

Sign Code Revision Project

**Joint subcommittee of the Planning Commission
and Citizen Sign Code Committee**
February 13, 2017

06/23/2017

1



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Approval of Minutes / Legal Action Report for February 6, 2017

06/23/2017

2



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Review of the Process

06/23/2017

3



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1st Call to the Audience

06/23/2017

4



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Review and discussion by Subcommittee of Suggested Edits Matrix

06/23/2017

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7A.1.1– Edit #6 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested reviewing Ruth Beeker’s suggested revisions to the purpose statement and discussing at future meeting.

Redline Edit: No changes at this time.

Staff comment: Staff has no objection to adopting suggested purpose statement from Ruth Beeker.



7A.6.5 – Edit #18 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested changing the rate of change from one hour to five minutes and adding language to restrict transitions or animations.

Redline Edit: A digital sign is permitted to **have a rate of change of sign copy, graphic, or information scroll** not more than once ~~an hour~~ every five minutes. The digital sign copy shall not have any transitions or animations.

Staff comment: Staff is amenable to this change.



7A.6.6 – Edit #20 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested we reference clearance in definitions

Redline Edit: Clearance (7A): See definition in Section 7A.6.6

Staff comment: Staff is amenable to this change.



7A.7.3 – Edit #28 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested requiring a list of non-conforming signs on-site with submittal.

Redline Edit: ~~F. Applicant shall include list of all non-contributing signs currently on-site and status with submittal materials.~~

Staff comment: next page...



7A.7.3 – Edit #28 (review of edits from February 6, 2017)

Staff comment: After further review of this edit, staff is concerned with the implications of this regulation. Many times shopping centers will have a large amount of tenants with only one single owner. An example of this is The Crossroads Shopping Center at Swan and Grant. Forcing a tenant who may want to use the singular sign design option to document all the signs and statuses on-site would be a logistical nightmare and nearly impossible. A similar situation could also be true of a large shopping center with many different owners, like many of the ones on Broadway.

Staff suggests this be addressed as a case-by-case basis during the application process.

7A.10.4 – Edit #36 (review of edits from February 6, 2017)

Redline Edit: d. Maximum height: The top of the canopy sign shall be no more than two (2) feet above the top surface of the canopy directly below the canopy sign, and no more than fifteen (15) feet in height above finished grade immediately below the canopy sign.

e. Location: Within twenty (20) feet of the building wall that backs the canopy sign.

Staff comment: Staff added back in regulation related to size, height and location.

7A.10.4 – Edit #36 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested looking into adding back in size, height, and distance from the building.

Redline Edit:

- a. Canopy signs are not allowed to extend beyond the roofline.
- b. Canopy signs are counted as part of the wall sign allotment for these sign standards.
- c. Maximum size: The vertical measure of the sign face shall not exceed eighteen (18) inches except for individual letters with descenders that are proportionate to the remaining text but in no case larger than six (6) inches.

7A.10.4 – Edit #38 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested adding clarification to the dimensional restrictions.

Redline Edit: Extended Parapet Option. A sign may be allowed on a parapet that is no less than ten feet wide and no greater than ten feet higher than an adjoining parapet. The sign may be perpendicular to the front of the building. Any other type of extended wall sign must be approved through the Section 7A.7 Sign Design Options. If braces are used to support the parapet, they shall not be visible.



7A.10.4 – Edit #38 (review of edits from February 6, 2017)

Redline Edit: Extended Parapet Option. A sign that is no greater than ten feet high and no greater than 100 square feet may be allowed on a parapet. The sign may be perpendicular to the front of the building. Any other type of extended wall sign must be approved through the Section 7A.7 Sign Design Options. If braces are used to support the parapet, they shall not be visible.

Staff comment: Staff is amenable to either of these changes.



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11.4.2 – Edit #47 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested we check to make sure the definition of Abandoned is in agreement with the enforcement section.

Redline Edit: No changes at this time

Staff comment: Staff has reviewed the document and this is clarified through the enforcement section.



11.4.7 – Edit #48 (review of edits from February 6, 2017)

Subcommittee Suggestions: Committee suggested indenting the different kinds of freestanding signs, and look into removing the dimension from the low-profile sign.

Redline Edit: Freestanding - Low profile freestanding Sign (7A)
A sign that has been provided with a minimum continuous prepared base or support, ~~at least two (2) feet in height,~~ that extends in a continuous base to the outside dimension of the sign. To encourage design flexibility, the maximum height of the sign may be lowered in order to decrease the required setback from the street.



11.4.19 – Edit #49 (review of edits from February 6, 2017)

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.

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

Sign Standards Key Issues

Article 7A

February 13, 2017

Sign Clutter Examples

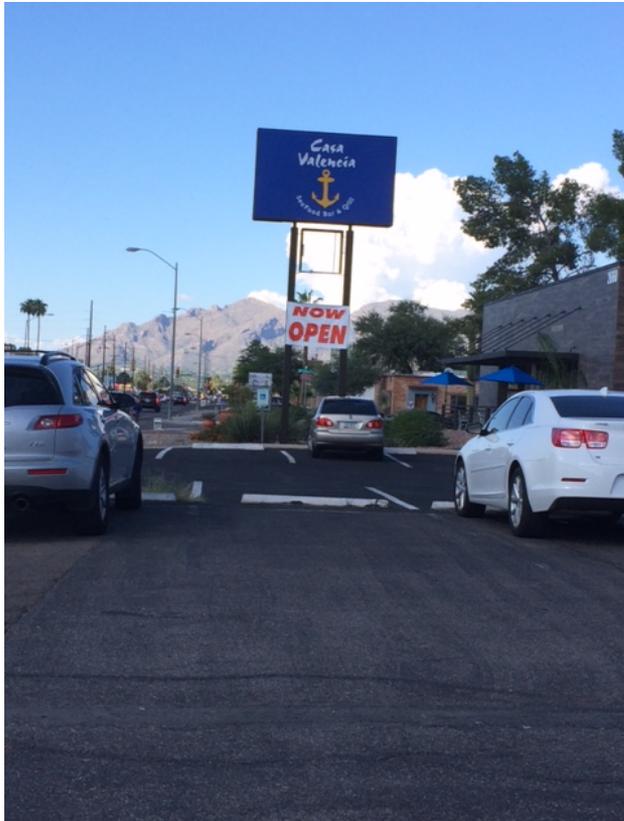
Illegible, too many crowded sign types, election cycle's proliferation of signs, disorganized colors and panels, oversized structures



7A.1 Purpose

- Subcommittee composed alternative purpose statements in reference to the business community pg 1
- Key Purpose statement topics covered
 - Freedom of speech
 - Visual environment
 - Dark skies protection
 - Economic development
 - Tourist industry
 - Property values
 - Building and traffic safety
 - Legible and well-placed for traffic flow pp1-2

Tall signs impact on scenic views and proportion to adjacent building



7A.2 Interpretations, Severability and Non-commercial Speech pp2-3

- Existing language stays as is with updates for Unified Development Code (UDC)
- Adjustment made for Sign Code zone categories to UDC zones.
- Provides protection from *Reed* challenges

7A.3 Definitions pg 4

- Moved all Sign Code Definitions to UDC Article 11 (Definitions)
- A-C no major changes
- D – renamed electronic message center to ‘digital sign’ pg.80
- E-G no major changes
- I-P - created a new sign type ‘interior sign’ that includes all signs not intended to be viewed from the right of way pg. 83

7A.3 Definitions cont' d

- ‘Portable sign’ is defined per *Reed* case as a temporary sign type based more on the material they are made from. [pg. 86](#)
- ‘Permanent Sign’ – is a major sign type referring to a sign intended to have non-temporary features and meant to be a longstanding structure on the property [pg. 86](#)
- Q-Z ‘Wall Sign’ includes exterior and interior window surfaces – Remains as is after discussion of excluding interior surfaces [pp90-91](#)

7A.4 Permits Inspections and Fees pg4

- No major changes
- A new Sign Fee Schedule will need to be revised and updated based on changes to portable signs, and master sign programs.

7A.5 Violations, Enforcement and Penalties

pg10

- Sign Code Enforcement section moved to UDC Article 10 *Enforcement*
- No major changes.

7A.6 Measurement, Locations, and General Requirements

- **Sign area** interpretations on cross-like structures clarified **pg13**
- **Sign copy**
 - provisions for legibility in the master sign programs only – item of information stated
 - Digital Sign rate of change stated discussion of 5 minute and hour change not resolved **pg15**
- **Sign height/grade** calculation simplified **pg15**
- **Right of way signs** and special license signs dealing with Department of Transportation consolidated into one place **pg 17**



7A.6 Measurement, Locations, and General Requirements cont' d

- **‘Premise’** – Streamlined the concept into one statement and clarifies the concept as a unified site using signs. [pg18](#)
- **Illumination** – There is no change to signs being subject to Outdoor Lighting Code [pg18](#)

Illumination

- 7A.1 **Purpose Statement** – Inserted a new dark skies protection language [pg 2](#)
- 7A.6.12 **Illumination** – All sign illumination is subject to OLC [pg 19](#)
- 7A.7.1.E.1 – **Design Standards** - Illuminated colors shall be predominately those that reduce light trespass and offer protection to dark skies [pg 20](#)
- 7A.7.E.2.c.2 - **Design Standards** - Use of design guidelines/tech standards must be consistent with outdoor lighting standards [pg 21](#)
- 7A.7.E.6.j - Have a Finding on – use of a best practice of dark sky illumination [pg 21](#)
- 7A.10.6.B **Portable Signs** – No illumination is permitted [pg 45](#)
- 2.2.12.C - Have an OLC member sit on the Signn DRC [pg 72](#)

7A.7 Sign Design Option

- Replaces Chapter 3 Sign Code' s *Integrated Architecture* Section
- Master Sign Program – Permanent Signs pp19-23
 - Purpose – Intended to respond to special sign needs and promote superior sign design
 - Applicability – Applies to all on-site permanent signs and 7A provisions may be varied
 - Decision – Decided by PDSD Director after recommendation of Sign Design Review Committee. Includes appeal to BA and M/C

Master Sign Program cont'd

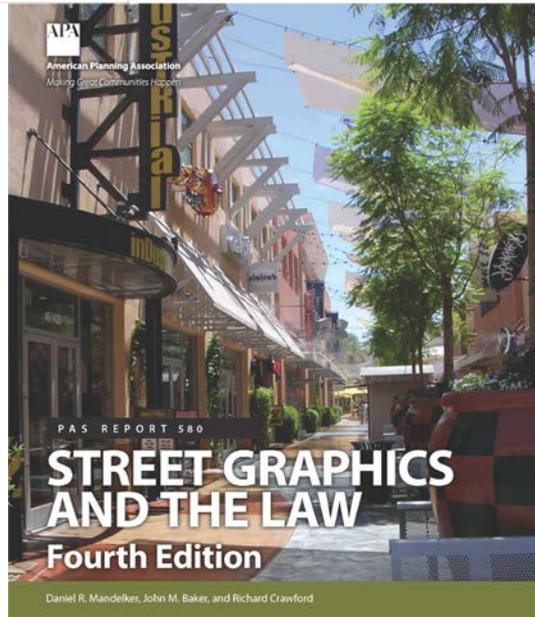
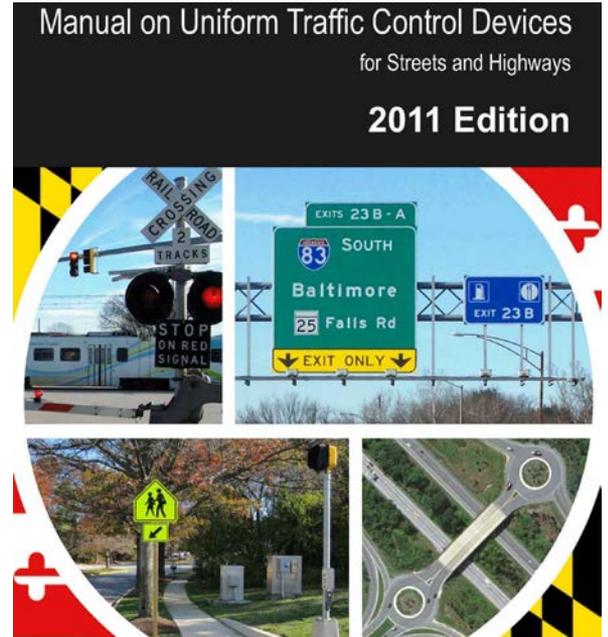
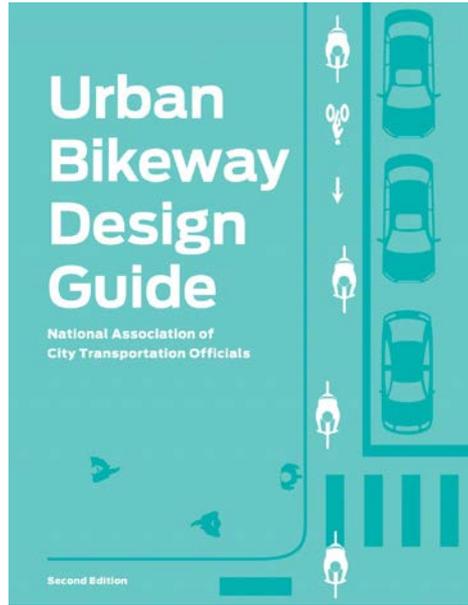
- Design Standards – Include dark sky compatible colors, legible sign copy, sign area and height caps, structural components review, wayfinding/identification best practices, landscaping, and wall-mounted and integrated architecture provisions
- Best Practice Option- Allows use of information for alternative design based on third-party guidelines

Master Sign Program – cont'd

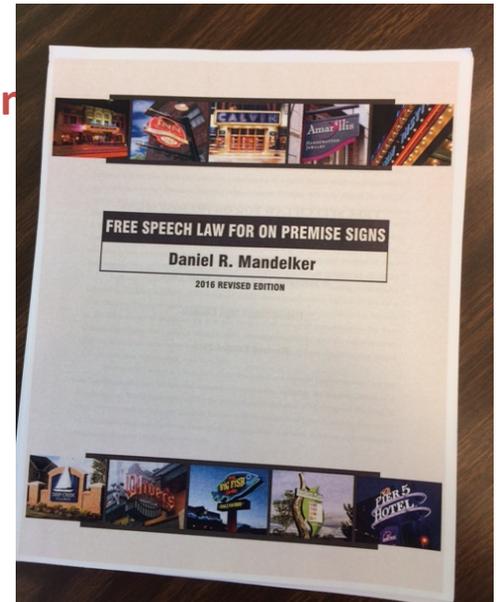
- Findings – Indicates a list of findings that are applicable based on the purpose statement and the type of application

Rationale for Sec. 7A7.1.E

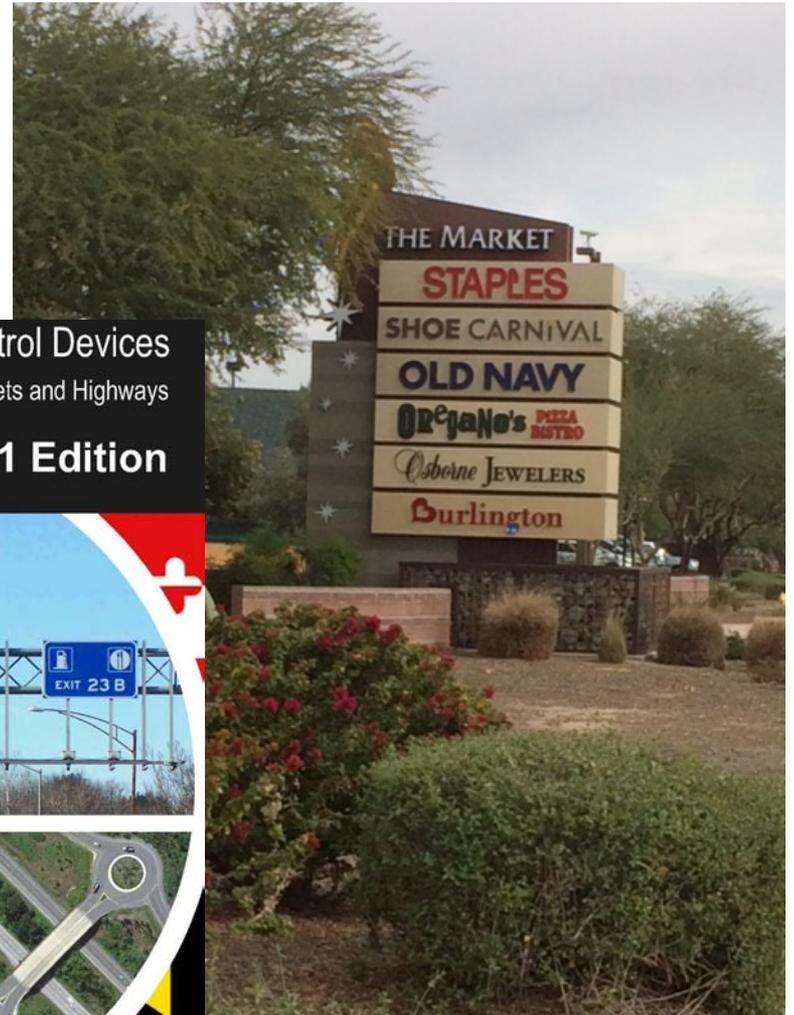
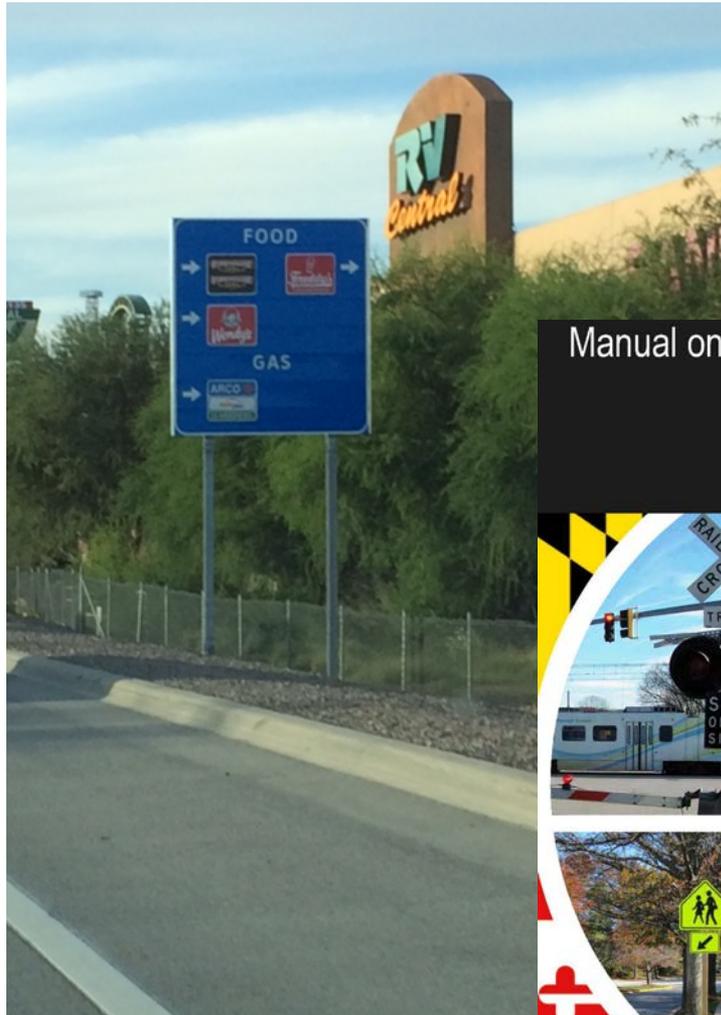
- Uniform background colors - Connected to Manual of Uniform Traffic Control Devices cited in 7A.7.
- Dark sky compatible color palette – Reinforces Outdoor Lighting Code on signs.
 - Note - the OLC is not as specific on sign illumination that concerns astronomy stakeholders. This provision attempts to bridge best practice and encourage sign design that is most likely to have least impact.
- Purpose statement on dark skies and tourist compatibility
 - *TOURIST INDUSTRY - “Support the City’s tourist industry by encouraging attractive sign design that promotes ease of identification and wayfinding throughout the City.”*
 - *DARK SKIES - “Foster a good visual environment for Tucson, protect the fragile desert and its environment assets, preserve the natural resources of the dark skies, and create an aesthetic and enjoyable appearance for visitors and residents.”*
- 7A.7 Design option – Has dark skies and legibility findings.



Scenic America On-Premise Sign Handbook



Design Adapted from National Standards for Uniformity and Legibility on Arterial Streets



Manual on Uniform Traffic Control Devices
for Streets and Highways
2011 Edition



Outside Tucson Sign Design Examples



Outside Tucson Sign Design Examples



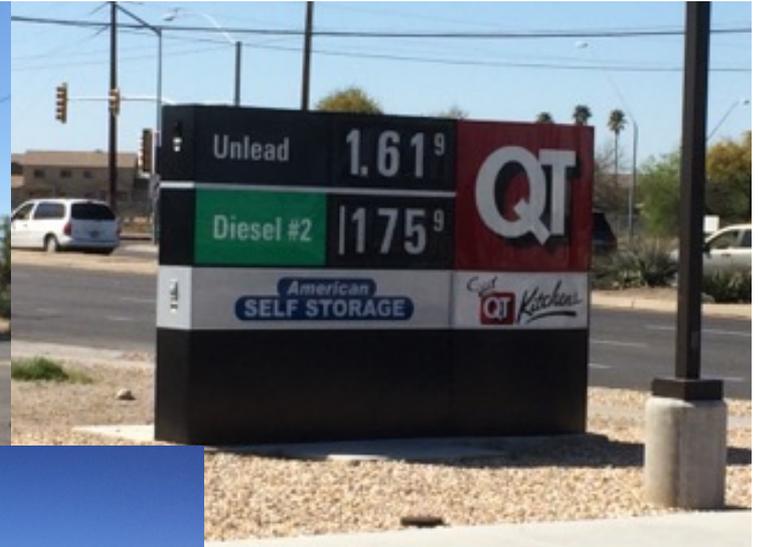
Three Component Signs



Top Component Examples



Two component Monument Signs



Regional malls and signs



7A.7.2 Master Sign Program – Portable pp 23-24

- **Purpose** - Respond to special portable sign needs of business, organizations and other users. Use the least signage to accomplish identification and way finding
- **Applicability** – May vary 7A portable sign provisions
- **Design Standards** - Locate signs to reduce clutter, similar materials to reduce look of disorganization, may use previous sign code's size/area, have basic legibility, a coordinated design appearance

Master Sign Program – Portable cont' d

- **Findings** – Appropriate spacing to reduce look of disorganization, legibility, coordinated use of materials, color and design

7A.7.3 Singular Sign Design Option pg 23

- Purpose Applicability – applies to a new singular sign, modification or replacement
- Follows decision making and review process of Master Sign Program

7A.8 Exempt and Prohibited Signs pp 25-26

- Exempt Signs – minor changes
 - Non-commercial flags, murals – no change
 - Special License signs moved the 7A.6 with Right of way signs under TDoT
- Prohibited Signs – minor changes
 - Commercial flags or pennants
 - Roof signs

7A.9 Non-conforming Signs pg 27

- Clarifies electronic alterations may be included but static sign cannot become a digital sign pg 27
- Sunsetting provisions still in Chapter 3 Sign Code is deleted
- Change of Use left as is to assure similar coverage to Chapter 3
- No other changes

7A.10 Sign Types and General Standards

- Generally Permitted Signs [pp 29-31](#)
- Window Signs – Consider 30% coverage, no permit, coordination with City Code Chapter 7 on non-obstructed views into an late night establishment
 - Some minor editing
- Interior Signs – [pg 30](#)
 - This provision clarifies that signs not intended to be viewed from the right of way are regulated by Building Codes mainly
 - Menu Boards must be spaced 30 feet from single family residences
 - Wall Signs over 12 square feet are part of the premise's maximum sign area

Interior Signs

Minor wall signs



Menu board



Directional sign



Directory signs

7A.10 Sign Types and General Standards

7A.10.2 Table1 Permanent Signs by Zone Categories pp 32- 33

- Lists the *Reed* compliant sign types by zones
- Sign types defined per content-neutral standard i.e., *time, place or manner* but not content
 - Renames several signs to be *Reed* compliant
 - Access sign, Dwelling Unit Sign

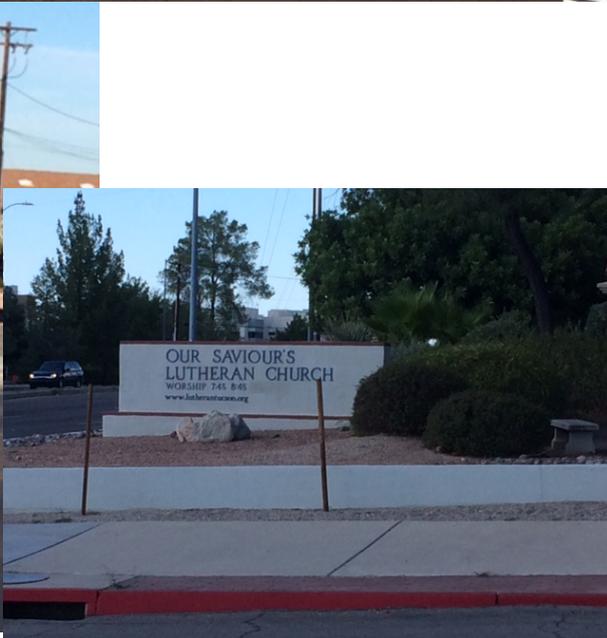
7A.10 Sign Types and General Standards

7A.10.3 Table 2 Maximum Sign Area Per Zone Categories pp 33-35

- Lists Maximum Sign Area and zone standards
- Increases sign area for non-residential uses in residential zone categories
 - Addresses on-going problem requiring variances for churches
- Allows for historic landmark signs in residential zones



Churches and Signs



7A.10 Sign Types and General Standards

7A.10.2 .C Additional Sign Standards Permanent Signs

pp 36-44

- **Canopy sign** recommended to remove these standards. It thus becomes a subtype of wall sign
- **Freestanding sign** no changes, spacing discussed and kept as-is
- **Projecting sign** made clearance adjustment in Pedestrian/Historic Districts
- **Wall sign** allow extended parapet option based on longstanding interpretation

Wall Sign - Extended Parapet Option

- Perpendicular option



Too large parapet for option

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.”

7A.10 Sign Types and General Standards

7A.10.3.A and B Portable Sign Area Allotment per Zone and General Standards pp 45-53

- Based on statutory political signs, case law, and SCOTUS *Reed* case
- Material standards
- Spacing and grouping standards
- Wall-mounted sign standards
- Feather banner standards

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>



Portable Signs Issues



7A.10 Sign Types and General Standards

7A.10.3.C Additional Standards for Individual Portable Sign Types pp 46-53

- A-frames no changes
- Temporary signs includes 90-day permits for several temporary signs wall banners, fixed balloons, string pennants permitted in current Sign Code
- Political signs noted per ARS. If a conflict exists ARS provisions prevail

7A.10 Sign Types and General Standards

- Historic Landmark Signs pp 53-58
 - Allow wall signs to apply for HLS
 - As noted in *Sec. 7A.10.3 Table 2 Maximum Sign Area*, HLS may be allowed in residential zones for non-conforming uses.

Example non-conforming motor court



7A.11 Special Districts pp 58-67

- Historic District
 - Remove the maps
 - Mostly no changes
 - Minor adjustment on clearance for projecting signs
- Pedestrian District
 - Mostly no changes
 - Minor adjustment on clearance for projecting signs

7A.11 Special Districts

- Scenic Corridor District
 - No major changes
- Planned Area Development
 - Existing PADs may use base zone
 - New PADs may use master sign program
 - No billboards allowed in a PAD
 - Article 3 PAD standards are cross-referenced

7A.12 Appeals and Variances pg 68

- Appeals and variances follow the normal Board of Adjustment processes (Sec. 3.10).
- Signs application may also be appealed to Mayor and Council (Sec. 3.9.2) or Superior Court.
- Appeals to M/C may also be appealed to Superior Court.

7A.13 Sign Design Review Committee pg 68

- Committee's duties listed in UDC Article 2.2.12
pp 71-74

Sign Design Review Committee

- Advises on Text Amendments
- Advises on 7A.7 Design Options
- Composition
- Appointment Term
- Vacancies
- Meetings
- Removal
- Administrative Procedures

Sec. 2.2.12 Sign Design Review Committee pp 71-74

- **Composition** – Architect, sign business rep, local business rep, (architect/landscape architect/planner), general neighborhood association rep, ad hoc neighborhood association rep, Outdoor Lighting Committee rep, (one) at-large member appointed by City Manager. Total 8
- **Authority** – Advises Planning Commission on text amendments and reviews Sign Design Options
- **Appointment and Term** – 1) Mayor and Council, 2) City Manager
- **Term** – Four-year term, two terms, may return after one-year hiatus
- **Vacancies** - Filled in same manner as initial appointments
- **Meetings** – Quorum –four members Director may request Design Professional to make recommendation if quorum not obtained. Pre-app meetings allowed, one continuance by committee,
- **Removal** - 1) Per Chapter 10A for M/C option. 2) On request by City Manager
- **Administrative Procedures** – Executive Secretary is Zoning Administrator, and committee shall elect chairperson. Notification per PDSD policy.

Forward a draft with edits from the Subcommittee to the Joint Planning Commission /CSCC for review



2nd Call to the Audience

06/23/2017

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