

# Item #4 C8-19-03

## Sign Code Revisions

*Review of the proposed text amendments to the UDC sections related to sign standards in advance of the sign code sunset date*

Planning Commission  
Study Session  
March 4, 2020

# Background of Amendment



- **August 2016 – Mayor and Council direct staff to revise sign code**
  - Comply with Reed v. Gilbert
  - Move sign code into Unified Development Code
  - Make it practical – improve quality of design, use technical standards
  - Joint effort – Citizen Sign Code Committee and Planning Commission
- **December 2017 – Sign Code adopted by Mayor and Council**
  - Effective date: February 1, 2018
  - Sunset date: August 31, 2019
- **June 2019 – Staff back to Mayor and Council**
  - Sunset date extended: August 31, 2020

# Key Changes – Adopted Sign Code



- **Addressed Reed v. Gilbert** (content neutral code)
- **Moved Sign Code: City Code → Zoning Code**
- **Created Sign Design Review Committee (SDRC)**
- **Established Sign Design Options**

# Sign Code Review Process



# Staff Analysis



- **August 2019 – February 2020**
- **Internal meetings with sign review staff**
- **Review sign permit data**
- **Reviewed code enforcement complaints**

Year	Number of Complaints
2014	1088
2015*	1458
2016	188
2017	143
2018**	205
2019	100

\*Reed v Gilbert decided June 18, 2015  
\*\*Revisions became effective in February 2018

# Proposed Amendments



## Types of Amendments

- Clean-ups / Clarifications (44)
- Minor Changes (11)
- Process improvements (3)

Table of Proposed Text Changes

Amendment Number	Redline Page Number	Section	Change Type	Purpose of Change / Comments
11	4	7A.7.1.E.2.a.(1)	Clarification	Change made to reflect policy that a sign facing a private street is not regulated under 7A
12	4-5	7A.7.1.E.2.c.(4)	Minor change	Modify landscaping requirements such that signs will be incorporated into existing or proposed landscaping rather than designing landscaping specifically for the sign
13	5	7A.7.1.G.1.e	Clarification	Change to clarify that driver reacts to sign
14	5	7A.8.2.F.1	Clarification	Change made to include definition in Article 7A
15	5-6	7A.8.2.F.2/ 7A.8.2.F.2.b	Clarification	Moved original Section 7A.8.2.F.2 to proposed 7A.8.2.F.2.b
16	5-6 / 12	7A.8.2.F.2/ 7A.10.2.C.3.d.(4)(iii)	Clarification	Moved original Section 7A.8.2.F.2 to 7A.10.2.C.3.d.(4)(iii) Signs may be allowed in the public right-of-way and a Temporary Revocation Easement may be obtained from Tucson Department of Transportation
17	6	7A.8.4	Clarification	Change made to clarify that personal services are included in retail use occupancy category
18	6	7A.9.2.C.7	Clarification	

*...and make the sign code a permanent part of the UDC*

# Clean-ups / Clarifications



- Change references in UDC from Tucson Code Chapter 3 to Article 7A
- Clean up language
- Clarify existing policy



# Minor Changes



- **Minor process improvements based on sign review staff input or recommendation by Sign Design Review Committee**



# Examples



- **Aligning the process used to measure sign height for signs within Tucson with the sign industry's usual method of measurement. (Section 7A.6.5.A)**
- **Establishing a quorum of the Sign Design Review Committee at 50% of seated members. (Section 2.2.12.I)**
- **Defining fixed balloon signs and distinguishing small fixed balloons from those larger than two feet in diameter. (Section 11.4.7)**

# Process Improvements



- **Changes required to support PDSD's implementation of a new permit database**
- **Necessary due to software requirements**
- **Changes will standardize the time period for the expiration of permits issued for temporary signs**



# Feedback from Public Meetings

- **Held two Public Meetings on January 28th and 29th**
- **Feedback Received on:**
  - **Enforcement of sign standards for portable & temporary signs**
  - **Regulations of murals**
  - **Education and outreach for businesses and public regarding what is allowed under the sign code**
  - **Importance of sign design adhering to outdoor lighting code**

# Sign Design Review Committee



- **Established under the adoption of the Sign Code Revisions**
- **9 seats – experts in signs or design**
- **6 meetings held:**
  - November 2019- February 2020
- **Role:**
  - Recommendations to PDSD Director for Sign Design Option applications
  - Recommendations to Planning Commission and Mayor and Council for Sign Code text amendments

# Sign Design Review Committee



- On February 6, 2020 the SDRC issued their recommendation for approval of all proposed amendments to the sign standards and removal of the sunset date



# Plans Review Subcommittee



- **Courtesy review, February 13, 2020**
- **Reviewed proposed revisions to:**
  - **Historic Landmark Sign program**
    - Remove jurisdictional boundary
    - Potential name change
    - Appropriate reviewing body
  - **Signs in Historic Districts**
    - Clarify the maximum allowed area for signs in residential and commercial zones
- **Full review, March 26, 2020**



# Recommendation



- Staff recommends the Planning Commission approve a motion to:

***“Set the Sign Code Revisions UDC text amendment for a public hearing on April 15, 2020.”***