



SIGN DESIGN REVIEW COMMITTEE

FEBRUARY 6, 2020



OVERVIEW

- Public meetings recap
- 7A.7 revisions
- Chapter 3 references
- Recommendation
- Next steps



PUBLIC MEETINGS

- Two meeting held – January 28th & January 29th; 8 total attendees
- Main takeaways :
 - Portable v. temporary signs – how should they be treated?
 - Clutter from temporary and portable signs is a concern
 - Murals – can these be regulated?
 - How do other local jurisdictions regulate signs?

PORTABLE

TEMPORARY

Types of signs:
Posters, Banners, A-frames, other similar signs

Types of signs:
Fixed Balloons, Temporary Banners, Propellers, Hula Strips, Pennants, Political Election Signs

Max Portable Sign Area Allotment: Based on zone

Not part of portable sign allotment

Ground Mounted: (residential zone) max 16 sq. ft./sign;
otherwise max 32 sq. ft./sign
Wall Mounted: (arterial) max 32 sq. ft./sign (collector)
max 16 sq. ft./sign; (local) max 8 sq. ft./sign

Temporary Banner: wall mounted, allowed in Industrial
and Commercial Zones only, max one per street
frontage
Current: 45 day permit, 90 days/year per banner
Proposed: 90 day permit, 180 days/year all banners

A-frame: max 30" in height, max 30" wide

Current regulations: Propellers, Hula Strips, Pennants;
45 day permits, at most 90 days/year

Industrial and Commercial Zone ONLY: In lieu of
portable sign allotment → may use 4 commercial flags,
feather banners, or banner flags using two colors and
one additional portable sign

Proposed regulations: Propellers, Hula Strips, Pennants,
small fixed balloons: Permitted for 90 days, at most 180
days/year

Balloon Signs

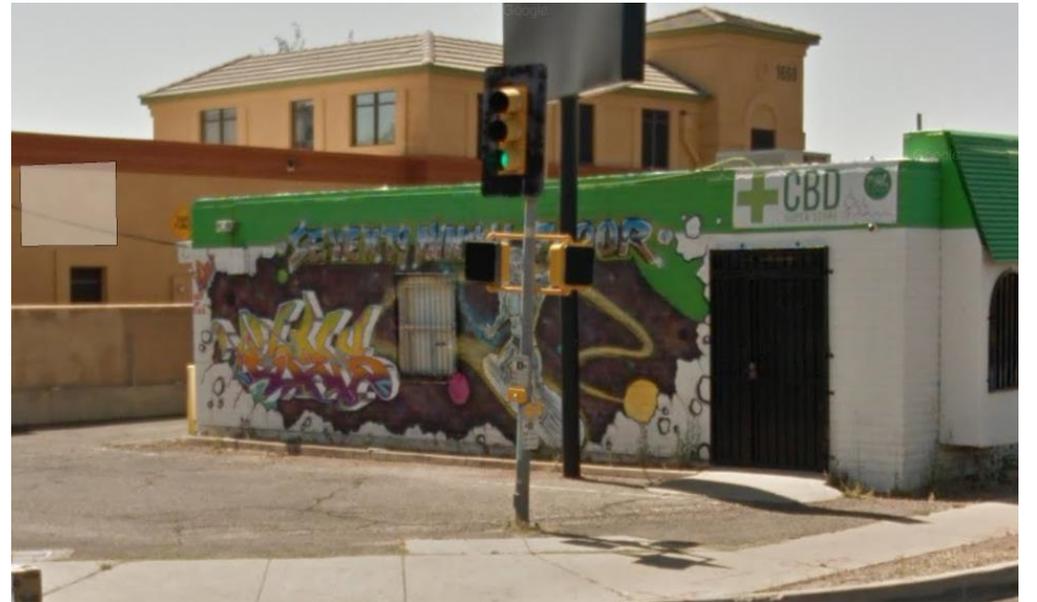
Current regulations: 1 per establishment, max 10 day displayed, commercial and industrial zones only

Proposed regulations: Permit for 90 days, allow in 10 day increments requiring sign to be removed for at least 24 hours every 10 days.

CLUTTER - TEMPORARY AND PORTABLE SIGNS



MURALS



SIGN CODE - TOWN OF MARANA

- **Planned Sign Programs (17-10-12)**
 - ✓ Multi-tenant bldg., non-residential developments with multiple bldgs. or mixed use developments
 - ✓ Reviewed by Staff
 - ✓ Exceptional design standard applies for freestanding signs that get an increase in height or area
- **Exceptional Design (17-10-3 A.17)**
 - ✓ Regulates materials used in design (e.g. at least 50% shall be decorative material – brick, stone, decorative wood)

Development Services / maranaplanning@maranaAZ.gov
11555 West Civic Center Drive / Marana, AZ 85653
Ph (520) 382-2600 / Fax (520) 382-2641 / maranaAZ.gov

MARANA AZ

SIGN PROGRAM

APPLICATION CHECKLIST

SUBMITTAL REQUIREMENTS FOR ALL APPLICATIONS

- Completed [Project Application](#)
- Owner authorization letter if applicable
- Submittal fee ([see comprehensive fee schedule](#)); additional permitting fees may apply
- Site plan showing on-site sign placement. Include location, distances from lot lines, easements, structures, rights-of-way, and roadways for free standing signs.
- Identify the type and size of each sign
- Provide the quantity of each sign type
- Provide color elevation drawings
- Any additional items required per [Marana Town Code](#) Title 17 Land Development, Chapter 17-10 Signs
Note: Additional information may be requested based on the complexity and impact of the proposed project

ADDITIONAL PLANNED SIGN PROGRAM SUBMITTAL REQUIREMENTS

- Provide design standards which include but are not limited to: sign types, placement, size, design, colors, materials, textures, method of illumination
- A building permit will be required for any permanent sign prior to construction or installation. Please contact the Town of Marana Development Services, Building Division for additional information on requirements at (520) 382-2600 or permits@maranaAZ.gov
[Permit Application](#) and [Application Checklist](#) - Additional permit fees apply

ADDITIONAL RESIDENTIAL SUBDIVISION SIGN PROGRAM SUBMITTAL REQUIREMENTS

- Site plan showing off-site sign placement and/or right-of-way directional signs. Include location, distances from subdivision or event boundaries, easements, structures, rights-of-way, and roadways for free standing signs.
- Identify the display duration for each sign
- Blue stake is required for any sign placed in the Town right-of-way.
- A Right-of-way permit may be required prior to installation of a sign within Town rights-of-way. Information is available on-line at maranaAZ.gov/real-property or by contacting the Town of Marana Right-of-way Division at (520) 382-2600 or ROWpermits@maranaAZ.gov
[On-line Right-of-way Application](#) and [Permit Information](#) - Additional permit fees apply

FOR OFFICIAL USE ONLY Project No. _____ Date Received _____
Revision Date 3/11/2019

SIGN CODE - TOWN OF MARANA

- **Inflatable and Air Activated Signs:** temporary sign, allowed in non-residential areas; allowed for special event; no more than 2 concurrently displayed; up to 3 day display period, no more than 2 display periods a year; permit required. Balloon signs may be regulated by this category.
- **Temporary Signs:** Require a sign permit except portable signs, portable directional signs, and temporary signs that are permitted in residential areas
- **Portable Signs:** Regulated under Temporary Signs; only allowed in non-residential areas, one per business, within 30 feet of building entrance, only displayed during business hours, max 12 sq. ft

DRAFT SIGN CODE – PIMA COUNTY

- **Flexible Option/Master Sign Program:** Dark sky protection option – allows up to 25% increased sign area & height, reviewed by planning official; Master Sign Program – provides flexibility in standard provisions in exchange for better design while still meeting purpose of sign code, reviewed by planning official
- **Temporary Signs:** Banner – cumulative display time is 120 days/year; Inflatable or air activated – no more than 2 at a time, display up to 3 consecutive days, no more than 2 display period per calendar year; “A” or “T” frame – within 30 feet of entrance, displayed up to 72 hours;
- **Balloon Signs:** prohibited unless allowed under inflatable or air activated signs

7A.7 REVISIONS – LANDSCAPING

- **Current Language:** Landscaping is required for “ground-mounted signs [and] shall be located within a landscaping area that is proportional to the affected sign area. The materials shall consist of non-obstructing live and/or inert landscaping materials.”

- **Redline:**

(4) Landscaping

Ground-mounted signs shall be incorporated into existing or proposed landscaping at the site ~~located within a landscaping area that is proportional to the affected sign area~~. The materials shall consist of non-obstructing live and/or inert landscaping materials.

CHAPTER 3 REFERENCES

- 4.8.6
- 4.8.7
- 4.9.7.E.10
- Table 6.3-4.B
- Table 6.3-5.B
- Administrative Manual: 2-06.4.9.E; 4-01.16.5.A; 4-01.16.10.A
- Technical Standards Manual: 9-02.5.1

TEXT AMENDMENTS – UDC REDLINE

- **Recommendation:** PDSD recommends that the Sign Design Review Committee make a motion to recommend the redline of the Unified Development Code dated February 6, 2020, [as presented in the materials or with the following conditions _____].

NEXT STEPS

- Planning Commission Study Session: March/April
- Planning Commission Public Hearing: April/May
- Mayor and Council Public Hearing: June/July

- NEXT SDRC MEETING: FEBRUARY 20 AT 12:00PM (201 N. STONE, 3RD FLOOR)