

7A.1. Purpose, Intent and Applicability

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The purpose of the sign standards is to:

- A. Accommodate the rights of individuals to freedom of speech, promote equity among businesses and other typical sign users, and enable the fair and consistent enforcement of sign standards;
- B. Recognize the legitimate signage needs of businesses and other interests to communicate messages, provide identification, and enable wayfinding throughout the city for tourists and residents;
- C. Ensure that signage contributes to the maintenance of an aesthetic pleasing visual environment by exercising reasonable regulations over type, size, number, appearance and location;
- D. Respect Tucson's unique natural environment of surrounding mountain ranges and dark night skies by regulating sign illumination and height;
- E. Protect property values by minimizing the possible adverse effect of signs on nearby public and private property;
- F. Promote public safety by ensuring that signs are properly constructed and maintained to protect the general public from property damage and personal injury;
- G. Facilitate traffic flow and safety of pedestrians, bicyclists, and motorists through enforcement of sight lines and other appropriate sign placement regulation.