

*See AO 2005-163(S-2)*

Submitted by: Assemblymember SULLIVAN  
Prepared by: Assembly Counsel  
For reading: March 28, 2006

ANCHORAGE, ALASKA  
AO NO. 2005-163(S-1)

1 AN ORDINANCE OF THE MUNICIPAL ASSEMBLY AMENDING  
2 ANCHORAGE MUNICIPAL CODE CHAPTER 2.47, SIGN STANDARDS,  
3 REGULATING NONCONFORMING SIGNS AND OTHER MINOR REVISIONS.  
4

5  
6 THE ANCHORAGE ASSEMBLY ORDAINS:  
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8 **Section 1:** Anchorage Municipal Code section 21.47.030 is hereby amended to read  
9 as follows:

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11 **21.47.030 Computations, rules of measurement, and definitions.**  
12

13 E. *Definitions.* The following shall serve as definitions as they are referred to  
14 within this chapter.  
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16 \*\*\* \*\*\* \*\*\*  
17 9. *Sign, changeable copy* means a portion of a sign with letters,  
18 characters, or graphics that are not permanently affixed to the  
19 structure, framing, or background allowing the letters, characters  
20 or graphics to be modified from time to time manually or by  
21 electronic or mechanical devices, such as a bulletin board or  
22 electronic message board, and includes scrolling copy.  
23 Changeable copy signs may not be used to display commercial  
24 messages relating to products or services that are not offered on the  
25 property.  
26 \*\*\* \*\*\* \*\*\*

27  
28 19. *Sign, rotating means* [PLANNING TO SUBMIT]  
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30 **Section 2.** Anchorage Municipal Code section 21.47.040 is hereby amended to read  
31 as follows:  
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33 **21.47.040 Signs in residential districts (R-1, R-1A, R-2A, R-2D, R-2M, R-3,**  
34 **R-4, R-5, R-5A, R-6, R-7, R-8, R-9, R-10, R-11 (a) , D-2 AND D-3).**

35 (a) The standards in this chapter only apply to residential parcels in the R-11  
36 District.  
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38 B. *Supplemental standards for all changeable copy signs.*  
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3 3. Electronic changeable copy is permitted for freestanding and building  
4 signs on parcels that are nine acres or greater with a minimum of 500 feet  
5 of frontage on a street of Class II or greater classification in the official  
6 streets and highways plan. Electronic changeable copy **shall not change**  
7 **more than one time per twenty-second period** [CANNOT BE  
8 CHANGED MORE THAN 12 TIMES PER DAY]. **Scrolling copy is**  
9 **permitted.** Electronic changeable freestanding signs are permitted up to a  
10 maximum of 80 percent of the actual sign area. One electronic changeable  
11 copy building sign per 300 linear feet of frontage is permitted up to a  
12 maximum size of 20 square feet per sign.

13  
14 **Section 3.** Anchorage Municipal Code section 21.47.050 is hereby amended to read  
15 as follows:

16  
17 **21.47.050 Signs in the Public Lands and Institutions (PLI) District, the**  
18 **Residential Office (R-O) District, and the Watershed (W) District.**

19  
20 D. *Supplemental standards for all changeable copy signs.*

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23 3. Copy which is changed electronically or mechanically shall not be  
24 changed more than one time per 20-second period, however if the business  
25 or institution has frontage on a street of Class II or greater classification in  
26 the official streets and highways plan, the changeable copy shall not  
27 change more than one time per three seconds. **Scrolling copy is**  
28 **permitted.**

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30 **Section 4.** Anchorage Municipal Code section 21.47.060 is hereby amended to read  
31 as follows:

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33 **21.47.060 Signs in the nonresidential districts (B-1A, B-1B, B-2A, B-2B, B-**  
34 **2C, B-3, B-4, I-1, I-2, I-3, MC, MI, R-11 (a) AND T).**

35  
36 D. *Supplemental standards for all changeable copy signs.*

37  
38 1. Freestanding signs may have up to **50** [30] percent of the actual  
39 sign area devoted to changeable copy. Building signs and  
40 projecting signs may have up to **50** [30] percent of the actual sign  
41 area or up to 150 square feet, whichever is less, devoted to  
42 changeable copy.

43  
44 2. Copy which is changed electronically or mechanically shall not be  
45 changed more than one time per three-second period. **Scrolling copy is**  
46 **permitted.**





chapter that does not comply with the maximum height, maximum area, or the number of signs permitted as set-forth in this chapter shall be considered a legal nonconforming sign. A legal nonconforming sign is subject to all other provisions of this chapter. [REMOVED OR ALTERED TO COMPLY WITH THE REQUIREMENTS OF THIS CHAPTER WITHIN TEN YEARS FROM THE DATE OF THE ADOPTION OF THIS CHAPTER WHICH IS OCTOBER 1, 2013.] The maximum area requirements shall apply to the total area of all signs on the property.

**B.[B.] Amortization of permanent signs. Any permanent sign exceeding current size or height requirements by greater than 50 percent, must be brought into compliance with this chapter within ten years from the date of adoption of AO 2006-163(S-1).**

**C. Termination.** Except as provided in 21.47.080.D, a nonconforming sign shall immediately lose its legal nonconforming status, and therefore shall be brought into conformance with this section or removed, when any of the following occur:

1. The size or shape of the sign is changed.

2. The location of the sign is changed.

**3. The business is sold or transferred.**

**4.[3.]** The nonconforming sign is accessory to a nonconforming use that has lost its nonconforming status.

**E.[D.] [AMORTIZATION OF POLE SIGNS.** ANY SIGN WHERE THE STRUCTURAL STEEL SUPPORTS ARE VISIBLE AND WHICH DOES NOT MEET THE REQUIREMENTS OF 21.47.050 C 2 OR 21.47.060 C 3, SHALL BE ALTERED TO COMPLY WITH THE REQUIREMENTS OF THIS CHAPTER WITHIN THREE YEARS FROM THE DATE OF ADOPTION OF THIS CHAPTER.]

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**I. Nonconforming signs in relation to principal structures. If more than 50 percent of a principal structure on a property is replaced, repaired or renovated, the existing sign(s) shall be removed or brought into compliance with the provisions of this chapter at the time of the replacement, repair, or renovation.**

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(AO No. 2003-62(S-1), § 1, 10-1-03; AO No. 2005-61(S), § 8, 6-14-05)

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

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PASSED AND APPROVED by the Anchorage Assembly this \_\_\_\_\_ day of \_\_\_\_\_, 2006.

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
Municipal Clerk

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

AO 2005-163(S-1)

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

<b>1</b>	SUBJECT OF AGENDA DOCUMENT SIGN STANDARDS - S-1 VERSION	DATE PREPARED
		Indicate Documents Attached <input checked="" type="checkbox"/> AO <input type="checkbox"/> AR <input type="checkbox"/> AM <input type="checkbox"/> AIM
<b>2</b>	DEPARTMENT NAME Assembly	DIRECTOR'S NAME Anna Fairclough, Chair
<b>3</b>	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY Julia Tucker - Assembly Counsel	HIS/HER PHONE NUMBER 343-4419
<b>4</b>	<b>COORDINATED WITH AND REVIEWED BY</b>	<b>INITIALS</b>
	Mayor	
	Municipal Clerk	
	Municipal Attorney	
	Employee Relations	
	Municipal Manager	
	Cultural & Recreational Services	
	Fire	
	Health & Human Services	
	Merrill Field Airport	
	Municipal Light & Power	
	Office of Management and Budget	
	Police	
	Port of Anchorage	
	Public Works	
	Solid Waste Services	
	Transit	
	Water & Wastewater Utility	
	<b>Executive Manager</b>	
	Community Planning & Development	
	Finance, Chief Fiscal Officer	
	Heritage Land Bank	
	Management Information Services	
	Property & Facility Management	
	Purchasing	
	<b>Other</b>	
<b>5</b>	<b>Special Instructions/Comments</b>	
	Continued Public Hearings - 13.A.3.	
<b>6</b>	ASSEMBLY HEARING DATE REQUESTED 3/28/06	<b>7</b>
		PUBLIC HEARING DATE REQUESTED 3/28/06

2006 MAR 17 PM 1:15  
 M.C.A.  
 CLERK'S OFFICE



**MUNICIPALITY OF ANCHORAGE  
ASSEMBLY INFORMATION MEMORANDUM**

**No. AIM 41 -2006**

**Meeting Date: April 11, 2006**

1 **From:** Assemblymember Sullivan

2 **Subject:** Summary of Economic Effects for AO 2005-163(S-1)

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4 Attached to this memo is the Summary of Economic Effects for AO 2005-163(S-1),  
5 regarding an ordinance of the Municipal Assembly amending AMC chapter 2.47, Sign  
6 Standards, regulating nonconforming signs and other minor revisions.

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10 Prepared By: Steven B. King, Utility Budget Analyst

11 Reviewed By: Barbara E. Gruenstein and Guadalupe Marroquin

12 Submitted By: Assemblymember Sullivan



**MUNICIPALITY OF ANCHORAGE**  
**Summary of Economic Effects -- General Government**

AO Number: 2005-163(S-1)      Title: An ordinance of the Municipal Assembly amending AMC chapter 2.47, Sign Standards, regulating nonconforming signs and other minor revisions.

Sponsor:      Assemblymember Sullivan  
 Preparing Agency:      Assembly  
 Others Impacted:      Planning Department

<b>CHANGES IN EXPENDITURES AND REVENUES:</b>		<b>(In Thousands of Dollars)</b>				
	<u>FY06</u>	<u>FY07</u>	<u>FY08</u>	<u>FY09</u>	<u>FY10</u>	
<b>Operating Expenditures</b>						
1000 Personal Services						
2000 Non-Labor						
3900 Contributions						
4000 Debt Service						
<b>TOTAL DIRECT COSTS:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
Add: 6000 Charges from Others						
Less: 7000 Charges to Others						
<b>FUNCTION COST:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>REVENUES:</b>						
<b>CAPITAL:</b>						
<b>POSITIONS: FT/PT and Temp</b>						

**PUBLIC SECTOR ECONOMIC EFFECTS:**

Notification, administration, and enforcement of AMC chapter 2.47 (Code) represents the greatest impact to the public sector with the burden falling to the city government. The economic effects of the Code are hard to quantify due to several factors including the lack of comprehensive permit records and descriptions as well the unknown degree to which applicable sign owners will exhibit voluntary compliance.

With a high level of voluntary compliance the majority of the responsibilities associated with this Code could be incorporated into existing duties with minimal impact and perhaps as small as 0.5 FTE new hire (\$35K annually or less). On the other hand with little voluntary compliance offered the cost could rise as high as several new 1.0 FTE hires (\$200K annually or more). Some of these charges could be offset by payment of fees issued for non-compliance, however it is difficult to speculate on what exactly that would equate to.

The positive economic impacts are also difficult to quantify. The positive benefits of the Code are speculated to include the increase of the quality of the local landscape which would lead to a higher quality of life for residents of the community. This higher quality of life could be associated with a more productive workforce as well as a locale that is more likely to attract businesses; both of these factors would contribute to economic development of the community.

This ordinance would reduce and/or delay some of the costs associated with notification, administration, and enforcement of the Code. It could also have the effect of reducing and/or delaying some of the positive economic impacts associated with the Code. The exact level of economic impact is difficult, if not impossible, to quantify.

**PRIVATE SECTOR ECONOMIC EFFECTS:**

The private sector costs are also difficult to quantify without a comprehensive inventory of signs and a full understanding as to what extent each of them are out of compliance with the Code. With this in mind, it has been estimated that of the 17,809 businesses licenses that are active in the Municipality about 8,000 of them have signs and around 70% to 85% of those (5,600 to 6,800) have some aspect that can be considered out of compliance with the Code. It has also been estimated that the average cost to bring each sign into compliance would equal between \$10,000 and \$25,000. Thus, based on these estimates, the total cost would be between \$56,000,000 and \$170,000,000.

These figures do not represent a complete loss to the private sector. Some could be considered a loss due to inefficiencies and unused resources while other amounts of the figure can accurately be described as a transfer of funds from the individual businesses to the businesses that would profit from replacing, repairing, and updating the signs. It is also important to note that some of these signs may have been replaced or repaired regardless of the implementation of the Code.

Another point to consider in regards to the Code is the effect that it could have on a businesses ability to advertise. Some would argue that the reduction of sign clutter as noted in the Code would make the remaining signs more visible and thus provide more advertising advantages. On the other hand, some would argue that the small businesses would suffer the most because their main source of advertising would be significantly reduced.

This ordinance would reduce the cost to individual businesses associated with replacing, repairing, and/or updating signs that are currently out of compliance with the Code; it would also eliminate the inefficiencies associated with profit transfers.

Prepared by: Steven B. King, Utility Budget Analyst  
Reviewed by: Barbara Gruenstein and Guadalupe Marroquin

Telephone: 343-4714  
Telephone: 343-4311 and 343-4376

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

AIM 41-2006

(SEE REVERSE SIDE FOR FURTHER INFORMATION)

<b>1</b>	SUBJECT OF AGENDA DOCUMENT SEE FOR AO 2005-163(S-1) - SIGN	DATE PREPARED 3/30/06
	STANDARDS	Indicate Documents Attached <input type="checkbox"/> AO <input type="checkbox"/> AR <input type="checkbox"/> AM <input checked="" type="checkbox"/> AIM
<b>2</b>	DEPARTMENT NAME Assembly	DIRECTOR'S NAME Anna Fairclough, Chair
	THE PERSON THE DOCUMENT WAS ACTUALLY PREPARED BY Steven B. King - Utility Budget Analyst	HIS/HER PHONE NUMBER 343-4714
<b>4</b>	<b>COORDINATED WITH AND REVIEWED BY</b>	<b>INITIALS</b>
	<b>Mayor</b>	
	<b>Municipal Clerk</b>	
	<b>Municipal Attorney</b>	
	<b>Employee Relations</b>	
	<b>Municipal Manager</b>	
	Cultural & Recreational Services	
	Fire	
	Health & Human Services	
	Merrill Field Airport	
	Municipal Light & Power	
	Office of Management and Budget	
	Police	
	Port of Anchorage	
	Public Works	
	Solid Waste Services	
	Transit	
	Water & Wastewater Utility	
	<b>Executive Manager</b>	
	Community Planning & Development	
	Finance, Chief Fiscal Officer	
	Heritage Land Bank	
	Management Information Services	
	Property & Facility Management	
	Purchasing	
	<b>Other</b>	
<b>5</b>	<b>Special Instructions/Comments</b>	
	CONTINUED PUBLIC HEARINGS	
<b>6</b>	ASSEMBLY HEARING DATE REQUESTED 4/11/06	<b>7</b> PUBLIC HEARING DATE REQUESTED 4/11/06

2006 MAR 30 AM 8:28  
MUNICIPAL CLERK'S OFFICE