



20 E. Congress Street, Suite 300
Tucson, Arizona 85701
Main (520) 323-1005
Fax (520) 323-5630
www.bourncompanies.com

TO: Tucson Planning Commission and Citizens' Sign Code Advisory Committee
FROM: Alan Tanner, Bourn Companies, LLC
RE: 2017 Draft City of Tucson Sign Code Revisions
DATE: June 21, 2017

Dear members of the Planning Commission and Citizens' Sign Code Advisory Committee, I regret not being able to attend the Sign Code Revision hearing and appreciate this letter being read for additional input from the business community.

As a native Tucsonan and a founding principal of Tucson based Bourn Companies, LLC, I consider myself and our commercial real estate development company direct stakeholders in this important matter. Since our beginning in 1990, Bourn Companies has developed over 4,000,000 square feet of commercial environments consisting primarily of shopping centers and office developments. Over the years, we have experienced that the City's existing sign code is antiquated, outdated, difficult and burdensome for local & national businesses, their vendors and, not to mention, the City of Tucson staff.

We have had multiple occasions where the current sign code jeopardized new businesses locating within the City of Tucson. Some situations were resolved successfully and some were not. One thing is certain. When there is ambiguity and confusion, as exists with the current code, it causes companies to take pause in their commitment to move forward with the capital requirements it takes to commit to a new location. They have to evaluate the time involved, capital required and the certainty of outcome vs another municipality and its approval process. Businesses view signage and as their "branding" which is core to their decision making.

Bourn Companies and I are appreciative of the efforts of the City Manager, Planning and Development Services, Citizens' Sign Code Advisory Board, Planning Commission as well as industry experts and involved citizens who have taken on this critically important issue to revise Tucson's sign code. These efforts will help provide needed clarity and accelerate the current process for a rapidly changing business environment. It is vital to Tucson as a community that we show support for our current and future businesses with clear and concise guidelines.

We have reviewed the TMC, MPA, SAHBA's letter dated June 15, 2017 RE: Industry Recommendation to June 2, 2017 DRAFT City of Tucson Sign Code. We agree with their recommendations and strongly encourage the Planning Commission and Citizens' Sign Code Advisory Board to recommend approval of the revised code to Mayor and Council.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Tanner", written over a horizontal line.

Alan Tanner

Bourn Companies, LLC