

Alternative to Sign Design Review Committee

by Ruth Beeker

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The proposed **Sign Design Review Committee (SDRC)** has 2 functions:

“Advise the Mayor and Council and the planning commission on sign standards text amendments. It shall also act as the design review committee for Section 7A.7 Sign Design Options and advise the development services director on various design option applications (Revised Sign Code, p. 50).”

I would suggest that there is no need for such a committee. The functions can be addressed within existing means in the government.

First Function: ***“Advise Planning Commission on sign standards text amendments”*** can be handled by establishing a standing Planning Commission Sign Code Subcommittee.

From the Information Sheet posted on the City Clerk website for **PLANNING COMMISSION:**

MEMBERS: Special Subcommittees of the Planning Commission: The Planning Commission may create such special subcommittees as it may deem necessary or desirable as provided under Chapter 10A of the Tucson Code. The members shall be selected from among the members of the Planning Commission and **may include other persons qualified to contribute to the work of the special subcommittee.**

Second Function: ***“Act as the design review committee for Section 7A.7 Sign Design Options and advise the development services director on various design option applications”*** can be handled by a Design Professional.

The Sign Option should be straight-forward, a “quid pro quo.” Currently there are too many irrelevant lists of organizations and possible criteria which can be used as justification. Simplify the application to specific findings which document the applicant’s compliance with the requirements for the special privilege.

The applicant submits the request to the Design Professional who will work with the applicant (and other impacted parties if there are any) to ensure that the conditions are met.

The Design Professional submits a recommendation to the development services director.

**In the draft of the Sign Code Revision, staff offers the alternative of using the Design Professional , if it is impossible to get a quorum of the SDRC. My suggestion is that this be the standard practice.

