

MUNICIPALITY OF ANCHORAGE
PLANNING AND ZONING COMMISSION RESOLUTION NO. 2015-031

A RESOLUTION RECOMMENDING APPROVAL OF AN AMENDMENT TO ANCHORAGE MUNICIPAL CODE (NEW CODE) SECTION 21.11.070, RELATING TO WINDOW SIGNS FOR BUILDINGS UNDER CONSTRUCTION AND TEMPORARY WINDOW APPLICATIONS.

(Case 2015-0059)

WHEREAS, Assembly member Jennifer Johnston submitted a draft ordinance amending AMC (new code) section 21.11.070 to allow temporary window signs for buildings under construction and not occupied to cover 100 percent of window area, and to allow new retail facilities to cover 50 percent of the overall window area of the entire structure containing the retail facility with window signs for up to 90 days; and


WHEREAS, public hearing notices were published, and a public hearing was held on July 6, 2015.

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

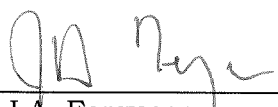
- A. The Commission makes the following findings of fact:
 - 1. Section 3.a. should be eliminated. The proposal to allow window applications on up to half of entire structures could be abused, is potentially much larger than any other type of sign allowed, and there are plenty of opportunities for new businesses to advertise.
 - 2. The Commission spent a considerable amount of time trying to understand the adopted regulations and the proposed amendment. They found that the standards are not fully expressed, and new technology is not necessarily accommodated. Staff should address this when they find time and resources.
 - 3. The code needs clarification on the meaning of "banner," "window application," "premise," and "entire structure."
- B. The Commission unanimously recommends approval of the proposed ordinance with the following amendment:
 - 1. Delete proposed section 21.11.070H.3.a. (lines 24 through 27 on page 2 of the draft ordinance).

PASSED AND APPROVED by the Anchorage Planning and Zoning Commission
the 6th day of July, 2015.

ADOPTED by the Anchorage Planning and Zoning Commission this 10th day of
August, 2015.



Jerry T. Weaver, Jr.
Secretary



J.A. Fergusson
Chair

(Case 2015-0059)

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