

Sign Code Revision Project

**Joint subcommittee of the Planning Commission
and Citizen Sign Code Committee**

January 9, 2017

06/23/2017

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Approval of Minutes / Legal Action Report for December 19, 2016

06/23/2017

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Review of the Process

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1st Call to the Audience

06/23/2017

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Sign Standards, Article 7A

January 9, 2016

Portable Signs

Measurements

Special Districts

Non-conforming Signs

Comparison of Sign Regulations

- Sign Code (Ch 3)
- General Standards
- Integrated Architecture Section
- Sign Standards (UDC Art 7A)
- General Standards
- Design Option
 - Master sign program
 - Individual Sign Option
 - Master portable sign program

7A Sign Standards – Permanent Sign Organization

- 7A.10.1 - Generally Permitted in All Zones
- 7A.10.2 - Permanent Signs Permitted by Zones
- 7A.10.3 - Permanent Signs Permitted Maximum Sign Area
- 7A. 10.4 Permanent Signs Additional Sign Type Standards
 - Sign Types Listed Alphabetically
 - General Standards and Zone Standards
 - Example of Standards - Max number per street frontage/premise, Spacing, Max height, Max area, Setback, Faces, Orientation

7A.10.1 Generally Permitted Signs pg 33

- Emergency, governmental pg 33
- **Interior** pg 35
- Vehicle pg 35
- Wall Multi purpose facility (community sports center pg 35
- **Window** – 30%- no permit – coordinate with Ch. 7 Police surveillance, pg 36

Interior Signs

Minor wall signs



Menu board



Directional sign



Directory signs

Sec. 10.2 Signs by Zones

Content-Neutral Permanent Sign Types

- Awning pg 36, 40
- Access point pg 36, 41
- Billboard pg 36, 41, 74*
- Canopy pg 36, 42
- Dwelling Unit pg 36, 43
- Freestanding monument pg 36, 44-46
- F-standing low profile pg 37 44-46
- F- Standing pole pg 37 44-46
- Freeway pg 37, 46
- Parking Lot pg 37, 47
- Projecting pg 37, 47
- Roof pg 37, 47
- Wall pg 37, 47-48

* An adjustment needs to be made in the PAD to assure billboards are prohibited.

Signs by Zones

TABLE 1 - ZONES CATEGORIES AND PERMANENT SIGN TYPES

Sign types below are permitted in the applicable zone categories with additional standards.

Individual zones may prohibit or have more restrictive standards for a sign type than other specific zones in the same zone category below.

	Residential	Multifamily Residential	Non-residential	General Business	Industrial
Permanent Signs	IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1	R-2, R-3 MH-2	O-1	O-2, O-3, P, RV, NC RVC, C-1, -2, -3, OCR – 1, -2, MU, U	PI, I-1, I-2
Access Point		*		*	*
Awning	*	*		*	*
Billboards				*	*
Canopy				*	*
Dwelling Unit (home occupation)	*	*			
Freestanding Monument	*	*		*	*
Freestanding Monument low profile	*	*	*	*	*

Signs by Zones Continued

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	Residential	Multifamily Residential	Non-residential	General Business	Industrial
Permanent Signs	IR, RH, SR, SH, RX-1, RX-2, R-1 MH-1	R-2, R-3 MH-2	O-1	O-2, O-3, P, RV, NC RVC, C-1, -2, -3, OCR - 1, -2, MU, U	PI, I-1, I-2
Freestanding Pole				*	*
Freeway				*	*
Parking Lot	*	*	*	*	*
Projecting	*	*	*	*	*
Roof				*	*
Wall		*	*	*	*

7A.10.3 Maximum Sign Area per Zone pg 38-39

- Residential – residential 20 sq ft, **non-residential 50 sq ft** pg 38 (freestanding 32 sq ft limit)
- Multi-family – residential 50 , **non-residential 80 sq ft** pg 38 (freestanding 40 sq ft limit)
- **O-1- change back from 80 to 20 sq ft** pg 38
- General Business – 3 feet per lineal footage of street frontage pg 39
- Industrial 4 feet per lineal footage of street frontage pg 39

Signs by Area and Special Standards

MAXIMUM SIGN AREA PER ZONE CATEGORY AND SPECIAL ZONE STANDARDS		
TABLE 2	MAXIMUM	SPECIAL ZONE STANDARDS
ZONE CATEGORIES	SIGN AREA	
RESIDENTIAL (RX-1, RX-2, R-1 MH-1) AND RURAL ZONES	20 Sq. Ft. (2) 50 Sq. Ft. (3)	1. On building having more than one street frontage, the maximum allowable number and square footage of on-site signs area permitted for each street frontage. The maximum allowance, however, is not transferable either in whole or in part from one street frontage to another. 2. Residential uses - Maximum sign area 3. Non-residential uses - Maximum sign area. Permanent freestanding sign's sign area may not exceed 32 square feet
MULTI-FAMILY (R-2, R-3 AND MH-2 ZONES)	50 Sq. Ft. (4) 80 Sq. Ft. (5)	4. <u>Residential and nonresidential uses</u> 5. Non-residential uses. Permanent freestanding sign's sign area may not exceed 40 square feet
NON-RESIDENTIAL O-1 ZONE	20 Sq. Ft. (7) 80 Sq. Ft. (8)	6. Illumination and color: Signs on arterial and collector streets shall be illuminated only by low pressure sodium lighting and shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m. Signs located on a local street frontage shall not be illuminated. Color schemes for all sign components, including copy, shall be compatible with surrounding residential areas. 7. Residential uses. Maximum sign area 8. <u>Non-residential uses maximum sign area.</u> Permanent freestanding sign's sign area may not exceed 40 square feet

MAXIMUM SIGN AREA PER ZONE CATEGORY AND SPECIAL ZONE STANDARDS		
TABLE 2	MAXIMUM	SPECIAL ZONE STANDARDS
ZONE CATEGORIES	SIGN AREA	
GENERAL BUSINESS (O-2, O-3, P, RV, NC, RVC, C-1, C-2, C-3, OCR-1, OCR-2, MU AND U ZONES)	3 feet for every lineal foot of street frontage	9. a. If any portion of a parcel is within two hundred fifty (250) feet of a freeway: Four (4) square feet per foot of street frontage. If any portion of a parcel is within two hundred fifty (250) feet of a freeway: Four (4) square feet per foot of street frontage. 9.b Design review: Within effectuated Urban Overlay Districts (UOD) mapped per the Unified Development Code (i.e. with "U" zoning), any single sign 50 square feet in area or larger, or any site where the total sign area exceeds 50 square feet, shall be reviewed under the design review procedure established by the specific UOD. 9.c Historic landmark signs (HLS), all types. The first HLS on a premise does not count toward the maximum total sign area.
INDUSTRIAL (P-I, I-1, I-2 ZONES)	4 feet for every lineal foot of street frontage	5. Historic landmark signs (HLS), all types. The first HLS on a premise does not count toward the maximum total sign area.

Consider Historic Landmark Sign in Residential Zones



Signs at Churches



Sign to the left is on Campbell.

Sign area below is 18 sf located on
22nd street



Signs at a Church



Churches and signs



7A.10.4 Permanent Sign Types **Additional Standards Section** – Overview **pg 40**

- Sign Types Listed Alphabetically (Awning - Wall)
- General Standards per sign type (e.g. Canopy pg 42)
- Zone Standards per sign type (e.g. Freestanding pg 45)
- Example Standards - Max number per street frontage/premise, spacing
 - Max height, max area, setback, faces, orientation
- Sign Types with Special Issues
 - **Access point** – formerly directional sign
 - Billboards – NO CHANGE
 - **Dwelling Unit** – formerly home occupation
 - Directory signs in medical/business/industrial parks - Deleted

7A.10.4 Additional Standards *Adjustments*

- Freestanding Sign – Consider 300' spacing per sign with four sign per frontage cap (note need to correct typo for spacing on commercial signs) pg 46
- Parking Lot Sign – Adjusted name from parking sign pg 47
- Projecting Sign – Adjust sign area from 24 to 20 sq. ft. pg 47
- Roof/ Wall Sign – Adjust to wall sign type and reflect longstanding interpretation pg 47 (ten feet above adjoining parapets and ten feet wide and may be perpendicular to front)

Canopy Sign



“Attached canopy - A roof-like structure that provides shade and /or ornamentation, projecting from and attached to a building wall below the highest point of the top of parapet, and supported in whole or in part by a building.”



Car blocking Freestanding Sign



Wall – Awning - Mural



Wall Sign - Extended Parapet Option

- Perpendicular option



Too large parapet for option

7A.10.5 Portable Signs – Standards

Portable Signs

Definition

- Can be moved
- Not designed to be permanent
- Attached or ground mounted
- Materials are light weight – cardboard, light fabric, plastic, plywood, etc.

Example Sign Types

- A-frame
- Banners – freestanding/wall
- Freestanding
- Wall
- Window
- Attached- general
- Detached - general

7A.10.5 Portable Signs Standards Rationale

Considering Clutter Management and First Amendment Parameters

- Street frontage – 150 feet spacing current Sign Code
- ARS political signs - 32 sq. ft. commercial/ 16 sq. ft. residential
- *Reed* – materials, location, size, height, spacing
- *Arlington County Republican Committee V. Arlington County, Virginia* - four temporary signs per property supported by case law

Current Sign Code's Real Estate Signs

Message-oriented signs that are problematic under *Reed*

- Announcement – 32 sq ft
- Construction – 32 sq ft
- Development – 3@72 sq ft or 6@ 50 sq ft
- Directional – 4 sq ft
- For Sale – 20 sq ft
- Rental – 3@ 72 sq ft or 6 @ 50 sq ft
- Identification – entrance – 20 sq ft
- Subdivision – 200 sq ft
- **Portable Sign Master Plan Option?**

7A.10.6 - Portable Signs - General Standards - Overview

- Table 4 - Max Sign Area Allotment by Zone and street type [pg 48](#)
- 7A.10.6 -Temporary/Portable Signs General Standards
 - Ground mounted types
 - Illumination [pg 48](#)
 - Max area per sign
 - Max Height, Max setback [pg 49](#)
 - Materials [pg 49](#)
 - Spacing of ground mounted signs – Lots of greater than 150', 150-75', Less than 75' [pg 49](#)

Ground-mounted Signs Examples



Signs on walls and fences



7A.10.5 Table 4 - Portable Signs Sign Area Allotment

7A. TEMPORARY/PORTABLE SIGNS GENERAL STANDARDS

Table B - Portable Maximum Sign Area Allotment

The following zones may have portable signs. Additional standards may apply to individual sign types.

<u>Zone Categories</u>	<u>Local Street</u>	<u>Collector Street</u>	<u>Arterial Street</u>
<u>Rural/Residential /Multi-family, Non-residential</u>	<u>16 sq. ft.</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>
<u>General Business and Industrial</u>	<u>32 sq. ft.</u>	<u>64 sq. ft.</u>	<u>128 sq. ft.</u>



7A.10.6 C.5 Portable Sign Street Frontage Spacing

- If using feather banners then all portables must be feather banners – uniform color
- 150' or greater - Four 32 sq ft signs spaced at 30 ft (with 300' frontage and additional four signs)
- Less than 150' but greater or equal to 75' – Two 32 sq ft signs with 30 foot spacing, two signs combined area of 32sf may be closer. Any two signs less than 32sf not grouped then a minimum 15 ft spacing
- Less than 75 ' – One 32sf sign 30' from another sign.
 - Two signs combined for 32sf may be closer than 30' Any two signs less than 32sf not grouped then a minimum 15 ft spacing

Portable Signs and Spacing



Portable Signs and Spacing

Portable sign master plan?



7A.10.6 Portable Signs –General Standards

- Wall mounted Sign – Max area pg 49
 - Dwelling unit wall mounted banner prohibition pg 42
- 7A.10.7 - A-Frames – Special standards remain the same **but numbers may be reduced** pg 49-51
- 7A.10.7 - Temporary Signs – Allow same as current Sign Code for time-limited banners (e.g. grand opening banner) and fixed balloons pg 51-52
- Political Signs – Acknowledge ARS takes precedence pg 53
- Feather banners – when used then all portable must be feather banners with uniform colors. Pg 49

7A.10.5 Temporary/Portable Sign Special Issues

- A-frame signs are left mostly the same [pg 49](#)
- Temporary signs reflect previous grand opening banners and fixed balloons [pg 51](#)
- Political signs section states that City will comply with ARS 16-1019 [pg 53](#)
- Special event signs to be removed and covered in Signs in and over the Right of Way section [pg 54](#)

Portable Sign Examples



Portable Sign Examples



7A.6 Measurements, Location and General Requirements

7A.6 Measurements, Location, and General Requirements

- Reorganizes measurement etc. references into this section for completeness *pg 18-24*
- Maximum Sign Area includes a longstanding interpretation for ‘signs’ like crosses *pg 20*
 - 250 feet from freeway sign area ratio moved here
- Change of Copy – *clarifies when a permit is needed pg 21*
- Sign Copy – *pg 21*
 - *Item of Information* defined here for design option use
 - Sign copy three inches or less not counted as item of information
 - *Digital Signs (Electronic message centers)* rate of change standards remain the same as current Sign Code

7A.6 Measurements, Location, and General Requirements cont'd

- Sign Height Measurement – *pg 21-22*
 - *Grade* added term ‘topmost sign feature’ combined into a sign height standard. *Note: Staff has interpreted the top as the top of the sign copy based on ‘sign’ definition and definition of ‘sign height’ that states it is the ‘...highest point of the sign.’*
 - Grade is revised so that higher existing or natural topography sites are not penalized with a deduction from the standard sign height
- Clearance, street frontage, building frontage are clarified. *pg 22* *Note: There has been concern about ‘clearance’ standard in the pedestrian district. Recommend if addressed to address it there.*
- Signs in and over Public Rights of Way is adjusted to be content-neutral. *pg 23*
- Premise is clarified to mean the unified site. *pg 24*
- Illumination is the same as current Sign Code. *pg 24*

Minor grade change on Speedway



Sign Grade Impact on Sign Height



Illumination - White background permitted signs



Illumination – dark background examples



7A.8 Prohibited and Exempt Signs

7A.8.2 Prohibited Signs

- Flags or pennants – commercial pg 30
 - Definition?
 - Reed issues
 - Treat like feather banners in portable signs?
- Roof sign- adjust back to prohibited from parapet extension pg 31
- Signs with sound odor or visible matter pg 31
- Signs creating traffic hazards pg 31
- Signs in public areas pg 31

Sign Types with Motion

- Propellers, hula strips, pennants except as temporary signs – Classified as prohibited but also permitted
- *Moving sign - “A sign that moves or assumes any other motion constituting a non-stationary or non-fixed condition, except for HLS”*
- *Commercial flags and pennants – Noted separately as prohibited*
- *Non-commercial flags - Exempt*
- *Feather banners? - Varied interpretations*
- *Animated and intensely lighted signs - Sign type with illuminated movement*

Prohibited Signs



Aerated signs, commercial flags,

hula strips, pennants except as a temporary signs

7A.8.1 Exempt Signs

- Non-commercial flags
 - Commercial flag – Prohibited – *Reed* issue treat the same as feather banners? pg 30
- Signs cut into surface of buildings pg 30
- Non-commercial murals pg 30
 - Commercial mural = wall sign area – *Reed* issue?
- Manned hot air balloons exempt - see temporary signs fixed balloons Sec.7A.10.7.B.1

Government –Special Licensed Signs

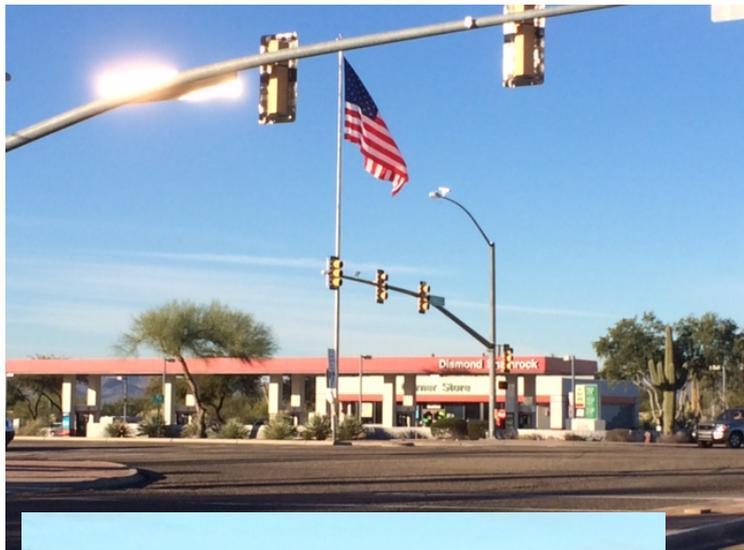


Signs On or Over Right of Way must be content-neutral as noted in Sec7A.6.10. [pg 23](#)

This Mayor and Council may permit or by ‘special licenses.’ Includes bus benches, buses and the streetcar in 7A.8.1 [pg 30](#).

Sec. 7A.8 regarding ‘special licenses’ should be moved to Sec.7A.6.10 noted above. Further, it should be made clearer that TDoT regulates these signs.

Non-commercial flags



Exempt and Prohibited Flags Together



Commercial Flags



Murals- Commercial and Non-commercial



7A.9 Non-conforming Signs

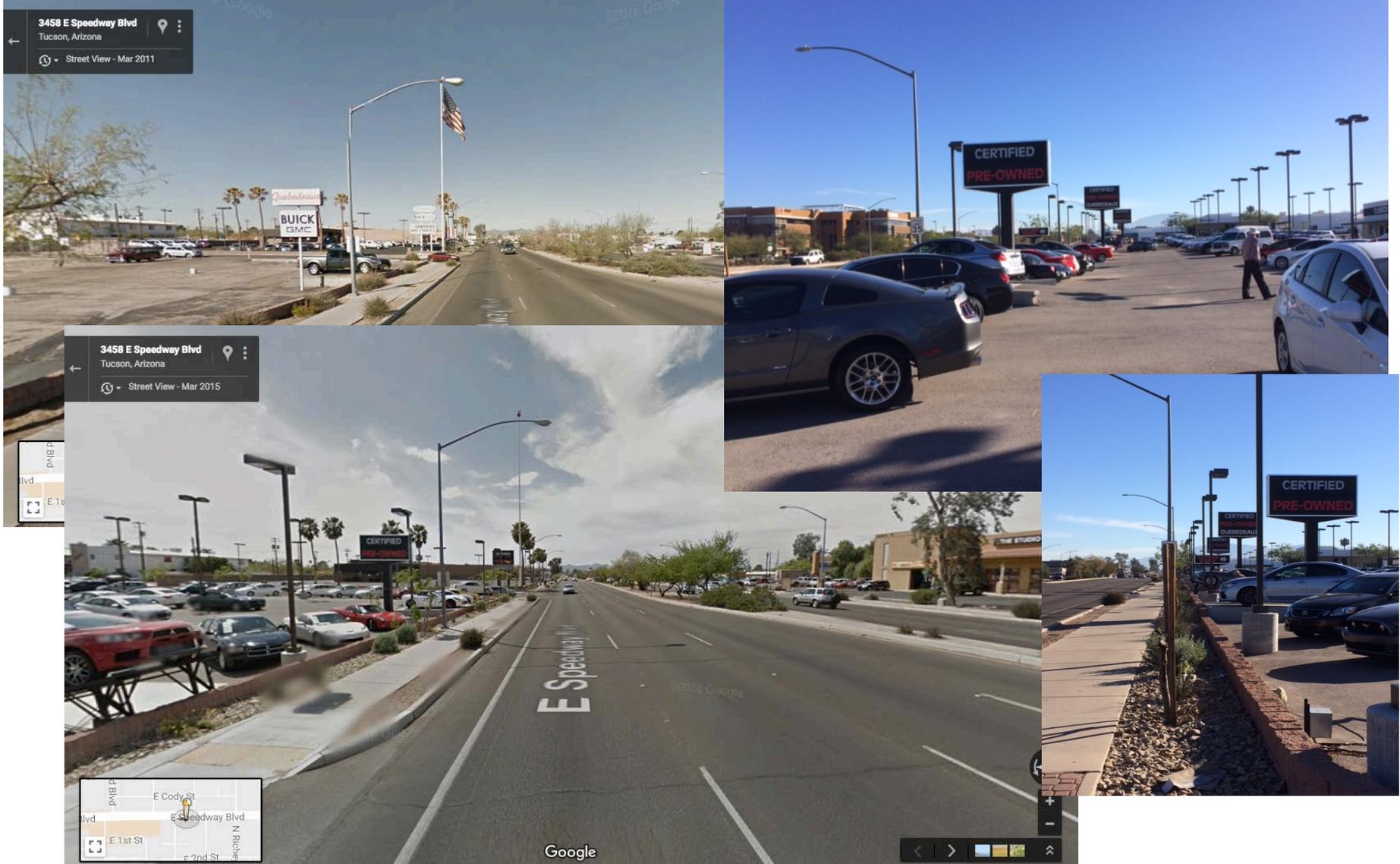
7A.9 Nonconforming Signs and Change of Use

- Change of use – a use change to same occupancy may use a non-conforming sign *pg 32*
 - *No change*
- Provision deleted on flexible replacement is still in the current Sign Code *pg 32*
 - *Does single sign design option cover this?*
- Updating of electronic components may be an alteration *pg 32*
 - *Can be made clearer that the change is same to same? i.e. Static to static, or digital to digital.*

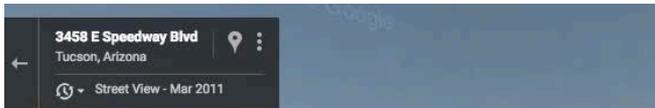
Today on top. Nonconforming on the bottom



Example below show original sign and other pictures show replacements



Today signs on top –
replaced non-
conforming signs on
the bottom



Replacement signs for Non-conforming signs



7A.11 Special Districts

7A.11 Special Districts

- Scenic, pedestrian and historic districts remain the same with UDC and *Reed* sign adjustments.
- There is a concern about projecting sign height clearance in the pedestrian district needing to be adjusted. pg 71
- Park District, Medical/Business/Industrial Park are removed because of lack of use. pg 73
- PADs may use zone they are based on for permitted signs or apply for a master sign plan for signage. Billboards are prohibited. pg 74

2nd Call to the Audience

06/23/2017

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