

Sign Code Revision Project

**Joint subcommittee of the Planning Commission
and Citizen Sign Code Committee**
November 14, 2016

06/23/2017

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Approval of Minutes / Legal Action Report for November 7, 2016

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Review of the Process

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1st Call to the Audience

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Presentation of Supporting Information Regarding Process and Requested Clarifications

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7A.1.2 Applicability – Edit #6 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee was in agreement with Staff suggestion to say, “City shall be in compliance with City Administrative Directives.”

Redline Edit: The City of Tucson shall ~~following its own sign standards, except where a deviation from the standards are necessary to protect or promote public health, welfare or safety.~~ be in compliance with City Administrative Directives.

7A.3.2 Definitions – Edit #7 (review of edits from November 7, 2016)

Subcommittee Suggestions: It was suggested that the definition for Billboard be change off-site to off-premise.

Redline Edit: No changes at this time.

Staff comment: Staff recommends this is not changed from “off-site” to “off-premise,” as there are examples where a billboard may be off-site per its definition, but may not have an actual premise.

7A.3.5 Definitions – Edit #8 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee had concern with the use of the term Electronic Sign Copy in place of Electronic Message Center. They also expressed the need to include digital signs (e.g. computer screens), in the definition.

Redline Edit: ~~Electronic Sign Copy~~ Variable Message Sign. A sign component whose informational content such as symbols, logos, graphics, and words can be changed or altered by electric, electro-mechanical or electronic means.

7A.3.5 Definitions – Edit #9 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee suggested that this is currently regulated by other public service agencies, and may not be within the purview of the Sign Code.

Redline Edit: ~~Emergency site locator. Consists of signs and markers required for direction of emergency vehicles in multiple tenant and multiple building complexes.~~

7A.3.7 Definitions – Edit #10 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee stated concern about whether an “interior sign” can be seen from adjacent property.

Redline Edit: Illumination of wall signs facing residential uses, but not viewable from a right of way, are prohibited.



7A.3.10 Definitions – Edit #11 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee suggested the words non-permanent be added to the end of the definition of portable sign.

Redline Edit: Portable sign. A sign that is capable of being moved and not designed to be permanently attached to a building or permanently anchored to the ground that is constructed of paper, cloth, canvas, light fabric, cardboard, plywood, light plastic or other similar non-permanent materials.



7A.3.11 Definitions – Edit #12 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee suggested the words “existing” be removed from the definition of repair.

Redline Edit: No changes at this time.

Staff Comment: The word “existing” refers to language used in the Historic Landmark Signs section of the Sign Code and is important for clarification of the definition.

7A.3.12 Definitions – Edit #13 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee suggested the former definition of “sign” be used with the exception of the last sentence related to malls.

Redline Edit: Sign. Every advertising message, announcement, declaration, display, illustration, insignia, surface or space erected or maintained in a location outside any building and visible to the public for identification, advertising or promotion of the interest of any person, entity, product or service.



7A.3.13 Definitions – Edit #14 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee suggested the definition of tenant add the following language: “of a site or portion of a site.”

Redline Edit: Tenant. The occupant of a site or a portion of a site or structure with exclusive control over that portion, regardless of whether it is by individual ownership or lease.

7A.3.13 Definitions – Edit #15 (review of edits from November 7, 2016)

Subcommittee Suggestions: Committee has concern over the removal of the word “interior” from the definition of wall and wall sign.

Redline Edit: No changes at this time.

Staff Comment: This is simply a reflection and clarification of how this windows sign regulation is currently enforced. As a process improvement, PDSD staff has noted it is very complicated to regulate the interior of a window or a sign that can be seen through a window, but is not attached to the window.

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**Section 7A.5 Violations, Location,
and General Requirements (sections
3.101 - 3.117 in current Sign Code)**



7A.5 Violations, Enforcement and Penalties

- Move this section to UDC Article 10 (Enforcement).
- No major changes proposed.

**Section 7A.6 Measurement, Location,
and General Requirements (sections
3.31-3.44 in current Sign Code)**



7A. 6 Measurements, Location, and General Requirements

7A.6 Measurements, Location, and General Requirements

- Reorganizes measurements, definitions and other references into this section for completeness
- *Sign area* - Includes a longstanding interpretation for ‘signs’ like crosses
- *Maximum sign area* - Clarified
- *Freeway sign area standard* - Moved here
- *Premise* – Clarified to mean the unified site

7A.6 Measurements cont'd

- *Change of copy* - Clarified to mean a minor change not requiring a building permit.
- *Sign Copy* – Expanded to have a) an item of information section – applies only to Design Option, b) a minor sign copy standard, and c) place existing hour rate of change of electronic sign copy
- *Electronic sign copy* – Renames Electronic message centers as a type of sign copy – but change rate standard remains the same as current Sign Code
- *Item of information* - Defined here for design option use

7A.6 Measurements, cont'd

- *Grade* – Renamed *Sign Height Measurement* and includes both the topmost sign feature and the grade defined in one place to calculate the sign height
- *Grade* – Revised to be measured from the grade below the sign and not the street grade
- The outcome is that sites with existing or natural topography higher than the street are not penalized with a lesser sign height than the standard height.
- *Clearance, Street frontage, Building frontage* – Clarified to be the same as currently being interpreted

7A.6 Measurements cont'd

- *Signs per street frontage* – Refer to permanent signs, portable signs are handle in a different section
- *Signs in and over the right of way* – Edited to be content-neutral and *Reed* compliant
- *Illumination* – Slight edit. Note illumination of portable signs is now prohibited

**Section 7A.6 Measurement, Location,
and General Requirements (sections
3.31-3.44 in current Sign Code)**



**Section 7A.13 Citizen Sign code
Committee (sections 3.141-3.148 in
current Sign Code)**



7A.13 Citizen Sign Code Committee

- Makes recommendations on Article 7A. Sign Standards' amendments to Planning Commission
- Hears cases on the three Design Options and makes a recommendation to PDS Director
- Decisions can be appealed to M/C
- Draft moves to UDC Article 2 (Review Authorities and Powers) CSCC's establishment, responsibilities, and other procedures

Section 7A.7 Site Design Option

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Basic Types of Options

- Master Sign Program – Permanent Signs
- Master Sign Program - Portable Signs
- Individual Sign Option - Permanent Sign

Illumination

- 7A.1 Purpose Statement - New dark skies protection language
- 7A.6.12 Illumination – All signs illumination is subject to OLC
- 7A.7.1.E.1 – Design Standards - Illuminated colors shall be predominately those that reduce light trespass and offer protection to dark skies
- 7A.7.E.2.c.2 - Design Standards - Use of design guidelines/tech standards must be consistent with outdoor lighting standards
- 7A.10.6.B Portable Signs – No illumination is permitted

7A.7 Sign Design Option

- Master Sign Program-Permanent
 - Includes all exterior permanent signs
 - Decision by Director with recommendation by Sign Code Committee – appeal is to M/C
 - Design Standards
 - Best Practice Option –contains technical standards as guidelines – helps with a **Reed** defense
 - Findings

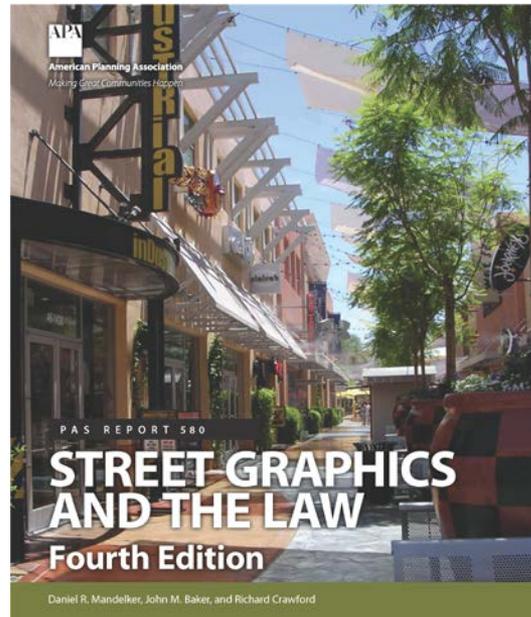
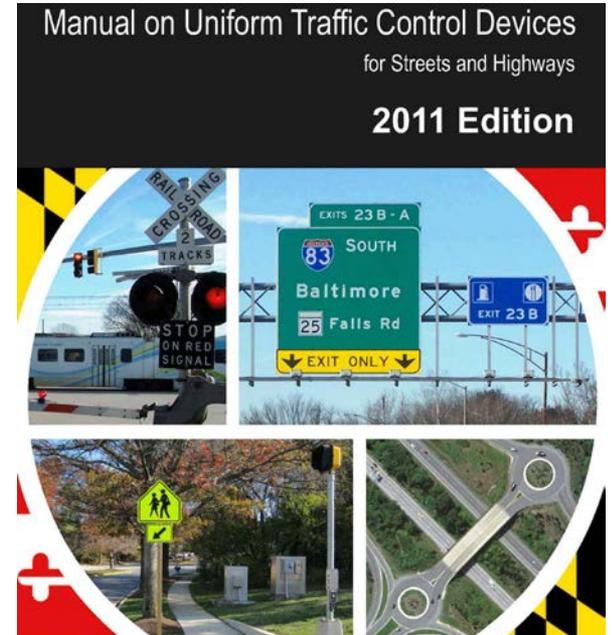
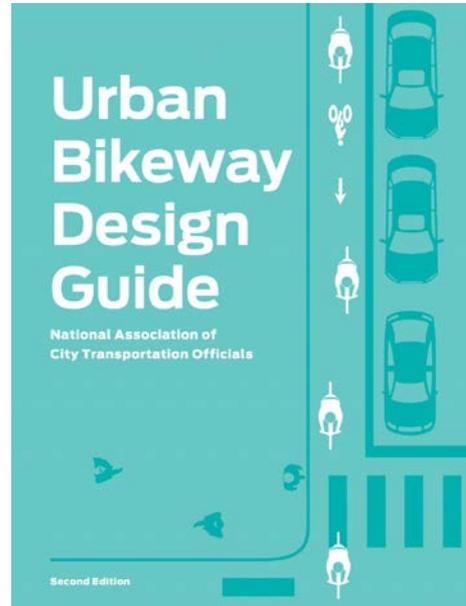
7A.7 Sign Design Option cont'd

Individual Sign Design Option -

- Replaces Integrated Architecture section
- Purpose
- Applicability – freestanding, wall and integrated
- Design Standards
- Decision making
- Findings

Technical Standards

- Manual of Uniform Traffic Control Devices
- American Association of State Highway and Transportation Officials Guide for the Development of Bikeway Design
- United States Council Model On-Premise Sign Code
- *Street Graphics and the Law*
- Similar documents recommended by the Design Professional and approved by the Director



Master Sign Plan Design Standards

- Sign's component parts
- Integration with architecture
- Dark sky compatible illumination
- Siting of sign
- Building height profile of surroundings
- Legibility
- Uniformity in sign copy presentation
- Scenic view impact
- Proportionality
- Way finding - Identification rationale

Master Sign Program - Portable

This section is an alternative to the current Sign Code 's flexible standards for real estate signs.

- **Purpose** – Responds to special portable sign needs of a business, organization, or user with special sign needs
- **Applicability** – applies to all portable signs
- **Design Standards** – number, spacing, materials, height, legibility
- **Additional Findings** – clutter management legibility, uniformity in design

Portable Signs and Spacing



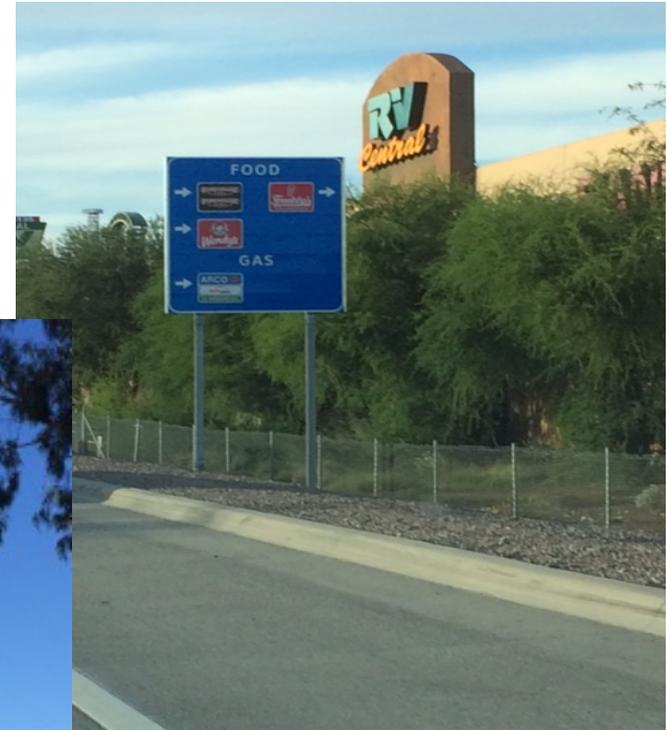
Portable Signs and Spacing



Portable sign master plan?



Signs with orientation and legibility

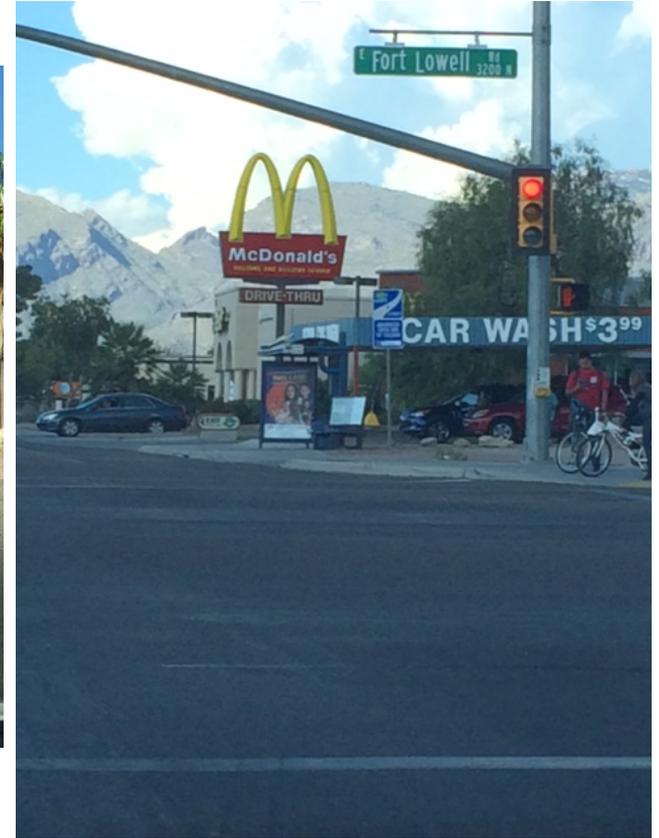
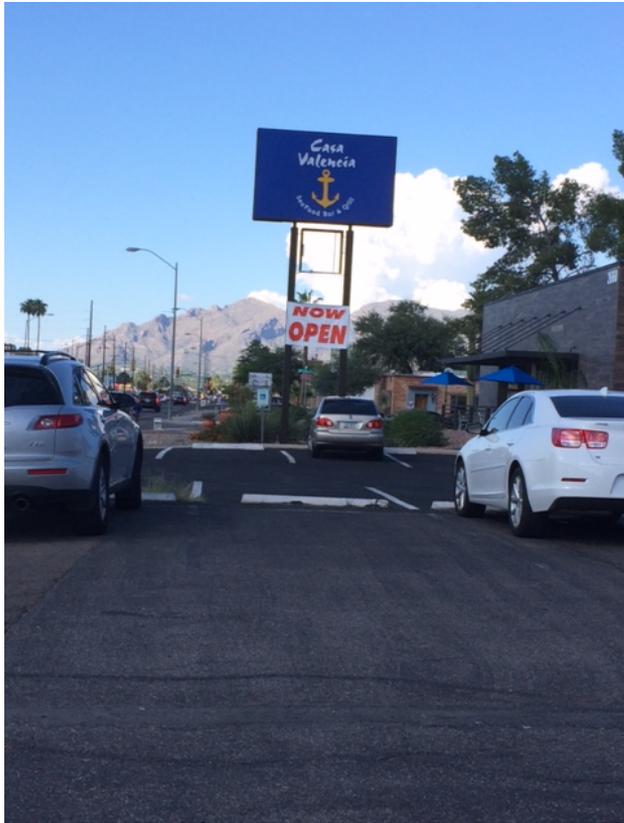


Sign Clutter Examples

Illegible, too many crowded sign types, election cycle proliferation of signs, disorganized colors and panels, oversized structures



Tall signs impact on scenic views



Freeway Sign



Discussion of sign code revisions

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Section 7A.1.2 Applicability (sections 3.2.C-D in current Sign Code)



Section 7A.3 Definitions (section 3.11 in current Sign Code)



7A.3 Definitions

- Move definitions into UDC's Article 11
- Mark Sign Standards definitions in Article 11 with a (7A) to clarify it only applies to Art. 7A
- Delete redundant terms with UDC– *arterial street, collector street, local street, lot, Major Streets and Routes Plan, person, public use, school, subdivision*
- Delete problem **Reed** terms – *real estate sign types, time and temperature, medical service directional sign, menu board?*
- Add or revised terms with **Reed** issues– *sign, access point sign, dwelling unit sign, electronic sign copy, interior sign, parking lot sign, permanent sign, portable sign, window sign*



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Added or Modified Sign Types

- MODIFIED -
- Banner
- Directory sign
- Electronic sign copy
- Mural
- Parking lot sign
- Portable sign
- Sign

- ADDED -
- Access point sign
- Dwelling unit sign
- Interior sign
- Permanent sign

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Deleted or Modified Definitions

- MODIFIED -

- Attached sign
- Detached sign
- Wall/window sign

- Menu board?

- DELETED -

- Medical services directional sign
- All real estate signs
- Temporary on site sign
- Time and temperature sign

- DELETED -

- Arterial Street
- Collector Street
- Local Street
- Lot
- Major Streets And Routes Plan
- Person
- Public Use
- School
- Subdivision



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Section 7A.4 Permits, Inspections, Fees (Article 3 in current Sign Code)

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7A.4 Permits Inspections and Fees

- No major changes proposed but some reorganization
- Place application and fees in the Administrative Manual
- Check UDC Article 3 to ensure signs are covered in permitting process
- Keep Inspection sections in Art. 7A
- Note - Maintenance becomes more important to resolve sign violations and potential clutter issues.



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Outline of Draft Sign Standards

- 7A. 1 - Purpose and Applicability
- 7A. 2 - Interpretation and Substitution Clause
- 7A. 3 - **Definitions***
- 7A. 4 - Permits, Inspections, Fees,
- 7A. 5 - **Violations Enforcement, Penalties***
- 7A. 6 - Measurement, Location, and General Requirements
- 7A. 7 - Sign Design Option
- 7A. 8 - Prohibited and Exempt Signs
- 7A. 9 - Non-conforming Signs
- 7A.10 - Sign Types and General Standards
- 7A.11 - Special Districts
- 7A.12 - Appeals and Variances
- 7A.13 - **Citizen Sign Code Committee***

*Blue sections should be moved to appropriate UDC articles



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