

CLERK'S OFFICE  
**AMENDED AND APPROVED**  
Date:.....5-16-06  
IMMEDIATE RECONSIDERATION  
FAILED 5-16-06

Submitted by: Assembly Chair SULLIVAN  
Prepared by: Assembly Counsel  
For reading: May 16, 2006

ANCHORAGE, ALASKA  
AO NO. 2005-163(S-2) *As Amended*

1 AN ORDINANCE OF THE MUNICIPAL ASSEMBLY AMENDING  
2 ANCHORAGE MUNICIPAL CODE CHAPTER 21.47, SIGN STANDARDS,  
3 REGULATING NONCONFORMING SIGNS AND OTHER MINOR REVISIONS.  
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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 A. Determining sign area or dimension of signs.

- 14  
15 1. The sign area shall include the face of all the display area(s) of the sign.  
16 The sign area shall include the frame and structural support unless such  
17 structural support is determined to be an architectural feature as defined in  
18 subsection 21.47.030E **or the structural support is located below the**  
19 **sign face area and its accompanying frame, does not contain a**  
20 **message, and is clearly distinguishable from the sign face area.**  
21 Architectural features that are either part of the building or part of a  
22 freestanding structure are not considered signs and are thus exempt from  
23 these regulations.

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25 \*\*\* \*\*\* \*\*\*

26  
27 E. *Definitions.* The following shall serve as definitions as they are referred to  
28 within this chapter.

29 \*\*\* \*\*\* \*\*\*

- 30  
31 6. Sign means any visual communication display, object, device, graphic,  
32 structure or part, situated indoors or outdoors, or attached to, painted  
33 on or displayed from a building or structure, in order to direct or attract  
34 attention to, or to announce or promote, an object, product, place,  
35 activity, person, institution organization, or business or the like, by  
36 means of letters, words, model, banner, flag, pennant, insignia, device,  
37 designs, colors, symbols, pictures, images, illuminations or  
38 representation used as, or which is in the nature of an announcement,  
39 direction, or advertisement; any exception shall be specifically set out

1                    in this chapter .

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3                    \*\*\*                    \*\*\*                    \*\*\*

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5                    8. *Sign, building* means any sign attached to any part of a building  
6                    [AND] including wall, awning, canopy, and projecting signs, and  
7                    excluding window signs . A wall sign is a building sign that is parallel  
8                    to and does not extend from the wall more than 12 inches.

9  
10                    9. *Sign, changeable copy* means a portion of a sign with letters,  
11                    characters, or graphics that are not permanently affixed to the  
12                    structure, framing, or background allowing the letters, characters or  
13                    graphics to be modified from time to time manually or by electronic or  
14                    mechanical devices, such as a bulletin board or electronic message  
15                    board, and includes scrolling copy. Changeable copy signs may not be  
16                    used to display commercial messages relating to products or services  
17                    that are not offered on the property.

18                    \*\*\*                    \*\*\*                    \*\*\*

19                    13. *Sign, freestanding* means a sign supported from the ground and not  
20                    attached to any building. A freestanding sign is a sign [MAY BE]  
21                    supported by one or more poles or a solid base. Pole signs and  
22                    monument style signs [, AS DEFINED IN SECTION 23.40.212,] are  
23                    considered freestanding signs.

24                    \*\*\*                    \*\*\*                    \*\*\*

25                    19. *Sign, roof* means a sign, or any portion thereof, erected, constructed,  
26                    painted, or placed on the roof and includes any sign extending higher  
27                    than [OR PROJECTING UPON OR OVER] the roof or parapet wall  
28                    of any building if [WHETHER] the principal support for the sign is on  
29                    the roof, wall or any other structural element of the building.

30  
31                    20. *Sign, rotating* means a sign that meets all dimensional standards and  
32                    which may revolve on a vertical axis no more than four (4) times per  
33                    minute.

34                    \*\*\*                    \*\*\*                    \*\*\*

35                    22. [21.] *Sign, window* means a sign that is applied or attached to a window or  
36                    door, or a sign located near a window within a building for the purpose  
37                    of being visible to and read from the outside of the building except for  
38                    signs that are not legible from a distance of more than three feet  
39                    beyond the building in which such sign is located. Window signs are  
40                    permitted in nonresidential districts as set out in 21.47.060 H, without  
41                    distinction as to method of attachment.

42                    \*\*\*                    \*\*\*                    \*\*\*

(Code Revisor is instructed to renumber definitional subsections, keeping alphabetical order.)

**Section 2.** Anchorage Municipal Code section 21.47.040 is hereby amended to read as follows:

**21.47.040 Signs in residential districts (R-1, R-1A, R-2A, R-2D, R-2M, R-3, R-4, R-5, R-5A, R-6, R-7, R-8, R-9, R-10, R-11<sup>(a)</sup>, D-2 AND D-3).**

<sup>(a)</sup>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.

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B. *Supplemental standards for all changeable copy signs.*

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3. Electronic changeable copy is permitted for freestanding and building signs on parcels that are nine 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 shall not change more than one time per twenty-second period [CANNOT BE CHANGED MORE THAN 12 TIMES PER DAY]. Electronic changeable freestanding signs are permitted up to a maximum of 80 percent of the actual sign area. One electronic changeable copy building sign per 300 linear feet of frontage is permitted up to a maximum size of 20 square feet per sign.

(AO No. 2003-62(S-1), § 1, 10-1-03; AO No. 2005-61(S), § 3, 6-14-05)

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

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

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

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3. Copy which is changed electronically or mechanically shall not be changed more than one time per 20-second period, 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 changeable copy shall not change more than one time per two [THREE] seconds.



1 freestanding, monument style sign adjacent to each entrance to the  
2 property from the class 3 or greater street shall be permitted  
3 subject to the limitations of this subsection. The height limitation  
4 shall be 8 feet, excluding the base; the total area of each sign shall  
5 not exceed 120 square feet; pole signs are prohibited; and each  
6 sign shall comply with all other requirements of this chapter. Signs  
7 permitted by this subsection are in addition to all other signage  
8 within the commercial development permitted by this chapter  
9 including freestanding signs along frontage on classified streets of  
10 less than class 3, and building signs.

11  
12 D. *Supplemental standards for all changeable copy signs.*

- 13  
14 1. Freestanding signs may have up to 50 [30] percent of the actual sign  
15 area devoted to changeable copy. Building signs and projecting signs  
16 may have up to 50 [30] percent of the actual sign area or up to 150  
17 square feet, whichever is less, devoted to changeable copy.  
18  
19 2. Copy which is changed electronically or mechanically shall not be  
20 changed more than one time per two [THREE]-second period.  
21  
22 3. Scrolling copy is allowed if these requirements are met:  
23  
24 a. The message is completed within no less than two seconds and no  
25 more than five seconds.  
26 b. The complete message remains static before scrolling  
27 recommences for no less time than required for other changeable  
28 copy signs in the district.

29 \*\*\* \*\*

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

34 \*\*\* \*\*

- 35 3. Instructional signs shall not exceed six (6) square feet in area. [THE  
36 SIGNS ARE NOT LOCATED OR DESIGNED TO BE LEGIBLE OR  
37 SERVE TO ATTRACT ATTENTION BEYOND THE PERIMETER  
38 OF THE SITE.]

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41 H. *Temporary signs.* Temporary signs in nonresidential districts are permitted  
42 pursuant to Schedule 21.47.060 H as set forth below:

- 43  
44 1. Banners shall not be deemed signs for purposes of sign permitting  
45 requirements under title 23 and the temporary sign removal cash bond  
46 requirement in 21.20.007 provided that these conditions are met:

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- a. The banner is maintained in an “as new” condition at all times and is displayed and secured so as not to encroach into a public right-of-way.
  - b. Notice is filed with the Municipality, land use enforcement division, at commencement of each display period.
  - c. The banner is displayed for no more than 30 consecutive days from the commencement date specified in the notice, and for no more than 120 total days annually.
2. Balloons, pennants, ribbons, and streamers are considered decorative display and not signs for purposes of sign permitting under title 23 and the temporary sign removal cash bond requirement in 21.20.007. Balloons, pennants, ribbons, and streamers must meet these requirements:
- a. Balloons, pennants, ribbons, and streamers shall be maintained in an “as new” condition at all times and shall be displayed and secured so as not to encroach into a public right-of-way.
  - b. Balloons, pennants, ribbons, and streamers are decoration within the scope of enforcement of AMC 15.20.020.B.11 and shall not create a public nuisance by reason of condition or inappropriate location.
3. Poster advertisement and other window applications that are affixed or attached to a window or door, or are applied or attached within a building and located near a window for the purpose of being visible to and read from the outside of the building, are permitted without being subject to number, sign permitting under title 23 and the temporary sign removal cash bond requirement in 21.20.007. The total combined area of poster advertisement and other window application shall not exceed 50 percent of the window area.

|                      |                         |
|----------------------|-------------------------|
| Schedule 21.47.060 H |                         |
| Temporary Signs      |                         |
|                      | Requirement             |
| Maximum Area         | Same as permanent signs |







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

- 5
- 6           1. The size or shape of the sign is changed.
  - 7
  - 8           2. The location of the sign is changed.
  - 9
  - 10          3. The business is sold and there is a change of use of the premises. A  
11 change of use occurs when the type of use is not within the same use  
12 category as the immediate prior allowable use type, determined by  
13 reference to the Tables of Allowed Uses under this title. Prior to  
14 completion of Project 21 (Title 21 Code Revision), use type and use  
15 category shall be determined in reference to §21.05.010 Tables of  
16 Allowed Uses of Public Review Draft #2.
  - 17
  - 18          4.[3.] The nonconforming sign is accessory to a nonconforming use that  
19 has lost its nonconforming status.
  - 20
  - 21          5. Nonconforming signs in relation to principal structures. If more than  
22 50 percent of the assessed value of the principal structure on a property  
23 is replaced, repaired or renovated, the existing sign(s) for the principal  
24 structure shall be removed or brought into compliance with the  
25 provisions of this chapter at the time of the replacement, repair, or  
26 renovation.
  - 27
  - 28          6. Change which increases nonconformity. In accordance with  
29 21.55.100, change shall be permitted in the direction of conformity to  
30 the requirements of this chapter. A sign will lose its legal  
31 nonconforming status immediately upon any change which increases  
32 nonconformity. **Municipal permit fees are waived for**  
33 **nonconforming signs to be brought into full conformity, if an**  
34 **estimate by a licensed and bonded contractor with a designated**  
35 **date of completion of the new conforming sign is provided within**  
36 **two years of the passage of this ordinance.**

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38                           \*\*\*                           \*\*\*                           \*\*\*

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

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3 (The Code Revisor is instructed to re-letter previous subsections, including  
4 §C. Amortization of illuminated signs, unchanged by these amendments;  
5 subsequent subsections remain unchanged.)  
6 (AO No. 2003-62(S-1), § 1, 10-1-03; AO No. 2005-61(S), § 8, 6-14-05)  
7

8 **Section 8.** This ordinance shall become effective immediately upon its passage and  
9 approval by the Assembly.

10  
11 PASSED AND APPROVED by the Anchorage Assembly this 16th day of  
12 May, 2006.  
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16  
17 Samuel A. Sullivan  
18 Chair  
19

20 ATTEST:

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23 Balme S. Dornick  
24 Municipal Clerk  
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