

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 14, 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 follow its own sign standards, ~~except where a deviation from the standards are necessary to protect or promote public health, welfare or safety.~~ and be in compliance with City Administrative Directives.

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. Committee preferred the word “Digital” to Variable, and suggested staff use that.

Redline Edit: ~~Electronic Sign Copy~~ Digital 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.3.7 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.

Staff Comment: Staff recommends there be no changes to the interior sign definition, but the additional clarifying language be added to wall signs section to ensure there are no unintended consequences of this regulation. Staff suggests the addition to the wall signs regulation would be to require a setback of 100 feet for illumination of interior wall signs facing adjacent single-family residential uses that are not viewable from a right of way.

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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: Staff has concerns about larger implications related to adding this language and will conduct further research and return to this issue.

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: Wall. An exterior building surface thirty (30) degrees or less from vertical including, affixed to interior and the exterior of window and door surfaces.

Window sign. Any sign affixed to interior or exterior of window surface.



7A.3.13 Definitions – Edit #15 (review of edits from November 14, 2016)

Staff Comment: Staff suggests changing the definition of window sign reference signs to “affixed to interior or exterior” of a window. Additionally, we recommend adding a regulation to section 7A.10.F in relation to window signs that will limit window signs to 30% of the surface area of a window. Those windows would be regulated, but would not require a permit.

Section 7A.7 Site Design Option

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7A.7 Sign Design Options

November 21, 2016

Basic Types of Options

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

**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

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

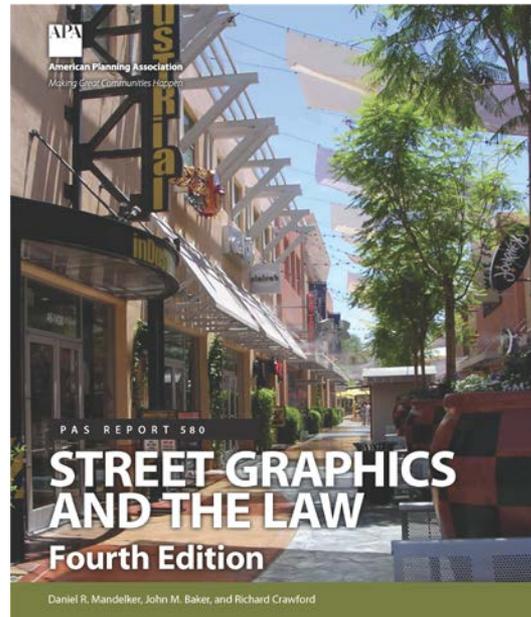
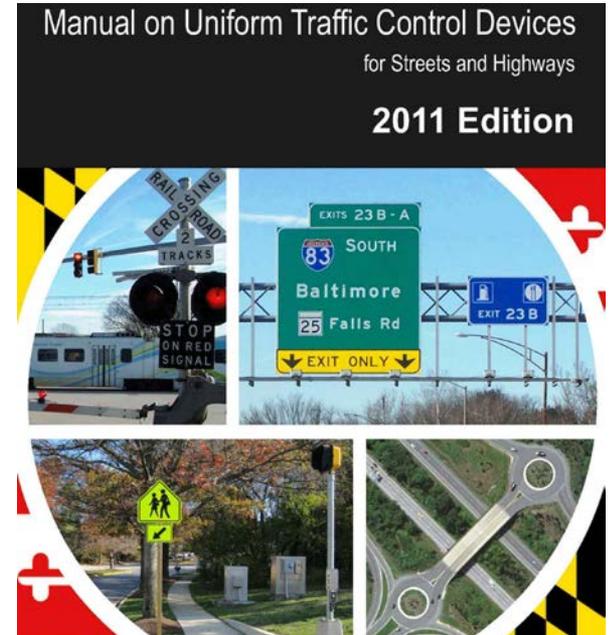
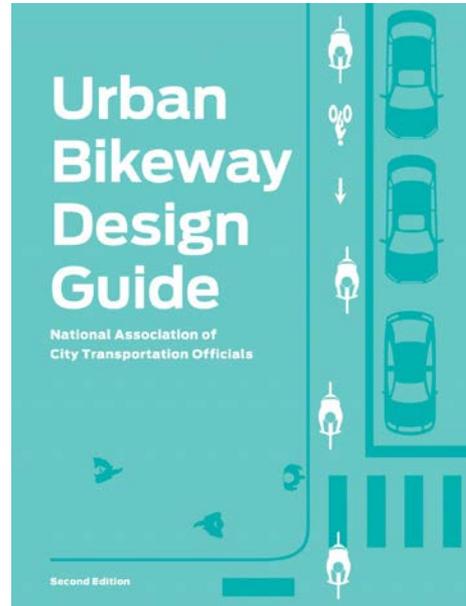
7A.7 Sign Design Option cont'd

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 Freestanding Sign



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



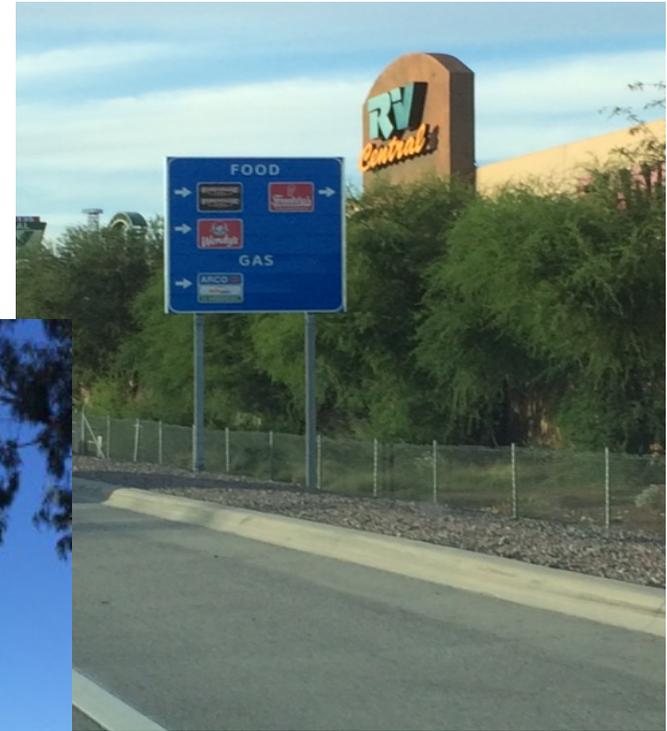
Portable Signs and Spacing



Portable sign master plan?



Signs with orientation and legibility

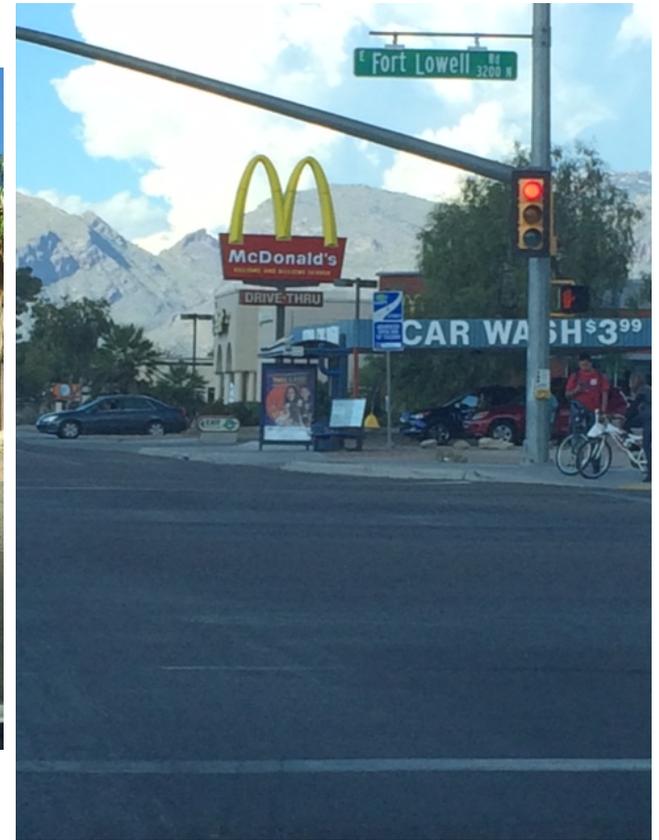


Sign Clutter Examples

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



Tall signs impact on scenic views



Freestanding - Legibility



Freeway Sign



Discussion of sign code revisions

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