixed to the structure, framing, or background allowing the letters, characters or graphics to be modified from time to time manually or by electronic or mechanical devices, such as a bulletin board or electronic message board. Changeable copy signs may not

be used to display commercial messages relating to products or services that are not offered on the property.

10.    *Sign, Construction* means a temporary sign identifying a project or facility during the time of construction. Such signs typically include the name of an architect, engineer and/or contractor for a building or project located on the parcel.
11.    *Sign, Ideological or Political* means any temporary sign displaying or advocating an idea, opinion or position on any social, cultural, religious or political issue and containing no commercial message.
12.    *Sign, Entrance or Exit* means a sign located at the driveway entrance or exit and intended to provide for safe ingress and egress.
13.    *Sign, Freestanding* means a sign supported from the ground and not attached to any building. A freestanding sign may be supported by one or more poles or a solid base. Pole signs, as defined in Section 23.40.212, are considered freestanding signs.
14.    *Sign, Inflatable* means any inflatable shape or figure designed or used to attract attention to a business event or location. Inflatable promotional devices shall be considered to be temporary signs under the terms of this Chapter and, where applicable, subject to the regulations thereof.
15.    *Sign, Instructional* means a sign that has a purpose secondary to the use on the lot and that is intended to instruct employees, customers, or users as to matters of public safety or necessity such as specific parking requirements, the location or regulations pertaining to specific activities on the site or in the building, and including a sign erected by a public authority, utility, public service organization, or private industry that is intended to control traffic; direct, identify or inform the public; or provide needed public service as determined by the rules and regulations of governmental agencies or through public policy.
16.    *Sign Plate* means a building sign not exceeding two (2) square feet indicating the street number, the name of the person, business, profession or activity occupying the lot, building, or part thereof; or other information pertaining to the use on the lot.
17.    *Sign, Portable* means any sign ~~that is not permanently attached to the ground or other permanent structure, or a sign~~ designed to be transported on wheels, skids, a bench, runners, brackets, or has a frame to which wheels, skids, runners, brackets, or similar mechanical devices can be attached to or support the sign. A portable sign also includes inflatable devices and mobile signs such as parked trailers or vehicles, which include signs which are visible from the public right-off-way unless such vehicle is used in the normal day-to-day operations of the business.

18.    *Sign, Projecting* means a sign that is attached to a building wall and extending perpendicular to (or approximately perpendicular to) the building wall and twelve (12) inches or more beyond the face of the wall.
19.    *Sign, Roof* means a sign, or any portion thereof, erected, constructed, or projecting upon or over the roof or parapet wall of any building whether the principal support for the sign is on the roof, wall or any other structural element of the building.
20.    *Sign, Temporary* means a sign that is designed to be used only temporarily and is not intended to be permanently attached to a building, structure or permanently installed in the ground. These include, but are not limited to, political signs, special event signs, and for sale or leasing signs. ~~Mobile and portable signs are temporary signs.~~ Temporary signs may be displayed as window signs.
21.    *Sign, Window* means a sign that is applied or attached to a window or door, or a sign located near a window within a building for the purpose of being visible to and read from the outside of the building except for signs that are not legible from a distance of more than three feet beyond the building in which such sign is located.

**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<sup>(a)</sup>, D-2 AND D-3).**

Signs for all residential and nonresidential uses in residential districts shall comply with the standards set forth in this Section.

- A. Basic regulations for Signs in the 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<sup>(a)</sup>, D-2 and D-3). Signs for all residential and nonresidential uses in residential districts shall be limited in number, area, height and setback based on the type of use, as set forth in Schedule 21.47.040.
- B. Supplemental Standards for All Freestanding Signs.
1. Changeable Copy. Freestanding signs for permitted nonresidential uses may have up to 100% [-30%-] of the permitted sign area set forth in Schedule 21.47.040 devoted to changeable copy.
    - a. Changeable copy may only be changed manually. Electronic changeable copy is prohibited.
    - b. Electronic changeable copy is permitted on parcels that are ten (10) acres or greater bordering on a Class II Street having a minimum of 500 feet of frontage. Electronic copy cannot be changed more than once per day.
    - c. Changeable copy is not permitted to be part of a sign that is on a building or parcel that is used for any residential purposes.
  2. Multi-Occupant Facilities. When a freestanding sign is permitted on a site that has more than one occupant, it is the property owner's responsibility to determine if the sign area shall be devoted to identification of the building(s), the anchor occupant, all occupants, or some combination thereof.
- C. Instructional Signs. Instructional signs that are clearly intended for instructional purposes shall be permitted as needed on a lot in a residential district when the lot is devoted to a multi-family or nonresidential use provided such signs comply with the following:
1. The signs are not larger than necessary to serve the intended instructional purpose, but in any event do not exceed six (6) square feet in area;
  2. The number of instructional signs located on the site are the minimum needed to serve the intended instructional purpose;
  3. The signs are not located or designed to be legible or serve to attract attention beyond the perimeter of the site.

The signs may be placed on the base of a permitted freestanding sign with out the area of such instructional sign, or the background, being considered as part of or added to the area of the freestanding sign.

<sup>(a)</sup> The standards in this Chapter only apply to Residential parcels in the R-11 District.



Schedule 21.47.040				
Signs in the 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 <sup>(b)</sup> , D-2, and D-3)				
Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding signs	
			Maximum Height	Min Setback from ROW
<b>(A) Signs for Each Single Family Dwelling, Duplex, or Townhomes:</b>				
1. Permanent Signs				
a. Building Signplates	1 per dwelling unit	2 sq ft <sup>(c)</sup>	--	--
b. Freestanding Signs	1 per building	2 sq ft	5 ft	0
2. Temporary Signs <sup>(a)</sup>	2 per dwelling unit	6 sq. ft.	5 ft	0
3. Signs for Residential Subdivisions	2 per subdivision entrance	30 sq ft	8 ft	5 ft
<b>(B) Multi-Family Buildings:</b>				
1. Permanent Signs				
a. Building Signplates	1 per public entrance to building	2 sq ft	--	--
b. Freestanding Signs	1 per development entrance or per 500' of public street frontage, whichever is greater	30 sq ft	8 ft	Equal to height of sign
2. Temporary Signs				
a. Freestanding Signs <sup>(a)</sup>		6 sq ft		
<b>(C) Permitted Nonresidential Uses</b>				
1. Permanent Signs				
a. Building Signplates	1 per address	2 sq ft	--	--
b. Primary Building Signs	Not Applicable	½ sq ft of sign for every lineal ft of primary building frontage	--	--
c. Freestanding Signs	1 per 500 feet of public street frontage	40 sq ft <sup>(d)</sup>	8 ft	10 ft
2. Temporary Signs				
a. Freestanding Signs <sup>(a)</sup>	2	6 sq ft		
<b>(D) Instructional Signs</b>	<b>Shall be exempt from requirements when in compliance with Subsection 21.47.040C [“C” Above]</b>			
<sup>(a)</sup> See also Subsection 21.47.040 D				
<sup>(b)</sup> The standards in this chapter only apply to Residential parcels in the R-11 District.				
<sup>(c)</sup> 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.				
<sup>(d)</sup> A sign which is located within forty (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 thirty (30) square feet.				

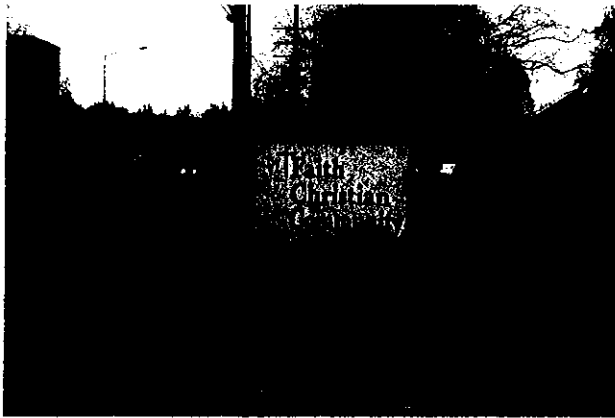


Figure 3. Non-residential Uses

Illustration: 7 ft height, 27 sq ft area

Maximum Permitted: 8 ft height, 40 sq ft area

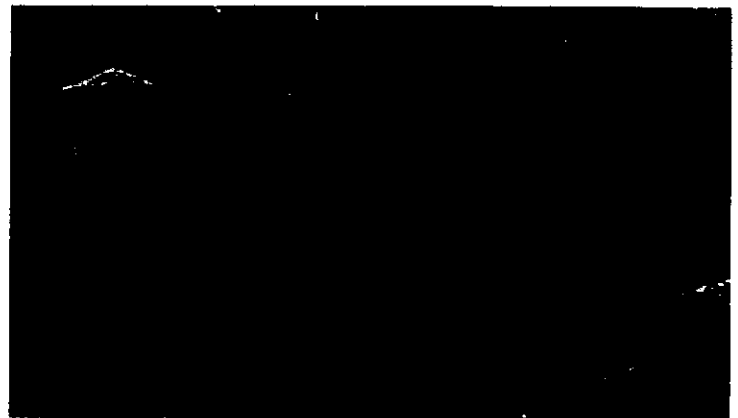


Figure 4. Subdivision Entrance Sign

Illustration: 5 ft height, 24 sq ft area (Approx.)

Maximum Permitted: 8 ft height, 30 sq ft area

D. Temporary signs.

1. For Single Family Dwellings, Two Family Dwellings, or Townhomes: 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.
2. For Multiple-Family Developments and Nonresidential Uses: Two (2) temporary freestanding signs that do not exceed six (6) square feet each may be erected for an unspecified time.
3. Vacant Parcels. The following signs are permitted for an unspecified period of time:
  - a. For a parcel less than one (1) acre, one temporary sign is permitted up to a maximum of sixteen (16) square feet.
  - b. For a parcel greater than one (1) acre, one (1) temporary sign is permitted up to thirty-two (32) square feet. A parcel that also has frontage on a second public street is entitled to a second sign, not to exceed thirty-two (32) square feet, provided that the length of the frontage along the second public street is a minimum of 300 feet.
  - c. ~~One (1) construction sign, up to thirty two (32) square feet at each construction entrance to the parcel.~~

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.

**21.47.050 SIGNS IN THE PUBLIC LANDS AND INSTITUTIONS (PLI) DISTRICT, THE RESIDENTIAL OFFICE (R-O) DISTRICT, AND THE WATERSHED (W) DISTRICT.**

Signs in the Public Lands and Institutions (PLI) District, the Residential-Office (R-O) District, and the Watershed (W) District shall conform to the standards set forth in this Section.

**A. Basic Standards for Building Signs**

1. Maximum Area of Permanent Building Signs. Building signs shall conform to the maximum area limitations set forth in Schedule 21.47.050 A.

Schedule 21.47.050 A Building Signs in the PLI, R-O and W Districts		
Sign Type	Maximum Number Permitted	Base Area Permitted on a Single Building Frontage
(A) Signplate	1/address	2 square feet
(B) Building Sign on Primary Frontage <sup>(a)(b)</sup>		1 sq. ft. per lineal ft of primary frontage <sup>(c)</sup>
(C) Building Sign on Secondary Frontage <sup>(a)(b)</sup>		0.6 sq. ft. per lineal ft. of secondary frontage <sup>(c)</sup>
(D) Instructional Sign	Shall be exempt from regulations when in compliance with Section 21.47.050 D	
<p>(a) See Section 21.47.030 B</p> <p>(b) 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. See also the wall sign bonuses which are permitted pursuant to Subsection 21.47.050 B 2.</p> <p>(c) 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%, provided the building is visible from any portion of the adjacent street.</p>		

**2. Placement of Building Signs.**

- a. The building signs permitted in Schedule 21.47.050 A may be placed on the wall, awnings, canopies, parapets, or be a projecting sign in compliance with Subsection "b".
- b. Projecting signs shall be limited to occupants that have a minimum of 10 feet of occupant building frontage provided that:

- i. All projecting signs shall have a maximum height of fourteen (14) feet and a minimum clearance of eight (8) feet from the ground to the bottom of the sign. A projecting sign may be a minimum of six (6) 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.

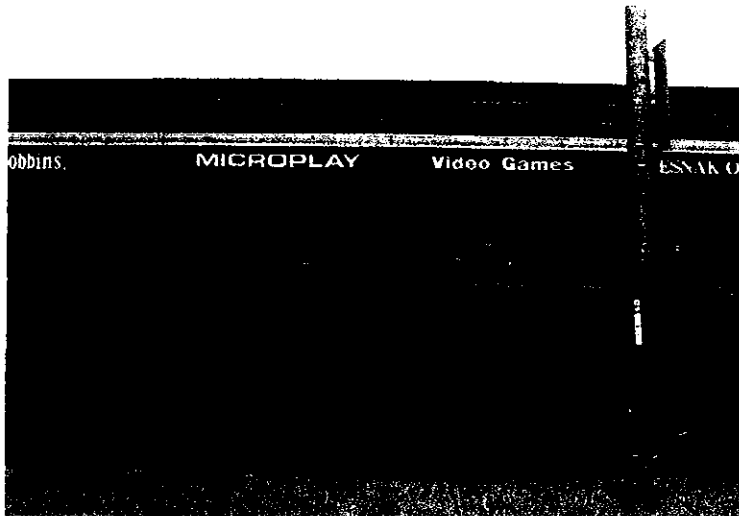


Figure 5. Building Signs

Illustration: 1.0 sq ft per lineal ft of frontage

Maximum Permitted: 1.0 sq ft per lineal ft of frontage

B. 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 Schedule 21.47.050 B.
2. Sign Area Proportions: For any freestanding sign, the horizontal portion (width) of the face shall not exceed four (4) times the height of the face.

Schedule 21.47.050 B Freestanding Sign Standards in the PLI, R-O, and W Districts		
	PLI	R-O
(A) Maximum Height	15 ft.	15 ft.
(B) Maximum Area	120 sq. ft.	80 sq. ft.
(C) Number/Frontage	1 per <u>300</u> [ <del>800</del> ] ft. frontage <u>up to a maximum of two</u> [ <del>or 1 per each entrance from a public street, whichever is greater</del> ]	
(D) Minimum Separation	200 ft	
(E) Minimum Setback from R.O.W.	None on a Class II or greater street; otherwise 10 ft	
(F) Minimum Setback from Side Lot Line <sup>(b)</sup>	10 ft	
(G) Entrance and Exit Signs <sup>(a)</sup>		
Maximum Area	6 sq ft	
Maximum Height	<u>5</u> [ <del>3</del> ] ft	
<sup>(a)</sup> Entrance and Exit signs, which are permitted in addition to the above freestanding signs, shall be limited to two for each entrance/exit driveway.		
<sup>(b)</sup> If the side lot is adjacent to a Residential District (not including R-O) then the minimum setback from the side lot line is thirty (30) feet.		

### C. SUPPLEMENTAL STANDARDS FOR FREESTANDING SIGNS

1. Number of Freestanding Signs Allowed.
  - a. Lots with less than 300 lineal feet of frontage may have only one (1) freestanding sign per frontage.
  - b. Lots with 300 or more lineal feet of frontage may have two (2) freestanding signs per frontage.
  - c. No more than two (2) 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 (8) feet or less in height with exposed structural steel support: The structural steel supports shall have a covering that totals at least four (4) 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 (8) feet in height: All structural steel supports shall have coverings that collectively total at least 33% ~~[50%]~~ 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. (See Figure 6)
- e. In all circumstances, the covering shall extend from four (4) inches above the ground to the base of the sign face.
- f. The following materials shall not be used for covering 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

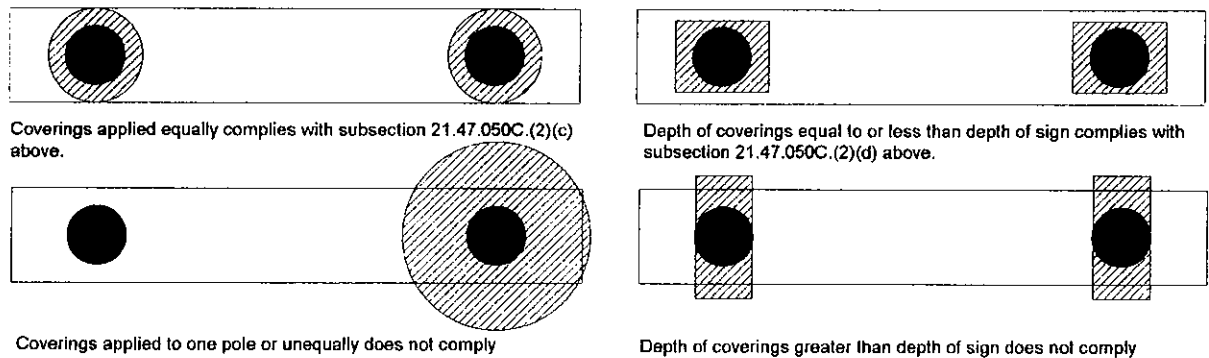
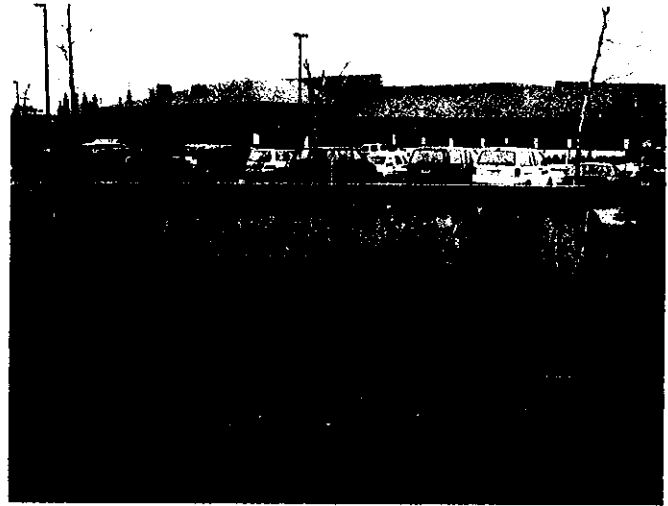


Figure 6: Examples of pole wrap. Poles depicted in plan view.

- 3. Changeable Copy. Freestanding signs may have up to 30% of the permitted sign area set forth in Schedule 21.47.050 B devoted to changeable copy.
  - a. Changeable copy may only be changed manually, provided, however, if the business or institution has frontage on a Class II or greater street, the copy may be changed electronically or mechanically as well as manually.
  - b. The changeable copy which is changed electronically or mechanically, shall not be changed more than one time per 20~~[5]~~-second period.

*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*



- D. 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.

- E. Temporary Signs. Temporary signs in the PLI, R-O, and W Districts are permitted pursuant to Schedule 21.47.050 E as set forth below:

<b><u>Schedule 21.47.050 E</u></b> <b><u>Temporary Signs in the PLI, R-O, and W Districts</u></b>	
	<u>Requirement</u>
<u>Maximum Area</u>	100 square feet (32 square feet rigid material)
<u>Maximum Number of Signs Per Principal Use</u>	1
<u>Maximum Number of Display Days</u>	60
<u>Lighting</u>	<u>Internally illuminated or lighted signs are prohibited.</u>
<u>Motion</u>	<u>Animation or flashing is prohibited</u>
<u>Maximum Height (Freestanding)</u>	<u>Same as permanent signs</u>
<u>Yards</u>	<u>Same as permanent signs</u>

- F. Display of Commercial Flags. In the PLI, R-O, and W Districts, a maximum of three (3) flagpoles may be erected on any parcel provided that:
1. A maximum of three (3) commercial flags may be displayed simultaneously;
  2. The maximum length [~~height~~] of the flag pole shall be thirty (30) feet; and
  3. The total maximum size of all commercial flags displayed shall not exceed one hundred twenty (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.



- G. Unified Sign Plan: To recognize and accommodate irregular site shapes (which are typically characterized by narrow lot frontages resulting in some buildings with extraordinarily large setbacks and limited visibility to a public street) multiple contiguous lots and/or tracts [~~properties~~] may be considered as a single site for the purposes of determining the size, number, and placement of freestanding signs permitted pursuant to this Chapter. Solely for the purposes of this Section:
1. The number and area of the freestanding signs permitted, pursuant to Schedule 21.47.050 B, 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 Secs. 19.25.075 – 19.25.180.

**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, R-11<sup>(A)</sup> AND T).**

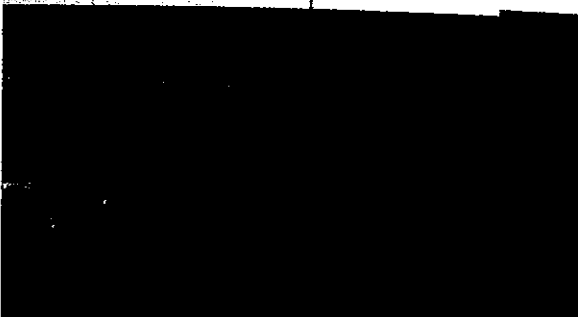
Signs in the nonresidential districts (B-1A, B-1B, B-2A, B-2B, B-2C, B-3, B-4, I-1, I-2, I-3, MC, MI, R-11<sup>(A)</sup> and T) shall conform to the standards set forth in this Section.

A. Basic Standards for Building Signs

1. Maximum Area of Permanent Building Signs. Building signs shall conform to the maximum area limitations set forth in Schedule 21.47.060 A.
2. Placement of Building Signs.
  - a. The building signs permitted in Schedule 21.47.060 A may be placed on the wall, awnings, canopies, parapets, or be a projecting sign in compliance with subsection "b."

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<sup>(A)</sup> The standards in this Chapter only apply to non-residential parcels in the R-11 District

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Schedule 21.47.060 A Building Signs in All Non-Residential Districts (B-1A, B-1B, B-2A, B-2B, B-2C, B-3, B-4, I-1, I-2, I-3, MC, Mi, R-11 <sup>(a)</sup> AND T)		
Sign Type	Maximum Number Permitted	Base Area Permitted on a Single Building Frontage <sup>(b)</sup>
(A) Signplate	1/address	2 square feet
(B) Building Sign on Primary Frontage <sup>(c)</sup>		<ul style="list-style-type: none"><li>• 1.2 sq. ft. per linear ft. of primary frontage in the B-2A, B-2B, and B-2C Districts.</li><li>• 2 sq ft per lineal ft of primary frontage in all other Districts regulated in this Section 21.47.060. <sup>(d)</sup></li></ul>
(C) Building Sign on Secondary Frontage		1.2 sq ft per lineal ft of secondary frontage
(D) Building Sign on Door of Rear Entrance		2 sq ft per each door
(E) Instructional Sign	Shall be exempt from regulations when in compliance with Section 21.47.060 D	

<sup>(a)</sup> The standards in this Chapter only apply to non-residential parcels in the R-11 District.

<sup>(b)</sup> See Subsection 21.47.030 B.

<sup>(c)</sup> 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 (2) square feet for each lineal foot of frontage.

<sup>(d)</sup> 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%, provided the building is visible from the street.

B. 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 Schedule 21.47.060 B.
2. Sign Area Proportions: For any freestanding sign greater than fifteen (15) feet in height but less than twenty (20) feet, the horizontal portion (width) of the face shall not exceed four (4) times the height of the face. For any freestanding sign between twenty (20) feet and twenty-five (25) feet in height, the horizontal portion (width) of the face shall not exceed three (3) times the height of the face.

C. Supplemental Standards for Freestanding Signs

1. Number of Freestanding Signs Allowed.
  - a. Lots with less than 300 lineal feet of frontage may have only one (1) freestanding sign per frontage.

Schedule 21.47.060 B Freestanding Sign Regulations					
	B-1A, B-1B,	R-11 (Commercial and Industrial parcels)	B-2A, B-2B, B-2C	B-3, B-4, I-1, I-2, I-3, MC, MI	T-Com
(A) Maximum Height	12 ft	12 ft	8 ft	25 ft	12 ft.
(B) Maximum Area	80 sq ft	80 sq ft	64 sq ft	0.7 sq ft per 1 lineal foot of frontage <sup>(c)</sup>	80 sq. ft.
(C) Number/Frontage	See subsection 21.47.060 C [ <del>"e"</del> below]				
(D) Separation	150 ft				
(E) Minimum Setback from R.O.W.	0 ft	10 ft	0 ft	0 ft	10 ft.
(F) Minimum Setback from side lot line <sup>(b)</sup>	10 ft	10 ft	10 ft	10 ft	10 ft
(F) Entrance and Exit Signs <sup>(a)</sup>					
Maximum Area	6 sq ft				
Maximum Height	5 [ <del>3</del> ] ft				
<sup>(a)</sup> Entrance and Exit signs, which are permitted in addition to the above freestanding signs, shall be limited to two for each entrance/exit driveway.					
<sup>(b)</sup> If the side lot line is adjacent to a Residential District (not including R-O) then the minimum setback from the side lot line is thirty (30) feet.					
<sup>(c)</sup> The maximum allowable area shall not be less than 70 square feet nor greater than <u>200</u> [ <del>250</del> ] square feet.					

- b. Lots with 300 or more lineal feet of frontage may have two (2) freestanding signs per frontage.
  - c. No more than two (2) 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. Changeable Copy. Freestanding signs may have up to 30% of the permitted sign area set forth in Schedule 21.47.060 B devoted to changeable copy.
  - a. The changeable copy shall not change more than one time per 5 [~~2~~]-second period.
  - b. Changeable copy may be changed electronically, mechanically or manually.

3. Wrapping Structural Steel Supports.

- a. *Signs that are eight (8) feet or less in height with exposed structural steel support:* The structural steel supports shall have a covering that totals at least four (4) 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 (8) feet in height but less than fifteen (15) feet in height:* All structural steel supports shall have coverings that collectively total at least 33% [50%] of the width of the sign at its widest point and are parallel to the sign face.
- c. *Signs fifteen (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% of the width of the sign at its widest point and is parallel to the sign face.
- d. *Signs fifteen (15) 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% 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)
- f. The depth of the support coverings shall not exceed the depth of the sign. (See Figure 9)
- g. In all circumstances, the covering shall extend from four (4) inches above the ground to the base of the sign face.
- h. The following materials shall not be used for covering 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.

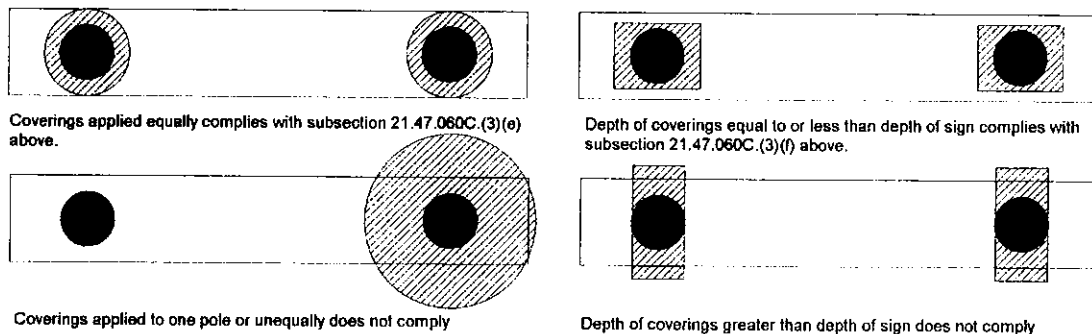


Figure 9: Examples of pole wrap. Poles depicted in plan view.

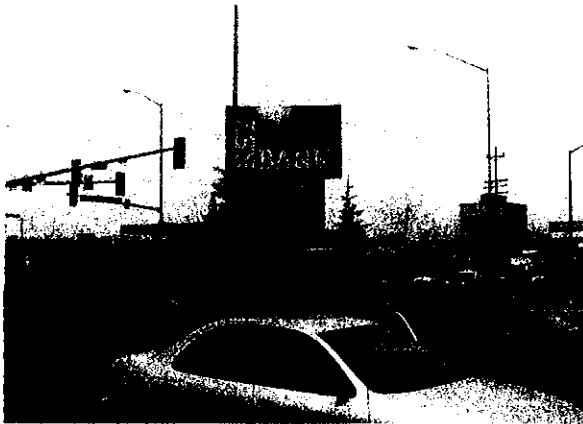


Figure 10. Freestanding sign

Illustration: 21 ft height, area unknown

Maximum Permitted: 25 ft height

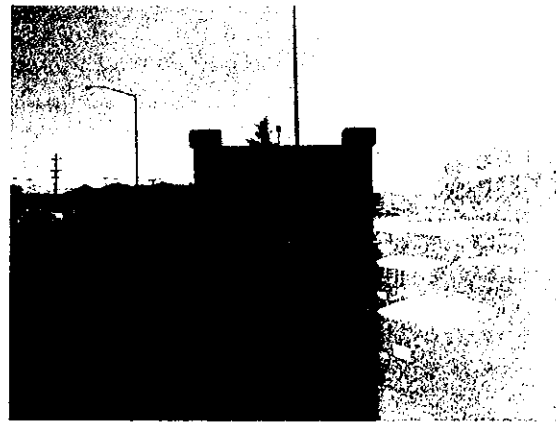


Figure 11. Freestanding sign

Illustration: 14 ft height, 85 sq ft area

Maximum Permitted: 25 ft height, 200 sq ft area

4. 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 shall be devoted to identification of the building(s), the anchor occupant, all occupants, or some combination thereof.
- D. 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.
- E. Unified Sign Plan. To recognize and accommodate irregular site shapes (which are typically characterized by narrow lot frontages resulting in some buildings with extraordinarily large setbacks and limited visibility to a public street) multiple contiguous lots and/or tracts (properties) 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 Schedule 21.47.060 B, 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 Subsection 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 Secs. 19.25.075 – 19.25.180.

F. Display of Commercial Flags. In a "B" or "I" District a maximum of three (3) flagpoles may be erected on any parcel provided that:

1. A maximum of three (3) commercial flags may be displayed simultaneously;
2. The maximum ~~length~~ ~~height~~ of the flag pole shall be thirty (30) feet; and
3. The total maximum size of all commercial flags displayed shall not exceed one hundred twenty (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.

- G. Temporary Signs. Temporary signs in nonresidential districts are permitted pursuant to Schedule 21.47.060 G as set forth below:

<b><u>Schedule 21.47.060 G</u></b> <b><u>Temporary Signs</u></b>	
	<u>Requirement</u>
<u>Maximum Area</u>	<u>100 square feet (32 square feet rigid material)</u>
<u>Maximum Number of Signs Per Principal Use</u>	<u>1</u>
<u>Maximum Number of Display Days</u>	<u>60</u>
<u>Lighting</u>	<u>Internally illuminated or lighted signs are prohibited.</u>
<u>Motion</u>	<u>Animation or flashing is prohibited</u>
<u>Maximum Height (Freestanding)</u>	<u>Same as permanent signs</u>
<u>Yards</u>	<u>Same as permanent signs</u>



**21.47.070 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 Secs. 19.25.075 – 19.25.180.
- D. Portable signs, ~~except as regulated in Subsections 21.47.040 D and 21.47.080 A of this Chapter.~~
- E. Flashing, moving, animated, coursing, blinker, racer-type, intermittent, rotating, moving or revolving signs and/or devices, whirligig devices, inflatable signs and tethered balloons, pennants, ribbons, streamers, spinners, and other similar types of attention-getting devices except for changeable copy signs when in compliance with the applicable regulations in this Chapter.
- F. Signs in the AF Antenna Farm District except for warning signs and identification placards required in Subsection 21.45.265.A.10.

**21.47.080 SUPPLEMENTAL SIGN STANDARDS.**

- A. Illumination of Permanent and Temporary Signs. Permanent and temporary signs shall be permitted to be illuminated in compliance with the following:
  - 1. Signs shall not include animated, flashing, moving or intermittent illumination except that the messages may change no more frequently than the rates specified in Subsections 21.47.040 C, 21.47.050 C, and 21.47.060 C.
  - 2. Temporary signs shall not be internally illuminated. Any external illumination of these signs shall be permitted only in commercial and industrial zones.
  - 3. All internally illuminated building signs or free-standing signs shall comply with the following:
    - a. Except as provided in c. of this subsection below, the sign shall be constructed with either: an opaque background and translucent letters

and symbols; or, a translucent darker colored background with a lighter contrasting color for the letters and symbols. Registered trademarks and logos are exempt from this provision.

b. ~~[RESERVED]~~

b. No internal lighting shall include exposed incandescent or fluorescent bulbs.

c. A changeable copy sign with dark colored letters or symbols on a lighter contrasting translucent background may be internally illuminated if the internally illuminated area of the sign does not exceed twenty (20) square feet.

4. Freestanding signs more than fifteen (15) feet high shall only be internally illuminated. Signs less than or equal to fifteen (15) feet in height may be either internally or externally illuminated.

5. The external illumination of freestanding signs shall comply with the following:

a. Any external lighting of signs that have a height of between eight (8) feet and fifteen (15) feet must be from the top of the sign and directed downward;

b. The lighting of signs that have a height of eight (8) feet or less may be illuminated from the top of the sign or from the ground.

~~[ Indirect light sources must be shielded from the view of persons viewing the sign and be further shielded and directed so that the light shines only on the sign and that illumination beyond the sign face is minimized.]~~

6. Externally illuminated building signs may only be illuminated from the top of the sign.

7. Light sources for externally illuminated signs must be shielded and directed so that the light shines on the sign and that illumination beyond the sign face is minimized.

8. Freestanding signs accessory to a single-family dwelling, two-family, or townhome use in a Residential district shall not be illuminated.

9. Signs on a building or parcel in a residential district that has multi-family uses shall not be internally illuminated.

10. For signs on permitted non-residential uses in residential districts the illumination may be from external sources or by internal illumination of the

letters and logos only; internal illumination of the background portion of the sign is prohibited.

11. If a registered trademark or logo is not in compliance with the illumination requirements of this Section, then such area of non-compliance shall be limited to a maximum of thirty (30) percent of the sign area.

B. Preservation of Sight Lines. For the purpose of assuring that drivers and pedestrians have adequate visibility at the intersection of a roadway, street, driveway, trail, or alley, no sign or portion of a sign between a height of two and one-half (2 ½ ) feet and eight (8) feet shall conflict with the American Association of State Highway and Transportation Officials (AASHTO) Sight Distance Triangle specifications.

C. Construction Standards.

1. The construction, erection, safety and maintenance of signs shall comply with the Uniform Sign Code as amended.
2. Signs shall be structurally sound and located so as to pose no threat to pedestrian or vehicular traffic.
3. Permanent signs shall be fabricated on and of materials that are of good quality and good durability.
4. Electric signs and all permanent signs involving structural requirements of the building code shall be installed, repaired, altered and serviced only by a contractor licensed to perform such tasks.
5. No sign shall be erected so as to obstruct any window, door, fire escape, balcony, platform, stairway, ladder, vent or other means of ingress and egress of any building.
6. No sign shall be attached to a utility pole, tree, trash receptacle, bench or other structure not intended or approved as a sign support.
7. Temporary signs shall be durable and weather-resistant and fastened or anchored sufficiently, whether attached to the building or positioned in the ground.
8. No sign regulated by any of the provisions of this Section shall be erected in the right-of-way, in proximity to railroad crossings, or at the intersection of any streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of the position, shape, or color, it may interfere with, obstruct the view of, or be confused with, any authorized traffic sign signal or device; or which makes use of the words "STOP," "LOOK," "DANGER", or any other word, phrase, symbol or character in such a manner as to interfere with, mislead, or confuse traffic.

9. In the event there is a conflict between the provisions of this Section and the provisions of any applicable building codes, the provisions of the applicable building code shall govern.

D. Maintenance. All signs shall be maintained in accordance with the following:

1. The property owner, occupant, or other person responsible for the sign shall maintain the sign in a condition fit for the intended use and he or she shall have a continuing obligation to comply with all building code requirements.
2. If the Administrative Official finds that any sign is unsafe, insecure, a menace to the public, notice shall be given in writing by the Administrative Official to the owner. The owner of the business shall, within 48 hours of such notification, correct such unsafe condition or remove the sign. If the correction has not been made within the 48 hours, the sign may be removed or altered by the Municipality to comply with these regulations at the expense of the owner or occupant of the property upon which the sign is located. The Administrative Official may cause any sign, which, in the Municipality's opinion, creates a danger to persons or property to be removed immediately and without notice.
3. Whenever any sign, either conforming or nonconforming to these regulations, is required to be removed for the purpose of repair, refurbishing, or repainting, the same may be done without a permit or any payment of fees provided that all of the following conditions are met:
  - a. There shall be no alteration or remodeling to the sign base, sign support(s) or the mounting of the sign itself.
  - b. There shall be no enlargement or increase in any of the dimensions of the sign or its structure.
  - c. The sign shall be accessory to a legally permitted, conditional or nonconforming use.
4. The Administrative Official may order any sign to be repaired whenever needed to keep the sign in a safe condition. All supports, guys, braces and anchors for such signs shall be maintained in a safe condition.
5. The sign face of any permanent sign which advertises a business that has not been conducted on the premises for 180 consecutive days or fails to serve the purposes for which it was intended, or evidences a lack of maintenance, shall be removed by the owner, agent, or person having the beneficial use of the building, structure or land upon which such sign is located, within thirty (30) days after written notice by the Administrative Official and the sign area shall be replaced by a neutral, single background color panel or similar cover. If the sign is comprised of individually raised letters then the letters shall be removed. Upon failure to comply with such notice within the time specified

in such order, the Administrative Official is hereby authorized to cause removal of such sign, and any expense incident thereto shall be paid by the owner of the property on which such sign is located.

**21.47.090 REGULATIONS FOR NONCONFORMING SIGNS.**

- A. Amortization of Permanent Signs. Any lawful permanent sign built prior to the adoption of this chapter that does not comply with the maximum height, maximum area, or the number of signs permitted as set forth in this Chapter shall be removed or altered to comply with the requirements of this Chapter within ~~ten (10)~~ ~~seven (7)~~ years from the date of the adoption of this Chapter which is October 1, 2013 ~~[2010]~~. The maximum area requirements shall apply to the total area of all signs on the property.
- B. Termination. A nonconforming sign shall immediately lose its legal nonconforming status, and therefore shall be brought into conformance with this Section or removed, when any of the following occur:
1. The size or shape of the sign is changed.
  2. The sign structure is altered. Alteration does not include repairs and/or maintenance.
  3. The nonconforming sign is accessory to a nonconforming use that has lost its nonconforming status.
- C. Amortization of Illuminated Signs. Any illuminated sign that does not meet the requirements of 21.47.080 A shall be altered to comply with the requirements of this Chapter within three (3) years from the date of adoption of this Chapter.
- D. Amortization of Pole Signs. Any sign where the structural steel supports are visible and which does not meet the requirements of ~~21.47.040 B 3~~, 21.47.050 C ~~2~~ ~~[-3-]~~ or 21.47.060 C ~~3~~ ~~[-4-]~~, shall be altered to comply with the requirements of this Chapter within three (3) years from the date of adoption of this Chapter.
- E. Amortization of Animated Signs. Any sign which contains non-complying animation, changeable copy, or flashing or moving parts shall be altered to comply with the requirements of this Chapter within 180 days from the date of adoption of this Chapter which is October 1, 2003.
- F. Amortization of Converted Signs: Any non-conforming sign that was originally portable or temporary, was subsequently affixed to the ground or a building, and does not comply with the height, area, or the number of signs permitted requirements of these regulations shall be removed, altered, reconstructed, or reinstalled to be in compliance with these regulations within three (3) years from the adoption of this Chapter which is October 1, 2006.
- G. Maintenance of Nonconforming Signs. Nonconforming signs shall continue to be maintained in safe condition pursuant to the building regulations of the Municipality until such sign is required to be removed as set forth in this Section.

- H. Alteration, Relocation or Replacement of Nonconforming Signs. A nonconforming sign shall not be structurally altered, relocated or replaced unless it is brought into compliance with the provisions of this section.
- I. Reconstruction of Damaged Sign. If a sign and/or its support are damaged to the extent where the repair cost exceeds 50% of the replacement cost of the sign, the sign shall be removed or brought into compliance. If the repair costs do not exceed 50% of the replacement cost of the sign, the Administrative Official may authorize the sign to be repaired, provided all repair work is completed within ninety (90) days, subject to the Administrative Official extending the time for good cause, of the date the Administrative Official determines the damage requires replacement or permits repair. In no event may a sign be maintained in an unsafe condition during the process of this determination or the period necessary for repairs.
- J. Historic Signs. The Urban Design Commission may grant exceptions to these standards whenever a sign or property has been designated a historic sign pursuant to the guidelines and criteria established and adopted by the Urban Design Commission.
- K. Extension of time to comply. The dates established in this Section for a sign to be brought into compliance with the requirements of these regulations may be appealed to the Zoning Board of Examiners and Appeals by the owner or leasee of the nonconforming sign pursuant to Section 21.30.110 of Title 21. In evaluating the extension of time for a nonconforming use, the Zoning Board of Examiners and Appeals shall consider, in addition to the criteria of Section 21.30.160 the following factors to determine whether the owner of the sign has had reasonable amount of time to recoup his investment:
1. The value of the sign at the time of construction and the length of time the sign has been in place;
  2. The life expectancy of the original investment in the sign and its salvage value, if any;
  3. The amount of depreciation and/or amortization of the sign already claimed for tax or accounting purposes;
  4. The length of the current tenant lease or expected occupancy compared to the date the sign is to be brought into compliance;
  5. The extent to which the sign is not in compliance with the requirements of this chapter; and
  6. The degree to which the Board determines that the sign is consistent with the purposes of this Chapter.

**21.47.100 ADMINISTRATIVE PROVISIONS**

- A. Compliance with this Chapter. No person shall erect, locate, move, alter, or replace any sign or cause a sign to be located or maintained, unless all provisions of this Chapter have been met.
- B. Approval Requirements for Signs: To ensure compliance with these regulations proposed signs shall be required to receive a permit from the Department of Planning as set forth in Schedule 21.47.100 B. Other signs specified in the Schedule do not require a permit.
- C. Status of Prior Violations. All violations of the sign regulations repealed by the adoption of this Ordinance shall remain violations of the ordinances of the Municipality of Anchorage and all penalties and enforcement remedies set forth herein shall be available to the Municipality as though the violation were a violation of this Ordinance. Provided, however, that if the effect of this Ordinance is to make a sign, that was formerly unlawful or nonconforming, become lawful and/or conforming, then no enforcement action shall be taken except for the imposition and collection of penalties, other than the removal of the sign, for the violations that occurred prior to the effective date of this Ordinance.

Schedule 21.47.100 B Administrative Requirements		
	Permit	No Permit *
Sign Plate		X
Permanent Building Sign	X	
Permanent Freestanding Sign	X	
Entrance/Exit		X
Instructional		X
<u>Temporary – on a parcel</u>		<u>X</u>
<u>Temporary – for a Business</u>		<u>X</u>
Construction signs		X
Temporary for any Residential Unit		X

\*Unless otherwise required by Title 23

- D. Application and Review Requirements.
1. An application for a sign permit shall be made to the Administrative Official on the form provided and in the manner required.



2. When any person other than the owner of the property submits a sign application, the owner of the property or a designated agent for the owner shall also sign such application.
3. The Administrative Official shall review and act on the sign applications for permanent signs for which a permit is required to assure compliance with the standards set forth in this Chapter.

#### **21.47.110 VARIANCES AND APPEALS**

The Urban Design Commission shall hear and decide on any request for a variance to the regulations in this Chapter 21.47 including:

- A. The maximum sign area, the maximum sign height, the location of the sign, and the number of signs on the parcel. In evaluating the request for a variance to the maximum sign height the Urban Design Commission [~~UDC~~] may consider whether there are special topographic circumstances that would result in a material impairment of visibility of the sign from the adjacent roadway which significantly diminishes the owner's or user's ability to continue to communicate adequately and effectively with the public through the use of the sign.
- B. The portion of the sign structure that should be exempt from being considered part of the sign area if such exemption has not been granted by the Administrative Official pursuant to Subsection 21.47.030 A4.

