



*Metropolitan Pima Alliance*

Mayor Jonathan Rothschild  
City of Tucson  
255 W. Alameda  
Tucson, AZ 85701

RE: [C8-16-09 Sign Code Revision Project \(City Wide\) SS/SEP19-17-143](#)

September 15, 2017

Mr. Mayor,

The Metropolitan Pima Alliance represents 250 local companies with a vested interest in the commercial real estate industry and local economy. MPA has worked on local policy issues impacting the development community for 20-years and has earned a reputation as being collaborative, engaged and informed on critical matters impacting land use. Signage is an important piece in the land development puzzle. Signage reflects both the first and last steps of opening a business. Signage questions are the first ones asked by retailers and signage installation is one of the last steps completed prior to opening. In order to have the reputation of being “business friendly,” this process must leave a positive impression on businesses operating in our community, generating commerce for Tucson’s prosperity.

The current draft document reflects hundreds of hours of staff and stakeholder discussion. MPA entered into an alliance with the Tucson Metro Chamber and the Southern Arizona Homebuilders Association (SAHBA) over a year ago in which we met with City leadership concerning areas that impacted local businesses. In partnership, the City joined the alliance and together we worked on Project Prosperity. Improving the Sign Code was one of seven initiatives identified and worked on. As you can see from the attachments, MPA has been very engaged in the process for a significant period of time submitting specific change requests, offering data and providing anecdotal examples concerning signage, the current process and drafted language. The diversity in our membership reflects the many parties impacted by this code: Developers recruiting businesses that generate sales tax; commercial real estate brokers leasing and selling space to businesses; Architects designing signage; Sign companies building the signs; Realtors selling homes; Homebuilders building communities. These specific industries are directly impacted by this code aside from the regional impact of signage. The economic impact of signage cannot be dismissed. Based on a study conducted by Villanova University for the International Sign Association and Arizona Sign Association, there is an average of 9% reduction in annual sale losses due to sign size regulations. Specifically, 10% decrease due to sign height, 4% due to lighting, 10% due to number of signs. That translates to a loss of significant dollars in the City of Tucson. U.S. small businesses represent 99.7 percent of all employer firms, employ half of all private-sector employees, and are responsible for 44 percent of total U.S. private payroll. The Sign Code directly impacts economic prosperity and the business community represents those most impacted by the Code.

While we will continue to engage in the process over the next 18-months to address unresolved concerns, the most immediate, critical issues for consideration include:

- Master Sign Program: Findings
  - Page 13, 7A.7.1A and Page 16, 7A.7.1G

Please see attached language that condenses and clarifies requirements while also acknowledging the economic impact of signage.
- Change of Copy
  - Page 9, 7A.6.3
    - This section on Change of Copy is punitive and presents unnecessary hardships to small businesses. If, for example, a business were to change its sign from “Joe’s Diner” to “Jack’s Restaurant” but keep the rest of the sign entirely the same, that business owner should not be subjected to a lengthy and potentially costly process for that small of a modification.
- Design Review Committee
  - Page 50, 2.2.12.C
    - As businesses are the most impacted by signage, we would like the committee to reflect such. We do not see the need for both a general neighborhood association representative *and* an ad hoc neighborhood association representative who lives within 300 feet of a project. We would suggest that the former be removed.
- Commercial Vacancy
  - Page 55, 10.3.7C
    - On page 55, section 10.3.7C, we suggest removing number one entirely, as this poses hardships on businesses that deal with commercial real estate. Enforcement of this statement devalues the property and can potentially make it less attractive to future buyers or renters.
- Sunset Period
  - We request that 12 months from the Sign Code revision’s effective date, staff initiate a public stakeholder review process, to include MPA, that will address issues that are unresolved or arise from the code’s implementation. This process shall continue up to the sunset date.

This abbreviated list of concerns are items most critical to the industry impacted the greatest by the Sign Code. The sign manufacturers have provided assurance that the new draft is far superior to navigate, therefore more efficient. This is an important element but only a piece necessary to protect business interests. As representatives of the businesses recruiting retailers, opening offices and expanding services, we find these additional changes to be timely and necessary prior to the 18-month review period.

With respect to the remainder of our concerns, we respect that a process was put in place to provide feedback concerning the code, however, we remain frustrated with the limited opportunities we had to provide feedback. The attached documents reflect many of our concerns that have not been addressed

and we look forward to continuing to work with staff evaluating the Code over the next several months as new applications are submitted and evaluated. We appreciate the time and dedication all parties have taken in working on this complex Code. Please feel free to contact me directly with any questions, comments or concerns.

Sincerely yours,



Amber Smith, MPA  
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Metropolitan Pima Alliance  
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Attachments:  
Master Sign Program Findings Proposed Language  
Issues Tracking

CC: City Council Members  
Mike Ortega, City Manager  
Scott Clark, Interim DSD Director

## ATTACHMENT A: MASTER SIGN PROGRAM FINDINGS LIST PROPOSED LANGUAGE

### 7.A.7.1. MASTER SIGN PROGRAM – PERMANENT SIGNS

A. Purpose: The purpose of this section is to respond to special permanent sign needs of a premise as well as provide flexibility, encourage **economic** development in accordance with adopted plans and policies and promote superior sign design to implement the purpose of this article.

#### G. Findings

**1. The decision should show how the sign program addresses site specific standards as may be applicable, below:**

a. The **intent and** purpose of Article 7.A., Section 7A.7.1.A., the master sign program's purpose, and Section 7A.7.1.E., the master sign program's design standards;

b. Promotes a well-organized visual environment through appropriate sizes, number, setbacks and spacing;

**c. Acknowledges the site context and coordinates permanent signs with the architecture of buildings on the premise through use of proportional and compatible shapes, textures, colors and materials; (Combines b and c)**

**d. Emphasizes public safety through sign legibility, sign lighting, wayfinding, identification and messaging and provides for appropriate vehicle reaction time to signs; (Combines d, e, and f)**

**e. Complies with the Outdoor Lighting Code (OLC)**

7.A.1.1. PURPOSE (PAGE 1 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>ADD:</b></p> <p><u>The purpose of the sign standards is to:</u> <u>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;</u></p> <p>A. <u>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;</u></p> <p>B. <u>Ensure that signage contributes to the maintenance of an aesthetically pleasing visual environment by exercising reasonable regulations over type, size, number, appearance and location;</u></p> <p>C. <u>Respect Tucson’s unique natural environment of surrounding mountain ranges and dark night skies by regulating sign illumination and height;</u></p> <p>D. <u>Protect property values by minimizing the possible adverse effect of signs on nearby public and private property;</u></p> <p>E. <u>Promote public safety by ensuring that signs are properly constructed and maintained to protect the general public from property damage and personal injury;</u></p> <p>F. <u>Facilitate traffic flow and safety of pedestrians, bicyclists, and motorists through enforcement of sight lines and other appropriate sign placement regulation.</u></p> <p><u>G. Ensure that signage functions and contributes to the retention of Tucson’s locally owned, small businesses.</u></p> <p><u>H. Support signage that furthers Plan Tucson’s Focus Areas, Goals and Policies and the City of Tucson’s Economic Initiatives.</u></p> <p><u>I. Recognize the importance of expedited review of signage as an element considered in business expansion and relocation, when consistent with Primary Jobs Initiative and other established City of Tucson economic initiatives.</u></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p><u>The purpose of the sign standards is to:</u></p> <p>A. <u>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;</u></p> <p>B. <u>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;</u></p> <p>C. <u>Ensure that signage contributes to the maintenance of an aesthetically pleasing visual environment by exercising reasonable regulations over type, size, number, appearance, and location;</u></p> <p>D. <u>Respect Tucson’s unique natural environment of surrounding mountain ranges and dark night skies by regulating sign illumination and height;</u></p> <p>E. <u>Protect property values by minimizing the possible adverse effect of signs on nearby public and private property;</u></p>

	<p>F. <u>Promote public safety by ensuring that signs are properly constructed and maintained to protect the general public from property damage and personal injury;</u></p> <p>G. <u>Facilitate traffic flow and safety of pedestrians, bicyclists, and motorists through enforcement of sight lines and other appropriate sign placement regulation; and,</u></p> <p>H. <u>Support retention of local businesses and further the economic development goals of the City.</u></p>
<b>7A.6.5.A SIGN HEIGHT MEASUREMENT (PAGE 10 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>ADD</b></p> <p>A. <u>The sign height is measured as the vertical distance from the average finished grade (5' radius from the center of the sign) beneath the sign to the topmost sign copy of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property if no curb exists) to the highest point of the topmost sign copy on the sign. Average finished grade refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals.</u></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p>A. <u>The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost sign copy of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point of the road nearest the property if no curb exists) to the highest point of the topmost sign copy on the sign. Average finished grade refers to the mean average elevation of ground after site preparation at the bottom of a sign structure, measured five feet from the bottom of the sign structure at five-foot intervals.</u></p>
<b>7.A.6.9. STREET AND BUILDING FRONTAGES (PAGE 11 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>ADD</b></p> <p>A. <u>Street frontage is measured as the</u> length of a <u>premise</u>, lot or development fronting on a public or private street.</p> <p>B. <u>Building frontage is the measurement between two straight lines projecting from the outermost edges of a building or tenant space wall, that are perpendicular to a straight line running along the ground level or front of the measured wall.</u></p> <p>C. <b>Multiple Frontage Lots</b></p> <p>1. On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, however, are not transferable either in whole or in part from one street frontage to another, <b>provided however that the zoning administrator may approve a transfer in whole or in part from one street to another when, in his or her judgment, that transfer will not be detrimental, given the profile of buildings, freestanding signs, and structures on the property and surrounding area.</b></p> <p>D. <b>Intersection Corner Sign</b></p> <p>1. When a sign is erected at the street intersection corner of the lot and is placed in such a manner so as to be readable from both streets or both frontages, the sign shall not exceed the maximum area allowed for the longest street frontage.</p> <p>2. The sign shall count as one sign for each street frontage.</p>

	<p>3. The area of the sign shall be deducted from the allowable sign area for each street frontage.</p> <p>E. <b>Signs per Street Frontage</b></p> <p>1. General rule: For a premise having more than one street frontage, the maximum <b>sign area and</b> number of <b>permitted</b> on-site <b>permanent</b> signs are permitted for each street frontage and are not transferable from one street frontage to another. <b>In the case of a freestanding sign, the more restrictive standard of the zone category shall apply, provided however that the zoning administrator may approve a less restrictive standard of the zone category when, in his or her judgment, a less restrictive zone category will not be detrimental, given the profile of buildings, freestanding signs and structures on the property and surrounding area.</b></p>
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p>A. <b>Street frontage is measured as the</b> length of a <b>premise</b>, lot or development fronting on a public or private street.</p> <p>B. <b>Building frontage is the measurement between two straight lines projecting from the outermost edges of a building or tenant space wall, that are perpendicular to a straight line running along the ground level or front of the measured wall.</b></p> <p>C. <b>Multiple Frontage Lots</b></p> <p>On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, however, are not transferable either in whole or in part from one street frontage to another.</p> <p>D. <b>Intersection Corner Sign</b></p> <p>1. When a sign is erected at the street intersection corner of the lot and is placed in such a manner so as to be readable from both streets or both frontages, the sign shall not exceed the maximum area allowed for the longest street frontage.</p> <p>2. The sign shall count as one sign for each street frontage.</p> <p>3. The area of the sign shall be deducted from the allowable sign area for each street frontage.</p> <p>E. <b>Signs per Street Frontage</b></p> <p>General rule: For a premise having more than one street frontage, the maximum <b>sign area and</b> number of <b>permitted</b> on-site <b>permanent</b> signs are permitted for each street frontage and are not transferable from one street frontage to another. <b>In the case of a freestanding sign, the more restrictive standard of the zone category shall apply.</b></p>
<b>7.A.6.10 SIGNS IN OR OVER PUBLIC RIGHTS-OF-WAY (PAGE 11 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</b></p>	<p><b>ADD</b></p> <p>A. <b>Except as provided below</b>, a sign or sign structure shall not project over a public right-of-way or public property unless the mayor and council grant a special license. Signs licensed pursuant to this section may be displayed for up to sixty (60) days <b>or over an alternate approved time frame</b>. The licensee <b>may require the removal of</b> the sign within forty-eight (48) hours after the advertised event <b>or other temporary occurrence concludes</b>.</p> <p>B. The city manager may grant a special license for building and curbside banners and for across-the-street banners that project or extend over a public right-of-way or over public property. <b>Signs in the right of way may be reviewed and granted under the Department of Transportation’s temporary revocable easement procedure.</b></p> <p>C. <b>Permits obtained through the Department of Transportation.</b></p>

	<p>D. <b><u>The Mayor and Council and/or City Manager may grant special license for signage such as on buses, bus benches, bus shelters, and street cars.</u></b></p> <p>E. No sign shall be attached to electric wiring or be energized by electricity.</p> <p>F. No sign shall be placed upon traffic signal posts or signs, and no sign shall obstruct a motorist's view of traffic signals.</p> <p>G. Any application for a license for a sign attached to utility poles or lamp poles shall include the written approval of the department of transportation of the city and the authorized official of the public utility company owning the poles to which the devices would be attached as to the size and weight of the sign and the manner of attachment to the poles. Building and curbside banners shall comply with the applicable <b><u>requirements of Article 7A.</u></b> No sign shall be attached to any utility pole carrying primary circuits or to any wooden pole or public property.</p> <p>H. Signs licensed pursuant to this section may be displayed for up to sixty (60) days. The licensee shall remove the sign within forty-eight (48) hours after the advertised event.</p> <p>I. <b><u>In no event may signs relating to more than one event be attached to any single pole.</u></b> J. The license shall state the location where the sign may be placed.</p> <p>J. By accepting any license granted under this section, the licensee and its heirs, successors and assigns shall agree to indemnify the city and shall provide proof <b><u>to the City</u></b> of liability insurance</p> <p>H. The city manager may impose such additional administrative requirements as may be necessary.</p> <p>I. <b><u>The time frame for a permanent sign and an A-Frame sign are regulated separately as part of the temporary revocable easement process.</u></b></p> <p>J. <b>When consistent with the purpose and intent of Tucson Sign Code, the Mayor and Council and/or City Manager may grant special licenses for signage based upon new information, changed circumstance, Tucson voter and City Council approved initiatives.</b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p><b>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</b></p>	<p>A. <b>Except as provided below,</b> a sign or sign structure shall not project over a public right-of-way or public property unless the mayor and council grant a special license. Signs licensed pursuant to this section may be displayed for up to sixty (60) days <b><u>or over an alternate approved time frame.</u></b> The licensee <b><u>may require the removal of</u></b> the sign within forty-eight (48) hours after the advertised event <b><u>or other temporary occurrence concludes.</u></b></p> <p>B. The city manager may grant a special license for building and curbside banners and for across-the-street banners that project or extend over a public right-of-way or over public property. <b><u>Signs in the right of way may be reviewed and granted under the Department of Transportation's temporary revocable easement procedure.</u></b></p> <p>C. <b><u>Permits shall be obtained through the Department of Transportation.</u></b></p> <p>D. <b><u>The Mayor and Council and/or City Manager may grant special license for signage such as on buses, bus benches, bus shelters, and street cars.</u></b></p> <p>E. No sign shall be attached to electric wiring or be energized by electricity.</p> <p>F. No sign shall be placed upon traffic signal posts or signs, and no sign shall obstruct a motorist's view of traffic signals.</p> <p>G. Any application for a license for a sign attached to utility poles or lamp poles shall include the written approval of the department of transportation of the city and the authorized official of the public utility company owning the poles to which the devices would be attached as to the size and weight of the sign and the manner of attachment to the poles. Building and curbside banners shall comply with the applicable <b><u>requirements of Article 7A.</u></b> No sign shall be attached to any utility pole carrying primary circuits or to any wooden pole or public property.</p> <p>H. Signs licensed pursuant to this section may be displayed for up to sixty (60) days. The licensee shall remove the sign within forty-eight (48) hours after the advertised event.</p> <p>I. <b><u>In no event may signs relating to more than one event be attached to any single pole.</u></b> J. The license shall state the location where the sign may be placed.</p>

	<p>J. By accepting any license granted under this section, the licensee and its heirs, successors and assigns shall agree to indemnify the city and shall provide proof <u>to the City</u> of liability insurance</p> <p>K. The city manager may impose such additional administrative requirements as may be necessary.</p> <p>L. <u>The time frame for a permanent sign and an A-Frame sign are regulated separately as part of the temporary revocable easement process.</u></p>
<b>7A.6.11 PREMISE (PAGE 12 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD / REVISE</u></b></p> <p><b><u>A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site <del>that may contain and/or</del> one or multiple development plans or packages, parcels or ownerships.</u></b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p><b>7A.6.11. PREMISE</b></p> <p><b>See definition in Article 11 Definitions.</b></p> <p><b>11.4.17 DEFINITIONS–P Premise (7A)</b></p> <p><b>A premise is all contiguous land used and occupied by a use or business. All buildings, parking, storage and service areas, and private roads or driveways that are an integral part of the use or business are considered part of the premise. Commercial shopping centers, office complexes, commercial or industrial subdivisions, or similar developments are a premise to the extent such lands are identified as a single site that may contain one or multiple development plans or packages.</b></p>
<b>7A.6.12 ILLUMINATION (PAGE 12 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD / REVISE</u></b></p> <p><b><del>“Unless otherwise prohibited in the sign standards.</del> All signs may be illuminated subject to the provisions of Tucson Code, <del>Chapter 6, Article IV, Division 2, “Outdoor Lighting Code.”</del></b></p>
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p>Unless otherwise prohibited in <b>the sign standards</b>, all signs may be illuminated subject to the provisions of Tucson Code, Chapter 6, Article IV, Division 2, "Outdoor Lighting Code."</p>

7.A.7.1 (A) MASTER SIGN PROGRAM – PERMANENT SIGNS / PURPOSE (PAGE 13 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD</u></b></p> <p><b><u>A. Purpose.</u></b> The purpose of this section is to respond to special permanent sign needs of a premise as well as provide <b><u>flexibility, encourage development in designated growth areas</u></b> and promote superior sign design to implement the purpose of <b><u>this article.</u></b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED</p>	<p><b><u>A. Purpose:</u></b> The purpose of this section is to respond to special permanent sign needs of a premise as well as provide <b><u>flexibility, encourage development in accordance with adopted plans and policies,</u></b> and promote superior sign design to implement the purpose of this article.</p>
7.A.7.1.(E.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / ALL SIGNS (PAGE 13 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>DELETION</u></b></p> <p><b><u>1. All signs</u></b></p> <p><b><u>a. <del>Illumination shall reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.</del></u></b></p> <p><b><u>b. <del>A sign with lists of categories, tenants or organizations or similar listed items within panels or separately mounted sign copy, shall have behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color;</del></u></b></p> <p><b><u>c. <del>For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, it shall be mounted or placed so as to be reasonably proportional in size.</del></u></b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED</p>	<p><b><u>1. All signs</u></b></p> <p><b><u>a. Illumination shall reduce light trespass and offer protection to dark skies in compliance with the City’s outdoor lighting standards.</u></b></p> <p><b><u>b. A sign with lists of categories, tenants or organizations, or similar listed items within panels or separately mounted sign copy, shall have a unifying and proportional outlining background color behind the copy, i.e. words, names, numbers or symbols using a specific logo or federally registered trademark colors a unifying and proportional outlining background color.</u></b></p>

	<p>c. For a sign with lists, the sign panels and/or the separately mounted sign copy, i.e., sign copy mounted without panels on a structure or wall, <b>it</b> shall be mounted or placed so as to be reasonably proportional in size.</p>
<b>7A.7.1 (E.2.b) MASTER SIGN PROGRAM / PERMANENT SIGNS / DESIGN STANDARDS / GROUND MOUNTED SIGNS / SIGN HEIGHT (PAGE 14 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD</u></b></p> <p><b>b. Sign Height.</b></p> <ol style="list-style-type: none"> <li>1. <u>The sign height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions.</u></li> <li>2. <u>The sign height shall be compatible with the surrounding building height profile of the buildings, freestanding signs, and structures on the property and in the surrounding area. The sign structure shall not obstruct significant scenic views from the right of way.</u></li> <li>3. <u>The sign height shall not be greater than 20 feet tall and 100 square feet in area.</u> <u>(3) The height of the sign copy shall not be set so as not to be obstructed by landscaping or a parked vehicle;</u></li> <li>4. <b>The Master Sign Program may allow an increase of up to 100% based upon providing adequate visibility, legibility and improved vehicle reaction time when an increase is deemed compatible with the surrounding area.</b></li> </ol>
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p><b><u>b. Sign Height</u></b></p> <p><u>(1) The sign height and sign structure setback for a freestanding sign should be at a height and distance from the right of way to be easily detectable and give a vehicle a reasonable time to adjust to traffic conditions.</u></p> <p><u>(2) The sign height shall be compatible with the surrounding height profile of the buildings, freestanding signs, and structures on the property and in the surrounding area. The sign structure shall not obstruct significant scenic views from the right of way.</u></p> <p><u>(3) The height of the sign copy shall be set so as not to be obstructed by landscaping or a parked vehicle.</u></p>
<b>7A.7.1 (E.2.c) MASTER SIGN PROGRAM / PERMANENT SIGNS / DESIGN STANDARDS / GROUND MOUNTED SIGNS / SIGN DESIGN ELEMENTS / STRUCTURAL COMPONENTS (PAGE 14 OF 8/18 DRAFT SIGN CODE)</b>	
<p>No recommendation in 6/15</p>	<p>2/23/17 Recommendation: Stakeholders are in support of the proposed revisions but encourage that this section be approved with the following revisions to the first sentence as shown below:</p> <p><i>“A freestanding sign should be comprised <b>of design elements consisting of two or more components</b> <del>a design such as a bottom middle and top component</del>. A sign blending wall and ground mounted components may use the best practice option noted below.</i></p>

	<p><u>Draft Sign Code – 6/2/17 Version</u>  <u>(1) Structural components</u>  <u>A freestanding sign should be comprised of a design such as a two or more components articulated by materiality. A sign blending wall and ground mounted components may use the best practice option noted below in Section 7A.7.1.F.</u></p> <p><u>The design context of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the development’s architecture. The bottom component shall be designed with a monument-style base or similar wide-base design;</u></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED</p>	<p><u>(1) Structural components</u></p> <p>A freestanding sign should be comprised of a design such as two or more components <b>articulated by materiality unified by similar materials</b>. A sign blending wall and ground mounted components may use Section 7A.7.1.F <b>Best Practice Option</b>.</p> <p><u>The design of the components shall use the architectural style of the development being identified. Features to be used in designing the components include colors, materials, textures and shapes of the development’s architecture. The bottom component shall be designed with a monument-style base or similar wide-base design.</u></p>
<p><b>7.A.7.1.(E.3) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / WALL MOUNTED SIGNS (PAGE 15 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>ADD</b></p> <p><b>3. Wall-mounted Signs</b></p> <ol style="list-style-type: none"> <li>a. <u>Wall-mounted signs intended to be viewed from the right of way or are greater than twelve square feet in sign area shall be designed to be proportional to the <del>identified tenant space’s</del> building frontage of the tenant space wall’s display area’s size;</u></li> <li>b. <u>If the sign is intended to provide wayfinding it shall be located at key decision identification points for <del>customers or</del> passersby;</u></li> <li>c. <u>Sign copy may include the font, logo, symbol and color of the business but shall be constructed or mounted to be consistent with in a manner to abide by the <del>overall design context</del> of the master sign program.</u></li> <li>d. <u>For all wall-mounted signs, an organized, proportional appearance is required among the <del>principal and accessory</del> signs of a building or tenant space.</u></li> </ol> <p><u>Disorganized sizes and color arrangements in the signs’ appearance on a specific building or tenant space is to be avoided. <b>However, publicly recognized business logos which may include in their graphic standard, a logo or graphic element, typeface or font, and branded color may be used.</b></u></p>
<p>LATEST DRAFT DATED 08-18-17</p>	<p><b>3. Wall-mounted Signs</b></p>

<p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED</p>	<ol style="list-style-type: none"> <li>a. <u>Wall-mounted signs intended to be viewed from the right of way or <del>that exceed are greater than</del> twelve square feet in sign area shall be designed to be proportional to the building frontage of the tenant space.</u></li> <li>b. <u>If the sign is intended to provide wayfinding it shall be located at key identification points.</u></li> <li>c. <u>Sign copy may include the font, logo, symbol and color of the business but shall be constructed or mounted to be consistent with the master sign program.</u></li> <li>d. <u>For all wall-mounted signs, an organized, proportional appearance is required among the signs of a building or tenant space. Disorganized sizes and color arrangements in the signs' appearance on a specific building or tenant space <del>is</del> <u>are to be avoided.</u></u></li> </ol>
<p><b>7.A.7.1.(F.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / BEST PRACTICE OPTIONS (PAGE 15 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD</u></b></p> <p><b><u>F. Best Practice Option</u></b></p> <ol style="list-style-type: none"> <li>1. <u>A variation from the design standards must show a best practice is being used as an alternative. A best practice may be based on one of the following sources:</u> <ol style="list-style-type: none"> <li>a. <u>An already approved permanent sign, master sign program within the City of Tucson Metropolitan Statistical Area or an analogous project from which directly relevant comparisons may be made;</u></li> </ol> </li> </ol>
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p><b><u>F. Best Practice Option</u></b></p> <ol style="list-style-type: none"> <li>1. <u>A variation from the design standards must show a best practice is being used as an alternative. A best practice may be based on one of the following sources:</u> <ol style="list-style-type: none"> <li>a. <u>An already approved permanent sign, master sign program within the City;</u></li> </ol> </li> </ol>
<p><b>7.A.7.1.(G.1) MASTER SIGN PROGRAM – PERMANENT SIGNS / DESIGN STANDARDS / FINDINGS (PAGE 16 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD / REVISE</u></b></p> <p><b><u>G. Findings.</u></b></p> <ol style="list-style-type: none"> <li>1. <u>The decision <del>should shall</del> show <u>how</u> the sign program's <del>compliance with</del> <u>addressed</u> the following applicable findings:</u> <ol style="list-style-type: none"> <li>a. <u>Meets the purpose of the Article 7A, the master sign program's purpose section and the master sign program's design standards;</u></li> <li>b. <u>Creates a clear connection with the shapes, textures, colors and materials used in the appearance of the buildings of the premise;</u></li> <li>c. <u>Creates a proportional sizes of signs placed on or integrated into a building's architecture;</u></li> <li>d. <u>Improves the legibility of signs;</u></li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>e. <u>Improves vehicle reaction time to the signs;</u></li> <li>f. <u>Creates an organized wayfinding and identification, and messaging program;</u></li> <li>g. <del>Protects</del> <b>Acknowledges</b> significant scenic views; and</li> <li>h. <del>Reduces clutter along</del> <b>Improves</b> the affected street. <b>while enhancing the aesthetics of the street.</b></li> <li>i. <u>Represents a best practice of the design of dark sky sign illumination.</u></li> </ul>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p>F. Findings</p> <ol style="list-style-type: none"> <li>1. The decision shall show the sign program’s compliance with the following applicable findings: <ul style="list-style-type: none"> <li>a. Meets the purpose of <del>the</del> Article 7A, Section 7A.7.A, the master sign program’s purpose, and Section 7A.7.1.E, the master sign program’s design standards;</li> <li>b. Creates a clear connection with the shapes, textures, colors and materials used in the appearance of the buildings of the premise;</li> <li>c. Creates proportional sizes of signs placed on or integrated into a building’s architecture;</li> <li>d. Improves the legibility of signs;</li> <li>e. <b>Improves Enhances</b> vehicle reaction time to the signs;</li> <li>f. Creates an organized wayfinding and identification, <b>and or</b> messaging program;</li> <li>g. Protects significant scenic views;</li> <li>h. <b>Promotes a well-organized visual environment through appropriate sizes, number, setbacks, and spacing; and, Reduces clutter along the affected street while enhancing the aesthetics of the street.</b></li> <li>i. Represents a best practice of the design of dark sky sign illumination.</li> </ul> </li> </ol>
<b>7.A.7.2 (B) MASTER SIGN PROGRAM – PORTABLE SIGNS / APPLICABILITY (PAGE 17 OF 8/18 DRAFT SIGN CODE)</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD</u></b></p> <p><b><u>B. Applicability.</u></b></p> <ol style="list-style-type: none"> <li>1. <b><u>The master sign program for portable signs allows a design option for all portable signs and applies to all portable signs intended to be viewed from the right of way. The program provides a process where the provisions of Article 7A may be varied subject to the standards and findings listed below. It applies to on-site signs that are intended to be viewed from the right of way. If off-site signs are used they must be approved and coordinated with the Department of Transportation. Prohibited signs may not be used in a master sign program for portable signs except for commercial flags. Applications under the Master Sign – Portable Sign program that comply with standards in place at the time of new code adoption shall receive automatic approval.</u></b></li> </ol>
<p>Draft Sign Code – 6/2/17 Version</p>	<p><b><u>B. Applicability</u></b></p> <ol style="list-style-type: none"> <li>1. <b><u>The master sign program for portable signs allows a design option for all portable signs and applies to all portable signs intended to be viewed from the right of way. The program provides a process where the provisions of Article 7A may be varied subject to the standards and findings listed below. It applies to on-site signs that are intended to be</u></b></li> </ol>

<p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p><b>viewed from the right of way. If off-site signs are used they must be approved and coordinated with the Department of Transportation.</b></p>
<p><b>7A.9.2 CHANGE OF USE (C) OCCUPANCY CATEGORIES (PAGE 20 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</b></p>	<p><b><u>ADD</u></b></p> <p>C. Occupancy categories:</p> <ol style="list-style-type: none"> <li>1. Assembly uses such as theaters, churches, stadiums, review stands and amusement park structures.</li> <li>2. Educational uses such as nurseries, child-care and other educational purposes.</li> <li>3. Institutional uses such as hospitals, sanitariums, nursing homes, mental hospitals and sanitariums, jails, prisons and reformatories.</li> <li>4. Manufacturing and industrial uses such as storage of materials, dry cleaning plants, paint shops, woodworking, printing plants, ice plants, power plants and creameries.</li> <li>5. Service facilities such as repair garages, aircraft repair hangers, gasoline and service stations.</li> <li>6. Wholesale uses.</li> <li>7. Retail uses.</li> <li>8. Office uses.</li> <li>9. Restaurant, drinking and dining uses.</li> <li>10. Government uses such as police and fire stations.</li> <li>11. Multi-occupancy dwellings such as hotels, apartment houses, convents, monasteries and lodging houses.</li> <li>12. Single-family dwellings.</li> <li>13. Parking facilities such as parking garages.</li> <li><b>14. <u>Medical / Health-related</u></b></li> </ol>
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p>C. Occupancy categories:</p> <ol style="list-style-type: none"> <li>1. Assembly uses such as theaters, churches, stadiums, review stands and amusement park structures.</li> <li>2. Educational uses such as nurseries, child-care and other educational purposes.</li> <li>3. Institutional uses such as hospitals, sanitariums, nursing homes, mental hospitals and sanitariums, jails, prisons and reformatories.</li> <li>4. Manufacturing and industrial uses such as storage of materials, dry cleaning plants, paint shops, woodworking, printing plants, ice plants, power plants and creameries.</li> <li>5. Service facilities such as repair garages, aircraft repair hangers, gasoline and service stations.</li> <li>6. Wholesale uses.</li> <li>7. Retail uses.</li> <li>8. Office uses.</li> <li>9. Restaurant, drinking and dining uses.</li> <li>10. Government uses such as police and fire stations.</li> <li>11. Multi-occupancy dwellings such as hotels, apartment houses, convents, monasteries and lodging houses.</li> <li>12. Single-family dwellings.</li> <li>13. Parking facilities such as parking garages.</li> </ol>

7A.10 SIGN TYPES AND GENERAL STANDARDS (PAGE 21 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>ADD</u></b></p> <p>This <b>section</b> describes the basic sign types that are either permitted or prohibited. A sign type that is not permitted in a <b>zone</b>, is prohibited <b>unless otherwise designated by this article</b>. Any specific regulation of a sign type for a specific <b>zone</b> supersedes the general requirement for the sign type. <b>Standards in special districts when not in conflict with Plan Tucson, may Supersede the regulations for the underlying zone or the general requirements for the sign type. Master Sign Program applications will be considered within the context of the Special District, Plan Tucson, and other applicable City approved policies.</b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p>This <b>section</b> describes the basic sign types that are either permitted or prohibited. A sign type that is not permitted in a <b>zone</b>, is prohibited <b>unless otherwise designated by this article</b>. Any specific regulation of a sign type for a specific <b>zone</b> supersedes the general requirement for the sign type. <b>Standards in special districts supersede the regulations for the underlying zone or the general requirements for the sign type. All the above referenced districts, zones and provisions are superseded when the sign's area is regulated by Section 7A.7 Sign Design Options.</b></p>
7A.10.1 (C) SIGN TYPES AND GENERAL STANDARDS / GENERALLY PERMITTED SIGNS / INTERIOR SIGN EXCEPTIONS (PAGE 21 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>DELETE</u></b></p> <p><b><u>C. Interior Sign Exception: A sign within a premise, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone or provide a wall or fence that properly mitigates sound. If applicant chooses mitigation through a wall or fence it is their responsibility to demonstrate their proposal properly mitigates the sound. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right of way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area. All signs intended to be readable from the right-of-way are counted as part of the applicable sign type's maximum sign area.</u></b></p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p><b><u>2. C. Interior Sign Exception: A sign within a premise, that has a two-way communication mechanism must be set back at least thirty feet from a residence or residential zone or provide a wall or fence that properly mitigates sound. If applicant chooses mitigation through a wall or fence it is their responsibility to demonstrate their proposal properly mitigates the sound. A wall-mounted permanent or portable sign, that is within a premise's boundaries, outside a building or enclosed area, viewable from the right-of-way, and has a sign area greater than twelve square feet, is counted as part of the applicable sign type's maximum sign area. All signs intended to be readable from the right-of-way are counted as part of the applicable sign type's maximum sign area.</u></b></p>
7A.10.2 (A & B) PERMANENT SIGNS—ZONE CATEGORY STANDARDS & MAXIMUM SIGN AREA PER ZONE CATEGORY AND SPECIAL ZONE STANDARDS PER ZONE CATEGORY	
	SEE TABLE
7A.10.2 (C.1.a) PERMANENT SIGNS / ADDITIONAL SING TYPE STANDARDS / SIGN TYPES A THROUGH E (PAGE 26 OF 8/18 DRAFT SIGN CODE)	
<p>Draft Sign Code – 6/2/17 Version</p>	<p><b><u>REVISE / DELETE</u></b></p>

<p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>a. Access point sign.</b> An on-site sign <b>located at or near the access point or other wayfinding location providing information or</b> directing the reader to the location or direction of any place or area. <del>This sign type is not permitted for residential uses in the single family residential district zone category, multi-family residential districts, the O-1 district non-residential zone category or in the historic district.</del></p>
<p>LATEST DRAFT DATED 08-18-17  NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED.</p>	<p><b>a. Access Point Sign</b> An on-site sign <b>located at or near the access point or other wayfinding location. providing information or directing the reader to the location or direction of any place or area. This sign type is permitted in the residential category for non-residential uses, in a multi-family residential or non-residential category for non-residential uses and multi-family uses and is not permitted in the single family residential district, multi-family residential districts, the O-1 district or the historic district.</b></p>
<p><b>7A.10 .2 (C.2.a.2) PERMANENT SIGNS—ADDITIONAL SIGN TYPE STANDARDS / FREESTANDING SIGNS, ALL TYPES (PAGE 28 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version  MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><del><b>DELETE</b></del></p> <p><b>(2) Freestanding signs, all types.</b> One freestanding sign for each street frontage.  One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet.  <del>For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one.</del></p>
<p>Draft Sign Code – 6/2/17 Version  <b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p><b>(2) Freestanding signs, all types.</b> One freestanding sign for each street frontage.  One additional freestanding sign on that street frontage for each additional one hundred fifty (150) feet of street frontage in excess of the first three hundred (300) feet.  For each sign placed on the frontage of a local street, the total allowable number of freestanding signs for the arterial or collector street frontage shall be reduced by one.</p>
<p><b>7A.10.3 PORTABLE SIGNS (PAGE 31 OF 8/18 DRAFT SIGN CODE)</b></p>	
<p>Draft Sign Code – 6/2/17 Version</p>	<p><b>ADD</b></p>

<p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>A. <u>Portable signs - maximum sign area allotment</u></b></p> <p>Premises with street frontage of 150 feet or greater, regardless of zone or street type are allowed an additional 32 square feet of signage per 150 feet - not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.</p> <p>Premises with more than one building permit are allowed an additional 16 square feet of signage per building permit in addition to the base amount of signage as determined by zoning &amp; street type – not to exceed 900 square feet of total signage. The combined signage may be used either on the premise or off premise as part of the permit application.</p> <p><b>1. <u>The following zones may have portable signs. Additional standards may apply to individual sign types.</u></b></p> <table border="1" data-bbox="451 553 1438 784"> <thead> <tr> <th><u>Zones</u></th> <th><u>Local Street</u></th> <th><u>Collector Street</u></th> <th><u>Arterial Street</u></th> </tr> </thead> <tbody> <tr> <td><u>IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1 R-2, R-3 MH-2, O- 1</u></td> <td><u>16 sq. ft.</u></td> <td><u>32 sq. ft.</u></td> <td><u>64 sq. ft.</u></td> </tr> <tr> <td><u>O-2, O-3, P, RV, NC RVC, C-1, -2, -3, OCR – 1, -2, MU, U, PI, I-1, I-2</u></td> <td><u>32 sq. ft.</u></td> <td><u>64 sq. ft.</u></td> <td><u>128 sq. ft.</u></td> </tr> </tbody> </table> <p><b>Table 4 – Portable Maximum Sign Area Allotment</b></p>	<u>Zones</u>	<u>Local Street</u>	<u>Collector Street</u>	<u>Arterial Street</u>	<u>IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1 R-2, R-3 MH-2, O- 1</u>	<u>16 sq. ft.</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>O-2, O-3, P, RV, NC RVC, C-1, -2, -3, OCR – 1, -2, MU, U, PI, I-1, I-2</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>
<u>Zones</u>	<u>Local Street</u>	<u>Collector Street</u>	<u>Arterial Street</u>										
<u>IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1 R-2, R-3 MH-2, O- 1</u>	<u>16 sq. ft.</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>										
<u>O-2, O-3, P, RV, NC RVC, C-1, -2, -3, OCR – 1, -2, MU, U, PI, I-1, I-2</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>										
<p>Draft Sign Code – 6/2/17 Version</p> <p><b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b></p>	<p><b>A. <u>Portable signs - maximum sign area allotment</u></b></p> <p><b>1. <u>The following zones may have portable signs. Additional standards may apply to individual sign types.</u></b></p>												
<p><b>7A.11 SPECIAL DISTRICTS (PAGE 41 OF 8/18 DRAFT SIGN CODE)</b></p>													
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b><u>The sign standards in historic, pedestrian and scenic corridor districts take precedent over the sign standards listed above in Sec. 7A.10 (Sign Types and General Standards).</u></b> Master Sign Program applications take precedence over special districts when consistent with voter-approved Plan Tucson.</p>												
<p>LATEST DRAFT DATED 08-18-17</p> <p><b>NEW LANGUAGE ADDED OR REMOVED SINCE</b></p>	<p><b><u>The sign standards in historic, pedestrian and scenic corridor districts take precedencet over the sign standards listed above in Section 7A.10 Sign Types and General Standards.</u></b> All the above referenced districts, zones and provisions are superseded when the sign’s area is regulated by Section 7A.7 Sign Design Options.</p>												

THE 6/2 DRAFT IN RED	
<b>7A.11.3 (A) SCENIC CORRIDOR ZONE (SCZ) DISTRICT / LOCATION (PAGE 46 OF 8/18 DRAFT SIGN CODE)</b>	
Draft Sign Code – 6/2/17 Version  MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED	<u>DELETE / ADD / REVISE</u>  A. Location: The scenic corridor zone (SCZ) district includes any portion of property or parcels within <del>four hundred (400) feet</del> (200) feet, measured in any direction, <del>from the center line, of the future-existing</del> right-of-way <del>lines</del> of a scenic route, as designated on the Major Streets and Routes (MS&R) Plan map. <del>If any</del> Only the portion of <del>a-the</del> development that is within the SCZ district, <del>the-entire development</del> will be treated, for sign purposes only, as <del>though it were entirely</del> within the SCZ district.
Draft Sign Code – 6/2/17 Version  <b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b>	A. Location: The scenic corridor zone (SCZ) district includes any portion of property or parcels within 400 feet, measured in any direction, of the future right-of-way lines of a scenic route, as designated on the Major Streets and Routes (MS&R) Plan map. If any portion of a development is within the SCZ district, the entire development will be treated, for sign purposes only, as though it were entirely within the SCZ district.
<b>7A.11.3 (E) SCENIC CORRIDOR ZONE (SCZ) DISTRICT / PERMITTED SIGNS (PAGE 47 OF 8/18 DRAFT SIGN CODE)</b>	
Draft Sign Code – 6/2/17 Version  MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED	<u>DELETE / ADD / REVISE</u>  1. Signs generally permitted and sign types listed in <b>Sec. 7A.10</b> , except as modified by this subsection for this district, and signs exempt under <b>Sec. 7A.8 (Exempt and Prohibited Signs)</b> . 2. Awning signs. 3. Freestanding signs, monument and low profile only.  a. Maximum number per premises: (1) Scenic route: One (1) for the first <del>four hundred fifty (450)</del> three hundred (300) feet of scenic route street frontage with one (1) additional sign for every <del>four hundred (400)</del> one hundred fifty (150) feet of additional scenic route street frontage. (2) Arterial street: One (1) for the first <del>four hundred fifty (450)</del> three hundred (300) feet of arterial street frontage with one (1) additional sign for every <del>two hundred fifty (250)</del> one hundred fifty (150) feet of additional arterial street frontage. (3) Collector Street: One (1) for the first <del>four hundred fifty (450)</del> three hundred (300) feet of collector street frontage within the premises, with one (1) additional sign for every <del>two hundred fifty (250)-one hundred fifty (150)</del> feet of additional collector street frontage.
Draft Sign Code – 6/2/17 Version  <b>NO CHANGE FROM PREVIOUS 6/2 VERSION</b>	1. Signs generally permitted and sign types listed in <b>Section 7A.10</b> , except as modified by this subsection for this district, and signs exempt under <b>Section 7A.8 Exempt and Prohibited Signs</b> . 2. Awning signs

	<p>3. Freestanding signs, monument and low profile only.</p> <p>a. Maximum number per premises:</p> <ol style="list-style-type: none"> <li>1) Scenic route: One for the first 450 feet of scenic route street frontage with one additional sign for every 400 feet of additional scenic route street frontage.</li> <li>2) Arterial street: One for the first 450 feet of arterial street frontage with one additional sign for every 250 feet of additional arterial street frontage.</li> <li>3) Collector Street: One for the first 450 feet of collector street frontage within the premises, with one additional sign for every 250 feet of additional collector street frontage.</li> </ol>
<b>2.21.2 (C) Sign Design Review Committee / COMPOSITION</b>	
<p>Draft Sign Code – 6/2/17 Version</p> <p>MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED</p>	<p><b>ADD</b></p> <p>Composition. The committee shall be composed of the following nine (9) members who shall serve without compensation. Members shall include:</p> <p>An Architect <b>or Planner</b></p> <p>An Outdoor Lighting Committee Representative <b>or Astronomy or Aerospace Representative</b></p> <p>A Sign Industry Representative</p> <p>A Local Business Representative <b>or Site Selector or Economic Development Representative</b></p> <p>A Planner (architect, land use planner, or landscape architect) <b>or a Commercial or Residential Land Owner in a Designated Infill Incentive District or City Designated Growth Area</b></p> <p>Portable Sign Expert (i.e. Commercial Real Estate Broker) <b>or a Residential or Commercial Real Estate Agent or Broker</b></p> <p>City Manager At-Large Appointment</p> <p>General Neighborhood Association Representative</p> <p>And An Ad Hoc Neighborhood Representative appointed by a neighborhood association within 300 feet of the location of the subject property submitting the application</p>
<p>LATEST DRAFT DATED 08-18-17</p> <p>NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED</p>	<p><b>C. Composition</b></p> <p><b><u>The committee shall be composed of the following nine members who shall serve without compensation. Members shall include an architect, an Outdoor Lighting Committee representative, a sign industry representative, a local business representative, a planner (architect, land use planner or landscape architect), portable sign expert (e.g. commercial real estate broker), one at-large appointment by the City Manager, general neighborhood association representative, and an ad hoc representative appointed by a neighborhood association within 300 feet of the location of the subject property submitting the application. The City Manager may appoint a professional or stakeholder with a similar background and/or experience to the above listed committee members.</u></b></p>
<b>11.4.7 DEFINITIONS - F</b>	
<p>Draft Sign Code – 6/2/17 Version</p>	<p><b>ADD</b></p> <p><b>Freeway-Oriented Business</b></p> <p>A commercial use with direct access to the interstate frontage roads or a commercial use with a driveway entrance within 100 feet of the interstate frontage roads.</p>

MPA / Chamber / SAHBA Joint Memo dated 6/15/17 Recommendation in RED	<b>Freeway – Designated interstate roadways, including frontage roads adjacent to interstate freeways, ADOT designated State Routes and PAG Regionally Significant Corridors.</b>
LATEST DRAFT DATED 08-18-17  NEW LANGUAGE ADDED OR REMOVED SINCE THE 6/2 DRAFT IN RED	<p><b><u>Freeway (7A)</u></b></p> <p><u>A roadway designated as a freeway in the Major Streets and Routes Plan.</u></p> <p><b><u>Freeway-Oriented Business</u></b></p> <p>A commercial use with direct access to the interstate frontage roads or a commercial use with a driveway entrance within 100 feet of the interstate frontage roads.</p>
<b>11.4 OTHER TERMS DEFINED / Definitions:</b>	
<b>PARAPET / WALL:</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<p><u>Recommendation:</u> The definition of Parapet should be added and referred to as a wall. The same definition should be used as a wall.</p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> 11.4.17. DEFINITIONS – P <b>CHANGE</b> Parapet – <b><u>An integrated wall component of an exterior building surface thirty (30) degrees or less from vertical, including affixed to interior and the exterior of window and door surfaces.</u></b></p>
MPA / Chamber / SAHBA Joint Memo dated 6/15/17	<p><u>Recommendation:</u> 11.4.24 DEFINITIONS – W <b>ADD</b> Wall – An exterior building surface thirty (30) degrees or less from vertical, including affixed to interior and the exterior of window and door surfaces, <b><u>including a parapet.</u></b></p>
City Staff Response / Proposed Recommendations to the 6/1/17 Joint Memo:	<p>PARAPET – <b><u>AN INTEGRATED WALL COMPONENT OF AN EXTERIOR BUILDING SURFACE THIRTY (30) DEGREES OR LESS FROM VERTICAL, INCLUDING AFFIXED TO INTERIOR AND THE EXTERIOR OF WINDOW AND DOOR SURFACES.</u></b> The portion of a wall that extends above the roofline.</p> <p><u>Staff Response</u></p> <ul style="list-style-type: none"> <li>• This item was the topic of a considerable amount of discussion from the Joint Subcommittee and the CSCC.</li> <li>• The Joint Subcommittee asked Commissioner Cook to review the issue with staff, which is reflected in the June 2 draft.</li> <li>• Staff believes the status of parapets has been addressed by the re-defining of roof and wall signs.</li> </ul> <p>WALL- an exterior building surface thirty degrees or less from vertical including affixed to interior and the exterior of window and door surfaces. <b><u>INCLUDING A PARAPET.</u></b></p> <p><u>Staff Response</u></p> <ul style="list-style-type: none"> <li>• See the response above for Parapet definition.</li> </ul>
7/11/17 The Citizen Sign Code Committee Voted:	<p>PARAPET - The Citizen Sign Code Committee voted 7-0 to keep the existing language in Section 11.4.17 of the June 2nd Draft Sign Standards. WALL - The Citizen Sign Code Committee voted 7-0 to keep the existing language in Section 11.4.24 of the June 2nd Draft Sign Standards.</p>

<b>Expedited Review / Streamlined Approval Process</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> Owner decisions on whether to expand or locate a business in Tucson are made within defined timelines. Delays caused by government processes may result in lost jobs and sales tax revenue to the community.
<b>Notification Requirements</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> We oppose the addition of any additional neighborhood notification requirements or any additional "rezoning" type notification requirements.
<b>Review Period</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> Language is needed that requires staff & stakeholders to review 6-12 months after the new code goes into effect. Clarification is needed on how this process will be implemented, who will serve on the review committee, and what the review and approval process will entail.
<b>"Least Restrictive" References</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> All sections that call for the "most restrictive standard of the zone category" to be applied should instead state "the least restrictive standard".
<b>Distance Restrictions</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> We oppose any distance restrictions on off-site signage. (Gem Show example)
<b>Quantity as the Key Metric</b>	
MPA / Chamber / SAHBA Joint Letter dated 2/23/17	<u>Recommendation:</u> In commercial areas, we oppose a sign standard that is has as its premise a signage allowance that is less than national industry standards for the amount of signage and a system of deductions for customary adjustments to the amount and placement of signage in response to site conditions and business needs.
<b>FEATHER BANNERS.....</b>	
City Staff Response / Proposed Recommendations to the 6/1/17 Joint Memo:	<p><b><u>7A.10.3.C PORTABLE SIGNS ADDITIONAL STANDARDS</u></b></p> <p><b><u>2. Feather Banners. Banners or Commercial Flags. IN COMMERCIAL AND INDUSTRIAL ZONES in lieu of THE portable sign AREA allotment, AN applicant may use four feather-banners; BANNERS OR COMMERCIAL FLAGS using two colors WITH ONE additional portable sign permitted in commercial/industrial zones.</u></b></p> <p><b><u>7A.8.2 PROHIBITED SIGNS</u></b></p> <p><b><u>H. Feather Banners</u></b></p> <p><u>Staff Response</u></p> <ul style="list-style-type: none"> <li>Staff presented the above banner/flag concept at the June 21 public hearing. The Planning Commission had accepted the item into its motion prior to continuing the draft to July 12. Staff recommends this provision as a reasonable accommodation that is supportive of an organized visual environment in lieu of using four portable signs on a subject property.</li> </ul>