

**July 11, 2017 CITIZENS' SIGN CODE COMMITTEE REVIEW
OF JUNE 15, 2017 LETTER FROM Metropolitan Pima
Alliance, Southern Arizona Homebuilders Association,
AND Tucson Metro Chamber**

AREAS WITH SUPPORT

2.2.1.2.C COMPOSITION (page 7&8 of MPA/Chamber/SAHBA letter)

ADD - **THE CITY MANAGER MAY APPOINT A PROFESSIONAL OR STAKEHOLDER WITH A SIMILAR BACKGROUND AND EXPERIENCE TO THE ABOVE LISTED COMMITTEE MEMBERS.**

Staff Response

- Staff has no objection with similar professionals being part of the Sign Design Review Committee (SDRC).
- The added sentence above to the composition section addresses this point.
- Prior to the continuance the Planning Commission had accepted the above language for a final vote.

7A.1.1 PURPOSE (page 1&2 of MPA/Chamber/SAHBA letter)

ADD - **G. SUPPORT RETENTION OF LOCAL BUSINESSES AND FURTHER THE ECONOMIC DEVELOPMENT GOALS OF THE CITY.**

Staff Response

- The current purpose statement was discussed at length, and presented to the Planning Commission and Citizens' Sign Code Committee recommended by the Joint Subcommittee.
- The key issues related to the *Reed vs. Town of Gilbert* case involved first amendment rights, property rights, visual environment and public safety.
- At the June 21, 2017 public hearing, the Planning Commission was open to an additional purpose statement supportive of the City's economic development goals. The above additional purpose statement is similar to the one discussed at the public hearing. The above statement merges two goals stated in the June 15 letter on retaining local businesses and furthering economic development. Staff has no objection to adding language related to economic development as noted above, but in general referencing a specifically

named document or policy that may become dated is not recommended.

- Regarding expedited review, Planning and Development Services (PDS) already has a Timeframe Policy. The 7A Sign Standards removes many problem provisions causing delays through variances. The SDRC development review process is devised to move an application along with minimal delays. Expedited review is always available to new projects and companies coming through regional economic development offices, projects coming from the City Manager’s economic development office or projects approved by the PDS Director following departmental policy.

7A.10. SIGN TYPES AND GENERAL STANDARDS (page 4 of MPA/ Chamber/SAHBA letter)

This section describes the basic sign types that are either permitted or prohibited. A sign type that is not permitted in a zone, is prohibited unless otherwise designated by this article. Any specific regulation of a sign type for a specific zone supersedes the general requirement for the sign type. Standards in special districts supersede the regulations for the underlying zone or the general requirements for the sign type. ALL THE ABOVE REFERENCED DISTRICTS, ZONES AND PROVISIONS ARE SUPERSEDED WHEN THE SIGNS AREA REGULATED BY SECTION 7A.7 SIGN DESIGN OPTIONS.

Staff Response

- Staff has no objection to a clarification statement. The added phrase above adds clarity to the existing intention of Section 7A.7.

7A.10.3.B PORTABLE SIGNS GENERAL STANDARDS

3. Ground-mounted General Standards: Maximum area per sign in a residential zone is 16 square feet and in a non-residential zone 32 square feet unless otherwise regulated by another portable sign type standard.

a. Maximum Height: Ten feet

b. Minimum Setback: Ten feet

c. Maximum Number on a Street Frontage: No more than four signs shall be allowed for THE FIRST 300 FEET OF STREET FRONTAGE. AN ADDITIONAL SIGN MAY BE ALLOWED FOR each ADDITIONAL 75 150 feet of a street frontage but not to exceed A TOTAL OF EIGHT SIGNS FOR A STREET FRONTAGE. ~~an additional four signs for premises with street frontages of 300 feet or greater.~~

Staff Response

- Staff reviewed the provisions on spacing and number of portable signs. The intent was to allow up to eight signs proportionally for street frontages greater than 300 feet. The above revision more accurately portrays the concept of proportionally adding signs for larger sites that had been presented up to this time.
- It is a general standard and does not increase the sign area allotment for the property. For special signage needs like those used by the real estate industry, the Master Sign Program for Portable Signs may be a better option.

7A.7.1.E DESIGN STANDARDS (page 4 of MPA/Chamber/SAHBA letter)

2. Ground-mounted Signs

a. Sign Copy.

(1) Signs shall contain legible sign copy. A sign intended to be seen from a right of way or private street shall contain no more than sixteen items of information. An equivalent alternative is a list of six tenants or SIX ~~five~~ tenants and the name of the development.

2) Sign copy shall be applied to the sign structure in the following manner: Proportional letters, numbers or logos as noted in the section above. Panels of the same size with a unifying background color as noted in the section above. THE NAME OF THE DEVELOPMENT AND/ OR ANCHOR TENANT MAY BE LARGER THAN OTHER PANELS OR NAMES.

Response: There were concerns brought up at the June 21, public hearing about legibility limitations. Staff suggests an added provision that addresses a common directory sign practice of allowing an anchor tenant or development name more flexibility in design on a given directory-style sign.

7A.7.1. MASTER SIGN PROGRAM - PERMANENT SIGNS (PAGE 4 OF MPA/CHAMBER/SAHBA LETTER)

G. Findings.

1. The decision shall show the sign program's compliance with the following applicable findings:

- a. Meets the purpose of the Article 7A, the master sign program's purpose section and the master sign program's design standards;
- b. Creates a clear connection with the shapes, textures, colors and materials used in the appearance of the buildings of the premise;
- c. Creates ~~a~~ proportional sizes of signs placed on or integrated into a building's architecture;
- d. Improves the legibility of signs;
- e. ~~Improves~~ PROMOTES vehicle reaction time to the signs;
- f. Creates an organized wayfinding and identification, and messaging program;
- g. Protects significant scenic views; and
- h. PROMOTES A WELL-ORGANIZED VISUAL ENVIRONMENT THROUGH APPROPRIATE SIZES, SETBACKS AND SPACING. ~~Reduces clutter along the affected street while enhancing the aesthetics of the street.~~
- i. Represents a best practice of the design of dark sky sign illumination.

Staff Response

- Staff does not recommend using the word 'should' in a finding.
- A finding needs to be definitive and factual in the case that a finding may be substantive information if an application was appealed or if the case were to go to court.
- The above suggested change removes the word 'clutter' that caused concern about being too subjective. The above language is measurable and more clearly stating how to address the concern about the purpose statement goal of a visual environment that is not disorganized and disorienting.
- Staff also recommends the change of language of item e in the purpose statement from "improves" to "promotes. The helps to remove the problem of variability and the ability to measure vehicle reaction time.

7A.7.2. MASTER SIGN PROGRAM – PORTABLE SIGNS (PAGE 4 OF MPA/ CHAMBER/SAHBA LETTER)

C. Design Standards.

1. The number of signs shall be located and spaced or grouped together to reduce a **DISORGANIZED cluttered** appearance at the front of a development.

2. Spacing, sign area, height and setback shall be adjusted to ensure a legible and well-organized appearance along the right of way. **GROUPING OF SIGNS OF DIFFERENT SIZES MAY BE USED IF THE VISUAL IMPACT IS TO IMPROVE THE OVERALL APPEARANCE OF AN AFFECTED STREET FRONTAGE.**

~~3. A spacing plan within 150-foot street frontage segments shall demonstrate how signs shall be sited to manage their overall appearance. Grouping of signs of different sizes may be used if the visual impact is to improve the overall appearance of an affected street frontage.~~

3 4. Materials should be similar for all or most signs to reduce the likelihood of a disorganized ~~or cluttered~~ appearance along the street frontage.

4 5. In no case may a sign exceed in sign area or sign height a sign that has been used in previous standards within the City.

5 6. The program may include signs with sign areas exceeding 32 square feet with multiple messages to reduce the overall number of portable signs along the public right of way.

6 8. Items of information per sign shall not exceed sixteen items of information or six equal size panels or similar arrangement.

E. Additional Findings Master Sign Program – Portable Signs

1. ~~Clutter and a disorganized streetscape is reduced by appropriate spacing, setback, sign area, and number of signs; A WELL-ORGANIZED VISUAL ENVIRONMENT IS PROMOTED THROUGH APPROPRIATE SIZES, SETBACKS AND SPACING.~~

2. Legibility is required of all signs;

3. Signs are coordinated in materials, color, and design.

Staff Response

- The above suggested change removes the word ‘clutter’ that caused concern about being too subjective. It further consolidates the spacing standards brought up by the business community. Similar to the Master Sign Program for Permanent Signs, the above language is

measurable and more clearly stating how to address the concern about the purpose statement goal of a visual environment that is not disorganized and disorienting.

7A.10.2.C PERMANENT SIGNS (page 6 of MPA/Chamber/SAHBA letter)

- a. **Access point sign.** An on-site sign located at or near the access point or other wayfinding location providing information or directing the reader to the location or direction of any place or area. **This sign type is PERMITTED IN THE RESIDENTIAL CATEGORY FOR NON-RESIDENTIAL USES, IN A MULTI-FAMILY RESIDENTIAL OR NON-RESIDENTIAL CATEGORY FOR NON-RESIDENTIAL USES AND MULTI-FAMILY USES AND IS not permitted for residential uses in the single family residential district zone category, multi-family residential districts, the O-1 district non-residential zone category or IN the historic district.**

Staff Response

- The June 2 Draft provision reflected the current provisions in the existing Chapter Three Sign Code.
- Staff believes there may be merit in allowing access signs in certain situations.
- The recommended language above limits access point signs to land uses that traditionally use them regardless of zones, for example, churches, schools, and apartment complexes. It also uses more accurate language for the 7A Sign Standards' zone categories. It does not recommend these signs for single family residences.

7A.10.3.C PORTABLE SIGNS ADDITIONAL STANDARDS

- 2. **Feather Banners.** **IN COMMERCIAL AND INDUSTRIAL ZONES In IN lieu of THE portable sign AREA allotment, AN applicant may use four feather banners, BANNERS OR COMMERCIAL FLAGS using two colors WITH ONE additional portable sign permitted in commercial/industrial zones.**

(NOTE: This had a split 4-4 vote from CSCC – the other option would be to prohibit Feather Banners in Section 7A.8.2.)

Staff Response

- Staff presented the above banner/flag concept at the June 21 public hearing. The Planning Commission had accepted the item into its

motion prior to continuing the draft to July 12. Staff recommends this provision as a reasonable accommodation that is supportive of an organized visual environment in lieu of using four portable signs on a subject property.

AREAS TO CONSIDER - MAY NEED MORE STUDY

7A.1.1 PURPOSE (page 1 of MPA/Chamber/SAHBA letter)

G. ENSURE THAT SIGNAGE FUNCTIONS AND CONTRIBUTES TO THE RETENTION OF TUCSON'S LOCALLY OWNED SMALL BUSINESSES.

H. SUPPORT THAT FURTHERS PLAN TUCSON'S FOCUS AREAS, GOALS, AND POLICIES AND THE CITY OF TUCSON'S ECONOMIC INITIATIVES.

I. RECOGNIZE THE IMPORTANCE OF EXPEDITED REVIEW OF SIGNAGE AS AN ELEMENT CONSIDERED IN BUSINESS EXPANSION AND RELOCATION, WHEN CONSISTENT WITH PRIMARY JOBS INITIATIVES AND OTHER ESTABLISHED CITY OF TUCSON'S ECONOMIC INITIATIVES.

Staff Response

- The current purpose statement was discussed at length, and then presented to the Planning Commission and Citizens' Sign Code Committee was recommended by the Joint Subcommittee.
- The key issues related to the *Reed vs. Town of Gilbert* case involved first amendment rights, property rights, visual environment and public safety.
- See page 1 for staff recommended consolidation of these purpose statements.

7A.6.4.C SIGN COPY (page 2 of MPA/Chamber/SAHBA letter)

C. A digital sign is permitted to have a rate of change of sign copy, graphic, or information not more than ~~every five minutes~~ ONCE IN A MINUTE. The digital sign copy shall not have any transitions or animations.

Staff Response

- The Joint Subcommittee and the CSCC have debated this issue.

- The June 2 draft recommendation was for a change from a one hour change rate to a five-minute change rate, which is reflected in the June 2 draft.
- Staff has no objection to either five-minute or one-minute rate-of-change.

7A.7.1.E DESIGN STANDARDS (page 4 of MPA/Chamber/SAHBA letter)

2.b(4). Ground – mounted Signs

Sign Height – THE MASTER SIGN PROGRAM MAY ALLOW AN INCREASE OF UP TO 100% BASED UPON PROVIDING ADEQUATE VISIBILITY, LEGIBILITY AND IMPROVED VEHICLE REACTION TIME WHEN AN INCREASE IS DEEMED COMPATIBLE WITH THE SURROUNDING AREA.

Staff Response

- The Joint Subcommittee recommended a similar cap as recommended by the June 15 Letter. The CSCC decided to recommend no caps. The reasoning was that if someone exceeded the cap even by a small amount they would have to go to the Board of Adjustment for a variance. The CSCC believed the SDRC represented the best group to decide on what sign size met all the design standards. The intent was not to allow giant signs but to acknowledge that a given site may have features that would support a larger height or area than a cap and the SDRC was preferable to the Board of Adjustment to evaluate the situation.
- Staff defers to the CSCC and PC if they would like to add the cap as recommended in the June 15 Letter back in.

AREAS NOT RECOMMENDED - NEED MORE STUDY OR ARE NOT CONSISTENT WITH THE PURPOSE STATEMENT

7A.6.5A SIGN HEIGHT MEASUREMENT (page 2 of MPA/Chamber/SAHBA letter)

A. The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost sign copy of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property if no curb exists) to

~~the highest point of the topmost sign copy on the sign.. Average finished grade **IS MEASURED FROM THE CENTER OF THE SIGN BENEATH THE SIGN WITHIN A FIVE-FOOT RADIUS FROM THE CENTER OF THE SIGN** refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals.~~

Staff Response

- The June 2 draft language is consistent with how PDSB measures average finished grades elsewhere in the Unified Development Code.
- The recommended language from the letter would create two completely different processes for measuring average finished grade.
- Staff recommends keeping the current proposed language.

7A.6.9 STREET AND BUILDING FRONTAGE (page 2 of MPA/Chamber/SAHBA letter)

1. On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, however, are not transferable either in whole or in part from one street frontage to another. **PROVIDED, HOWEVER THAT THE ZONING ADMINISTRATOR MAY APPROVE A TRANSFER IN WHOLE OR IN PART FROM ONE STREET TO ANOTHER WHEN, IN HIS OR HER JUDGMENT, THAT TRANSFER WILL NOT BE DETRIMENTAL, GIVEN THE PROFILE OF BUILDINGS, FREESTANDING SIGNS AND STRUCTURES ON THE PROPERTY AND SURROUNDING AREA.**

Staff Response

- While there may be merit in the proposal, this was not discussed during public review.
- Reducing the need to count interior signs as currently recommended in the June 2 draft may reduce the need for a transfer.
- This change requires a re-thinking of transferring sign area from one street to another. Creating a new process requires more time to study and review consequences and appropriateness of the review.
- This issue could be reviewed by the Sign Design Review Committee (SDRC) as part of its authority to review sign text amendments for the Planning Commission during the 18-month sunset period.

E. Signs per Street Frontage

1. General rule: For a premise having more than one street frontage, the maximum **sign area and** number of **permitted** on-site **permanent** signs are permitted for each street frontage and are not transferable from one street frontage to another. **In the case of a** freestanding sign, the more **restrictive standard of the zone category** shall apply, **PROVIDED, HOWEVER THAT THE ZONING ADMINISTRATOR MAY APPROVE A LESS RESTRICTIVE STANDARD OF THE ZONE CATEGORY WILL NOT BE DETRIMENTAL, GIVEN THE PROFILE OF BUILDINGS, FREESTANDING SIGNS AND STRUCTURES ON THE PROPERTY AND SURROUNDING AREA.**

Staff Response

- While there may be merit in the proposal, this was not discussed during public review. See the response above for Sec. 7A.6.9.C.1.

7A.6.10 SPECIAL LICENSES (page 2 of MPA/Chamber/SAHBA letter)

J. **WHEN CONSISTENT WITH THE PURPOSE AND INTENT OF THE TUCSON SIGN CODE, THE MAYOR AND COUNCIL AND/OR CITY MANAGER MAY GRANT SPECIAL LICENSES FOR SIGNAGE BASED UPON NEW INFORMATION, CHANGED CIRCUMSTANCES, TUCSON VOTER AND CITY COUNCIL APPROVED INITIATIVES.**

Staff Response

- The current language is consistent with the *Reed* decision.
- The current regulation from the existing Chapter 3 Sign Code gives the Mayor and Council and City Manager the right to grant special license signage already in all the circumstances mentioned above.
- In reviewing this matter PSDS believes this clarification may not be needed.
- It could be an issue that can be reviewed by the SDRC during the 18-month sunset period.

7A.6.11 PREMISE (page 3 of MPA/Chamber/SAHBA letter)

A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes,

commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site AND/OR that may contain one or multiple development plans or packages. PARCELS OR OWNERSHIPS

Staff Response:

- This change suggests a single parcel could be a premise separate from a larger surrounding site where it could be sharing some development features.
- This change would likely create a more ad hoc approach related to the spacing of freestanding signs for a shared street frontage of smaller and larger premises that are otherwise connected by development features like parking and access.
- In the June 2 draft, a premise is a unified site and works with the freestanding sign provisions on spacing of freestanding signs along a street frontage for an entire unified site that under the draft is called a premise.
- This single parcel option was reviewed but not recommended by the Joint Subcommittee nor the CSCC in their preliminary vote prior to the June 21, 2017 Joint Public Hearing.

7A.6.12 ILLUMINATION (page 3 of MPA/Chamber/SAHBA letter)

~~Unless otherwise prohibited in the sign standards,~~ all signs may be illuminated subject to the provisions of Tucson Code, ~~Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."~~

Staff Response

- The removal of the text, that is originally from the existing Chapter 3 Sign Code , “unless otherwise prohibited in the sign standards,” could lead to less ability to regulate illumination and light pollution.
- This idea was presented to and discussed by the Joint Subcommittee and was not supported.

7A.7.1. MASTER SIGN PROGRAM - PERMANENT SIGNS (PAGE 3 OF MPA/CHAMBER/SAHBA LETTER)

A. Purpose. The purpose of this section is to respond to special permanent sign needs of a premise as well as provide FLEXIBILITY, ENCOURAGE DEVELOPMENT IN DESIGNATED GROWTH AREAS and promote superior sign design to implement the purpose of this article.

7A.7.1.E Design Standards

3. Wall-mounted Signs

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d. For all wall-mounted signs, an organized, proportional appearance is required among the ~~principal and accessory~~ signs of a building or tenant space. Disorganized sizes and color arrangements in the signs' appearance on a specific building or tenant space is to be avoided. **HOWEVER, PUBLICLY RECOGNIZED BUSINESS LOGOS WHICH MAY INCLUDE IN THEIR GRAPHIC STANDARD, A LOGO OR GRAPHIC ELEMENT, TYPEFACE OR FONT AND BRANDED COLOR MAY BE USED.**

Staff Response

- Staff has no objection to this language, but does not believe it is necessary.
- The current June 2 draft mentions registered trademarks but is not intended to prohibit logos.
- Staff can add language to recognize business logos as part of the preparation of the PDS application checklist.

7.A.7.1.F Best Practice Option (page 3 of MPA/Chamber/SAHBA letter)

1. a. An already approved permanent sign, master sign program within the City; **OF TUCSON METROPOLITAN STATISTICAL AREA OR AN ANALOGOUS PROJECT FROM WHICH DIRECTLY RELEVANT COMPARISONS MAY BE MADE.**

Staff Response

- Staff believes this standard is not needed.
- There is a process allowing an applicant to present to the Design Professional a Master Sign Program not approved in the City.
- The Design Professional can verify that the example Master Sign Program is consistent with the purpose statement and design standards of the City's sign standards.

7.A.7.1.G FINDINGS (page 4 of MPA/Chamber/SAHBA letter)

1. The decision **SHOULD** ~~shall~~ show **HOW** the sign **PROGRAM** **ADDRESSED** ~~program's compliance~~ with the following applicable findings:

g. **ACKNOWLEDGES** ~~Protects~~ significant scenic views; and

~~h. IMPROVES Reduces clutter along the affected street while enhancing the aesthetics of the street.~~

Staff Response

- Staff does not recommend using the word ‘should’ in a finding.
- PDSO position is a finding needs to be definitive and factual in the case that a finding may be substantive information if an application was appealed or if the case were to go to court.
- A suggested clarification to the Findings section on the word ‘clutter’ is noted above in the Supported items.

7A.7.1.E DESIGN STANDARDS (page 4 of MPA/Chamber/SAHBA letter)

All Signs

~~a. Illumination shall reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.~~

~~b. A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color.~~

~~c. For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e. sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.~~

Staff Response

- The Joint Subcommittee and CSCC reviewed and voted on the issue and decided to recommend keeping the dark skies review for design option signs and requiring uniformity and proportionality in the design of sign copy lists. This provision does not limit a business from using federally registered trademark sign copy or sign copy colors. Staff does not support the removal of these three design standards. The general standards do not require compliance with these standards and would allow a less restrictive design if an applicant does not want to follow the design standards.

7.A.7.2.B APPLICABILITY (page 4 of MPA/Chamber/SAHBA letter)

APPLICATIONS UNDER THE MASTER-PORTABLE SIGN PROGRAM THAT COMPLY WITH STANDARDS IN PLACE AT THE TIME OF NEW CODE ADOPTION SHALL RECEIVE AUTOMATIC APPROVAL.

Staff Response

- Staff has concerns about this provision because it appears to be an arbitrary standard without any sign clutter controls and may potentially override both the June 2 draft's portable sign general standards and the Master Sign – Portable Sign Program, making them irrelevant.
- The June 2 draft has a legal strategy and allows flexibility to property owners understanding the need to operate in a content-neutral environment.

7A.9.2 CHANGE OF USE (page 2 of MPA/Chamber/SAHBA letter)

14. MEDICAL/HEALTH-RELATED.

Staff Response

- Staff believes this may have unintended consequences and needs more vetting.
- Occupancy categories in the Change of Use regulations are existing language in the Chapter 3 Sign Code and are based on Building Codes occupancy categories. A change should be consistent with the Building Codes categories.
- Currently, Medical/Health-related uses are under the occupancy categories Institutional and Office. The current regulations also comply with sign related policies in Plan Tucson, supporting the reduction of non-conforming signs. Any change should be consistent with Plan Tucson.

7A.10.1 GENERALLY PERMITTED SIGNS (page 5 of MPA/Chamber/SAHBA letter)

C. Interior Sign Exception: A sign within a premise, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone or provide a wall or fence that properly

~~mitigates sound. If applicant chooses mitigation through a wall or fence it is their responsibility to demonstrate their proposal properly mitigates the sound. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area. All signs intended to be readable from the right of way are counted as part of the applicable sign type's maximum sign area.~~

Staff Response

- The existing language was recommended and voted upon by the Joint Subcommittee and the CSCC.
- Staff believes this provision is reasonable way to mitigate noise when adjacent to residential property.
- If it is not needed, it can be reviewed during the 18-month sunset period.

7A.10.2 PERMANENT SIGNS – ZONE CATEGORY STANDARDS (page 5 of MPA/Chamber/SAHBA letter)

TABLE 1

FOOTNOTE 7. BUSINESSES ALLOWED WITHIN RESIDENTIAL ZONES, SUCH AS CHURCHES AND SCHOOLS, SHOULD BE CONSIDERED AS PART OF THE GENERAL BUSINESS CATEGORY.

Staff Response

- This issue was reviewed by the Joint Subcommittee and has been presented to the Planning Commission and Citizen Sign Code Committee at study sessions.
- The recommendation reflects a compromise of allowing 100sf of signage for non-residential uses on arterial or collector streets but to require the current 20sf provision for non-residential uses on local streets.
- If the June 2 language is shown to be still inadequate, that information can be reviewed during the 18-month sunset period.

**TABLE 2 Maximum Sign Area per Zone Category and Special Zone Standards
(page 5 of MPA/Chamber/SAHBA letter)**

Residential

All Permanent Signs

On building having more than one street frontage, the maximum allowable number and square footage of on-site signs area permitted for each street frontage. The maximum allowance, however, is not transferable either in whole or in part from one street frontage to another. **PROVIDED, HOWEVER, THAT THE ZONING ADMINISTRATOR MAY APPROVE A TRANSFER IN WHOLE OR IN PART FROM ONE STREET TO ANOTHER WHEN, IN HIS OR HER JUDGMENT, THAT TRANSFER WILL NOT BE DETRIMENTAL, GIVEN THE PROFILE OF BUILDINGS, FREES NOTTANDING SIGNS, AND STRUCTURES ON THE PROPERTY AND SURROUNDING AREA.**

Staff Response

- While there may be merit in the proposal, this was not discussed during public review.
- Creating a whole new process such as this requires significant time for input and review.
- This issue could be reviewed by the Sign Design Review Committee (SDRC) as part of its authority to review sign text amendments for the Planning Commission during the 18-month sunset period.

NON-RESIDENTIAL - ALL PERMANENT SIGNS (page 5 of MPA/Chamber/SAHBA letter)

1. **Illumination and color:** Signs on arterial and collector streets ~~shall~~ **SHOULD NOT** be illuminated ~~only by low pressure sodium lighting and shall not be illuminated~~ between the hours of 10:00 p.m. and 7:00 a.m. Signs located on a local street frontage shall not be illuminated. Color schemes for all sign components, including copy, **SHOULD CONSIDER COMPATIBILITY** ~~shall be compatible~~ with surrounding residential areas.

Staff Response

- This is the current regulation from the existing Chapter 3 Sign Code.
- This item was not presented or discussed during the public review process up to now.

- The removal of the text could lead to less ability to regulate illumination and light pollution.

7A.10.2.C PERMANENT SIGNS (page 6 of MPA/Chamber/SAHBA letter)

- b. **Access point sign.** An on-site sign **located at or near the access point or other wayfinding location providing information or** directing the reader to the location or direction of any place or area. **This sign type is not permitted for residential uses in the single family residential district zone category, multi-family residential districts, the O-1 district non-residential zone category or IN the historic district.**

Staff Response

- This provision is from the existing Chapter Three Sign Code.
- Staff believes there may be merit in allowing access signs in certain situations.
- See the recommendation in the Support items above.

2. Sign Types F through O (page 6 of MPA/Chamber/SAHBA letter) **(2) Freestanding signs, all types.**

One freestanding sign for each street frontage.

One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet.

~~For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one.~~

Staff Response

- This provision above is the current regulation from the existing Chapter 3 Sign Code.
- This item was not presented or discussed during the public review process up to now.
- This item can be monitored during the 18-month sunset period.

7A.10.3 PORTABLE SIGNS (page 6 of MPA/Chamber/SAHBA letter)

A. Portable Signs – maximum sign area allotment

Premises with street frontage of 150 feet or greater, regardless of zone or street type area allowed an additional 32 square feet of signage per 150 feet – not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.

Premises with more than one building permit are allowed an additional 16 square feet of signage per building permit in addition to the base amount of signage as determined by zoning & street type – not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.

Staff Response

- This item was not presented or discussed during the public review process up to now.
- The Joint Subcommittee and CSCC ultimately voted to support the provisions in the June 2 draft.
- Staff believes the Sign Design Option is a reasonable option to allow for the signage needs of the Real Estate industry and would be willing to work with them to develop templates to be used.

7.A.11 SPECIAL DISTRICTS (page 7 of MPA/Chamber/SAHBA letter)

The sign standards in historic, pedestrian and scenic corridor districts take precedent over the sign standards listed above in Sec. 7A.10 (Sign Types and General Standards) MASTER SIGN PROGRAM APPLICATIONS TAKE PRECEDENCE OVER SPECIAL DISTRICTS WHEN CONSISTENT WITH VOTER APPROVED PLAN TUCSON.

Staff Response

- Staff agrees that a clarification would be helpful in clarifying the relationship between a Master Sign Program and a sign special district.
- A provision has been added to Section 7A.10 that clarifies the relationship.

7.A.11.3 SCENIC CORRIDOR ZONE (SCZ) DISTRICT (page 7 of MPA/ Chamber/SAHBA letter)

A. Location: The scenic corridor zone (SCZ) district includes any portion of property or parcels within four hundred ~~400~~ **200** feet, measured in any direction, **FROM THE CENTER LINE** of the **EXISTING** ~~future~~-right-of-way **lines** of a scenic route, as designated on the Major Streets and Routes (MS&R) Plan map. If any **ONLY THE** portion of a development **THAT** is within the SCZ district, ~~the entire development~~ will be treated, for sign purposes only, **as though it were entirely** within the SCZ district.

...

E. PERMITTED SIGNS

...

3. Freestanding signs, monument and low profile only.

a. Maximum number per premises CONSISTENT WITH THE GENERAL BUSINESS DISTRICT:

(1) Scenic route: One (1) for the first ~~four hundred fifty (450)~~ **THREE HUNDRED (300)** feet of scenic route street frontage with one (1) additional sign for every ~~four hundred (400)~~ **ONE HUNDRED FIFTY (150)** feet of additional scenic route street frontage.

(2) Arterial street: One (1) for the first ~~four hundred fifty (450)~~ **THREE HUNDRED (300)** feet of arterial street frontage with one (1) additional sign for every ~~two hundred fifty (250)~~ **ONE HUNDRED FIFTY (150)** feet of additional arterial street frontage.

(3) Collector Street: One (1) for the first ~~four hundred fifty (450)~~ **THREE HUNDRED (300)** feet of collector street frontage within the premises, with one (1) additional sign for every ~~two hundred fifty (250)~~ **ONE HUNDRED FIFTY (150)** feet of additional collector street frontage.

Staff Response

- The provisions in the June 2 draft are the same as the current regulation from the existing Chapter 3 Sign Code.
- The Joint Subcommittee and the CSCC both recommended not to change the Scenic Corridor regulations.
- The proposed Master Sign Program allows for relief from the current regulations of the Scenic Corridor.

11.4.7 DEFINITIONS (page 8 of MPA/Chamber/SAHBA letter)

FREEWAY – DESIGNATED INTERSTATE ROADWAYS, INCLUDING FRONTAGE ROADS ADJACENT TO INTERSTATE FREEWAYS, ADOT DESIGNATED STATE ROUTES AND PAG REGIONALLY SIGNIFICANT CORRIDORS.

Staff Response

- This item was not presented or discussed during the public review process up to now.
- It is our understanding this proposal includes more than interstates and would include roads such as Oracle Road, Ajo Way and Houghton Road.
- Freeway signs can be as large as 360 sf in sign area and 48 feet from freeway grade to top of the sign.
- If more studied is needed the Sign Design Review Committee (SDRC) as part of its authority to review sign text amendments for the Planning Commission during the 18-month sunset period.

11.4.17 DEFINITIONS (page 8 of MPA/Chamber/SAHBA letter)

PARAPET – **AN INTEGRATED WALL COMPONENT OF AN EXTERIOR BUILDING SURFACE THIRTY (30) DEGREES OR LESS FROM VERTICAL, INCLUDING AFFIXED TO INTERIOR AND THE EXTERIOR OF WINDOW AND DOOR SURFACES.** The portion of a wall that extends above the roofline.

Staff Response

- This item was the topic of a considerable amount of discussion from the Joint Subcommittee and the CSCC.
- The Joint Subcommittee asked Commissioner Cook to review the issue with staff, which is reflected in the June 2 draft.
- Staff believes the status of parapets has been addressed by the re-defining of roof and wall signs.

11.4.24 DEFINITIONS – 2 (page 8 of MPA/Chamber/SAHBA letter)

Wall- an exterior building surface thirty degrees or less from vertical including affixed to interior and the exterior of window and door surfaces. **INCULDING A PARAPET.**

Staff Response

- See the response above for Parapet definition.