

See AO 2005-61(S)

Submitted by: Chair of the Assembly at the
Request of the Mayor
Prepared by: Planning Department
For reading: April 12, 2005

Anchorage, Alaska
AO 2005- 61

AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE CHAPTER 21.47 REGARDING SIGN STANDARDS, MAXIMUM LUMINANCE STANDARDS AND REGULATIONS, NONCONFORMING INTERNALLY ILLUMINATED SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NON-RESIDENTIAL SIGNS, MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL ZONING DISTRICTS, AND OTHER MINOR REVISIONS TO CLARIFY CODE PROVISIONS.

THE ANCHORAGE ASSEMBLY ORDAINS:

Section 1. Anchorage Municipal Code section 21.47.030A. is hereby amended to read as follows *(the remainder of the section is not affected and therefore is not set out)*:

21.47.030 Computations, rules of measurement, and definitions.

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.

*** *** ***

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:

*** *** ***

- b. The portion of a solid sign base or other sign support, up to a maximum height of four feet that [i] is at least 50 percent screened by landscaping at the time of installation; and [ii. COMPLIES WITH THE REQUIREMENTS OF SUBSECTION "D" 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).

[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 UNOBTUSIVE 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. Except as provided in schedule 21.47.040 for non-residential uses located within residential zoning districts, [T]he 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, or decorative features.

*** *** ***

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 2. Anchorage Municipal Code section 21.47.040 is hereby amended as follows (*the remainder of the section is not affected and therefore not set out*):

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(a), D-2 AND D-3).**

- (a) The standards in this chapter only apply to residential parcels in the R-11 District. Signs for all residential and nonresidential uses in residential districts shall comply with the standards set forth in this section.

*** *** ***

- B. Supplemental standards for all changeable copy [FREESTANDING] signs.

1. Freestanding signs for permitted non-residential uses may have up to 100 percent of the sign area devoted to changeable copy, except as provided in subsection 3.

[CHANGEABLE COPY. FREESTANDING SIGNS FOR PERMITTED NON-RESIDENTIAL USES MAY HAVE UP TO 100

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

3. Electronic changeable copy is permitted for freestanding signs on parcels that are ten acres or greater with a minimum of 500 feet of frontage on a street of Class II or greater classification in the official streets and highways plan. Electronic changeable copy cannot be changed more than once per day, nor exceed 50 percent of the sign area.

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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 ^(b) , D-2, and D-3)				
Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding signs	
			Maximum Height	Minimum Setback from ROW
***	***	***	***	***
(C) Permitted Non-residential Uses				
1. Permanent Signs	***			
c. Freestanding Signs	1 per 500 feet of public street frontage	40 sq ft ^(d) [e]	8 ft	10 ft
***	***	***	***	***
***	***	***	***	***
^(e) Sign height is measured from the natural grade at the base of the sign.				

*** **

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 3. Anchorage Municipal Code section 21.47.050 is amended to read as follows (*the remainder of the section is not affected and therefore is not set out*):

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.

C. 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.

*** **

[3. CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 SECOND PERIOD.]

D. 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 in the official streets and highways plan, 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.

E [D]. *Instructional signs.* Signs that comply with the definition of "instructional sign" shall be permitted as needed provided such signs comply with the following:

*** **

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

*** *** ***

G [F]. *Display of commercial flags.* In the PLI, R-O, and W Districts, a maximum of three flagpoles may be erected on any parcel provided that:

*** *** ***

H [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 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:

*** *** ***

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 4. Anchorage Municipal Code section 21.47.060 is hereby amended to read as follows
(the remainder of the section is not affected and therefore is not set out):

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(a) 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(a) and T) shall conform to the standards set forth in this section.

(a) The standards in this chapter only apply to non-residential parcels in the R-11 District.

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C. *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.

[NO REVISIONS TO TABLE INSET]

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 [3]. *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 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)
- 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 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.

[CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 FIVE-SECOND PERIOD.
- b. CHANGEABLE COPY MAY BE CHANGED ELECTRONICALLY, MECHANICALLY OR MANUALLY.]

3 [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. 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 up to 150 square feet, whichever is less, devoted to changeable copy.
- 2. Copy which is changed electronically or mechanically shall not be changed more than one time per 3-second period.

E [D]. *Instructional signs.* Signs that comply with the definition of "instructional sign" shall be permitted as needed provided such signs comply with the following:

*** *** ***

F [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 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:

*** *** ***

G [F]. *Display of commercial flags.* In a "B" or "I" District a maximum of three flagpoles may be erected on any parcel provided that:

*** *** ***

H [G]. *Temporary signs.* Temporary signs in nonresidential districts are permitted pursuant to Schedule 21.47.060H. [G] as set forth below:

*** *** ***

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 5. Anchorage Municipal Code section 21.47.080 is amended to read as follows (*the remainder of the section is not affected and therefore not set out*):

21.47.080 Supplemental sign standards.

A. *Illumination of Permanent and Temporary Signs.*

*** *** ***

3. All internally illuminated building or free-standing signs with the exception of neon-lighted signs with exposed neon tubes shall comply with the following:

*** *** ***

d. During daylight hours between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter. At all other times, luminance shall be no greater than 800 candelas per square meter.

*** *** ***

7. Light sources for externally illuminated signs must be shielded and directed so that the light shines on the sign and that the light source [ILLUMINATION BEYOND THE SIGN FACE] is not visible beyond the property line [MINIMIZED].

*** *** ***

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 6. Anchorage Municipal Code section 21.47.090 is amended by adding a new subsection F, and renumbering the remaining sections, as follows (*the remainder of the section is not affected and therefore not set out*):

21.47.090 **Regulations for nonconforming signs.**
*** *** ***

- F. *Amortization of luminance standards for internally illuminated signs:* All internally illuminated building or free-standing signs shall comply with the luminance standards of subsection 21.47.080A.3.d. within three (3) years from the effective date of this ordinance. Project applications received prior to such compliance date may choose to conform or to postpone conformance until the three-year deadline.
- G [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 years from the adoption of this chapter which is October 1, 2006.
- H [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.
- I [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.
- J [I]. *Reconstruction of damaged sign.* If a sign and/or its support are damaged to the extent where the repair cost exceeds 50 percent of the replacement cost of the sign, the sign shall be removed or brought into compliance. If the repair costs do not exceed 50 percent of the replacement cost of the sign, the administrative official may authorize the sign to be repaired, provided all repair work is completed within 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.
- K [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.
- L [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 lessee [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 § [S]ection 21.30.160, the following factors to determine whether the owner of the sign has had reasonable amount of time to recoup his investment:

*** *** ***

(AO No. 2003-62(S-1), § 1, 10-1-03)

Section 7. This ordinance shall become effective immediately upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this _____ day of
_____ 2005.

Chair

ATTEST:

Municipal Clerk

MUNICIPALITY OF ANCHORAGE
Summary of Economic Effects -- General Government

AO Number: 2005- 61

Title: AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE CHAPTER 21.47 REGARDING SIGN STANDARDS, MAXIMUM LUMINANCE STANDARDS AND REGULATIONS, NONCONFORMING INTERNALLY ILLUMINATED SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NON-RESIDENTIAL SIGNS, MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL ZONING DISTRICTS, AND OTHER MINOR REVISIONS TO CLARIFY CODE PROVISIONS (PZC Case 2004-091)

Sponsor:

Preparing Agency: Planning Department

Others Impacted:

CHANGES IN EXPENDITURES AND REVENUES:		(In Thousands of Dollars)				
	FY05	FY06	FY07	FY08	FY09	
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:

Approval of this amendment should have no significant economic impact on the public sector.

PRIVATE SECTOR ECONOMIC EFFECTS:

Approval of this amendment should have no significant economic impact on the private sector except for the property owner.

Prepared by: Cathy Hammond, Physical Planning Supervisor

Telephone: 343-7920



MUNICIPALITY OF ANCHORAGE

ASSEMBLY MEMORANDUM

No. AM 250-2005

Meeting Date: April 12, 2005

From: Mayor

Subject: **AN ORDINANCE AMENDING ANCHORAGE MUNICIPAL CODE CHAPTER 21.47 REGARDING SIGN STANDARDS, MAXIMUM LUMINANCE STANDARDS AND REGULATIONS, NONCONFORMING INTERNALLY ILLUMINATED SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NON-RESIDENTIAL SIGNS, MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL ZONING DISTRICTS, AND OTHER MINOR REVISIONS TO CLARIFY CODE PROVISIONS.**

During the review of the sign ordinance in 2003, a commitment was made by the Planning Department to the Planning and Zoning Commission and the Assembly to further research and develop luminance standards for illuminated signs, particularly electronic changeable copy signs. Based on recommendations from a nationally renowned lighting engineer and on luminance measurements obtained by Planning Department staff, maximum daytime and nighttime luminance standards have been proposed for internally illuminated signs. A three-year amortization period is proposed.

In addition to the sign luminance standards, this ordinance revises language in the current sign standards which is in immediate need of clarification so that sign permits are issued which meet the intent of the sign standards adopted in 2003. Revisions are proposed which: clarify language regarding portions of signs that are exempt from the calculation of sign area; provide size standards for changeable copy building signs; modify the changeable copy interval within general commercial and industrial districts; clarify provisions regarding electronic changeable copy signs for non-residential uses (on large sites) in residential zoning districts along streets of Class II or greater; clarify how a determination is made regarding light trespass from externally illuminated signs; and clarify language regarding how street frontage measurements are used to calculate number and size of freestanding signs in non-residential zoning districts.

In addition to the above, the ordinance includes revisions that modify how signs for non-residential uses in residential zoning districts are measured. The existing provisions have created unnecessary restrictions for certain non-residential uses, such as churches, located in residential zoning districts.

THE PROPOSED ORDINANCE WAS HEARD BY THE PLANNING & ZONING COMMISSION ON JANUARY 3, 2005. THE ADMINISTRATION CONCURS WITH THE RECOMMENDATIONS OF THE PLANNING AND ZONING COMMISSION AND RECOMMENDS ADOPTION OF THIS ORDINANCE.

Prepared by: Tom Nelson, Director, Planning Department
Concurred by: Mary Jane Michael, Executive Director, Office of Economic and Community Development
Concurred by: Denis C. LeBlanc, Municipal Manager
Respectfully submitted: Mark Begich, Mayor

Attachments: 1. Planning and Zoning Commission Resolution 2005-001
2. Planning and Zoning Commission January 3, 2005 Minutes
3. Planning and Zoning Commission October 4, 2004, Minutes
4. Planning and Zoning Commission Staff Report Issue/Response dated January 3, 2005
5. Planning and Zoning Commission Staff Report Update/Supplemental Information dated October 4, 2004
6. Planning and Zoning Commission Original Staff Report dated September 20, 2004

Attachments to AO/AM

Planning and Zoning Commission Case 2004-091 Proposed Ordinance to Amend Sign Standards

Attachment	Description	Page
1	Planning and Zoning Commission Resolution No. 2005-001	1
2	Planning and Zoning Commission Minutes - January 3, 2005 Meeting	10
3	Planning and Zoning Commission Minutes - October 4, 2004 Meeting	14
4	Planning Staff Report Update - Issue/Response - January 3, 2005	23
5	Planning Staff Report Update - Supplemental Information and Comments - October 4, 2004	45
6	Planning Staff Original Report - September 20, 2004	50

Attachment 1

Planning and Zoning Commission

Resolution No. 2005-001

MUNICIPALITY OF ANCHORAGE
PLANNING AND ZONING COMMISSION RESOLUTION NO. 2005-001

A RESOLUTION RECOMMENDING APPROVAL OF AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING TITLE 21 THROUGH REVISIONS TO CHAPTER 21.47—SIGN STANDARDS, INCLUDING MAXIMUM LUMINANCE STANDARDS AND REGULATIONS REGARDING NONCONFORMING INTERNALLY ILLUMINATED SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NONRESIDENTIAL SIGNS, MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL ZONING DISTRICTS, AND OTHER MINOR TEXT REVISIONS WHICH CLARIFY CODE PROVISIONS.

(Case 2004-091)

WHEREAS, during review of the sign ordinance in 2003, a commitment was made by the Planning Department to the Planning & Zoning Commission and the Anchorage Assembly to further research and develop luminance standards for illuminated signs, particularly electronic changeable copy signs; and,

WHEREAS, a nationally renowned lighting engineer was hired by the Planning Department to provide recommendations regarding maximum luminance standards for illuminated signs; and,

WHEREAS, Planning Department staff obtained luminance measurements of a sampling of freestanding and building signs within Anchorage to determine to what extent existing internally illuminated signs would meet the proposed luminance standards; and,


WHEREAS, the Planning Department has identified other language in the current sign regulations which is in immediate need of clarification so that sign permits are issued that meet the intent of the sign standards adopted in 2003. These provisions include those dealing with: (1) computation of sign area, (2) size of changeable copy signs, (3) changeable copy interval in general commercial districts, (4) changeable copy signs for non-residential uses (on large sites) in residential zoning districts, (5) determinations regarding excess illumination for externally illuminated signs, (6) street frontage measurements used to calculate the number and size of freestanding signs in non-residential zoning districts, and (7) sign height measurement calculations for non-residential uses in residential zoning districts; and,

WHEREAS, the Planning and Zoning Commission held an advertised public hearing on October 4, 2004.

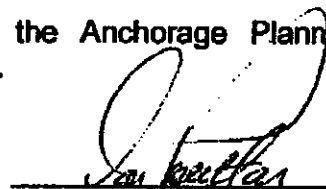
NOW, THEREFORE, BE IT RESOLVED by the Anchorage Planning and Zoning Commission that:

- A. The Commission makes the following findings of fact:
 - 1. The ordinance is well researched and helps to address significant public input regarding the variety of signage in the community.
- B. The Commission recommends to the Anchorage Assembly approval of the draft ordinance prepared by Planning Department staff dated October 4, 2004, with a minor amendment to increase the nighttime maximum luminance standard to 800 candelas per square meter. This draft ordinance as amended by the Commission on January 3, 2005, is included as Attachment A.

PASSED AND APPROVED by the Anchorage Planning and Zoning Commission this 3rd day of January 2005.



Tom Nelson
Secretary



Don Poulton
Chair

Attachment A: Amended Draft Ordinance

(2004-091)

Attachment A to PZC Resolution No. 2005-001

(October 4, 2004 Draft
Amended January 3, 2005))

Submitted by: Chair of the Assembly at the
Request of the Mayor
Prepared by: Planning Department
For reading:

Anchorage, Alaska
AO 2005-__

1 AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING
2 ANCHORAGE MUNICIPAL CODE TITLE 21 THROUGH REVISIONS TO CHAPTER
3 21.47 – SIGN STANDARDS, INCLUDING MAXIMUM LUMINANCE STANDARDS AND
4 REGULATIONS REGARDING NONCONFORMING INTERNALLY ILLUMINATED
5 SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NONRESIDENTIAL SIGNS,
6 MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL
7 ZONING DISTRICTS, AND OTHER MINOR TEXT REVISIONS WHICH CLARIFY
8 CODE PROVISIONS.

9
10 THE ANCHORAGE ASSEMBLY ORDAINS:

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12 **Section 1.** Anchorage Municipal Code section 21.47.030.A.4 is hereby amended to read as
13 follows: *(the remainder of the section is not affected and therefore is not set out.)*

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15 * * *

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* * *

- 16 b. The portion of a solid sign base or other sign support, up to a maximum
17 height of four feet that:
- 18
- 19 i. Is at least 50 percent screened by landscaping at the time of installation;
20 or
21 ii. [COMPLIES WITH THE REQUIREMENTS OF SUBSECTION "D"
22 BELOW.]
- 23
- 24 c. The air space under a freestanding sign between supporting posts, other air
25 space between a projecting sign and the wall to which it is attached (See
26 Figure 1)
- 27
- 28 d. [ADDITIONAL BASE AREA, FRAMING OR STRUCTURAL
29 SUPPORTS OR OTHER PORTIONS OF THE SIGN WHEN SUCH
30 AREAS ARE DETERMINED TO BE:
- 31
- 32 i. CONSTRUCTED AND DESIGNED WITH MATERIALS WHICH
33 ARE SIMILAR TO, OR COMPATIBLE WITH, THE
34 ARCHITECTURE OF THE BUILDING OR OTHER SITE
35 FEATURES;
- 36
- 37 ii. NOT INTENDED OR DESIGNED TO INCLUDE MESSAGES;
38 AND
39

- 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.]

Section 2. Anchorage Municipal Code section 21.47.030.A.5 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

5. Except as provided in Schedule 21.47.040 for non-residential uses located within residential zoning districts, [T]he 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, or decorative features.

Section 3. Anchorage Municipal Code section 21.47.040.B.1 is hereby deleted in its entirety.

- [1. CHANGEABLE COPY. FREESTANDING SIGNS FOR PERMITTED NONRESIDENTIAL USES MAY HAVE UP TO 100 PERCENT 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 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.]

Section 4. Anchorage Municipal Code 21.47.040 is hereby amended by adding the following section as a new subsection C, as follows *(the remaining subsections will be renumbered and are not set out).*

C. Supplemental Standards for All Changeable Copy Signs.

1. Freestanding signs for permitted nonresidential uses may have up to 100 percent of the sign area devoted to changeable copy, except as provided in subsection 3.
2. Electronic changeable copy is prohibited for all building signs and is prohibited for freestanding signs except as provided in subsection 3.

3. Electronic changeable copy is permitted for freestanding signs on parcels that are ten acres or greater with a minimum of 500 feet of frontage on a street of Class II or greater classification in the official streets and highways plan. Electronic changeable copy cannot be changed more than once per day, nor exceed 50 percent of the sign area.

Section 5. Anchorage Municipal Code 21.47.040, Schedule 21.47.040, provision C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

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 ^(a) , D-2, and D-3)				
Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding signs	
			Maximum Height	Minimum Setback from ROW
***	***	***	***	***
1. Permanent Signs				
***	***	***	***	***
c. Freestanding Signs	1 per 500 feet of public street frontage	40 sq ft ^(a) (a)	8 ft	10 ft
***	***	***	***	***
***	***	***	***	***
^(a) Sign height is measured from the natural grade at the base of the sign.				

Section 6. Anchorage Municipal Code section 21.47.050.C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

C. 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.

Section 7. Anchorage Municipal Code section 21.47.050.C.3 is hereby deleted in its entirety.

- [3. CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 SECOND PERIOD.]

Section 8. Anchorage Municipal Code section 21.47.050 is hereby amended by the addition of a new subsection D as follows: *(the remaining subsections will be renumbered and are not set out)*

D. 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 in the official streets and highways plan, 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.

Section 9. Anchorage Municipal Code section 21.47.060.C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

C. 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.

Section 10. Anchorage Municipal Code section 21.47.060.C.2 is hereby deleted in its entirety.

- [2. CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 FIVE-SECOND PERIOD.
 - b. CHANGEABLE COPY MAY BE CHANGED ELECTRONICALLY, MECHANICALLY OR MANUALLY]

Section 11. Anchorage Municipal Code section 21.47.060 is hereby amended by the addition of a new subsection D as follows *(the remaining subsections will be renumbered and are not set out).*

D. 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 up to 150 square feet, whichever is less, devoted to changeable copy.
2. Copy which is changed electronically or mechanically shall not be changed more than one time per 3-second period..

Section 12. Anchorage Municipal Code section 21.47.080.A.3 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore not set out)*

A. Illumination of Permanent and Temporary Signs

3. All internally illuminated building or free-standing signs with the exception of neon-lighted signs with exposed neon tubes shall comply with the following:

- d. During daylight hours between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter. At all other times, luminance shall be no greater than 800 candelas per square meter.

Section 13. Anchorage Municipal Code section 21.47.090 is hereby amended by the addition of a new subsection F as follows (*the remaining subsections will be renumbered and are not set out*).

- F. *Amortization of luminance standards for internally illuminated signs:* All internally illuminated building or free-standing signs shall comply with the luminance standards of Subsection 21.47.080.A.3.d within three years from the effective date of this amending ordinance. Project applications received prior to such conformance date may choose to conform or to postpone conformance until the three-year deadline.

Section 14. Anchorage Municipal Code section 21.47.080.A.7 is hereby amended to read as follows: (*the remainder of the section is not affected and therefore is not set out.*)

7. Light sources for externally illuminated signs must be shielded and directed so that the light shines on the sign and that the light source [ILLUMINATION BEYOND THE SIGN FACE] is [MINIMIZED] not visible beyond the property line.

Section 15. This ordinance shall become effective upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this _____ day of _____ 2005.

Chair

ATTEST:

Municipal Clerk

Attachment 2

Planning and Zoning Commission Minutes

January 3, 2005 Meeting

in terms of square footage. KYLE RANDICH with Davis Constructors stated the original approval was for a five-story building with an optional sixth story. The total net leasable area was 128,000 square feet and the gross was 190,000 square feet. The proposed design is 175,000 square feet gross and five stories.

COMMISSIONER PEASE asked what is the spur road that terminates on the east side of the building. MR. POTTER explained that access is a fire lane that services that side of the building; there is also a fire room at the back of the building and a stairwell to the skybridge. That fire lane has been proposed to serve the medical office building and an additional medical office building in the second phase. It also serves as a connection to the Chester Creek Trail. COMMISSIONER PEASE asked if there is room for vehicle turnaround. MR. POTTER believed the fire lane is a hammerhead; it was reviewed and approved by the AFD.

COMMISSIONER G. JONES moved for approval.

COMMISSIONER LOTTSFELDT seconded.

AYE: Pease, Isham, Gibbons, Poulton, G. Jones, Simonian, Lottsfeldt,
Wielechowski

NAY: None

PASSED

E. UNFINISHED BUSINESS AND ACTIONS ON PUBLIC HEARINGS

1. 2004-091

Physical Planning Division, Municipality of Anchorage. An ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code title 21 through revisions to Chapter 21.47 - Sign Standards, including maximum luminance standards for all illuminated signs, changeable copy interval for certain nonresidential signs, measurement standards for nonresidential signs in residential zoning districts, and other minor text revisions which clarify code provisions.

Staff member DAVE TREMONT explained that the public hearing was closed in October and Staff is returning with responses to four issues upon which the Commission requested additional information. COMMISSIONER G. JONES asked whether there is a motion on the floor. MR. TREMONT indicated he would examine the

minutes. CHAIR POULTON believed the matter was delayed pending the receipt of the information being presented this evening by Staff.

MR. TREMONT explained that Issue #1 was that if a fluorescent backlit sign did not meet the maximum luminance standards the only way to make it conforming might be to deepen the cabinet. Staff wished to first establish the extent to which fluorescent backlit signs in Anchorage already meet the standards of 750 candelas per square meter. In doing so, Staff took three commercial corridors and did segments of those three, taking measurements of freestanding and building signs with fluorescent backlit cabinets. Staff found the vast majority of the signs met the standard of 750 candelas per square meter; the freestanding signs more than building signs. Staff then measured a standard sign cabinet with two types of fluorescent bulbs and found that with both bulbs those signs easily met the standard. Based on field measurements and measurements of the cabinets, Staff believes the vast majority of fluorescent backlit signs will meet the maximum luminance standard of 750 candelas per square meter. However, there were a number of signs between 750 and 800 candelas per square meter so Staff is recommending raising the maximum luminance standard to 800 candelas per square meter. A fairly small percentage of signs may not meet that standard, but a change in bulb type might make them conforming; for others conformance might require a deeper cabinet or a change in the plastic cover, for example.

Issue #2 was that some existing electronic changeable copy signs could not be programmed to a change interval of 20 seconds. Staff checked with three manufacturers of LED changeable copy signs and none were aware of a problem programming signs to a 20-second interval. Staff recommended retaining the 20-second interval.

Issue #3 was whether or not the dimming of neon signs would result in a fire hazard. Staff met with representatives of the Fire Department and Building Safety and neither could offer information to confirm or deny that it would be a fire hazard. Based on previous information obtained by Staff, for example, the difficulty in dimming neon, Staff does not recommend including exposed neon bulbs as part of this ordinance. However, Staff is recommending re-evaluating exposed neon lighting associated with signage or other architectural features as part of the exterior lighting ordinance covered in the Title 21 rewrite.

Issue #4 was how the proposed luminance standards would be applied to signs with multiple colors and luminance measurements. Staff recommends that the highest measurement of luminance would determine whether or not the sign conforms to the standard.

CHAIR POULTON asked what action is before the Commission this evening. MR. TREMONT noted that there was only one proposed change to the ordinance previously recommended by Staff.

COMMISSIONER G. JONES moved for approval of the ordinance as recommended in October 4, 2004 with the additional recommendation to increase the maximum luminance standard to 800 candelas per square meter.

COMMISSIONER LOTTSFELDT seconded.

COMMISSIONER G. JONES supported his motion, finding that the ordinance is well researched. He appreciated the issue and response summary provided by Staff, finding it well done and clearly stated. He noted that in general there has been significant public input relating to the hodge podge of signs in the community and this ordinance will help to address that situation.

COMMISSIONER LOTTSFELDT also complimented Staff on their research, which was clear, concise and crisp.

AYE: Pease, Isham, Gibbons, Poulton, G. Jones, Simonian, Lottsfeldt,
Wielechowski
NAY: None

PASSED

F. REGULAR AGENDA - None

G. PUBLIC HEARINGS

- | | |
|--------------------|---|
| 1. 2004-179 | Anchorage School District. A request to rezone approximately 30.51 acres from R-3 (Multiple Family Residential) to PLI (Public lands and Institutions). The Alaska Village Subdivision, Tract 3. Located at DeBarr Road and Creekside Dr, west of Muldoon Road. |
|--------------------|---|

Staff member SHARON FERGUSON stated this site is proposed for a middle school, community center, and library. Although these uses are permitted in the existing R-3 zoning, there are height limitations that would affect the building design. The school building, at its highest point, measures 44 feet 10 inches, while the allowable height in the R-3 zoning district is 35 feet. Staff found that the rezone was consistent with the Comprehensive Plan and that it meets the requirements of AMC 21.20.090, as well as 21.05.080.

Attachment 3

Planning and Zoning Commission Minutes October 4, 2004 Meeting

AYE: None

NAY: Isham, Pease, T. Jones, Gibbons, Poulton, G. Jones, Simonian,
Lottsfeldt, Wielechowski

FAILED

F. REGULAR AGENDA - None

G. PUBLIC HEARINGS

1. **2004-091**

Physical Planning Division Municipality of Anchorage. An ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code Title 21 through revisions to Chapter 21.47 - Sign Standards, including maximum luminance standards for all illuminated signs, changeable copy interval for certain nonresidential signs, measurement standards for non-residential signs in residential zoning districts, and other minor text revisions that clarify code provisions.

Staff member DAVE TREMONT explained this proposed ordinance amends certain provisions of the sign standards in Title 21. These revisions are in response to three primary issues: 1) proposed luminance standards for internally illuminated signs; 2) proposed revisions to language in the current sign regulations which is in immediate need of clarification; and 3) proposed revisions to sign height measurement calculations for certain non-residential uses. Attachment 1 of the Staff report is the draft ordinance that would amend select provisions of the existing sign regulations in Title 21. Section 1 of the proposed amendments addresses language in the existing sign regulations regarding computations, rules of measurement, and definitions that contains rules regarding how sign area and dimensions are determined. The Department recommends that to make these provisions more clear, subsection D and its reference provision should be deleted.

Section 2 addresses the issue regarding the measurement of sign height for non-residential uses, for example, churches or other institutional uses located in residential zoning districts. The current regulations measure the height of a freestanding sign from the elevation of the public right-of-way immediately adjacent to the sign, but in certain areas the property slopes up from the grade of the street, which could possibly prohibit a sign at all. The new language allows the height of these signs to be measured from the grade at the base of the sign, rather than at the right-of-way.

Sections 3 and 4 address changeable copy signs within residential zoning districts. Since existing sign regulations only address freestanding changeable copy signs and not building signs, Staff recommends deleting the current section and rewriting it in Section 4. Those changes would include allowing up to 100% of the sign to be changeable copy, clarifying that there are instances where freestanding signs can have electronic changeable copy. Part C.2 prohibits electronic changeable copy for all building signs and only allowing it in certain instances for freestanding signs. Section C.3 corrects the ordinance. When the Assembly reviewed the sign ordinance in 2003, they added an amendment allowing freestanding signs on sites of 10-acres or greater and with at least 500 feet of frontage. However, in that amendment they restricted these signs to Class II streets when the Staff believes they meant Class II or greater streets. The Planning Department is recommending a limit to the size of electronic changeable copy to 50% of the sign size.

Section 5 addresses non-residential use signs in residential zoning districts allowing measurement from the grade at the base of the sign.

Section 6 addresses how street frontage is calculated. Street frontage affects the total number of signs on a site, as well as the maximum size of signs along a single frontage. The current language is confusing and it has been misinterpreted. The Department is recommending new language to clarify that calculations regarding the number and size of signs for each street frontage applies to that street frontage itself and street frontages cannot be added cumulatively.

Sections 7 deletes existing language and Section 8 rewrites language dealing with freestanding changeable copy signs in the PLI, R-O and W zoning districts. The rewritten section includes all changeable copy signs, including building signs and freestanding signs. Section D.1 clarifies that up to 30% of the actual freestanding changeable copy signs can be used for changeable copy. Section D.1 also adds standards for maximum area of changeable copy building signs of up to 30% of the actual sign area or up to 120 square feet, whichever is less. Parts D.2 and D.3 are unchanged from the current regulations.

Section 9 addresses street frontage in the general commercial and industrial districts.

Sections 10 and 11 deal with changeable copy signs in the general commercial and industrial districts. Section 10 deletes existing language and Section 11 rewrites it. Section D.1 clarifies up to 30% of freestanding changeable copy signs can be used for changeable copy,

or up 150 square feet, whichever is less. The Department is proposing to decrease the time interval for changeable copy signs in general commercial and industrial districts from 5 seconds to 3 seconds. When the Commission reviewed the sign code last year, it recommended 2 seconds. Staff has recommended 3 seconds. Staff has heard comments over the last year that 5 seconds may be too long.

Section 12 regards luminance standards. In 2003 when the draft sign code was considered, Staff recommended delaying consideration of illumination limits until further technical work could be done. This issue arose in particular with regard to electronic changeable copy signs. Comments were received regarding the impact of these signs on adjacent neighborhoods and on driver visibility. The Department hired a nationally renowned lighting engineer, Nancy Clanton, who worked with the Department to advise on standards regarding sign luminance levels. Ms. Clanton worked with the Department last spring to conduct field measurements and to develop recommended lighting limits for signs. Staff has obtained additional daytime and nighttime measurements of luminance since that time, which are included in Attachment 5 of the Staff report. Based on these measurements and the recommendations of the consultant, the Department recommends maximum luminance standards of 5,000 candelas per square meter during daytime hours and 750 candelas per square meter during nighttime hours, however, brightness levels of electronic changeable copy signs can be adjusted and changed, but the luminance standards will also apply to other signs. The proposed maximum daylight standard of 5,000 candelas per square meter was determined to be sufficient brightness to allow electronic changeable copy signs to be read against a clear day sky, which is about 3,000 candelas per square meter. The consultant recommended a maximum nighttime standard of 600 candelas per square meter to allow signs to be read at night, while not being too bright. Staff measured existing signs in town and most of the fluorescent backlit signs that Staff measured produced less than 600 candelas per square meter, however, some exceed that measure. Staff is recommending increasing the minimum nighttime standard to 750 candelas per square meter in order to reduce the possible number of nonconformities. Luminance measures obtained by Planning Staff also indicated that many neon signs with exposed neon tubes do not meet the nighttime luminance standard. Based on information obtained by Staff to date, and in meeting with the sign industry, it appears it would be difficult to design neon signs to meet the proposed luminance standards. Therefore, Staff is recommending exempting neon signs with exposed neon tubes until further information can be obtained. Amended ordinance language for neon signs is contained in a supplemental packet provided to the Commission this evening.

Section 13 adds an amortization schedule for the proposed luminance standards. This is essentially a grace period because there is an option that allows a sign owner to wait three years to meet the standards.

Section 14 contains language that clarifies the standard where an external illuminated sign is projecting light over the property line.

In terms of agency and public comments, at the time of the writing of the Staff analysis, there were no objections from reviewing agencies. Two public responses supported having some luminance standards and a third response indicated the sign ordinance in Anchorage is already too restrictive, particularly on small businesses. Comments from two sign industry representatives were included in the supplemental packet distributed this evening. One of these comments suggests applying maximum luminance standards only to electronic changeable copy signs. The second comment recommended against applying the standards to neon signs.

The Department is recommending approval of the revised ordinance, which provides luminance standards for illuminated signs, particularly electronic changeable copy signs. The proposed standards will allow illuminated signs to be clearly visible both night and day, but tones down overly-intense or bright signs. The Department recommends applying luminance standards to all types of internally illuminated signs, but exempting neon signs with exposed neon tubes until additional measurement and research can be conducted for those signs. Since many fluorescent backlit signs meet the proposed maximum nighttime standard, the Department recommends keeping the standard for these signs, but conducting more nighttime sign measurements this winter. Based on the additional information gathered, Staff will return with a recommendation regarding neon and other signs, such as fluorescent backlit signs, at the time that additional minor amendments to the sign regulations will be brought forward as part of the Title 21 rewrite project. Other proposed revisions in the ordinance serve to clarify the language of the sign regulations so they are easier to understand and use.

COMMISSIONER LOTTSFELDT asked whether it is possible to have neon signage that does not have exposed tubing. MR. TREMONT replied that is possible.

COMMISSIONER PEASE complimented Mr. Tremont on his thorough presentation. She asked with reference to changeable copy, if the copy is not changed electronically or mechanically, would it involve a board where a person manually changes letters. MR. TREMONT indicated this was correct. There are some forms of

mechanically changeable copy, but otherwise it would be manually changeable. COMMISSIONER PEASE asked if the interval of 3 seconds versus 5 seconds for electronic changeable copy has been tested. MR. TREMONT responded that there was a 90-day period at the passage of the sign ordinance for signs to come into conformance with these requirements. Specifically, there is a 5-second requirement in general commercial and industrial districts, a 20-second requirement in the PLI and R-O, and once per day for non-residential uses in residential zones.

The public hearing was opened.

DAVE MABIUS, owner of a SignCo, a local sign company, addressed Section 8, item 3 that discusses a 20-second interval between a message changing. Most electronic signs have a maximum allowance of 10 seconds for changing a message. The 20-second requirement has already become a problem. His customers have brought this up to him, but he can only refer them to the Municipality. He recommended that luminance be addressed only on electronic message centers because adjustments can only be made to signs that are illuminated with fluorescence, while still keeping the lighting within the sign uniform, by making the sign deeper. He felt this would not improve the appearance of these signs. He further noted that this type of signs is not an issue. He stated there is no way to change neon. There are electronic transformers that run neon internally and those can be dimmed, but there is nothing that will work outside; that would make the sign a fire hazard.

COMMISSIONER SIMONIAN understood that the limitations in the ordinance would not affect many signs. MR. MABIUS agreed that this is the case with respect to fluorescent signs. COMMISSIONER SIMONIAN also understood that electronic signs are simple to fix. MR. MABIUS replied that this is correct. He commented that he had noticed there could be fluctuation in the luminance meter and suggested that the Commission review this.

COMMISSIONER ISHAM asked that Mr. MabiUS explain his comment regarding Section 8, item 3. MR. MABIUS explained that when messages are programmed, only a 10-second span is allowed between messages. COMMISSIONER ISHAM asked if other manufacturers than those used by Mr. MabiUS produce signs that would allow 20-second intervals. MR. MABIUS was not aware of signs that have 20-second intervals.

The public hearing was closed.

CHAIR POULTON asked Staff to respond to Mr. MabiUS's testimony regarding the issues of a 20-second interval, making signs deeper, and that in some instances dimming neon signs could create a fire hazard. MR. TREMONT responded that Staff has only become recently aware that the 20-

second interval would be difficult to achieve and has been unable to research this further. The requirement for a deeper case is another issue the Staff would like to research because many of the fluorescent backlit signs do conform. Staff was given a demonstration of the neon dimmer and that is why Staff recommends exempting exposed neon tubes at this time. Staff would like more time to do research before making a conclusive recommendation on neon signs. CHAIR POULTON asked how the Commission should handle the ordinance, given these outstanding issues. MR. TREMONT replied that Staff was aware there would be issues, but is attempting to impose a uniform standard. Staff would like more time to see the constraints that drive those issues and, in the meantime, would like to have some standards in place through adoption of these amendments to the sign ordinance.

COMMISSIONER T. JONES asked if it would be appropriate to postpone action on this ordinance. MR. TREMONT responded that Staff felt fairly confident that the standards would be met by most signs based on the signs that Staff measured. Staff felt comfortable moving forward with these standards and returning in the future with amendments if it appeared that something in the ordinance was unworkable or difficult to apply.

COMMISSIONER SIMONIAN understood that under the Staff's scenario there would be nonconforming signs, which would be an issue of enforcement. MR. TREMONT replied that in a couple of years there will be more signs with darker backgrounds and lighter letters, most of which will meet the standards. The signs to which Ms. Simonian is referring would be the signs with lighter backgrounds and a very bright light source. Staff is not convinced there will be many nonconforming signs. COMMISSIONER SIMONIAN further understood that the nonconforming signs would have a three-year period to come into conformance with this new standard. MR. TREMONT indicated this is correct. COMMISSIONER SIMONIAN also understood within that three years if a problem arises that cannot be addressed under these standards, the ordinance would be further amended. MR. TREMONT indicated this is correct.

COMMISSIONER ISHAM asked how long it would take Staff to research the three questions posed by Mr. Mabus. MR. TREMONT found it difficult to respond, given the current Staff workload. Staff intends to measure more signs over the winter and was hoping to come back with future minor amendments as part of the Title 21 rewrite.

COMMISSIONER PEASE understood there is a technical issue in terms of meeting the 20-second standard. She also did not believe measurements would be needed for the issue of a deeper sign. The third issue respects neon signs and there is no restriction on neon in this ordinance. She asked whether measurements are or are not needed. MR. TREMONT replied that the issue of the thickness of the sign is an issue of which Staff became aware only recently. Staff would be interested in knowing why some backlit

signs are brighter because the typical backlit fluorescent sign met the standard and the standard was increased to encompass those that were borderline.

COMMISSIONER SIMONIAN understood the issue of thickness of signs is regarding those that are nonconforming and non-electronic, and according to the Staff's analysis, that is few. MR. TREMONT stated that, of the signs that were measured, this was true.

CHAIR POULTON indicated he had asked the question in the work session prior to this evening's meeting whether the candela measurements from different colored portions of a sign would be taken cumulatively and averaged or taken individually. COMMISSIONER G. JONES noted that the issue was not only neon signs, but also other colored signs. MR. TREMONT stated the variability in neon measurement is one of the reasons Staff is recommending those signs be exempted. CHAIR POULTON explained the issue was not variability, but rather how the candela value of a sign is measured in terms of its component parts. MR. TREMONT indicated this is a difficult question to answer and one that would be answered as Staff attempts to develop a recommendation on neon signs.

COMMISSIONER WIELECHOWSKI moved to postpone a decision on this matter until such time that Staff has had an adequate opportunity to discuss the Commission's concerns.

COMMISSIONER LOTTSFELDT seconded.

COMMISSIONER WIELECHOWSKI felt Staff had done an exemplary job on this ordinance, but there are questions that remain unanswered. He felt it was dangerous to the community as a whole to approve the ordinance when it is incomplete and that it would be better to send a one clear message rather than several mixed messages.

COMMISSIONER G. JONES understood the motion used the word "discuss," but he believed the intent was also that the Staff conduct research. COMMISSIONER WIELECHOWSKI agreed that this was his intent. COMMISSIONER G. JONES felt it was important to answer questions before the regulations are implemented.

COMMISSIONER PEASE felt it would be helpful to enumerate the issues. COMMISSIONER WIELECHOWSKI indicated the issues of concern to the Commission included the thickness of signs, delay intervals, and neon signs. CHAIR POULTON added the concern of how to measure the candela value of a sign with multiple colors.

COMMISSIONER ISHAM asked for what time period this is being postponed. COMMISSIONER WIELECHOWSKI suggested a 30- to 60-day postponement. MR. TREMONT agreed to a postponement period of 60 days.

AYE: Isham, Pease, T. Jones, Gibbons, Poulton, G. Jones, Simonian,
Lottsfeldt, Wielechowski

NAY: None

PASSED

Following a break, CHAIR POULTON explained that, due to the hour, it was unlikely the Commission would be able to hear cases 2004-127, 2004-151 or 2004-146. MS. AUTOR indicated that these cases could be heard at either the first or second meeting in November. CHAIR POULTON explained that the Commission could not meet beyond midnight.

2. 2004-147

Marc A Marlow. A conditional use to allow a business P.U.D. in the B2C zoning district. McKay Subdivision, Lots A and B. Located at 323 and 337 East 4th Avenue.

Staff member MARY AUTOR stated 133 public hearing notices were mailed, 4 were returned undeliverable, 10 were returned in opposition, and 2 were returned in favor. Two late supplemental comments that were received after the packet was printed were provided this evening, including comments from the Fairview Community Council deferring to the Downtown Community Council, which is in support of the proposition. The Alaska Mental Health Trust Authority wrote a letter in support. There are letters from Assemblymembers Tesche and Traini and letters from the Chief of Police, the Carpenters and Joiners of America Union, and John Gadowski, and email comments from Kathleen Metcalfe. Some of the members of the Commission have seen this property over the last several years either through platting or the rezoning on the north half of the property in 1999.

The request is for a final conditional use for a Business PUD to allow a category of uses from the R-O district that includes senior housing, assisted living, hospitals, nursing homes, convalescent homes, medical clinics, medical and dental laboratories, and pharmacies. This property is commonly referred to as the McKay Building, but the 15-story building will be called the McKinley Building and the three-story building will still be referred to as the Annex. The Comprehensive Plan shows this property located in a major employment center and a redevelopment area. The McKinley Building was previously a mixed-use building that contained State of Alaska offices and residential units on the top floors. This building withstood the earthquake. It has existed since the 1950s. It has had numerous uses throughout time that have been mixed in nature. The petitioner has been involved for some period of time in assembling the land, undertaking the required replatting, securing a rezoning, and then proceeding to seek

Attachment 4

Planning Staff Report Update
Issue/Response on PZC Case 2004-091
January 3, 2005


Municipality of Anchorage


Planning Department


MEMORANDUM

DATE: January 3, 2005

TO: Planning and Zoning Commission

THRU:  Tom Nelson, Director

THRU:  Cathy Hammond, Supervisor
Physical Planning Division

FROM:  David Tremont, Senior Planner
Physical Planning Division

SUBJECT: Issue/Response for Case 2004-091; An Ordinance Amending Title 21;
Specific Amendments to the Sign Standards in Chapter 21.47

Following are issues raised by the Planning & Zoning Commission at its October 4, 2004 meeting regarding Case 2004-091 and the Planning Department's response to each.

Issue #1: According to a sign industry representative, if a fluorescent backlit sign doesn't meet the proposed maximum luminance standard, the only way to bring the sign into compliance while keeping the lighting uniform would be to deepen the cabinet.

Staff Response: In addressing this issue, staff first set out to determine to what extent existing fluorescent backlit signs already met the proposed luminance standard of 750 candelas per square meter, given the standard fluorescent lighting fixtures and cabinet sizes already in use throughout Anchorage. Luminance measurements were taken of a sample of fluorescent backlit signs (both freestanding and building signs) along three commercial corridors: East Tudor Road between Bragaw Street and Lake Otis Boulevard, Northern Lights Boulevard between the New Seward Highway and Denali Street, and the Old Seward Highway between Dimond Boulevard and E. 92nd Ave (luminance measurement data is in Attachment #1).

As a result of the field measurements, summarized in Tables 1 and 2 below, staff found that 41 out of 45 signs (or approximately 91%) of the freestanding fluorescent backlit signs were in compliance with the proposed maximum luminance standard of 750 candelas per square meter. If the maximum luminance standard were raised to 800 candelas per square meter, three more signs, or approximately 98% of the signs would conform to the standard. Of sampled fluorescent backlit building signs, 26 out of 37 or approximately 70% met the standard. If the standard were raised to 800 candelas per square meter, another five signs or approximately 84% would be in

conformance. It is important to note that due to time limitations, not all freestanding and building signs were measured along these corridors. For example, signs not measured included those missing bulbs or those appearing much dimmer than surrounding illuminated signs. Staff measured a sampling of signs which included the brightest signs within the three corridor segments. The results of the sampling, therefore, actually understates the percentage of existing freestanding and building signs within the sample areas that would meet the proposed maximum luminance standard of 750 candelas per square meter.

Table 1 – Luminance Measurements of Fluorescent Backlit Building Signs

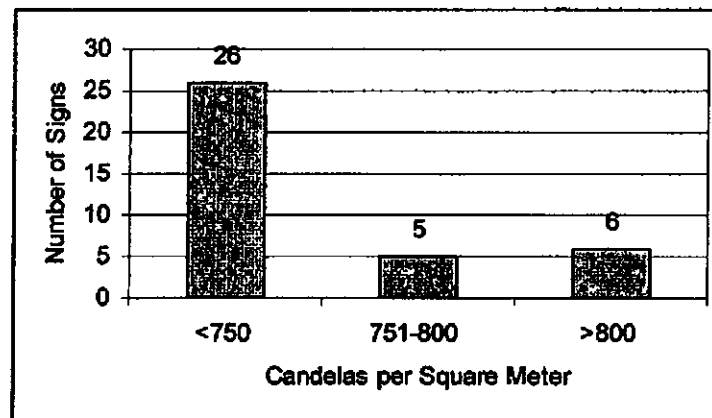
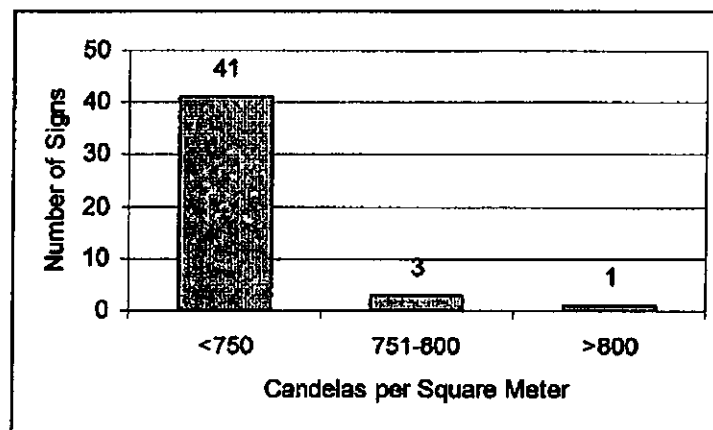


Table 2 – Luminance Measurements of Fluorescent Backlit Freestanding Signs



Staff next contacted several local sign industry representatives to discuss characteristics of the nonconforming signs found during the field measurements and optional measures that could possibly be used (e.g., changes to type of plastic covers, light bulb types, cabinet width, etc.) to bring these signs into conformance with the proposed maximum luminance standard. Although the representatives were not familiar with most of the nonconforming signs from the field survey, they recommended that staff should obtain luminance measurements of various fluorescent bulb types in a standard cabinet.

In response, staff obtained luminance measurements of a standard fluorescent backlit sign cabinet using two different fluorescent bulb types that are commonly used: 85-watt high output cool white and an 85-watt high output daylight. The metal sign cabinet was 9-inches deep with the inner reflecting surface painted a flat white. The cabinet also consisted of an 800 milliampere transformer, and a 12-inch separation distance (on-center) between the fluorescent bulbs. Luminance measurements taken of the bare fluorescent bulbs resulted in 9873 candelas per square meter with the cool white bulbs and 8618 candelas per square meter with the daylight bulbs. When covered with a white tinted (approx. 3/16 inch thick) sign grade acrylic (a commonly used cover material), the cabinet with the high output cool white bulbs had a luminance reading of 733 candelas per square meter and the cabinet with the high output daylight bulbs had a reading of 600 candelas per square meter. Both readings were under the proposed maximum luminance reading of 750 candelas per square meter.

Based on the sample of field luminance measurements, and on measurements taken of a standard fluorescent cabinet with alternate bulbs, staff believes that the vast majority of fluorescent backlit freestanding and building signs will already meet the proposed luminance standard or could be retrofitted with different fluorescent bulbs to meet the luminance standard. Although only a standard sized cabinet was tested, there will likely be some instances of narrower cabinets with light bulbs more closely spaced than those tested. For those instances, a change in bulb type may or may not be sufficient to meet the proposed luminance standard. In order to accommodate those signs measuring slightly above the proposed standard, staff recommends raising the maximum luminance standard to 800 candelas per square meter. Signs measuring above 800 candelas per square meter seemed brighter than necessary, and staff doesn't recommend raising the maximum standard above the 800 level.

Staff Recommendation: Staff believes that the vast majority of fluorescent backlit signs using a standard cabinet size and high output bulbs will conform to the maximum luminance standard of 750 candelas per square meter. Since a sizable portion of signs measured during fieldwork measured between 750 and 800 candelas per square meter, staff is recommending raising the maximum luminance standard to 800 candelas per square meter. For those cabinet backlit signs not meeting the standard, a change in bulb type may bring the sign into conformance with the standard, although a deeper cabinet type may be the only solution for a small percentage of signs.

Issue #2: According to a sign industry representative, some existing electronic changeable copy signs cannot be programmed to a change interval of twenty seconds, which is currently the most frequent change interval allowed in the R-O zoning district.

Staff Response: In checking with three manufacturers of LED message center signs, staff learned that LED electronic changeable copy signs can be programmed to any change interval that is desired. None of these manufacturers were aware of programming limitations in any of their older LED signs. A manufacturer of the older type incandescent light message centers indicated that programming of these signs to a 20-second or greater change interval was also not a problem.

Staff Recommendation: Staff recommends retaining the 20-second change interval for electronic changeable copy signs in the R-O zoning district.

Issue #3: Dimming of neon signs could result in a fire hazard.

Staff Response: Staff met with representatives from the municipal Fire Department and Building Safety Department regarding this issue. Neither department was able to provide information that could confirm or deny that dimming of neon signs would result in a fire hazard.

Based on previous information obtained by staff regarding the possible problems associated with dimming of neon (e.g., bubbling of gas and degradation of light quality), staff is not recommending dimming of exterior exposed neon tubes associated with signs. Furthermore, as indicated in the supplement to the staff report for case 2004-091 (dated October 4, 2004), staff is recommending exempting exposed neon tubes from the maximum luminance standard proposed in the sign ordinance revisions. This does not, however, exempt covered neon tubes that are used in some types of signs such as channel letters. [Note: within the sample of signs measured by staff, channel letter signs (neon tube lighting within an enclosed plastic letter facing) had luminance levels lower than the proposed maximum of 750 candelas per square meter.]

Staff Recommendation: Staff does not recommend a requirement to dim exposed neon tube sign lighting as a part of this ordinance. Staff recommends that exposed neon tube lighting used in conjunction with signage, or in other exterior applications such as architectural accent lighting, should be evaluated along with other types of exposed lighting as part of the overall outdoor lighting standards. These standards are being considered as part of the rewrite to Title 21.

Issue #4: How would the proposed luminance standards be applied to signs with multiple colors and luminance measurements?

Staff Response: Staff recommends that for internally illuminated signs with more than one color (and multiple luminance measurements), the highest luminance measurement should be used to determine conformance with the maximum luminance standard. This is the easiest and fairest way to evaluate sign brightness. Otherwise, it could be a fairly complicated process to calculate areas of a sign with various luminance measurements to determine overall sign brightness. Furthermore, a sign that has an extremely bright logo or letters, even if only a small portion of the sign, would still be contrary to the purpose of the ordinance which is to reduce the brightness of signs. As is evident with LED changeable copy signs, a relatively small area of brightness can have a fairly significant impact.

Staff Recommendation: Staff recommends using the brightest luminance measurement of a sign to determine if the sign conforms to the maximum luminance standard.

Attachments: 1. Sign Luminance Measurements - November & December 2004
2. Minutes of the October 4, 2004 PZC Meeting

ATTACHMENT 1

Sign Luminance Measurements in Selected Commercial Corridors November - December, 2004

Sign Luminance Measurements in Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Touchless Car Wash	E. Tudor Road	freestanding	Fluorescent Backlit	Red letters	n/a	28	white	488
Touchless Car Wash	E. Tudor Road	building sign (illuminated canopy)	Fluorescent Backlit	Red and blue letters	n/a	12 (red letters)	yellow	124
Sunrise Plaza	E. Tudor Road	freestanding	Fluorescent Backlit	varied	n/a		white	153
Gamess Engineering	E. Tudor Road	building sign	Fluorescent Backlit		n/a		white	247
Tudor Square #2	Tudor and Florina St.	freestanding	Fluorescent Backlit		n/a		white	528
Tudor Storage	Florina Street	building sign	Fluorescent Backlit	white	n/a	418	red	51
Tudor Square #1	E. Tudor Road	freestanding	Fluorescent Backlit		n/a		white and purple	white: 514 purple: 10
Tudor Square #1	E. Tudor Road	freestanding	LED	red	not measured	177 (measurement includes portion of dark background)		
University Baptist Church	E. Tudor Road	freestanding	Fluorescent Backlit		n/a		white	370
Rescue Mission	E. Tudor Road	freestanding	Fluorescent Backlit	red	n/a	22	white	499
Southcentral Counseling	E. Tudor Road	freestanding	Fluorescent Backlit		n/a		white	616
McDonalds	E. Tudor Road	freestanding	fluorescent backlit (arch and attached sign)	yellow arch	n/a	arch: 346	red (red sign with white letters)	21
McDonalds	E. Tudor Road	freestanding (changeable copy sign)	Fluorescent Backlit		n/a		yellow	426
UPS	E. Tudor Road	freestanding	Fluorescent Backlit	white letters and yellow logo	n/a	white letters: 330 yellow logo: 108	brown	2
UPS	E. Tudor Road	freestanding (changeable copy sign)	Fluorescent Backlit		n/a		white	308
Frontier Park	E. Tudor Road	freestanding	Fluorescent Backlit		n/a		white	254
Ichiban	E. Tudor Road	freestanding	Fluorescent Backlit		n/a		yellow	200
Taco Bell	E. Tudor Road	freestanding	Fluorescent Backlit	red and purple colors on bell logo	n/a	red: 41 purple: 6	white	443
Subway	E. Tudor Road	building sign	Fluorescent Backlit	white and yellow letters	n/a	white letters: 583 yellow letters: 439		
Subway	E. Tudor Road	freestanding	Fluorescent Backlit	white and yellow letters	n/a	white letters: 383 yellow letters: 226		
Tesoro	E. Tudor Road	freestanding (changeable copy sign)	Fluorescent Backlit		n/a		white	368

**This category was not filled in if letters were too small to be measured with luminance meter.

Sign Luminance Measurements in Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Tesoro	E. Tudor Road	building sign (illuminated canopy)	Fluorescent Backlit	blue, orange and yellow	n/a	yellow portion of letters: 414	blue	11
Holiday	E. Tudor Road	building sign (channel letters)	LED (covered with plastic)	red	n/a	180		
Holiday	E. Tudor Road	building sign (logo)	LED (covered with plastic)	white portion of logo	n/a	252		
Holiday	E. Tudor Road	freestanding	Fluorescent Backlit	white and blue in logo	n/a		red	73
Holiday	E. Tudor Road	freestanding (changeable copy sign)	Fluorescent Backlit		n/a		white	483
Holiday	E. Tudor Road	freestanding	LED	red	not measured	555		
Holiday	E. Tudor Road	building sign	Fluorescent Backlit	white and blue in logo	n/a	white: 178 blue: 13	red	11
Great Northern Guns	E. Tudor Road	building sign	fluorescent backlit		n/a		yellow	
Quality Tune	E. Tudor Road	freestanding	fluorescent backlit		n/a		yellow	582
Tudor Square Strip Mall - Charlene's Uniforms	E. Tudor Road	building sign	fluorescent backlit				green and white	green: 89 white: 719
Tudor Square Strip Mall - blank sign panel	E. Tudor Road	building sign	fluorescent backlit				white	598
Tudor Square Strip Mall - Blue Fox	E. Tudor Road	building sign	fluorescent backlit				white	575
Tudor Square Strip Mall - Golden Gate	E. Tudor Road	building sign	fluorescent backlit	yellow letters on opaque black background		yellow letters: 406	opaque black	
Tudor Square (out-building) - Starbring Early Learning Center	E. Tudor Road	building sign	fluorescent backlit				white	
Tudor Square Strip Mall - Uncle Joe's Pizza	E. Tudor Road	building sign	fluorescent backlit				white	548
Tudor Square Strip Mall - Bingo's Café	E. Tudor Road	building sign	fluorescent backlit	red letters	n/a	56	white background	
Tudor Square Strip Mall - Tudor Road Bingo (eastern-most bingo sign)	E. Tudor Road	building sign	fluorescent backlit				white	484
Tudor Square Strip Mall - Tudor Road Bingo (sign next to Bingo's Café sign)	E. Tudor Road	building sign	fluorescent backlit				white	198
Tudor Square Strip Mall - Tudor Road Bingo (western-most sign)	E. Tudor Road	building sign	fluorescent backlit				white	

**This category was not filled in if letters were too small to be measured with luminance meter.

Sign Luminance Measurements in Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Tudor Square Strip Mall - Quiznos Sub	E. Tudor Road	building sign	covered LED letters?	white letters	n/a	165		
Tudor Square Strip Mall (out-building) - Jiffy Lube	E. Tudor Road	building sign (backlit canopy)	fluorescent backlit	white logo	n/a	572	red background on canopy	79
Joy Christian Center	E. Tudor Road	building sign	fluorescent backlit				white	
Diamond Animal Clinic	E. Tudor Road	building sign	fluorescent backlit	white letters	n/a		red background	red: 22
Diamond Animal Clinic	E. Tudor Road	freestanding sign	fluorescent backlit	white cat profile	n/a	white cat profile: 202	purple and white (emergency sign)	purple: 12 white (emergency sign): 200
Alaska Digital	Lake Otis and Abbott	building sign	covered LED letters?	blue letters	n/a	165		
Frontier Park Strip Mall - Ichiban	E. Tudor Road	building sign	fluorescent backlit				yellow	238
Frontier Park Strip Mall - New Day Christian Center	E. Tudor Road	building sign	fluorescent backlit				white	298
Frontier Park Strip Mall - Tropic Massage	E. Tudor Road	building sign	fluorescent backlit				white	327
Frontier Park Strip Mall - Northern Interiors	E. Tudor Road	building sign	fluorescent backlit				white	230
The Silva Saddle Western Wear	E. Tudor Road	building sign	fluorescent backlit				white	581
The Silva Saddle Western Wear - window sign	E. Tudor Road	building sign (located in window)	fluorescent backlit				white	
Holiday	Northern Lights Blvd.	bdg. sign (canopy - east side of site)	covered LED channel letters and logo	red letters and white portion of logo	n/a	red letters: 210 white logo: 444		
Holiday	Northern Lights Blvd.	bdg. sign (canopy - south side of site)	covered LED channel letters and logo	red letters and white portion of logo	n/a	red letters: 208 white logo: 647		
Midas	Northern Lights Blvd.	freestanding sign	fluorescent backlit				yellow on main sign; white on changeable copy sign	yellow: 101 white: 460
Midas	Northern Lights Blvd.	bdg. sign	fluorescent backlit	yellow letters on opaque black background	n/a	yellow letters: 307		
Pizza Plaza	Northern Lights Blvd.	freestanding sign	fluorescent backlit			yellow letters on green panel sign: 257	white, yellow and green panels	white: 365 green: 49 yellow: 419

**This category was not filled in if letters were too small to be measured with luminance meter.

Sign Luminance Measurements in Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
R/V and Camper Park	Northern Lights Blvd.	freestanding sign	fluorescent backlit				white	white (upper sign): 667 white (lower sign): 338
Sears	Northern Lights Blvd.	building sign	covered neon channel letters	white	n/a	315		
Eye Care and Valu Travel	Northern Lights Blvd.	building sign (roof sign)	Fluorescent Backlit				green (Eye Care) and blue (Valu Travel)	green: 53 blue: 11
Dakota Center	Northern Lights Blvd.	freestanding sign	fluorescent backlit	yellow letters		yellow letters: 204	green	green: 35
Dakota Center (barber shop sign panel)	Northern Lights Blvd.	freestanding sign	fluorescent backlit	white letters and yellow logo	n/a	white letters: 575	red background	red: 41
Roy's Health Foods	Northern Lights Blvd.	building sign	fluorescent backlit				white background	
Wild About Balloons	Northern Lights Blvd.	building sign	fluorescent backlit	white letters	n/a	white letters: 347	blue background	blue: 7
Long Phung Jewelry	Northern Lights Blvd.	building sign	fluorescent backlit	red letters	n/a	red letters: 27	white background	white: 672
Barber Shop	Northern Lights Blvd.	building sign	fluorescent backlit	white letters	n/a		red background	red: 52
Alaska Children's Services	Northern Lights Blvd.	building sign (upper and lower signs)	fluorescent backlit				white background (both upper and lower signs)	white (upper sign): 531 white (lower sign): 807
We the People	Northern Lights Blvd.	freestanding sign	fluorescent backlit				white	501
We the People	Northern Lights Blvd.	building sign	fluorescent backlit				white	
Chuck E. Cheese	Northern Lights Blvd.	building sign	covered neon channel letters	orange and yellow	n/a	orange portion of letters: 102 yellow portion of letters: 322		
Chuck E. Cheese	Northern Lights Blvd.	building sign	fluorescent backlit?	yellow and gray portions of logo	n/a	yellow portion of logo: 183 gray portion of logo: 282		
Blockbuster	Northern Lights Blvd.	freestanding sign	fluorescent backlit	yellow letters	n/a	yellow letters: 153	blue	10
Frames, Etc.	Northern Lights Blvd.	freestanding sign	fluorescent backlit	white letters (main sign)	n/a	287	red (main sign) and white (changeable copy sign)	red sign: 12 white sign: 295
Powerhouse Gym	Northern Lights Blvd.	freestanding sign	fluorescent backlit	white letters (main sign)	n/a	256	blue (main sign) and second white background sign)	blue: 4 white: 207
Powerhouse Gym	Northern Lights Blvd.	building sign	fluorescent backlit				white	557

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Sign Luminance Measurements In Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Barnes & Noble	Northern Lights Blvd.	freestanding sign	fluorescent backlit	white letters (main sign)	n/a	white letters: 191	green (main sign) and white (second sign)	green: 12 white: 382
Barnes & Noble	Northern Lights Blvd.	building sign	covered neon channel letters	white	n/a	151		
Northern Trust Real Estate	Benson Blvd.	freestanding sign	fluorescent backlit		n/a		red (Northern Trust) and white for Security Title and Summit Mortgage signs	red (Northern Trust): 11 white (Summit Mortgage): 162 white (Security Title): 212
Northern Trust Real Estate	Benson Blvd.	freestanding sign	LED	red	n/a	862		
Dimond Center	Old Seward Highway	freestanding sign	fluorescent backlit	white letters	n/a	510	blue	26
Arby's	Old Seward Highway	freestanding sign (changeable copy)	fluorescent backlit				white	300
Arby's	Old Seward Highway	freestanding sign	neon (covered with plastic)	red letters	n/a	71		
Dimond Center Cinemas	Old Seward Highway	freestanding sign	neon (covered with plastic)	red letters	n/a	37		
Roundtable Pizza	Old Seward Highway	freestanding sign	fluorescent backlit	white letters	n/a	252	green	23
Best Buy	Old Seward Highway	building sign (E. side of bldg.)	fluorescent backlit	(opaque black letters)	n/a	n/a	yellow	222
Best Buy	Old Seward Highway	freestanding sign	fluorescent backlit	(opaque black letters)	n/a	n/a	yellow	157
Northrim Bank	Old Seward Highway	building sign	neon (covered with plastic)	red letters	n/a	119		
Great Clips	Old Seward Highway	freestanding sign	fluorescent backlit	red letters	n/a	24	white	438
Wal Mart	Old Seward Highway	building sign	neon (covered with plastic)?	white letters	n/a	481		
Chevrolet	Old Seward Highway	freestanding sign	fluorescent backlit				white	123

**This category was not filled in if letters were too small to be measured with luminance meter.

Sign Luminance Measurements in Selected Commercial Corridors

November - December, 2004

Sign	Location	Type of Sign	Illumination Fixture	Color of Main Letters / Insignia**	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
South Commercial Center (south sign)	Old Seward Highway	freestanding sign	fluorescent backlit				white and purple panels	
Fred Astair	Old Seward Highway	building sign	fluorescent backlit				white	718
South Commercial Center (north sign)	Old Seward Highway	freestanding sign	fluorescent backlit				white	white (thrift store): 338
Key Bank	Old Seward Highway	freestanding sign	fluorescent backlit	red logo	n/a	42	white	580
Credit Union One	Old Seward Highway	freestanding sign	fluorescent backlit	(green letters)	n/a		white	442
Gallos	Old Seward Highway	freestanding sign	fluorescent backlit	white and yellow letters	n/a	white letters: 322	green	49
Gallos	Old Seward Highway	freestanding sign (changeable copy)	fluorescent backlit				white	382
Sportsman's Warehouse	Old Seward Highway	building sign	neon (covered with plastic)	green letters	n/a	25		
Petco	Old Seward Highway	building sign	neon (covered with plastic)	blue and red logo and red letters	n/a	red logo: 51 blue logo: 25 red letters: 103		
Gold Rush Liquors	Old Seward Highway	building sign	neon (covered with plastic)	red letters	n/a	148		
Gallos	Old Seward Highway	building sign	neon (covered with plastic)	red letters	n/a	56		
Pier One Imports	Old Seward Highway	building sign	neon (covered with plastic)	white letters	n/a	169		
Borders Books and Music	Diamond Blvd.	building sign	neon (covered with plastic)	red letters	n/a	211		
Mall Sign for Sportsman's Warehouse, etc.	Diamond Blvd.	freestanding sign	fluorescent backlit				white	white (blank panel): 251 white (Office Max): 428
Bright Beginnings Early Learning Center	Abbott Road	freestanding sign	fluorescent backlit				white	

**This category was not filled in if letters were too small to be measured with luminance meter.

ATTACHMENT 2

Minutes

**Planning and Zoning Commission
October 4, 2004**

~~COMMISSIONER GIBBONS stated much of the testimony demonstrated some of the fears of the community losing its character if this structure were permitted to go forward. He did not believe the issue is the nature of the project or the services planned and he felt the church should be encouraged to administer its mission as best it can, but he could not support the motion due to the lack of infrastructure to support the church.~~

~~COMMISSIONER WIELECHOWSKI did not support the motion for the reasons stated. He stated the proposal does not comport with Anchorage 2020, specifically Policy #46. He stated he was also not convinced that services would be held in the gym.~~

~~CHAIR POULTON did not support for the reasons already stated and added that there was anecdotal information from both sides and factual information upon which the Commission has properly deliberated.~~

~~AYE: None~~

~~NAY: Isham, Pease, T. Jones, Gibbons, Poulton, G. Jones, Simonian, Lottsfeldt, Wielechowski~~

~~FAILED~~

~~F. REGULAR AGENDA - None~~

G. PUBLIC HEARINGS

1. 2004-091

Physical Planning Division Municipality of Anchorage. An ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code Title 21 through revisions to Chapter 21.47 - Sign Standards, including maximum luminance standards for all illuminated signs, changeable copy interval for certain nonresidential signs, measurement standards for non-residential signs in residential zoning districts, and other minor text revisions that clarify code provisions.

Staff member DAVE TREMONT explained this proposed ordinance amends certain provisions of the sign standards in Title 21. These revisions are in response to three primary issues: 1) proposed luminance standards for internally illuminated signs; 2) proposed revisions to language in the current sign regulations which is in immediate need of clarification; and 3) proposed revisions to sign height measurement calculations for certain non-residential uses. Attachment 1 of the Staff

report is the draft ordinance that would amend select provisions of the existing sign regulations in Title 21. Section 1 of the proposed amendments addresses language in the existing sign regulations regarding computations, rules of measurement, and definitions that contains rules regarding how sign area and dimensions are determined. The Department recommends that to make these provisions more clear, subsection D and its reference provision should be deleted.

Section 2 addresses the issue regarding the measurement of sign height for non-residential uses, for example, churches or other institutional uses located in residential zoning districts. The current regulations measure the height of a freestanding sign from the elevation of the public right-of-way immediately adjacent to the sign, but in certain areas the property slopes up from the grade of the street, which could possibly prohibit a sign at all. The new language allows the height of these signs to be measured from the grade at the base of the sign, rather than at the right-of-way.

Sections 3 and 4 address changeable copy signs within residential zoning districts. Since existing sign regulations only address freestanding changeable copy signs and not building signs, Staff recommends deleting the current section and rewriting it in Section 4. Those changes would include allowing up to 100% of the sign to be changeable copy, clarifying that there are instances where freestanding signs can have electronic changeable copy. Part C.2 prohibits electronic changeable copy for all building signs and only allowing it in certain instances for freestanding signs. Section C.3 corrects the ordinance. When the Assembly reviewed the sign ordinance in 2003, they added an amendment allowing freestanding signs on sites of 10-acres or greater and with at least 500 feet of frontage. However, in that amendment they restricted these signs to Class II streets when the Staff believes they meant Class II or greater streets. The Planning Department is recommending a limit to the size of electronic changeable copy to 50% of the sign size.

Section 5 addresses non-residential use signs in residential zoning districts allowing measurement from the grade at the base of the sign.

Section 6 addresses how street frontage is calculated. Street frontage affects the total number of signs on a site, as well as the maximum size of signs along a single frontage. The current language is confusing and it has been misinterpreted. The Department is recommending new language to clarify that calculations regarding the number and size of signs for each street frontage applies to that street frontage itself and street frontages cannot be added cumulatively.

Sections 7 deletes existing language and Section 8 rewrites language dealing with freestanding changeable copy signs in the PLI, R-O and W zoning districts. The rewritten section includes all changeable copy signs, including building signs and freestanding signs. Section D.1 clarifies that up to 30% of the actual freestanding changeable copy signs can be used for changeable copy. Section D.1 also adds standards for maximum area of changeable copy building signs of up to 30% of the actual sign area or up to 120 square feet, whichever is less. Parts D.2 and D.3 are unchanged from the current regulations.

Section 9 addresses street frontage in the general commercial and industrial districts.

Sections 10 and 11 deal with changeable copy signs in the general commercial and industrial districts. Section 10 deletes existing language and Section 11 rewrites it. Section D.1 clarifies up to 30% of freestanding changeable copy signs can be used for changeable copy, or up 150 square feet, whichever is less. The Department is proposing to decrease the time interval for changeable copy signs in general commercial and industrial districts from 5 seconds to 3 seconds. When the Commission reviewed the sign code last year, it recommended 2 seconds. Staff has recommended 3 seconds. Staff has heard comments over the last year that 5 seconds may be too long.

Section 12 regards luminance standards. In 2003 when the draft sign code was considered, Staff recommended delaying consideration of illumination limits until further technical work could be done. This issue arose in particular with regard to electronic changeable copy signs. Comments were received regarding the impact of these signs on adjacent neighborhoods and on driver visibility. The Department hired a nationally renowned lighting engineer, Nancy Clanton, who worked with the Department to advise on standards regarding sign luminance levels. Ms. Clanton worked with the Department last spring to conduct field measurements and to develop recommended lighting limits for signs. Staff has obtained additional daytime and nighttime measurements of luminance since that time, which are included in Attachment 5 of the Staff report. Based on these measurements and the recommendations of the consultant, the Department recommends maximum luminance standards of 5,000 candelas per square meter during daytime hours and 750 candelas per square meter during nighttime hours, however, brightness levels of electronic changeable copy signs can be adjusted and changed, but the luminance standards will also apply to other signs. The proposed maximum daylight standard of 5,000 candelas per square meter was determined to be sufficient brightness to allow electronic changeable copy signs to be read against a clear day sky, which is about 3,000 candelas

per square meter. The consultant recommended a maximum nighttime standard of 600 candelas per square meter to allow signs to be read at night, while not being too bright. Staff measured existing signs in town and most of the fluorescent backlit signs that Staff measured produced less than 600 candelas per square meter, however, some exceed that measure. Staff is recommending increasing the minimum nighttime standard to 750 candelas per square meter in order to reduce the possible number of nonconformities. Luminance measures obtained by Planning Staff also indicated that many neon signs with exposed neon tubes do not meet the nighttime luminance standard. Based on information obtained by Staff to date, and in meeting with the sign industry, it appears it would be difficult to design neon signs to meet the proposed luminance standards. Therefore, Staff is recommending exempting neon signs with exposed neon tubes until further information can be obtained. Amended ordinance language for neon signs is contained in a supplemental packet provided to the Commission this evening.

Section 13 adds an amortization schedule for the proposed luminance standards. This is essentially a grace period because there is an option that allows a sign owner to wait three years to meet the standards.

Section 14 contains language that clarifies the standard where an external illuminated sign is projecting light over the property line.

In terms of agency and public comments, at the time of the writing of the Staff analysis, there were no objections from reviewing agencies. Two public responses supported having some luminance standards and a third response indicated the sign ordinance in Anchorage is already too restrictive, particularly on small businesses. Comments from two sign industry representatives were included in the supplemental packet distributed this evening. One of these comments suggests applying maximum luminance standards only to electronic changeable copy signs. The second comment recommended against applying the standards to neon signs.

The Department is recommending approval of the revised ordinance, which provides luminance standards for illuminated signs, particularly electronic changeable copy signs. The proposed standards will allow illuminated signs to be clearly visible both night and day, but tones down overly-intense or bright signs. The Department recommends applying luminance standards to all types of internally illuminated signs, but exempting neon signs with exposed neon tubes until additional measurement and research can be conducted for those signs. Since many fluorescent backlit signs meet the proposed maximum nighttime standard, the Department recommends keeping the standard for these

signs, but conducting more nighttime sign measurements this winter. Based on the additional information gathered, Staff will return with a recommendation regarding neon and other signs, such as fluorescent backlit signs, at the time that additional minor amendments to the sign regulations will be brought forward as part of the Title 21 rewrite project. Other proposed revisions in the ordinance serve to clarify the language of the sign regulations so they are easier to understand and use.

COMMISSIONER LOTTSFELDT asked whether it is possible to have neon signage that does not have exposed tubing. MR. TREMONT replied that is possible.

COMMISSIONER PEASE complimented Mr. Tremont on his thorough presentation. She asked with reference to changeable copy, if the copy is not changed electronically or mechanically, would it involve a board where a person manually changes letters. MR. TREMONT indicated this was correct. There are some forms of mechanically changeable copy, but otherwise it would be manually changeable. COMMISSIONER PEASE asked if the interval of 3 seconds versus 5 seconds for electronic changeable copy has been tested. MR. TREMONT responded that there was a 90-day period at the passage of the sign ordinance for signs to come into conformance with these requirements. Specifically, there is a 5-second requirement in general commercial and industrial districts, a 20-second requirement in the PLI and R-O, and once per day for non-residential uses in residential zones.

The public hearing was opened.

DAVE MABIUS, owner of a SignCo, a local sign company, addressed Section 8, item 3 that discusses a 20-second interval between a message changing. Most electronic signs have a maximum allowance of 10 seconds for changing a message. The 20-second requirement has already become a problem. His customers have brought this up to him, but he can only refer them to the Municipality. He recommended that luminance be addressed only on electronic message centers because adjustments can only be made to signs that are illuminated with fluorescence, while still keeping the lighting within the sign uniform, by making the sign deeper. He felt this would not improve the appearance of these signs. He further noted that this type of signs is not an issue. He stated there is no way to change neon. There are electronic transformers that run neon internally and those can be dimmed, but there is nothing that will work outside; that would make the sign a fire hazard.

COMMISSIONER SIMONIAN understood that the limitations in the ordinance would not affect many signs. MR. MABIUS agreed that this is the case with respect to fluorescent signs. COMMISSIONER SIMONIAN also understood that

electronic signs are simple to fix. MR. MABIUS replied that this is correct. He commented that he had noticed there could be fluctuation in the luminance meter and suggested that the Commission review this.

COMMISSIONER ISHAM asked that Mr. MabiUS explain his comment regarding Section 8, item 3. MR. MABIUS explained that when messages are programmed, only a 10-second span is allowed between messages. COMMISSIONER ISHAM asked if other manufacturers than those used by Mr. MabiUS produce signs that would allow 20-second intervals. MR. MABIUS was not aware of signs that have 20-second intervals.

The public hearing was closed.

CHAIR POULTON asked Staff to respond to Mr. MabiUS's testimony regarding the issues of a 20-second interval, making signs deeper, and that in some instances dimming neon signs could create a fire hazard. MR. TREMONT responded that Staff has only become recently aware that the 20-second interval would be difficult to achieve and has been unable to research this further. The requirement for a deeper case is another issue the Staff would like to research because many of the fluorescent backlit signs do conform. Staff was given a demonstration of the neon dimmer and that is why Staff recommends exempting exposed neon tubes at this time. Staff would like more time to do research before making a conclusive recommendation on neon signs. CHAIR POULTON asked how the Commission should handle the ordinance, given these outstanding issues. MR. TREMONT replied that Staff was aware there would be issues, but is attempting to impose a uniform standard. Staff would like more time to see the constraints that drive those issues and, in the meantime, would like to have some standards in place through adoption of these amendments to the sign ordinance.

COMMISSIONER T. JONES asked if it would be appropriate to postpone action on this ordinance. MR. TREMONT responded that Staff felt fairly confident that the standards would be met by most signs based on the signs that Staff measured. Staff felt comfortable moving forward with these standards and returning in the future with amendments if it appeared that something in the ordinance was unworkable or difficult to apply.

COMMISSIONER SIMONIAN understood that under the Staff's scenario there would be nonconforming signs, which would be an issue of enforcement. MR. TREMONT replied that in a couple of years there will be more signs with darker backgrounds and lighter letters, most of which will meet the standards. The signs to which Ms. Simonian is referring would be the signs with lighter backgrounds and a very bright light source. Staff is not convinced there will be many nonconforming signs. COMMISSIONER SIMONIAN further understood that the nonconforming signs would have a three-year period to come into conformance

with this new standard. MR. TREMONT indicated this is correct. COMMISSIONER SIMONIAN also understood within that three years if a problem arises that cannot be addressed under these standards, the ordinance would be further amended. MR. TREMONT indicated this is correct.

COMMISSIONER ISHAM asked how long it would take Staff to research the three questions posed by Mr. Mabus. MR. TREMONT found it difficult to respond, given the current Staff workload. Staff intends to measure more signs over the winter and was hoping to come back with future minor amendments as part of the Title 21 rewrite.

COMMISSIONER PEASE understood there is a technical issue in terms of meeting the 20-second standard. She also did not believe measurements would be needed for the issue of a deeper sign. The third issue respects neon signs and there is no restriction on neon in this ordinance. She asked whether measurements are or are not needed. MR. TREMONT replied that the issue of the thickness of the sign is an issue of which Staff became aware only recently. Staff would be interested in knowing why some backlit signs are brighter because the typical backlit fluorescent sign met the standard and the standard was increased to encompass those that were borderline.

COMMISSIONER SIMONIAN understood the issue of thickness of signs is regarding those that are nonconforming and non-electronic, and according to the Staff's analysis, that is few. MR. TREMONT stated that, of the signs that were measured, this was true.

CHAIR POULTON indicated he had asked the question in the work session prior to this evening's meeting whether the candela measurements from different colored portions of a sign would be taken cumulatively and averaged or taken individually. COMMISSIONER G. JONES noted that the issue was not only neon signs, but also other colored signs. MR. TREMONT stated the variability in neon measurement is one of the reasons Staff is recommending those signs be exempted. CHAIR POULTON explained the issue was not variability, but rather how the candela value of a sign is measured in terms of its component parts. MR. TREMONT indicated this is a difficult question to answer and one that would be answered as Staff attempts to develop a recommendation on neon signs.

COMMISSIONER WIELECHOWSKI moved to postpone a decision on this matter until such time that Staff has had an adequate opportunity to discuss the Commission's concerns.

COMMISSIONER LOTTSFELDT seconded.

COMMISSIONER WIELECHOWSKI felt Staff had done an exemplary job on this ordinance, but there are questions that remain unanswered. He felt it was

dangerous to the community as a whole to approve the ordinance when it is incomplete and that it would be better to send a one clear message rather than several mixed messages.

COMMISSIONER G. JONES understood the motion used the word "discuss," but he believed the intent was also that the Staff conduct research. COMMISSIONER WIELECHOWSKI agreed that this was his intent. COMMISSIONER G. JONES felt it was important to answer questions before the regulations are implemented.

COMMISSIONER PEASE felt it would be helpful to enumerate the issues. COMMISSIONER WIELECHOWSKI indicated the issues of concern to the Commission included the thickness of signs, delay intervals, and neon signs. CHAIR POULTON added the concern of how to measure the candela value of a sign with multiple colors.

COMMISSIONER ISHAM asked for what time period this is being postponed. COMMISSIONER WIELECHOWSKI suggested a 30- to 60-day postponement. MR. TREMONT agreed to a postponement period of 60 days.

AYE: Isham, Pease, T. Jones, Gibbons, Poulton, G. Jones, Simonian, Lottsfeldt, Wielechowski

NAY: None

PASSED

Following a break, CHAIR POULTON explained that, due to the hour, it was unlikely the Commission would be able to hear cases 2004-127, 2004-151 or 2004-146. MS. AUTOR indicated that these cases could be heard at either the first or second meeting in November. CHAIR POULTON explained that the Commission could not meet beyond midnight.

2. 2004-147

Marc A Marlow. A conditional use to allow a business P.U.D. in the B2C zoning district. McKay Subdivision, Lots A and B. Located at 323 and 337 East 4th Avenue.

Staff member MARY AUTOR stated 133 public hearing notices were mailed, 4 were returned undeliverable, 10 were returned in opposition, and 2 were returned in favor. Two late supplemental comments that were received after the packet was printed were provided this evening, including comments from the Fairview Community Council deferring to the Downtown Community Council, which is in support of the proposition. The Alaska Mental Health Trust Authority wrote a letter in support. There are letters from Assemblymembers Tesche and Traini and letters from the

Attachment 5

Planning Staff Report Update
Supplemental Information and Comments
October 4, 2004


Municipality of Anchorage


Planning Department

MEMORANDUM

DATE: October 4, 2004

TO: Planning and Zoning Commission

THRU:  Cathy Hammond, Supervisor
Physical Planning Division

FROM:  David Tremont, Senior Planner
Physical Planning Division

SUBJECT: Supplemental Information for Case 2004-091; An Ordinance
Amending Title 21; Specific Amendments to the Sign Standards in
Chapter 21.47

Neon Signs

The staff report dated September 20, 2004 indicates that staff is researching the possible impact of luminance standards on neon signs (those with exposed neon tubes). Planning staff has taken additional measurements of neon signs, interviewed representatives of a neon sign manufacturer, and met with local sign industry officials to further discuss whether or not neon signs with exposed neon tubes can be designed to meet the proposed maximum luminance standard of 750 candelas per square meter. Based on information received to date, it appears that it would be difficult to design these signs to meet this standard.

Staff is recommending that neon signs with exposed neon tubes should be exempted from the proposed maximum luminance standards until further research can be conducted and additional measurements taken. [Note that signs that use neon tubes as an enclosed lighting source covered by plastic, such as channel letters, would not be exempted from the proposed luminance standards.] Based on additional research, staff will propose separate recommendations and/or standards for neon signs with exposed neon tubes and come forward with these recommendations when other clarification revisions to the existing sign standards are brought forward as part of the Title 21 rewrite project review process.

Following is the proposed revision to Section 12 of the draft ordinance which adds the words, "with the exception of neon-lighted signs with exposed neon tubes".

Section 12. Anchorage Municipal Code section 21.47.080.A.3 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore not set out)*

A. Illumination of Permanent and Temporary Signs

3. All internally illuminated building or free-standing signs, ~~with the exception of neon-lighted signs with exposed neon tubes~~, shall comply with the following:

d. During daylight hours between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter. At all other times, luminance shall be no greater than 750 candelas per square meter.

Error in Staff Report dated September 20, 2004

On page 7 of the September 20, 2004 staff report for case 2004-091 (last bulleted item on the page), note that the report incorrectly states, "Five seconds is the time interval recommended by the Planning & Zoning Commission during review of the sign ordinance in 2003." In fact, the Commission recommended a two-second interval for changeable copy signs in the general commercial and industrial zoning districts. A five-second interval was later approved by the Municipal Assembly.



October 1, 2004

Kathy Hammond
Hammondca@muni.org

Thank you for the opportunity to respond to your new lighting additions for the Anchorage sign ordinance. After reviewing the pictures and if the Lumis readings are correct, It would be my recommendation to only adjust light output in the type of signs that can be adjustable which are the electronic message center. As I recall these are the only signs which are receiving complaints. The only way to adjust the florescent signs is to make the signs deeper and making the signs deeper than necessary would create problems both structurally and cosmetically, even causing dark spots on the panels that are lighted. As far as addressing neon, there is no way to dim exterior neon. Electrically, neon works with high voltage. Neon chooses the path of least resistance and by dimming neon you are changing the path of least resistance causing the neon to be a fire hazard. It is my recommendation that you consult your fire department and they can probably confirm this.

Dave Mabeus
President
Signco

Place your message here. For maximum impact, use two or three sentences.

DESIGN • CUSTOM FABRICATION • INSTALLATION • SERVICE • NEON
2840-A Commercial Drive—Anchorage, Alaska 99501—(907) 338-7446 FAX (907) 258-7192

-----Original Message-----

From: Glacier Signs [mailto:glaciersigns@gci.net]

Sent: Friday, October 01, 2004 7:35 AM

To: Hammond, Cathy A.

Subject:

In response to the proposed amendments to the new sign ordinance, I don't think the proposed lighting standards will work with neon. We don't know of a dimmer that would work in an exterior application to reduce the output of light. If we try to, I don't think customers would like it and it would eliminate neon completely and I don't think anyone wants that to happen.

John Todd

Glacier Sign & Lighting, Inc.

(907) 561-3515

Attachment 6

Planning Staff Original Report
September 20, 2004

G.1.

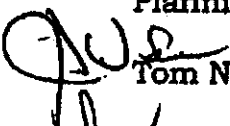
Municipality of Anchorage

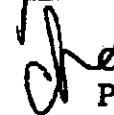
Planning Department


MEMORANDUM

DATE: September 20, 2004 **Postponed to October 4, 2004**

TO: Planning and Zoning Commission

THRU:  Tom Nelson, Director

THRU:  Cathy Hammond, Supervisor
Physical Planning Division

FROM:  David Tremont, Senior Planner
Physical Planning Division

SUBJECT: **Case 2004-091; An Ordinance Amending Title 21;
Specific Amendments to the Sign Standards in
Chapter 21.47**

ATTACHMENTS:

1. Draft AO 2004-_____
2. 6-26-04 Memorandum from Clanton and Associates regarding luminance levels for internally lighted signs
3. Photographs and luminance measurements of selected internally illuminated signs
4. Review comments from agencies and the public
5. Sign luminance measurements obtained by Planning Department staff

The proposed sign ordinance revisions are in response to three primary issues: 1) proposed luminance standards for internally illuminated signs; 2) revisions to language in the current sign regulations which is confusing or incomplete and in immediate need of clarification; and, 3) revisions to a provision in the sign regulations regarding how a sign height is measured which has created unnecessary restrictions for certain non-residential uses. These proposed revisions are briefly summarized below and further discussed in the body of the staff report.

1. Proposed luminance standards for internally-illuminated signs

During the review of the sign ordinance in 2003, a commitment was made by the Planning Department to the Planning and Zoning Commission and the Assembly to further research and develop luminance standards for illuminated signs, particularly electronic changeable copy signs. Based on recommendations from a nationally renowned lighting engineer and on luminance measurements obtained by Planning staff, maximum daytime and nighttime luminance standards have been proposed for internally illuminated signs. (Refer to discussion below for Section 12 of the draft ordinance.)

2. Proposed revisions to clarify language in the sign regulations

There is language in the current sign standards which is in immediate need of clarification so that sign permits are issued which meet the intent of the sign standards adopted in 2003. Amendments are proposed which include:

- Deletion of confusing language regarding portions of sign supports and base which are exempt from being counted in the computation of sign area (refer to discussion below for Section 1 of the draft ordinance).
- Rewritten sections that address changeable copy signs to:
 - cover both freestanding and building changeable copy signs (refer to discussion below for Sections 3, 4, 7, 8, 10, and 11 of the draft ordinance);
 - establishing a square footage limit on building changeable copy signs in non-residential zoning districts (refer to discussion below for Sections 7, 8, 10 and 11 of the draft ordinance);
 - proposed reduction of changeable copy interval in general commercial and industrial districts from 5 seconds to 3 seconds (refer to discussion below for Sections 10 and 11 of the draft ordinance);
 - allowing electronic changeable copy signs for non-residential uses (on large sites) in residential zoning districts for streets of class II or greater, but limiting the maximum size of the electronic changeable copy sign to 50 percent of the sign area (refer to discussion below for Sections 3 and 4 of the draft ordinance); and,
 - clarifying how a determination is made regarding externally illuminated signs and light shining beyond the light face (refer to discussion below for Section 14 of the draft ordinance).

- Revising language in the sign standards regarding how street frontage measurements are used to calculate number and size of freestanding signs in non-residential zoning districts (refer to discussion for Sections 6 and 9 of the draft ordinance).
3. Proposed revision to sign height measurement calculations for non-residential uses in residential zoning districts.

Several proposed amendments revise provisions in the sign standards regarding how signs for non-residential uses in residential zoning districts are measured. The existing provisions have created unnecessary restrictions for certain non-residential uses, particularly churches, located in residential zoning districts. (Refer to discussion below for Sections 2 and 5 of the draft ordinance.)

OTHER CHANGES SINCE THE DRAFT ORDINANCE WAS PREPARED

It is important to note several changes that have been made to the proposed ordinance since the initial draft was distributed for review in August. First, the nighttime luminance standard was raised to 750 candelas per square meter from 600 candelas per square meter that was in the initial review draft. (Refer to discussion below for Section 12 of the draft ordinance.) This change is being proposed by staff to minimize the potential number of fluorescent backlit signs that may not meet the initially proposed luminance standard. At the same time, this increase still meets the overall intent of reducing sign brightness. The second change is a new amortization schedule for the proposed new luminance standards. The proposed amortization period for conformance with the luminance standards is three years but also allows project applications the option of postponing conformance until the deadline date. This option is proposed so that all signs will be required to meet the new luminance standards in three years, but new businesses constructing signs before the three-year deadline won't be disadvantaged by having less brightly lit signs than competing or neighboring businesses within the three-year period. (Refer to discussion below for Section 13 of the draft ordinance.)

As of this writing, Planning staff is also researching the possible impact of the proposed luminance standards on neon signs. The Department will provide a recommendation on this issue to the Commission by the meeting in which this case is heard.

DISCUSSION:

The following discussion provides further information about the proposed revisions to the sign regulations as organized by each section of the amending ordinance. These sections are discussed in the order in which they occur in the ordinance. (Refer to the draft AO in Attachment 1 of this staff report.)

Section 1: This revision addresses one section of the existing sign regulations which is unclear and should be deleted. Section 21.47.030 (Computations, rules of measurement, and definitions) of the regulations includes the rules regarding how sign area and sign dimensions are determined. Subsection "d" adds unnecessary details about a solid sign base or other sign support, up to a maximum height of four feet, which is exempt from being counted in the computation of sign area. In order to clarify the provisions regarding computation of sign area, the Department recommends that this subsection and its reference provision (21.47.030.4.b.ii) should be deleted.

Section 2: The revision proposed in this section addresses the measurement of sign height for non-residential uses, particularly churches, located in residential zoning districts.

According to the current sign regulations in Section 21.47.030.A.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, or decorative features".

The intent of this provision is to keep a consistent point of measurement for signs along a right-of-way so as not to penalize properties located at a lower grade than the right-of-way nor to give a bonus height to properties that slope upward to a higher grade than the right-of-way.

For commercial signs, there is enough leeway in the maximum sign heights so that properties with grades that slope upward from the right-of-way can still construct a sign, although it may need to be a lower profile type sign to meet the maximum height restrictions of the sign regulations. However, for non-residential signs in residential zoning districts, the maximum sign height is only eight feet, so properties with grades sloping up from the right-of-way may be unnecessarily restricted from constructing even a low-profile monument sign that doesn't exceed eight feet in height above the right-of-way.

To address this restriction, a phrase is added to the sign regulations which allows the sign height of non-residential signs located in residential zoning districts to be measured from the grade at the base of the sign rather than from the right-of-way elevation. Section 2 of the proposed amendments contains the phrase excluding non-residential uses in residential zoning districts from the general sign measurement requirements while Section 5 adds a footnote to Schedule 21.47.040 which specifies that non-residential sign heights are to be measured from the base of the sign.

Sections 3 and 4: The revisions proposed in these two sections addresses the need to clarify language to meet the intent of the adopted code. These sections address changeable copy signs located within residential zoning districts (in 21.47.040.B.1). Since subsection 21.47.040.B.1 only deals with freestanding changeable copy signs and doesn't address building changeable copy signs, Section 3 deletes that subsection of the regulations and rewrites it in Section 4 to address standards for all changeable copy signs. References to "permitted" sign area and to "Schedule 21.47.040" have been deleted to make it clear that whatever sign is approved, only a certain percent of it can be devoted to changeable copy. Section 4 also revises the following:

- C.1 clarifies that freestanding changeable copy signs can use up to 100 percent of the sign for changeable copy except as provided in subsection 3, which is a reference to circumstances in which electronic changeable copy signs are allowed.
- C.2 indicates that electronic changeable copy is prohibited for all building signs
- C.2 also indicates that electronic changeable copy is prohibited for freestanding signs except as provided in subsection 3
- C.3 indicates where freestanding electronic changeable copy signs are allowed. When the Municipal Assembly was reviewing the sign ordinance in 2003, an amendment was added which allowed freestanding signs to have electronic changeable copy if the parcel has ten acres or greater and borders on a class II street having a minimum of 500 feet of frontage. The intent of the Assembly in that amendment was not to restrict these signs solely to class II streets but to allow them on streets of class II or greater classification. This revision is included in the proposed amendments to this subsection.
- In conjunction with allowing electronic changeable copy signs in certain circumstances, the Planning Department is recommending in C.3 a limit to the size of the electronic changeable copy signs in proportion to the

overall sign, as is done in other zoning districts. This provision limits the size of the electronic changeable copy signs to 50 percent of the overall sign area. A limitation in the size of electronic changeable copy signs will help mitigate the possible adverse impacts of these signs on adjoining residential areas.

Section 5: The revision in this section is the footnote in the table which allows signs for non-residential uses in residential zoning districts to be measured from the grade at the base of the sign rather than from the grade of the right-of-way. Refer to the above discussion for Section 2.

Section 6: The revisions in this section address the need to clarify language to meet the intent of the adopted sign regulations. The issue driving these revisions has been the misinterpretation of how street frontage is calculated and applied. The calculation of street frontage not only affects the number of signs per street frontage, but also determines the maximum size of the sign(s) along that street frontage. If the street frontage is calculated incorrectly, the sign size can also be calculated incorrectly. This could result in a sign that is too large for its street frontage instead of a sign being proportional to its street frontage as intended in the sign regulations. If a lot fronts on two streets, the measurement of each street frontage is used to determine the number and size of signs for that street frontage only. The measurement of one street frontage cannot be credited toward another street frontage. The proposed new language for subsections "a" and "b" attempts to clarify the code language within AMC 21.47.050.C (supplemental standards for freestanding signs in the PLI, R-O, and W zoning districts) so that calculations regarding the number and size of signs for each street frontage are correctly applied.

Sections 7 and 8: The revisions proposed in these two sections are similar to the changes made for the residentially zoned districts discussed in Sections 3 and 4 above, except sections 7 and 8 address changeable copy signs located in the PLI, R-O, and W zoning districts (in subsection 21.47.050.C.3 of the sign regulations). Since subsection 21.47.050.C.3 only deals with freestanding changeable copy signs and doesn't address building changeable copy signs, Section 7 deletes that subsection of the regulations and rewrites it in Section 8 to address standards for all changeable copy signs. References to "permitted" sign area and to "Schedule 21.47.050.B" have been deleted to make it clear that whatever sign is approved, only a certain percent of it can be devoted to changeable copy. Section 8 also revises the following:

- C.1 clarifies that freestanding changeable copy signs can use up to 30 percent of the actual sign for changeable copy. The current regulations could be misinterpreted to mean 30 percent of the maximum sign area allowance, regardless of the actual sign that is constructed.

- C.1 also adds standards for maximum area for changeable copy building signs (i.e., 30 percent or 120 square feet, whichever is less). The current regulations don't address building signs.

Section 9: The discussion for this section is the same as that provided for Section 6 above, except these revisions apply to AMC 21.47.060.C (supplemental standards for freestanding 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 (non-residential parcels), and the T zone).

Sections 10 and 11: The revisions proposed in these two sections are similar to the changes made for the residentially zoned districts discussed in Sections 3 and 4 above, and for PLI, R-O. and W zoning districts in Sections 7 and 8 above. Sections 10 and 11 of the draft ordinance address signs in the general commercial and industrial districts. Since subsection 21.47.060.C.2 of the existing sign standards only deals with freestanding changeable copy signs and doesn't address building changeable copy signs, Section 10 deletes that subsection of the regulations and rewrites it in Section 11 to address standards for all changeable copy signs. References to "permitted" sign area and to "Schedule 21.47.060.B" have been deleted to make it clear that whatever sign is approved, only a certain percent of it can be devoted to changeable copy. Section 11 also revises the following:

- D.1 clarifies that freestanding changeable copy signs can use up to 30 percent of the actual sign for changeable copy. The current regulations could be misinterpreted to mean 30 percent of the maximum sign area allowance, regardless of the actual sign that is constructed.
- D.1 also adds standards for maximum area for changeable copy building signs (i.e., 30 percent or 150 square feet, whichever is less). The current regulations don't address building signs.
- D.2 proposes to increase the time interval for changeable copy signs in general commercial and industrial zoning districts from 5 seconds to 3 seconds. Five seconds is the time interval recommended by the Planning & Zoning Commission during review of the sign ordinance in 2003. This proposed standard is being brought forward again for consideration.

Section 12: The revisions in this section address the commitment that was made by the Planning Department to the Planning and Zoning Commission and the Assembly to further research and develop luminance standards for illuminated signs, particularly electronic changeable copy signs.

In July and August of 2003 when the Planning and Zoning Commission and the Assembly were reviewing the draft sign code, the Planning Department recommended delaying consideration of illumination limits for signs until further technical work could be completed. Illumination limits for signs, particularly electronic changeable copy signs, and the visual impact on adjacent neighborhoods and driver visibility were issues raised during the development of the sign code. The Planning and Zoning Commission and the Assembly each agreed that the Department should research lighting levels in the fall and winter, and propose maximum luminance levels for Section 21.47.080.A of the sign code before the end of 2003.

In response to this direction, the Planning Department hired a nationally renowned lighting engineer, Nancy Clanton, to advise on standards regarding sign luminance levels. However, the Department was not able to schedule her trip to Anchorage until March 2004. During the March trip, she worked with Planning Department staff to conduct field measurements and to develop recommended lighting limits for signs. Staff obtained additional daytime and nighttime sign luminance measurements in August and September 2004. A sampling of sign photographs and luminance measurements is attached to this staff report. Also attached is a table containing all of the sign luminance measurements obtained by Planning Department staff.

Based on illumination measurements taken by Planning Department staff and in meetings with Nancy Clanton, the Department is recommending the following maximum luminance standards:

During daylight hours between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter. At all other times, luminance shall be no greater than 750 candelas per square meter.

These standards are primarily directed at setting maximum daytime and nighttime luminance levels for electronic changeable copy signs, since these signs utilize the brightest lighting technology and have the greatest potential to impact residential neighborhoods and to distract drivers. Electronic changeable copy signs are capable of being programmed so that brightness levels can be changed for night viewing versus daytime viewing.

The proposed maximum daytime standard of 5000 candelas per square meter was determined to be of sufficient brightness to allow an electronic changeable copy sign to be clearly read against a clear day sky. According to a memorandum provided by Clanton & Associates (attached to this staff report), a clear day sky luminance is 3000 candelas per square meter. For comparison, an overcast day's sky can have 300 or less candelas per square meter. The memorandum also states that sign luminance maximums are not set to compete against the direct sun since that would be in response to an unusual occurrence and also result in an unreasonably high sign luminance for typical sky conditions.

According to the Clanton & Associates memorandum, the maximum nighttime standard of 600 candelas per square meter is acceptable and allows signs to be easily read without being too bright. Most fluorescent backlit signs that were measured produced luminance levels less than 600 candelas per square meter. However, after additional measurements were taken by staff in August and September, the Department determined that raising the minimum nighttime standard to 750 candelas per square meter would cause fewer potential nonconformities among existing fluorescent backlit signs while still meeting the intent of a nighttime standard which limits sign brightness.

It is important to note that even though a few fluorescent backlit signs with light-colored translucent backgrounds and dark letters did not exceed the maximum luminance standards, the Department is not recommending changing provisions of the sign standards to allow fluorescent backlit signs with light translucent colored backgrounds with dark translucent letters. These signs still produce more overall glare than fluorescent backlit signs with dark translucent colored backgrounds and lighter colored translucent letters. One of the primary purposes of proposed new exterior lighting standards in the rewrite of Title 21 is to control glare and excessive brightness to improve visual performance, allow better visibility with relatively less light, and protect residents from nuisance and discomfort.

Luminance measurements obtained by Planning staff in September also indicated that many neon signs do not meet the nighttime luminance standard. As of the date of this report, staff is researching the possible impacts of the luminance standard on neon signs and a recommended option for addressing these signs.

Section 13: This section adds an amortization schedule for the luminance standards proposed in Section 12 of the draft ordinance. This section provides for three years in which to meet the proposed luminance standards of Subsection 21.47.080.A.3.d, but it also allows project applicants the option of postponing conformance until the three year deadline. This option is proposed

so that all internally illuminated signs will be required to meet the new luminance standards in three years, but new businesses constructing signs before the three-year deadline won't be disadvantaged by having less brightly lit signs than competing or neighboring business signs within the three-year period.

Section 14: The revisions in this section address the need to clarify language to meet the intent of the adopted sign standards. In this case, the proposed language clarifies subsection 21.47.080.A.7 so that there is a clear standard for determining if the light source for an externally illuminated sign is spilling light beyond the sign face itself. If the light source is visible at the property line, it could have an impact on an adjacent neighborhood or on driver visibility.

AGENCY AND PUBLIC COMMENTS:

At the time of this writing, none of the reviewing agencies have objections with the proposed ordinance revisions. Of the three public comments received to date, two respondents support having some luminance standards for illuminated signs. A third respondent indicated that the sign ordinance in Anchorage is already too restrictive, particularly on small businesses. Agency and public comments are attached to the staff report.

DEPARTMENT RECOMMENDATION:

The Department recommends adoption of this proposed ordinance which provides new luminance standards for illuminated signs, particularly electronic changeable copy signs. Without such regulation, the intensely bright light from these signs or other similar signs will continue to impact residential neighborhoods near commercial areas and potentially distract drivers. The proposed ordinance amendment doesn't prohibit electronic changeable copy or similar signs, but tones down the intensity of the light so that the sign is clearly visible during day and nighttime hours, but not overly intense. The proposed amortization period for conformance with the luminance standards is three years but also allows project applications the option of postponing conformance until the deadline date. This option is proposed so that all signs will be required to meet the new luminance standards in three years, but new businesses constructing signs before the three-year deadline won't be disadvantaged by having less brightly lit signs than competing or neighboring businesses within the three-year period.

Other proposed revisions to the sign standards as proposed in this ordinance serve to clarify the language of the sign standards so that they are easier to understand and use, both from the standpoint of sign permit applicants and the staff who issue sign permits. Finally, the provisions in the current sign regulations used to measure sign height are unnecessarily restrictive for non-residential uses in residential zoning districts, such as churches. Amended language is proposed to allow a different method of measuring sign heights for these uses, particularly since these signs have an eight-foot height limit which is severely restrictive on sites sloping upward from the right-of-way grade.

The Planning Department supports all of these changes and believes they will improve the current sign standards in AMC 21.47. The Department recommends adoption of this ordinance.

Attachments

ATTACHMENT 1

Draft AO 2004 -

**Proposed Amendments to Sign Regulations in Title
21, Chapter 21.47**

Submitted by: Chair of the Assembly at the
Request of the Mayor
Prepared by: Planning Department
For reading:

Anchorage, Alaska
AO 2004-__

AN ORDINANCE OF THE ANCHORAGE MUNICIPAL ASSEMBLY AMENDING ANCHORAGE MUNICIPAL CODE TITLE 21 THROUGH REVISIONS TO CHAPTER 21.47 -- SIGN STANDARDS, INCLUDING MAXIMUM LUMINANCE STANDARDS AND REGULATIONS REGARDING NONCONFORMING INTERNALLY ILLUMINATED SIGNS, CHANGEABLE COPY INTERVAL FOR CERTAIN NONRESIDENTIAL SIGNS, MEASUREMENT STANDARDS FOR NON-RESIDENTIAL SIGNS IN RESIDENTIAL ZONING DISTRICTS, AND OTHER MINOR TEXT REVISIONS WHICH CLARIFY CODE PROVISIONS.

THE ANCHORAGE ASSEMBLY ORDAINS:

Section 1. Anchorage Municipal Code section 21.47.030.A.4 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

- b. The portion of a solid sign base or other sign support, up to a maximum height of four feet that:
 - i. Is at least 50 percent screened by landscaping at the time of installation; or
 - ii. [COMPLIES WITH THE REQUIREMENTS OF SUBSECTION "D " 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)
- 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.]

Section 2. Anchorage Municipal Code section 21.47.030.A.5 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

5. Except as provided in Schedule 21.47.040 for non-residential uses located within residential zoning districts, [T]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, or decorative features.

Section 3. Anchorage Municipal Code section 21.47.040.B.1 is hereby deleted in its entirety.

- [1. CHANGEABLE COPY. FREESTANDING SIGNS FOR PERMITTED NONRESIDENTIAL USES MAY HAVE UP TO 100 PERCENT 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 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.]

Section 4. Anchorage Municipal Code 21.47.040 is hereby amended by adding the following section as a new subsection C, as follows *(the remaining subsections will be renumbered and are not set out).*

C. Supplemental Standards for All Changeable Copy Signs.

1. Freestanding signs for permitted nonresidential uses may have up to 100 percent of the sign area devoted to changeable copy, except as provided in subsection 3.
2. Electronic changeable copy is prohibited for all building signs and is prohibited for freestanding signs except as provided in subsection 3.
3. Electronic changeable copy is permitted for freestanding signs on parcels that are ten acres or greater with a minimum of 500 feet of frontage on a street of Class II or greater classification in the official streets and highways plan. Electronic changeable copy cannot be changed more than once per day, nor exceed 50 percent of the sign area.

Section 5. Anchorage Municipal Code 21.47.040, Schedule 21.47.040, provision C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

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 ^(a) , D-2, and D-3)				
Type	Maximum Number Permitted	Maximum Area Per Sign	Standards for Freestanding signs	
			Maximum Height	Min Setback from ROW
***	***	***	***	***
1. Permanent Signs				
***	***	***	***	***
c. Freestanding Signs	1 per 500 feet of public street frontage	40 sq ft ^(d) lot	8 ft	10 ft
***	***	***	***	***
***	***	***	***	***
^(a) Sign height is measured from the natural grade at the base of the sign.				

Section 6. Anchorage Municipal Code section 21.47.050.C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

C. 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.

Section 7. Anchorage Municipal Code section 21.47.050.C.3 is hereby deleted in its entirety.

- [3. CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 SECOND PERIOD.]

Section 8. Anchorage Municipal Code section 21.47.050 is hereby amended by the addition of a new subsection D as follows: *(the remaining subsections will be renumbered and are not set out)*

D. 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 in the official streets and highways plan, 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.

Section 9. Anchorage Municipal Code section 21.47.060.C.1 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

C. 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.

Section 10. Anchorage Municipal Code section 21.47.060.C.2 is hereby deleted in its entirety.

- [2. CHANGEABLE COPY. FREESTANDING SIGNS MAY HAVE UP TO 30 PERCENT 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 FIVE-SECOND PERIOD.
- b. CHANGEABLE COPY MAY BE CHANGED ELECTRONICALLY, MECHANICALLY OR MANUALLY]

Section 11. Anchorage Municipal Code section 21.47.060 is hereby amended by the addition of a new subsection D as follows (*the remaining subsections will be renumbered and are not set out*).

D. 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 up to 150 square feet, whichever is less, devoted to changeable copy.
2. Copy which is changed electronically or mechanically shall not be changed more than one time per 3-second period.

Section 12. Anchorage Municipal Code section 21.47.080.A.3 is hereby amended to read as follows: (*the remainder of the section is not affected and therefore not set out*)

A. Illumination of Permanent and Temporary Signs

3. All internally illuminated building or free-standing signs shall comply with the following:

d. During daylight hours between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter. At all other times, luminance shall be no greater than 750 candelas per square meter.

Section 13. Anchorage Municipal Code section 21.47.090 is hereby amended by the addition of a new subsection F as follows (*the remaining subsections will be renumbered and are not set out*).

- F. Amortization of luminance standards for internally illuminated signs:** All internally illuminated building or free-standing signs shall comply with the luminance standards of Subsection 21.47.080.A.3.d within three years from the effective date of this amending ordinance. Project applications received prior to such conformance date may choose to conform or to postpone conformance until the three-year deadline.

Section 14. Anchorage Municipal Code section 21.47.080.A.7 is hereby amended to read as follows: *(the remainder of the section is not affected and therefore is not set out.)*

7. Light sources for externally illuminated signs must be shielded and directed so that the light shines on the sign and that the light source [ILLUMINATION BEYOND THE SIGN FACE] is [MINIMIZED] not visible beyond the property line.

Section 15. This ordinance shall become effective upon passage and approval by the Assembly.

PASSED AND APPROVED by the Anchorage Assembly this _____ day of _____, 2004.

Chair

ATTEST:

Municipal Clerk

ATTACHMENT 2

6-26-04 Memorandum from Clanton & Associates Regarding Luminance Levels for Internally Lighted Signs

June 26, 2004

Tom Davis
Senior Planner
City of Anchorage

Re: Luminance Levels for Internally Lighted Signs

Dear Tom,

The maximum luminance recommendations as developed by Clanton & Associates and the Anchorage Planning Department to amend the sign ordinance as quoted below to regulate internally lighted signs is a good recommendation.

"d. Between sunrise and sunset, luminance shall be no greater than 5000 candelas per square meter (nits). At all other times, luminance shall be no greater than 600 candelas per square meter (nits)."

The Illuminating Engineering Society of North America (IESNA) publishes three references that provide a strong base to substantiate the proposed ordinance. Figure 1 is a list of luminances typically seen in the exterior environment both during the day and at night. Figure 2 shows a graph that describes luminance preferences from a group of observers. Finally, Figure 3 describes ranges of luminances for illuminated signage and appropriate applications for each range.

Sign Visibility Goals

The goal is to allow luminances that provide daytime and nighttime sign visibility. The daytime brightness needs to compete against the daylight. The nighttime levels should not present disability or discomfort glare to motorists which could present safety concern. If the signs are easily readable, then increased luminance is unwarranted.

Reference Luminances

Luminance is a measure of brightness in terms of candela per meter² or nits. The exact luminance levels may differ with different colors and should be refined with further observations and research. In order to understand what luminance levels are acceptable, listed below are some reference luminances. Please note that an overcast sky is 300 nits and a clear day sky is 3000 nits.

IES LIGHTING HANDBOOK 8TH EDITION

Fig. 3-47. Representative Luminance Values of Various Backgrounds Against which Luminous Signals are Viewed

Background	Representative Luminance Candelas per Square Meter
Horizon sky	
Overcast, no moon	0.00003
Clear, no moon	.0003
Overcast, moon	.003
Clear, moonlight	.03
Deep twilight	.3
Twilight	3
Very dark day	30
Overcast day	300
Clear day	3000
Clouds, sun-lighted	30000
Daylight fog	
Dull	300-1000
Typical	1000-3000
Bright	3000-16000
Ground	
On overcast day	30-100
On sunny day	300
Snow, full sunlight	16000

Figure 1
IESNA 9th Edition Handbook

A study showing luminance preference on desks show a leveling off of acceptance around 150 cd/m^2 . Even though this is an interior task, it indicates that people can read well around 150 cd/m^2 .

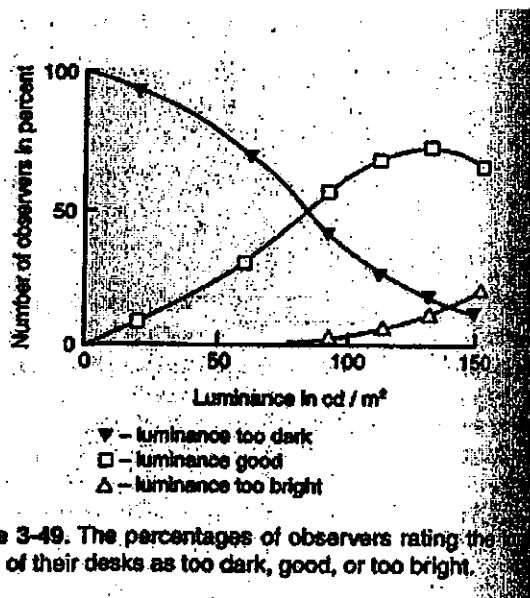


Figure 3-49. The percentages of observers rating the luminance of their desks as too dark, good, or too bright.

Figure 2
IESNA 9th Edition Handbook

The IESNA Handbook lists recommendations for luminous sign backgrounds. These recommendations do not differentiate between daytime and nighttime use.

Figure 17-35. Recommended Luminous Background Luminances

Range of Sign Luminance		Potential Areas of Application
Candelas/ square meter	Candelas/ square foot	
70 to 350	7 to 35	Lighted facades and fascia
250 to 500	25 to 50	Bright fascia signs as in shopping centers
450 to 700	45 to 70	"Low" brightness areas where signs are relatively isolated and have dark surrounds
700 to 1000	70 to 100	Average commercial signs as for gas station identification
1000 to 1400	100 to 140	High-rise signs and signs in areas of high sign concentration
1400 to 1700	140 to 170	For emergency traffic conditions where communication is critical

Figure 3
IESNA 9th Edition Handbook

During daylight, signs may be competing against the sky luminance. Competing against the direct sun may produce unreasonably high luminances in other conditions that make this requirement unreasonable. Since this situation is an unusual occurrence, this requirement may not be required.

During darkness, it is imperative that motorists keep adapted to roadway luminances in order to maintain nighttime visibility. It is therefore important to limit the luminance of the signs.

Observations

During our sign tours, we measured and observed internally lighted signs (fluorescent and LED). Fluorescent cabinet signs produced luminance levels below 500 nits. All people on the tour expressed no concern over the brightness of these fluorescent cabinet signs. There were some LED signs that were felt to be too bright, especially at night. Only one sign measured over 10,000 nits was felt to be too bright during the daylight observation.

In the dark, signs that measured below 600 nits were acceptable. These signs were easily read without being too bright. As the sign luminance increased over 600 nits, the acceptance levels were mixed. It is unknown what the affect of color has on the brightness perception with the signs we observed.

I recommend that further luminance readings are taken with different LED colors to better define brightness acceptance.

Enforcement

Fortunately, LED sign manufacturers offer options for nighttime lighting setback. Since LED's are dimmable, this is easily accomplished. This was reinforced by John Todd, with Glacier Signs and Lighting, when we conducted our daytime tour. He told us that during sign commissioning, it is a routine procedure to set up the nighttime lighting levels. LED sign manufacturers do offer literature listing luminance levels of signs.

Conclusion

The 5,000 nits daylight limit and the 600 nits darkness limit for signs is a reasonable and enforceable code. These levels can definitely adjust per color as further observations may warrant.

Sincerely,



Nancy Clanton, PE

ATTACHMENT 3

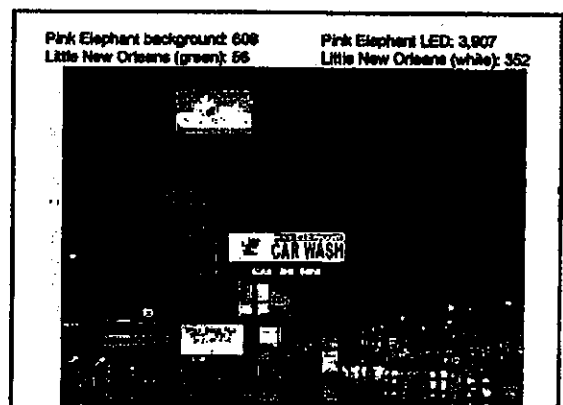
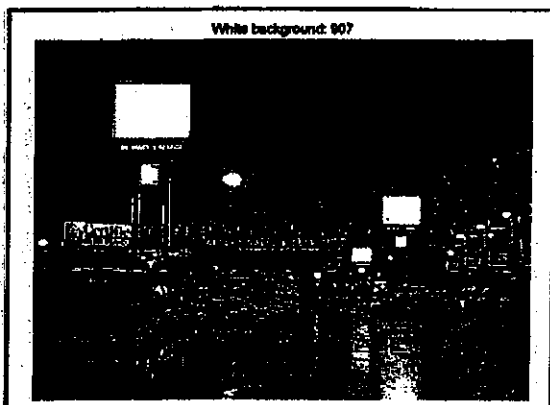
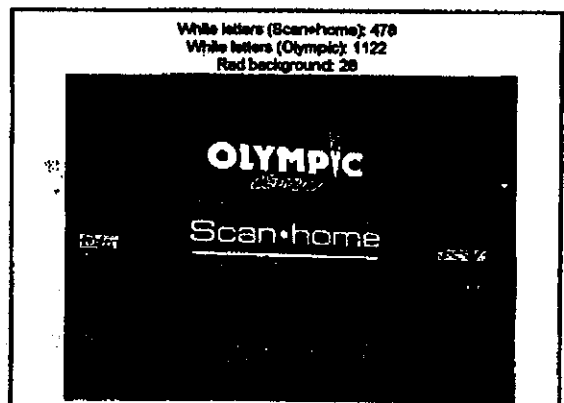
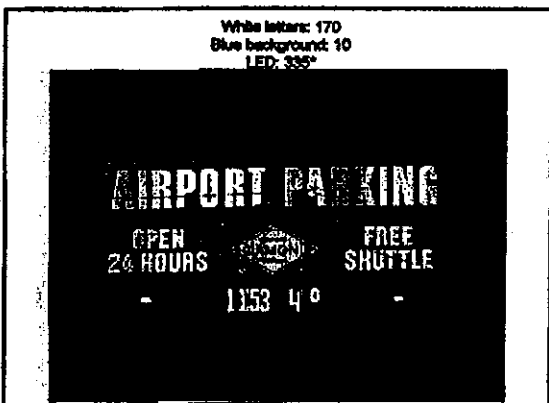
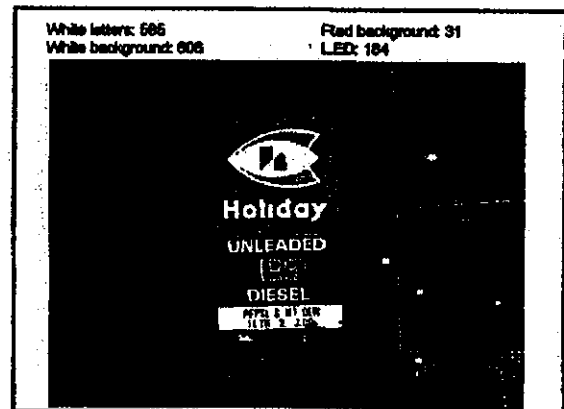
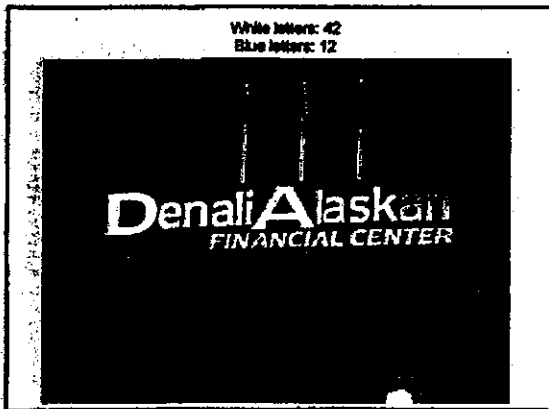
Photographs and Luminance Measurements of Selected Internally Illuminated Signs

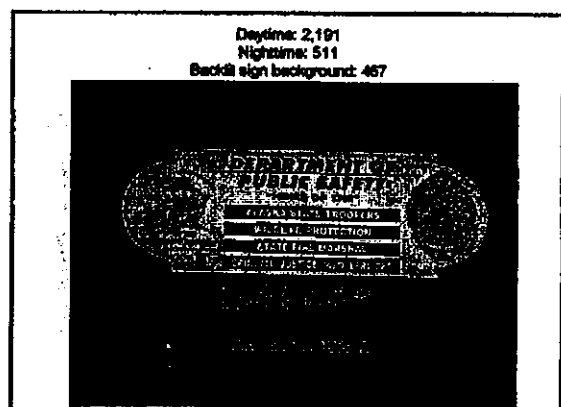
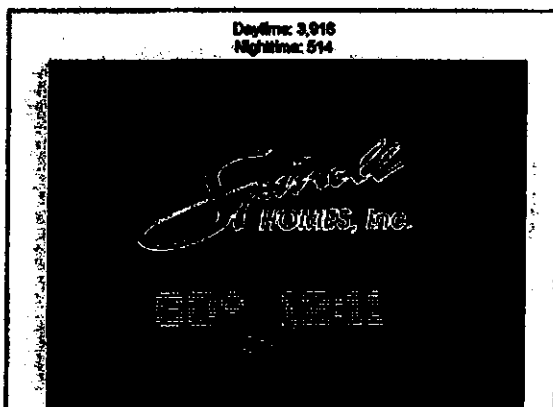
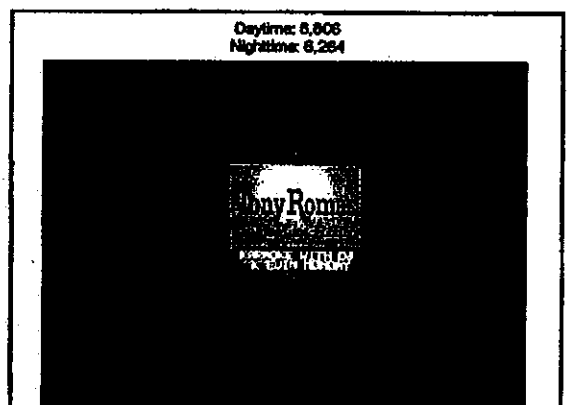
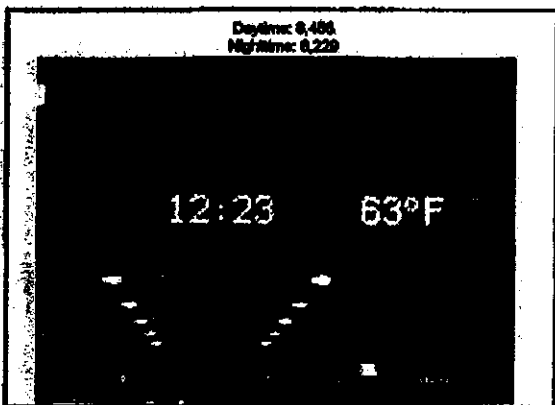
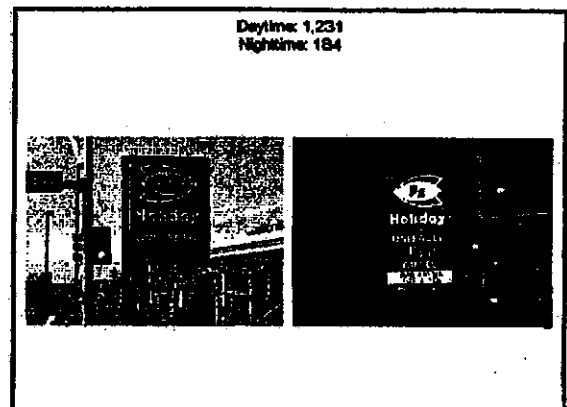
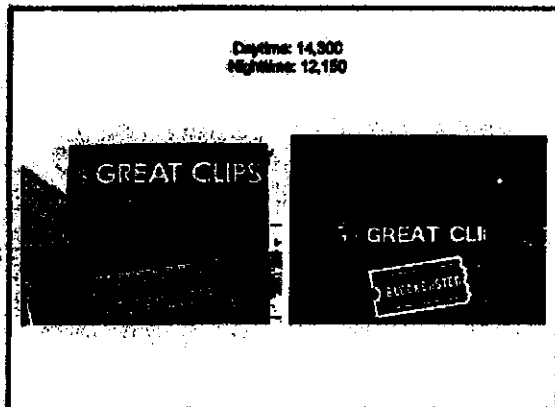
Page 1 - Fluorescent Back-lit Signs

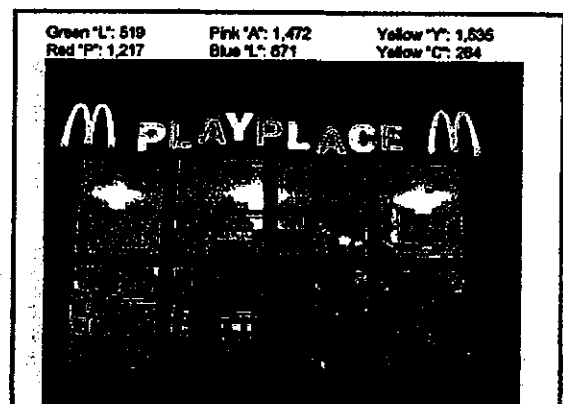
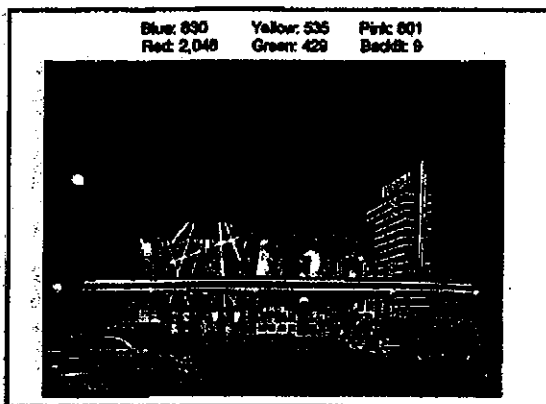
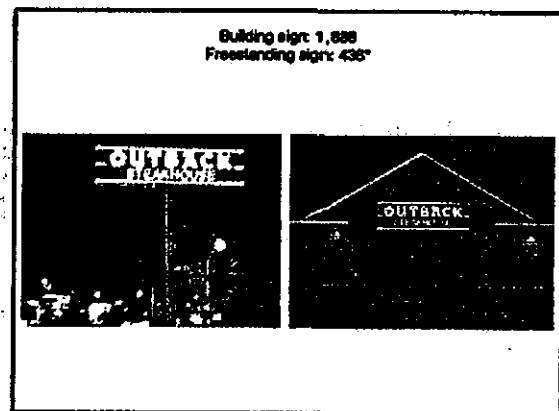
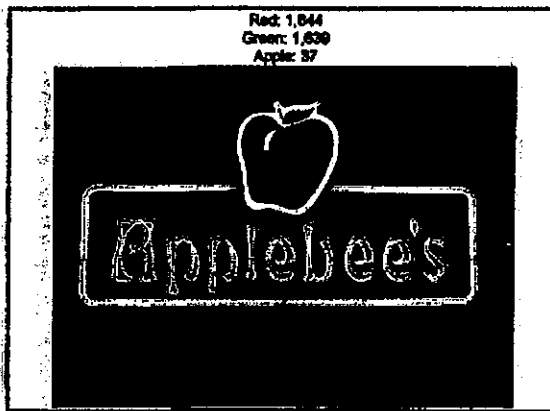
Page 2 - LED Signs

Page 3 - Neon Signs

(Note: All luminance measurements are in candelas per square meters)







ATTACHMENT 4

Review Comments from Public Agencies and the General Public



Municipality of Anchorage
Development Services Department
Building Safety Division

MEMORANDUM



RECEIVED

AUG 25 2004

DATE: August 24, 2004
TO: Jerry Weaver, Jr., Platting Officer, CPD
FROM: Daniel J. Roth, Program Manager, On-Site Water and Wastewater Program
SUBJECT: Comments on Cases due August 23, 2004

MUNICIPALITY OF ANCHORAGE
PLANNING & ZONING DIVISION

The On-Site Water & Wastewater Program has reviewed the following cases and has these comments:

2004 - 091 An ordinance amending Title 21 for sign requirements

No objection

RECEIVED

AUG 30 2004

**MUNICIPALITY OF ANCHORAGE
PLANNING & ZONING DIVISION**



FLOOD HAZARD REVIEW SHEET for PLATS

Date: 8-26-04

Case: 2004-091A

Flood Hazard Zone: NA

Map Number: NA

☐ Portions of this lot are located in the floodplain as determined by the Federal Emergency Management Agency.

☐ AMC 21.15.020 requires that the following note be placed on the plat:

"Portions of this subdivision are situated within the flood hazard district as it exists on the date hereof. The boundaries of the flood hazard district may be altered from time to time in accordance with the provisions of Section 21.60.020 (Anchorage Municipal Code). All construction activities and any land use within the flood hazard district shall conform to the requirements of Chapter 21.60 (Anchorage Municipal Code)."

☐ A Flood Hazard permit is required for any construction in the floodplain.

☒ I have no comments on this case.

Reviewer: Jack Puff



MUNICIPALITY OF ANCHORAGE

Development Services Department
Right of Way Division



MEMORANDUM

RECEIVED

DATE: August 25, 2004
TO: Planning Department, Zoning and Platting Division
THRU: Jack L. Frost, Jr., Right of Way Supervisor
FROM: Lynn McGee, Senior Plan Reviewer
SUBJ: Request for Comments on Planning and Zoning Commission case(s) for the Meeting of September 20, 2004.

AUG 25 2004

MUNICIPALITY OF ANCHORAGE
PLANNING & ZONING DIVISION

Right of Way has reviewed the following case(s) due August 23, 2004.

04-091 Ordinance Amendment
(Title 21 for Sign Requirements)
Right of Way Division has no comments at this time.
Review time 15 minutes.

RECEIVED

JUN 01 2004

MUNICIPALITY OF ANCHORAGE
OFFICE OF ECONOMIC AND COMMUNITY DEVELOPMENT
PARKS & RECREATION DIVISION
MEMORANDUM

DATE: May 28, 2004
TO: Jerry T. Weaver, Supervisor, Zoning and Platting Division, Planning Department
THRU: John Rodda, Acting Manager
FROM: Tom Korosai, Park Planner
SUBJECT: Planning and Zoning Case Reviews

Parks and Recreation has the following comments:

CASE NO. **CASE**

2004-86 **Conditional use for a wireless communications tower (Ship Creek Water Treatment Plant, Glenn Hwy.).**
The subject site is adjacent to Centennial Park, which includes a public campground. Parks and Recreation staff believes the proposed tower would be visually obtrusive and would be likely to detract from the character of the park and from the park experience for park users. Parks and Recreation staff would encourage consideration of alternative locations and/or less visually obtrusive designs for the proposed tower.

2004-89 **Site plan review for a public school (Addition of 10 relocatable classroom buildings at Service High School, Abbott Road, for use during construction/remodeling).**
No comment.

2004-91 **Ordinance amending Title 21 for sign requirements pertaining to illumination**
No comment.

2004-95 **Site plan review for a public roadway (Aero Ave.—36th Ave. to West Northern Lights Blvd.).**
Parks and Recreation generally supports the following:

- Conformance with design guidelines of the *Areawide Trails Plan*, including pathway separation from roadways.
- Including landscaping to enhance project design and the visual character of the neighborhood, with consideration given to long-term maintenance costs and other maintenance issues in landscape design.
- Providing water utility service where appropriate for irrigation hydrants to facilitate landscaping maintenance.
- Using light fixtures that are designed to avoid off-site and other unnecessary glare (for example, parallel to pathways).

Pierce, Eileen A

From: Angus, George E.
Sent: Monday, May 17, 2004 10:28 AM
To: Long, Patty R.; Pierce, Eileen A
Cc: Angus, George E.
Subject: DHHS Variance Request Comments

RECEIVED
MAY 17 2004
MUNICIPALITY OF ANCHORAGE
PLANNING & ZONING DIVISION

Patty and Eileen:

I apologize for getting these to you late, I had a death in the family and just got back in today.

The following Requests for Variance were reviewed by Environmental Health, Child and Adult Care, Health Promotion, Management Support and Safe Cities within the Department of Health and Human Services:

Case # 2004-087 Restaurant CUP

Joan Diamond had commented and the document was forwarded to the Dept Director for approval. I'm not sure if the comments made it to your office or not.

Case # 2004-088 Restaurant CUP

Joan Diamond had commented and the document was forwarded to the Dept Director for approval. I'm not sure if the comments made it to your office or not.

Case # 2004-086	Site Plan Review	No Department Comments
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Case # 2004-089	Site Plan Review	No Department Comments
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Case # 2004-091	Title 21 Amendment	No Department Comments
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Case # 2004-095	Site Plan Review	No Department Comments
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Case # 2004-100	Site Plan Review	No Department Comments
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Thanks Patty and Eileen. Please call with any questions.

George Angus
X4619



MUNICIPALITY OF ANCHORAGE
Traffic Department



MEMORANDUM

RECEIVED

SEP 15 2004

**MUNICIPALITY OF ANCHORAGE
PLANNING & ZONING DIVISION**

DATE: September 13, 2004
TO: Jerry T. Weaver, Platting Supervisor, Planning Department
THROUGH: Leland R. Coop, Associate Traffic Engineer
FROM: Mada Angell, Assistant Traffic Engineer
SUBJECT: Comments, Planning & Zoning Commission September 20, 2004

04-091 An Ordinance amending Title 21 for sign standards.

Traffic has no comment.

Zoning and Platting Cases On-line

View Case Comments

[Submit a Comment](#)

**** These comments were submitted by citizens and are part of the public record for the cases ****

Questions? If you have questions regarding a case, please contact Zoning at 907-343-7943 or Platting & Variances at 907-343-7942.

1. Select a Case:

2. View Comments:

Case Num: 2004-091

An ordinance amending Title 21 for for sign requirements

Site Address: N/A

Location: An ordinance of the Anchorage Municipal Assembly amending Anchorage Municipal Code Section 21.47.080.A.3 to add maximum luminance standards for all illuminated signs.

[Details](#) | [Staff Report](#) | [submit a comment](#)

Public Comments

6/28/04

dorothy randall
99508

Agree with a limit on illuminated signs on main streets. Directional lighting on sign should not be directed into oncoming traffic, I cite the barney chalet lighting on NLB. So much sign clutter you cannot see the roadway signs on Tudor Rd.

4/20/04

leon butler

The sign ordinances in Anchorage are already too tight. Businesses need to be able to advertise. If it is zoned for business, let them have more ability to design signs, size, height, and style should be allowed to flourish. I have lived here since 1975 and do not like the tendency of our local government to restrict small business. Thank you.

4/14/04

Mikal Hendee
13310 Glen Alps Road
Anchorage AK 99516

I concur with the proposed ordinance. Light pollution is a real problem and luminance of signs should have a standard.

ATTACHMENT 5

Sign Luminance Measurements Obtained by Planning Department Staff

Luminance Measurements of LED (Light Emitting Diode) Signs*

Sign	Location	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia
Great Clips For Hair	2200 Abbott Road at Independence Drive	Red	3794	184
Holiday fueling station, site #1	Dimond Blvd. west of Seward Highway	Red	1,231	184
Carrs fueling station, site #1	1725 Abbott Road near E. 88th Avenue	Red	Unleaded: 1,105; Plus/Prem: 1,033; Green letters: 1,000	Unleaded: 203; Plus/Prem: 1614; Green letters: 309
Pink Elephant Car Wash	8215 Old Seward Highway north of Dimond Boulevard	Amber	3794	184
American Tire & Auto	7835 Old Seward Highway near 76th Avenue	Red	2999	184
Giant Don's Flooring America	7725 Old Seward Highway near 76th Avenue	Red	not measured	off
Cal Worthington Ford	1950 Gambell Street	Red	2891	375
Cal Worthington Ford	E. 5th Avenue and Unga Street	Orange	3366	375
The Sullivan Arena	1600 Gambell St.	Red	3975	287
Johnson RV Center	909 E. Tudor Road east of Old Seward Highway	Orange	2119	1005
Denali Alaskan Financial Center	36th Avenue at Denali St.	Red	3346	825
	Benson in former Gary King's space	Red		
Tony Roma's Restaurant	1420 E. Tudor Road east of Seward Highway	Red	5805	825
Spinell Homes Inc Contractors offices	W. Northern Lights Boulevard west of Carrs Aurora grocery store	Red	3916	514
Holiday fueling station and convenience store, site #2	Tudor Road at Old Seward Highway	Red	1965	435
How How Chinese Restaurant	207 Muldoon Road south of Glenn Highway	Multi: Red, White and Green	1649	536
Z Plaza 2 mall / Brown Jug Famous Liquor Warehouse Store	171 Muldoon Road south of Glenn Highway	Red	3923	756
Carrs fueling station, site #2-a	3101 Penland Parkway at Northway Mall	Red	3348	756
Carrs fueling station, site #2-b	Glenn Highway behind Northway Mall	Red	3175	512
Alaska State Troopers administrative offices	5700 E. Tudor Road east of Bragaw	Red	2191	511

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements of LED (Light Emitting Diode) Signs*

Sign	Location	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia
Guardian Security Systems Inc.	2600 Seward Highway between Northern Lights Boulevard and Fireweed Lane	Red	3032	
Coffey Building	207 E. Northern Lights Boulevard	Red		
Muldoon Town Center (Northeast Community Center)	Muldoon Road north of DeBarr Road	Red		
Diamond Airport Parking	International Airport Road west of Minnesota Drive	Yellow		335

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Fluorescent Backlit Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Holiday fueling station, site #1	Dimond Blvd. west of Seward Highway	Flourescent Backlit	White	off in daytime	585	Red	31
Alaska USA Federal Credit Union, site #1	125 E. Dimond Blvd. west of King Street	Flourescent Backlit	White	off in daytime	263	Blue	7
Little New Orleans restaurant	8215 Old Seward Highway north of Dimond Boulevard	Flourescent Backlit	White	off in daytime	352	Green	56
ScanHome	36th and Arctic	Flourescent Backlit	White		478	Red	28
Olympic Center	36th and Arctic	Flourescent Backlit	White		412	Dark	
NBA headquarters	36th and C	Flourescent Backlit	Red		14	White	477
Carrs Quality Center - (Starbucks Coffee portion of sign)	1725 Abbott Road near Lake Otis (sign near 88th Avenue)	Flourescent Backlit	White	not measured	74	Green	8
Dimond Center	800 E. Dimond Boulevard	Flourescent Backlit	White	off in daytime	77	Blue	6
Guardian Security Systems Inc.	2600 Seward Highway between Northern Lights Boulevard and Fireweed Lane	Flourescent Backlit	White		247	Red	19

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Fluorescent Backlit Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Coffey Building	207 E. Northern Lights Boulevard	Flourescent Backlit	Red		26	Dark	n/a
Coffey Building	207 E. Northern Lights Boulevard	Flourescent Backlit	White		153	Dark	n/a
Coffey Building	207 E. Northern Lights Boulevard	Flourescent Backlit	Green		28	Dark	n/a
Papa John's Pizza	8225 Old Seward Highway north of Dimond Boulevard	Flourescent Backlit	Red	off in daytime	18	White	360
Barnes & Noble	Benson & A	Flourescent Backlit	White		171	Green	
Denali Alaskan Financial Center	36th Avenue at Denali St.	Flourescent Backlit	White		42	Dark	n/a
Denali Alaskan Financial Center	36th Avenue at Denali St.	Flourescent Backlit	Blue		12	Dark	n/a
Diamond Airport Parking	International Airport Road west of Minnesota Drive	Flourescent Backlit	White	off in daytime	170	Blue	10
Holiday	Muldoon Road at 20th Avenue	Flourescent Backlit	White		171	Blue	13
The Mall at Sears	600 E. Northern Lights (sign fronts on Seward Highway)	Flourescent Backlit, Mechanically Changeable Copy	Green		24	n/a	

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Fluorescent Backlit Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Holiday fueling station (Pepsi sign portion), site #1	Dimond Blvd. west of Seward Highway	Flourescent Backlit	Dark	off in daytime	n/a (dark lettering)	White	606
Pink Elephant Car Wash	8215 Old Seward Highway north of Dimond Boulevard	Flourescent Backlit	Dark	off in daytime	n/a (dark lettering)	White	608
American Tire & Auto (Cooper Tires portion)	7835 Old Seward Highway near 76th Avenue	Flourescent Backlit	Blue	off in daytime	n/a (dark lettering)	White	150
Alaska Sales & Service	1300 E. 5th Avenue	Flourescent Backlit	not measured	off in daytime		White	30
Johnson RV Center	909 E. Tudor Road east of Old Seward Highway	Flourescent Backlit	Dark	off in daytime	n/a (dark lettering)	White	407
OfficeMax	Northway Mall on Penland Parkway	Flourescent Backlit	not measured	off in daytime	not measured	White	355
Carrs Quality Center	1725 Abbott Road near Lake Otis (sign near 88th Avenue)	Flourescent Backlit	Red	not measured	10	White	190
Best Buy	800 E. Dimond Boulevard in the Dimond Center	Flourescent Backlit	Black	off in daytime	n/a (dark lettering)	Yellow	85

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Fluorescent Backlit Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance - Letters / Insignia	Nighttime Luminance - Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Best Buy	800 E. Dimond Boulevard in the Dimond Center	Flourescent Backlit	Black	off in daytime	n/a (dark lettering)	Yellow	91
Alaska State Troopers administrative offices	5700 E. Tudor Road east of Bragaw	Flourescent Backlit				White	467
Muldoon Town Center (Northeast Community Center)	Muldoon Road north of DeBarr Road	Flourescent Backlit	Dark	n/a	n/a	White	130
Barnes & Noble	Benson & A	Flourescent Backlit			400		
Denali Alaskan Financial Center	36th Avenue at Denali St.	Flourescent Backlit	not measured	off in daytime	not measured	White	443
Holiday ("Coke" sign)	Muldoon Road at 20th Avenue	Flourescent Backlit	Dark		n/a	White	619
McDonalds ("Golden Arches")	Muldoon at Fireweed Theater	Flourescent Backlit	Yellow		311	n/a	
McDonalds	Muldoon at Fireweed Theater	Flourescent Backlit	White		19	Red	
The Mall at Sears	600 E. Northern Lights (sign fronts on Seward Highway)	Flourescent Backlit	Dark			Cream	198

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Other Types of Illuminated Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance Letters / Insignia	Nighttime Luminance Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Tesoro fueling station and convenience store	Old Seward Highway at Dowling Road	Incandescent Bulb	Green	1,492		n/a	
Alaska USA Federal Credit Union, site #1	125 E. Dimond Blvd. west of King Street	Incandescent Bulb		722	11,531		
Anchorage Chrysler Dodge	2501 E. 6th Avenue	Incandescent Letters	White	4504	655	n/a	
A & M RV Center	2225 E. 5th Avenue	Incandescent Letters	White	2446	385	n/a	
Northway Mall	Glenn Highway at Airport Heights Road	Incandescent Letters	White	2168	1670	n/a	
Qupqugiaq	36th Avenue at Denali St.	Neon	Red		1,134		
A & M RV Center	2225 E. 5th Avenue	Neon	Red	off in daytime	326	White	458
Outback Steakhouse	101 W. 34th Avenue	Neon	Red	n/a	436 (reading taken at long distance)	n/a	
Outback Steakhouse	101 W. 34th Avenue	Neon	Red	n/a	188 (reading taken at long distance)	n/a	
Northway Mall	Northway Mall on Penland Parkway	Neon	Red	off in daytime	260	n/a	
Chili's restaurant	1811 Abbott Road near Lake Otis	Neon	Red	off in daytime	174	n/a	

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Luminance Measurements for Other Types of Illuminated Signs*

Sign	Location	Illumination Fixture	Color of Main Letters / Insignia	Daytime Luminance Letters / Insignia	Nighttime Luminance Letters / Insignia	Color of Main Background	Nighttime Luminance - Background
Applebee's	DeBarr Road west of Muldoon Road	Neon	Red		85	Dark	n/a
Applebee's	DeBarr Road west of Muldoon Road	Neon	Green		122	Dark	n/a
Bailey's	Seward Highway	Neon	Red		125		
Bailey's	Seward Highway	Neon	Green		125		
McDonald's	Muldoon at Fireweed Theater	Neon					
McDonald's	Muldoon at Fireweed Theater	Neon					
McDonald's	Muldoon at Fireweed Theater	Neon					
McDonald's	Muldoon at Fireweed Theater	Neon					264 (Letter "C")
Holiday	Muldoon Road at 20th Avenue	Flourescent Backlit			178		
Century 16 Theater	36th Ave.	Neon	Blue		50	n/a	n/a
Century 16 Theater	36th Ave.	Neon	Yellow		535	n/a	n/a
Century 16 Theater	36th Ave.	Neon	Pink		81	n/a	n/a
Century 16 Theater	36th Ave.	Neon	Red		204	n/a	n/a
Century 16 Theater	36th Ave.	Neon	Green		429	n/a	n/a

*Note: Highlighted numbers are those which exceed the proposed luminance standards.

Content Information**Content ID :** 002680**Type:** Ordinance - AO

Title: Ordinance Amending AMC Chapter 21.47 Regarding **Sign Standards**,
Maximum Luminance Standards and Regulations, Nonconforming
Internally Illuminated Signs, Changeable Copy Interval for Certain
Non-Residential Signs, Measurement Standards for Non-Residential

Author: katkusja**Initiating Dept:** Planning

Description: Ordinance Amending AMC Chapter 21.47 Regarding Sign Standards -
Luminance

Keywords: Amending Sign Standards**Date Prepared:** 3/9/05 10:07 AM**Director Name:** Tom Nelson**Assembly****Meeting Date** 4/12/05**MM/DD/YY:**

Public Hearing
Date MM/DD/YY: 5/3/05

Workflow History

<u>Workflow Name</u>	<u>Action Date</u>	<u>Action</u>	<u>User</u>	<u>Security Group</u>	<u>Content ID</u>
AllOrdinanceWorkflow	3/9/05 10:18 AM	Checkin	perrysu	Public	002680
Planning_SubWorkflow	3/10/05 11:19 AM	Approve	nelsontp	Public	002680
ECD_SubWorkflow	3/10/05 11:23 AM	Approve	thomasm	Public	002680
OMB_SubWorkflow	3/14/05 2:41 PM	Approve	pearcydl	Public	002680
Legal_SubWorkflow	3/16/05 1:18 PM	Approve	fehlenrl	Public	002680
MuniManager_SubWorkflow	3/16/05 2:19 PM	Checkin	katkusja	Public	002680
MuniManager_SubWorkflow	3/16/05 5:47 PM	Approve	leblancdc	Public	002680
MuniMgrCoord_SubWorkflow	4/1/05 12:37 PM	Approve	abbottmk	Public	002680

CLERKS OFFICE

2005 APR -4 AM 10:44

M.O.A.