

Proposed by:	Historic District Commission
First Reading:	01/03/2013
Second Reading:	01/17/2013
Vote: 6 Aye	0 Nay 0 Absent

MUNICIPALITY OF SKAGWAY, ALASKA ORDINANCE NO. 13-01

AN ORDINANCE OF THE MUNICIPALITY OF SKAGWAY, ALASKA AMENDING TITLE 19 SECTION 19.08.012 SIGN STANDARDS BY DISTRICT TO UPDATE HISTORIC DISTRICT FONTS.

WHEREAS, the Historic District Commission recommends the incorporation of the newly created list of sign fonts submitted as a result of the request for quotes awarded by the Municipality in 2012; and

WHEREAS, the new font list greatly expands the number of recommended and allowable sign fonts that can be used in the Historic District; and

WHEREAS, the new font list will provide for easier application of fonts in the modern sign-making process;

NOW THEREFORE BE IT ORDAINED AND ENACTED BY THE MUNICIPALITY OF SKAGWAY, ALASKA AS FOLLOWS:

Section 1. Classification. This ordinance is of a general and permanent nature and shall become a part of the Skagway Municipal Code.

Section 2. Purpose. To amend Title 19 Section 19.08.012 Sign Standards by District to update Historic District fonts.

Section 3. Amendment. The Skagway Municipal Code is hereby amended (~~strike through~~) indicates text to be deleted from and (**bold underscore**) indicates text added to the current code. Section 19.08.012 Sign Standards by District is hereby amended as follows:

- 19.08.012 Sign standards by district.
- A. Business Historic District (BH). All exterior signs must have an appearance, color, size, texture, and design, which conform to this chapter, and to the historic character of the district. Additionally, the historic district commission will consider the location and/or method of attachment of the sign to a building. The historic district commission will review all sign applications within the context of the building and the location in the District. Signage is perhaps the most prominent visual element in a commercial streetscape. Signs add interest and variety to the buildings of which they are a part. Historic Skagway had a rich variety of signs, primarily pedestrian oriented. Lettering was simple, bold, and direct; upper case lettering predominated. Signs were of horizontal nature. Rectangular, straight-edged signs are the preferred shape for signs. Continued awareness of the impact of signage is of extreme importance to maintain the character of the historic district. The historic district commission may consider examples of signage in historic photographs of Skagway when reviewing applications. The period that sign examples should be drawn from is 1897-1910 in either the Skagway or Dyea area. Other sources of reference are the two books published by the National Park Service: Design Guidelines for the Skagway Historic District

MUNICIPALITY OF SKAGWAY, ALASKA

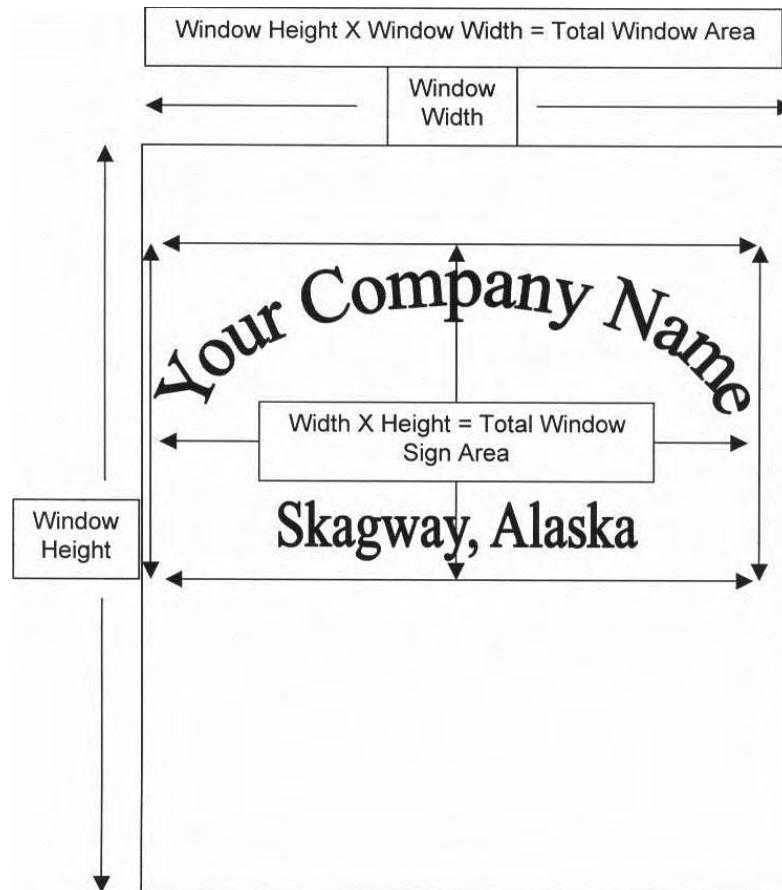
ORDINANCE NO. 13-01

Page 2 of 45

and Klondike Gold Rush Skagway District of Alaska. It must be remembered that within that era of 1897-1910 there is signage that is the exception to the norm and applications using such signage as an example will be dealt with on a case-by-case basis.

1. Sign Measurement.

- a. Signs with frames will be measured according to the outside of the frame, from top to bottom, and from right to left. Sign area will include all space within that rectangular frame, measured as length times width.
- b. Signs painted or applied directly to windows or facades will be measured from the topmost lettering or picture portion to the lowest, and from the furthest right lettering or picture portion to the left. Sign area will include all space within that rectangular frame, measured as length times width.
- c. In all cases the sign area shall be calculated as the area enclosed by one continuous rectangular line connecting the extreme points or edges of letters, and in no instance will a sign be measured by the sum area of its letters.



2. Sign lettering and Fonts. Lettering and fonts used are the most important element of a sign. ~~Because of the tastes and customs during the Klondike Gold Rush in Skagway, there were a limited number of lettering fonts that were used on signs in Skagway during the 1897-1910 historic~~

period. Most named fonts are more related to the print media rather than sign media, although most sign lettering fonts can be matched to a named print font. In 1999 research of sign lettering and fonts in the Skagway Gold Rush photo archive(s) was performed by the National Park Service. The sign lettering fonts listed in Appendix (B) of the Klondike Gold Rush National Historical Park Sign Guidelines prepared by Bonnie Stevens Houston, Historian, Alaska Support Office, December 2000 may be used as outlined below:

- a. The lettering styles listed are allowed for use on all types of signs in the historic district. In order to attain the look of Historic Skagway, the historic district commission will limit sign lettering to the styles listed in Appendix (B) of the Klondike Gold Rush National Historical Park Sign Guidelines with the following exception.
- b. The sign lettering styles listed in Appendix (B) of the Klondike Gold Rush National Historical Park Sign Guidelines is not a complete list of the lettering styles used on signs in Skagway in the historic period. An applicant may use a lettering style not on the list in Appendix (B) with the following:
 - i. The applicant must provide a photo example of the lettering style.
 - ii. This photo example must be of a sign from Skagway or Dyea during the historic period.
 - iii. This photo example may only be used to apply for a like sign. A lettering style shown on a projecting sign may only be used for projecting signs; a lettering style shown on a window sign may only be used for window signs, etc.
- c. Lettering styles not found on the list in Appendix (B) of the Klondike Gold Rush National Historical Park Sign Guidelines or from photographic evidence of the Skagway Historic Period will not be allowed.
- d. The use of "script" in signage shall be limited to the script style shown in the lettering styles listed in Appendix (B).

~~APPENDIX B: RECOMMENDED FONTS~~

~~All font recommendations are based on lettering styles shown in historic photographs taken in Skagway during Skagway's period of significance from 1897-1910. The purpose of these examples is to illustrate different styles of lettering used on signs during the period of significance. Actual lettering size will vary depending on the type and size of sign.~~

~~Display Types~~

~~Sans-Serif: Introduced in England during the early nineteenth century. Used primarily to advertise manufactured products. Contemporary in appearance, efficient and impersonal. Uniform weight and no serifs.~~

~~Serif: Opening and closing cross-strokes, curves or flourishes in the letterfaces.~~

~~Egyptian: First introduced in England during the early nineteenth century. Uniform in weight with unbracketed, slab-serifs. Generally bold in character.~~

~~Roman: Based on traditional letterforms. Dignified, classical.~~

~~Script: Modeled after handwriting and thus individual and varied. Range from traditional to contemporary and from delicate to rugged.~~

~~Miscellaneous: Designed to attract attention. Includes shaded lettering.~~

— Sans Serif —		
— Eurostyle —	— Bold —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	— Extended —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
— Franklin Gothic —	— Regular —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	— Condensed —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	— Wide —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
— News Gothic —	— Bold —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

— Serif: Egyptian —		
— Bookman —	— Regular —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	— Italic —	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i>
— Century Schoolbook —	— Bold —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
— Melior —	— Semibold —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
— Shadow Antiqua —	— Regular —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	— Bold — — Condensed —	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

MUNICIPALITY OF SKAGWAY, ALASKA

ORDINANCE NO. 13-01

Optima	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Univers	55	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	65	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	75	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Script		
Script		<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Miscellaneous		
Shaded	Gold-Rush	ABCDEFGHIJKLMN OPQRSTUVWXYZ YZ

—Serif: Roman—		
—Bodini Book—	—Regular—	—ABCDEFGHIJKLMN OPQRSTUVWXYZ— —abcdefghijklmnopqrstu vxyz—
—Caslon—	—Antique—	—ABCDEFGHIJKLMN OPQRSTUVWXYZ— —abcdefghijklmnopqrstu vxyz—
—Engravers Roman—		—ABCDEFGHIJKLMN OPQRST— —UVWXYZ—
—Goudy—	—Bold—	—ABCDEFGHIJKLMN OPQRSTUVWXYZ— —abcdefghijklmnopqrstu vxyz—
—Trooper Roman—		—ABCDEFGHIJKLMN OPQRSTUVWXYZ— —abcdefghijklmnopqrstu vxyz—

a. Recommended Fonts: Alphabetical Listing. Please adhere to the following guidelines for using these fonts:

- i. Do not use lower case (small) letters with any of these fonts unless they are illustrated here with the font you are going to use.**
- ii. You may use small caps.**
- iii. Do not use all capital letters with script (cursive) fonts.**
- iv. Do not slant letters or use italic forms.**
- v. Do not change letters to boldface.**
- vi. Letters may be condensed and expanded.**
- vii. Vinyl Lettering. If you plan to use cut vinyl lettering, most sign shops can use the fonts in this list to make the lettering for your sign. However, some shops use only specialized Computer Aided Signmaking (CAS) fonts. If this is the case with your supplier, use the List of Acceptable CAS Fonts in section b. to choose the lettering style(s) for your sign.**

Adobe Wood Type Ornaments



Aetna Bold

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z ! \$
& " , . ? 1 2 3 4 5 6 7 8 9 0 T H
E Q U I C K B R O W N F O
X J U M P E D O V E R T H
E L A Z Y D O G !**

Antique Wells

**A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z ! \$ & " , . ? 1 2 3 4 5 6 7 8 9 0 T H E Q U I C K
B R O W N F O X J U M P E D O V E R T H E L
A Z Y D O G !**

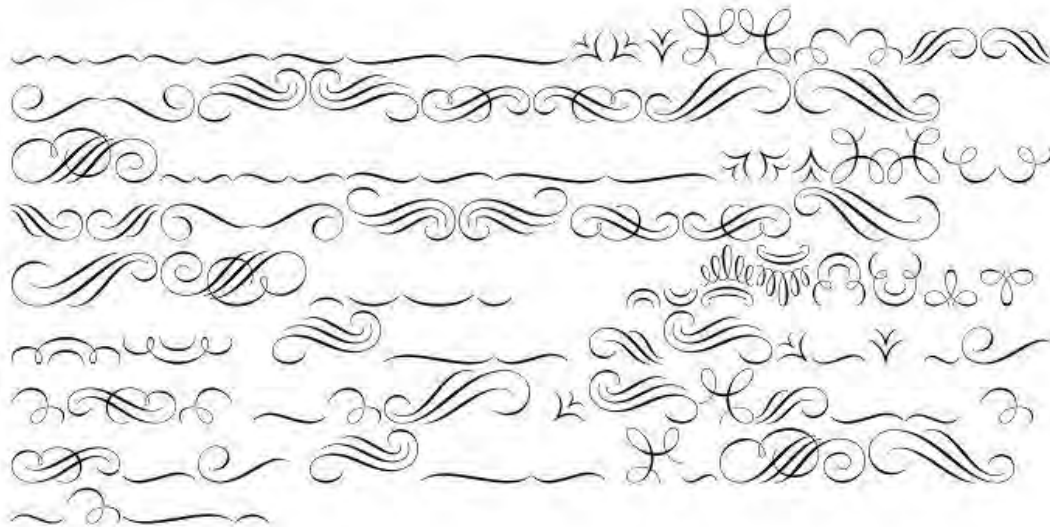
Antique X Condensed Wide

**ABCDEFGHIJKLM
NOPQRSTU
VWXYZ & 12
34567890 THE
QUICK BROWN
FOX JUMPS OV
ER THE LAZY D
OG**

Asphodel

ABCDEFGHIJKLMN OPQR STU VWXYZ a
bedefghijklmnopqrstu vwx yz !\$%& '.,:;? 1234567890 The
Quick Brown Fox Jumped Over the Lazy Dog!

ASTYPE Ornaments Accolades A



Avenue Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ !\$&“,..? 1234567890 TH
E QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!**

Baldessare

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ !\$&“,..? 1234567890 T
HE QUICK BROWN FOX JUMPE
D OVER THE LAZY DOG!**

Baron of Arizona

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z A B C D E F G H I
J K L M N O P Q R S T U V W X Y Z !\$&“,..? 12345
67890 THE QUICK BROWN FOX JUMPED OVER
THE LAZY DOG!**

Berlin Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$&“,..? 1234567890
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!**

Bernard Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&"
,.? 1234567890 THE QUICK BROWN F
OX JUMPS OVER THE LAZY DOG!**

Black No.7 – Black Label

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&"
,.? 1234567890 THE QUICK BROWN FO
X JUMPS OVER THE LAZY DOG!**

Bodoni Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
!\$&" ,.? 1234567890
THE QUICK BROWN FOX
JUMPED OVER THE LAZY DOG!**

Britannic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$&" ,.? 1234567890
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!**

Bloom Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,“\$%[]***

Bromwich Alt Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ ABCDEFGHIJKLMNOPQR
STUVWXYZ !\$%&'..? 12345678
90 THE QUICK BROWN FOX JU
MPS OVER THE LAZY DOG!

Brothers Word Logos

AND AT CO CO NEW FOR INCIN IN LTD NO NO OF ON
ON OR ST THE VS WITH NO TO TO ST TH LN) * * *
ST ND RD TH CT AV LN PL DR PO. THE NEW ON INCCO IN
AT OR OF WITH NO FOR OF NO IN NO ON NEW CO OF VS
NEW OR THE NEW LTD AND TO TO CO OF ST

Bureau Grot Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ !\$&".,.? 12345
67890 THE QUICK BROW
N FOX JUMPED OVER THE
LAZY DOG!**

Bureau Grot Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ !\$&"',.?! 1234567890
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!**

Bureau Grot Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ !\$&"',.?! 1234567890 THE Q
UICK BROWN FOX JUMPED OVE
R THE LAZY DOG!**

Bureau Grot Comp Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&"',.?!
1234567890 THE QUICK BROWN FOX JUMPE
D OVER THE LAZY DOG!**

Bureau Grot Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$&"',.?! 1234567890 THE QUICK B
ROWN FOX JUMPED OVER THE LAZ
Y DOG!

Bureau Grot Wide Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ !\$&",".? 1234
567890 THE QUICK BRO
WN FOX JUMPED OVER
THE LAZY DOG!

Bureau Grot Wide Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ !\$&",".? 1
234567890 THE QUIC
K BROWN FOX JUMPE
D OVER THE LAZY DOG**

CA No Dr Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&",".? 1
234567890 THE QUICK BROWN FOX JUMPE
D OVER THE LAZY DOG!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghij
klmnopqrstuvwxyz !\$&",".? 1234567890
The Quick Brown Fox Jumped Over the Lazy D
og!**

Cabaret Normal

ABCDEF GHIJKLMNOPQRSTUVWXYZ !
\$& ",. ? 1234567890 THE QUICK BROWN
FOX JUMPED OVER THE LAZY DOG!

Campbell

ABCDEFGHIJKLMN OPQRSTUVWXYZ
!\$& ",. ? 1234567890
THE QUICK BROWN FOX JUMPED OVER THE
LAZY DOG!

Celluloid JNL

ABCDEFGHIJKLMN OP
QRSTUVWXYZ !\$& ",. ? 1
234567890 THE QUICK BROW
N FOX JUMPED OVER THE LAZ
Y DOG.

Chipping Bold

ABCDEFGHIJKLMN OPQRS
TUVWXYZ !\$& ",. ? 1234
567890 THE QUICK BRO
WN FOX JUMPED OVER T
HE LAZY DOG!

Clarendon Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ !\$&".,.? 123456789
0 THE QUICK BROWN FOX J
UMPED OVER THE LAZY DO
G!**

Clarendon Extra Bold

**ABCDEFGHIJKLMNOPS
TUVWXYZ !\$&".,.? 1234567
890 THE QUICK BROWN F
OX JUMPED OVER THE LA
ZY DOG!**

Correo

**ABCDEFGHIJKLMNQRSTU
VWXYZ ABCDEFGHIJKLMNOPS
TUVWXYZ & 1234567890
THE QUICK BROWN FOX J
UMPED OVER THE LAZY DOG**

Crestview Six JNL

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z !\$& ",
. ? 1234567890 THE QUICK
BROWN FOX JUMPS OVER T
HE LAZY DOG.**

Diablitos

**ABCDEFGHIJKLMN OPQRSTU
VWXYZ !\$&".,.? 123456789
O THE QUICK BROWN FOX
JUMPED OVER THE LAZY D
OG!**

Decal JNL - Regular

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ !
\$&".,.? 1234567890
THE QUICK BROW
N FOX JUMPED OV
ER THE LAZY DOG**

Durendal

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ !□□".,.? 12
34567890 THE QUICK
BROWN FOX JUMPED
OVER THE LAZY DOG!**

Eastside Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z ! \$ & " , . ? 1234567890 THE QUICK
BROWN FOX JUMPED OVER THE LA
ZY DOG!

Elephant*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
! \$ & " , . ? 1234567890
THE QUICK BROWN FOX
JUMPED OVER THE LAZY DOG!

Estienne Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
opqrstuvwxyz ! \$ & " , . ? 1234567890 THE QUICK BRO
WN FOX JUMPED OVER THE LAZY DOG!

Farquharson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABC
DEFGHIJKLMNOPQRSTUVWXYZ ! \$ & " , . ?
1234567890 THE QUICK BROWN FOX JU
MPED OVER THE LAZY DOG!

Fire Ladder 12 Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ !
\$&".,.? 1234
567890 THE QUICK BRO
WN FOX JUMPED OVER
THE LAZY DOG!**

Flange BQ Regular

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ !
\$&".,.? 1234567890 THE QUIC
K BROWN FOX JUMPED OVER TH
E LAZY DOG!**

Floridium NB

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ !
\$&".,.? 1234567890 THE Q
UICK BROWN FOX JUMPED OVER
THE LAZY DOG!**

Floridium NB Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ !
\$&".,.? 1234567890
THE QUICK BROWN FOX JUMP
ED OVER THE LAZY DOG!**

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!\$&”,. ? 1234567890

**THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!**

Gashouse Gang Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ !,.? 1234567890 THE QUI

CK BROWN FOX JUMPED OVER

THE LAZY DOG!

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!\$&”,. ? 1234567890

THE QUICK BROWN FOX JUMPED OVER
THE LAZY DOG!

The Quick Brown Fox Jumped Over the
Lazy Dog!

GF Script No 5

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !\$&".
.? 1234567890 The quick Brown Fox Jumps
Over the Lazy Dog!*

GENUINE

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
!\$&".,.? 1234567890
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG!**

Gill Sans MT Extra Condensed

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!\$&".,.? 1234567890
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG!
The Quick Brown Fox Jumped Over the Lazy Dog!**

Gloucester MT Extra Condensed

**ABCDEFGHIJKLMN OPQRSTUVWXYZ !\$&".,?
1234567890
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG!**

Gothic Special-Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&".? 1234567890 THE QUICK BROWN FOX
X JUMPED OVER THE LAZY DOG!

Gothic Special Bold Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvw
xyz !\$&".? 1234567890 THE QUICK BROWN FOX JUM
PED OVER THE LAZY DOG!

Grotesque Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&".
?
? 1234567890 THE QUICK BROWN FOX J
UMPED OVER THE LAZY DOG!**

Haggard Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ !\$&".? 1234567890 THE Q
UICK BROWN FOX JUMPED OVE
R THE LAZY DOG!

Haldane

A B C D E F G H I J K L M
N O P Q R S T U V W
X Y Z abcdefghijklmnopqrstuwx
yz !\$& ".? 1234567890 The Quick B
rown Fox Jumped Over the Lazy D
og.

Hamilton

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !
\$&”..? 1234567890 THE QUICK BROWN
FOX JUMPED OVER THE LAZY DOG!**

Hamilton Light FB

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&”..? 123456
7890 THE QUICK BROWN FOX JUMPED OVER THE L
AZY DOG!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu
vwxyz !\$&”..? 1234567890 Thw Quick Brown Fox Jumped
Over the Lazy Dog!**

Harrington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!\$&”..? 1234567890

**THE QUICK BROWN FOX JUMPED OVER
THE LAZY DOG!**

**The Quick Brown Fox Jumped Over the Lazy
Dog!**

Hayfork JNL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$
&”..? 1234567890 THE QUICK BROW
N FOX JUMPS OVER THE LAZY DOG!**

Hefeweizen DTD

ABCDEFGHIJKLMNOPQRSTUVWXYZ a
bcdefghijklmnopqrstuvwxyz !\$&",".? 1
234567890 The Quick Brown Fox Ju
mped Over the Lazy Dog!

Inflex MTStd-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&",".? 1234
567890 THE QUICK BROW
N FOX JUMPED OVER T
HE LAZY DOG!**

IRIS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$&",".? abcdefghijklmnopqrstuvwxyz 1234567890
The Quick Brown Fox Jumped Over the Lazy Dog!*

Joopica

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z !\$&",".? 1234567890 THE QUICK
BROWN FOX JUMPED OVER THE L
AZY DOG!**

Kuenstler Script LTStd-Black

*A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z ! \$ & " . ? 1 2 3 4 5
6 7 8 9 0 The Quick Brown Fox Ju
mped Over the Lazy Dog!*

Le Chat Noir

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
! \$ & , . ? 1 2 3 4 5 6 7 8 9 0 THE QUICK
BROWN FOX JUMPED OVER THE LA
ZY DOG!**

LHF Hensler

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! \$ &
" . ? 1 2 3 4 5 6 7 8 9 0 THE QUICK BROWN
FOX JUMPED OVER THE LAZY DOG!**

LHF Antique Half Bock

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z !
\$ & " . ? 1 2 3 4 5 6 7 8 9 0 THE QUICK BRO
WN FOX JUMPED OVER THE LAZY DO
G!**

Longbranch Normal

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! \$ & " . ?
1 2 3 4 5 6 7 8 9 0 THE QUICK BROWN FOX JUMPE
D OVER THE LAZY DOG!**

Lucida Fax

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!\$&“,..? 1234567890

THE QUICK BROWN FOX JUMPED OVER
THE LAZY DOG!

Mateus Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 THE Q
UICK BROWN FOX JUMPED OVER
THE LAZY DOG**

Modesto Lite Expanded

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ !\$&“,..? 12345
67890 THE QUICK BRO
WN FOX JUMPED OVER
THE LAZY DOG!**

Monotype Modern Std Condensed

ABCDEFGHIJKL MNOPQRSTU VW
XYZ !\$&“,..? 1234567890 THE QUIC
K BROWN FOX JUMPED OVERT
HE LAZY DOG!

Monotype Modern Std Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$& ",..? 12345
67890 THE QUICK BROWN
FOX JUMPED OVER THE
LAZY DOG!

Mural-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&
",..? 1234567890 THE QUICK BROWN FOX
JUMPED OVER THE LAZY DOG!

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !\$& ",..?
1234567890
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG!
The Quick Brown Fox Jumped Over the
Lazy Dog!

Negro

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z !\$& ",..? 1234567890 THE QUIC
K BROWN FOX JUMPED OVER THE
LAZY DOG!**

Pastina

ABCDEFGHIJKLMNŌPQRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz !\$&"..? 1234567890
The Quick Brown Fox Jumped Over the Lazy
Dog!

Pastina Small Caps

ABCDEFGHIJKLMNŌPQRSTUVWXYZ ABCDEF
GHIJKLMNŌPQRSTUVWXYZ !\$&"..? 123456789
O THE QUIGR BROWN FOX JUMPED OVER THE
LAZY DOG!

Playbill

ABCDEFGHIJKLMNŌPQRSTUVWXYZ !\$&"..?
1234567890
THE QUICK BROWN FOX JUMPED OVER THE LAZY
DOG!

Quartal Bold

ABCDEFGHIJKLMNŌPQRSTUVWXYZ abcdefghij
klmnopqrstuvwxyz !\$&"..? 1234567890 TH
E QUICK BROWN FOX JUMPED OVER THE LAZY
DOG!

RM Serifancy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ ! \$ % " , . ? 1 2 3 4 5 6 7
8 9 0 THE QUICK BROWN F
OX JUMPS OVER THE LAZY
DOG!

Rockwell Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ ! \$ & " , . ?
1 2 3 4 5 6 7 8 9 0
THE QUICK BROWN FOX JUMPED OVER THE LAZY
DOG!

Sabio

A B C D E F G H I J K L M N O
P Q R S T U U W X Y Z a b c d
e f g h i j k l m n o p q r s t u u w x y z 1 2 3
4 5 6 7 8 9 0 ! \$ % , . ? The Quick Bro
wn Fox Jumped Ouer the Laz

Soap Box

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ !\$&“,.? 1234567890 THE QUIC
K BROWN FOX JUMPS OVER THE
LAZY DOG!

Stadium JNL

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ !\$&“,.? 123
4567890 THE QUICK BR
OWN FOX JUMPED OV
ER THE LAZY DOG!**

Telegraph Circus

ABCDEFGHIJLKMNOPQRS
TUVWXYZ !\$&“,.? 1234567
890 THE QUICK BROWN
FOX JUMPED OVER THE
LAZY DOG!

Toulouse Lautrec Le Petit Trottin

ABCDEFGHIJKLMN OPQRSTUVWXYZ
!\$&“,.? 1234567890 THE QUICK BRO
WN FOX JUMPS OVER THE LAZY DOG

Valjean Normal

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$
&",".? 1234567890 THE QUICK BROWN
FOX JUMPED OVER THE LAZY DOG!**

Wichita TS-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ !\$&",".? 1234567890 THE QU
ICK BROWN FOX JUMPED OVER
THE LAZY DOG!

Wichita TS-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ !\$&",".? 1234567890 TH
E QUICK BROWN FOX JUMPE
D OVER THE LAZY DOG!

Wide Latin

**ABCDEFGHIJKLMNOPQRSTUVWXYZ !\$&","?
1234567890
THE QUICK BROWN FOX JUMPED OVER THE
LAZY DOG!**

Windsor D Bold

**ABCDEFGHIJKLMNQRST
UVWXYZ !\$&",".? 123456789
0 THE QUICK BROWN FOX
JUMPED OVER THE LAZY D
OG!**

Yana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ !\$&".? 1234567890
THE QUICK BROWN FOX J
UMPS OVER THE LAZY DO
G!

- b. Acceptable Fonts: Common CAS Fonts. Some sign shops use specialized fonts for cutting vinyl lettering called *Computer-Aided Signmaking (CAS) fonts*. Choose fonts from this list if you want to use vinyl lettering and your supplier does not use other types of fonts.

BernhardBold Condensed BT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%{*}**

BloomRegular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%[*]**

Branding IronRegular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%{*}**

CG Poster Bodoni

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%{*}**

ClarendonBlack BT

A B C D E F G H I J K L M N O P Q R S T U V W X

1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

ClarendonCondensed BT Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

ClarendonBT

A B C D E F G H I J K L M N O P Q R S T U V W

1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

CommercialScript

A B C D E F G H I J K L M N O P Q R

a b c d e f g h i j k l m n o p q r s t u v w x y z

*1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } **

Compressed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

EgyptianBold Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

EstelleHeavy Ex

**ABCDEFGHIJKLMN OP
1234567890!?.,"\$%{***

EstelleHeavy Condensed

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!?.,"\$%{***

ExtendCondensed

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!?.,"\$%{***

Extend HeavyCondensed

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!?.,"\$%{***

Exway2Regular

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890**

GoudyExtra Bold

**ABCDEFGHIJKLMN OPQRSTU
abcdefghijklmnopqrstu vwxyz
1234567890!?.,"\$%{***

MonBlockEx

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%

MonBlockBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%

MonBlockRegular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%

MonBlockShadowl

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%

News GothicBold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.,"\$%{*}

NuevoBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,"\$%{*}

NuevoHeavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,"\$%{*}

NuevoMedium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,"\$%{*}

Old BellBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,"\$%{*}

Old BellExtra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,"\$%{*}

OzHandicraft BTRegular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.,"\$%{*}

Romana BTBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?.,"\$%{*}

ScriptaBold

A B C D E F G H I J K L M N O P
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } **

Square721Bold Ex BT

A B C D E F G H I J K L M N O P Q R S T U V
1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

TarryHeavy Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y
1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

TarryHeavy Ex

A B C D E F G H I J K L M N O P
1 2 3 4 5 6 7 8 9 0 ! ? . , " \$ % { } *

3. Non-conforming Signs. Some existing signs may become non-conforming with the adoption of the "Sign lettering and Fonts" listed in (2) above. These signs may continue in use until the sign is substantially changed, for example a business name change, or relocation of the sign itself. Any new lettering must conform to this section.
4. Prohibited signs
 - a. Banners.
 - b. Dry-erase boards.
 - c. Wind signs or devices and balloons.
 - d. Internally lighted signs.
 - e. Dolls or mannequins on public property.
 - f. Portable signs, including sandwich signs on public property.
 - g. Off premises signs.
 - h. Signs meant to be read from the public right-of-way that violate Alaska Statute AS 45.50.471 – AS 45.50.537 regarding Alaska's Unfair Trade Practices and Consumer Protection Act or are otherwise illegal or misleading.

from within by an individual light bulb) might be allowed depending on style and design.

- b. Signs may be remotely illuminated with spotlights. These lights shall not be set in such a manner so as to cast their beam on any adjoining or nearby building. Fully exposed floodlight type fixtures are prohibited.
- c. Neon signs are prohibited.
- d. Flashing signs are prohibited.
- e. Internally lit, plastic signs are prohibited ~~on the exterior of the business.~~

7. Sign Standards

- a. Facade Signs. Signs painted across the upper facade were oriented to pedestrians across the street and thus were larger in scale than those found elsewhere. Due to their large size, they were always simple and bold. They were normally located between the windows and lettering ranged from fifteen (15) to twenty (20) inches in height. Of similar size and function were panels that were hung across the front of the façade. To accentuate the sign, the sign background was often a color different from, but in harmony with, the colors of the building.

- (i) Facade signs shall not obscure or cover any architectural feature of a building such as window or door frames, belt course, corner board, cornice, etc. Façade signs shall not extend above the eave or be placed on the roof. Facade signs on a business front or frontage shall have no size limitation. Facade signs attached to a wall other than the front facade shall be no larger than ten (10) percent of that total wall area up to eighty (80) square feet maximum. Façade Signs painted directly on a wall shall have no size limitations.

- b. Projecting Signs and Marquee Signs. Another type of sign was mounted perpendicular to the building facade, projecting across the boardwalk. These signs were oriented to the pedestrian and were smaller scale than facade signs. Lettering ranged from five (5) to ten (10) inches high and retained a bold and simple message. These signs were attached to the building and supported with guy-wires to the facade or with a post at the street edge of the boardwalk. They were also hung under a marquee or canopy. Projecting signs were normally attached to the facade at the belt course, at the window, or just below the cornice. Sometimes the post used to support the projecting sign also had lettering on it. Photographic evidence shows projecting signs were attached to the building at one end and were fixed and did not hang and swing from a pipe or other projection. Small signs were hung from fixed projecting signs; see subsection (g) below:

- (i) Projecting signs shall not extend beyond the street edge of the boardwalk or into a street or alley. The use of post(s) to support projecting signs that are above public rights-of-way are not allowed. Sign clearance of projecting signs shall be a minimum of eight (8) feet above grade. The building

end of projecting signs shall be attached to the façade of the building. The street end of projecting signs shall be supported by guy-wires of sufficient size and number to safely suspend the sign. Projecting signs shall be fixed and not allowed to swing. Sign height is dependent upon sign length. The sign heights in the chart below are the maximum sign height(s) allowed for the sign lengths listed, i.e. an eight (8) foot sign would allow a maximum sixteen (16) inch sign height. The horizontal length measurement shall begin at the façade of the building. Marquee signs may be mounted on the end fascia of a marquee or under a marquee. Marquee signs do not need to have one end attached to the building or be supported by guy-wires. The sign clearance for a marquee sign mounted under a marquee is seven (7) feet above grade. Marquee signs shall not extend beyond the limits of the marquee or balcony fascia. Marquee sign size is the actual dimensions of the sign.

LENGTH	HEIGHT
8'	16"
7'	22"
6'	28"
5'	34"
4'	36"
3'	42"
2'	48"

- (ii) Projecting signs are limited to one per business frontage facing public property. In the case of marquee or balcony, a single faced projecting sign is allowed at each end. Signs on posts that support projecting signs, balconies or marquees shall be no wider than the width of the post.
- (iii) Projecting signs within the historic district are an exception to the currently adopted municipal building code if they meet the following criteria:
 - 1. The sign shall extend from the building no farther than to within one (1) foot from the street edge of the boardwalk.
 - 2. The sign shall be securely attached to the façade of the building.
 - 3. The sign shall be supported by guy-wires of sufficient size and number to safely suspend the sign.
 - 4. The sign shall conform to all other IBC and municipal code requirements.
- (iv) Projecting signs that do not conform to the preceding projecting sign guidelines shall be required to meet those projecting sign standards by September 30, 2010 or be removed. In the interim, projecting signs that swing and are not fixed to the building shall be taken down for the winter season in the interest of public safety. The

permitting official shall compile a list of these non-conforming signs for the HDC and notify the involved parties of the compliance deadline.

- c. Window Signs. Another category of signs was those painted or applied directly onto the windows. These signs had the smallest lettering of the major sign types -- as small as several inches and up to ten (10) inches in height. Window lettering was occasionally more ornate than on larger signs, but generally maintained the simple, upper case lettering found on the other sign types.
 - (i) Due to the proliferation of signs which seek to circumvent these statutes, window sign provisions will apply to signs painted on, or applied to ~~the outside of~~ windows within the business historic district.
 - (ii) Signs painted on, or applied to windows shall total no more than twenty (20) percent of the window glass area. Signs on transoms, door glass or upper story window glass are not restricted to the twenty (20) percent rule for display windows. Signs on transoms are restricted to one line; signs on upper story glass windows should not be more than two lines; signs on doors may be multi-lined. Signs on transoms, doors, and upper story windows should not fill more than fifty (50) percent of the entire glass area. Window area is measured from the farthest edge of visible glass, length times width.
 - (iii) Prohibited: Masking ~~outside~~ on display windows, transoms, door glass or upper story windows with pictures or posters is prohibited.
- d. Freestanding Signs. During the Gold Rush, the most frequently used freestanding sign was a single post with a four (4) sided sign mounted on top. Size varied although none were large. This type of freestanding sign was placed on the boardwalk. Also, multiple posts were used to support a larger sign area. This type was not as common as the single post and was usually placed along the blank sidewall of a building.
 - (i) Freestanding signs shall not be placed on or allowed to straddle the boardwalk. Maximum overall height shall be twelve (12) feet. Maximum sign area shall be thirty (30) square feet. Freestanding signs are limited to one (1) sign per lot or business frontage. Sign must pertain to that business frontage.
- e. Portable Signs and Sandwich Signs. In Gold Rush Skagway signs were often placed on the street side of the boardwalk in front of a business. These were portable in nature and were most often a sandwich sign, which opened into an "A" shape. While the use of this type of sign is rare elsewhere, it adds to Skagway's Gold Rush ambiance. However, the concern in addition to historic accuracy is public safety.
 - (i) Maximum sign height is four (4) feet; maximum sign width is two (2) feet. Minimum sign height is two (2) feet six (6) inches, with a width of one (1) foot three (3) inches.

Preferred material is dimensional lumber. If other material is used, other sign requirements apply, such as framed edging on laminated substrate. No more than one portable sign per business frontage is allowed. Portable signs are prohibited on public property.

- f. Silhouette Signs. This type of sign was not widely used in Gold Rush Skagway, but there were some examples. Most often the sign was a symbol that related to or represented the business advertised, such as a teapot for a tearoom, a shoe for a cobbler or spectacles for an optometrist.
 - (i) Silhouette signs should be cut from metal or dimensional lumber.
- g. Building Identification Sign. These signs were hung from the bottom of a projecting sign and identified the building name or the business proprietor's name. These signs were not large.
 - (i) Provisions. The maximum sign height will be four (4) inches. The sign shall only be long enough for the building or proprietor name, but in no case shall it be longer than the projecting sign. These signs will be limited to the building or the proprietor's name, in caps. The building name may use the word building, such as the "Pack Train Building". The proprietor's name signs shall end in "Prop." The sign shall be made from dimensional lumber. One building identification sign per projecting sign. No ornamentation other than lettering is allowed on the sign.
- h. Paddle Sign. These signs were placed on the lower sill of display windows and usually identified merchandise, products or services.
 - (i) The maximum sign height will be six (6) inches. The sign length shall fill the space at the bottom of the display window and fit tightly at each end to the window balusters. The sign may not project past the windowsill. The sign language is limited to merchandise, products, or services provided on premise. Examples would be T-shirts, Curios, Tours, Repairs, etc. The sign shall be angled, with its lower edge even with the edge of the windowsill.
- i. Totems. The display of totem poles to draw attention to a business was a Gold Rush era practice that continues to modern times.
 - (i) Totems shall use Southeast Alaskan Native stylization and motif. Three-dimensional carved totems will not be added to total sign area.
 - (ii) Totems shall be carved from wood.
- j. Sculptures. While the use of sculptures may be allowed it is discouraged as there is only one instance of photographic evidence of a Cigar store Indian.
 - (i) Sculptures shall be of local historical content or local wildlife. Sculptures shall be three dimensional and realistic in style. Sculptures shall not be added to total sign area.
 - (ii) Sculptures shall be made of materials available in 1898 Skagway.
- k. Dolls and Mannequins.

MUNICIPALITY OF SKAGWAY, ALASKA

ORDINANCE NO. 13-01

Page 42 of 45

- (i) This type advertisement should represent a Skagway Gold Rush character or have turn of the century dress. The doll or mannequin should also be of human size. Dolls or mannequins are not allowed on public property. Dolls or mannequins inside of buildings are exempt from these requirements.
- l. Murals. Photographic evidence shows several signs using artwork in addition to lettering. The use of artwork was not extensive and the signs using artwork were not extremely large.
 - (i) Murals are not restricted in size, but must be painted directly on the building. Murals shall not obscure or cover or encompass any architectural feature of a building such as window or doorframes, belt course, corner board, cornice, etc. Murals shall not extend above the eave or be placed on the roof. Murals will not be allowed on the front facade. Only one mural will be allowed per building. Mural content will be judged according to historic and artistic content. Historic content: Murals may be a representation of the era, local events, people, wildlife, Southeast Alaskan Indian motif, or a reproduction of an actual historic mural. Artistic content: The mural artwork should be realistic as opposed to abstract or impressionistic in style.
- m. Roof Peak Signs. This type of sign was usually used by hotels in Skagway to advertise their location at a great distance.
 - (i) Roof peak signs will be restricted to multi-storied buildings only and limited to business name only. Roof peak signs shall not project beyond the roof edges. In order for the sign to appear proportional to the building, maximum sign height shall be two feet (2') for a two-story building and two (2) feet six (6) inches for a three-story building. Maximum sign length shall be ten (10) feet or fifty (50) percent of peak length, whichever is greater.
- n. Roof Signs. There were a small number of roof signs painted directly on the slope of a gabled roof during the Skagway Gold Rush.
 - (i) Signs shall be painted directly on the roofing material. The sign content shall be limited to the business name only. The sign should fill the entire area of the sloping side of the roof. Lettering shall be block style. Roof signs are allowed only on gable roofs.
- o. Awning signs. Awning signs are names or words printed, painted, or applied to an awning fringe. The lettering size should be proportional to the fringe height. The lettering may be painted or applied but not cut out, and should be an appropriate style.
- p. Flags. Flags do not require approval as long as the following are adhered to;
 - (i) It is universal custom to display the flag from sunrise to sunset on buildings and stationary poles in the open. If displayed during hours of darkness proper illumination should be provided.

- (ii) With another flag against a wall with staffs crossed, the staff of the US flag should be in front and the US flag hung on its own right.
 - (iii) The US flag should be at the center and highest point of a group when a number of flags of States, localities, and societies are grouped.
 - (iv) The US flag should be at the peak when flown from the same halyard with other flags.
 - (v) Flags of two or more nations should be flown from separate flagstaffs of equal height, with the flags approximately equal in size. In time of peace no nations flag should be displayed above another.
 - (vi) Always display the US flag with the union up except in case of dire emergency or distress.
 - (vii) The flag should never touch anything beneath it, such as ground, water, floor, or merchandise.
 - (viii) When the flag is in such condition that it is no longer a fitting emblem of display it should be destroyed in a dignified way, preferably by burning.
 - q. Off-premises Signs. Off-premises signs are prohibited. Premises is defined as the specific building a business is located in; the four walls and a roof encompassing a single business. An off-premise sign is any sign that is proposed for any wall or roof that does not directly encompass the premises the sign names.
- 8. Sign Content
 - a. Contact Information.
 - (i) Phone numbers are prohibited on any signs in the historic district.
 - (ii) Web/email addresses are prohibited on any signs in the historic district.
 - b. Logos and Trademarks
 - (i) Logos or Trademarks not shown to be used on signage in Skagway during the Klondike Gold Rush historical period are prohibited.
 - c. Lettering Styles and Sign Designs. The historic district commission has several photo examples of actual Skagway sign designs and lettering styles. It is important to understand that in most cases the lettering styles are matched to the type of sign on which used, and are not always transferable to another type of sign. Please take note of lettering styles and sizes as described within the guidelines for each standard type of sign. Example: an ornate lettering style from a window sign would most likely not be appropriate on a projecting sign.
 - d. Raised, or routed letters. Signs that use raised or routed letters are prohibited.
 - e. Periods versus Bullets. In Gold Rush Skagway, it was common practice to see signs incorporate the use of periods after a business name. In some cases the period might be seen as punctuation, such as JAMES CARROLL & CO. But often the period appears more similar to an exclamation point, such as

SKAGWAY NEWS DEPOT. and EXAMINER OFFICE. The practice of highlighting items or a list of items by the use of bullets or dots in front of the item is a contemporary phenomenon.

(i) Periods are fine. Bullets are prohibited.

9. Exceptions, variances, special circumstances: The historic district commission may approve signs that do not conform to the sign guidelines in these circumstances:
 - a. Signs larger than the guidelines allow may be approved for existing historic buildings or reproductions of historic buildings if photographic evidence shows that sign existed on that particular building with the following guidelines:
 - (i) Dimensions of the historic sign size will be arrived at by using known dimensions from the same picture of the building that shows the sign in question.
 - (ii) The sign be constructed of materials of the type used during the Klondike Gold Rush in Skagway and Dyea.
 - (iii) That the sign due to its size or placement does not interfere with vehicle or pedestrian traffic.
 - b. Signs of a type that are not covered by the sign guidelines but photographic or other evidence shows they were used in Skagway and Dyea during the Gold Rush period may be allowed by the historic district commission.
- B. Residential Conservation District (RC), Residential General District (RG) and Residential Low Density District (RLD).
 1. Prohibited Signs. Off premises signs visible from a public rights-of-way.
 2. Allowed signage:
 - a. One (1) sign, not to exceed eight (8) square feet, to identify a home occupation.
 - b. Total sign area shall not exceed twelve (12) square feet, to identify a conditional use.
 - c. Total sign area shall not exceed twenty (20) square feet, to identify public and semi-private institutions, churches, and similar uses.
- C. Business General District (BG). Allowed signage: total signage area shall not exceed one hundred sixty (160) square feet per business structure or property and may include:
 1. Facade sign -- two (2) per business structure provided sign area does not exceed fifteen (15) percent of wall area upon which sign is displayed.
 2. Projecting sign -- one (1) per business structure provided each face does not exceed eight (8) square feet.
 3. Freestanding sign -- one (1) per business property, area not to exceed sixty-four (64) square feet.
- D. Industrial District (I), Industrial Light District (IL) and Waterfront District (W). Allowed signage: total signage area shall not exceed one hundred sixty (160) square feet per business property and may include: any permitted sign, provided that only one (1) free standing sign per business property is allowed, its sign area not to exceed sixty-four (64) square feet.

Section 4. Severability. If any provision of this ordinance or any application thereof to any person or circumstance is held invalid, the remainder of this ordinance and the application to other persons or circumstances shall not be affected thereby.

Section 5. Effective Date. This ordinance shall become effective immediately upon adoption.

PASSED AND APPROVED by a duly constituted quorum of the Borough Assembly of the Municipality of Skagway this 17th day of January, 2013.


Stan Selmer, Mayor

ATTEST:


Emily A. Deach, Borough Clerk

(SEAL)

