

Planning Commission, Call-to-Audience, April 12, 2017

Bonnie Poulos, speaking for Tucson Residents for Responsive Government, TRRG

TRRG has been following the revision of the Sign Code since late summer, when we realized that a completed draft had been prepared by staff with no transparent input from the community. Since then, there has been the joint review sub-committee of volunteers from the Citizen Sign Code Committee and Planning Commission. TRRG had representation at every one of its meetings, mid-October through March 6.

During that period of time, we never observed any in-depth deliberation of the one section of the Sign Code which is totally new to this document: Section 7 A. 7 Sign Design Options with Sub-parts, Master Sign Program: Permanent Signs; Master Sign Program-Portable Signs; and Singular Sign Design Options. This section is on pp. 13-19 in your 3-30-17 Draft. Given that this section, for the first time ever in the Tucson Sign Code, **has no numerical parameters**, TRRG believes that it requires its own special examination.

We have heard that inclusion of this new content is needed so applicants need not get variances, but we have seen no data to support that. We have heard that inclusion of a flexible option is the new norm in municipality sign codes. When researching this claim, we did find a wide range of flexible options, but we did not find a preponderance of cities that had their options totally open-ended as is being proposed here. We did find other cities which tied incentives or bonuses into percentage caps, rewards to given for specific desired practices.

TRRG asks that the Sign Design Options, with its review committee structure, be evaluated separately from the other more conventional changes in the Sign Code. There are alternative means to provide flexibility. This deviation from the norm merits its own consideration. TRRG has also asked the Mayor and Council, the joint Planning Commission-Sign Code sub-committee and the Citizen Sign Code Committee to pull this for special study. Thank you.