



City of Homer Sign Code FAQs

Measurements

How much signage does the building get?

Each building has its own sign allowance. The amount of signage is based on the area of the wall that faces the road. The grid below shows that a large building is allowed up to 150 square feet of signage, and a small building is allow up to 30 sq. ft. of signage.

Wall Frontage	Sign Allowance
750 sq. ft. and over	150 sq. ft. of signage
650 sq. ft. to 749 sq. ft.	130 sq. ft. of signage
550 sq. ft. to 649 sq. ft.	110 sq. ft. of signage
450 sq. ft. to 549 sq. ft.	90 sq. ft. of signage
350 sq. ft. to 449 sq. ft.	70 sq. ft. of signage
200 sq. ft. to 349 sq. ft.	50 sq. ft. of signage
0 to 199 sq. ft.	30 sq. ft. of signage

How do I measure the wall frontage?

Measure the area of the wall that faces the street.

- Measure the **Length** of the wall that faces the street and **times** that by the wall **Height**. **L X H**.
- If the roof creates a triangle, triangles are half (1/2) the area of a rectangle or square. $\frac{1}{2}(L \times H)$.

What are some measuring tips, to avoid getting the ladder out?

- Most doors are 7-feet high.
- Sheet siding is usually 8-feet sometimes 12-feet in length.
- Lap siding: measure one lap, then count the number of laps. For example: If one lap is 7 inches x 12 laps = 84 inches / 12 inches = 7 feet

How many freestanding signs can I have?

One freestanding sign, up to 36 sq. ft. unless there is more than one business on site.

What is the maximum height of a freestanding sign?

The maximum height of a freestanding sign is ten feet from normal ground level. Call the Planning Office if “normal ground level” is quite different from the roadway.

How close to the road can I place a sign?

Signs must be setback 5-feet from the property line.



City of Homer

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Are sign measurements one or two-sided?

When adding up the signage, only add one side.

Can we share a sign with other businesses on the property?

Yes. One freestanding sign that represents several businesses is called a “Cluster Sign.” The size of a “Cluster Sign” depends on how many businesses are on site.

The more businesses on site, the larger the freestanding sign can be up to a maximum of 72 sq. ft.

Maximum size of Freestanding Signs	
One business	36 sq. ft.
Two businesses	54 sq. ft.
Three businesses	63 sq. ft.
Four or more businesses	72 sq. ft.

Type of Signs

Can I have a sandwich board?

Yes, assuming a portion of the building’s sign allowance is reserved for a sandwich board. The maximum size for a sandwich board is 16 sq. ft. (counting just one side). All signs must be setback 5-feet from the property line.

Can I have a banner?

Yes, assuming a portion of the building’s sign allowance is reserved for a banner. If so, the edges need to be attached to a solid frame or a wall.

Can I have a “Changeable Copy” sign?

Yes, as long as it is permanently mounted. Both the Electronic Message Devices and the manual change the letters type of signs need to be permanently mounted.

Can I have a changing time and temperature sign?

Yes, in some zoning districts. Contact the Planning Office for more information.

Can I have an Electronic Message Device?

Yes, but the message can only change once per day. Both the Electronic Message Devices and the manual change the letters type of signs need to be permanently mounted.

Can I put a sign on top of the building’s roof?

A roof sign can extend no more than 2-feet above the highest portion of the roof.



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Other Questions

Can I hang lightweight pennants on a rope?

No.

Can I blow up an inflatable to announce my business?

No.

How can I announce Grand Opening, Sales etc.?

All signs are to meet the sign standards, regardless of a special announcement.

What about signs on my car?

Signs on a vehicle that is actively driven on a daily basis are fine and no permit needed. Not allowed is the parking of a vehicle or trailer when the primary purpose is to advertise.

Additional Questions?

Contact the City of Homer Planning Office at 907-235-3106 or planning@ci.homer.ak.us.