

Purpose Statement (McLaughlin REVISED 11-07-16)

The Purpose of these Sign Standards is to regulate outdoor signs of all types within the City of Tucson in a fair and comprehensive manner in order to;

- foster an aesthetically pleasing visual environment for residents and visitors alike, while ***allowing avenues of speech for both non-commercial and commercial messages.***
- complement the natural beauty of the fragile Sonoran Desert, and protect and conserve mountain views and other scenic vistas and environmental assets;
- protect the natural resource of dark night sky from the glare of improperly controlled sign illumination for the benefit of the world renowned and economically vital astronomy and space science research enterprise, amateur astronomers, and the public at large;
- enhance vehicular and pedestrian safety, the free flow of traffic, the enjoyment of travel, and the public investment in transportation infrastructure by reducing visual clutter, unnecessary distractions, and glare;
- support the tourist industry, which drives a significant portion of the Tucson economy, and which relies on the unique scenic qualities and distinctive character of the community and surrounding environs;
- safeguard and enhance property values;
- protect the general public from damage and injury that may be caused by the faulty and uncontrolled construction of signs, and
- promote the health, safety, and welfare of the community.