Sign Code Revision Project

Joint subcommittee of the Planning Commission and Citizen Sign Code Committee

February 6, 2017

Approval of Minutes / Legal Action Report for January 23, 2017

Review of the Process

1st Call to the Audience

Planning and Development Services
Thank you for Investing in Tucson

Review and discussion by Subcommittee of Suggested Edits Matrix

Planning and Development Services
Thank you for Investing in Tucson

7A.6.5 – Edit #17 (review of edits from January 23, 2017)

Subcommittee Suggestions: Committee suggested adding in graphic to make sure it covers all changes. Committee also suggested we look at solutions to reduce from a one hour rate of change.

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.

Staff comment: Staff is amenable to this change.

7A.6.5 – Edit #18 (review of edits from January 23, 2017)

Subcommittee Suggestions: Committee suggested staff clarify the word "crown."

Redline Edit: The sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost sign copy of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or highest point ~~crown~~ of the road nearest the property if no curb exists) to the highest point of the topmost sign copy on the sign.

Staff comment: Staff is amenable to this change.

7A.7.1.E.2.b – Edit #22 (review of edits from January 23, 2017)

Subcommittee Suggestions: It was agreed upon by the committee to add a cap to the height of 20 feet and 100 square feet for the Master Sign Program and Singular Sign Option.

Redline Edit: The sign height shall not be greater than 20 feet tall and 100 square feet in area.

Staff comment: Staff is amenable to this change.

7A.7.3 – Edit #26 (review of edits from January 23, 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: Staff has reviewed these edits and this option provides staff with information to determine sign area allotment for street frontage and identify height, area and setbacks .

7A.10.4 – Edit #34 (review of edits from January 23, 2017)

Subcommittee Suggestions: Committee suggested we fix this and make it a wall sign.

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.

Staff comment: Staff is amenable to these changes.

7A.10.4 – Edit #36-A (review of edits from January 23, 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 greater 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.

Staff comment: Staff is amenable to these changes.

7A.10.4 – Edit #36-B (review of edits from January 23, 2017)

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

Redline Edit: Extended Parapet Option. A sign that is no greater than ten feet wide and no greater than ten feet high 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.

Staff comment: Staff is amenable to these changes.

Review of Process to Date

Review of Subcommittee Meetings to Review Sign Code Revisions

- Group has met **11 times** (including today) since mid-October
- In December we changed from **2 hour meetings to 3 hour meetings**
- **140 combined hours** of meetings for committee members
- **44 total committee suggested edits**, reviewed 2+ times each.

Review of Subcommittee Meetings to Review Sign Code Revisions

- **50+ emails sent** to notification group and subcommittee
- **120 Stakeholders** attended meetings representing **29 different organizations** (not including those representing themselves)
- **32 Comments submitted** and posted online
- **76 Speakers** at call to the audience

Sign Standards Key Issues Article 7A

February 6, 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

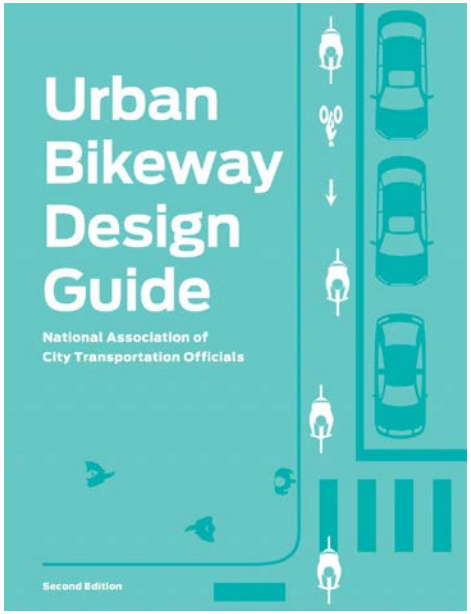
- Uniform background colors - Connected to Manual of Uniform Traffic Control Devices cited in 7A.7.

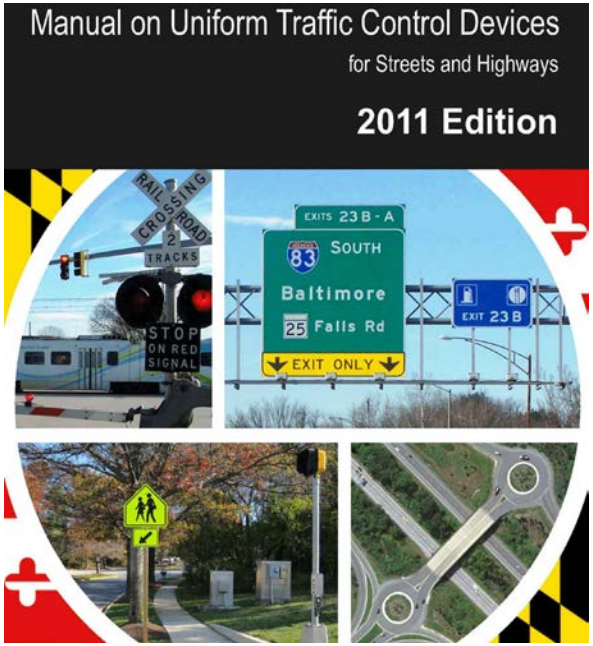
- Dark sky compatible color palettte – Reinforces Outdoor Lighting Code on signs.
  - Note - the OLC is not as specific on sign illumination that concerns astronomy stakeholders. This provision attempts to bridge best practice and encourage sign design that is most likely to have least impact.

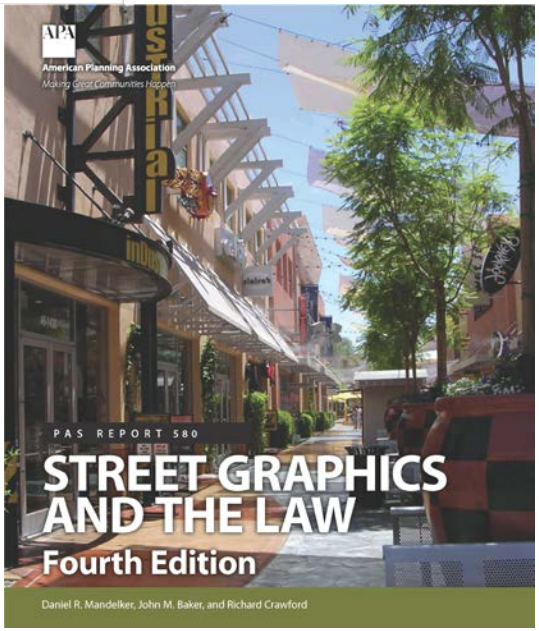
- Purpose statement on dark skies and tourist compatibility
  - *TOURIST INDUSTRY - "Support the City's tourist industry by encouraging attractive sign design that promotes ease of identification and wayfinding throughout the City."*

  - *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."*

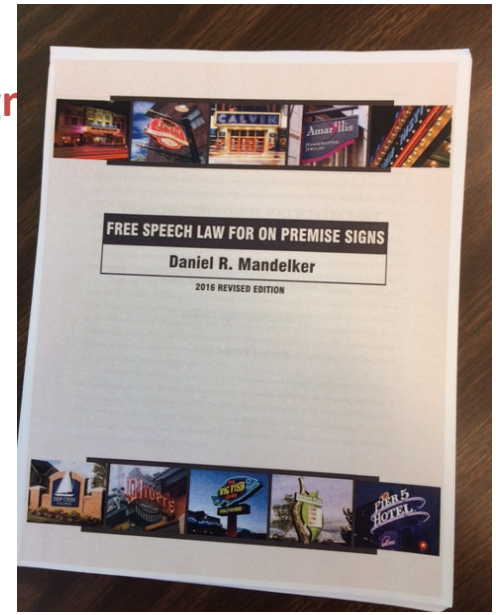
- 7A.7 Design option – Has dark skies and legibility findings.



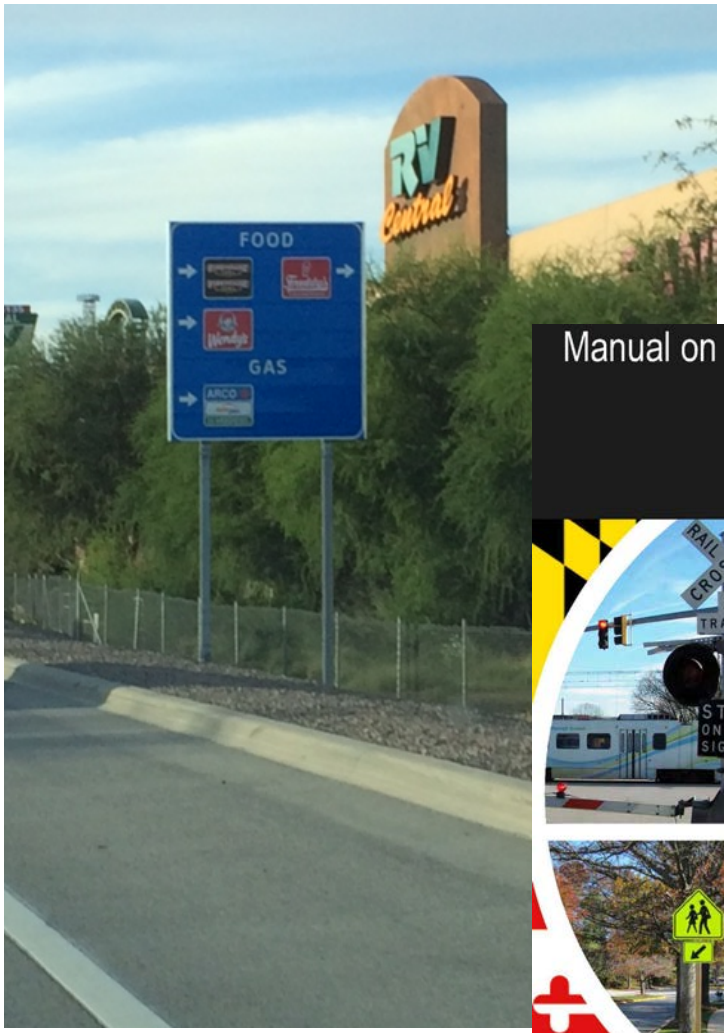


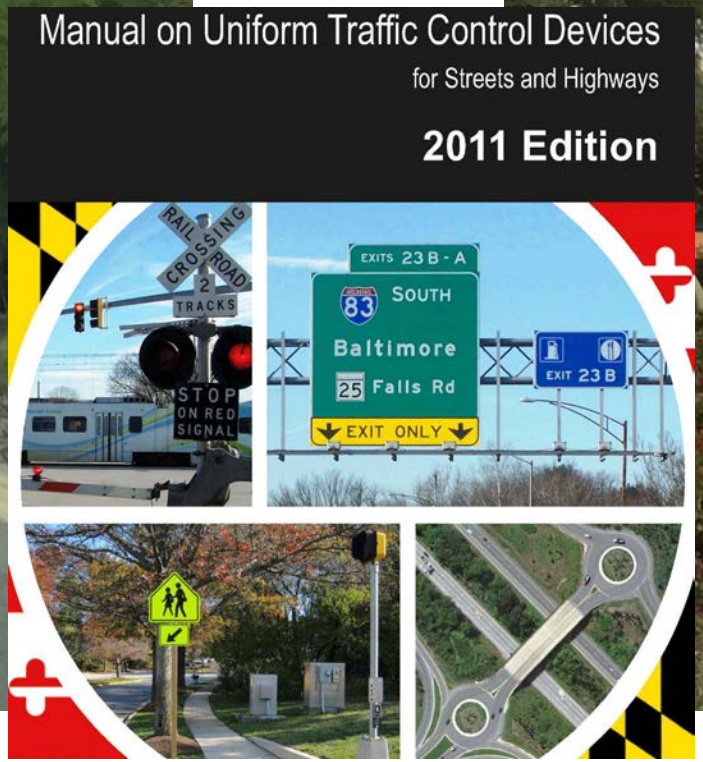


Scenic America On-Premise Sign Handbook



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





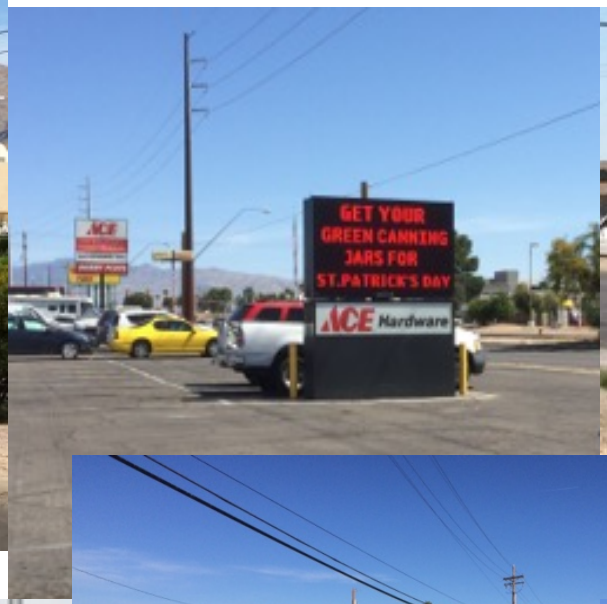
Outside Tucson Sign Design Examples

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
- Sunsetted 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

Menu board

Minor wall signs

Directory signs

Directional sign

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.

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

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.

2nd Call to the Audience