



Sign Code Project

June 21, 2017



Review of Process to Date

Mayor and Council Direction

August 9, 2016

- Initiate a Sign Code revision process
- Comply with the 2015 U.S. Supreme Court decision on Reed v. Town of Gilbert,
- Simplify the Sign Code by integrating it **into the Unified Development Code**, and
- **Make practical changes** that modernize the Code, improve the quality of design and flexibility of the overall code, and ground it in technical standards.
- Have the Citizens Sign Code Committee and the Planning Commission hold **joint study sessions** and public hearings on the proposed changes to the Sign Code.
- Have staff return to the Mayor and Council with a recommendation in January 2017 or **when Planning Commission/CSCC are ready**.
- Note several councilmembers stated that Mayor and Council may consider a **longer period of time** at a study session if needed

A Strategy to Comply with *Reed*



- List technical standards in adopting ordinance
- Revise Purpose Statement – support freedom of speech, reflect traffic safety, visual environment, and property rights
- Ensure there is a severability and substitution clause
- Review sign types for content neutrality and identify signs by time, place or manner
- Create sign area allotment for portable signs and let owner allocate the messages
- Consider a future comprehensive sign policy in *Plan Tucson*

Simplification Strategy



- Place Sign Code in the UDC - remove redundancies and add clarifications
- Premise – refers to a unified site of one or more properties or development plans within it
- Simplify grade measurement from sign height
- Remove redundant sign districts – rely on current UDC zones
- Review interpretations - alteration for non-conforming signs, roof signs, maximum sign area
- Develop a design option to include a master sign program and design review process
- Allow a Planned Area Development (PAD) to have a master sign program
- Improve graphics and special sign district maps

Planning Commission and Citizens Sign Code Committee Joint Subcommittee Process October – March 2017

- **150 stakeholders** speaking,
- Group met **14 times**
- In December we changed from **2 hour meetings to 3 hour meetings**
- **170 combined hours** of meetings for committee members
- **49 total committee suggested edits**, reviewed 2+ times each.

Projected Timeframe

- Mayor and Council - *August 2016*
- Joint Subcommittee - *October 2016 –March 2017*
- Planning Commission & Citizens Sign Code Committee –
Separate Study Sessions - March 2017- May 2017
- Joint Planning Commission/ Citizens Sign Code Committee
Study Session – *May 2017*
- Joint Planning Commission/ Citizens Sign Code Committee
Public Hearing - *June 2017*
- Mayor and Council – *July - August 2017*

Challenges of a *Reed* Sign Code Revision

- First Amendment takes precedence over traditional zoning considerations;
- Attempt to balance First Amendment rights with clutter management policy;
- Other issues arise once the code is reviewed – process improvement;
- Project was to address *Reed* but not remove property owners' rights to the degree it was practical;
- The traditional flexibility of real estate signs became a greater challenge to address with content neutrality.



**7A Sign Standards final draft with
recent Citizens Sign Code
Committee's recommendations**

Summary of CSCC Recommendations

- Digital Sign - 5 minute change rate
- Allow prohibited signs consideration in Design Option
- Develop a Dark Skies Illumination Guideline
- Uniform Backgrounds in Design Option
- Do not have caps in Design Option
- Use PDSD Notice Policy for Design Option
- Made roof and wall sign clarifications
- Use of feather banners kept as presented by staff but **not majority recommendation**

Summary of CSCC Recommendations cont'd

- Allow murals in Pedestrian Districts
- May alter electronic parts of non-conforming signs
- Menu board and window sign adjustments
- Increase sign area for non-residential uses in Residential zones
- Simplify canopy sign standards
- Portable sign standards remain as is
- Sign Design Review Committee – composition as is, quorum 5, City Manager appoints

Other Clarifications

- Some editing and reorganization to Design Option
- Additions of formatting recommendation from Commissioner Martin
- Pedestrian District at Mercado District
- Historic sign adjustments
- Minor clarifications by Sign Section staff

Comparing Amount of Portable Signs

- *Pre and Post - Reed case in Residential zones –*
‘Substitution’ clause + 8 types of Real Estate Signs total = 900sf and 17 signs
- Post Reed case in Commercial/Industrial zones -
8 types of Real Estate Signs (portable signs) @
900sf and 17 signs + A-frame sign one per
business = 900+sf and 17+ signs (based on
number of businesses at commercial site)

Portable Signs - Considering Clutter Management and First Amendment Parameters

- Street frontage – 150 feet spacing current Sign Code
- ARS political signs - 32 sq. ft. commercial/ 16 sq. ft. residential
- *Reed* – materials, location, size, height, spacing
- *Arlington County* case - four temporary signs per property supportable by case law

7A.10.5 Table 4 - Portable Signs Sign Area Allotment

7A. TEMPORARY/PORTABLE SIGNS GENERAL STANDARDS

Table B - Portable Maximum Sign Area Allotment

The following zones may have portable signs. Additional standards may apply to individual sign types.

<u>Zone Categories</u>	<u>Local Street</u>	<u>Collector Street</u>	<u>Arterial Street</u>
<u>Rural/Residential /Multi-family, Non-residential</u>	<u>16 sq. ft.</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>
<u>General Business and Industrial</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>



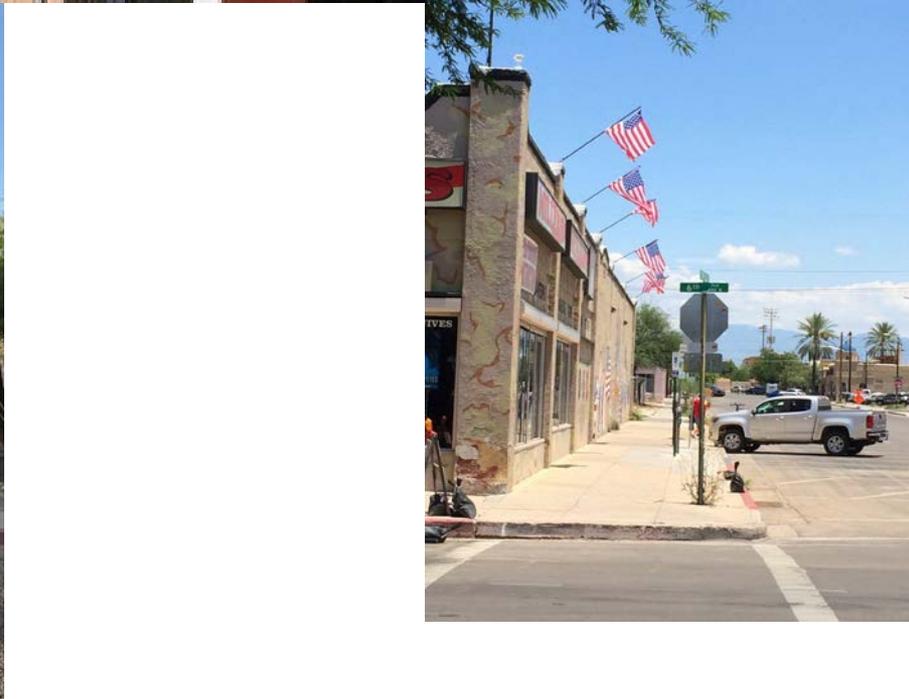
7A.7.2 Master Sign Program – Portable

- Master Sign Program - Portable
 - Includes all exterior portable signs
 - May include applications by both property owners or organizations (e.g. TAR)
 - Sign Design Review Committee makes recommendation
 - Decision by PDSD Director –
 - Design Standards apply
 - Findings made part of recommendation and decision by PDSD Director
 - Appeal to Board of Adjustment then Mayor and Council

Feather Banners

- CSCC Vote 4-4 to keep standard 4 feather banners - two colors - with one portable sign in lieu of the general portable sign area allotment
- *Option 1* - Place feather banners in Prohibited Sign Section
- *Option 2* - Consider current standard
- *Option 3* - Consider *Option 2* but can be either feather banners, commercial flags/banners but not mixed.





Sec. 2.2.12 Sign Design Review Committee

- **Composition** – Architect, sign business rep, local business rep, (architect/landscape architect/planner), general neighborhood association rep, ad hoc neighborhood association rep, Outdoor Lighting Committee rep, commercial real estate broker, (one) at-large member appointed by City Manager. Total 9
- **Authority** – Advises Planning Commission on text amendments and reviews Sign Design Options
- **Appointment and Term** – 1) Mayor and Council, 2) City Manager
- **Term** – Four-year term, two terms, may return after one-year hiatus
- **Vacancies** - Filled in same manner as initial appointments
- **Meetings** – Quorum –five members Director may request Design Professional to make recommendation if quorum not obtained. Pre-app meetings allowed, one continuance by committee,
- **Removal** - 1) Per Chapter 10A for M/C option. 2) On request by City Manager
- **Administrative Procedures** – Executive Secretary is Zoning Administrator, and committee shall elect chairperson. Notification per PDSD policy.

Design Considerations

A Sign Design Analysis

- Area's building and structure height profile
- Scenic vistas
- Spacing
- Illumination
- Monument style
- Legibility
- Vehicle views
- Background/Proportional



Dark Skies Illumination



Staff is working with a lighting engineer to develop an interim sign design guideline on best practices of dark skies illumination



Kelvin is a temperature scale that describes the color temperature or the “whiteness” of incandescent lamp light.

Lumen is a unit of measurement that describes how much light is contained in a space or the brightness of a light source.

NIT (cd/m²) is an amount of emanating light equal to one candela per square meter.



Tucson area mall signs



Outside Tucson Sign Design Examples



Recommendation

- Approve the final draft Sign Standards with sunset date in 18 months.
- Includes all CSCC, historic sign, Pedestrian District amendments, and other clarification amendments.
- Regarding feather banners, If recommended to be permitted – consider allowing commercial flags under the same standard

Reviewed Sections with Issues

- 7A.6 Measurement, Locations, and General Requirements
- 7A.7 Sign Design Option
- 7A.8 Exempt and Prohibited Signs
- 7A.9 Non-Conforming Signs and Change of Use
- 7A.10. Permitted Signs
- 7A.11 Special Districts
- 2.2.12 Sign Design Review Committee

7A.6 General – Measurements

(Sec. 7A.6.4)

Five-Minute Change Rate of Digital Sign

- *Citizen Sign Code Committee* – **Voted to recommend a five-minute change rate (5-3 approval – three votes for one minute).**
- *Joint Subcommittee (JSC)* – Voted to recommend a five-minute change rate (4-1 approval – one vote for one minute).



7A.6 General – Measurement

(Sec. 7A.6.11)

Premise Definition

- *Citizen Sign Code Committee* – **Voted unanimously to recommend keeping current definition as is. Consensus**
- *Joint Subcommittee* – Voted unanimously to recommend keeping current definition as is.

Sec.7A.7 Design Option

Design Option - Not Allowing Prohibited Signs (Sec. 7A.7.1.B)

- *Citizens Sign Code Committee* – **Voted to recommend not including mentioning prohibited signs as part of a master sign program (7-1 approval).**
- *Joint Subcommittee* – Voted to recommend to not allow Prohibited Signs as part of a Master Sign Program but exempted commercial flags. (4-1 approval).

Create Dark Skies Illumination Interim Guidelines (Sec. 7A7.1.E.1)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend creating an interim design guideline for sign illumination. Consensus**
- *Joint Subcommittee* – Voted unanimously to recommend creating an interim design guideline for sign illumination.



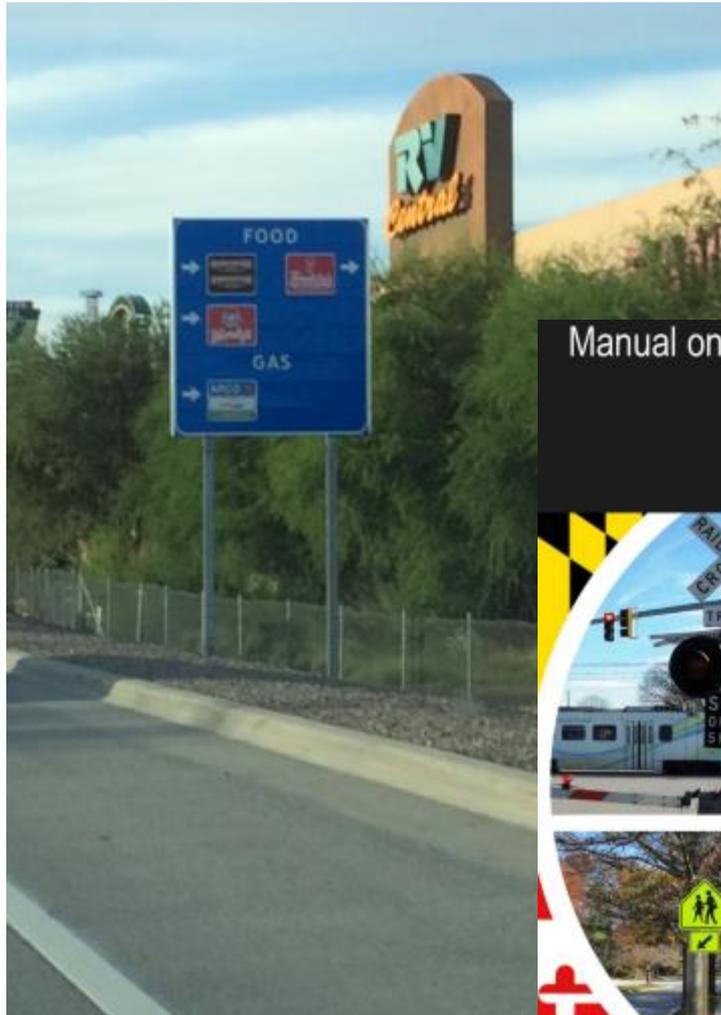
Uniform Background Colors for Listed Tenants

Sec.7A.7.1E.2

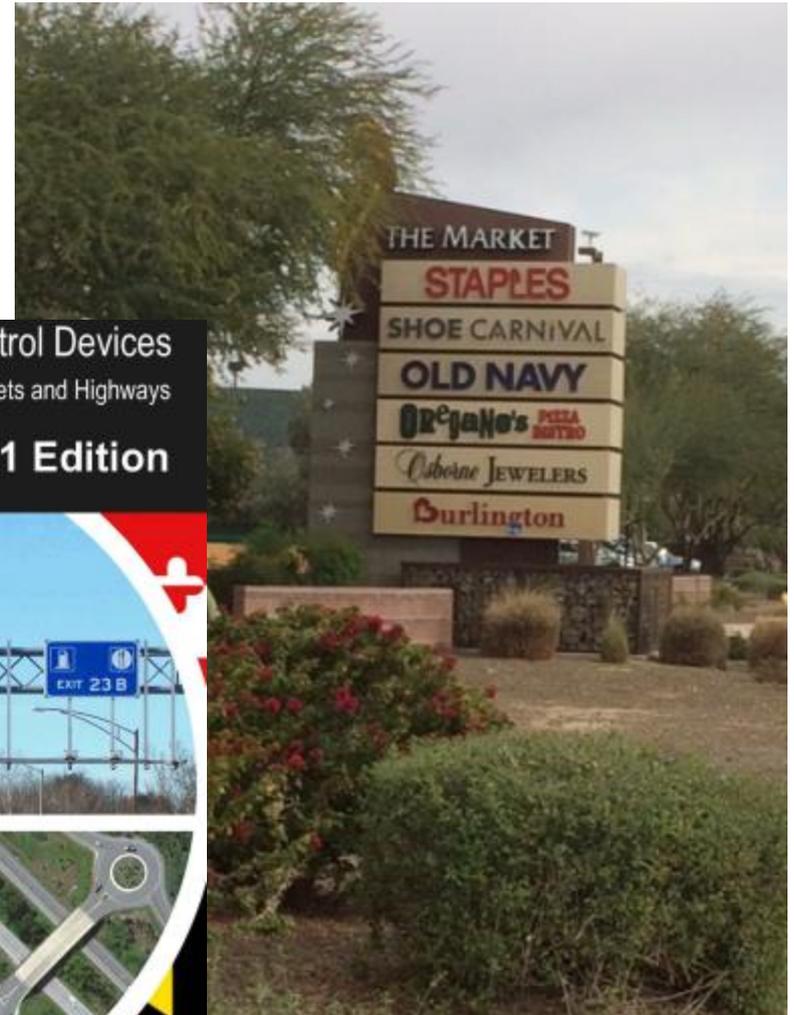
- *Citizens Sign Code Committee – Voted to recommend keeping the current draft standard as is (6-2 approval).*
- *Joint Subcommittee - Voted to recommend keeping the draft standard as is (4-1 approval).*



Design Adapted from National Standards for Uniformity and Legibility on Arterial Streets



Manual on Uniform Traffic Control Devices
for Streets and Highways
2011 Edition



Use More Prescriptive Standards on Design Option Sign Dimensions (caps) (Sec. 7A.7.1.E.2.c)

- *Citizens Sign Code Committee* – **Voted to recommend no caps be applied in reviewing design option applications (6-2 approval).**
- *Joint Subcommittee* - Voted to recommend the draft standard that required freestanding signs to have caps of 20 feet sign structure height and 100 square feet sign area (3-2 approval).

Public Notice for Design Review Application

(Sec. 7A.7.4)

- *Citizens Sign Code Committee* – **Voted to recommend the current draft standard using the PDSD Notice Policy (6 approval - 2 abstentions).**
- *Joint Subcommittee* - Voted to recommend the draft standard using PDSD notice policy focusing on email to neighborhood associations and a PDSD email lists (3 -2 approval). The minority preferred the sending of first class mail to property owners within either 50 or 300 feet of the subject property depending on the size of the project.

7A.8 Exempt and Prohibited Signs

Roof Signs Remain Prohibited (Sec. 7A.8.2.F)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping roof signs as prohibited. Consensus**
- *Joint Subcommittee* – Voted unanimously to recommend keeping roof signs as prohibited.

Prohibiting or Allowing Feather Banners (Sec. 7A.8 Prohibited Signs - Sec.7A.10.3.C.2)

- *Citizens Sign Code Committee* – **Had a tie vote on whether to recommend allowing four feather banners (two color limit) and one portable sign in a residential/commercial area in lieu of the limit of four signs and sign area allotment for portable signs (4-4 no recommendation).**
- *Joint Subcommittee* - Voted to recommend prohibiting feather banners (3-2 approval).



Allow Commercial and Non-commercial Murals to be Exempt in the Pedestrian District

(Sec.7A.8.1.A.4)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend allowing murals in Pedestrian Districts – Consensus**
- *Joint Subcommittee* – Voted unanimously to to recommend allowing murals in Pedestrian Districts

7A.9 Non-conforming Signs and Change of Use

Allow Alteration to Electronic Components But Static Sign Cannot Be Made Into a Digital Sign (Sec. 7A.9.1.C)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping the standard as is. Consensus**
- *Joint Subcommittee* - Voted unanimously to recommend keeping the standard as is.

7A.10 Generally Permitted Signs

Sec. 7A.10.1 Generally Permanent Signs (Sec. 7A.10.1.C)

Menu Board - Allow with 30' setback or with a sound mitigation option.

- *Citizens Sign Code Committee* – **Voted unanimously to recommend allowing menu boards as noted above. Consensus**

- *Joint Subcommittee* - Voted unanimously to recommend the same as noted above.

Generally Permanent Signs

(Sec. 7A.10.1.F)

Window Sign Standards - Interior/exterior attachments, 30% coverage, no permit, can be enforced.

- *Citizens Sign Code Committee* – **Voted to recommend keeping the current draft standard (7-1 approval).**
- *Joint Subcommittee* - Voted to recommend keeping the draft standard (3-2 approval).



Increase Maximum Sign Area in Residential Zones for Non-residential Uses on Arterials and Collectors

(Sec. 7A. 10.2.B -Table 2)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping the draft standard. Consensus**
- *Joint Subcommittee* - Voted unanimously to recommend keeping the draft standard.



Canopy Signs (Sec. 7A.10.2.C.1)

Canopy signs shall be beneath the roof line and calculated as part of the wall sign area allotment.

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping the draft language that simplifies the current Sign Code provision.**
- *Joint Subcommittee* – Did not make a specific recommendation. They suggested the issue continue to be reviewed.



Roof Sign, Wall Sign Definitions and the Extended Parapet Option

(Sec. 7A.8.2.F - Sec. 11.4.24 – Sec. 7A.10.2.C.3)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend revising the definitions of roof sign and wall sign so that architectural features of the building would not be interpreted to be roof signs.**
- *Joint Subcommittee* - Voted 4-1 approval on two extended parapet options dealing with the size of the sign and parapet. The *JSC* ultimately asked Commissioner Cook to recommend an alternative.

Wall Signs - Buildings' Architectural Features

Perpendicular parapet



Architectural
feature example

**Increase / Decrease All Portable Sign Area Allotment
(SAA) And Number Of Signs
(Sec. 7A.10.3.A)**

- *Citizens Sign Code Committee* – **Voted to recommend keeping the current draft standards related to the number and sign area allotment (6-1 approval with one abstention).**
- *Joint Subcommittee* - Voted to recommend keeping the current draft standards (3-2 approval with one vote to increase and one to decrease the SAA).

Sec. 7A.11 Special Districts

Scenic Route Signs Spacing (Sec. 7A.11.3)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping the standards as is. Consensus**
- *Joint Subcommittee* - Voted unanimously to recommend keeping the standards as is.

Sec. 2.2.12 Sign Design Review Committee Composition (Sec. 2.2.12.C)

Composition of SDRC - Proceed with draft with 9 members including a real estate broker

- *Citizens Sign Code Committee* – **Voted unanimously to recommend keeping the current composition in the draft. Consensus**
- *Joint Subcommittee* - Voted unanimously to recommend keeping the current composition in the draft.

Sec. 2.2.12 Sign Design Review Committee Appointment (Sec. 2.2.12.D)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend the City Manager appoints the Sign Design Review Committee.**
- *Joint Subcommittee* - Voted to recommend the City Manager appoints the Sign Design Review Committee (4-1 approval).

Sec. 2.2.12 Sign Design Review Committee Quorum (Sec. 2.2.12.H)

- *Citizens Sign Code Committee* – **Voted unanimously to recommend having the quorum at five members. Consensus**
- *Joint Subcommittee* - Voted unanimously to recommend having the quorum at five members.

BACKGROUND INFORMATION

Sign Disorder Examples

Illegible, too many crowded sign types, election cycle proliferation of signs, disorganized colors and panels, oversized structures



Mayor and Council Direction

August 9, 2016

- Initiate a Sign Code revision process
- Comply with the 2015 U.S. Supreme Court decision on Reed v. Town of Gilbert,
- Simplify the Sign Code by integrating it into the Unified Development Code, and
- Make practical changes that modernize the Code, improve the quality of design and flexibility of the overall code, and ground it in technical standards.
- Have the Citizens Sign Code Committee and the Planning Commission hold joint study sessions and public hearings on the proposed changes to the Sign Code.
- Have staff return to the Mayor and Council with a recommendation in January 2017 or when Planning Commission is ready.
- Note several councilmembers stated that Mayor and Council may consider a longer period of time at a study session if needed

Sign Code Project Key Areas

- Reed vs. Town of Gilbert – including content neutrality and First Amendment compliance
- Simplification - incorporate into the Unified Development Code (UDC) removing redundancy and adding clarity
- Design and Process Improvements – including flexible master sign programs

Simplification Strategy

- Place Sign Code in the UDC - remove redundancies and add clarifications
- Premise – refers to a unified site of one or more properties or development plans within it
- Simplify grade measurement from sign height
- Remove redundant sign districts – rely on current UDC zones
- Review interpretations - alteration for non-conforming signs, roof signs, maximum sign area
- Develop a design option to include a master sign program and design review process
- Allow a Planned Area Development (PAD) to have a master sign program
- Improve graphics and special sign district maps

Overview of Public Process

- Weekly Meetings with Joint Subcommittee from October 2016 through March 6, 2017
- Monthly updates to Planning Commission and Citizen Sign Code Committee
- PDSD Website with all documents from Subcommittee meetings
- Direction to proceed to Study Session from Joint Subcommittee
- Current list of remaining issues to resolve in the draft Sign Standards document
- Upcoming draft from the Subcommittee in April 2017

Projected Timeframe

- Mayor and Council - *August 2016*
- Joint Subcommittee - *October 2016 –March 2017*
- Joint Planning Commission/ Citizens Sign Code Committee – *May - June 2017*
- Mayor and Council – *July - August 2017*

Joint Subcommittee Public Process Sign Code Project

- **50+ emails sent** to notification group and subcommittee
- **146 Stakeholders** attended meetings representing **32 different organizations** (not including those representing themselves)
- **32 Comments submitted** and posted online
- **87 Speakers** at call to the audience

Joint Subcommittee Public Process Sign Code Project

- Group met **14 times** (including today) between October 2016 and March 2017
- In December we changed from **2 hour meetings to 3 hour meetings**
- **170 combined hours** of meetings for committee members
- **49 total committee suggested edits**, reviewed 2+ times each.

Issues to Be Resolved

- 7A.6 Measurement, Locations, and General Requirements
 - **Five Minute Change Rate of Digital Sign**
 - **Premise definition**
- 7A.7 Sign Design Option
 - **Notice options**
 - **Dark Skies Illumination**
 - **Design Options and prohibited signs**
 - **More prescriptive version?**
 - **Uniform background for listed tenants**
- 7A.8 Exempt and Prohibited Signs
 - **Commercial Flags and Murals**
 - **Roof Signs – see extended parapet option**
- 7A.9 Non-Conforming Signs and Change of Use
 - **Alteration of electronic components**
- 7A.10. Permitted Signs
 - **Interior Signs- Menu Board setbacks**
 - **Window Sign Standards -**
 - **Permanent Signs by Zone**
 - **Maximum Sign Area – increase non-residential uses on arterials to commercial use amounts**
 - **Additional Sign Type Canopy Signs/ Extended Parapet for Wall Signs**
 - **Increase/Decrease all portable sign areas and number of signs**
 - **Allow or prohibit feather banners**
- 7A.11 Special Districts
 - **Scenic Route spacing signs**
- 2.2.12 Sign Design Review Committee
 - **Composition of committee**
 - **M/C or City Manager version**
 - **Quorum**

Mostly Consensus Sections

- 7A. 1 - Purpose and Applicability
 - Government Signs per City Administrative Directive
- 7A. 2 - Interpretation and Substitution Clause
- 7A. 3 - **Definitions***
- 7A. 4 - Permits, Inspections, Fees,
- 7A. 5 - **Violations Enforcement, Penalties***

Overview of *Reed vs. Town of Gilbert*

Reed v. Town of Gilbert Analysis

Gilbert's message-oriented sign standards reflected below are now unconstitutional. All signs must be content-neutral.

Petitioners' Qualifying
Event Sign



Homeowners Association Sign
80 sq. ft

Political Sign
32 sq. ft

Ideological Sign
20 sq. ft

The Town of Gilbert classified the sign below as a temporary directional sign.



Content-neutral

Content-neutral refers to the messaging on a sign where the type of speech is not limited but instead the sign can be regulated as to the circumstances of *time, place, or manner* under which the speech may take place.

Sign Type Examples:

Real Estate Sign – Message-oriented

Wall Sign – Content neutral

A Strategy to Comply with *Reed*

- List technical standards in adopting ordinance
- Revise Purpose Statement – support freedom of speech, reflect traffic safety, visual environment, and property rights
- Ensure there is a severability and substitution clause
- Review sign types for content neutrality and identify signs by time, place or manner
- Create sign area allotment for portable signs and let owner allocate the messages
- Consider a future comprehensive sign policy in *Plan Tucson*

Zoning Constitutionality

Courts have held that a zoning regulation is permissible if it is reasonable and not arbitrary; if it bears a reasonable and substantial relation to the public health, safety, comfort, morals, and general welfare; and if the means employed are reasonably necessary for the accomplishment of its purpose.

National Legal Analyst's Reed Reminders

- “Every sign carries some form of First Amendment protection
- Government regulation of signs loses the normal presumption of constitutionality and is subject to heightened scrutiny
- Sign litigation is common, expensive, and risky
- Most sign ordinances contain at least a few provisions of questionable constitutionality, particularly following *Reed*. ”

Balancing Sign Disorder with Freedom of Speech

Freedom of speech and the disorder of signs - too many crowded sign types, election cycle proliferation of signs, disorganized colors and panels, oversized structures



Quick Summary of Draft Sections

Outline of Draft Sign Standards

- 7A. 1 - Purpose and Applicability
- 7A. 2 - Interpretation and Substitution Clause
- 7A. 3 - [Definitions*](#)
- 7A. 4 - Permits, Inspections, Fees,
- 7A. 5 - [Violations Enforcement, Penalties*](#)
- 7A. 6 - Measurement, Location, and General Requirements
- 7A. 7 - Sign Design Option
- 7A. 8 - Prohibited and Exempt Signs
- 7A. 9 - Non-conforming Signs
- 7A.10 - Sign Types and General Standards
- 7A.11 - Special Districts
- 7A.12 - Appeals and Variances
- 7A.13 - [Citizen Sign Code Committee*](#)

[*Blue sections should be moved to appropriate UDC articles](#)

DESIGN OPTIONS

7A.7.1 Master Sign Program Permanent Signs

Three Design Options

- Master Sign Program – Permanent Signs
- Master Sign Program - Portable Signs
- Singular Sign Option - Permanent Sign

7A.7 Sign Design Option

- Replaces Chapter 3 Sign Code's *Integrated Architecture Section*
- Master Sign Program – Permanent Signs
 - Purpose – Respond to special needs and promote superior design
 - Applicability – Applies to all on-site permanent signs and may vary 7A provisions
 - Decision – Decided by PDSD Director after recommendation of Sign Design Review Committee. Includes appeal to BA and M/C

Issues - Design Option

- Allow 'prohibited' commercial flags in master sign program – portable?
Billboards?
- Caps on height and area?
- Illumination design standards?
- Remove listed items and uniform background color standards?

Master Sign Program cont'd

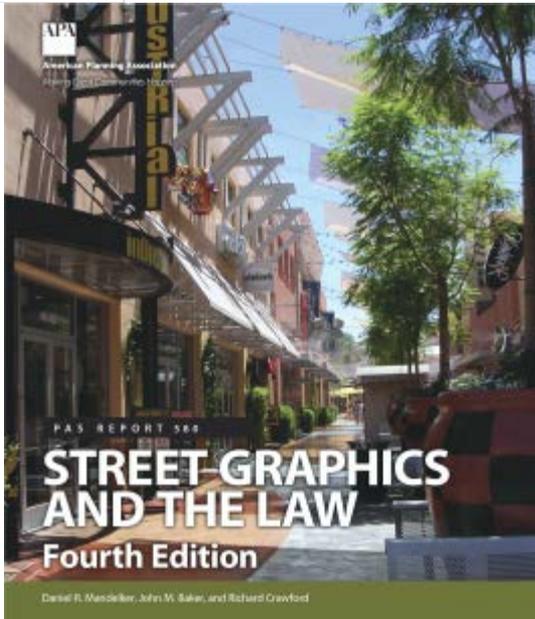
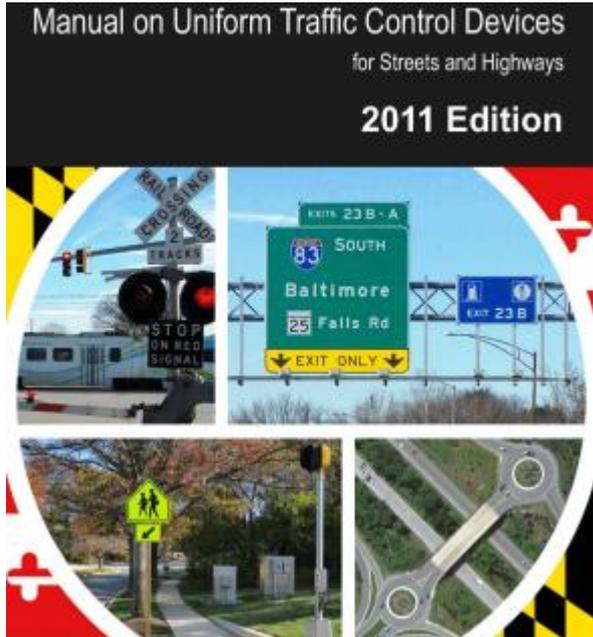
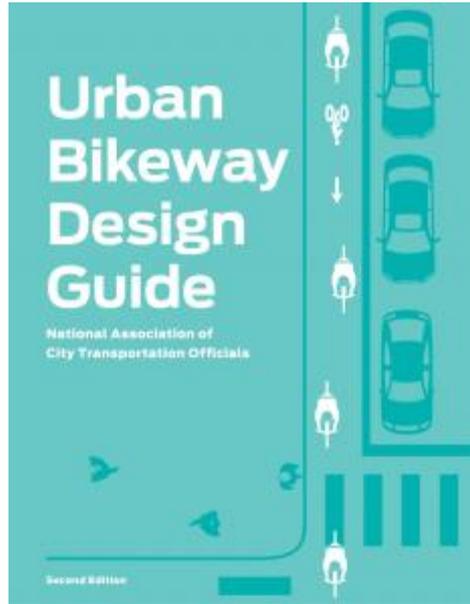
- Design Standards – Include dark sky compatible illumination, legible sign copy, sign area and height caps, wayfinding/identification best practices, landscaping, and wall-mounted and integrated architecture provisions
- Best Practice Option- Allows use of information for alternative design based on third-party guidelines

Master Sign Plan Design Standards

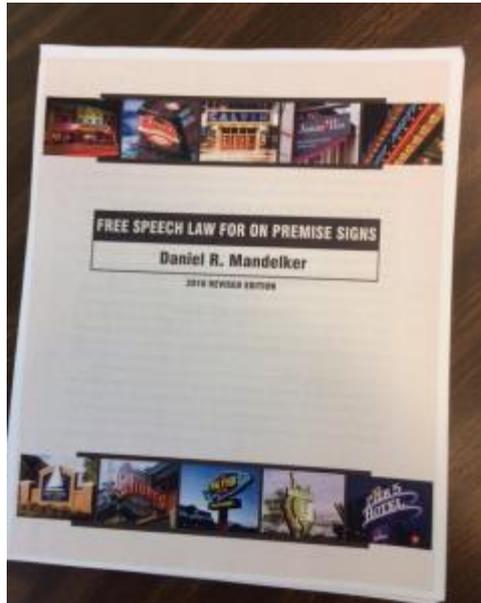
- Sign's component parts
- Integration with architecture
- Dark sky compatible illumination
- Siting of sign
- Building height profile of surroundings
- Legibility
- Uniformity in sign copy presentation
- Scenic view impact
- Proportionality
- Way finding - Identification rationale

Findings

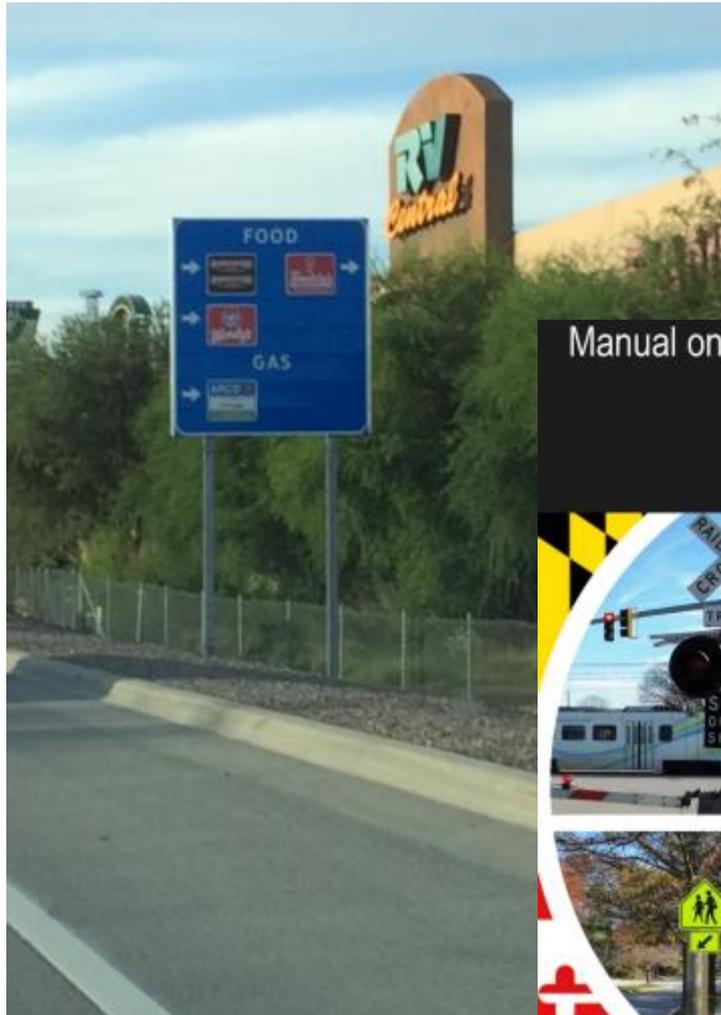
- Meets Purpose [A-F]
- Uses best practice of dark sky illumination [C]
- Integrates architecture with associated buildings [B,D]
- Proportional size of signs with buildings [A,B]
- Improves legibility [A,B,F]
- Improves vehicle reaction time [F]
- Creates an organized way finding, identification, messages [A,B]
- Protects scenic vistas [B]
- Reduces clutter along the affected streets while enhancing street aesthetics [B,E]



Scenic America On-Premise Sign Handbook



Design Adapted from National Standards for Uniformity and Legibility on Arterial Streets



Manual on Uniform Traffic Control Devices
for Streets and Highways
2011 Edition



Dark Skies Illumination



PDSD will work with Outdoor Lighting Committee and UA astronomers to develop an interim design guideline on best practices of dark skies illumination

Kelvin is a temperature scale that describes the color temperature or the “whiteness” of incandescent lamp light.
Lumen is a unit of measurement that describes how much light is contained in a space or the brightness of a light source.
NIT (cd/m^2) is an amount of emanating light equal to one candela per square meter.



Tucson's malls signs



Marana Master Sign Program



Outside Tucson Sign Design Examples



Outside Tucson Sign Design Examples



Master Sign Program Findings

- Meets Purpose [A-F]
- Uses best practice of dark sky illumination [C]
- Integrates architecture with associated buildings [B,D]
- Proportional size of signs with buildings [A,B]
- Improves legibility [A,B,F]
- Improves vehicle reaction time [F]
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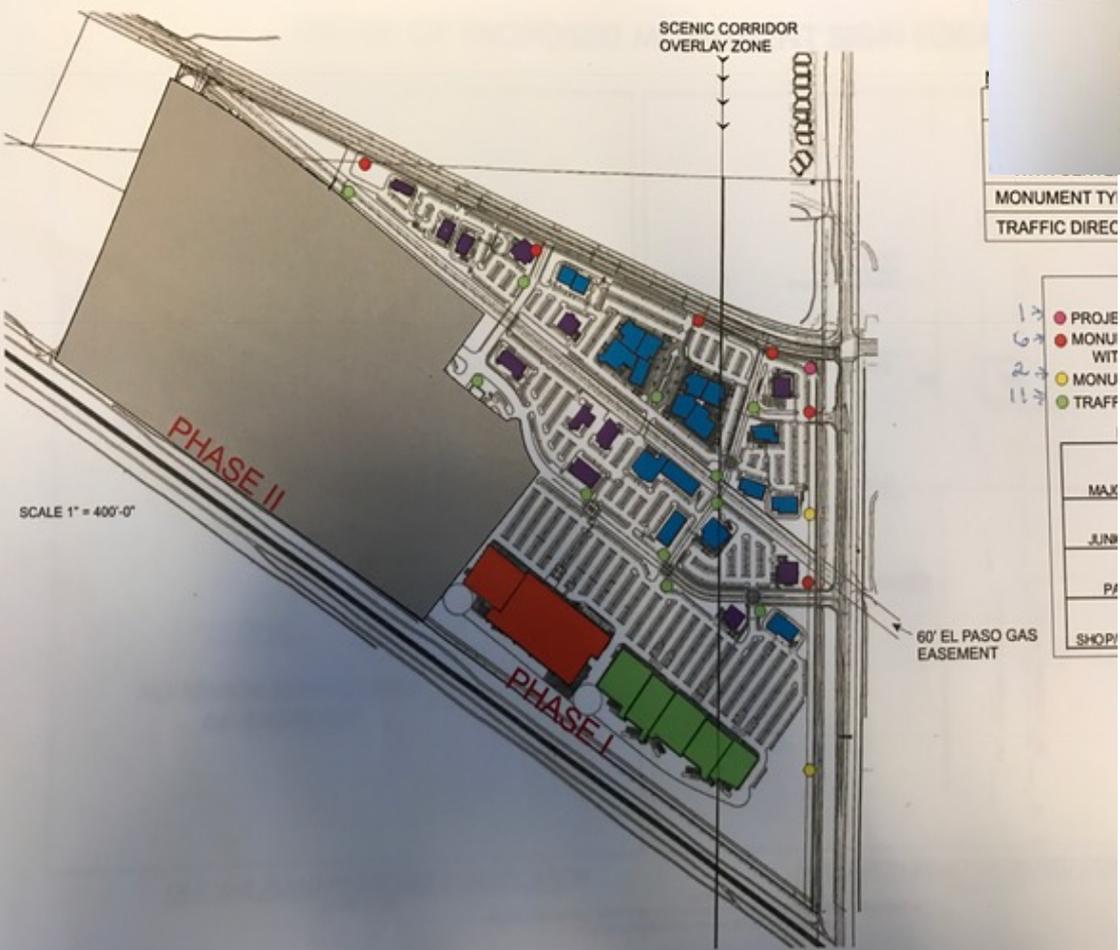
Design Option Example Case

Master Sign Plan Design Elements

- Dark sky compatible illumination
- Uniformity in sign copy presentation
- Sign's component parts
- Integration with architecture
- Siting of sign
- Building height profile of surroundings
- Legibility
- Scenic view impact
- Way finding - Identification rationale
- Proportionality copy wall

Findings

- Meets Purpose [A-F]
- Uses best practice of dark sky illumination [C]
- Integrates architecture with associated buildings [B,D]
- Proportional size of signs with buildings [A,B]
- Improves legibility [A,B,F]
- Improves vehicle reaction time [F]
- Creates an organized way finding, identification, messages [A,B]
- Protects scenic vistas [B]
- Reduces clutter along the affected streets while enhancing street aesthetics [B,E]



The MSP will establish a hierarchy of freestanding sign elements that will be used as an effective wayfinding system. All freestanding signs will follow a thematic integrating architecture features, building materials, finishes and colors



HOUGHTON

TOWN CENTER

MASTER SIGN PROGRAM | November 6, 2008

ELLERMANN,
SCHICK &
BRAND
ARCHITECTURAL PLANNING
& INTERIOR DESIGN

BOURN
PARTNERS
LLC

addsign.
3000 E. 34TH STREET
TULSA, OKLAHOMA 74114
630.748.1040
630.675.9120 Fax

PROJECT IDENTITY ENTRANCE SIGN



11-05-08
 ELLERMANN,
 SCHICK &
 BRUND
 ARCHITECTURAL FIRM
 LLP/PC/PA



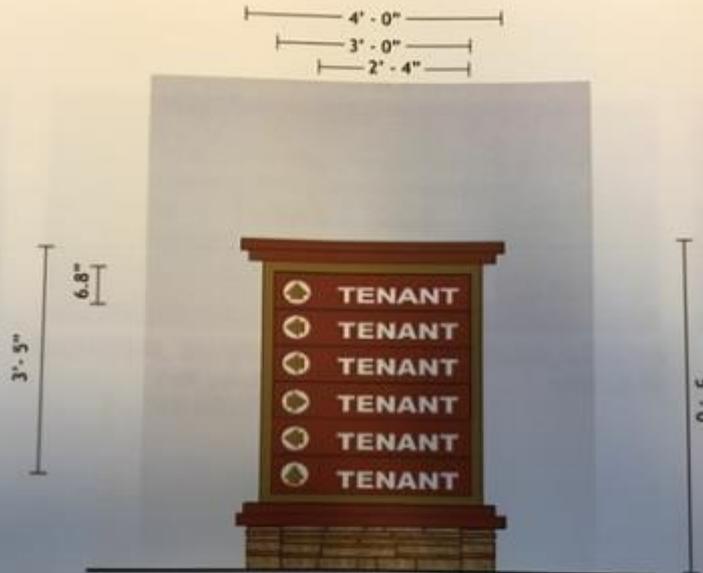


Old Vail Road
Freestanding
Monument Sign

Houghton Road
Freestanding Monument



Interior Directory Sign



FABRICATE AND INSTALL EIGHTEEN (18) NON-ILLUMINATED DOUBLE FACE TRAFFIC DIRECTIONAL SIGNS.

AREA PER TENANT: 2 SQ. FT.
OVERALL SIGN AREA: 12 SQ. FT.

Comparisons - Scenic - General Bus. District – Proposed Wall Signs

JUNIOR ANCHOR



SCENIC CORRIDOR ZONE REGULATIONS
0.75 SF per LF
0.75 X 135 LF = 101.25 SF
(100 SF MAX) (SEC. 3-82)

101.25 sf



GENERAL BUSINESS DISTRICT REGULATIONS
3 SF per LF
3 X 135 LF = 405 SF (SEC. 3-76)

405 sf



REQUESTED
1.90 SF per LF
1.90 X 135 LF = 256.5 SF
TENANT SIGN = 5' x 40'-7" = 203 SF

203 sf

SHOP, INLINE, & PAD TENANTS



SCENIC CORRIDOR ZONE REGULATIONS
 0.75 SF per LF
 0.75 X 30 LF = 22.5 SF
 (100 SF MAX) (SEC. 3-82)

Comparison – Wall Signs for Shops

22sf



REQUESTED
 2.50 SF per LF
 2.50 X 30 LF = 75 SF
 TENANT SIGN = 2'-6" x 24' (80%) = 60 SF



GENERAL BUSINESS DISTRICT REGULATIONS
 3 SF per LF
 3 X 30 LF = 90 SF (SEC. 3-76)

90 sf

60sf

Comparisons - The Home Depot

MAJOR ANCHOR - WALL SIGN COMPARISONS (Example Only)



Front Elevation

SCENIC CORRIDOR ZONE REGULATIONS

0.75 SF per LF
0.75 X 622 LF = 466.5 SF
(100 SF MAX)

(SEC. 3-82)

R 100 SQUARE FOOT MAX.

100sf



Front Elevation

GENERAL BUSINESS DISTRICT REGULATIONS

3 SF per LF
3 X 622 LF = 1866 SF

(SEC. 3-76)

1,866 sf



Front Elevation

REQUESTED

1.25 SF per LF
1.25 X 622 LF = 777.5 SF
TENANT SIGN = 622 SF

622 sf



Master Sign Plan Design Elements

- Dark sky compatible illumination
- Uniformity in sign copy presentation
- Sign's component parts
- Integration with architecture
- Siting of sign
- Building height profile of surroundings
- Legibility
- Scenic view impact
- Way finding - Identification rationale
- Proportionality copy wall

Findings

- Meets Purpose
- Uses best practice of dark sky illumination
- Integrates architecture with associated buildings
- Proportional size of signs with buildings
- Improves legibility
- Improves vehicle reaction time
- Creates an organized way finding, identification, messages
- Protects scenic vistas
- Reduces clutter along the affected streets while enhancing street aesthetics

7A.7.2 Master Sign Program – Portable Signs

Miscellaneous Portable Signs



Current Sign Code's Real Estate Signs

Message-oriented signs that are problematic under *Reed*

- Announcement – 32 sq ft
- Construction – 32 sq ft
- Development – 3@72 sq ft or 6@ 50 sq ft
- Directional – 4 sq ft
- For Sale – 20 sq ft
- Rental – 3@ 72 sq ft or 6 @ 50 sq ft
- Identification – entrance – 20 sq ft
- Subdivision – 200 sq ft
- **Portable Sign Master Plan Option?**

Comparing Amount of Portable Signs

- *Pre and Post - Reed case in Residential zones –*
‘Substitution’ clause + 8 types of Real Estate Signs total = 900sf and 17 signs
- Post Reed case in Commercial/Industrial zones -
8 types of Real Estate Signs (portable signs) @
900sf and 17 signs + A-frame sign one per
business = 900+sf and 17+ signs (based on
number of businesses at commercial site)

Portable Signs - Considering Clutter Management and First Amendment Parameters

- Street frontage – 150 feet spacing current Sign Code
- ARS political signs - 32 sq. ft. commercial/ 16 sq. ft. residential
- *Reed* – materials, location, size, height, spacing
- *Arlington County* case - four temporary signs per property supportable by case law

7A.10.5 Table 4 - Portable Signs Sign Area Allotment

7A. TEMPORARY/PORTABLE SIGNS GENERAL STANDARDS

Table B - Portable Maximum Sign Area Allotment

The following zones may have portable signs. Additional standards may apply to individual sign types.

<u>Zone Categories</u>	<u>Local Street</u>	<u>Collector Street</u>	<u>Arterial Street</u>
<u>Rural/Residential /Multi-family, Non-residential</u>	<u>16 sq. ft.</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>
<u>General Business and Industrial</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>



Master Sign Program - Portable

This section is an alternative to the current Sign Code's flexible standards for real estate signs.

- **Purpose** – Responds to special portable sign needs of a business, organization, or user with special sign needs
- **Applicability** – applies to all portable signs
- **Design Standards** – number, spacing, materials, height, legibility
- **Findings** – clutter management legibility, uniformity in design

7A.7.2 Master Sign Program – Portable

- Master Sign Program - Portable
 - Includes all exterior portable signs
 - May include applications by both property owners or organizations (e.g. TAR)
 - Sign Design Review Committee makes recommendation
 - Decision by PDSD Director –
 - Design Standards apply
 - Findings made part of recommendation and decision by PDSD Director
 - Appeal to Board of Adjustment then Mayor and Council

Master Sign Program – Portable Findings

- Reduce disorganized appearance – appropriate spacing, sign area and number
- Require legibility
- Coordinated materials, color and design

Portable Signs and Spacing

Portable sign master plan?



Portable Signs and Spacing



Overview Summary of Draft Sections

Outline of Draft Sign Standards

- 7A. 1 - Purpose and Applicability
- 7A. 2 - Interpretation and Substitution Clause
- 7A. 3 - [Definitions*](#)
- 7A. 4 - Permits, Inspections, Fees,
- 7A. 5 - [Violations Enforcement, Penalties*](#)
- 7A. 6 - Measurement, Location, and General Requirements
- 7A. 7 - Sign Design Option
- 7A. 8 - Prohibited and Exempt Signs
- 7A. 9 - Non-conforming Signs
- 7A.10 - Sign Types and General Standards
- 7A.11 - Special Districts
- 7A.12 - Appeals and Variances
- 7A.13 - [Citizen Sign Code Committee*](#)

[*Blue sections should be moved to appropriate UDC articles](#)

Purpose Statement Topics in Current Sign Code (Sec.3-2)

- **Fairness** - provide fair and comprehensive regulations;
- **Aesthetics** - foster a good visual environment for Tucson, enhancing the fragile desert;
- **Aesthetic**s - preserve the beauty and unique character of the City;
- **Economic Development** – create an aesthetic and enjoyable appearance for our visitors and our residents;
- **Economic Development** - recognizing the legitimate advertising and signage needs;
- **Economic Development** - promote and aid in the tourist industry;
- **Blight Prevention** - safeguard and enhance property values;
- **Building Safety** - protect the general public from damage and injury that may be caused by the faulty and uncontrolled construction;
- **Traffic Safety** - promote the public safety, welfare, convenience and enjoyment of travel and the free flow of traffic.
- **Dark Skies Protection** – continue to coordinate Outdoor Lighting Code and Sign Code

7A.6 Measurements, Locations, General Requirements

Issues - 7A.6 Measurement...

- Illumination compliance with Outdoor Lighting Code
- Grade measurement
- Digital Signs rate of change
- Premise definition

Illumination

- 7A.1 **Purpose Statement** - New dark skies protection language
- 7A.6.12 **Illumination** – All sign illumination is subject to OLC
- 7A.7.1.E.1 – **Design Standards** - Illuminated colors shall be predominately those that reduce light trespass and offer protection to dark skies
- 7A.7.E.2.c.2 - **Design Standards** - Use of design guidelines/tech standards must be consistent with outdoor lighting standards
- 7A.10.6.B **Portable Signs** – No illumination is permitted
- **Have a Finding on – use of a best practice of dark sky illumination**
- **Have an OLC member sit on the Signn DRC**

7A.6 Measurements, Location, and General Requirements cont'd

- *Grade* and top of sign copy combined into a sign height standard
- Grade is revised so that higher existing or natural topography sites are not penalized with a deduction from the standard sign height
- Clearance, street frontage, building frontage are clarified



Digital Signs – Rate of Change

Current Code allows
once per hour

Subcommittee some
consensus on every 5
minutes

MPA- every minute



Government –Special Licensed Signs



Signs On or Over Right of Way must be content-neutral as noted in Sec7A.6.10.

This Mayor and Council may permit or by ‘special licenses.’ Includes bus benches, buses and the streetcar in 7A.8.1

Sec. 7A.8 regarding ‘special licenses’ should be moved to Sec.7A.6.10 noted above. Further, it should be made clearer that TDoT regulates these signs.

Sec 7A.7 Design Options

Three Design Options

- Master Sign Program – Permanent Signs
- Master Sign Program - Portable Signs
- Singular Sign Option - Permanent Sign

7A.13 Sign Design Review Committee

- Hears Sign Design Option cases
- Makes recommendation to PDSD Director
- These include master sign programs – permanent, portable and individual sign options
- Decision by Director can be appealed to B/A and M/C
- Makes recommendations to Planning Commission on sign standards amendments

Master Sign Program Permanent Signs

7A.7 Sign Design Option

- Replaces Chapter 3 Sign Code's *Integrated Architecture Section*
- Master Sign Program – Permanent Signs
 - Purpose – Respond to special needs and promote superior design
 - Applicability – Applies to all on-site permanent signs and may vary 7A provisions
 - Decision – Decided by PDSD Director after recommendation of Sign Design Review Committee. Includes appeal to BA and M/C

Issues - Design Option

- Allow 'prohibited' commercial flags in master sign program – portable?
Billboards?
- Caps on height and area?
- Illumination design standards?
- Remove listed items and uniform background color standards?

Master Sign Program cont'd

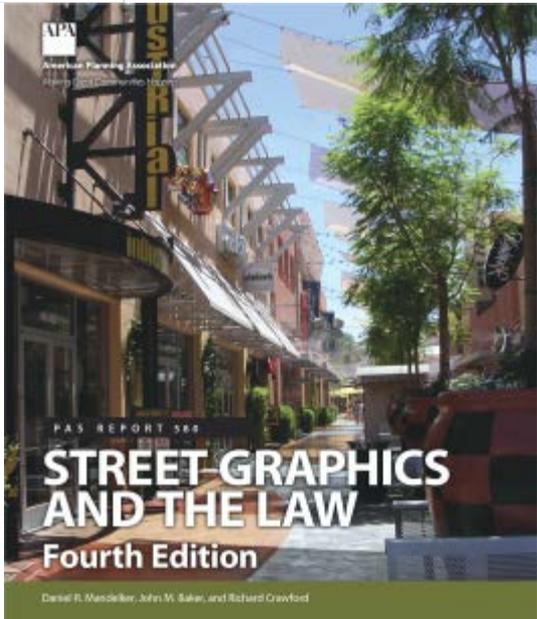
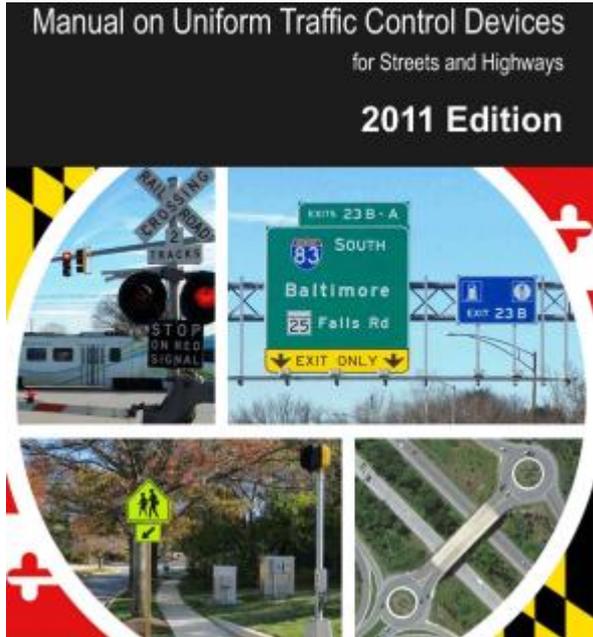
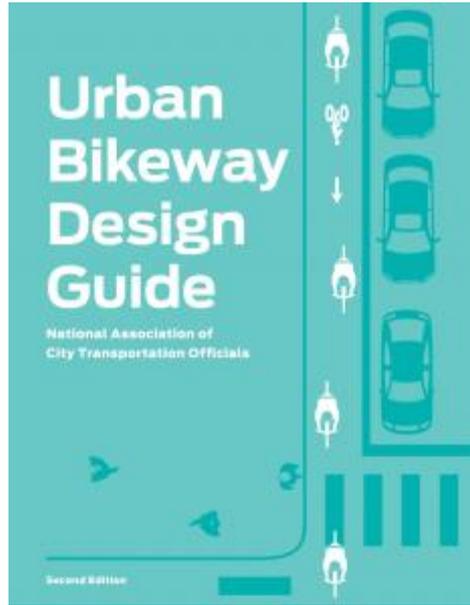
- Design Standards – Include dark sky compatible illumination, legible sign copy, sign area and height caps, wayfinding/identification best practices, landscaping, and wall-mounted and integrated architecture provisions
- Best Practice Option- Allows use of information for alternative design based on third-party guidelines

Master Sign Plan Design Standards

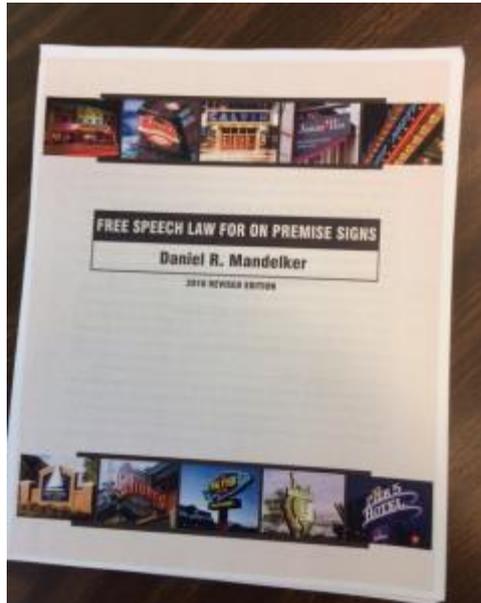
- Sign's component parts
- Integration with architecture
- Dark sky compatible illumination
- Siting of sign
- Building height profile of surroundings
- Legibility
- Uniformity in sign copy presentation
- Scenic view impact
- Proportionality
- Way finding - Identification rationale

Master Sign Program Findings

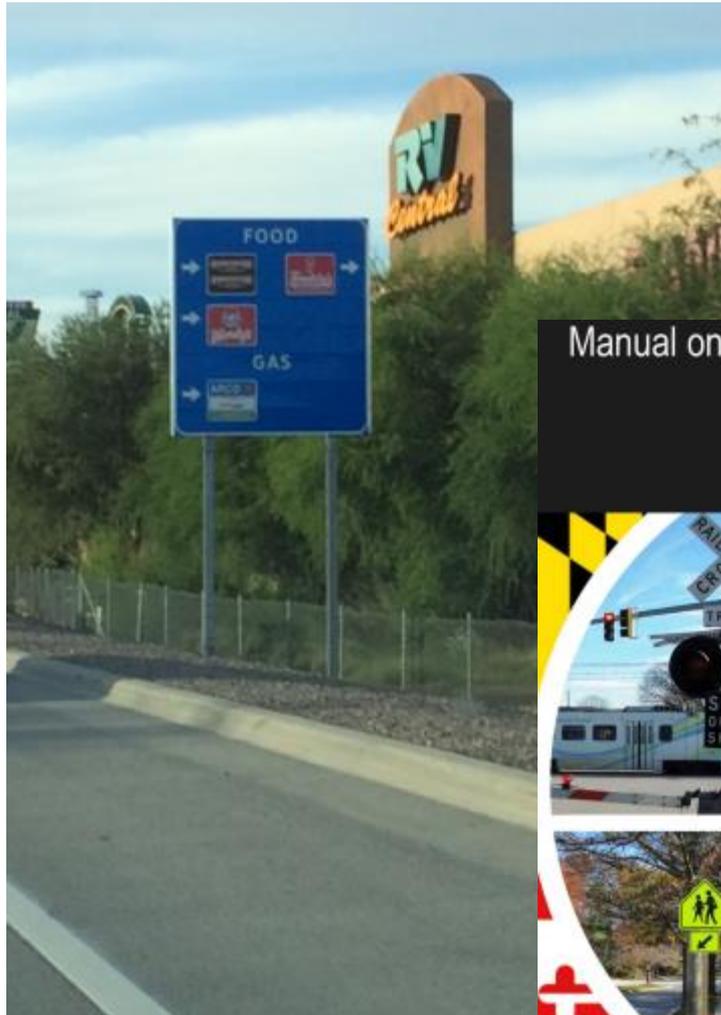
- Meets Purpose Statement -
- Sign design is connected to the buildings' architecture
- Improves legibility
- Improves vehicle reaction time
- Creates organized wayfinding and identification
- Protects significant views
- Reduces clutter along the affected streets while enhancing the aesthetics of the street
- Represents the best practices of design of dark sky illumination.



Scenic America On-Premise Sign Handbook



Design Adapted from National Standards for Uniformity and Legibility on Arterial Streets



Manual on Uniform Traffic Control Devices
for Streets and Highways
2011 Edition



Dark Skies Illumination



PDSD will work with Outdoor Lighting Committee and UA astronomers to develop an interim design guideline on best practices of dark skies illumination

Kelvin is a temperature scale that describes the color temperature or the “whiteness” of incandescent lamp light.
Lumen is a unit of measurement that describes how much light is contained in a space or the brightness of a light source.
NIT (cd/m^2) is an amount of emanating light equal to one candela per square meter.



Tucson's malls signs



Marana Master Sign Program



Outside Tucson Sign Design Examples



Outside Tucson Sign Design Examples



Comparisons - Scenic - General Bus. District – Proposed Wall Signs

JUNIOR ANCHOR



SCENIC CORRIDOR ZONE REGULATIONS

0.75 SF per LF
0.75 X 135 LF = 101.25 SF
(100 SF MAX)

(SEC. 3-82)

101.25 sf



GENERAL BUSINESS DISTRICT REGULATIONS

3 SF per LF
3 X 135 LF = 405 SF

(SEC. 3-76)

405 sf



REQUESTED

1.90 SF per LF
1.90 X 135 LF = 256.5 SF
TENANT SIGN = 5' x 40'-7" = 203 SF

203 sf

Master Sign Program Findings

- Meets Purpose [A-F]
- Uses best practice of dark sky illumination [C]
- Integrates architecture with associated buildings [B,D]
- Proportional size of signs with buildings [A,B]
- Improves legibility [A,B,F]
- Improves vehicle reaction time [F]
- Creates an organized way finding, identification, messages [A,B]
- Protects scenic vistas [B]
- Reduces clutter along the affected streets while enhancing street aesthetics [B,E]

7A.7.2 Master Sign Program – Portable Signs

Master Sign Program - Portable

This section is an alternative to the current Sign Code's flexible standards for real estate signs.

- **Purpose** – Responds to special portable sign needs of a business, organization, or user with special sign needs
- **Applicability** – applies to all portable signs
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Master Sign Program – Portable Findings

- Reduce disorganized appearance – appropriate spacing, sign area and number
- Require legibility
- Coordinated materials, color and design

Portable Signs and Spacing

Portable sign master plan?



Portable Signs and Spacing



7A.8 - Prohibited and Exempt Signs

7A.9 - Non-conforming Signs

Issues with Prohibited and Nonconforming Signs

- Should commercial flags be allowed in master portable sign program?
- Alteration of non-conforming signs' electronic components are allowed but a static sign cannot be changed to a digital sign.

10.1 Generally Permitted Signs

Issues 10.1 Generally Permitted Signs

- Interior Signs – Menu Board voice device setback
- Window Sign – Overall Standards

Interior Signs

Minor wall signs



Menu board



Directional sign



Directory signs

Inside non-attached Window Signs



30% Coverage
No permit required
Comply with City
Code Security
standards

Inside attached Window Signs



Outside Applied Window Signs



7A.10.2 Permanent Signs

Issues 10.2 Permanent Signs

- Allow freestanding signs on local streets without reducing total number on arterials?
- Canopy signs – Okay to keep below roofline and as part of the wall sign area?
- Extended Parapet for wall signs, how much?
- Increase sign area for residential zone non-residential uses to commercial use amounts

Conforming Permanent Signs



Digital

Canopy



Wall and Commercial Mural

Awning



Wall Sign - Extended Parapet or Architectural feature

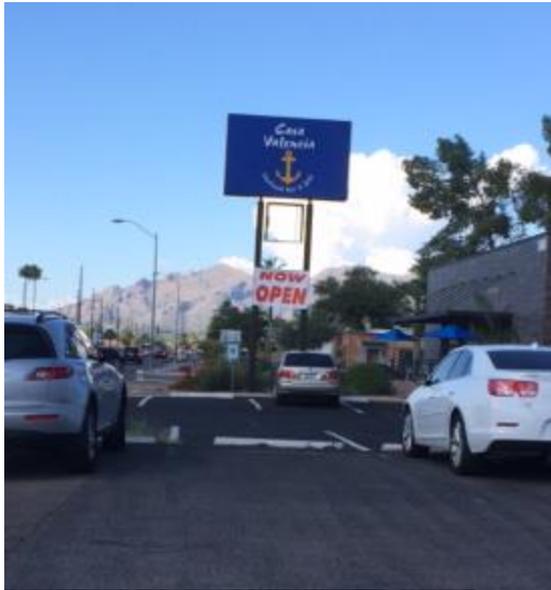
Perpendicular parapet



Architectural
feature example

Freestanding Signs

Non-conforming



Freeway



Sec. 7A.10.3 Portable Signs

A post-*Reed* Sign Type

Issues - Sec. 10.3 Portable Signs

- Allow all real estate signs' areas and sizes for everyone?
- Or base sign area allotment on street frontages?
- Increase/Decrease all portable sign areas and number of signs?

Portable Signs

Definition

- Can be moved
- Not designed to be permanent
- Attached or ground mounted
- Materials are light weight – cardboard, light fabric, plastic, plywood, etc.

Example Sign Types

- A-frame
- Banners
freestanding/wall
- Freestanding
- Wall
- Window

Commercial



Portable Signs Examples

Real Estate



Political



Real Estate Signs



Political Signs



Miscellaneous Portable Signs



Current Sign Code's Real Estate Signs

Message-oriented signs that are problematic under *Reed*

- Announcement – 32 sq ft
- Construction – 32 sq ft
- Development – 3@72 sq ft or 6@ 50 sq ft
- Directional – 4 sq ft
- For Sale – 20 sq ft
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- Identification – entrance – 20 sq ft
- Subdivision – 200 sq ft
- **Portable Sign Master Plan Option?**

Comparing Amount of Portable Signs

- *Pre and Post - Reed case in Residential zones –*
‘Substitution’ clause + 8 types of Real Estate Signs total = 900sf and 17 signs
- Post Reed case in Commercial/Industrial zones -
8 types of Real Estate Signs (portable signs) @
900sf and 17 signs + A-frame sign one per
business = 900+sf and 17+ signs (based on
number of businesses at commercial site)

Portable Signs - Considering Clutter Management and First Amendment Parameters

- Street frontage – 150 feet spacing current Sign Code
- ARS political signs - 32 sq. ft. commercial/ 16 sq. ft. residential
- *Reed* – materials, location, size, height, spacing
- *Arlington County* case - four temporary signs per property supportable by case law

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<u>General Business and Industrial</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>



Special Districts, Appeals, Sign Design Review Committee

Issues – 7A.11.3 Scenic Corridor

- Number of freestanding signs may increase and reduce spacing based on less restrictive street frontage spacing standard?

7A.12 Appeals and Variances

- Appeals and variances follow the normal Board of Adjustment processes (Sec. 3.10).
- Signs application may also be appealed to Mayor and Council (Sec. 3.9.2) or Superior Court.
- Appeals to M/C may also be appealed to Superior Court.

7A.13 Sign Design Review Committee

- Committee's duties listed in UDC Article 2.2.12

Issues – Sign Design Review Committee

- Make up of members
- Quorum
- M/C or City Manager appointment

Sign Design Review Committee

- Advises on Text Amendments
- Advises on 7A.7 Design Options
- Composition
- Appointment Term
- Vacancies
- Meetings
- Removal
- Administrative Procedures

Sec. 2.2.12 Sign Design Review Committee

- **Composition** – Architect, sign business rep, local business rep, (architect/landscape architect/planner), general neighborhood association rep, ad hoc neighborhood association rep, Outdoor Lighting Committee rep, commercial real estate broker, (one) at-large member appointed by City Manager. Total 9
- **Authority** – Advises Planning Commission on text amendments and reviews Sign Design Options
- **Appointment and Term** – 1) Mayor and Council, 2) City Manager
- **Term** – Four-year term, two terms, may return after one-year hiatus
- **Vacancies** - Filled in same manner as initial appointments
- **Meetings** – Quorum –five members Director may request Design Professional to make recommendation if quorum not obtained. Pre-app meetings allowed, one continuance by committee,
- **Removal** - 1) Per Chapter 10A for M/C option. 2) On request by City Manager
- **Administrative Procedures** – Executive Secretary is Zoning Administrator, and committee shall elect chairperson. Notification per PDSD policy.

Special Issues

Non-commercial flags



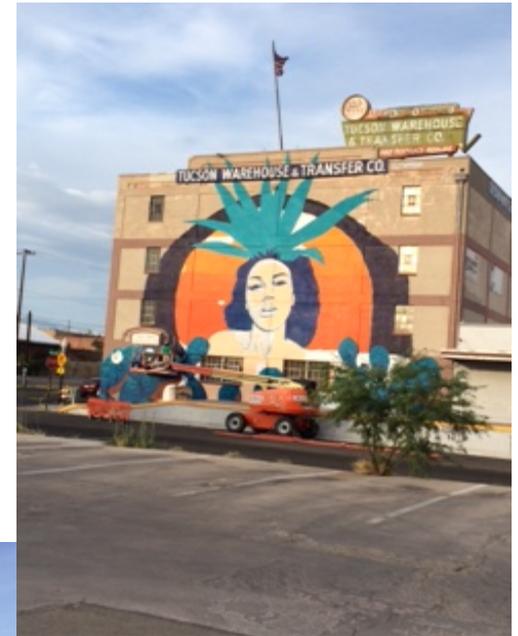
Exempt and Prohibited Flags Together



Commercial Flags



Murals- Commercial and Non-commercial



Portable Signs and Spacing

Portable sign master plan?



Portable Sign Examples

