Chapter 49.45

SIGNS*

*Administrative Code of Regulations cross references--Design review standards, signage, Part IV, § 04 CBJAC 065.010 et seq.

Cross References: Building regulations, CBJ Code tit. 19.

Article I. In General

49.45.110 Purpose.
49.45.120 Compliance with requirements.
49.45.130 Permits, plan submittal and review.

Article II. Standards

49.45.200 Generally.
49.45.205 Number of signs.
49.45.210 Dimensional standards; required setback and sign placement.
49.45.220 Dimensional standards; sign height restrictions.
49.45.230 Dimensional standards; maximum area of signs.
49.45.240 Illumination standards.
49.45.250 Sign maintenance.
49.45.260 Historic district sign standards.
49.45.270 Prohibited signs and sign materials.

Article III. Exemptions and Exceptions

49.45.300 Signs not requiring a permit.
49.45.310 Exceptions from sign standards.

Article IV. Nonconforming Signs and Enforcement

49.45.400 Nonconforming signs.
49.45.410 Enforcement.

ARTICLE I.

IN GENERAL

49.45.110 Purpose.

The purpose of this chapter is to maintain and enhance the aesthetic environment and the City and Borough's ability to attract tourists and sources of economic development, to ensure the business community quality signs to adequately identify and market their businesses, and to protect and promote the public health, safety, and welfare.

(Serial No. 92-39, § 3, 1992)

49.45.120 Compliance with requirements.

All signs erected, constructed, altered, or changed in the City and Borough must comply with the requirements of this chapter.
49.45.130 Permits, plan submittal and review.

(a) With the exception of those signs for which a permit is not required, all signs require a permit issued by the community development department.

(b) Sign permit applications shall include plans for all signs to be placed, including directional signs. The plans shall illustrate sign elevations, cross sections, dimensions, placement, materials and lighting.

(c) A sign permit application will be reviewed and decided by the department within three working days after receipt of a complete application.

ARTICLE II.
STANDARDS

49.45.200 Generally.

(a) Signs shall be located so as to achieve their purpose without constituting a hazard to vehicles or pedestrians.

(b) All signs proposed for placement in the historic district must comply with the historic district sign standards set forth in section 49.45.240.

(c) All permanent signs shall be constructed of permanent, weatherable materials.

49.45.205 Number of signs.

(a) Number of facade mounted signs. The number of allowable facade mounted signs shall not be limited.

(b) Number of freestanding signs. The number of freestanding signs per building shall be a maximum of one at 64 square feet per sign face or two at 32 square feet per sign face. A freestanding sign shall have no more than two sign faces. The area of freestanding signs shall be considered a part of the allowable sign area.

(c) Number of roof mounted signs. The number of roof mounted signs per building shall be limited to one roof projecting sign. Roof mounted projecting signs shall be limited to two sign faces.

(d) Number of wall mounted projecting signs. The number of wall projecting signs per building shall be limited to two at 16 square feet per sign face. Wall projecting signs shall be limited to two sign faces. Architectural projections such as awnings shall not be treated as a sign. Signs attached to architectural projections shall be treated as facade mounted signs.
Number of hung under canopy signs. The number of hung under canopy signs per building shall be limited to one per tenant per street frontage. Hung under canopy signs shall be limited to two sign faces. (Serial No. 92-39, § 3, 1992)

49.45.210 Dimensional standards; required setback and sign placement.

(a) Flat facade mounted. A flat facade mounted sign shall be mounted with its outside face parallel to and not more than 15 inches from the wall to which it is attached.

(b) Wall mounted projecting signs. No part of a wall mounted projecting sign shall project more than five feet from the wall to which the sign is attached.

(c) Freestanding signs. In no case shall a freestanding sign be located closer to a street right-of-way than allowed by the City and Borough engineering department design regulations nor be placed so as to obscure traffic. Freestanding signs located on a site which fronts on Egan Expressway shall be set back a minimum of 35 feet from the arterial right-of-way. (Serial No. 92-39, § 3, 1992)

49.45.220 Dimensional standards; sign height restrictions.

The sign height restrictions set forth in this section include the sign, any appurtenances to the sign, and any mound or berming under the sign.

(a) Directional signs. Directional signs shall be no more than five feet in height. "Directional sign" means a sign without commercial message that directs the public to a specific place such as an entrance, exit, parking or service area.

(b) Facade mounted. The uppermost part of a facade mounted sign shall not project above the roof line where the sign is placed.

(c) Projecting signs. The lowest portion of any projecting sign which projects above an area traversed by motor vehicles shall be a minimum of 14 1/2 feet above the traveled way. When the sign projects over an area traversed only by pedestrians, the lowest portion of the sign shall be a minimum of eight feet above the traveled way. The uppermost part of a projecting sign shall not project above the roof line where the sign is placed.

(d) Freestanding signs.

(1) Freestanding signs in rural reserve and residential districts shall be monument type with a massive base of enduring materials and shall not exceed eight feet in total height.

(2) In commercial, industrial, and waterfront districts, freestanding signs shall not exceed 30 feet in height or extend above the roof line of the subject building, whichever is less.

(e) Roof mounted signs. Roof mounted signs are allowed provided they do not extend above the roof
Maximum area in the mixed-use, waterfront, light commercial, general commercial, and industrial districts. The maximum allowed area of signs in the mixed-use, waterfront, light commercial, general commercial, and industrial districts for any single building facade is calculated as follows:

The length of one side of the building × 1 1/2 feet = the maximum sign area in square feet for that one side of the building.

No one side of a building shall have more sign area than one and one-half square feet per lineal foot of that side of the building.

(b) Maximum area in the rural reserve and residential districts. The maximum allowed area of signs in the rural reserve and residential districts is as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tri-plexes and smaller</td>
<td>4 square ft</td>
</tr>
<tr>
<td>Four-plexes and larger:</td>
<td>32 square ft</td>
</tr>
<tr>
<td>churches</td>
<td></td>
</tr>
</tbody>
</table>

(c) Calculation of sign area. Sign area is the total area of all visible faces of a sign, exclusive of any support structure not used to convey a message. For signs consisting of lettering without a field, the sign area shall be calculated as the total area of the smallest rectangles enclosing each letter.

(d) Building length. Building length is defined as the total length of a side of a building measured in one dimension excluding porches and other projections.

(e) Additional sign area limitations. The maximum area for the following types of signs shall be:

1. Directional signs. Directional signs shall not exceed six square feet in area. "Directional sign" means a sign without commercial message that directs the public to a specific place such as an entrance, exit, parking or service area.

2. Wall mounted projecting signs. The maximum area of a wall mounted projecting sign shall not exceed 16 square feet per visible sign face. Projecting signs are limited to a maximum of two visible sign faces per sign. The area of each wall mounted projecting sign face shall be deducted from the area allotment of the side of the building most parallel to that sign face.

3. Freestanding signs. The maximum area of a freestanding sign shall not exceed 64 square feet per visible sign face provided only one such sign is erected. If two freestanding signs are erected then the sign area shall not exceed 32 square feet per visible sign face. Only two sign faces are allowed per freestanding sign. The area of each freestanding sign face shall be deducted from the area allotment of the side of the building most parallel to that sign face.
(f) *Convenience stores.* The maximum sign area for convenience stores in designated convenience store use areas shall not exceed 50 square feet and each sign shall comply with all other requirements of the sign ordinance.
(Serial No. 92-39, § 3, 1992)

49.45.240 Illumination standards.

(a) Signs in residential and rural reserve districts shall be indirectly illuminated.

(b) Illuminated signs in all districts shall be arranged so that no light or glare is directed or reflected to adjoining lots and streets or into residential windows. Dark backgrounds shall be used where feasible to reduce glare.
(Serial No. 92-39, § 3, 1992)

49.45.250 Sign maintenance.

Every sign shall be maintained in a safe and good structural condition at all times, including the repair or replacement of defective parts and other acts required for the maintenance of the sign. If the sign is not made to comply with adequate safety and maintenance standards, the department may require its removal in accordance with this chapter.
(Serial No. 92-39, § 3, 1992)

49.45.260 Historic district sign standards.

The purpose of the historic district sign standards are to enhance, protect, and preserve the distinctive historical character of the historic district. All signs within the historic district shall comply with the requirements of this chapter. In addition, the following standards shall apply:

(a) Lettering style and symbols on signs shall be appropriate to the building's style and compatible with the lettering and style of other signs on the building.

(b) The only sign appearing above the canopy or first floor level of a building shall relate to the name of the building or principal use within the building. This may be externally illuminated only and be in the plane of the storefront. Signs that are hung underneath the canopy and perpendicular to the building shall be no less than seven feet above the finished sidewalk. The preferred material for these signs is wood, with natural stain or painted finish and external illumination only. Signs within or fixed to canopy edges shall not be lighted and shall not extend past the bottom or one foot above the top of the canopy fascia, and shall not exceed 12 inches in overall height.

(c) All sign proposals for buildings in the historic district require a permit from the community development department. The department will review plans for dimensions, placement, subject matter, lettering styles, color, materials, legibility and appropriateness of style to the character of the historic district.
(Serial No. 92-39, § 3, 1992; Serial No. 99-22, § 8, 1999)
49.45.270 Prohibited signs and sign materials.

In addition to any sign or sign materials not specifically in accordance with the provisions of this chapter, the following are prohibited:

(a) Any sign which simulates or imitates any traffic sign or signal, or which makes use of words, symbols, or characters in such a manner as to interfere with, mislead or confuse pedestrian or vehicular traffic;

(b) Signs attached or placed adjacent to any utility pole, parking meter, traffic sign post, traffic signal or any other official traffic control device;

(c) Any off-premise sign that directs attention to a business, service, product, or entertainment not sold or offered on the premises on which the sign is located, including but not limited to billboards, sandwich boards, and other off-premise outdoor advertising signs, except as provided in sections 49.45.900--49.45.930. This prohibition does not include off-premise directory signs in public transportation terminals advertising public or private services for travelers or residents, nor does it include signs on public vehicles regulated pursuant to chapter 20.40 provided that the primary use of the vehicle is not the display of signs and that such vehicle is not used as a static display for advertising;

(d) Signs consisting of any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and barber poles;

(e) Any sign or sign structure identifying a use or activity that has ceased to occupy the site for a period greater than three months;

(f) Permanent flags, posters, ribbons, streamers, strings of lights, spinners, twirlers or propellers, flares, balloons, and similar devices, or containing elements creating sound. Temporary displays as described in this subsection may be erected on the site on which an advertised event is taking place no sooner than ten days prior to the event and shall be removed within five working days after the event. No such temporary displays may be installed for a period exceeding 30 days in any quarter. Holiday decoration lighting from November 15 through January 15, and international, federal, state, or local government flags are exempt from this subsection;

(g) Any sign which has no permanent attachment to a building or the ground, including A-frame signs, pole attachments, mobile signs, portable wheeled signs, and sandwich boards. Signs on licensed, functional motor vehicles are exempt from this subsection, provided that the primary use of the vehicle is not the display of signs and that such vehicle is not used as a static display for advertising;

(h) Any commercial sign placed within the public rights-of-way.

(Serial No. 92-39, § 3, 1992; Serial No. 94-35am, § 12, 1995)

ARTICLE III.
EXEMPTIONS AND EXCEPTIONS

49.45.300 Signs not requiring a permit.

(a) All signs not requiring a permit must conform to the placement and height standards set forth in sections 49.45.210 and 49.45.220 and the size limitations set forth in subsection (b) of this section.

(b) The following signs are allowed without a permit:

(1) **Window signs.** Signs displayed behind the windows of a building are allowed except for those windows above the first floor level of buildings within the downtown historic district. Beam, beacon, strobe, or flashing illumination shall be prohibited in windows. Electronic scrolling reader board signs shall be allowed in windows only.

(2) **Residential signs.** Indirectly illuminated signs up to four square feet shall be allowed for the purpose of premises identification. Each sign shall display addresses and may include the names of the occupants.

(3) **Temporary signs.** Temporary signs are not to be included as part of the maximum allowable sign area.

(A) **Construction signs.** One unlighted sign of up to 32 square feet identifying the parties involved in construction shall be allowed on a construction site. The sign shall be removed within 14 days after issuance of a certificate of occupancy. This does not include signs required by federal, state or local government.

(B) **Real estate signs.** Two unlighted signs of up to four square feet each shall be allowed per lot. One unlighted sign of up to 32 square feet may be substituted in all but single-family residential districts, provided such a sign may be substituted in single-family residential districts if the sign advertises lots in a new subdivision with more than four lots for sale. A real estate sign shall consist of information pertinent to the sale, rental, or lease of the premises on which the sign is displayed. Signs shall be removed within 14 days after sale, rental or lease.

(C) **Public notice signs.** Property which is the subject of a development permit which requires public notice posting under this title shall be posted with one unlighted sign at least four square feet and no more than 32 square feet, having a red background, and announcing the development permit request in white, 120 point or larger lettering. The sign shall be installed at least seven days prior to the first commission meeting on the permit and removed within 14 days after the last such meeting.

(D) **Event signs.** One unlighted sign of up to 32 square feet may be displayed on private property for the purpose of announcing a drive or event of a civic, philanthropic, educational, or religious organization. Signs may be installed no sooner than ten days prior to the event announced and shall be removed within five working days after the event. No event sign may be installed for a period exceeding 30 days in any 90-day
period. The 90-day period begins on the first day the event sign is displayed.

(E) **Political signs.** Unlighted political signs of up to 32 square feet each may be displayed on private property. Signs may be installed no sooner than 90 days prior to the election date and shall be removed within five working days after the election date. Political signs not relating to a specific election shall be limited to a display period not to exceed 90 days within one calendar year. Unlighted political signs of up to four square feet may be displayed on private property up to 270 days prior to the election date and shall be removed within five working days after the election date.

(F) **Banners or pennant signs.** Banners or pennant signs made of cloth, fabric, paper, nonrigid plastic, or similar types of material, not exceeding 60 square feet in area and advertising events are allowed. The purpose of the following limitations on banner or pennant signs is to ensure that banner or pennant signs are not used as permanent signs.

(i) Noncommercial banners or pennants may be erected no sooner than ten days prior to the event advertised and shall be removed within five working days after the event. No noncommercial banners or pennants may be installed for a period exceeding 30 days in any 90-day period. The 90-day period begins on the first day the non-commercial banners or pennants are displayed.

(ii) Commercial banners or pennants may be erected on the site on which the activity is occurring no sooner than ten days prior to the event and shall be removed within five working days after the event. No commercial banners or pennants may be installed for a period exceeding 30 days in any 90-day period. The 90-day period begins on the first day banners or pennants are displayed.

(Serial No. 92-39, § 3, 1992)

### 49.45.310 Exceptions from sign standards.

The commission shall hear all applications for exceptions from the sign standards of this chapter using the procedure and criteria established for variances other than de minimis in chapter 49.20, article II, variances.

(Serial No. 92-39, § 3, 1992; Serial No. 95-33, § 9, 1995)

**ARTICLE IV. NONCONFORMING SIGNS AND ENFORCEMENT**

### 49.45.400 Nonconforming signs.

Nonconforming signs shall be required to come into conformity with this chapter at the time of a major development or major addition to the subject property except signs which violate section 49.45.270, prohibited signs and sign materials, shall come into compliance within 90 days of the effective date of the ordinance codified in this chapter. The owner of a nonconforming sign may apply to the commission for an exception from the sign standards as provided in section 49.45.310.

(Serial No. 92-39, § 3, 1992)
49.45.410 Enforcement.

A violation of this chapter is an infraction. The following fine schedule shall apply to violations of this chapter: $25.00 fine for first offense; $50.00 fine for second offense; and $100.00 fine with mandatory court appearance for a third offense.

(Serial No. 92-39, § 3, 1992)