

In your draft document there are seven items stating the rationale for having a sign code ordinance. I would suggest that the listing order makes it sound as if the City of Tucson is simply an arm of the sign industry and the code is for the purpose of helping that industry thrive. I suggest re-ordering the seven items and letter-labeling them to show that we also intend to protect my property rights and our quality of life, while still obeying the law. The reordering should be in the order A, B, C.....as labeled below:

“The purpose of the sign standards is to

(E)1. Accommodate the rights of individuals to freedom of speech, promote equity between businesses and other typical sign users and, enable the fair and consistent enforcement of these sign standards;

(C)2. Provide an improved visual environment for the citizens and visitors to the City and protect prominent natural scenic views by exercising reasonable control over the character and design of signs;

(A)3. Balance the rights of businesses and individuals to convey messages through signs against the aesthetics and safety hazards that come from the proliferation of confusing and objectionable sign clutter;

(F)4. Support the City's tourist industry by encouraging attractive sign design that promotes ease of identification and wayfinding throughout the City;

(B)5. Protect property values by minimizing the possible adverse effect of signs on nearby public and private property;

(G)6. Require the promotion of public safety by ensuring that signs are properly constructed and maintained to protect the general public from damage and injury while maintaining an attractive visual appearance;

(D)7. Enhance the flow of traffic and protect pedestrians and motorists by encouraging legible, well-placed signs, that reduce distractions caused by clutter and impairment of sight lines.”

Thanks,

JD Garcia
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