
SIGN CODE SUNSET DATE

PUBLIC MEETING

WEDNESDAY, JANUARY 29, 2020, 5:30PM – 7:00PM



SCOPE OF MEETING

- Review the Sign Code in advance of the Sunset Date in August 2020



HOW WE GOT TO TODAY'S SIGN CODE

- Direction from Mayor and Council August 2016:
 - Comply with 2015 U.S. Supreme Court decision on Reed v. Town of Gilbert – content neutrality
 - Integrate Sign Code into Unified Development Code – simplify it
 - Make practical changes to Sign Code – make it modern, improve quality of design, use technical standards
 - Citizens Sign Code Committee and Planning Commission – work together, joint study sessions and public hearings

BACKGROUND

- December 2017 – Sign Code adopted by Mayor and Council
 - Sunset Date: August 31, 2019
- June 2019 – Back to Mayor and Council for extension to sunset date for time to allow set up of Sign Design Review Committee
 - Sunset date extended to August 31, 2020

KEY ELEMENTS OF REVISIONS

- Moved Sign Code: Tucson Code Ch. 3 → Unified Development Code 7A
- Created Sign Design Review Committee (SDRC)
- Established Sign Design Options

SIGN DESIGN REVIEW COMMITTEE (SDRC)

- Established to – Assist Mayor and Council, Planning Commission, and the Planning and Development Services (PDSD) Director
- Recommendations to Planning Commission and Mayor and Council – Sign code text amendments
- Recommendations to PSDS Director – Sign Design Option applications

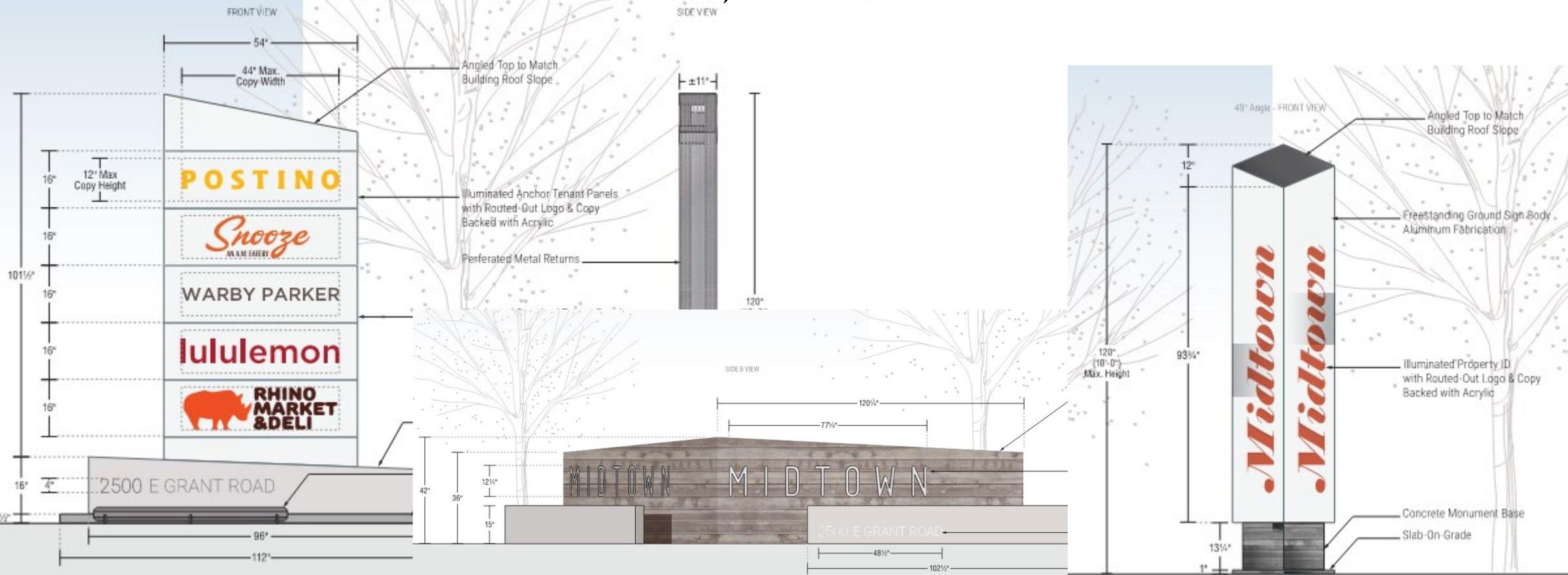
SIGN DESIGN REVIEW COMMITTEE (SDRC)

9 MEMBERS

Architect	Outdoor Lighting Committee Representative
Sign Industry Representative	Local Business Representative
Planner	Portable Sign Expert
At-large City Manager Appointment	General Neighborhood Association Representative
Ad Hoc Representative appointed by a Neighborhood Association within 300 feet of subject property	

SIGN DESIGN OPTION

Master Sign Program – Permanent T19SA00513; 2500 E Grant Rd



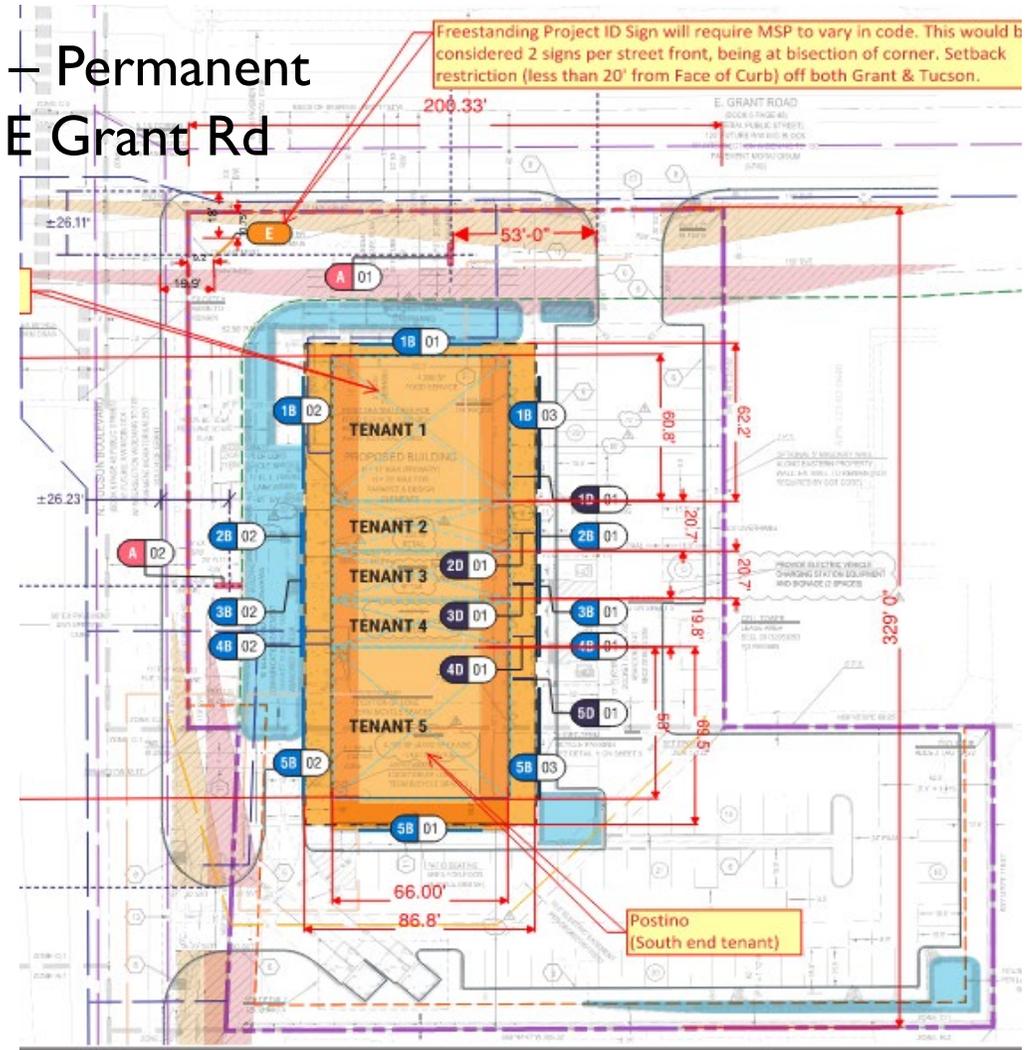
SIGN DESIGN OPTION

Master Sign Program – Permanent T19SA00513; 2500 E Grant Rd

Master Sign Program Review – check list

Findings: The decision shall show the **MSP** complies with (9) findings **applicable to the site**:

- Meets 7A, *purpose*, 7A.7.1.A *MSP purpose*, and Section 7 A.7. 1.E, the *MSP design standards*;
- Creates a clear connection with shapes, textures, colors and materials used in the building(s);
- Creates proportional sizes of signs placed on or integrated into a building's architecture;
- Improves legibility;
- Enhances vehicle reaction time to the signs;
- Creates an organized wayfinding and identification, or messaging program;
- Protects significant scenic views;
- Promotes a well-organized visual environment via appropriate sizes, number, setbacks, spacing
- Represents a best practice of the design of dark sky sign illumination



REVIEW OF SIGN CODE

- Initial analysis completed by PDSD Sign Staff
- Review of code analysis with Sign Design Review Committee



SIGN CODE TEXT AMENDMENTS

■ TYPES OF AMENDMENTS

- Clean-ups / Clarifications (44)
- Minor Changes (11)
- Process improvements (3)

Table of Proposed Text Changes

Amendment Number	Redline Page Number	Section	Change Type	Purpose of Change / Comments
11	4	7A.7.1.E.2.a.(1)	Clarification	Change made to reflect policy that a sign facing a private street is not regulated under 7A
12	4-5	7A.7.1.E.2.c.(4)	Minor change	Modify landscaping requirements such that signs will be incorporated into existing or proposed landscaping rather than designing landscaping specifically for the sign
13	5	7A.7.1.G.1.e	Clarification	Change to clarify that driver reacts to sign
14	5	7A.8.2.F.1	Clarification	Change made to include definition in Article 7A
15	5-6	7A.8.2.F.2/ 7A.8.2.F.2.b	Clarification	Moved original Section 7A.8.2.F.2 to proposed 7A.8.2.F.2.b
16	5-6 / 12	7A.8.2.F.2./ 7A.10.2.C.3.d.(4)(iii)	Clarification	Moved original Section 7A.8.2.F.2 to 7A.10.2.C.3.d.(4)(iii) Signs may be allowed in the public right-of-way and a Temporary Revocation Easement may be obtained from Tucson Department of Transportation
17	6	7A.8.4	Clarification	Change made to clarify that personal services are included in retail use occupancy category
18	6	7A.9.2.C.7	Clarification	

CLEAN-UPS / CLARIFICATIONS

- Change references to Tucson Code Chapter 3 to Section 7A
- Clean up language
- Clarify current policy

Comment	Redline Page	Section	Staff Suggestion	SDRC Comments	Redline Edits	Edits related to:		
						Clarifications	Energov	Minor Change
10.	14-15, 19-20	7A.11.1	Language in 7A.11.1 should be removed from the Sign Code and instead placed in Article 5, Section 8.9.M, <i>Signs</i> .	No issue with removing language in 7A.11.1 and incorporating it into Article 5. Keep reference in 7A.11.1 to location of sign standards in historic districts in Article 5 for ease of locating standards.	See pages 14-15 for the language removed from 7A.11.1. See pages 19-20 for the redline edit to 5.8.9.M incorporating standards from 7A.11.1 and the redline edit removing any duplicates between previous 5.8.9.M and 7A.11.1.	X		

CLEAN-UPS / CLARIFICATIONS

General Topic

Permits/Inspections

Sign Design Options

Exempt/Prohibited signs

Change of use

Sign Types

Special Districts

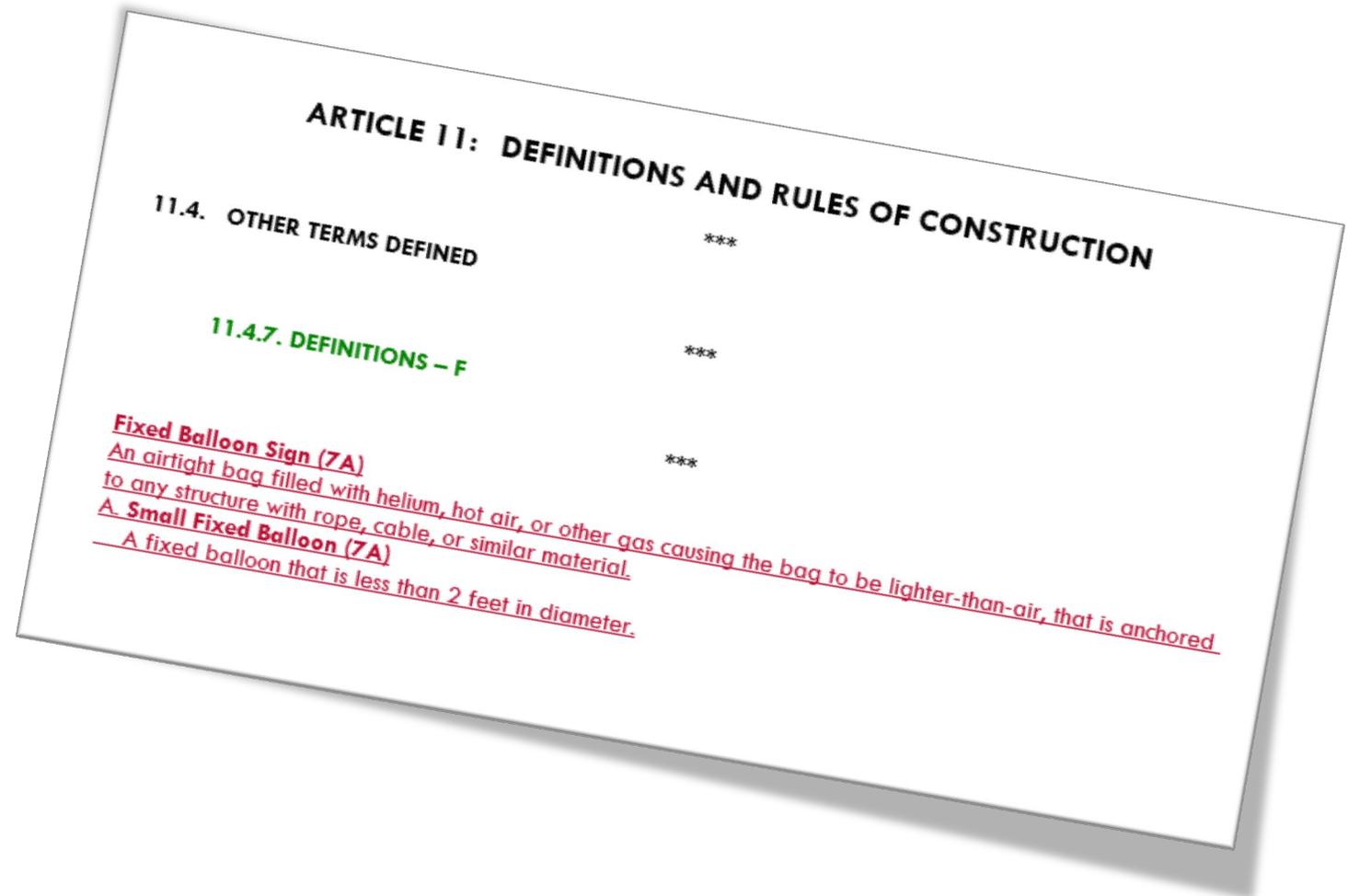
Overlay Zones

General Procedures



MINOR CHANGES

- Related to potential revisions based on sign staff input or recommended by the Sign Design Review Committee



MINOR CHANGES

GENERAL TOPIC

Sign Design Options

Sign Types

Review Authorities

Definitions



PROCESS IMPROVEMENTS

- Changes spearheaded by development of new permit database
- Examples:
 - Temporary signs at only 90 day intervals, currently 45 day and 90 day
 - Expire permanent sign applications after 6 months
 - Compliance permits for A-frames

PROCESS IMPROVEMENTS

SPECIFIC TOPIC

Temporary Signs –Fixed balloons, 90 days

Temporary Signs – Temporary Banner, 90 days

Temporary Signs – Propellers, Hula Strips, Small Fixed Balloons, and Pennants, 90 days



NEXT STEPS

- SDRC Meeting: February 6 or February 20
- Planning Commission Study Session: March/April
- Planning Commission Public Hearing: April/May
- Mayor and Council Public Hearing: June/July



THANK YOU!



ANY QUESTIONS?

REED V. TOWN OF GILBERT

- Landmark case involving church's use of temporary directional signs
- Town of Gilbert's sign code limited how long these signs could be displayed and their size
- Other types of temporary signs – eg. political and ideological – could be larger and displayed longer
- Takeaways: Content-neutral sign regulation or risk litigation, every sign carries some form of First Amendment protection



CONTENT - NEUTRAL

- The term refers to sign messaging that does not limit a type of speech but allows the sign to be regulated as to the circumstances of **time, place, and manner** under which the speech may take place
- **Examples:**
 - Classifying as a “real estate sign” → this is message oriented
 - Classifying as an access point sign → this is content-neutral