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**CITY OF HOMER
HOMER, ALASKA**

Planning Commission

ORDINANCE 20-28

AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA,
AMENDING HOMER CITY CODE 21.60.060(C) SIGNS ON PRIVATE
PROPERTY TABLES 1, TABLE 2 AND 3.

WHEREAS, The Economic Development Advisory Commission (EDC) conducted a Business Retention and Expansion Study and found that signage was a concern to local businesses; and

WHEREAS, The EDC researched sign issues and recommended code amendments to the Homer Planning Commission (HPC); and

WHEREAS, The 2018 Comprehensive Plan, Chapter 3, Goal 4, Objective B 2 states, “Use strategies to ensure the character of strip commercial development will make a positive contribution to the overall character of the community. Strategies include: controls on the size and appearance of signs, requirements for the landscaping of parking areas, and basic guidelines regarding building appearance”; and

WHEREAS, The HPC considered the sign code amendments and recommended changes to the sign code, addressing buildings with more than one side with a main entrance, multi-story buildings, buildings with interior tenants, parking lot identification signs, and a master sign plan process.

NOW THEREFORE, THE CITY OF HOMER ORDAINS:

Section 1. Homer City Code 21.60.060(c) Signs on private property, Tables 1, 2, and 3 are amended:

21.60.060 Signs on private property.

a. Signs shall be allowed on private property in the City only in accordance with Table 1. If the letter “A” appears for a sign type in a column, such sign type is allowed without prior permit approval in the zoning district represented by that column. If the letter “P” appears for a sign type in a column, such sign type is allowed only with prior permit approval in the zoning district represented by that column. Special conditions may apply in some cases. If the letter “N” appears for a sign type in a column, such sign type is not allowed in the zoning district represented by that column under any circumstances. If the letters “PH” appear for a sign type

42 in a column, such sign type is allowed in the zoning district represented by that column only
 43 with prior approval by the Commission after a public hearing.

44 b. Although permitted under subsection (a) of this section, a sign designated by an “A” or “P”
 45 in Table 1 shall be allowed only if:

46 1. The sum of the area of all building and freestanding signs on the lot does not exceed
 47 the maximum permitted sign area for the zoning district in which the lot is located as
 48 specified in Table 2; and

49 2. The characteristics of the sign conform to the limitations of Table 3, Permitted Sign
 50 Characteristics by Zoning District, and with any additional limitations on characteristics
 51 listed in Table 1 or Table 2.

52 c. A sign type that is not listed on the following tables is prohibited.
 53
 54

Key to Tables 1 through 3

RR	Rural Residential	GBD	Gateway Business District
UR	Urban Residential	GC1	General Commercial 1
RO	Residential Office	GC2	General Commercial 2
INS	Institutional Uses Permitted in Residential Zoning Districts (a)	EEMU	East End Mixed Use
CBD	Central Business District	MC	Marine Commercial
TC	Town Center District	MI	Marine Industrial
		OSR	Open Space Recreation
		PS	Public Sign Uses Permit

A = Allowed without sign permit

P = Allowed only with sign permit

N = Not allowed

PH = Allowed only upon approval by the Planning Commission after a public hearing.

For parenthetical references, e.g., “(a),” see notes following graphical portion of table.

Table 1

Sign Type	RR	UR	RO	INS (a)	CBD	TC	GBD	GC1	GC2	EEMU	MC	MI	OSR	PS
Freestanding														
Residential (b)	A	A	A	A	A	A	A	N	N	N	N	N	A	PH
Other (b)	N	N	N	P	P	P	P (i)	A	A	A	P	P	N	PH
Incidental (c)	N	N	A (d)	A (d)	A	A	A	A	A	A	A	A	N	N
<u>Parking Lot Identification</u>					<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>	<u>A</u>		
Building														

Bold and underlined added. Deleted language stricken through

Table 1														
Sign Type	RR	UR	RO	INS (a)	CBD	TC	GBD	GC1	GC2	EEMU	MC	MI	OSR	PS
Banner	N	N	N	N	N	N	N	N	N	N	N	N	N	N
Building Marker (e)	A	A	A	A	A	A	A	A	A	A	A	A	A	N
Identification (d)	A	A	A	A	A	A	A	A	A	A	A	A	A	N
Incidental (c)	N	N	A (f)	A	A	A	A	A	A	A	A	A	N	N
Marquee	N	N	N	N	P	P	P	P	P	P	P	P	N	N
Projecting	N	N	N	N	P	P	P	P	P	P	P	P	N	N
Residential (b)	A	A	A	N	A	A	A	N	N	N	N	N	A	N
Roof, Integral	N	N	N	P	P	P	P	P	P	P	P	P	N	N
Suspended	N	N	N	P	P	P	P	P	P	P	P	P	N	N
Temporary (g)	P	P	P	N		P	P	P	P	P	P	P	N	N
Wall	A	A	A	A	P	P	P	P	P	P	P	P	A	A
Window	N	N	A	N	P	P	P	P	P	P	P	P	N	N
Miscellaneous														
Flag (h)	A	A	A	A	A	A	A	A	A	A	A	A	A	A

- 56 Notes to Table 1:
57 a. This column does not represent a zoning district. It applies to institutional uses permitted
58 under the zoning code in the RR, UR and RO zoning districts. Institutional is defined as an
59 established organization or corporation of a public, nonprofit, or public safety/benefit
60 nature, i.e., schools, churches, and hospitals.
61 b. No commercial message allowed on sign, except for a commercial message drawing
62 attention to goods or services legally offered on the lot.
63 c. No commercial message of any kind allowed on sign if such message is legible from any
64 location off the lot on which the sign is located.
65 d. Only address and name of occupant allowed on sign.
66 e. May include only building name, date of construction, or historical data on historic site;
67 must be cut or etched into masonry, bronze, or similar material.
68 f. No commercial message of any kind allowed on sign.
69 g. The conditions of HCC 21.60.130 apply.
70 h. Flags of the United States, the State, the City, foreign nations having diplomatic relations
71 with the United States and any other flag adopted or sanctioned by an elected legislative body
72 of competent jurisdiction. These flags must be flown in accordance with protocol established
73 by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or
74 more of these conditions shall be considered a banner sign and shall be subject to regulations
75 as such.

76 i. The main entrance to a development in GBD may include one ground sign announcing the
 77 name of the development. Such sign shall consist of natural materials. Around the sign grass,
 78 flowers and shrubs shall be placed to provide color and visual interest. The sign must comply
 79 with applicable sign code requirements.
 80

Table 2. Maximum Total Sign Area Per Lot by Zoning District

Table 2 Part A

The maximum combined total area of all signs, in square feet, except incidental, building marker, and flags (b), shall not exceed the following according to district:

RR	UR	RO	RO (e)	INS (a)	OSR	PS (d)
4	4	6	50	20	4	32

Table 2 Part B

In all other districts not described in Table 2 Part A, the maximum combined total area of all signs, in square feet, except incidental, building marker and flags, shall not exceed the following:

Square feet of wall frontage (c):	Maximum allowed sign area per principal building:
750 s.f. and over	150 s.f.
650 to 749	130 s.f.
550 to 649	110 s.f.
450 to 549	90 s.f.
350 to 449	70 s.f.
200 to 349	50 s.f.
0 to 199	30 s.f.

81 **1.** In all districts covered by Table 2 Part B, on any lot with multiple principal buildings or
 82 with multiple independent businesses or occupancies in one or more buildings, the
 83 total allowed sign area may be increased beyond the maximum allowed signage as
 84 shown in Table 2 Part B, by 20%. This additional sign area can only be used to promote
 85 or identify the building or complex of buildings.

86 **2. In all districts covered by Table 2 Part B, freestanding Parking Lot Identification**
 87 **signs are excluded from calculation as sign area, and are allowed in addition to the**
 88 **freestanding sign per limitation stated in Table 2 Part B(4). One directional**
 89 **parking lot identification sign may be erected without a sign permit if restricted to**
 90 **identifying a parking lot with its owner, operator, or name of the business**

91 providing the lot. The sign may include the logo, corporate colors or name of the
92 business but no advertising other than the name of the business shall be included.
93 The total sign area shall not exceed six square feet and shall not exceed a sign
94 height of six feet.

95 **3. In all districts covered by Table 2 Part B, special conditions for additional signage**
96 **allowance above 150 square feet per building. An allowance for additional signage**
97 **may be granted by the City Planner for either section (a) or section (b) below.**

98
99 **a. Multiple-Tenant Buildings which adjoin and have which have more than one**
100 **entrance for clients that access more than one improved street.**

101 **1. Secondary and tertiary entrances must be commonly used by clients and**
102 **must access the interior of the building and conversely the entrance**
103 **must access a parking lot, sidewalk or constructed public road. These**
104 **entrances are approved at the sole direction of the planning department.**
105 **Alleys, stairways to upper levels, emergency exits may not apply at the**
106 **discretion of the Planning Director.**

107 **2. Additional signage is allowed based ½ the allowance on Table 2 part B to**
108 **existing for each secondary or tertiary street wall frontage. Signage must**
109 **be placed on the wall face of the building the allowance was based on.**

110 **b. Additional sign allowance for multitenant split level buildings and buildings**
111 **two or more businesses deep:**

112 **1. In a building that has one frontage, which is the only frontage that has**
113 **access to a public street, and is split level or is more than one business in**
114 **depth.**

115 **2. Additional signage is allowed based on ½ the allowance of Table 2 Part**
116 **B.**

117
118 **4. In all districts covered by Table 2 Part B, freestanding signs, when otherwise allowed,**
119 **shall not exceed the following limitations:**

120 **a.** Only one freestanding sign is allowed per lot, except one freestanding public
121 sign may be additionally allowed. A freestanding sign may not exceed 10 feet in
122 height.

123 **b.** The sign area on a freestanding sign (excluding a public sign) shall be included
124 in the calculation of maximum allowed sign area per lot and shall not exceed the
125 following:

126 **i.** One business or occupancy in one building – 36 sq ft

127 **ii.** Two independent businesses or occupancies or principal buildings in any
128 combination – 54 sq ft

129 **iii.** Three independent businesses or occupancies or principal buildings in any
130 combination – 63 sq ft

131 **iv.** Four or more independent businesses or occupancies or principal buildings in
132 any combination – 72 sq ft

- 133
 134 Notes to Table 2, Parts A and B
 135 a. The INS column does not represent a zoning district. It applies to institutional uses
 136 permitted under the zoning code in the RR, UR and RO zoning districts. Institutional is defined
 137 as an established organization or corporation of a public, nonprofit, or public safety or benefit
 138 nature, e.g., schools churches, and hospitals.
 139
 140 b. Flags of the United States, the State, the City, foreign nations having diplomatic relations
 141 with the United States, and any other flag adopted or sanctioned by an elected legislative body
 142 of competent jurisdiction. These flags must be flown in accordance with protocol established
 143 by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or
 144 more of these conditions shall be considered a banner sign and shall be subject to regulation
 145 as such.
 146
 147 c. Square feet of wall frontage is defined as total square footage of wall surface, under the
 148 roof, that faces the major access or right-of-way of the business. In the case of a business
 149 located on a corner lot, square footage of wall frontage is the total square footage of wall
 150 surface, under the roof, on the side of the business with the most square footage.
 151
 152 d. The PS column does not represent a zoning district. It applies to public signs permitted
 153 under the zoning code, in all zoning districts.
 154
 155 e. This RO column applies only to lots in that portion of the RO district that abuts East End
 156 Road, Bartlett Street, Hohe Street, and Pennock Street. Within this area, there is allowed a
 157 maximum of 50 square feet total area of all signs (including the ground sign referred to below),
 158 except incidental, building marker, and flags (see note (b) above). One ground sign, with a
 159 maximum total area of 16 square feet, will be permitted per lot. Each ground sign shall not
 160 exceed six feet in height, measured from the base to the highest portion of any part of the sign
 161 or supporting structure.
 162

Table 3. Permitted Sign Characteristics by Zoning District

Sign Type	RR	UR	RO	INS (a)	CBD	TC	GBD	GC1	GC2	EEMU	MC	MI	OSR	PS (e)
Animated (b)	N	N	N	N	P	P	N	P	N	P	P	N	N	N
Changeable Copy (c)	N	N	N	P	P	P	P	P	P	P	P	P	N	PH
Illumination Internal	N	N	N	P	P	P	P	P	P	P	P	P	N	N
Illumination External	N	N	N	P	P	P	P	P	P	P	P	P	N	PH
Neon (d)	N	N	N	N	P	P	N	P	P	P	P	P	N	N

- 163 Notes to Table 3:
164 a. The INS column does not represent a zoning district. It applies to institutional uses
165 permitted under the zoning code, in the RR, UR and RO zoning districts. Institutional is defined
166 as an established organization or corporation of a public, nonprofit, or public safety/benefit
167 nature, i.e., schools, churches, and hospitals.
168 b. Animated signs may not be neon or change colors or exceed three square feet in area.
169 c. Changeable copy signs must be wall- or pole-mounted, and may not be flashing.
170 d. Neon signs may not be flashing and may not exceed 32 square feet.
171 e. The PS column does not represent a zoning district. It applies to public signs permitted
172 under the zoning code, in all zoning districts.
173 [Ord. 14-34 § 1, 2014; Ord. 12-26 § 1, 2012; Ord. 12-01(S)(A) §§ 2 – 6, 2012].
174

175 Section 2: This ordinance is of a permanent and general character and shall be included in
176 the City Code.
177

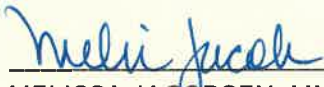
178 ENACTED BY THE CITY COUNCIL OF HOMER, ALASKA THIS 27th DAY OF JULY, 2020.
179

180 CITY OF HOMER



181
182
183 KEN CASTNER, MAYOR

184 ATTEST:



185
186
187 MELISSA JACOBSEN, MMC, CITY CLERK
188

189 YES: 5

190 NO: 0

191 ABSTAIN: 0

192 ABSENT: 1
193

194 First Reading: 6-22-20

195 Public Hearing: 7-27-20

196 Second Reading: 7-27-20

197 Effective Date: 7-28-20
198

199 Reviewed and approved as to form:



200
201
202 Rick Abboud, Interim City Manager
203

s/ Michael Gatti/

204
Michael Gatti, City Attorney

Date: 7/28/2020

Date: 8/20/2020