

# Sign Code Revision Project

**Joint subcommittee of the Planning Commission  
and Citizen Sign Code Committee**  
December 19, 2016

06/23/2017

1



**Planning and Development Services**  
*Thank you for Investing in Tucson*



# Approval of Minutes / Legal Action Report for December 12, 2016

06/23/2017

2



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# Review of the Process

06/23/2017

3



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# 1<sup>st</sup> Call to the Audience

06/23/2017

4



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# Section 7A.10 - Sign Types and General Standards

December 19, 2016

# Comparison of Sign Regulations

- Sign Code (City Code Ch 3)
- General Standards
  - Area, Zones, Additional
- 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.

\*\*Remain prohibited but address tall parapet as type of wall sign

# 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.

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

# Signs by Zones Continued

**TABLE 1 - ZONES CATEGORIES AND PERMANENT SIGN TYPES**

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| <b>Freestanding Pole</b> |   |                                |                        | *   | *                   |
| <b>Freeway</b>           |   |                                |                        | *   | *                   |
| <b>Parking Lot</b>       | *   | *                              | *                      | *   | *                   |
| <b>Projecting</b>        | *   | *                              | *                      | *   | *                   |
| <b>Roof</b>              |   |                                |                        | *   | *                   |
| <b>Wall</b>              |   | *                              | *                      | *   | *                   |

## 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                            |  |
| <b>RESIDENTIAL</b><br>(RX-1, RX-2, R-1 MH-1) AND RURAL ZONES   | 20 Sq. Ft. (2)<br><br>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.<br><br><b>2. Residential uses - Maximum sign area</b><br><br><b>3. Non-residential uses - Maximum sign area.</b><br><b>Permanent freestanding sign's sign area may not exceed 32 square feet</b>  |
| <b>MULTI-FAMILY</b><br>(R-2, R-3 AND MH-2 ZONES)               | 50 Sq. Ft. (4)<br><br>80 Sq. Ft.(5)  | <b>4. Residential and nonresidential uses</b><br><br><b>5. Non-residential uses. Permanent freestanding sign's sign area may not exceed 40 square feet</b>   |
| <b>NON-RESIDENTIAL</b><br>O-1 ZONE                             | 20 Sq. Ft. (7)<br><br>80 Sq. Ft. (8) | <b>6. Illumination and color:</b> 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.<br><br><b>7. Residential uses. Maximum sign area</b><br><br><b>8. Non-residential uses maximum sign area.</b><br><b>Permanent freestanding sign's sign area may not exceed 40 square feet</b> |

| MAXIMUM SIGN AREA PER ZONE CATEGORY AND SPECIAL ZONE STANDARDS                                     |   |  |
|--|---|--|
| TABLE 2  | MAXIMUM   | SPECIAL ZONE STANDARDS   |
| ZONE CATEGORIES  | SIGN AREA                                       |  |
| <b>GENERAL BUSINESS</b><br>(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 | <b>9. a.</b> 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.<br><br>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.<br><br><b>9.b Design review:</b> 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.<br><br><b>9.c Historic landmark signs (HLS), all types. The first HLS on a premise does not count toward the maximum total sign area.</b> |
| <b>INDUSTRIAL</b><br>(P-I, I-1, I-2 ZONES)   | 4 feet for every lineal foot of street frontage | <b>5. Historic landmark signs (HLS), all types.</b><br><b>The first HLS on a premise does not count toward the maximum total sign area.</b>  |

# 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  
22<sup>nd</sup> 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)

# Wall Sign - Extended Parapet Option

- Perpendicular option



Too large parapet for option

# Wall – Awning - Mural



# 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



# 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

## 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

# 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

- Materials – All ground-mounted similar materials such as non-pliable
- Cloth ground-mounted banner is prohibited
- Feather banners – when used then all portable must be feather banners with uniform colors pg 49
- Wall mounted Sign – Max area not to exceed 32 sf  
pg 49
  - Dwelling unit wall mounted banner prohibition pg 42

# Portable Sign Examples



Draft would prohibit a ground-mounted banner



Draft allows 4 banners w/uniform color



Post-Reed - Current sign code would permit these signs

## 7A.10.7 Additional Standards Temporary/Portable Sign Special Issues

- A-frame signs standards mostly the same but numbers may be reduced pg 49
- Temporary signs – time limit applies - reflect previous grand opening banners and fixed balloons pg 51
- Political signs section - 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



# Historic Landmark Signs

No changes at this time

# Historic Signs



# Non-conforming Signs that may have historic significance



# Signs with Potential Historic Significance



# Special Districts

- Historic - same
- Scenic - same
- Pedestrian - same
- PAD - per base zoning  
w/ prohibition for  
billboards added
- Park - delete
- Medical Business  
Industrial Park District -  
delete