

Daniel Bursuck - Suggestions Master Sign Program 9 Part Criteria

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Subject: Suggestions Master Sign Program 9 Part Criteria
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Below is the current wording in the 06-02-17 current Sign Code revision draft for how a Master Sign Program application will be evaluated. How compliance will be determined, and must be subjectively interpreted, as well as the apparent requirement to comply with all 9 is a question/concern. I've included some recommendations for consideration.

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 material used in the appearance of the buildings of the premise
 - c. Creates proportional sizes of signs placed on or integrated into a building's architecture
 - d. Improves the legibility of signs
 - e. Improves vehicle reaction time to the signs
 - f. Creates and organized wayfinding and identification and messaging program
 - g. Protects significant scenic views
 - h. Reduces clutter along the affected street while enhancing the aesthetics of the street
 - i. Represents a best practice of design of dark sky sign illumination

Here are some initial thoughts and possible changes and additions. I think they are generally consistent with MSP discussions, Plan Tucson and public private sector shared goals.

POSSIBLE ADDITIONAL CRITERIA/SUGGESTION:

- j. Furthers the economic development priorities of the City of Tucson.
- k. Addresses specific site attributes, topography, constraints, context and configuration.
- l. Provides for adequate, integrated signage for future phases of a multi-phased project or campus.
- m. Is consistent with the size and type of signs for comparable projects and businesses.

POSSIBLE CHANGE/SUGGESTION:

1. The decision SHOULD show how the sign program ADDRESSES the following applicable findings:

Buenas noches y gracias por su atención y ayuda, como siempre!

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San Francisco Master Sign Program

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20.360.010 Master Sign Program

A. **Purpose.** The purpose of a Master Sign Program is to provide a method for an applicant to integrate the design and placement of signs within a project with the overall development design to achieve a more unified appearance.

B. **Applicability.** A Master Sign Program is required whenever any of the following circumstances exists:

1. New nonresidential developments of two or more separate tenants that share either the same parcel or structure and use common access and parking facilities (e.g., shopping centers, malls, office complexes and industrial parks);
2. New multi-family residential developments of 100 or more units; or
3. Whenever five or more signs are proposed for a building or site with one or more tenants.

C. **Application.** Master Sign Program applications shall contain all written and graphic information needed to fully describe the proposed sign program, including the proposed location and dimension of each sign, as well as proposed color schemes, font types, materials, methods of attachment or support, and methods of illumination. A Master Sign Program application shall also include calculation of total allowed sign area, and total proposed sign area, for the site.

D. **Allowable Modifications.** A Master Sign Program may provide for additional sign area and other deviations from the standards of this chapter, provided that the Master Sign Program is consistent with Section 20.360.003 (“Design Principles”).

Bonus

1. **Employee-Oriented Signs.** Employee-oriented signs for multibuilding campus-like facilities in the East of 101 Area, of which at least 400,000 total square feet of development is occupied by a single tenant, that do not meet the standards of this chapter, may be allowed with Planning Commission approval, subject to the following standards.

- a. Employee-oriented signs shall be architecturally integrated with the buildings to which they are attached;
- b. Employee-oriented signs shall be oriented toward the interior of the campus and not a public area, including public rights-of-way and public open space;
- c. Employee-oriented signs shall hide from view or disguise any separate structure or apparatus required to attach the signs to buildings; and
- d. Employee-oriented signs shall only contain copy that is directly associated with the entity for which the Master Sign Program is approved. Master Sign Programs approved pursuant to this subsection shall expire immediately if the facility is no longer owned or primarily occupied by the entity for which the Master Sign Program is approved.

E. **Review Authority.** All Master Sign Programs are subject to review and approval of the Review Authority for the project with which the signs are associated, but at a minimum require approval by the Planning Commission. A Master Sign Program may be submitted as part of the Use Permit application for the project.

F. **Required Findings.** In order to approve a Master Sign Program, the Review Authority must find that all of the following are met, in addition to other applicable regulations in this section:

1. The proposed signs are compatible in style and character with any building to which the signs are to be attached, any surrounding structures and any adjoining signage on the site;
2. Future tenants will be provided with adequate opportunities to construct, erect or maintain a sign for identification; and
3. Traffic signage and building addressing is adequate for pedestrian and vehicular circulation and emergency vehicle access.

3-Part Test!

G. **Lessees to Be Informed of Master Sign Program.** Lessees within developments subject to the requirements of an approved Master Sign Program shall be made aware of the Master Sign Program in their lease.

H. **Revisions to Master Sign Programs.** Revisions to an approved Master Sign Program may be approved by the Chief Planner, or the Chief Planner may refer the matter to the Planning Commission. (Ord. 1529 § 2, 2017; Ord. 1445 § 2, 2011; Ord. 1432 § 2, 2010)

Administrative
Approval!

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SAN FRANCISCO
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GENERAL PLANNING INFORMATION

Signs

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Date:
November 2012

Subject:
Sign Controls, Planning Code Article 6

Introduction

The San Francisco General Plan sets forth a comprehensive set of policies that intend to guide, control, and regulate growth and development. Zoning law which implements these principles are codified in the San Francisco Planning Code in order to promote and protect public health, safety, peace, morals, comfort, convenience and general welfare of San Francisco and its residents. Sign controls are found predominately in Article 6 of the Planning Code and exist for the following reason:

- To safeguard and enhance property values in residential, commercial and industrial areas.
- To protect public investment in and the character and dignity of public buildings.
- To protect open spaces and thoroughfares.
- To protect the distinctive appearance of San Francisco due to its unique geography, topography, street patterns, skyline and architectural features.
- To provide an environment that promotes the development of business in the City.
- To encourage sound practices and lessen objectionable effects in respect to size and placement of signs.
- To aid in the attraction of tourists and other visitors who are so important to the economy of the City and County.
- To reduce hazards to motorists and pedestrians traveling on the public way; and thereby to promote the public health, safety and welfare.

In order to accomplish the purposes stated above, a permit is required to install, replace, reconstruct, expand, intensify, or relocate any sign unless it is specifically exempted from the regulations. Signs must conform to the provisions set forth in Article 6 and other applicable sections of the Planning Code.